



Christmas tradition

Christmas pageants are being staged across Huronia. Knox Presbyterian Church, Midland, Sunday School's offering was performed last Sunday evening. Above, during rehearsal earlier in the day, Jonathan Ens (Joseph) faces Jillian Brown (Mary).

BIA budget near \$90,000

The members of the Midland Business Improvement Area (BIA) as a group will contribute \$83,473 to the 1987 BIA budget.

The levy of the members is four per cent higher than last year's levy. Other income takes the 1987 BIA budget to \$90,573.

Sixty-five per cent of the 1987 BIA budget, a new high percentage, will be spent on promoting the downtown. The audience for the advertising has been changed too. The residents of Midland and Huronia, not tourists, are the shoppers the BIA will try to woo.

Radio station CKMP 1230 is paying \$7,000 to a Memphis, Tennessee company, Media General, to produce a jingle for the BIA. Although the local radio station is paying for the jingle, the BIA will own it. "They (CKMP) win and we win," Ray McLarney says. McLarney is the BIA board member in charge of promotion and entertainment. The bulk of the BIA ads will be aired on CKMP.

The 1987 BIA advertising campaign will try to convince listeners that Midland's central business district is the largest mall in all of Huronia; that

downtown Midland has better and more parking; and that downtown Midland offers more personal attention and a more sensitive attitude to shoppers.

People shopping in downtown Midland still can take items home on approval. Old-fashioned charge accounts still exist downtown. Ray McLarney, in charge of BIA promotion, says.

The BIA board has planned "a very constant, consistent, and professional type of advertising campaign for a number of radio stations and newsprint which is directed solely at the residents of Midland and Huronia," McLarney says.

The Tennessee company producing the jingle claims it is the producer of half of the advertising on television. McLarney says. It has a 19 member orchestra on staff. The jingle for the BIA is to be delivered by Jan. 15.

Because of an agreement between Media General and its orchestra, the Midland BIA will own outright its jingle. No royalties will be made to any individual or group connected with the creation of the jingle.

Christmas colors fill halls

by Laura Grabinsky

Christmas is just around the corner and its presence has been felt by the students at Ecole Secondaire Penetanguishene Secondary School (ESPSS).

The traditional 'Door Decorating' contest began yesterday as students from each homeroom try to outdo each other by presenting the best-looking door. At Friday's Christmas assembly, the winning homeroom will be announced.

Candy canes went on sale last week for students who want to send that special someone a seasonal gift. They are being sold at the school's corner store.

A full house filled the gymnasium at ESPSS on Dec. 7 when the junior and stage bands flaunted their talents.

A variety of Christmas and popular tunes were performed by the young musicians who have come a long way to be able to participate in the International Music Festival in Harrogate, England next

spring. Close to \$1,000 was raised from the concert to help fund the excursion.

The grade 12 history trip to the Art Gallery and the Toronto Stock Exchange was cancelled last Tuesday, but is rescheduled for some time in January. As a compromise the senior class was able to join the grade 11 Historians on their field trip to the Royal Ontario Museum.

Tomorrow the Midland Civic Centre is hosting a

Blood Donor Clinic. Students from ESPSS will have the opportunity to take a bus (provided free of charge by PMCL) over to Midland at 11:45 p.m. to donate blood.

On Thursday, another dress-up day will give students an excuse to dress out of code and in the Christmas colours of red and green.

ESPSS Premier Ski-team already began practising thanks to the "lovely"

weather. Beth Dubeau, coach of the new team, describes this first year as a "building year".

Students from all grades, mainly the lower ones, are practising four days a week after school at Horseshoe Valley.

To fund the expensive sport the participating students are selling cheese to help cut down on costs.

Have a restful holiday and a Merry Christmas!

Winterfest poster winners

What a great response to the Winterfest Committee's Winterfest Poster Exhibition. Over 150 posters were received - all of them great!

The lucky winners of the Winterfest Poster Exhibition are as follows:

Shawn Sagolili was the winner of a youth membership donated by the YMCA. Ben Smiley won a turbo porsche 944 donated by Radio Shack. Sylvia West took home a Cabbage Patch kid donated by the

Winterfest Committee. Derek Buttineau is \$25 richer donated by Jo and George Gorthy. Adam Rumney won a \$25 birthday party donated by Burger King. Kyle Paterson was the winner of a Winterfest Trophy donated by Huronia Trophies. Trina Drinkle and Stephen Myers won a T-shirt gift certificate each donated by Huronia Motors.

All prizes were to be picked up at the Recreation

Office at the Civic Centre between 9:00 a.m. and 5:00 p.m. yesterday.

Our thanks to all the children who entered, to all the sponsors who donated prizes and to Mountainview Mall for letting us display the posters in the Mall area.

If you missed the Poster Display, watch for the winning posters which will be on display during Winterfest, January 15 to 18, 1987.



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