

Toronto developer heeds consumer concerns

The results from a new Angus Reid poll of 100 potential first-time home buyers in Toronto have prompted a local developer to introduce a home ownership program that responds directly to consumer concerns.

The poll, initiated by Ronto Development Corporation and released today, shows that 73 per cent of Toronto's potential first-time homeowners think that now is a good time to buy, but 60 per cent say they are not planning to do so because they feel that home ownership is not within their reach.

Of those who said they are not

currently planning to buy, 60 per cent expressed concern that they don't have enough money for a down payment, 46 per cent are concerned that they could not meet the monthly financing costs and 34 per cent have worries about losing their jobs.

In response to the research, Ronto has introduced a program entitled "Peace of Mind" for its Scarborough Fair development at Lawrence and Midland Avenue in Metro Toronto.

The new ownership plan requires only a \$5,000 initial deposit and spreads the down payment over one year. A three-year 8.8

per cent first mortgage and interest-free second mortgage make the Scarborough Fair condominiums carry for under \$1,000 per month.

Home buyers are also protected against job loss through an innovative insurance plan with a leading worldwide insurer. The insurance guarantees payment for up to 12 months for purchasers who lose their job involuntarily during the first two years of occupancy.

Cary Solomon, Executive Vice President of Ronto, says his company initiated the Angus Reid research to find out exactly how first-time buyers feel about the housing market in Metro.

"We wanted to know why consumers are hesitating to buy their first home when the market prices are so low," Solomon says. "The answers are very clear. A lot of first-time buyers feel that huge down payments and high carrying costs are shutting them out of the market. And at the back of their minds, they are concerned about the economy and

job security."

Solomon says Ronto's "Peace of Mind" program is designed to directly address all three major concerns identified in the Angus Reid poll and to make home ownership affordable again for first-time buyers in Metro.

Scarborough Fair prices start at \$146,900. The sales office at Lawrence and Midland is open from 12-8 p.m., and interested purchasers can call the "Peace of Mind" hotline at 285-FAIR to arrange an appointment.

Ronto Development Corporation is currently developing the popular "Affordables at Woodland Estates" townhouse community in Newmarket. The company plans to introduce similar affordable home ownership programs for other developments across Metro.

The telephone poll was conducted by The Angus Reid Group between February 12 and 20, 1991.

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Fire calls

Halton Hills firefighters responded to a small fire at Fairview Cemetery in Acton Wednesday. Firefighters say the fire started when a candle was left burning beside a plastic wreath which soon caught fire. The fire was quickly extinguished.

Firefighters responded to an alarm activation at Dominion Seedhouse in Georgetown Thursday morning but it turned out to be a false alarm.

Easter holiday fun

Two weekends of fun highlight the Easter holiday at Black Creek Pioneer Village. The main event, the 11th Annual Great Easter Egg Hunt, takes place on Easter Sunday, March 31, from 11 a.m. to 1 p.m.

After registering at the Town Hall, children 12 and under can search the Village grounds for colored eggs which can be exchanged for candy treats. The Ontario Egg Producers' Marketing Board and Hershey Canada Inc. sponsor this program.

Also on Easter Sunday, a variety of exotic rabbits are featured in the Canadian Netherland Dwarf Rabbit Club show. The Half Way House is offering a family Easter luncheon on Sunday and Monday. Luncheon reservations can be made by calling (416) 736-1740.

On Friday, Saturday and Sunday during Easter weekend, children can listen to classic stories about Peter Rabbit in the Visitors Centre Theatre, from 10 a.m. to 4 p.m.

Younger children can enjoy

Easter Bonnets and Bow Ties, a hands-on craft activity, in the Town Hall on Sunday, March 24, all day. Visitors can also watch as the CNDR Club awards ribbons to the best rabbits in its show.

The cost of all activities, except the luncheon, is included with regular admission to the Village. Black Creek Pioneer Village is located in northwest Metro Toronto, at Jane Street and Steeles Avenue. For more information call (416) 736-1733.



Spring activities are underway at Black Creek Pioneer Village and include the arrival of a new generation of farm animals. The Village's livestock program includes breeds of domestic animals that are rare and minor varieties today but were commonly found on Ontario farms in the 1860s. The Leicester sheep are among these, and recently a number of lambs were born at the Village. They are on view to the public in the orchard, weather permitting. Other farm animals to delight children and adults alike are the Tamworth pig, the Canadian horse, the Clydesdale horse, shorthorn oxen, a shorthorn milking cow and a variety of poultry. For more information call (416) 736-1733. (Photo submitted)

Firm fined

Milton Provincial Offences Court has fined Surbond Lubricants Ltd. (Ontario Corp. 811772) and two company directors, Donald Hart and John Wannamaker, a total of \$30,000 for discharging a toxic lubricant into a storm sewer which leads to Sixteen Mile Creek.

The company, which operates a customized lubricant plant, pleaded guilty to one count for an offence that took place between April 18 and 21, 1988. Mr. Hart and Mr. Wannamaker also pleaded guilty to one count for breaching their duties.

The company was charged under section 16(1) of the Ontario Water Resources Act (OWRA), which relates to discharging a contaminant into water. The two directors were charged under section 75 of the OWRA, which relates to the breach of duty.

The ministry laid the charges after it was discovered that a hole in the plant's wall was located directly above a storm water ditch that leads into a storm sewer which in turn leads into Sixteen Mile Creek.



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