



So others might walk

The Midland Lodge 274 International Order of Oddfellows' long history of providing humanitarian services (like this convalescent's walker), directly to those in need, relies heavily on donation like this. On Friday, John Gianetto (right) Sick and Visiting Chairman for Midland's Royal Canadian Legion Branch 80 presented a cheque to Humanitarian Services President Tom Hirst (l), President of Humanitarian Services for Midland's LOOF Lodge 274, and Rebekah's Lodge 199.

HTA happening

Money making seminars planned for annual meet

Making money through marketing, promotions and plans to increase tourism and a money saving bankcard discount program will provide the focus of an afternoon of seminars at the 1985 Annual Meeting of the Huronia Tourist Association.

"Shopping for Tourists" is the theme of the meeting which will be held throughout the day Wednesday, Sept. 25 at the Continental Inn in Barrie. Participation and attendance at the meeting is open to Huronia Tourist Association members and guests, municipal councillors and officials, chamber of commerce members from throughout the region.

Also invited are prospective members of the tourist association and any member of the public interested in the promotion and development of tourism in the County of Simcoe

and the Cities of Barrie and Orillia.

Retailers, downtown merchants and shopping centre storekeepers alike are especially welcome at the meeting that will focus on the importance of retailing to tourism and conversely the importance of tourists to Huronia retail businesses.

The keynote speaker at the meeting's closing dinner will be John Dennis, the manager of the Toronto Eaton Centre.

The Eaton Centre is Canada's most successful shopping centre and Toronto's most popular tourist attraction with 1.3 million customers each week.

The 16th Annual Meeting of the Huronia Tourist Association will get underway at the Continental Inn at 12 noon with registration and the opening of a marketplace by tourist industry suppliers and associate members of

the Huronia Tourist Association.

The Suppliers' Marketplace will take place in the Large Huronia Ball Room of the Continental Inn where the entire Annual Meeting will be held. The marketplace will allow the 300 attendees expected at the meeting to browse and carry on discussions with the suppliers during coffee breaks and social periods.

The meeting will feature an afternoon of special seminars and presentations including a special marketing seminar accentuating the basics of developing a marketing plan, conducting basic research and planning advertising.

Peter Kirby-Higgs, Vice President, Client Services for Media Buying Services Limited of Toronto will conduct the basic marketing session that will benefit all Huronia businesses small and large.

Huronia Tourist Association's own 1986-87 Marketing Plan will be highlighted in another seminar featuring Huronia Marketing Research Committee Chairman Al McNair and Huronia Tourist Association Manager Doug Little. Exciting new marketing programs and activities for next year will be unveiled during this session.

Another exciting Huronia program, a MasterCard special discount rate that is now a benefit of membership in the association, will be the subject of a brief seminar on how to increase sales using the card.

More sales by MasterCard with the special discount will mean increased profits

for Huronia members.

There will also be a brief presentation by Stephen Chait of Peter Barnard Associates on the Barrie Tourism Study.

The afternoon will be rounded out with a formal Annual Meeting and election of the 1985-86 Board of Directors of the Huronia Tourist Association.

The afternoon session will be followed by a social hour at 5 p.m. in conjunction with the Suppliers' Marketplace. Dinner will get underway at 6 p.m. followed by a special

presentation by association President Kennedy highlighting the association's accomplishments and laying out the challenges for the future.

The evening will climax with the keynote address by Toronto Eaton Centre's John Dennis.

The registration fee for the day, including the evening meal is \$30 and reservations can be made through the Huronia Tourist Association Office at the Simcoe County Building in Midhurst.

Sherk bills Beamish more than \$100,000

Beamish Construction has been presented with a bill for more than \$100,000 by Sherk Construction. The bill represents the estimated loss to Sherk Construction when Sherk Construction could not work on the Stollar subdivision in west Midland.

Because of a disagreement between Jack Stollar and the town in August, the town ordered both construction companies to stop working. Sherk Construction was hired by Beamish Construction to install underground services in land which will become a housing subdivision.

Yesterday Don Sherk said he expects Beamish will refer his company's bill to Stollar. Sherk's position is that his company lost money through no fault of its own.

Sherk estimated that his company will finish its

portion of the job by week's end.

Stollar has filed a claim of damage asking \$1.6 million of the town as a consequence of the town ordering work in the subdivision to stop. Stollar also announced his intention, on Aug. 20, during a press conference in Midland, to file a second claim of damage against the town, and a third claim, a claim of damage against the town's commissioner of works.

As far as is known neither of those writs has been delivered. Stollar for his part has not taken, or returned, telephone calls, since he held his news conference.

Yesterday his secretary said he would not be in his office until Wednesday. On earlier occasions a reporter was asked if Stollar could return his call.

Controlled access highway

Portions of Hwy. 69 from the intersection of Hwy 12 and extending northerly for approximately 9.8 km to what is known as Lone Pine Sideroad have been designated as Controlled-Access Highway by an Order in Council, dated July 25, 1985.

What this means says Midland OPP is that people should be aware that Regulations in the Highway Traffic Act tell us pedestrians are prohibited from using Controlled-Access highways and also that no person shall operate a bicycle, a motorcycle having a cylinder swept volume of 50 cubic centimeters or less, a

motorcycle driven by electricity stored in the vehicle, a motor assisted bicycle, a wheel chair on Controlled-Access highways.

Regulation 496 also tells us that this does not apply to a person who resides on lands adjoining the Controlled-Access highway to which lands there is no other means of access by highway while such person is engaged in gaining access or egress from such lands and provided that in gaining such access or egress the person proceeds by the shortest route over such Controlled-Access highway to the land.

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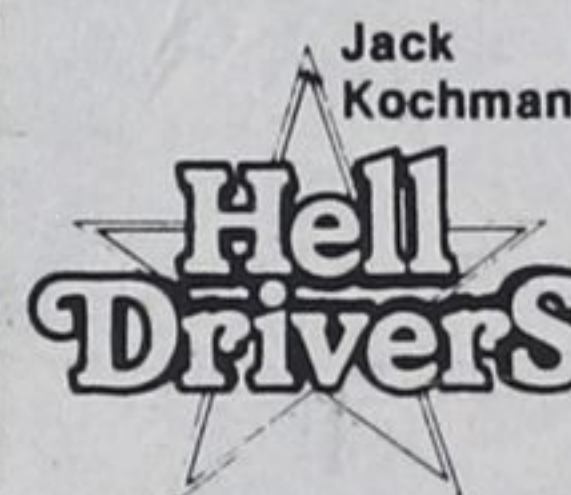
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BARRIE FAIR SEPTEMBER 26-29

GRANDSTAND HEADLINERS



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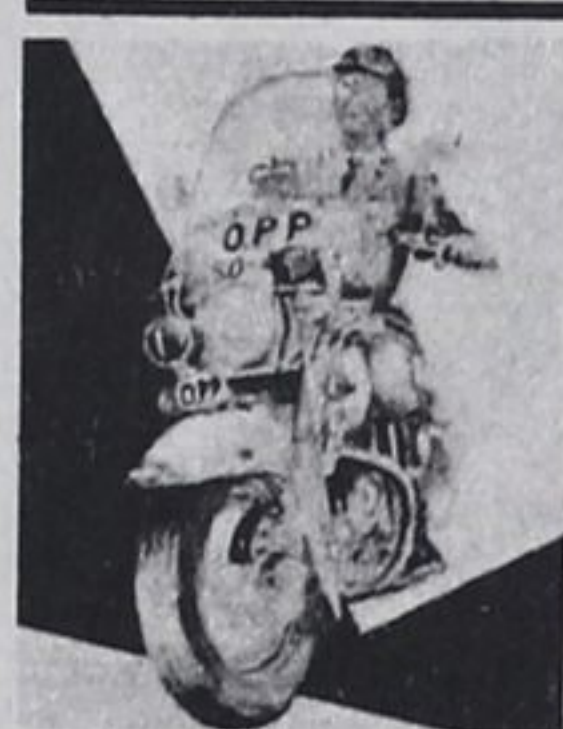
THURSDAY
Jack Kochman Hell Drivers
Sept. 26 7:30 p.m.



FRIDAY
Terri Gibbs
Sept. 27 7:30 p.m.



SATURDAY
Giant Truck and
Tractor Pull
Sept. 28 7:00 p.m.



SUNDAY
OPP Golden Helmet Ride
3:00 p.m.
Demolition Derby
7:00 p.m.

SPECIAL DAYS

THURSDAY: P.O.P. — Pay one price, ride all the midway rides, only \$8.00

FRIDAY: Kids' Day & Senior Citizen Day.
Kids free admission until 6:00 p.m.
Special Midway prices until 6:00 p.m.
Seniors, reduced admission 2.50 until 6:00 p.m.

SATURDAY: Baby Contest and a giant Truck and Tractor pull

SUNDAY: Banner Family Day featuring the OPP ride and a demolition derby.

DAILY EVENTS



CANADA'S CONKLIN MIDWAY
SHOWS - RIDES - GAMES
VISIT — The Museum North
Exhibition Trailers
— Kenjen Petting Zoo
— National Defence
Exhibit Trailer.

PLUS

Indoor & Outdoor Commercial Displays; Farm Machinery & Car Dealers; Educational Displays related to Agriculture; Conklin Shows Midway.

Pre Schoolers FREE!

Children 1.00, Adults 3.50