

Action-packed weekend

telethon you'll not want to miss on Cable 12

OPPORTUNATHON '82 makes "the hot-tub challenge". Would you like to see someone you know sitting in a hot-tub on T.V.?

Tune in to Cable 12 from noon Oct. 16 to noon Oct. 17 for the Huronia Association for the Mentally Retarded's Telethon, and read on.

OPPORTUNATHON '82 issues a challenge to individuals and/or groups to call in during the telethon

and say how much you or your group are willing to donate to see someone you know take a dip in the hot-tub.

(Rumour has it that the Flamingo Club has begun raising funds already!)

When you call to make your pledge you will hear some familiar voices.

Among the volunteers are: Midland O.P.P., Midland Legion Ladies' Auxiliary, Midland Legionnaires,

the T. D. Bank Staff, The Quota Club of Huronia, and the staff from Realty World McQuirter.

Along with the hot-tub fun you won't want to miss special guest appearances Jack Duffy, Ron Ellis, Ben Wicks, and our own Janet French Trio.

George Bryson from CKVR sports, Moreland Lynn, Bev Day and Don McNee and many others from

the area will be on hand.

Help the Huronia Association for the Mentally Retarded meet their goal of \$15,000.

Tune in to Cable 12 for OPPORTUNATHON '82 live and in colour, or go to the Civic Centre in Midland and make your donation in person. It all happens between noon Oct. 16 and noon Oct. 17.

Midland C. of C. sees silver lining

"We'll be back!"

Those were the departing words from several of the visiting German contingent who toured the Midland area on Sept. 25. For Midland's Commissioner of Development Wally Cunningham and Chamber of Commerce President Hudson Leavens, those words represent definite hope of good things for Midland's future.

The 17 business and professional people were on a tour sponsored by the City Bank of Cologne. Midland was the only smaller centre on an itinerary that included Vancouver, Edmonton, Toronto and Montreal.

Included in the group were a doctor, a lawyer, a chartered accountant, top executives in several manufacturing companies and representatives of the construction and excavation industries. One of them was a financial consultant who specializes in giving advice to Germans who are considering investing in Canada. Reports Hudson

Leavens, "That man is coming to live in Toronto for a year, to research the Canadian Investment Process. I can assure you we will stay in close touch with him!"

At their request, the traveller's names and the companies they represent are being held in confidence. "That is reasonable," says Wally Cunningham. "No business man would want such information revealed at this point. The world of business and industry is highly competitive."

The side trip to a smaller community was arranged through contacts made by Leavens and Cunningham during their Hanover Trade Fair visit in April. "They loved seeing this aspect of Canada," says Cunningham, who arranged that they be bused from Toronto on a scenic route that passed through small villages and farming communities.

A further bonus for the visitors was a visit to a Canadian home. After the Georgian Bay

boat tour, guests enjoyed wine and cheese at Cunningham's Midland Point residence.

The Germans, known for their cautious attitude toward investing, showed unqualified delight several times during the tour of the area. "The selling price of local houses astonished them," says Leavens. "Then after hearing about the cost of a house, they would ask about the cost of the land under the house. They couldn't believe that both land and house could be bought for what seemed to them such a reasonable price."

Hudson Leavens spent some time with a visitor who was a windsurfing enthusiast. "He told me he keeps his windsurfer on his Land Rover all the time. But the only place he can enjoy his sport is on the river. He thought the open water up in Georgian Bay was magnificent."

As they toured around the Bay, the visitors again expressed surprise at the low cost of islands and vacation properties.



Elmvalle Fair Queen

Kari Simpson reacts with delight Saturday afternoon in the Flos-Elmvalle Arena as the master of ceremonies announces her election as the 1982

Miss Elmvalle Fall Fair. She was chosen from a field of six young women, and will represent the Elmvalle Fall Fair at the CNE next year.



Marchers addressed

Present at the conclusion of the School Parade at the Elmvalle Fairgrounds on Friday afternoon were, from left, Joe KleinGebbinck, Roy Edwards, Frank Archer, Wendy MacKenzie,

Geraldine Stone, Cindy Orr, Gerard Moran, Don Bell, Ken Knox and Doreen Turner, school, local political, and fall fair officials, who addressed the assembled parade marchers.

Tourism Ontario receives special medallion

John Egan, Chairman of Tourism Ontario, sees the special silver medallion the federation received recently as a symbol of great things to come in the province's burgeoning tourism industry.

Egan, accepted the medallion from federal minister of state for small business and tourism, Charles Lapointe, during a brief ceremony at Toronto International Airport marking Tourism Ontario's contributions to the industry.

"Our country and province are blessed with an unparalleled wealth of natural and man-made recreational, cultural and historical places," said Egan. "We believe that our tourism resource has the potential to become the largest single industry in Ontario, provided the private and public sectors continue to work together as we have the last few years."

Tourism Ontario represents 10 member hospitality and travel associations, accounting for more than 7,000 hospitality and food services enterprises in Ontario. The industry generated \$8.7 billion in revenues during 1981 and expects to surpass the manufacturing sector as the province's leading industry before the year 2000.

"Travelling is the catalyst," said Egan, "that brings together millions of people with diverse origins and backgrounds. It is the means by which the citizens of the world seek solitude and freedom, and pursue spiritual and physical fulfillment. And what better places for those pursuits than this province and country?"

The Ministry of Tourism and Recreation nominated Tourism Ontario for the award, citing the federation's ability to work closely with government in attaining mutual goals.

"In fact," said Reuben Baetz, minister of tourism and recreation, "I have no hesitation in referring to Tourism Ontario as a model for similar co-operative ventures."

Besides representing the concerns of its members to government, the organization generates public awareness of the economic importance of the industry.

One of Tourism Ontario's most respected services is the accommodation grading program. Started in 1980, the program includes information for travellers regarding 700 commercial lodging facilities, including hotels, motels, resorts, fishing hunting camps and lodges. "The program is second to none in the world," said Tourism Ontario's executive director Roly Michener. "It is recognized as reliable, objective and consistent."