

A WATCHFUL EYE ON CRITICS

The best circulated memos in our dealership are not from well-wishers. We're always trying to improve, and the source look to first is from our critics. Like an anxious mother fretting over a problem child, we give them most attention.

Any business as complicated as a detailed and detailed as an automobile dealership is bound to slip up occasionally. Usually, the complaints that cause most customer irritation are those minor items that just get overlooked. Neglect them and balloons them into a feeling of dissatisfaction way beyond their actual importance.

There was a certain emotional satisfaction in watching via TV recently the preparations by thousands of our best engineers and scientists to rocket astronaut John Glenn into orbit. There, before the eyes of millions, the awful fact was bared - that this magnificent, multi-million dollar scientific wonder was paralyzed because a simple latch-bolt on the pilot's floor had broken.

There are only 15,000 odd cars in the average car compared with hundreds of thousands in a space missile, but that case of the broken bolt made us feel better just the same.

There are two ways to run a car dealership. There is the volume-price approach in which a customer's complaints are usually filed in the waste basket. Or the quality dealership in which they land on the boss's desk.

The vast majority of complaints spring from legitimate grievances and we're grateful for the opportunity they provide to improve our business. Next to the pleasure of filling them in the "satisfied" folder, that is.

Don't forget the Spring Dance at the Masonic Hall, 112 Crosby Avenue, Richmond Hill, Friday, April 27th. Proceeds for York Central Hospital. Admission \$2.00 a couple. Refreshments and prizes.

THE DODGE ONTARIO CAR CO. LTD. 8950 Yonge St. at Cummer Willowdale

Sanitary Contractor Septic Tanks Pumped Drains Cleaned & Repaired

C. STUNDEN Richmond Hill TU. 4-1245

Minor Repairs Softset Finish 8-Hour Service No Extra Charge

Barth's Cleaners & Shirt Service Limited 198 YONGE ST. N., TU. 4-4411

TRAVELAN OPENS HOLIDAY GATES FOR YOU

A Travelan from HFC opens the doors to exciting hotels, motels and dining places... even opens the road to distant lands you didn't expect to see this season.

HOUSEHOLD FINANCE F. E. Gama, Manager 15 Yonge Street North Telephone TU 4-4431 RICHMOND HILL

COMING EVENTS

EVERY FRIDAY NIGHT - Euchre, Legion Hall, Carrville Road West, 8.15 p.m. tfc39

APRIL 27 - Friday 8 p.m. Richmond Hill Naturalists Club. Maclaren Room, Public Library. Everyone welcome. c2w42

APRIL 27 - Friday at 8.15 p.m. - Euchre in the Victoria Square Community Hall. clw43

APRIL 28 - Saturday. Annual spring rummage sale, St. Matthew's United Church, Crosby Avenue, Richmond Hill, 10:30 a.m. to 1 p.m. For rummage pick-up, phone TU. 4-3611. c2w42

APRIL 28 - Saturday, 2-4 p.m. Our Lady Help of Christians School, Bayview Avenue, Beverly Acres. Rummage sale sponsored by the Catholic Women's League. clw43

APRIL 30 - at 8 p.m. The Beverley Acres YWCA Neighborhood Group will meet at Beverley Acres School and then proceed to the public library where Mrs. Israel will speak and give a puppet show. clw43

APRIL 30 - Monday, at 8 p.m. Euchre in the Vellore Memorial Hall. Proceeds for York Central Hospital. Admission 75c. Prizes - lunch - everyone welcome. Sponsored by Vellore Euchre Club. c2w41

MAY 2 - 8.30 p.m. Old Tyme Square Dance at Cedarbrae Secondary School, Markham Road and Lawrence Ave., with Haynes Harvesters. Carson Whelan caller. \$1.00 per person. clw43

MAY 3 - Thursday, 2.30 p.m. Pleasantville Area Hospital Auxiliary (Open House) meeting at 305 Richmond Street. Interest and questions are prime concern. Please come. clw43

MAY 4 and 5 - Berkeley Square three act play - presented by Library Club at Richmond Hill High School, 8 p.m. Tickets \$1. (first three rows) and 75 cents. Address mail orders to Edward Hansen Richmond Hill High School. clw43

MAY 5 - Saturday. Rummage Sale. North York Veterans' Ladies' Auxiliary, 6321 Yonge St., 12 noon till 3 p.m. clw43

MAY 5 - Saturday. Rummage and bake sale. Maple United Church Women, in Christian Education Building. Bake sale, 1.30 p.m. Rummage sale 2 p.m. c2w43

MAY 5 - Saturday. Rummage Sale, Richmond Hill United Church Women, 10 a.m. - 1 p.m. Pick up TU. 4-7802. c3w42

MAY 5 - Saturday 2-4:30 p.m. May Time Tea and Arts and Handicrafts demonstration at Thornhill Presbyterian Church, Highway No. 7, west, Thornhill, sponsored by the Fortnighters. c2w43

MAY 5 - Saturday. Rummage Sale, 5th Richmond Hill Girl Guide Company, Our Lady of Fatima School, 10 a.m. - 4 p.m. c2w43

MAY 5 - Sunday, 3 p.m. Public Library in Richmond Hill. Guitar Festival - an afternoon of modern guitar and folk groups. Featured will be two Chet Atkins style performers. Bert Coughlin, Doug Moore, Arny Balough and Dennis Hocke-ridge - other artists interested in performing phone Munding Music Store - 894-5272 - silver collection to defray expenses. c3w42

MAY 6 - Sunday, 8 p.m. Open meeting sponsored by Kingspeace, "Our Responsibility for Peace", by Dr. G. Brock Chisholm, national director of Canadian Peace Research Institute, All Saints Parish Hall, King City. Admission 50 cents, High School students 25 cents. clw43

Spring Seeding Well Advanced

Spring seeding in the southern municipalities of York County has been proceeding favourably for about the last ten days.

Very little spring seeding has been carried out north of Aurora but Mr. Wall thought that seeding should start during the week unless heavy rains came.

It was reported that one farmer near Woodbridge had ever finished his seeding. Seeding this year began about three weeks earlier than last year because the ground dried up as soon as the snow left and has stayed dry because of the lack of heavy spring rain falls.

80% Or Higher Announce Winners High School Super 80 Club

The Richmond Hill High School Student Association announced the winners of the Super 80 Club insignia this week.

The Super 80 Club was founded several years ago by the student association. It was decided that students who received 80 per cent or higher on their term examinations should be recognized by the student body for their excellent academic results.

An insignia was designed for presentation to the successful candidates. The insignia is to remain in the possession of the student until such time as his term average is below 80 per cent. At this time it must be returned to the association. If the student can again obtain 80 per cent or better, then he or she will again receive the pin. Should the student meet the qualifications on the final examinations of his graduating year (Grade XII, special commercial or XIII), he or she can keep the insignia permanently.

The club does not hold meetings or have an executive. It is the title for a group of students who are outstanding in their academic work at the school.

The second term winners are as follows:

High School Students Present Berkeley Square

The Library Club of Richmond Hill High School are giving two performances of Berkeley Square in the auditorium of the high school May 4th and 5th.

Only 12 People At Meeting Question Highland Pk. Apartment Project

"The high density population planned for the land between Meadowview Avenue and the CNR Tracks will make our school situation much worse. Why does the council encourage this type of density?" asked Mr. R. A. Briggs, president of the Highland Park Association at the group's annual general meeting on April 19th at Henderson Avenue Public School.

"Is there any way in which it benefits us, let alone the people who are going to move into the area," Mr. Briggs continued. "This is a serious concern of the whole of this area."

"It is in the hands of the planning board at the present time and hasn't come before council yet, and won't until after a public meeting is held," answered Reeve Wilfred Dean who had just addressed the meeting. The audience, unfortunately, consisted of only twelve ratepayers, together with one reporter and Councillor Sumner and Deputy Reeve Lawson Mumberson.

"I don't think the planning board is encouraging this," interjected Councillor Sumner. "The planning board is trying to get the best development on any particular piece of land they can". Mr. Sumner also advised that the proposed development was only in the discussion stage and that a committee of ratepayers should get in touch with the planning board.

Mr. Briggs insisted however that at a recent meeting the planning director had been definitely planning and talking about three storey apartment buildings, and that the development was planned for this fall.

"A lot will happen when people are on vacation," he stated bluntly. "Why can't this land stand vacant until some other use is found for it? It is now zoned for single family dwellings." Mr. Briggs then pointed out that before the plan did go into effect, it would have to be brought before council and the members would have to pass a by-law putting it into effect.

Reeve Dean's only answer was to state that the Markham Township Planning Board was a subsidiary of the Metro Planning Board and so neither Markham nor Newmarket.

Members of town council and the school board are to discuss educational costs, financing and planning at a joint meeting. Purpose is to work on unified lines, avoiding controversy and confusion.

Barry Aldred, Susanne Carter, Terry Dunn, Jane Hiscott, Anthony Hitchkins, Marcha Kay, Sally Kaye, Leonard Stanley, John Webster, Judy Whittall, Darlene Williams, Robin Burnie, Bonnie Cameron, Victor Folliott, James Zubeck, Beverley Locke, Lynda Ford, Beverley Fumerton, Marcia Sully.

Albert Bishop, Martti De La Barre, Deborah Anderson, Wendy Ashkanase, Margaret Cornell, Jolene Goodier, Judy Hopkins, Barbara Jo Beresford, Elaine Ellis, George Hopkins, Allan Howard, Ed Jensen, Susan Kaye, Patsy McFadzean, Annette Ostergaard, Judith Paton, Craig Peterkin, Janet Ransom, Carolyn Sayers, Barbara Schell, Bob Sward, Mary Sward.

Brian Allen, Anthony Crack, Joan Angus, Jane Clement, Peter Hiscott, Brian Lennox.

Keith Boeckner, Gwen Bragan, Andrea McIntyre.

Larry Folliott, Bob Neal, John Partington, David Sale, Robert Manning.

Mr. Briggs also reported that a good deal of work had been done on the park strip west of Henderson Avenue School, with a great deal of underbrush removed. The council had paid \$100.00 for the cost of the chain saws used and township trucks had carried the refuse away. He also noted with appreciation that the Doncaster Area Recreation Committee had donated \$120.00 towards the work on the parks.

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As there was not a quorum present at the meeting, it was not possible to hold the annual election of officers and it was decided to have the present officers carry on until such time as a large enough meeting was held.

Vaughan Won't Extend W. Mains

Vaughan Township Council Monday night turned down a recent request from a number of residents in the Steeles Avenue-Yonge Street area of the township to extend water mains along Steeles Avenue to Yonge Street from the Bell Telephone property and from Steeles to Crestwood Road.

Total cost of the extension of the mains, which would cover a distance of about 2,850 feet, would be approximately \$25,400. The distance of the proposed extension along Steeles was about 1850 feet and would cost about \$11,500, with a 1,000 foot extension along Yonge costing about \$13,900.

The request for the extension of the water services in the area was refused on the grounds that there were not enough people in the area to carry the cost of such an extension.

King City Had 22 Fires April

King City Fire Department has fought a total of 22 fires during April. Most of them were grass fires and a number of them have broken out within the last week or so. Monday was the busiest single day so far with four blazes breaking out.

The village trustees meeting on Monday was even interrupted twice when fire calls came in. Although two of the trustees are volunteer firemen the fires were not large enough to require the meeting to enable them to attend the blazes.

One of the recent fires burned off about 10 acres of grass and this is thought to have been one of the larger outbreaks to date. It is said to have been started when a camp fire being used by four Boy Scouts got out of control and ignited nearby grass. Although a house and two barns were threatened nothing of real value was reported lost.

SEE PAGE 11 FOR IMPORTANT ANNOUNCEMENT Re: Oral Polio (Sabin) It Concerns You and Your Children

SOMETHING TO THINK ABOUT!

DO YOU EVER BECOME CONFUSED, FED UP, OR JUST PLAIN BORED WITH ALL THIS TALK ABOUT SALES?

- WELL WE DO TOO! - FOR THE RECORD... WE DO NOT

1. Offer Free Gifts 2. Sell With No Down Payment 3. Sell Cheaper Than All Others

BUT WE DO

- 61 Falcon Station Wagon, 6 cylinder, standard transmission, radio
61 Chevrolet Convertible Impala, V8, automatic transmission, power steering, power brakes, radio, whitewalls, windshield washers
61 Chevrolet 2 Door Impala Hardtop, 6 cylinder, automatic transmission, power steering, power brakes, radio, windshield washers
61 Pontiac Station Wagon, Parisienne, V8, automatic transmission, radio, power brakes, whitewalls, wheel discs
61 Comet, 6 cylinder, standard transmission, whitewalls, radio, wheel discs
61 Corvair 2 Door Coupe, Monza, 92 hp. Engine, 4 speed transmission, radio, wheel disc
60 Oldsmobile 2 Door Super '88' Hardtop, automatic transmission, power steering, power brakes, radio, whitewalls, wheel discs, windshield washers
60 Falcon Station Wagon, whitewalls, automatic, radio
59 Chevrolet Tudor Biscayne, 6 cylinder, standard transmission
59 Buick 4 Door Invelta Hardtop, automatic transmission, power steering, power brakes, radio, whitewalls, wheel discs, windshield washers
59 Triumph TR3
59 Vauxhall Cresta, 6 cylinder, standard transmission, two-tone, whitewalls, wheel discs
59 Mercury Sedan, whitewalls, wheel discs, radio, two-tone, power steering, power brakes, automatic transmission
58 Oldsmobile 4 Door Super '88', automatic transmission, power steering, power brakes, radio, whitewalls, wheel discs, windshield washers
58 Meteor 4 Door Niagara, V8, automatic transmission, radio, two-tone, whitewalls, wheel discs, power steering, power brakes
58 Chevrolet Sedan, standard transmission, wheel discs, two-tone
58 Chevrolet Station Wagon, Yeoman 6 cylinder, automatic transmission, radio, two-tone
57 Oldsmobile 4 Door Super '88', automatic transmission, power steering, power brakes, wheel discs, windshield washers
57 Chevrolet Coach, standard transmission, whitewalls, two-tone
56 Oldsmobile Sedan 88, automatic transmission, radio, two-tone, wheel discs
55 Ford 2 Door Fairlane V8, automatic transmission, radio

WILSON - NIBLETT MOTORS LTD. CHEVROLET, CHEVY II, OLDSMOBILE, F.85, CORVAIR, ENVOY, O.K. USED CARS 355 Yonge St. N. AV. 5-4991 - TU. 4-1194 Just North of Richmond Heights Centre

MORLEY'S 29 YONGE ST. S. RICHMOND HILL

ROUND or RUMP ROAST 69c STEWING BEEF LEAN & CUBED lb. 49c COPACO BOLOGNA SLICED or by the PIECE lb. 29

MORLEY'S COFFEE "FRESHLY GROUND" 1 lb. bag 59

CHEFMASTER Margarine 2 1lb. pkgs. 45c TOMATO SOUP 4 tins 49

PREMIUM FANCY RED SOCKEYE SALMON 1/2 lb. tin 50c NESTLE'S QUICK 2 lb. tin 85

AYLMER CHOICE PEACHES 2 20 oz. tins 49c SUNNY FARM TOMATOES 28 oz. tin 21

CARNATION EVAPORATED MILK 3 tall tins 41

FLORIDA NEW Potatoes 10 lb. 59 TEXAS NEW CABBAGE lb. 9 FRESH GREEN TOPPED CARROTS 2 Bunches 25

Richmond Hill Lions Hall MONDAY, APR. 30th. BINGO \$50.00 FULL CARD TO GO \$350 JACKPOT 50 STARTING TIME - 8 P.M. NUMBERS CALLED