

Who's who in Midland and Penetanguishene



BELANGER ALUMINUM SALES

**KAISER
ALUMINUM**

A NAME RECOGNIZED FOR QUALITY PRODUCTS AND SERVICE

339 8TH ST., Midland 526-6836
(Hwy. 27 and Balm Beach Road)

BELANGER ALUMINUM SALES is one of the area's better businesses in the home improvement field. It has operated very successfully since opening over 27 years ago and is capably guided by RHEAL "RAY" BELANGER and wife JULIE.

With many older homes in Ontario, air infiltration is usually the number one cause of home discomfort often producing drafts, chills and dry air. It is also the biggest eater of your energy dollar; 25-60% of your total heating cost, depending on the age, structure and existing insulation in your home or business. In a 10 m.p.h. wind, tests have shown that some houses experience two to three air changes per hour. Thus, that volume of air must be heated or cooled two to three times an hour and that can be expensive.

The specialty of BELANGER ALUMINUM SALES is the sales and installation of KAYCAN siding, GUARDLINE thermal replacement windows, storm windows and doors, KAISER aluminum siding, soffit, fascia, 5" seamless eavestroughing, railings, shutters and awnings. This firm provides free estimates, excellent installations and a written guarantee.

Adding the products of BELANGER ALUMINUM SALES to your home is an investment and when you add products such as aluminum siding or thermopane windows, you get the benefit of a better looking home, better insulation thus better inside comfort.

BELANGER ALUMINUM SALES has proven to be one of the area's most reliable businesses in this field of trades and professions.



TERRI'S TRAVEL

The Only Way To Go

AN UP-TO-DATE AGENCY SERVING BUSINESS AND PERSONAL TRAVEL NEEDS

295 KING ST., Midland 526-5471
(Edwards Village Mall)

Years ago, twenty miles was about the furthest a man could hope to travel in a day by walking. When recorded history began, a journey by horse might cover 80 miles in one day, and few thousand years passed before railways lengthened the distance a man could travel in 8 hours, to about 150 miles. The automobile doubled that distance and by 1950 you could travel 450 miles in eight hours. The entire world is now within reach of a day's journey and you have a choice in transportation mode, comfort and cost.

Today the consumer can benefit from fast travel modes, but as well he or she must deal with a travel agency that can provide the best possible rate and services. They must be able to ascertain the needs of your trip, to cater to your travel and accommodation requirements. The people at TERRI'S TRAVEL find out what you are looking for in comfort, leisure activities, and preferred travel mode amidst your new surroundings.

TERRI'S TRAVEL offers individualized travel, group tours, business travel, coach tours (home and abroad), cruise and rail reservations, car rentals and travel insurance. These services are carefully planned from their fully computerized office and checked to assure their customers of worry free travel.

Established four years ago, TERRI'S TRAVEL is capably guided by Certified Travel Consultant TERRI CLARK, who is assisted by a staff of specialists to assist you in your travel needs whether by land, sea or air.

G & M SHOPPE

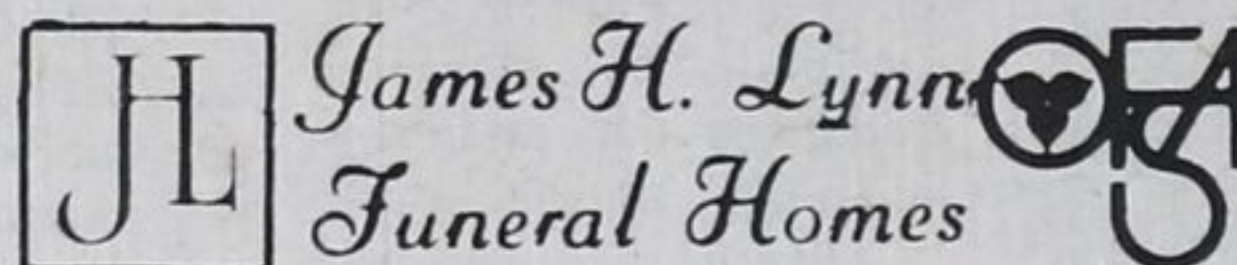
WITH A SELECTION ACCURATELY REPRESENTING TODAY'S FASHIONS

305 KING ST., Midland 526-5761
Watson's Ladies Wear
QUEEN ST., Elmvale 322-2151

This womens wear store opened 39 years ago and has established a reputation for carrying up-to-date fashions in today's popular fabrics.

G & M SHOPPE is capably directed by GLADYS BATH and her sister MARGARET WATSON who also operate Watson's Ladies Wear of Elmvale. They offer an easy way to shop for the many ladies of the area. We noted that they ascertain what you prefer in shapely fashions whether it be long and narrow, or slightly larger and loose. G & M SHOPPE carries an excellent selection of womens clothing with the latest preferred fabric textures, geometric patterns and accessories accenting a contemporary and dignified look, or sheer elegant statement. This shop maintains a great size selection from 8 to 18 petite, regular 10-20, 38-44 large and half sizes 16½ to 26½ with dresses, blouses, pants, coats, lingerie, and hosiery.

We feel that you can enter this shop with the feeling that you don't have to be on top of today's constant changing fashions as the staff make you feel at ease and wanted. The combination of superior fabrics, many sophisticated styles and an ambitious team of employees has elevated G & M SHOPPE to the top of the list of recommended womens wear stores.



A HIGHLY RESPECTED NAME IN THE AREA

290 FIRST ST., Midland 526-6551
30 YONGE ST., Elmvale 322-2732

A funeral service has come to fill two important needs in today's society. First of all, it provides dignified and respectful care of the deceased; it's a special tribute to a unique life. Equally important, the funeral service helps survivors face the reality of death, the first big step toward overcoming grief.

JAMES H. LYNN FUNERAL HOMES LTD. was originally established in Elmvale in 1956 and the Midland location opened in 1971. The firm is directed by JIM LYNN who is assisted by J. CRAIG BELL and MAC MCKINNON with MIKE STONE managing the Elmvale location. These funeral directors can answer many of your questions or concerns regarding the legal, financial and emotional aspects surrounding death. They are knowledgeable of the laws, customary procedures, and psychological considerations. This information can be especially helpful at the time of a death in the family, but often questions arise before the crisis situation. You can feel free to contact the people at JAMES H. LYNN FUNERAL HOMES LTD. for some answers to any related questions you may have. This is a helpful and informative funeral home as they have reading material and information on hand to help cope with this subject. Audio visual aids are available to help with group therapy and provide information on all aspects of funeral services.

In a time of sorrow it is a relieving thought to know that the bereaved family will be treated with personal care and attention. We are therefore impelled to direct attention of our readers to JAMES H. LYNN FUNERAL HOMES LTD.



WHERE CUSTOMERS RETURN FOR MORE GOOD PRODUCTS AND SERVICE

HWY. 93, South of Midland 526-7961

THE SARJEANT CO. LTD. is a solidly established, privately owned, all-Canadian company. For over 97 years they have been marketing a complete fuel service including diesel, gas and lubricants serving homes, farms and marine needs. This firm provides a complete heating and air conditioning service with heat pumps a specialty, as well as supplying ready mix concrete.

This business has continued to grow since 1889 and is guided by general manager BRUCE ASHE, JERRY JOLIE as manager of the ready mix division in Midland and ELVA CAMPBELL as manager of the oil terminals in Midland. Today the business is housed in modern facilities and has ready-mix plants in Barrie, Orillia and Midland as well as their own oil terminals at each location, with sufficient capacity to assure old and new customers of more than adequate supply. All facilities and equipment are designed to serve customer's needs for today and the future. They are equipped with a stone slinger, which delivers tone quickly and efficiently by conveyor belt. They also have a ready-mix truck with 39 foot conveyor at rear for better displacement.

Even though concrete is simply a mixture of cement, fine aggregates such as sand, and coarse aggregates such as gravel or crushed rock and water, the mixture and materials must be perfect for durability, watertightness and required strength.

The people at THE SARJEANT CO. LTD. are dedicated to being the best in the business, which has made sense of pride there very prevalent. THE SARJEANT CO. LTD. is a business truly worthy of our best recommendation.

THE COUNTRY PANTRY BULK FOOD SPECIALISTS

BULK FOOD SPECIALISTS

HURONIA MALL, Midland 526-9614

If you're fed up with rising food costs and fading food quality, we would like to introduce you to a business that can change your way of shopping. Now there's a whole new way to shop for much of the food you buy. A way that cuts down on the high cost of food without cutting back on the quality. At THE COUNTRY PANTRY there are bins of choice items, some packaged and they are available to you at lowest possible prices.

THE COUNTRY PANTRY is owned and operated by FRANK CHARLEBOIS who took over the business in March 1986. Buying in bulk is where it's at, for you will see nuts of every description, cooking oils, flours, spices, dried fruits, chocolate and carob products, rice, beans, jellies, honey, candy, soup bases, gravy mixes and ice cream. As you should be able to tell, this is a bulk food supermarket catering to the baker. Everyday food products are carried such as fresh buns and breads, natural peanut butter, pet foods, and snacks.

If you'd like to save money without giving up quality, you can stop into THE COUNTRY PANTRY and get value and variety in bulk.

AFS PETALS & BLOOMS FLOWER SHOP

AN EVER GROWING BUSINESS WITH CUSTOMERS WHO KNOW WHERE THE QUALITY IS AT

373 MIDLAND AVE., Midland 526-3353

Over the years, a name synonymous with quality flowers and artistic floral creations has always been PETALS & BLOOMS. Its owners MARC PEPIN and FRANCOIS CHOINIERE have had a dedicated interest in the floral business for years, and can honestly be proud of this shop. Great pride in every plant or flower whether fresh or silk, has made the business successful.

At PETALS & BLOOMS, they feature a wide variety of seasonal flowers that are grown from the best stock available. Their potted plants and floral bouquets certainly make a lasting gift for a friend or spouse. For floral decorations, banquets, or weddings which is their specialty, their service is more than adequate and when it comes to funerals, their designs assure you that this final tribute has been both fitting and proper. As members of AFS, PETALS & BLOOMS can wire flowers for you to anywhere in the free world.

For great success in highlighting your home or office with the best in floral ideas, we suggest you stop into PETALS & BLOOMS as we do not hesitate to recommend this firm's products or services.

LAMERS PAINT & WALLPAPER



HAVE THE VARIETY AND SELECTION YOU'RE LOOKING FOR

313 KING ST., Midland 526-7411

(beside Midland Times)
Mountainview Mall, Midland 526-5511
(Lamers Decorating Centre)

In the upcoming months many of our readers will be thinking of decorating their homes, inside and out. Before you do so, we suggest you stop in at the LAMERS PAINT & WALLPAPER. This business has been operating since 1963 and its owners, the LAMERS family have established a good reputation for their company in the home decorating field. Headed by MARTIN and DOROTHY LAMERS, the company expanded October 27, 1983 and today both stores feature everything in paints, wallpaper, and ready made draperies.

We feel that the stores offer very big selections of home improvement products for your decor at competitive prices. The management and staff have good product knowledge and give you professional advice on exactly what to do and how to do it for best results.

We feel LAMERS PAINT & WALLPAPER have always been distinctive leaders as the store has a fine selection of paints in many finishes with over 1000 custom colours to suit your decorating needs. There is the popular BENJAMIN MOORE quality controlled paints, stains, wall coverings and all the accessories like ladders, edgers, brushes and strippers.

We feel that LAMERS PAINT & WALLPAPER is the store that offers much more and can certainly take care of all your decorating requirements.

ASSELIN INSURANCE BROKERS LIMITED

A POPULAR CHOICE BY REPUTATION 15 ROBERT ST. W., Penetanguishene

549-7437

The world of insurance is growing increasingly complex. Now you often need the guidance of experts to assist you through the confusing maze of policies and companies. That's why you need help, and not just any kind will do. You require the guidance of experts like the people at ASSELIN INSURANCE BROKERS LIMITED who know the insurance business inside and out.

First rate insurance services can be obtained in the area through this reputable firm in the insurance trade. This business originally founded by ROMEO ASSELIN in 1943, is today directed by owner RON ASSELIN who provides personalized service to all parts of the district. You can trust them to see that you have proper coverage and they keep in touch with clients to update their coverage to coordinate with present day needs. They represent many of the strongest insurance companies and have extensive knowledge of the requirements of the insured client. Insurance services at ASSELIN INSURANCE BROKERS LIMITED include coverage for life, casualty, house and auto.

For lasting protection and service people come to ASSELIN INSURANCE BROKERS LIMITED, because they have a reputation of reliability.