

Who's who in Midland and Penetanguishene

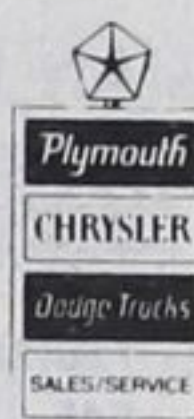


PROVIDING FRESH FISH FOR YEARS
525 Bay St., Midland (705) 526-4889
(1/2 block West of King St.)

Canadians today are becoming more health conscious and worry about such things as cholesterol and saturated fats, which abound in red meats. Canada's waters spawn millions of fish from arctic char, salmon and whitefish to rainbow trout, bass and pickerel. When they are caught at just the right time, they offer marvelous culinary opportunities. Today's home kitchen seafood menus have come a long way and now you can dine with seafood that is poached, steamed, fried, baked, barbecued and chopped into a salad with more accent pieces than just parsley and lemon.

When we are to review a fish market we look for red gills, clear eyes, vibrant skin colour and proper flesh texture in the fish products of the store. **Brennan's Reef & Seafood** which was established 6 years ago, is capably guided by **Ray Brennan** who has maintained a good reputation for his shop since opening.

Brennan's Reef & Seafood offers such products as trout, smoked salmon, scallops, mussels, lobsters, cod, sole, shrimp, kippers, king crab, frog legs, halibut, flounder, haddock as well as batter mixes and hot seafood quiche. A friendly greeting from **Ray** and his staff along with a taste-tempting selection of fresh seafoods awaits you at **Brennan's Reef & Seafood**.



**HURONIA
MOTORS LTD.**

**KNOWN FOR HELPFUL SALES AND
EXCELLENT SERVICE FACILITIES**
35 Robert St. W., Penetanguishene (705) 549-7783

Huron Motors Ltd. is to be commended for the depth and scope maintained in their new model line-up assembled on the lot. Established over 35 years ago, this new and used auto dealership is under the direction of **Rick Desjardins**. This firm has a 6-bay service garage which is a Motor Vehicle Inspection Station and a Pronto Radiator Service Centre.

At **Huron Motors Ltd.**, they are open and informative to assist you in selecting a car or truck for your needs. After you kick the tires and ask the price, they'll inform you about choice in today's technological options such as front, rear or four wheel drive, standard or automatic transmission, and size variations such as compact, sporty car or family sedan.

Huron Motors Ltd. features the new models from the Chrysler Corp. of Canada including the Chrysler 5th Avenue, LeBaron (GTS), New Yorker, Daytona and Sundance as well as the Plymouth Horizon, Caravelle, Turismo, Gran Fury, Reliant sedans or wagons and the Voyager van. Those in search of a new truck can choose from such Dodge Trucks as the Ram 50 pickup, Ramcharger 4 x 4 utility body, Ram van/wagon and new Dakota mid-size truck.

Huron Motors Ltd. have it all; auto leasing services for both foreign and domestic vehicles, a fully stocked parts department, sales and service at its very best.

**Perrin's
Flower Shop**



DISTINCTIVELY DIFFERENT AND WORTH VISITING
321 King St., Midland (705) 526-7844

The ideal florist is one that has a showroom with a variety of flowers and plants that last long once they are brought home, it's that simple. **Perrin's Flower Shop** supplies fresh cut floral bouquets, corsages, silk and dried floral arrangements as well as fruit baskets and tropical plants. Flowering plants are maintained in an environment of increased humidity and out of drafts. Foliage plants receive proper light, suitable temperatures and adequate moisture.

For weddings, your flowers must be designed in a fashionable yet durable arrangement. **Perrin's Flower Shop** as wedding specialists are recognized creators of fresh flowers that will make that special day a memorable occasion.

The secret to being a successful florist is to supply quality goods as fast and efficiently as possible. **Perrin's Flower Shop** is part of a co-operative association of independent florists that is owned and controlled by the florist members themselves - FTD. There are more than 20,500 FTD florists in North America and an extended worldwide coverage of almost 29,500 more florists through the international organization called Interflora.

The business was originally founded in December, 1934 by **Mac Perrin** at 287 King St. **Perrin's Flower Shop** opened at the present location in 1946 and owners **Ernie** and **Pat Cowden** took over the firm in 1964.

A great way to express your feeling is by sending a loved one a special gift by the florist who has something for everyone. The next time you want the finest in floral ideas remember the name **Perrin's Flower Shop**, the one we recommend.

Leah's Boutique

**WITH A SELECTION ACCURATELY REPRESENTING
TODAY'S FASHIONS**

758 Yonge St., Midland (705) 526-5304
(across from the Park Villa)

One of the most interesting theories on clothing communication is based on the science of semiotics. It is said that the wardrobe is a language and the clothing of that wardrobe the words of self expression or interpersonal communication. At **Leah's Boutique**, the consumer can obtain countless clothing items to enhance the career oriented women, housewife or spirited youth.

Since clothes are an extremely vivid indicator of beliefs and personality, the staff at **Leah's Boutique** take the time, effort and research to find out what the right clothes are to suite your physical appearance, your personality and your lifestyle.

There is new excitement in this season's trends and this firm has assembled a superb collection of dresses, coats, sportswear, sweaters, blouses and bridal wear. They have a record for maintaining a wide range of sizes including 1/2 sizes. Since 1966, owner **Leah Bertrand** has kept good standards in the product line with a variety of styles and sizes. In September 1986, she moved the store from the old location at 317 King Street to 758 Yonge Street.

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 **Leah's Boutique** to the top of the list of recommended women's wear stores.

Ken Cote

valu-mart

**DISTINCTIVE LEADERS SERVING FAMILIES
THROUGHOUT THE AREA**

139 Main St., Penetanguishene

Ken Cote valu-mart is certainly not a newcomer in the food business. This store originally opened 11 years ago as Ken Cote Super Save and is still capably directed by Mr. Ken Cote.

Ken Cote valu-mart in Penetanguishene features a combination of carefully selected purchases along with an efficient staff which deserve a most favourable mention, as we've found the clerks friendly, patient and knowledgeable about the products. **Ken Cote valu-mart** has brought to the customers of the area, promotions to save you money realistically.

This grocery store is known for their specials, with savings on not only irregular moving lines, but staple items such as bread, butter, milk, eggs, bathroom tissue and sugar. You can find all necessary products at **Ken Cote valu-mart** in canned and packaged foods, sundry items, snacks, baked products, pet foods and Sealtest/Silverwoods dairy products. They also stock exclusive products from Dave Nichol's "Insider Report".

We are pleased to highly recommend the **Ken Cote valu-mart** as the products on the shelves are rotated regularly, the brand name selection is definitely there and the clerks provide fast, friendly service.

**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)

Lamers Paint and Wallpaper offers a varied selection of paints, wallcoverings and drapery products at prices denoting true savings. The management and staff have good product knowledge and are trained to 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 Benjamin Moore paints in many finishes with over 1000 custom colours to suit your decorating needs. **Benjamin Moore** paints offer ease of application, extended durability and an exceptional color range with paint for ceilings, enamel paints, stains, furniture refinisher, varnish, urethane coating, liquid plastic enamel, and rust enamel which helps to stop rust. They also have wallcoverings with a fantastic selection of the newest patterns from many countries around the world. You will also find the needed accessories like brushes, roller and tray sets, wallcovering adhesives and texture finishes.

This business has been operating since 1963 and 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 into the Mountainview Mall and today both stores feature everything in paints, wallcoverings, ready made draperies and blinds.

Lamers Paint & Wallpaper are the best buy shops in Midland that have it all, and are highly recommended.



Little Lake Services Centres Ltd.

**HAVE BUILT A GREAT REPUTATION FOR
PERFORMING COMPETENT AUTO SERVICES**
725 Yonge St., Midland (705) 526-4366
(between King St. & Hwy. 27)

An automobile today represents a large investment, so we must protect this investment through proper maintenance and better care. With the recent explosion in high-tech auto systems, many consumers are faced with the task to seek out highly skilled auto repair manufacturer's directions for such a simple task as a jump-start can knock out a modern car's on-board computer. Today's cars demand better technicians and **Little Lake Service Centres Ltd.** has been meeting the challenge for many years.

This business, established 13 years ago, is certainly fulfilling a great need that people have been searching for; complete and dependable service. **Little Lake Service Centres Ltd.** is operated by **Chuck Fraser** who became a Petro Canada dealer in 1984. We feel that **Chuck** along with the 5 licensed mechanics take personal pride in every vehicle that enters this shop.

At **Little Lake Service Centres Ltd.** they provide a speedy fill-up service at the pumps with Petro Canada gasoline products. With the combination of over 2,500 Petro Canada stations together with over 1,800 Gulf Stations merged in September 1985, **Little Lake Service Centres Ltd.** is part of Canada's largest fuel network with 4,300 stations in all. When you purchase gas there, you are pumping money back into Canada.

Whether it's a tank of gas or a quart of oil, you receive competent servicing at **Little Lake Service Centres Ltd.**, the smart motorists first choice.

Martin's Equipment Centre

**HAS CREATED A REPUTATION FOR
COMPETENT SALES AND SERVICE**
41 Main St., Penetanguishene (705) 549-7203

In May of 1880, Mr. Edwin Budding of Gloucestershire, England made an agreement with the Phoenix Iron Works to manufacture machinery "for the purpose of cropping and shearing the vegetable surface of lawns". Thus, the first lawnmower came into existence.

With the lawnmower, chainsaw and outdoor equipment manufacturers of today producing the finest products ever, it makes it very difficult for many people to select an outdoor equipment dealer from which to make a choice.

When you visit **Martin's Equipment Centre** to inspect their product line, you will find a very casual approach as they are not pushy about sales, but provide competent assistance when you need it. **Martin's Equipment Centre** has, over the years, offered an easy, no gimmick, no nonsense approach of doing business.

Established since 1971, **Martin's Equipment Centre** is guided by owner **Gil Robillard** and manager **Reid Wilson**. Their specialty is sales and service of Pioneer-Partner and Echo Chainsaws, Toro, Yardman, Ariens Outdoor Equipment and the new Shindaiwa line of Grass Trimmers and Chainsaws. This firm also has a Toro commercial outdoor equipment division for landscape contractors, golf courses and municipalities.

Many outdoor equipment owners encounter a problem of the engine not starting at all, kicking back while starting, excessive oil consumption, or insufficient power due to vibration or overheating. At this point you can bring it into **Martin's Equipment Centre** for repairs or purchase a new unit.

Martin's Equipment Centre is your one-stop outdoor equipment store serving the area with competent sales and service.



DIV. OF MIDLAND LUMBER & BUILDING SUPPLIES LTD.

Division of Midland Lumber & Building Supplies Ltd.
"WHERE THE BUILDERS BUY"
200 3rd St., Midland (705) 526-2264
(at Montreal St.)

Many of our readers will be embarking on a home renovation project this upcoming Spring. It may be just a small project and you'll just want a bag of nails, paint or some 2 x 4's. Then **Midland Buildall** will sell you these materials just like any other building supply type dealer. If you want more than that in the way of advice on how to get started and what are the best materials to use, then the people at **Midland Buildall** have the answers.

This business was founded in 1907 by M.J. Bray and today is headed by **Frank Bray** and his son **Bob Bray** who are assisted by a very friendly and helpful staff.

Featured in the showroom are the very latest ideas in the building industry including **Sherwin Williams** paint, plywood, panelling, all-weather wood, insulation, roofing materials, electrical and plumbing supplies. Over two million feet of lumber is in stock with many grades, species and sizes as well as over ten thousand pieces of plywood and prefinished panels. This is your one stop building centre as they custom manufacture and have millwork facilities. They also maintain a contracting and industrial division and as well a home planning service with hundreds of designs for homes, cottages and do-it-yourself projects. A delivery service is provided by their own familiar fleet of white and red trucks.

As a member of the Buildall Building Centre group, **Midland Buildall** has great purchasing power and can pass savings on to you, the consumer. Thus, to the most price-conscious do-it-yourselfer or contractor, you can shop worry free with this well-stocked, managed and maintained lumber and building supply firm.