

Coming Events

Bingo every Wednesday evening at 7.45 p.m. at the Canadian Legion Branch 375, Carrville Rd.

EVERY THURSDAY NIGHT - 9.00 p.m. - 12.00 Dancing to Max Cameron's Orchestra, at Canadian Legion Hall, Carrville Road, Richvale. Sponsored by Richmond Hill Branch 37 Canadian Legion. \$1.00 per person. tcf36

EVERY SATURDAY at 9 p.m. - Square and Modern Dancing starting May 20 at Cedar Beach Park, Musselman's Lake, Norm Graham and his Original Harvester with music as you like it. Admission \$1.00. tcf45

JULY 15 - Saturday. Court Newora Canadian Order of Foresters. Midsummer dance - modern & old time - dancing from 8 to 12 p.m. Aurora Highland Golf Club, refreshments, every one welcome on \$2.50 per couple may be purchased at door. Proceeds for youth activities. clw2

Vaughan Council Briefs

Vaughan Township council, at its meeting on July 10, handled the following matters in addition to those reported elsewhere in this issue.

—Agreed to pay the cost of a 9-foot wire standard farm fence or contribute the same amount towards the construction of a chain-link fence on the common boundary between the Thornhill Anglican Church Cemetery and the township owned park property in the Ball Subdivision, a distance of 225 feet.

—Instructed the township engineer to prepare a preliminary report in the matter of the township providing for sewage disposal at the site of the proposed new hospital on Vaughan Road near Richmond Hill.

—Authorized the installation of a culvert in the drainage ditch running west from the Municipal Offices, Maple, through the G. M. Hamilton farm, part of lot 20, concession 3.

—Advised the C.P.R. to consult with the township engineer to revise the planned location of the signals at the Steeles Avenue crossing to coincide with the township's plans for proposed crossing improvements.

—Agreed to install a drainage pipe in the ground from Rockview Gardens South in Elmwood Acres, Concord, providing the benefiting property owners would assume the cost of the pipe.

—Heard a report from Councilor Mrs. Ruth McConkey that the Tri-County Planning Workshop held June 29 at Newmarket was attended by 135 persons representing 36 of the 44 municipalities concerned.

—Said it would adhere to its stated policy not to consider any application for re-zoning prior to the Ontario Municipal Board hearing relative to the Official Plan and Zoning By-law scheduled for today.

STACKED DECK

Education places trump cards in the hands of a man when he plays the game of life.

BE TOLERANT

If your religion suits you, you should have no reason to criticize the other fellow's.

SO TRUE

Taxes never die—they just stick and grow, and all the old ones remain with us.

WE ALL BUY THE IMAGE

Did you ever stop to think of what it is that makes people buy one product rather than another? Or why one business prospers and another fails?

According to the psychology experts, it's the public's mental "image" or mental picture - of a product or business that accounts for its success or failure. Sometimes a good image of a business or product can be built up by clever advertising propaganda to bring overnight success.

Often this is the case with a new product, introduced to the market with an expensive advertising splash. But the image never lasts unless the product delivers the satisfaction it promises - unless the picture of promised satisfaction is REAL. This is true of all advertising that doesn't represent the facts. Its cost represents wasted money.

Our basic attitude in running a car dealership is to create the kind of establishment that we would want to do business with IF WE WERE THE CUSTOMERS. Customers want honest treatment, truthful guarantees, good service and fair value in everything. Give them that and you'll keep them.

We hope, in talking honestly to you about the car business in this column, that we can convey to you a true picture of our business. Should you decide to patronize us, we don't intend to waste our advertising dollars by not following through with the satisfaction we promise.

Ross Bear,

THE DODGE ONTARIO CAR CO. LTD.
8955 Yonge St. at Cummer
Willowdale

No Tower Discount Store Says O.M.B.

(Continued from page 1) clared, on a highway which was already at saturation point at certain times. When asked about control of traffic by lights, he asserted that his department was trying to do away with them. They were the cause of many rear end collisions. No matter which way people came to the proposed discount store, said Inspector Taylor, they would have to travel the 1.3 miles of road where Nos. 7 and 11 Highways run together. Average daily traffic on that stretch, even on weekdays and paying no attention to week-end figures, was over 25,000 cars already, he declared.

Describing two trips to the Tower discount store in Scarborough, the inspector declared that he wouldn't go again. After making about a mile an hour he could find no place to park. He, like other witnesses, stressed that nearby streets would, on occasion, be choked with parked cars. Sustained cross-examination by township solicitor Lucas failed to shake the OPP officer's evidence.

"Dollar Sign Only Thing"

"The dollar sign is the only thing in which township council is interested," said James H. Kearns of 23 Kirk Drive, spokesman for embattled residents on Kirk Drive and in the Uplands area across Yonge Street in Vaughan Township. Mr. Kearns, treasurer of the TTC, spoke of the high quality of homes in the area. He asserted that the council was not interested in the welfare of those who lived in the district.

During the hearing, petitions from other area residents, completely in favour of the discount store project, were introduced.

Giving a broad hint that even if the Municipal Board members found in favour of the application, the case would be carried right to the provincial Cabinet, Joseph A. Mulholland, lawyer from the Vaughan side of Yonge Street, criticized traffic conditions and declared that Markham council had made up its mind to get assessment at all costs.

Health Authority Heard

Peter Block, professional engineer attached to a sanitation branch of the Ontario Department of Health, said that his department had "serious misgivings" as to the ability of septic tanks to handle the disposal problem which would be created by the discount store, even on a temporary basis. Large septic tank installations were difficult to run, he declared, referring to present difficulties at Thornhill High School.

Another province of Ontario witness was heard when R. E. Roberts, section head of the Community Planning Branch of the Department of Municipal Affairs, took the stand. He declared that "traffic attraction"

would be heavy, that the project violated the principles of planning, that it was "piece-work" planning and should be given more thought. On cross-examination by Mr. Lucas, township solicitor, the witness said that there was a growing idea that such projects should be looked at in the light of their effect on the whole area.

On many occasions during the two-day hearing reference was made to new roads which would be created if and when the discount store project went through. Several witnesses voiced doubt as to whether roads connecting with Bayview Avenue would become a reality and also spoke of the immense problem of getting out into Yonge Street traffic.

Consultant Heard

Star bout of the whole hearing was the oral duel between Dr. E. G. Faludi, planning consultant who was called as a witness for those opposed to the project, and John Conlin, leading counsel for the Tower people. Listing his objections to the project, Dr. Faludi declared that it was up to planning boards to stop hazardous zoning. Mr. Conlin, early in his cross-examination of Dr. Faludi, suggested that he had worked on both sides of similar propositions. "Yes, with you as lawyer," shot back Faludi. "It would be a crime to put a shopping centre of this type in such a location," said Dr. Faludi as

he countered, often wittily, every objection made by the lawyer in a cross-examination which ran for an hour and a half.

Woman Makes Appeal

Simply and quietly, Mrs. Edith Patte of 3 Longridge Road in Uplands Park, registered the objections of a wife and mother. Following her statement that she was not connected with any rate-payer group, Mrs. Patte said that she had come forward only because the members of the board had said that anyone with opinions would be welcome to speak. Encouraged by Municipal Board Chairman Jamieson to say what was on her mind, she spoke of years of saving for a home and followed by describing traffic conditions even under present circumstances. It was a "hair-raising dash" to get youngsters across the road in safety. Shopping facilities in the area and within a very few miles were more than adequate now, Mrs. Patte declared. There were 130 stores within normal reaching distance.

The whole project was "premature, unplanned, and full of unresolved dangers," said Mr. Bryson in his summing up. Members of the board took only a few minutes to reach their decision to refuse the application, returning to the council chamber within a matter of minutes after retiring to make their decision.

Vaughan Township's Plan On Deck

OMB Hearing Being Held At Maple Parking Proposals Are Not Liked

Vaughan Township Planning and Building chairman, Deputy-Jesse Bryson, told "The Liberal" that approximately 200 taxpayers out of some 6,000 attended the four recent public meetings held to familiarize them with Vaughan's Official Plan and Zoning By-Law, and that the proposed car parking regulations created the biggest fuss. The Ontario Municipal Board hearing got underway at 10 a.m. today at the Municipal Building.

Two other points created some discussion, but not in any controversial sense. One involved the planned future road width maximum of 120 feet. At present roads vary in width anywhere from 66 to 120 feet. Theoretically the present maximum width is 120 feet now, hence this width will become officially formalized.

The second point has it that in future no residence in agricultural areas can have less than 25 acres. The present regulation calls for 10 acres. The parking regulation proposed says that no overnight parking will be allowed from the lot line to the house.

Mr. Bryson said this regulation was the result of innumerable complaints in the past from subdivision dwellers who object to people indiscriminately parking jalopies, commercial and other vehicles in the driveways and on the lawns for weeks at a time. This practice is said to make for unsightliness and general inconvenience.

Mr. Bryson said: "From every point of view it is essential that the township be enabled to control parking and obviate unfavourable aspects of the situation. This control doesn't mean that the police force will indiscriminately tag privately owned cars. They will use discretion. There have been quite a number of objections to the proposal and requests that it be modified." Mr. Bryson said he didn't see how modifications could be made without defeating the end sought and said: "I think I can safely say that the planning and building committee will be disappointed if the board hearing results in this regulation being thrown out."

Bus Trip For Hospital Patients Staged By Mental Health Group

As part of its summer project the Canadian Mental Health Association has sponsored a bus trip to Midhurst Provincial Park for some of the residents of the Ontario Hospital at Aurora. Mrs. Iris Jankowiak and Mrs. Anne Murray, Volunteer Visitor of Richmond Hill, were invited by the hospital staff to accompany the boys and a bus with thirty-five boys, three members of the staff and the two volunteers left for the day.

The volunteers reported a crisp and cloudy day, but as

swimming was not included in the programme, this did not matter. The boys, who very seldom leave the hospital grounds, were in a great state of anticipation.

Midhurst Park, with its wonderful nature trails and superb outdoor cooking facilities, proved an ideal spot for this type of outing. After a barbecue at which everyone assisted, sports, games and walks were participated in.

An outing of this kind is a rare event for these boys. Dr. Rice and his staff are hoping that more of these trips will be sponsored by other organizations so that all the 285 residents may have at least one trip of this kind during the year.

Lions Elect International President



Per Stahl of Eskilstuna, Sweden, was elected International President of Lions International at the Association's 44th Annual Convention in Atlantic City, Lions International, with 620,000 members in 112 countries or regions, is the world's largest service club organization.

Lions International is best known for its many youth programs, community service projects, sight conservation activities and aid to the blind. Last year Lions Clubs around the globe completed more than 200,000 individual community service projects.

HAVE YOU HEARD THIS ONE?

The six-year old boy had just started to school and was boasting to his four-year-old brother how good he was at reading, when the younger one replied:

"If you're so smart what does that reading on the stove say?"

The older one looked at the unfamiliar stove brand name for a few puzzled seconds. "I don't read stoves," he said at last.

You can't stump a child when it comes to coming up with the right answer. Nor can you 'stump' us with any particular dry cleaning problem you might have. Especially today with so many miracle fabrics on the market special dry cleaning skill is needed. You can be sure we have the answers.



Barth's CLEANERS & SHIRT SERVICE LIMITED

198 Yonge Street N., Richmond Hill Turner 4-4411

BRIDES

CHERISH YOUR WEDDING DAY,

WITH

BEAUTIFUL PHOTOGRAPHS

CANDID — STUDIO — OR BOTH

NO EXTRA CHARGE

Lagerquist Studio

EST. 1946

TU. 4-2791

FOLLOW THE CROWD to GREAT FOOD VALUES

MORLEY'S

FOODLAND 29 Yonge St. Richmond Hill
PRICES EFFECTIVE JULY 13, 14, 15

SHORT RIB or BLADE **ROAST** lb. **39c** "BLADE BONE REMOVED"

MAPLE LEAF HOT DOG **WIENERS** pkg. of 8 **29c**

"MOCK CHICKEN, MAC & CHEESE, PICKLE-PIMENTO"

MAPLE LEAF **COOKED MEATS** 2 6 oz. pkgs. **43c**

MITCHELL'S VITAMINIZED **APPLE JUICE** 2 48 oz. tins **69c**

HENLEY'S FRUIT COCKTAIL 2 15 oz. tins **47c**

BOVRIL CORNED BEEF 12 oz. tin **49c**

KELLOGG'S ALL STARS OAT CEREAL 8 oz. pkg. **25c**

ONTARIO FRESH GREEN or WAX BEANS lb. **19c**

GEORGIA — NO. 1 GRADE

WATERMELONS 18 lb. AVERAGE EA. **79c**

CALIFORNIA SUNKIST **ORANGES** 3 DOZEN **89c**

HENLEY'S CHOICE TOMATOES — 2 20 oz. tins **35c**

MIRACLE WHIP **SALAD DRESSING** 16 oz. bttl. **39c**

KRAFTS BARBEQUE SAUCE — 14 oz. bttl. **37c**

How This Newspaper Helps Advertisers...

With a Strong Right Hand

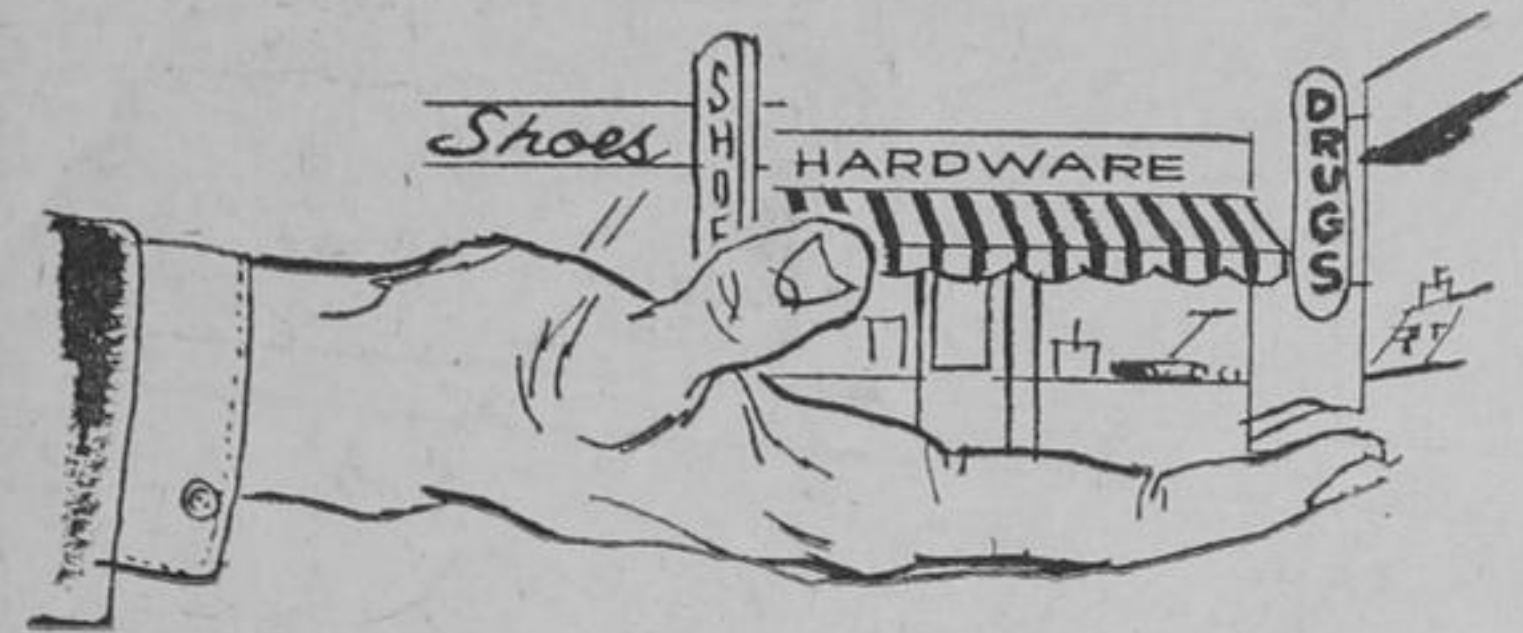
We're newspaper people, with our ears to the ground and strength in our right hand.

For a long time it has been our job to meet the people of our area—in their homes, work, schools, churches, and in their civic and social activities. It has been our job to understand their needs and desires; to report their joys and sorrows.

Few know this area and its people better than we.

Many merchants look to this background of experience and understanding for assistance in reaching their audience most effectively. It is an unusually strong right hand to their merchandising efforts—an effective source for information and advice.

Let us show you how the combination of this experience and audited circulation facts* can help you to get maximum results from your sales messages. Call us this week.



"THE LIBERAL"

HOME PAPER OF THE DISTRICT SINCE 1878

TU. 4-1105 — AV. 5-3316



*This newspaper is a member of the Audit Bureau of Circulations, a nonprofit, cooperative association of publishers, advertisers, and advertising agencies. Our circulation is audited at regular intervals by experienced A.B.C. circulation auditors and their reports are made available to our advertisers without obligation.

MEASURE OF SERVICE... MARK OF INTEGRITY