

\$25,000 target

Sally Ann's blitz set for Mon., May 4

May is The Salvation Army Red Shield Month and in North Simcoe the Army hopes to raise \$25,000.

This will be done by a series of one-night blitzes starting on Monday night, May 4.

That night, Midland, Penetanguishene, Wyevale and Perkinsfield will be blitzed starting at 6:30 p.m.

The Penetanguishene campaign will be spear-headed again this year at members of Penetanguishene Legion.

Later in the month of May other North Simcoe communities will be

blitzed from Elmvale to Port Severn and Honey Harbour.

The official kick-off to the campaign will occur Saturday, May 2 with a parade from the Midland citadel of the Salvation Army up King Street to the library.

There during a brief ceremony, local and area civic leaders will officially throw their support behind the campaign.

A 20-member Salvation Army band from Guelph will provide music for both the parade and service at the library.



Won't you buy these wonderful tickets?

Shelly Wilkinson, a student at Midland Secondary School, right, was one of the first customers these children canvassed Monday to buy tickets for equipment for the new Co-operative Nursery

School to be located at MSS. Applications for the nursery school are now being accepted. The three children here raised over \$60 in the two lunch periods, selling the 50 cents tickets.

Midland Industries to be honoured

An Energy Conservation Award will be presented to Midland Industries on May 5 in recognition of the Company's outstanding achievements in energy conservation. Joint contributors of the Award are Ontario Hydro and Midland Public Utilities Commission.

Midland Industries, a manufacturer of industrial plastic components, reduced its total energy costs by \$32,000, or more than 34 per cent in a programme that began just three years ago. Over \$21,000 of this total came from more efficient use of electricity.

The Federal Government, through the Society of Plastic Industry of Canada, challenged the industry to improve its energy efficiency by 30 per cent by 1985. A Conservation Survey was carried out by Ontario Hydro and Midland Public Utilities staff in 1978 as part of Midland Industries' efforts to meet this goal.

During implementation of Survey suggestions, new ideas were submitted by the Company's Energy Management Committee members and other employees as enthusiasm for the project grew with each successful energy saving change.

"In a 24-hour-a-day custom moulding operations like ours, everyone has plenty to do just maintaining production and at first, energy conservation wasn't a high priority item. But we kept at it and as we started to show results, everyone in the plant got enthusiastic. I'm sure any firm starting a conservation programme will find that persistence pays off as it did with us", says L.E. Love, divisional vice-president and general manager.

Lighting was an obvious place for savings: unneeded high light levels were reduced; traditional overall area lighting was replaced with work area lights and photo cell controls were used in some locations.

The practice of leaving auxiliary machines idling when not immediately required was eliminated; others were equipped with automatic timers to shut down on completion of operation; preheating time of moulding machines were reduced and more attention paid to the exact rise of pressure required for a particular operation rather than always using the maximum pressure available.

In addition, numerous other changes with one or two years pay-back times were also made or are planned.

Mr. Love says the Company will also be installing load management equipment as suggested by the Ontario Hydro Small Industries Load Management Study. This will allow the Control of peak demands and bring about further reductions in the Company's electricity bill.

The Award will be presented by F.A. Perttula, director of Ontario Hydro's Georgian Bay Region, and C.E. Buck, chairman of the Midland Public Utilities Commission at the Midland Industries plant at 2 p.m.

Easter visitors

by Cindy Lockhart
Over the Easter weekend, Debbie and Vanda French spent some time at home visiting their parents.

Mr. and Mrs. Ken Lockhart spent a few days visiting with relatives and friends in Fergus, Arthur, Woodstock and Brantford.

Kristopher Lockhart spent the week visiting with Mr. and Mrs. Remi Hamelin and family of Utopia (just outside of

Barrie). Debra-Anne Lockhart spent the week visiting with her grandparents Mr. and Mrs. Bill Curry.

Don't forget dance tickets are on sale for May 30 at Elmvale Community Hall, \$4. per person with Northern Edition.

For tickets call Anne Leonard 322-2120.

Spending the week, visiting with Mr. and Mrs. Morris Darby were Misses Deanna and Joslyn Strath of

Markham. Card party winners of the last card party of the season were men's high - Della DesRoches; men's low - Frank Ellis; ladies' high - Rita MacMillan; ladies' low - Winnie Armstrong and door prize went to Norris Gill.

Many thanks to everyone who attended. Hope we will see you in the fall.

Several from the community attended the Vasey Women's

Waverley

Institute Spring Tea and Bazaar held on Saturday in the church at Vasey.

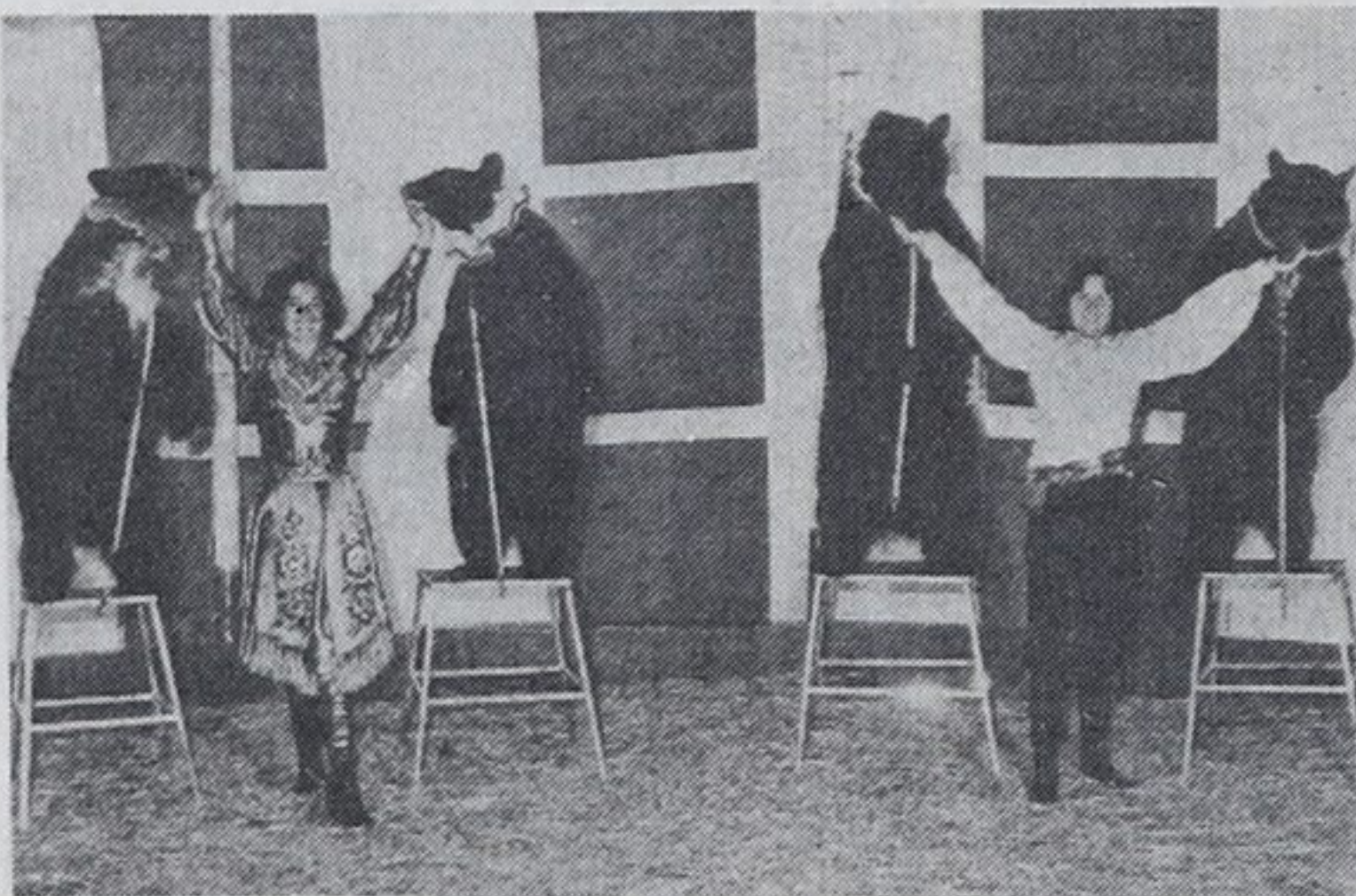
Congratulations to Mr. and Mrs. Brian Dwinell on the birth of a

daughter on Easter Sunday. Wasn't the Easter Bunny good to that family?

Gordie Dwinell spent a few days visiting with his grandparents.



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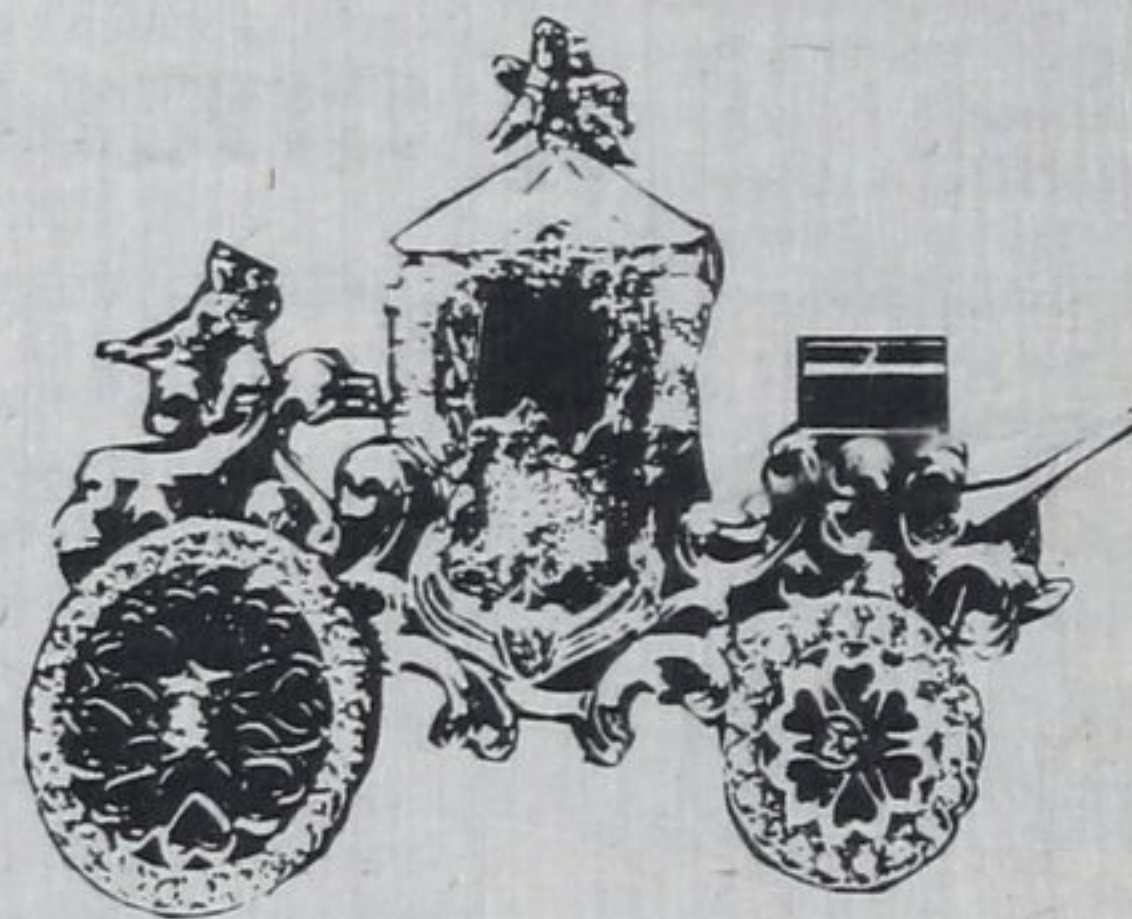
SHRINE INTERNATIONAL CIRCUS

**MIDLAND CENTENNIAL ARENA
MAY 7th.
4:00 & 7:30 P.M.**

MIDLAND, ONT.
Box office open 10 a.m.
day of Circus

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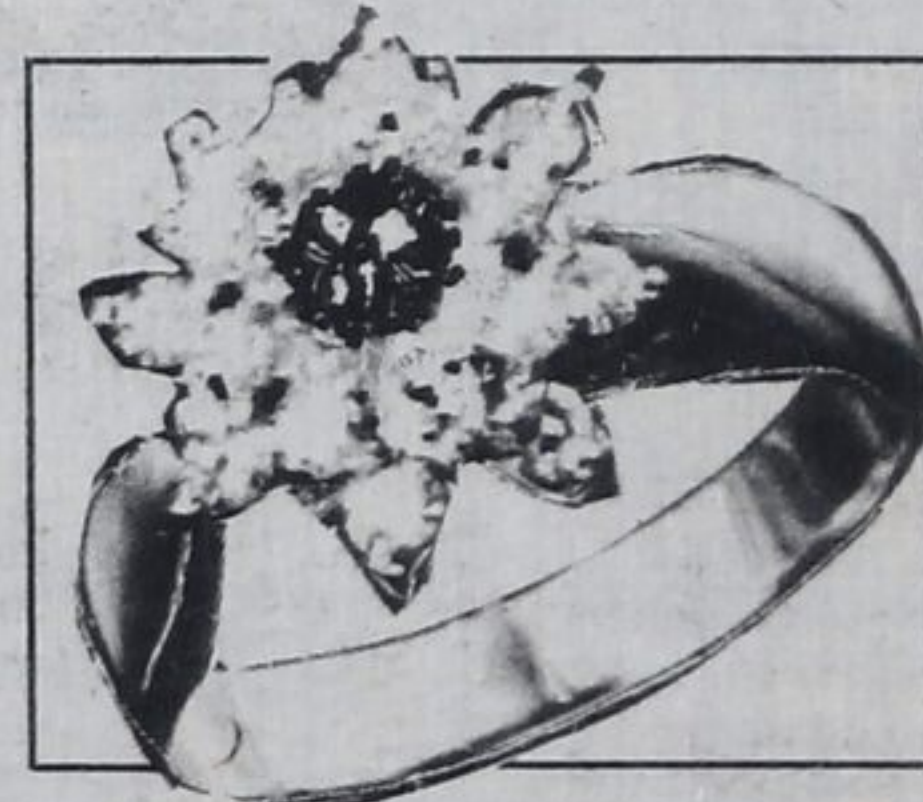
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