Classified

Classified Word Advertising Rates	
Up to 18 words	
First insertion	3.20
Second insertion	3.00
Third insertion	2.90
Subsequent insertions	ea. 2.90
Additional words	.11

NOTICES | NOTICES | NOTICES | NOTICES | NOTICES | NOTICES

IMPORTANT MESSAGE TO ADVERTISERS:

It has come to my attention that photo-copies of this page in the magazine Community Markets Canada are being circulated in the area, even though our newspapers have been misrepresented in the publication, due to a printing error.

We have been assured by officials of Community Markets Canada that our listing will be corrected in its next publication.

Unfortunately, this is a yearly publication and some of you have been given these figures as a basis for deciding where your advertising dollars can be best spent.

I believe you should know the facts.

This is a copy of our listing in Canadian Advertising Rates and Data (CARD). These are true figures which appeared in the March 1981 issue of CARD, and which are subject to audit by the Audit Bureau of Circulations (ABC).

If you wish to see a copy of this book in its entirety, please do not hesitate to contact me or your local representative from The Midland Times, The Penetanguishene Citizen or The Elmvale Lance.

This book includes all circulation figures for all media in the area.

Grace McCabe
Advertising Manager
Douglas Parker Publishing Ltd.

From Community Markets Canada

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HOUSEHOLDS . . .
POPULATION . . .
PERSONAL DISPOS. INCOME (1979)
RETAIL SALES (1979)

Combined Weekly Ne circulation in market a

WEEKLY NEWSPAPERS	CIRCULATION IN MARKET AREA	IN OTHER NON-METRO AREAS OF SUPER-MARKET	TOTAL IN NON-METRO AREAS OF SUPER-MARKET	OTHER	TO	BASIS	No. Cols
ALLISTON Herald	4,045	163	4,208	362	4,570	ABC	9
BARRIE Banner	162	—	18,162		18,162	CCAB	7
BEETON SCHOMBERG Record							
Sentinel	1,035						
BRADFORD Witness	3,729	25	1,060	840	1,900	SWN	9
COLLINGWOOD Enterprise-Bulletin	4,987	40	3	296*	4,025	SWN	10
COLLINGWOOD Times	3,780	—	88	—	5,388	ABC	8
CREEMORE Star	1,686		0	512	4,292		7
MIDLAND Free Press	4,780	—	1,9	245	2,166	SWN	6
MIDLAND Times	3,151	—	4,780	24	5,514	ABC	9
PENETANGUISHENE Citizen	—	—	3,151	—	3,245	ABC	10
SCHOMBERG NOBLETON News	1,318	—	—	—	302	ABC	8
STAYNER Sun	2,000	200	—	—		SWN	7
TOTTENHAM News	2,680	—	1,518	332	1,850		6
TOTTENHAM Times	2,024	20	2,000	100	2,100		6
BEACH News	53,377	133	2,700	48	2,748		7
ALS		1,177	2,157	4	2,161		9
ga 18 (Exurban)			54,554	3,567	61,873	SWN	6

DATA

MARKET AREA 15

75 %

FARM DA

3,0

11,09

$77.2 Million

gus-Farms:

3,441
3,236
6,585
1,072
1,765
559

163

From Card Book

Madoc Review, Box 250, Marmora, Ont. K0K 2M0 ..... We
Malton ..... We
Manitouwadge, The Echot, Box 550, Manitouwadge, Ont. P0T 2C0 ..... Wed
sissauga Dr.) ..... Wed
Marathon Mercury, Box 369, Marathon, Ont. P0T 2E0 (5 Woodson St.) ..... W/F
Markdale Standardt, Box 465, Markdale, Ont. N0C 1H0 .....
Markham .....
Marmora Heraldt, Box 250, Marmora, Ont. K0K 2M0 (3 McGill St.) ..... Fri
Mattawa Recorder, 341 McConnell St., Box 67, Mattawa, Ont. P0H 1V0 ..... Fri
Meaford Expresst, Box 700, Meaford N0H 1Y0 (68 Sykes St. N.) ..... ■Comb. rate 25c
Midland Free Presst, 248 First St., Midland, Ont. L4R 3N8 .....
Midland Friday Group (comb.) Box 609, Midland L4R 4LR .....
Midland Friday Times ..... Wed
Penetanguishene Friday Citizen ..... Wed
Midland Peninsula Group (combined) Box 609, Midland, Ont. L4R 4L3 ..... Wed
Midland Timest ..... ■Comb. rate 25c
Penetanguishene Citizent ..... eoThu
Elmvale Lancet ..... Wed
Mildmay Town & Country Criert, Box 190, Mildmay, Ont. N0G 2J0 ..... Wed
Milton Canadian Championt, 191 Main St. E., Milton, Ont. L9T 1N7 ..... Wed
Milton Weekly Tribune, 181 Main St. E., Milton, Ont. L9T 1N7 ..... Wed
Milverton Sunt, Box 456, Milverton, Ont. N0K 1M0 (28 Main St. N.) ..... Wed
Minden, The Highlands Express, R.R. #2, Minden, Ont. K0M 2K0 .....
Minden, The Timest, Box 97, Minden, Ont. K0M 2K0 .....

1900 1875 Swn. 3-1-80
1045 Swn. 30-6-80
1177 Swn. 23-5-80
1934 Swn. 30-11-80
1375 Swn. 30-11-80
850 Swn. 2-1-80
2908 ABC 31-3-80
5336 ABC 30-9-80
Swn. 26-9-80
Swn. 26-9-80
▲5300
▲2100
Total: 7400 Swn. 26-9-80
15-2 ABC 30-9-80
15-2 ABC 30-9-80
15-2 ABC 30-9-80
▲2947
▲1189
▲1369
Total: 5440
15-2 Swn. 22-4-80
15 Swn. 23-6-80
15 Swn. 25-4-80
15-2 Swn. 1-2-80
15-2 Swn. 9-1-81
15

The Penetanguishene Citizen

The Midland Times

Elmvale Lance
The independent voice of prosperous North Simcoe

Courtesy MIDLAND

USED CARS

1980 FORD FAIRMONT — Futura, 2 door coupe, 6 cyl. auto., p.s., p.b., electric defrost, AM radio, white walls, cloth trim in Jade. Lic. PHN 548.

1980 MERCURY COUGAR XR7, 8 cyl. auto., p.s., p.b., air cond., p.w., cruise control, stereo, in blue. Lic. PNT 754.

1979 CHEV. CHEVELLE STATION WAGON, V-6, auto., p.s., p.b., AM/FM radio in maroon. Lic. OTA 638.

1978 FORD FAIRMONT, 2 door, 4 cyl., 4 speed, bucket seats, in red. Lic. MNS 202.

1978 FORD LTD LANDAU, 2 door, 8 cyl., air cond., stereo, cruise control, p.w., show room beauty, in blue. Lic. NHJ 888.

1978 CHEV. IMPALA STATION WAGON, V-8, auto., p.s., p.b., luggage rack, in blue. Lic. MXV 323.

1977 FORD GRANADA, 2 door, 6 cyl., auto., p.s., electric defrost, AM/radio, silver. Lic. MFZ 762.

1977 DODGE ASPEN Station wagon w/ Squire option, 6 cyl., auto., ps, pb., split bench seat. In beige. Lic No. LFX 836.

1977 DODGE 12 PASSENGER MAXI VAN, with air conditioning and tu-tone paint, 8 cyl., auto., p.s., p.b., in blue. Lic. LCY 081.

1976 FORD E 250 WINDOW VAN, all finished for camping, 8 cyl., auto., p.s., p.b., dual captain's chairs, tu-tone green. Lic. EZ4 295.

1976 DODGE RAMCHARGER, 2 wheel drive, 318, auto., p.s., p.b., mag wheels, fancy paint. Lic. KXX 618.

1976 MERCURY MONTEGO, HX 2 door in white with red vinyl roof, V-8, auto, p.s., p.b., AM radio. Lic. LHK 178

1976 MERCURY COMET, 4 door, 6 cyl., auto, p.s., p.b., vinyl roof in brown. Lic. KFT 327.

1975 FORD LTD. Squire station wagon, 8 cyl. automatic, p.s., and brakes, air, radio, electric defrost, Lic. MTL 537. Value Priced at $1,995.00.

1975 FORD MAVERICK, 4 door, 6 cyl., auto., p.s, p.b., AM radio, in copper. Lic. KWA 424.

1974 CHEV. CHEVELLE, 4 door, 6 cyl., auto., p.s., p.b., in dark blue. Lic. JSS 407.

1973 VOLVO 4 DOOR, 4 cyl., auto., p.s., p.b., AM/FM radio, air cond., blue. Lic. JCD 008.

Bank of Montreal Financing on the spot

Courtesy MIDLAND
723 King St.
526-3777