

## That's My Line



# Art Desroches

## *the coffee man*

Art (Desroches) The Coffee Man from Penetanguishene marked a special anniversary this week.

He has been operating his coffee truck for exactly three years taking it over from Wade (Cadeau), you guessed it, the Coffee Man.

Five days a week you can find Art Desroches in Midland and Penetanguishene making his rounds.

He covers more than 65 miles a day calling customers at local industries, service stations, small business establishments and construction sites.

"That's at least 25 to 30 stops in the morning and almost as many in the afternoon," says Art.

"Everybody wants me at 10 a.m. and 3:30 p.m. (coffee break times), although would you believe I make my first call at 7:15 a.m.?"

Although he usually wraps up at 4 p.m., he says, "There's still lots to do preparing for the next day so really I don't finish up until 5:30 p.m. or later."

Summers and fall are his busy times "What with all the construction yet my regular customers come first. I've only missed three days since I took over the business from Wade and that was due to my truck breaking down...that can lose you business...so I take real good care of it."

His sixth day each week is devoted to "paper work. You see you can't get sick in this business. My wife and I (they own the company) take our holidays at Christmas when things slow down abit."

Getting back to the topic of regular customers, the coffee man says, "It is important to know what they like and to call them by name."

"I think it's the best way to do

business. I really enjoy it."

Would he consider expanding?

"No, not right now. There are three of us working this market. Three trucks owned by three different businessmen. For now there's enough for us all not like in the city where there are hundreds of trucks catering to people during their coffee breaks."

Art Desroches says he must meet tough regulations set down by various government agencies "including the department of health...this is a serious business."

The Penetanguishene resident again repeated his philosophy, "You have to get to know your customers. You have to know what they like and have it ready for them when you pull up at their place..."

"You should know if a fellow takes his coffee with or without cream. It's good business."

As for the hardest part of the job, Desroches confesses, "It's getting to my customers on time. It bothers me when I'm late. I know it bothers them too, so that's why I do my best to be on time at each of the locations I call on each morning and afternoon."

"It's just good business."

# New umbrella group christened

## Founding conference - a unique affair

by Adrienne Graham Gardner

A new umbrella organization to represent all municipal groups in Ontario was formed at a combined conference of the three existing municipal organizations in Toronto this week.

The founding conference drew 1,400 delegates from all over Ontario in what Tiny township Reeve Morris Darby called "the largest convention of this type" he had ever seen.

Reeve Darby was at the conference as the president of the Association of Rural Ontario Municipalities (ROMA) and will serve automatically on the executive committee of the new Association of Municipalities of Ontario (AMO).

The New AMO will be composed of five sections representing large urban municipalities, small urban municipalities, counties and regions, rural municipalities and municipalities of northern Ontario.

A constitution to govern the new body was adopted at the conference, held at the Royal York Hotel in Toronto from Sunday through Wednesday of this week.

A board of directors and an executive committee were decided by vote. Curtis Carter, Mayor of Chatham was acclaimed as President. He will be assisted by Sally Thorsen of Cambridge as Administrative Vice President, and Gerald Parisien, Mayor of Cornwall, as First Vice President.

The conference began on Sunday with

meetings of the board; discussions and adoption of the constitution followed on Monday.

Reeve Morris Darby conducted a session on fee scheduling as well as a seminar on rural government during the course of the convention.

Reeve Darby expressed the hope that "the new organization will be more manageable, and will be recognized by the provincial government to act as a liaison between municipalities and the province."

AMO will receive copies of proposed legislation, which will be circulated and reviewed, and will then consult with the appropriate department of the provincial government with its recommendations.

The new organization has been endorsed by the province, and will take over from existing municipal organizations as of January 1, 1982, when they will be phased out.

The executive will be involved with the selection of staff, and will begin operation in the new year.

Reeve Darby will continue as President of ROMA until their annual meeting in February. He will remain on the executive for one more year as Past President.

All members of Tiny

Council were on hand for the convention, as well as chief administrative officer, Guy Maurice. According to Maurice, Reeve Morris Darby as president of ROMA played an important role at the convention, heading two workshops, and "as usual he handled himself very well."

Mayor Ron Bellisle Penetanguishene Mayor Ron Bellisle attended the convention of Ontario municipalities in Toronto this week as the town's only representative. Since Penetanguishene is not

yet a paying member of the organization, the Mayor did not act as a voting delegate.

The mayor did, however, attend the constitutional session on Monday, as well as workshops on labour relations and energy in the following days.

Penetanguishene council will vote on whether or not to join the newly amalgamated Association of Municipalities of Ontario. Under the proposed fee schedule Penetanguishene would be assessed a membership fee of \$11 per capita, or approximately \$500.

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