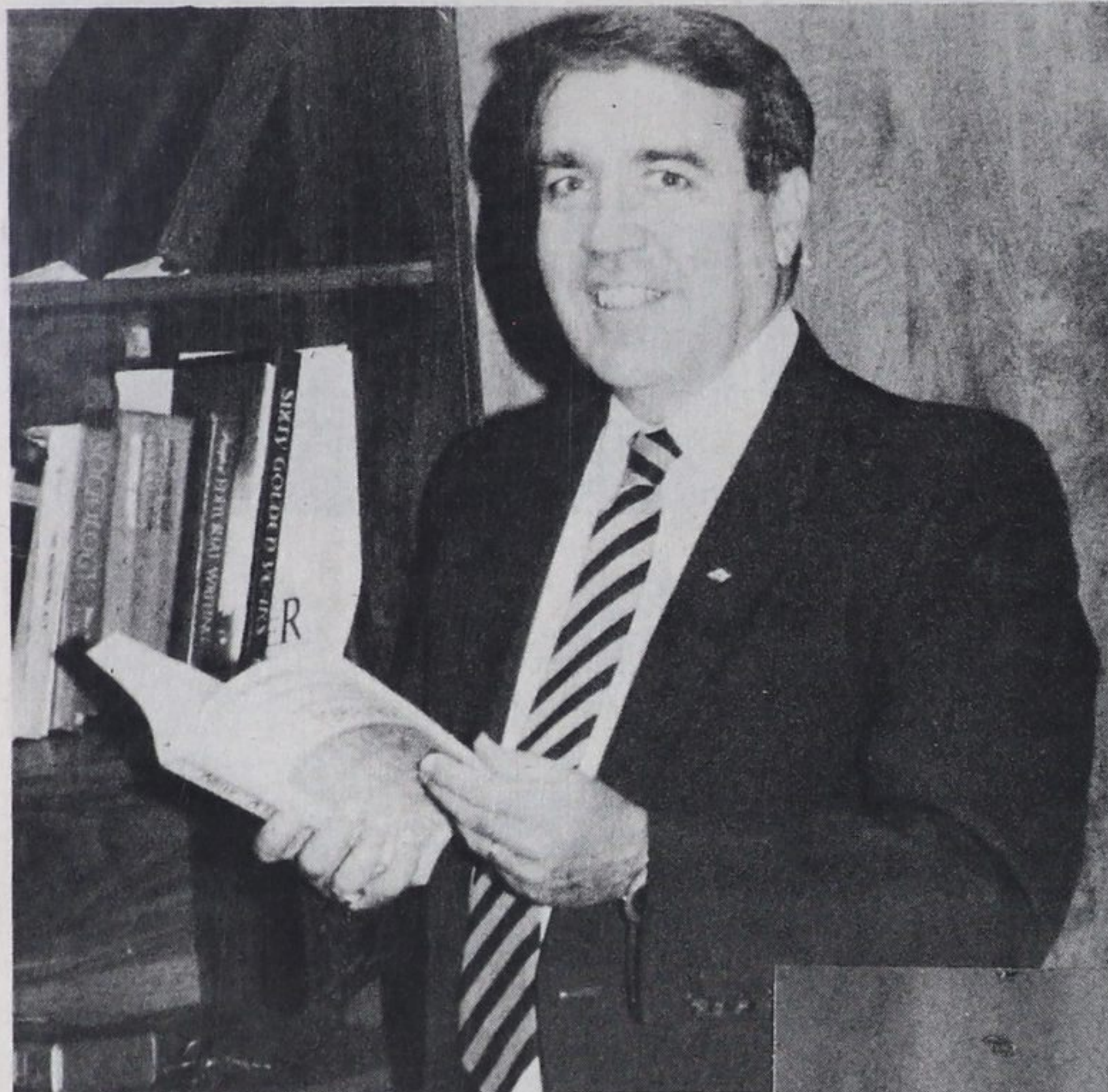


# Citizen Times WEEKENDER



## Doug Reed

Gosh, it seems as though it was only yesterday and not 41 years ago that a skinny, knock-kneed four-year-old from Woodstock first set his eyes on the Gateway to the 30,000 Islands.

It was literally love at first sight.

I can still remember the trip to Midland cooped up in the back of a '38 Ford with my screaming sisters...all three of 'em.

The love affair with Midland and Southern Georgian Bay was quick to grow after my parents bought their cottage (at Allenwood Beach) from an Elmvalle school teacher by the name of Miss Lawson.

The love affair lives on...

And who would have thought that the same skinny kid, 23 years ago would start putting down roots in Midland? Now that "kid" has a Grade 13 kid of his own.

There have been many firsts in this 45-year-old kid's life: doing his first live station break on radio, appearing before a television camera for the first time, seeing his name over a story he had written for a newspaper.

Now we are gearing up for another first. We folks who bring you The Midland Times, The Penetanguishene Citizen, The Elmvalle Lance, The Friday Times and The Friday Citizen are about to launch a brand new block-buster newspaper: The Citizen Times Weekender.

And to tell you the truth, Fridays will never be the same again in North Simcoe.

The Weekender will be arriving at your doorstep on Friday, Nov. 18.

Needless to say we

are all quite excited about our new "baby." Who would have thought the skinny kid of 41 years ago would be helping to launch a brand new newspaper in the Heart of Huronia?

Well he is and loving every minute of it.

Publishing the all-new Citizen Times Weekender, as is our custom here, will be a team effort.

Murray Moore, a native of Norwich, Ont., will be the publications' features editor. Bob Finch our sales manager will direct sales while I will be keeping tabs on the overall production each week.

But most of all, each and every person on these pages will contribute his or her own special skills to bring our Weekender to life.

These are the people I'm most indebted to.

So for a special kind of newspaper in North Simcoe, we invite you to reach for a copy of The Citizen Times Weekender on Friday, Nov. 18.

Fridays in North Simcoe will never be the same after the 18th...you can bank on that!

—Doug Reed  
Editor

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Weekender features editor Murray Moore, although not a native of North Simcoe, has been, in over three and one-half years, from pillar to post in the areas served by Laurentian Publishing Group's North Simcoe newspapers, The Midland Times, The Penetanguishene Citizen, and The Elmvalle Lance.

Based in Midland, he has been the editor of both The Penetanguishene Citizen and of The Elmvalle Lance, and a sometime columnist, editorial writer, and book reviewer.

"Now: The Citizen Times Weekender. A complementary publication to Laurentian Publishing Group's other North Simcoe newspapers. Look to your Weekender for features: advice, information, coming events, people, reviews, columns, and more that we can't tell you about yet."

"On Wednesday we will continue to deliver to you the news you need to be informed about local events. And on Friday, in the Weekender, we'll leave the Whos, Whats, Whys and Wheres of regular newspapering and zero in on a host of special features."

In the Weekender, each Friday, you will learn what is happening

be features galore, lots stories and photos, and many other items of interest such as horoscopes, crossword puzzles, backgrounders on sports and articles on fashion.

—Bob Finch  
Sales Manager

## Jim Robb

For the last 15 of his 36 years, production foreman Jim Robb has been translating the layouts of advertising space salespeople into ads ready to be photographed. Equally important to the Weekender is his experience at taking the written news and news photographs and placing them neatly and attractively between the advertisements.

Jim started in the

business in Toronto with Eaton's ad department in 1965, learning how to do type markup. Between leaving Eatons and coming to North Simcoe to work for the North Simcoe newspapers now owned by the Laurentian Publishing Group, Jim worked in Mississauga, making ads for the Mississauga Times, and other newspapers.

Ad camera operator, computer tender, a layout whiz. Ad and news staff, faced with a problem, dismiss it by saying the magic phrase, "Jim can fix it."

## Jessie Crowe

Jessie Crowe, 19, is Jim's assistant and a future compositor, like Jim.

Born in Wyebridge, married and living in Midland, Jessie is a graduate of Elmvalle District High School.

A year after joining the production staff, Jessie is a proficient computer, and keyboard, operator. She is quickly learning to create the ads you see from the instructions of the advertising department staff.

## Elke Naumann Liesje Perry

Completing our very busy production department staff are key board operators Elke Naumann and Liesje Perry.

They turn the written news and advertising copy into computer punched tape which they then feed into our computers in one of the

last stages that turns "local" copy into the news and views you're reading now.

## Carol Dimock

Carol Dimock, 30, is a one-person band based in Elmvalle in the office of the weekly Elmvalle Lance. Carol started as a freelance reporter for The Times and The Citizen.

She assumed the editorship of The Lance nine months ago.

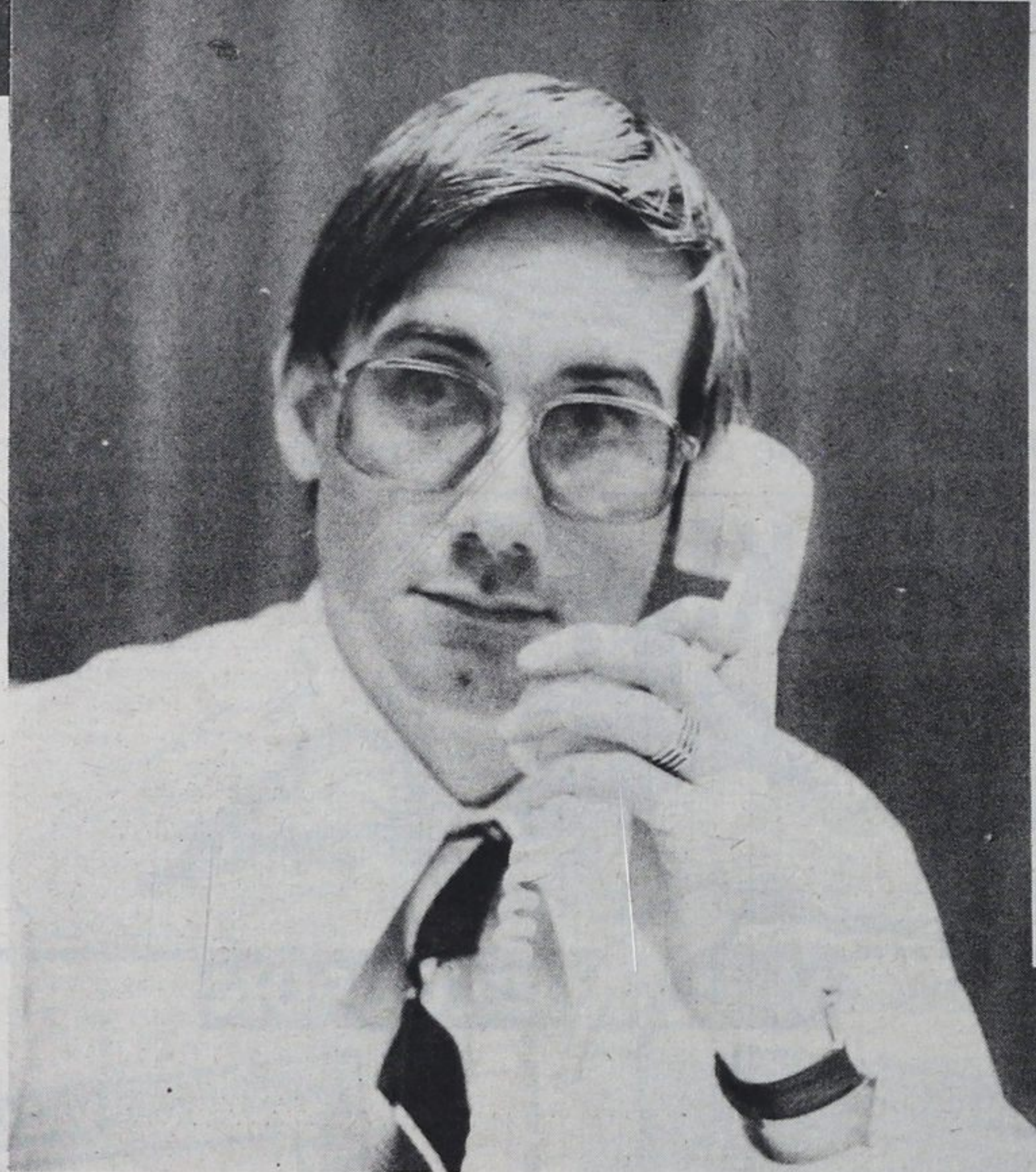
Carol does it all herself: edits correspondence, collects the news, writes features on people and places, writes editorials, takes pictures, and does page makeup.

Born in Halifax, N.S., and now living near Lafontaine, her byline will be seen often in The Weekender.

## Joe Harpell Linda Ladd

Advertising space representatives Joe Harpell and Linda Ladd have something in common. Both natives of Midland attended Regent Public School. Joe, 31, and Linda, 23, call on their accounts, lay out ads for the production department, work on special features, and suggest ideas, under the supervision of Bob Finch, the head of the advertising department.

They are the people who help advertisers put into practice the ideas that our valued advertisers want to present to the public.



## Murray Moore

He brought to Huronia the experience of having been the news editor of The Norwich, Ont., Gazette, his home town newspaper, and of a stint as a reporter and wire editor with a Thunder Bay, Ont., daily newspaper.

This is what he says about the Weekender. "The Citizen Times Weekender is a new newspaper-new with a capital N. The Weekender is not The Friday Times or The Friday Citizen, sister publications on Friday of the Laurentian Publishing Group's Wednesday newspapers, The Midland Times, The Penetanguishene Citizen, and The Elmvalle Lance.

"What was on Friday: The Friday Times and The Friday Citizen. Newspapers stressing local news for their area, Midland and Penetanguishene, respectively."

in your community in the next seven days; read about people who give your community its special character; choose among reviews of current books and films; catch up on the local sports scene; and have at hand the acquired wisdom and experience of experts from different fields.

The Citizen Times Weekender. Don't end your week without it.

—Murray Moore  
Features Editor

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It is with a great deal of pride and satisfaction that I have the privilege of introducing our new "Citizen Times Weekender to North Simcoe County. The Weekender will be delivered to thousands of homes every Friday in our area, and will present an entirely new concept from any previous publications.

In the Weekender will



Bob Finch