

Bruin is making impact on town

This article is one of a series of feature articles on Midland industries, produced by the Midland Chamber of Commerce.

Equal helpings of know-how and nerve are the key to the success of Erwin Rusch, President and founder of Midland's newest manufacturing industry, Bruin Engineered

Parts Inc. Rusch had 26 years of experience in the field of aluminum impact extrusions when he decided to take the plunge and open his own factory. A resident of Midland since 1968, he

was one of the founders of Advanced Extrusions in Penetanguishene. Fortunately, there was a vacant plant available which suited his requirements: the 16,000 sq. ft. Lembo building on Highway 12 was large enough for his present needs, with a six-acre lot for expansion in the future. "A very big undertaking - it doesn't happen every day," says Rusch. Few companies begin with such an ambitious first

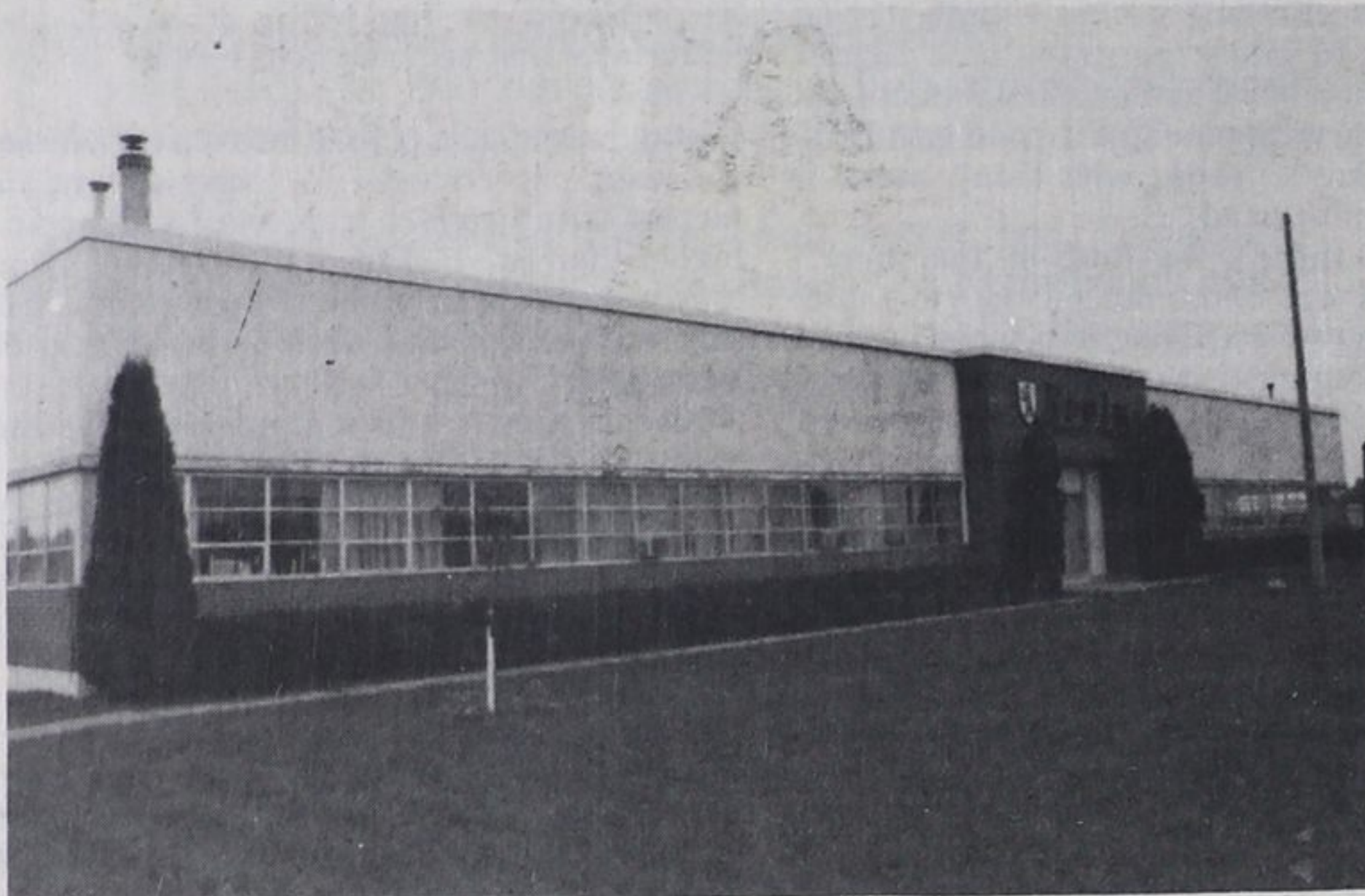
production is exported to the United States, but there is a growing Canadian market for the products; for example, Chubb is one of Bruin's Canadian customers.

The raw material used in production is an aluminum slug resembling a hockey puck, which is shipped to Midland from Aluminum Goods in Toronto, a subsidiary of Alcan. The slug is impact

standards of approval from Underwriters Laboratories Canada (U.L.C.) and U.L.I. (U.S.).

At the present time, Bruin Engineered Parts employs seven people full time. Erwin Rusch has great plans for the future of his business: he plans to physically expand the plant, increase production, and aims to employ 50 people within the next three years.

Rusch's main partner in the business is Bruce Keeling, who is in charge of marketing and sales, and operates from Bruin's Toronto office. Keeling has eight years' experience in the impact extrusion field as well as tooling steel sales background. Equipped with experience, ambition and the right location, Bruin Engineered Parts is sure to enjoy great success in Midland.



The 16,000sq. ft. Bruin plant, formerly owned by Lembo Midland, was exactly suited to the needs of Erwin Rusch when he decided to take the plunge and open his own factory in

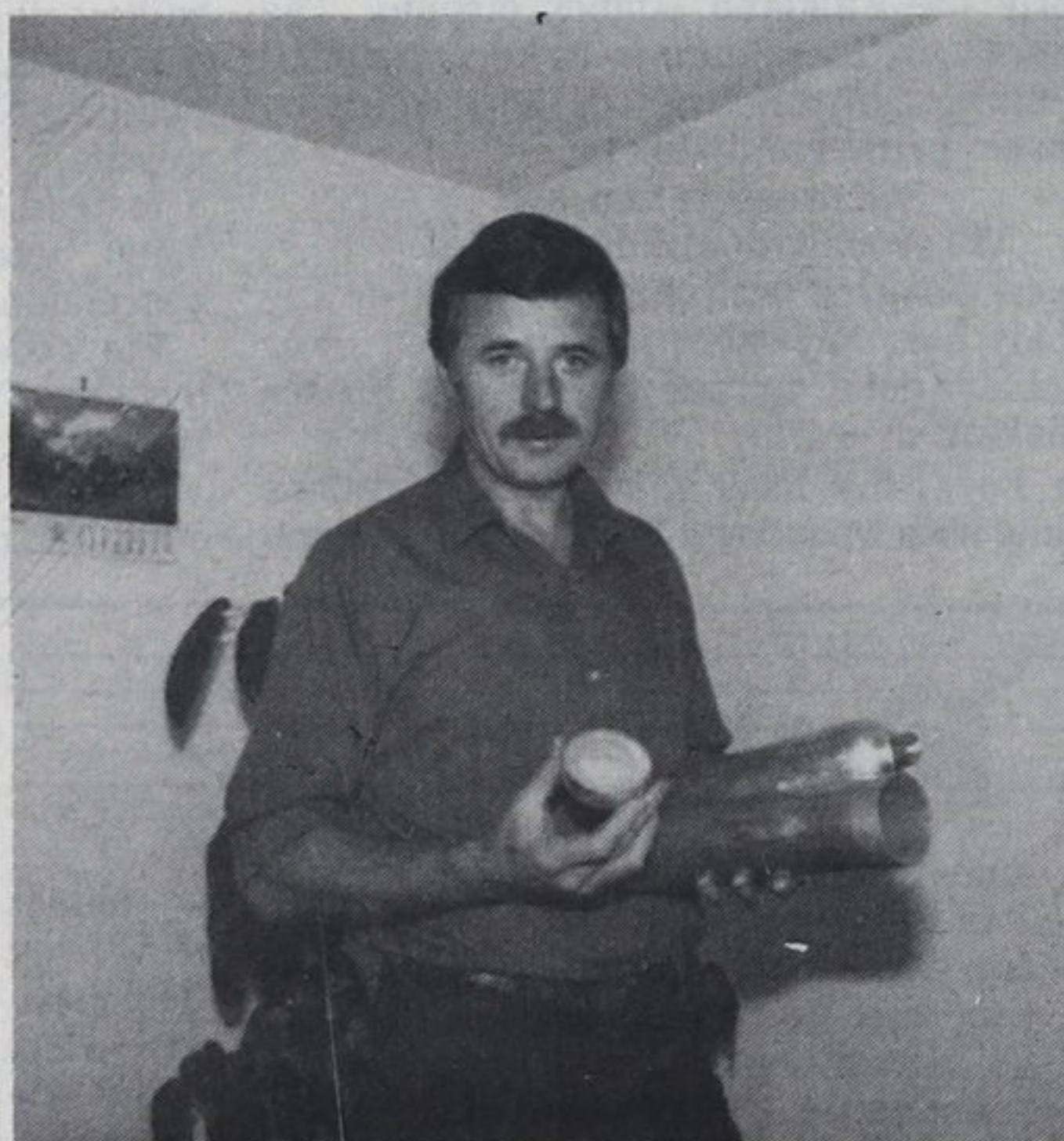
Midland. The six-acre lot will provide plenty of space for his planned expansion of the plant, which he hopes will employ 50 people in three years.

New Midland industry

step - a two-million dollar investment in equipment, plant and land at the outset.

Since the purchase of the plant in January of 1985, Bruin Engineered Parts has established itself as the only Canadian manufacturer of aluminum impact-extruded fire extinguisher canisters. Most of the plant's

extruded into a canister shape by punch and die. Next the canister is trimmed and formed into a bottle shape and undergoes final machining of the open end and is threaded. Finally, the part is pressure tested and washed. Before marketing, each fire extinguisher canister must meet strict



Erwin Rusch, President and founder of Bruin Engineered Parts Inc., displays the hockey puck-shaped aluminum slug used as the raw material in his manufacturing process, along with samples of the half-finished and finished product, an aluminum fire extinguisher canister.

Radio Shack outlet now open in town

Penetanguishene's newest retail outlet was officially opened at a ribbon cutting ceremony Friday afternoon.

Mayor Ron Bellisle, along with Radio Shack District Manager Del Frankcom and Director Pierre Trudeau, was on hand shortly after 2 p.m. Friday for the grand opening of the Radio Shack store

located on the main street of town.

The Penetang outlet is the sister store to the Midland Radio Shack, which Alvin Clark and Harvey Kittle have owned since 1979.

Kittle and Clark, both residents of the town, agree the second store is needed to better serve the people in Penetang.

"Penetang is progressing and along

with the growth is the need for a store like this," says Kittle. "We feel there is enough business for both stores, and we will be better able to accommodate the tourists in the summer with the new store."

The store will be managed by Kittle's wife, Valerie, and her mother Bev Free from Barrie.

No reaction to reeve's revelation

Last Wednesday during the Midland all candidates meeting, Reeve Bev Day revealed that Midland and Tiny Township had made a joint proposal to a company needing 800 serviced acres. Yesterday Reeve Day said there have been no repercussions.

Tiny Township Reeve Morris Darby is not upset, he said. The only element that was not public knowledge about the two neighbours' bid was that Tiny Township was a partner with

Midland, he said.

Day said Tiny's participation was kept quiet at his request. The meeting with Tiny was possible because only he and Mayor Al Roach represented the town council. Telling the other members of the council would only have

started a "rhubarb," he said.

Day said he revealed Tiny's participation to show that the two townships do cooperate. Local municipalities must cooperate if new industry is to be established locally, the reeve said.

Seven thefts

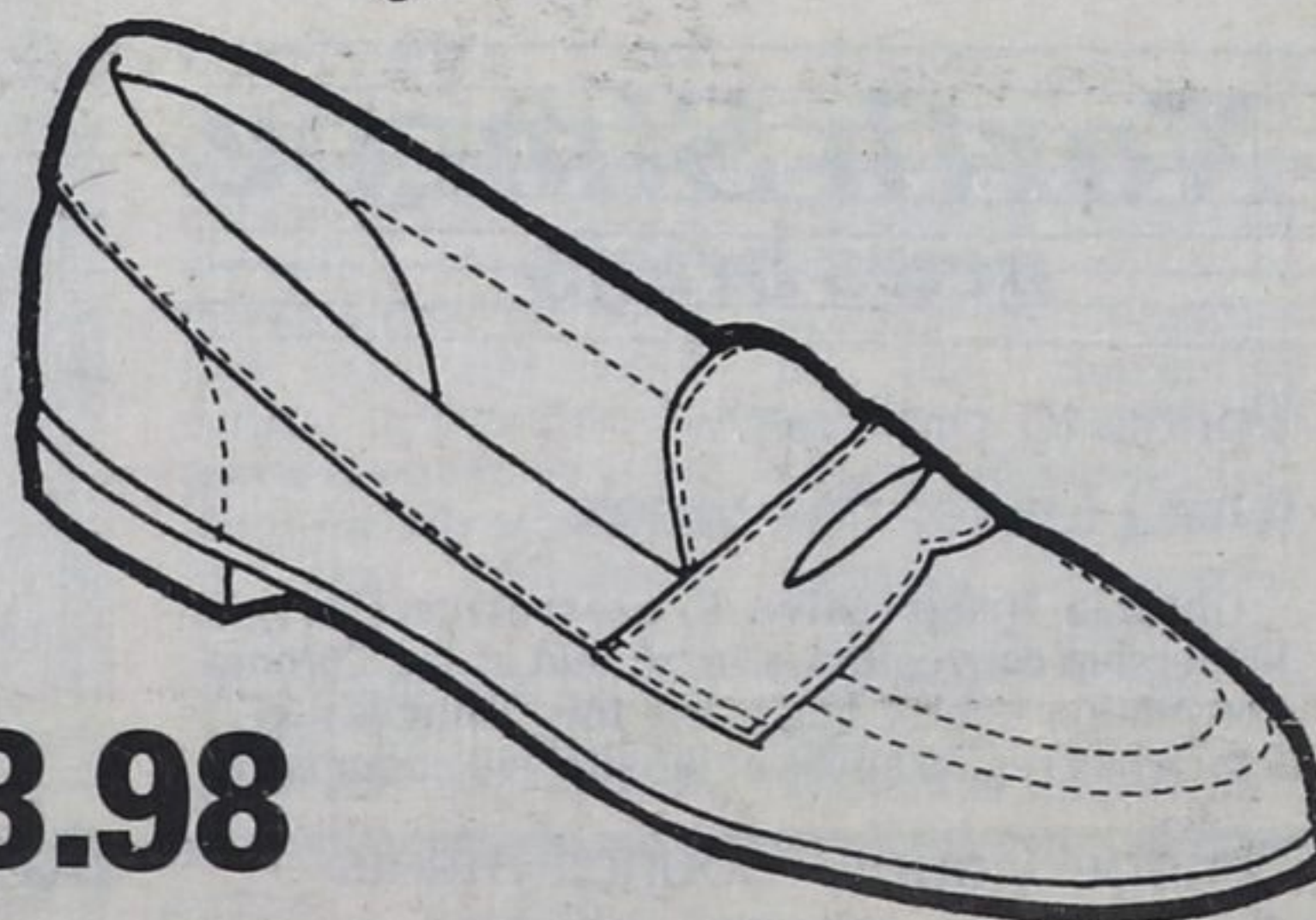
Seven theft investigations topped the list of 77 general occurrences probed by Midland OPP, during the week ending Nov. 4.

Also listed were six instances of willful damage, three break-ins, and one case of assault.

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HOW CAN I HELP A CHILD

UNDERSTAND THE REALITY OF DEATH?
It is important to realize that children differ in their ability to understand and accept the fact of death.

When the death is a member of the immediate family, a child should be included in the activities and preparations for the funeral. The way in which adults react during this time is the greatest influencing factor in teaching the child the accepted manner of learning to live with death.

Questions often arise in their minds. These are to be encouraged and answered with a loving concern for the sensitivities of the child. Explain that it is alright to feel sad and to cry, to feel lonely and hurt. Point out, however, that death is real and irreversible. Avoid the fairy stories and white lies which will only confuse and disillusion the child.

Re-living the happy memories involving the deceased should be encouraged. Statements of sincere religious beliefs can offer comfort to a child with a religious upbringing. Your pastor, priest or rabbi wants to be of help at such times. Sometimes we can be of personal assistance. Remember, your concerns are ours, too.

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