

Presenting interesting facts about the achievements of leading businesses in the area

By Derek and Kelly Burns

These businesses are carefully chosen and must meet high standards to qualify for these reviews.

Feature copy appearing in this review cannot be reproduced in whole or in part without written permission from the writers.



THE SMART BUILDER'S CHOICE EVERY TIME

200 3rd St., Midland
(at Montreal St.)

(705) 526-2264
(705) 526-3203

As everyone can already appreciate, no matter what we do to our homes or cottages in the way of improvements, there will always be room for more of them. Whether you are contemplating the addition of a patio deck, replacement windows or changing your unused basement into a family recreation room, a basic requirement will be the materials needed to complete these types of projects. You will not only want a wide variety for selection, but they must also be available at a competitive price. **Midland Buildall** does offer these essentials as well as knowledgeable advice for both do-it-yourselfers and contractors to make your ideas more successful.

Featured within their yard and showroom are the very latest ideas in the building industry including Sherwin Williams paints, plywood, panelling, All Weather wood, insulation, roofing materials, electrical fixtures, central vacuums and more. This is your one-stop building centre as they custom manufacture and provide millwork facilities. They also maintain a contracting and industrial division and as well as a home planning service with hundreds of designs available for homes, cottages and other do-it-yourself projects. A delivery service is provided by their own familiar fleet of white and red trucks. As a member of the Homecare Building Centre group, **Midland Buildall** has greater purchasing power and can pass savings on to you, the consumer.

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

For the best in quality products at competitive prices, stop into **Midland Buildall** today.

Asselin Insurance Brokers Limited

FOR RELIABLE PROTECTION AND ONGOING SERVICE

15 Robert St. W., Penetanguishene

(705) 549-7437

Although the cost of many essential goods and services has continued to rise, Canadian consumers have enjoyed a relatively low cost in such insurance coverages as homeowner's or tenant's packages. However, what the consumer must consider with the goods needing coverage, is whether they warrant the expenditures for their value of replacement. This can include coverage for various forms of transportation, place of residence or business, items such as jewellery pieces, home entertainment equipment or office supplies. The answer for those that live for the future is that insurance coverage is required, but now you must find a broker that has an established reputation and can get the best rate.

First rate insurance services can be obtained in the area through **Asselin Insurance Brokers Limited**. This business was originally founded by Romeo Asselin in 1943 and is now directed by **Ron Asselin**.

You can trust them to see that you have proper coverage and they keep in touch with clients to update their coverage to co-ordinate with present day needs. They represent many of the strongest insurance companies, and insurance services provided by **Asselin Insurance Brokers Limited** include coverage for automotive, life, casualty, farm, house, tenant's packages, marine, and others.

For lasting protection and service, people come to **Asselin Insurance Brokers Limited** because they have a reputation for reliability.



CANADA'S LARGEST TRANSMISSION SPECIALISTS
FOR OVER 25 YEARS

Hwy. 93 Midland
(at Yonge St.)

(705) 526-0507

For over 60 years, the North American car industry used and promoted vehicles with rear-wheel drive. J. Walter Christie pioneered front-wheel drive in 1906 and such European manufacturers as Citroen, Lancia, Audi and Saab used it as early as the 1920's. Four-wheel drive was first implemented in a Dutch car called the Spyker in 1902, but it didn't become famous until the advent of the Jeep military vehicle. Now, the North American consumer can choose from vehicles with front, rear and four-wheel drive as well as overdrive, so they must deal with a transmission maintenance and repair shop that is properly equipped and staffed by knowledgeable technicians.

Mister Transmission was originally established back in 1963 at Richmond Hill, Ontario, and has grown to over 100 locations across Canada with a reputation for having repaired over one million transmissions. The location in Midland opened in October of 1988 and is guided by **Tony** and **Joanne Comparone**.

Mister Transmission offers a same day service (in most cases) on domestic and foreign vehicles with a nation-wide written warranty available that is honoured throughout North America. **Mister Transmission** shops. This location specializes in automatic, standard, FWD (front wheel drive), 4WD, and overdrive transmission repairs, rebuilding, as well as clutch and driveline repairs. A free multicheck and road test is offered with towing available as well.

Specialization has become more prominent in the automotive field in recent years and one of the best recognized specialists in their field is **Mister Transmission**.

WALKER'S ELECTRIC



FOR EXPERIENCED SERVICES AT COMPETITIVE RATES

889 King St., Midland

(705) 526-7825

The electrical system in your house is quite important due to fire and safety hazards that a faulty system can impose. It is quite likely that electrical updating, changes and the addition of new services will be required for many homeowners at some time. You may need to simply enlarge the capacity of your present system, add receptacles or lighting outlets, or upgrade your older home's system. Some electrical jobs may seem small and easy for a do-it-yourselfer, but is often worth the added cost of a qualified electrician where safety is a concern. **Ed Walker's Electric Ltd.** is staffed by specialists who can plan electrical systems and install or repair them in a minimum of time, while maintaining safety standards and quality control.

Ed Walker's Electric Ltd. has been serving area residents since its establishment on May 23rd of 1935 by founder Ed Walker. Today the business continues to thrive under the direction of his sons **Ken, David and Gordon Walker**, as well as the founder's grandsons and third generation **Glenn and Howard Walker**.

This specialty firm provides a wide range of services in the electrical contracting field encompassing re-wiring, upgrading, repairs, alterations and additions for new homes, renovations, fire alarm installations, and other allied services for homes, offices, stores, or institutions. They offer a 24 hour emergency service, guaranteed workmanship, handle marine requirements, and look after industries' high tech problems.

Instead of spending unnecessary time trying to do the job yourself or paying somebody's relative to do questionable work, be wise and contact the professionals at **Ed Walker's Electric Ltd.**

PATRICIA'S

YOUR UP-TO-DATE FASHION CENTRE

Mountainview Mall, Midland
(on Hwy. 93)

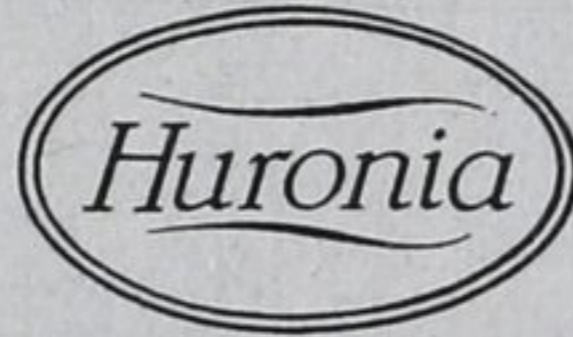
(705) 526-6142

In every city and town across Canada, you'll find stores that strictly sell women's wear and some are indeed more fashionable or more pricey than others. However, there is more to selling ladies' wear than just putting a stylish item in the display window and giving service with a smile. Such a store must maintain a selection of current clothing styles in a wide price range, without being totally dedicated to the transitory fads of the fashion world.

Upon entering **Patricia's**, you'll be amazed at the fashion selection which is displayed tastefully for your inspection. Much imagination has gone into the selecting of fashions best suited to your figure, lifestyle and pocketbook. Fashion know-how is what has allowed this business to continue to thrive and prosper over the past years.

Patricia's has been established since September of 1985, and has kept good standards in the product line offering a variety of styles, colours and sizes. Their helpful staff emphasize providing their highly valued customers with the newest in fashion trends from leading garment houses such as **Tan-Jay, Alia, Bianca, Katesport** and others. The store offers an array of co-ordinates and separates, sweaters, skirts, blouses, etc. with sizes ranging from 8 to 20.

We take pleasure in congratulating owner **Patricia MacMillan**, for bringing to Midland and district, a shopping atmosphere where customers feel comfortably at ease and valued.



CARPET LAND INC.

WHERE THEIR EXPERIENCE IS YOUR GUARANTEE TO EXCELLENT SALES AND SERVICE

Hwy. 93 Midland
(at Hugel Ave.)

(705) 526-4231

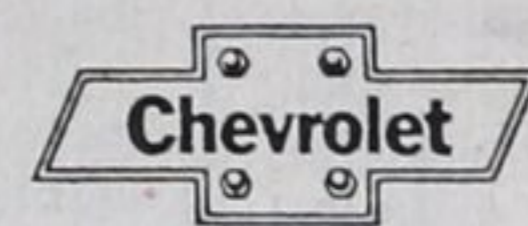
If you were to look up the definition of carpeting it would probably state "a heavy fabric for covering floor". However, with today's new fabrics now available on the market, it doesn't have to be heavy and there are added features such as anti-static and stain resistant pile fibres. These new fibres usually only need regular vacuuming and occasional professional cleaning to keep looking good for a very long time.

When searching for carpeting, one must not only look at the appearance and price, but also consider its durability and maintenance requirements. Is the carpet you're looking for going to be installed in the kitchen, bathroom, outdoors, in high traffic areas like stairs and front halls or foyers? The staff at **Huronia Carpet Land Inc.** can assist you with your choice by informing you about their products and each carpets advantage over the others for various applications.

This firm opened for business on March 31st of 1984, and today **Huronia Carpet Land Inc.** is operated by owner **Jim Hales**.

Whether you are in need of cut-loops, twist styles, saxonomies, plushes and other carpeting types, or are looking for no-wax vinyl flooring, make **Huronia Carpet Land Inc.** your first stop. They carry such respected brand names as **Paragan, Constellation, Harding** and **Coronet** carpeting, **Armstrong, Tarkett** and **Domco** vinyl flooring, as well as offering custom installations, free estimates, and a shop at home service.

For high quality goods and competent assistance from a friendly staff, see the people at Midland's floor covering specialists; **Huronia Carpet Land Inc.**



Oldsmobile



TOM SMITH CHEV OLDS LTD.

THE PEOPLE WITH THE SERVICE AND SELECTION

824 King St., Midland

(705) 526-0193

Vehicles are generally graded by prospective buyers for their aerodynamic design, engine performance, aesthetics, warranties, and most important of all, the overall performance and durability after the sale is made. Price is a major factor when selecting a new vehicle and most new car shoppers know how much they can afford. The old saying "you get what you pay for" still generally holds true with cars, so when shopping for a new vehicle, you must mainly look at how the vehicle will best serve you. **Tom Smith Chev Olds Ltd.** features new vehicles by General Motors, a well respected manufacturer with a good selection of models available to suit everyone's taste and budget.

This firm operated for over 30 years as Lockhart Motors in Victoria Harbour, and opened in Midland as **Tom Smith Chev Olds Ltd.** in March of 1987. The company has continually expanded under the direction of president **Tom Smith**, and in April of 1988, added a new 7,400 square foot modern body shop and doubled the size of their service area.

As a G.M. dealer, **Tom Smith Chev Olds Ltd.** is better suited to look after your needs in new vehicles, simply because G.M. offers one of the best varieties in subcompact, medium and full sized vehicles.

Every 1989 G.M. car (except Cadillacs) and light duty truck comes with a TOTAL warranty card to protect you for 3 years or 80,000 km against unexpected repair costs.

Tom Smith Chev Olds Ltd. has a good combination; a complete collision repair and paint shop, auto leasing services for foreign and domestic vehicles, genuine parts replacement, a good selection of pre-owned vehicles, as well as diagnostic and corrective repair services at their very best.

Martin's Equipment Centre

OFFERS UP TO DATE OUTDOOR EQUIPMENT

41 Main St., Penetanguishene

(705) 549-7203

As with most mechanical devices, technological innovations have also influenced the way some outdoor equipment looks and functions to provide products that are more reliable, easier to use and maintain.

Today's chainsaws are not that much different in their purpose as the units of several decades ago. However, safety is just as important as how the unit actually cuts wood. Protective devices and systems have been integrated into a modern chainsaw to reduce injuries from kickback, user negligence and fatiguing vibrations.

The specialty of **Martin's Equipment Centre** is sales, service and warranty representatives for **Husqvarna** chainsaws and string trimmers, **Lawnboy** lawnmowers, **Ariens** and **Yardman** outdoor equipment, **Briggs & Statton** and **Tecumseh** small engines, as well as the **Shindaiwa** line of grass trimmers and chainsaws.

Established since 1971, **Martin's Equipment Centre** is locally guided by **Dan Lewkoski** who took over the business on October 19th of 1987. Dan is a journeyman small engine mechanic with 8 years experience.

By providing only necessary repairs and maintenance to most makes and models of outdoor products and small engines, and completing the job efficiently, this business has built a good reputation for their services. This type of servicing along with the quality products sold, makes **Martin's Equipment Centre** our recommended business of its type.

THE PANHANDLER

A UNIQUE GIFT SHOP WORTH VISITING ANYTIME

Mountainview Mall, Midland
(Hwy. 93)

(705) 526-3352

When you're looking for gift items that are extraordinarily unique, then we suggest that you visit **The Panhandler**.

When entering this shop in Midland, you will find arrangements of brassware, copperware, stained glass mobiles, dolls, ceramics, figurines, music boxes, folk art decor pieces, and brass lamps. Those wishing to extend their kitchen line-up can purchase unique aprons, oven mittens, glassware, mugs, place mats, and some handy kitchen gadgets. **The Panhandler** provides a selection of exclusive Canadian-made gift items not to be found elsewhere to such a large degree, and also offers bridal registry service.

The Panhandler was originally established at Jackson Square, Hamilton by Ted Loyst and today there are 80 stores from coast to coast. The locations are franchise owned and operated, with the Midland location opening October 26th of 1983 and successfully guided by **Tom** and **Sharlene Bullock**. **The Panhandler** was founded in 1974 as a kitchen utensil specialty shop and the stores later diversified much more into giftware.

One factor about this shop that we personally appreciated is that many of the items in the store are unique and may not be found at any other gift shops in the area.

For the most discriminating shopper who is looking for gift items to enhance the home or please a friend, we suggest that you visit **The Panhandler**.