

# Presenting interesting facts about the achievements of leading businesses in the area

Feature copy appearing in this review cannot be reproduced in whole or in part without written permission from the writers.

These businesses are carefully chosen and must meet high standards to qualify for these reviews.

By Derek and Kelly Burns

## ORR'S JEWELLERS



## STEPHEN ORR JEWELLERS

"THE DIAMOND PEOPLE"

297 King St., Midland 526-6481  
Mountainview Mall, Midland 526-9511

Throughout history, fine jewellery pieces have always been a good investment and today people are more knowledgeable about gold jewellery, diamonds and jewellery services more than ever before. We found that at **STEPHEN ORR JEWELLERS LTD.** they endorse customer knowledge, thus providing honest sales with helpful service.

The purchase of a diamond can be a major investment, and is almost everyone's choice to mark events of great personal significance such as marriage and anniversaries.

**STEPHEN ORR JEWELLERS LTD.** has been established since 1940 and is owned and operated by **STEPHEN ORR**, who opened a second location at the Mountainview Mall in 1983. At his jewellery stores you'll find a well displayed selection of gold rings, necklaces, earrings, pendants, charms, diamonds, silverware, crystal, wall clocks, grandfather clocks, and watches by **CITIZEN, SEIKO, BULOVA, LORUS, PULSAR,** and the popular **SWATCH WATCH.** Services at **ORR'S JEWELLERS LTD.** include diamond setting, ring sizing, custom jewellery designing, engraving, watch and jewellery repairs.

We found the people there to be quite knowledgeable in their chosen profession, appreciative and willing to take the time with you. For precious gifts which extend lasting memories, we suggest you visit Midland's outstanding jewellery centres-**ORR'S JEWELLERS LTD.**



## MARTIN'S EQUIPMENT CENTRE

LEADERS IN OUTDOOR EQUIPMENT

41 Main St., Penetanguishene 549-7203

Over the years, we have seen **MARTIN'S EQUIPMENT CENTRE** making great progress and enlarging their long list of satisfied customers. Some of the reasons for his success is the consistent quality workmanship of their repair services and for providing quality brand name outdoor products.

This fine business was established in 1971 and is successfully guided by **GIL ROBILARD** owner and **REID WILSON** Manager. Their specialty is providing sales of **PIONEER-PARTNER** and **ECHO** chainsaws, **YARDMAND** and **ARIENS** outdoor products, **TORO, LAWN-BOY** lawn equipment, plus repairs for chainsaws, snowblowers, rotary tillers, lawn/garden equipment as well as small engines on **TECUMSEH** and **BRIGGS & STRATTON.**

People from all parts of the area are assured of being able to choose with confidence from respected brand named products suited to fit their needs and their budget, plus find what they need in accessories, parts, and repair services.

We feel that very few business of this type can point to a record of satisfied customers that has been compiled by **MARTIN'S EQUIPMENT CENTRE.** By providing only necessary work and completed the job competently the business has built a fine reputation for their services. This type of servicing and the quality product line sold, makes **MARTIN'S EQUIPMENT CENTRE** our recommended business.



WYEBRIDGE

MACHINE

LTD

ASSOCIATE  
SERVES AN IMPORTANT NEED IN THIS AREA

771 King St., Midland 526-4264

Few service garages can keep on hand all the many items to keep your wheels or boat in good running order and thus **WYEBRIDGE MACHINE LTD.** steps in and fills that need with quality, factory-built and approved parts and accessories.

There is probably no other organization in the wholesale trade that has extended such an efficient service in this area as **WYEBRIDGE MACHINE LTD.** This business was established originally in Wyebridge in 1930 as a machine shop. Today the business operated by **JOHN MacLENNAN,** offers engine rebuilding service for auto-farm and marine as well as providing auto shops with the necessary parts, accessories, and equipment to make it possible for speedy repairs.

This business can honestly boast of an extensive inventory of auto parts ranging from filters, belts, hoses, ignition systems, batteries, tools to carburetors, gauges, wiring and body shop supplies. They have all the auto parts you will need to keep your vehicle in good running order and they provide a complete machine shop service as well.

**WYEBRIDGE MACHINE LTD.** in Midland is a UAP associate store, an organization with a history dating back to 1926. There are now 350 locations across Canada plus 10 major warehouses along. As a UAP store, this location has more buying power and provides a guarantee to you that any problem with a part purchased will be honoured at any UAP store across Canada.

This firm certainly merits review in this special issue of outstanding businesses in Midland.



## Penetang Bottling Co. Ltd.

RECOGNIZED AS TOP SUPPLIERS FOR NO. 1 COLA  
175 Main St., Penetanguishene 549-7462

The success of this firm and its product has not been accomplished by fad or luck. Its business has been built gradually through many years of effort, hard work and top quality products. Their celebrated line of refreshing thirst-quenchers includes **SCHWEPPE, TAB COLA, SPRITE, FANTA, FRESCA, FIVE ALIVE, HI C, PURE SUN, A&W, MINUTE MAID, DIET COKE** and the world's Number 1 Cola; **COCA COLA.**

**COCA COLA** was invented in Atlanta, Georgia back in 1886 by Dr. John Pemberton. Today the world Famous **COCA COLA** is sold in 135 countries. Statistically, **COCA COLA** operates the largest commercial fleet of trucks on Earth delivering their quality Coca-Cola products.

**PENETANG BOTTLING CO. LTD.** was originally founded in 1901 by **ABE MOSES** and **LIGE LEFAIVE.** **BUTCH ORSER** purchased the company in 1979 and today the firm is successfully headed by **TOM THOMPSON** Vice President and General Manager. The **COCA COLA** logo is a familiar sign with their many trucks seen driving around Midland, Penetanguishene and surrounding areas conveying refreshing drinks to the many retail establishments, where you can obtain a bottle or carton of these preferred beverages. These products have met with the good taste of millions of people around the world. For quality you can taste, you just have to visit your favourite store for the variety of quality beverages listed above.



OFFERS VALUABLE SERVICES TO IMPROVE YOUR IMAGE

85 Main St., Penetanguishene 549-8841

The most important factor about visiting a salon is that the hair stylist must quickly understand your preferred needs regarding hair style, tint or body wave and then act on your requirements accurately. This fine profession has become recognized as one of area's leading hair care centres. It is successfully guided by **VINCE CASTANO** who opened this hairstyling salon 13 years ago.

Their services of this salon include perms, shampooing, coloring, semi-permanent colours, styling, all phases of blowdrying, eyebrow arching, facials, waxing, make-up applications, and manicures. **VINCENT HAIR DESIGN** is well known for their sculptured precision cutting for men or women and retail **REDKEN** and **ZOTOS** hair care products. No matter how rushed they are here, they always take time for personal consultation.

We found that a noticeable difference at **VINCENT HAIR DESIGN** is that the management and staff listen to customer's preferences in styles and offer very personal services at reasonable prices.

If you have a special event or function to attend this month or you just like to look your best, we suggest you start by stopping in at **VINCENT HAIR DESIGN.** They are accomplished hair stylists offering high fashion styling and beauty care.



## CARPET LAND INC.

OFFERS GREAT PRODUCTS AND PERSONALIZED SERVICE

Hwy. 93, Midland 526-4231

**HURONIA CARPET LAND** is one of those special businesses that customers appreciate. They have a nice showroom displaying so much to choose from, offering unlimited possibilities in adding new life to the home.

The displays are set up to make your selection much easier than most places. They feature brand name products that are well displayed to give you an idea which colours and styles would suit your interior. This firm offers complete custom installations and a shop at home service as well as showroom sales. They have the products and the people to do proper justice to your interior surroundings at a price tag worth every cent. They recognized brand names of **ARM-STRONG, PEERLESS, CORONET** and **HARDING** are provided, as well as vinyl flooring.

**HURONIA CARPET LAND** is successfully guided by **MIKE MUZZERALL** and **JIM HALES** who opened the firm under the present name in March 31, 1984.

You are invited to stop in and browse through the showroom with no rush. The people at **HURONIA CARPET LAND** take plenty of time to ascertain exactly what you are looking for in colour, style, and texture. After doing this, the choice is yours with many different colours and patterns to choose from. If you are looking for quality with variety and savings, you will find it all at **HURONIA CARPET LAND.**

## BAVARIAN HOUSE OF MIDLAND

A DELIGHTFUL DINING EXPERIENCE

RR 1, Midland...Port McNicoll 534-3202  
(on top of hill on Concession Rd. 4, West of Hwy. 23.)

You can usually tell a better class restaurant by following the crowd, appearances such as cleanliness and the type of people who work there.

**EUGENE** and **MARIA FIESEL** the owners of **BAVARIAN HOUSE OF MIDLAND TAVERN** which opened in 1971 can be very proud of this business as it passes all the tests as one of the area's finest restaurants.

This is a unique restaurant which features the finest in European and Canadian cuisine guaranteed to please your taste-buds. Affordable dining at its very best would accurately describe this great eating spot which is fully licensed by the L.L.B.O.

The interior clearing creates a beautiful atmosphere for fine dining. The decor consists of tiffany style lamps, wood, stained glass mobiles, greenery abroad with sturdy table setting of light brown tablecloth, and full place settings.

The bill of fare consists of schnitzel, Chicken Bavarian Style, cabbage rolls, steak, farmer sausage, Hungarian Beef Goulash and Seafood. Their luncheon menu provides hot soups, seafood crepe, Junior schnitzel, sandwiches, omelettes, sausages on rye, and seafood select.

Great food and personable people all add up to make this one of the area's renowned dining establishments. This is a member of the world famous restaurants International and is the only restaurant in the area recommended in the book "Where to Eat in Canada". The next time you decide to dine out remember the **BAVARIAN HOUSE OF MIDLAND TAVERN,** a super experience in dining any time.



FOR QUALITY IN PRODUCT & SERVICE

472 Hugel Ave., Midland 526-2278  
(at Midland Ave.)

87 Yonge St., Elmvale 322-1311

When you visit this business and talk to any of the people there, you feel the harmonious relationship between management and staff in all departments, the sign of a winning team.

Originally established in 1945 in Midland, the firm is today guided by **JOHN BOURGEOIS** Vice President and **BOB BOURGEOIS** Sec-Treas. who are assisted by a fine staff in each and every department. This popular **FORD Mercury Lincoln** dealer opened a second dealership located in Elmvale, about one year ago.

People from the area have found **BOURGEOIS MOTORS LTD.** the ideal place to select their car or truck. There, your complete satisfaction seems to be their first and foremost consideration. Besides the best in new and used car sales and service they also offer quality engineered replacement parts, collision repairs, auto leasing services and much more.

To be a winner and a leader in your field you actually need a winning combination, **BOURGEOIS MOTORS LTD.** has this combination, the excellent products of **FORD OF CANADA,** proper pre-service and excellent service after sales, which is equally important.

When you want to get back to basics of the "Good Old Days" visit **BOURGEOIS MOTORS LTD.** where you'll find yourself intermingled in their success story as "The Outstanding Auto Dealer" in Midland and Elmvale.



FOR QUALITY TASTY PRODUCTS BAKED DAILY

505 King St., Midland 526-6212  
(across from Little Lake Park)

Quality products at popular prices is what has made this business successful. Established in Midland in 1966 this bakery is guided by **ROLF HARTMANN** who took over the business in 1971.

Instead of complaining about the stale, tasteless products that you are presently buying, treat your family to a new experience in fresh bakery products which are always available at **BURNIE'S DRIVE-IN BAKERY.**

Quality ingredients as well as their own special recipes produce the distinctive good taste which has made **BURNIE'S DRIVE-IN BAKERY** products best sellers. Their products include a complete variety of the freshest and tastiest baking products such as cakes for all occasions, pies, cookies galore, meat pies, sausage rolls, muffins, coffee cake, butter tarts, fruit tarts, dinner rolls, danishes, donuts, turnovers, croissants, fruit balls, and rum balls. They have always maintained a great selection of fresh bread available in white, brown, whole wheat, cheese and 12 grain. We add our personal recommendation on their buns including kaisers, hot dog, hamburger, cheese and plain.

Quality and tasty products best describe this business. If you are the type of person that believes that quality should come before profit, then we know you'll enjoy stopping into **BURNIE'S DRIVE-IN BAKERY,** the store which provides the area with the finest in quality baked goods, worthy of recommending to all.