



Dressed to kill

Over 100 skaters took part in the benefit Costume and Family Skate Carnival sponsored by the Elmvale Shaw's Bantams at the Elmvale Arena. Most of those participating came dressed for the occasion and winners chosen by judges Ross McConnell, Marshall Hubbard and Chris Mackey included, from left to right: Goalie Rodger Allen (Most Original); Straw Head Wayne Allen (Most Humorous); Audrie Guthrie and Lois Bertram (Best Dressed Couple) and Aaron Elliott (Youngest Dressed) being held by Ross McConnell. Terri Ayotte is standing in front in her Best Period costume.

Business policy since 1945

Active industrial promotion paying off

How a town earns its bread and butter fluctuates with changes in national and international economic situations. If a town can competitively produce a product or offer a service that is demanded on a large scale, it prospers. When, for whatever reason, that demand ceases or is replaced by something else, the town must begin looking for other sources of livelihood.

What is incumbent on a town if it hopes to offer its citizens a good life is that it remain receptive to change, that it possess the capacity to adapt to situations when they arise.

After the termination of the Second World War in 1945, Midland was faced with that very problem. Prior to and during the war, the town's economy revolved almost entirely around the shipbuilding and grain elevator facilities that had grown during the expansion years of the 1920's. The need for military machinery and food to nourish troops overseas had made the war years, especially, an era of unrivalled prosperity. Employment was high, if sometimes seasonal, at the town's four grain elevators, and reactivated shipyards provided jobs for close to 700 men.

However, when the war ended, the demand for the types of services Midland could offer diminished. Local officials, especially the Chamber of Commerce, realized that Midland must adapt to the realities of the post-war economy or falter.

Accordingly, a search began for new ways to provide jobs for Midland's sizeable labour force. This they found in the manufacturing sector, which was beginning to expand in relation to the growth of the consumer society. The Chamber began an active promotion program, attracting small and medium size manufacturers to the area.

The first new industry to establish in Midland was the optical firm of Bausch and Lomb, which located here in 1947, soon to be followed by

another optical company, the Ernst Leitz Limited. Also establishing in Midland in the later years of the 1940's was Bay Mills Limited, initially known as Fine Silk Limited.

The Midland Footwear Company, no longer in business but owned by the same Company that operates what is presently known as Midland Industries Ltd., located in Midland in the early fifties.

Become a member of the SOUTH SIMCOE LIBERAL ASSOCIATION

For membership information and tickets to the annual meeting to be held on April 23. Contact Yvonne Healey.

322-1675

BUDD WATSON

Cordially invites the people of Midland

to a

SPECIAL CELEBRATION Wed, April 1st

7:30 to 9:30 p.m.

at our new Gallery 520 Hugel Avenue

The occasion is the 60th Anniversary for Lorne Watson in photography (Forty-Five years in Midland)

"PLEASE DROP AROUND FOR COFFEE AND CAKE AND SAY HELLO TO DAD"

THE SENSATIONAL

\$ **6⁹⁵** BUCKET.

Saturday and Sunday, March 28th and 29th, Kentucky Fried Chicken has a sensational special for you.

A Bucket, with 15 pieces of finger lickin' good chicken, priced at only \$6.95.

The Sensational Saturday and Sunday \$6.95 Bucket. At Kentucky Fried Chicken. There's nothing like it.

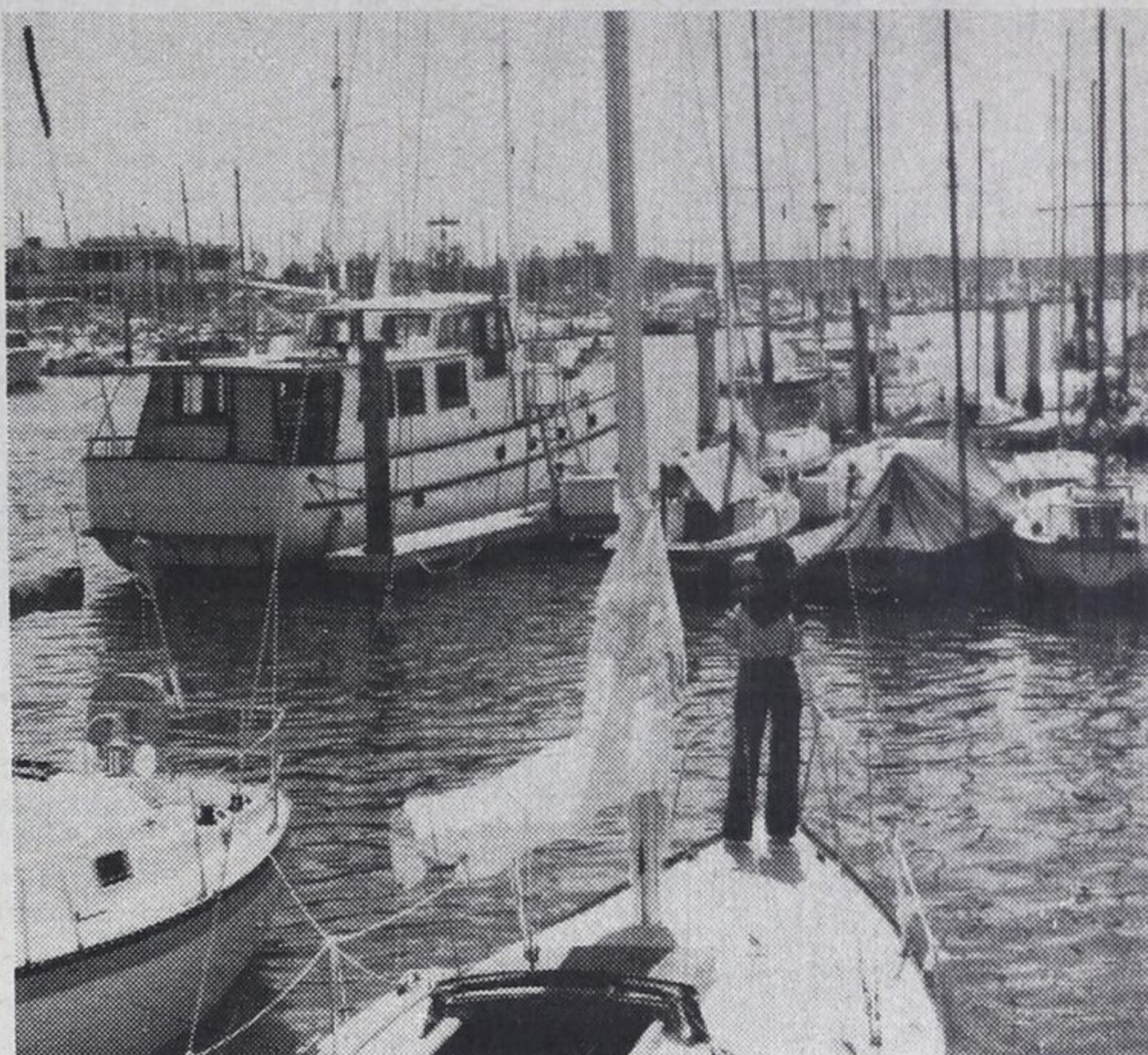


LOFT'S Kentucky Fried Chicken

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315 BAYFIELD ST. BARRIE, ONT. TEL. 726-7220	DUCKWORTH PLAZA BARRIE, ONT. TEL. 726-5710	45 ESSA RD. BARRIE, ONT. TEL. 726-2501
70 FIRST ST. COLLINGWOOD, ONT. TEL. 445-0491	371 KING ST. MIDLAND, ONT. TEL. 526-5522	MOSLEY & SUNNIDALE STS. WASAGA BEACH, ONT. TEL. 429-2311

PAYING TOO MUCH FOR YOUR YACHT INSURANCE



Try our new Safe Boaters Yacht Insurance Plan!...

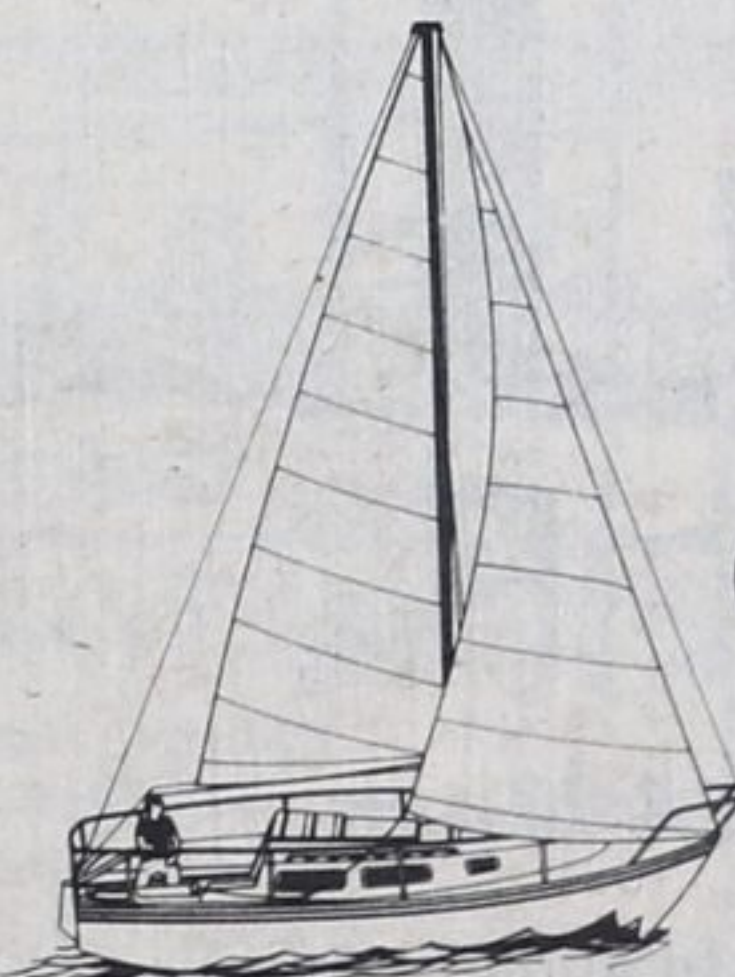
- All Risk Hull Insurance
- 1% Deductible
- Valued Basis Hull Insurance - NO DEPRECIATION
- Protection & Indemnity - \$500,000.
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Example:

- 1979 Fibreglass 20' Runabout
- \$20,000 All Risk Hull Insurance
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ANNUAL PREMIUM **\$170.00** *
(On above example)

- * Surveys required on boats over 10 years old
- * Rates are applicable to sailboats, inboard-outboards, and inboards only



Telephone
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