

## Hospital's plight, MPP Rowe's concern

Simcoe Centre MPP Earl Rowe says it's back to work for members of the Legislature at Queen's Park these days.

Along with the other members Rowe is busy looking into many of the concerns that are affecting his constituents as well as the rest of the province, including the issue of over crowding in Ontario hospitals.

"Hospital over-crowding is still a major cause of concern for me.

Between the first of January and March the 4, 9,685 people utilized the emergency department at Royal Victoria Hospital. Bed shortages were significant in number and I am monitoring this situation on a weekly basis, to bring the details to the attention of the Minister of Health.

"I have now been appointed to a new Task Force on Education for the Progressive Con-

servative Party.

"This body has been established to get input from the educational community, parents, teachers and students as well as other interested community groups. We'll be studying the flexibility of the education programs and try and determine just how accessible our system of education is to every child. This Task Force will be in the Metro Toronto area initially and one of the first stops outside of Metro Toronto for the group will be in the Barrie area.

## Thanks from bottom of the heart

Dear Editor:

With the reports to date, our goal of \$10,000 for Heart and Stroke Month looks like it will be easily attainable.

This could not have been possible without the hard work of our following volunteers:

To Jim Blackwell, our honorary chairman who also contributed his expertise on heart problems on Cable's FYI program; to Martin Prost who covered local industry with a letter; to Len Doolittle, Arnold Tippin, Dick Thompson and Tony Osler who canvassed the business downtown; to the 23 captains and 270 volunteers who went door-to-door in Midland; to the banks, loan companies, Brewers Retail outlets and the LCBO who displayed our 'Roses for Research' boxes for the month of February; to the stores on the main street who had our signs; to the Health Food Store for their display; to Mike Saddy who saw to it that our flag flew over the library; to the Town Offices for letting us raise our flag on their premises; to John DeBow who counted balloons and distributed them to the Midland schools; to the teachers who encouraged good nutrition and

covered heart topics during February; to Grace Sargent who was responsible for the distribution of Church calendars; to the Huronia District Hospital for the coverage of the Intensive Care Unit; to the Bank of Nova Scotia who receives our money and to the staff who count the deposits and send receipts to donors; to CKMP, Cable TV and the Free Press and Midland Times for their coverage; and last but not least to the generosity of the industries, businesses and residents of Midland for their never ceasing support of our Heart and Stroke Campaign.

-Heather Leonard  
Joan Lavin

## McHappy Day

Dear Editor:

McHappy Day is coming! And we need your help. In the past, McDonald's Restaurants all across Canada have donated money from every Big Mac sold to a local children's charity. Previous McHappy days have raised over \$3 million.

This year, we will be celebrating McHappy Day VI on Wednesday, April 2, 1986, and McDonald's restaurants all across Canada will donate \$1 from every Big Mac sold to Ronald McDonald Houses or local children's charities. We need your help to make it the greatest McHappy Day ever!

Particularly, we'd like you to come and work in our Restaurant. Certain invited guests will be helping out in each and every McDonald's, meeting their neighbours, having a good time and helping us to raise money for some very important children. Don't worry! We'll be there too. You won't be on your own!

Please call as soon as possible if you attend and help us show these kids that we all care.

Sincerely,  
Jim Blackwell



Gisele's

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10% off brother knitting machines -  
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Edwards Village Square 526-6843

## FM station aims to bring audience home

Recapturing radio audiences lost to distant stations is one of the objectives of a proposal for a new Simcoe County FM station called KISS.

"Over 50 percent of the listening in this area falls to radio stations which originate outside the county," says Vin Dittmer, president of the company promoting KISS.

"By creating more diversity, more choice of programming KISS aims to enlarge local audiences for local stations, just as it happened when other local station came on the air," according to Dittmer.

The application for KISS, made public this month by the Canadian Radio-television and Telecommunications Commission, promises at least 70 percent Country and Country-Oriented Music, plus a good percentage of Country Gospel Music.

Dittmer thinks that mixture will convert some listeners to KISS from CFGM, Toronto and CHAM, Hamilton.

The unusual call letters for the station are not derived from the famous acronym for Keep It Simple Stupid, says Dittmer, nor are they dedicated to the rock group by the same name. He says the real

call letters are CIZZ but they will most frequently be pronounced and appear in print as KISS.

"Beyond the call letters, the station has taken a saucy attitude to programming convention," Dittmer claims, citing a section of the application which compares the orientation of KISS to some of the more frothy media in Toronto.

"Earthy perhaps," he says, "but literate; rustic, but not backwards."

The central concept for the new station was formulated in 1975 when Dittmer and a group of local investors from Barrie, Collingwood, Wasaga Beach and Midland began researching the need for new radio services in the area.

They discovered that the county most lacked an easy-listening station, closely followed by the need for a country-music station. They applied for an easy-listening license, and that proposal resulted in CHAY. Ten years later, at the first opportunity following a governmental freeze on FM licensing in Southern Ontario, the company has revealed the other half of its original plan.

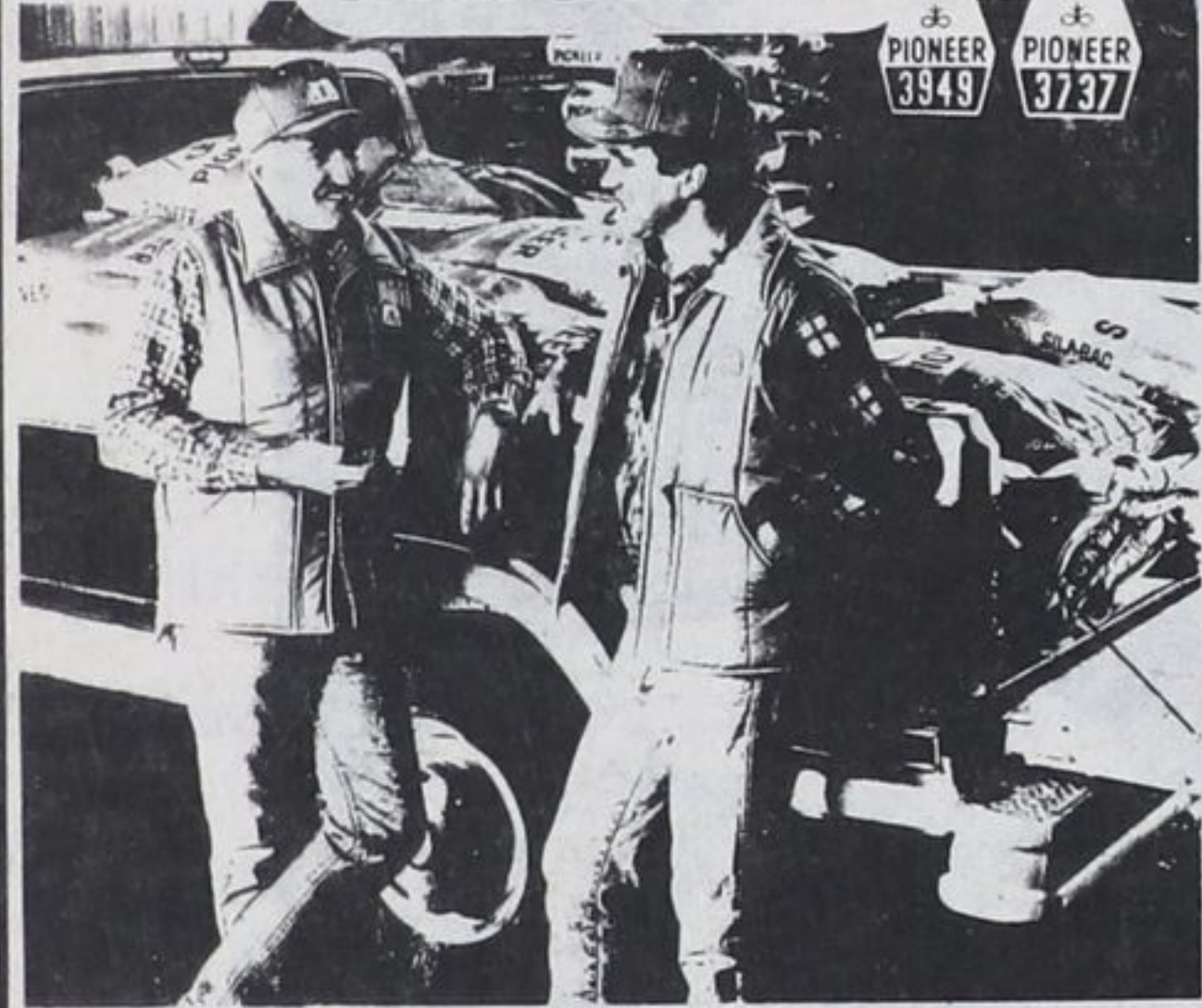
Most of the investors

from a decade ago, meantime, have sold out to Dittmer and his wife, Elizabeth, who now control the company.

"We are very proud to be owners of the only broadcasting company in Simcoe County still in local hands," he says.

## Get Extra Value at PIONEER DAYS '86

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## "THE CHAMELEON" ROAD SHOW

Appearing

Sat., March 22

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Dancing 7:30 to 11:30 p.m.

- 'Current Top 100'
- 'Play Requests'
- '10,000 Watt Lighting System'
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FOR AN EXCITING DANCE  
YOU WON'T WANT TO MISS

Advance tickets \$4 and available  
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Civic Centre, Arena & local students  
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Simcoe County Board of Education  
announces

## KINDERGARTEN REGISTRATION

Thursday, March 20, 1986

from 9:30-11:30 a.m. & 1:00-3:00 p.m.

for

Bayview Public School, Midland	526-4208
Huron Park Public School, Midland	526-5300
Parkview Public School, Midland	526-2091
Regent Public School, Midland	526-2591
Port McNicoll Public School at Port McNicoll	534-7332
Victoria Harbour Public School at Victoria Harbour	534-3101
Waubaushene & Fesserton Public School at Victoria Harbour	538-2212
Wyebridge, Wyevale Public Schools at Wyevale	322-2734
Medonte West Central School at Wyevale	835-2108
Corpus Christi Public School at Penetanguishene	549-8381

and from

9:30-11:30 a.m.

& 1:00-3:00 p.m. & 7:00-8:00 p.m.

for

Ecole Publique Saint Joseph School, Penetanguishene

- see note below

for the Midland Area, transportation is being provided by the Simcoe County Board of Education for those who wish to attend the Ecole Publique Saint Joseph School in Penetanguishene.

To be eligible for attendance this September a pupil must be 5 years of age by December 31, 1986. Proof of birthdate such as a birth certificate, passport or registration of birth card must be submitted to the school before the child can be admitted to class in September.

The parent or guardian of the pupil MUST provide proof that his/her residence is assessed to the support of the public school system. A copy of the latest property assessment notice must be submitted to the school.

Proof of Immunization is also required. For further details contact the Simcoe County District Health Unit in Midland, at 526-9325.

R.B. Boswell,  
Director of Education

Linda Godhue,  
Chairman