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TU. 4-2791
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THE MORALITY OF MERCHANDISING
The United States government recently seized 5,400 jars of instant coffee from a nationally known food manufacturer for misleading the public on the labelling of its products.
Government officials claimed that the company was charging more for its "Giant Economy Size" per ounce than for its regular size—about 16 per cent more. The company's advertising on the jar tended to mislead the buyer into thinking that the large size paid a bonus in economy when in fact the opposite was true.
What is unusual about this action is that it was taken against a nationally-known brand name product put out by a large and established corporation. In an indirect sense it is an indictment against questionable business practices in general that too often become our accepted method of doing things.
Advertising, for instance, that labels a car "one-owner" when that owner was a taxicab company; or "low mileage" when the mileage is only low because it has been set back; "no money down" when the down payment is actually the customer's present car or a second loan is basically dishonest. It may legally skirt the area of indictable fraud but the intention is the same.
Misleading advertising has a way of coming back to haunt its perpetrators. A sale thus gained can mean lost confidence tomorrow and lost sales with it. Similarly, honest dealings gain confidence and build sales. This is the public's way of getting even and they always end up with the last say.

THE DODGE ONTARIO CAR CO. LTD.
5959 Yonge St. at Cummer Willowdale

Doctor Locates In Allencourt Plaza



Opening of a new medical practice to serve residents of southern Richmond Hill has been announced.
Dr. Jerry Nirenberski, who comes to Richmond Hill from Aurora, will conduct his practice in Allencourt Plaza.
Born in Warsaw, Poland, in 1931, Dr. Nirenberski graduated from University of Lodz in 1955. He specialized in internal medicine from 1955 until he came to Canada in 1958.
As a post-graduate training he did research work in physiology and biochemistry.
After coming to Canada in November 1958, Dr. Nirenberski interned in Northwestern General Hospital, Toronto.
From July, 1961, until his move to Richmond Hill, he had shared a general practice with Dr. B. P. Knowles and Dr. J. Knowles in Aurora.

Coming Events
EVERY FRIDAY NIGHT — Euchre, Legion Hall, Carrville Road West, 8.15 p.m. **tf39**
BINGO every Wednesday evening at 7.45 p.m. at the Canadian Legion Branch 375, Carrville Road. **tf48**

NOW!
FAST, EFFICIENT
Watch Repairs
ON THE PREMISES
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JEWELLERS
Newtonbrook Plaza
Yonge St. Willowdale
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CUB and SCOUT NEWS

From the Executive Committee York Summit District Boy Scouts
Seventeen wolf cubs from Jefferson under the leadership of Akela Mr. Enson had a wonderful weekend camp at Oxtail.
The campfire area was turned into a private ship, all the boys wore pirate costume complete with earrings and swords and the jolly roger was hoisted to the top mast. Among the many activities were a treasure hunt, with gold foil wrapped candy as prizes, a tug of war and cutlass throwing. Later the boys had a nature hike, a scavenger hunt and a baseball game with the cub pack of the 7th Richmond Hill group. On Sunday a Scouts over service was held.
A point system was used for the weekend and the Red six was the winner. These boys are promised an outing to Pioneer Village as a reward. The two best sixers were Reg. Mitchell and Bobby Woodward, who each received a water canteen. The

Approve Board's Recommendation For Car Dealer
Markham Township Council Monday night approved a recommendation from the township planning board permitting J. Love to establish a new-car dealership on the east side of Yonge Street, north of Steeles Avenue.
Approval was subject to conditions that will be included in a proposed zoning bylaw affecting the property in the near future.
The board recommended that lot lines adjacent to residential zones be fenced and a buffer zone of trees or hedge be planted.
No building having a ground floor area of less than 15 per cent of the total lot area may be erected and all parking area must be paved.
Building on the property must be set back at least 60 feet from Yonge Street, and three square feet of paved parking area provided for every one square foot of ground floor area of buildings, was also recommended by the board.
Use of floodlights for display purposes will be subject to council's approval. Mr. Love was told, after discussion on lights affecting neighboring property owners was brought up by Councillor A. Sumner.

Parents Request Oral French In Public Schools
(Continued From Page 1)
child's first instruction in oral French given by someone whose native language was French. Otherwise, she stated, there would inevitably be some anglicization of the pronunciation, just as she herself still makes occasional slips in the pronunciation of English.
Mrs. Croteau stated she would be happy to teach oral French. She also mentioned that she had a neighbour, French-Canadian, who had a Quebec teacher's certificate. Such a person could often be given a letter of permission to teach in Ontario schools by the Department of Education.
The committee also had the name of a Thornhill resident, a graduate of the University of Luxembourg, whom it felt could quite easily receive the necessary permission from the department. Mr. Urquhart felt that possibly three teachers of oral French would be required to serve the whole township.
It was decided to write to the school board advising them of the results of the informal survey and asking them for an appointment to meet with the committee, to discuss the matter further.

Construction To Close Jane For 4 Week Period
Commuters who normally get to work by way of Jane Street will have to use another route during the next four weeks.
Permission has been granted by Vaughan Township Council for contractors to close Jane Street between Highway 7 and Steeles Avenue while they are building the CNR overpass.
Patrick Harrison and Company, contractors for the project said the road closing was necessary to decrease the hazard to traffic and workmen, and to permit earlier completion of the project.
Temporary closure will be for 30 days from the start of construction.
Two-Car Crash Causes \$280 damage, one hurt
A rear end collision in north Richmond Hill, Sunday resulted in \$280 damage to the cars involved.
A north-bound car driven by Milton George Wilson, 39 Honbury Rd., Rexdale, piled into the rear end of a car driven by William Smith, 26 Hallam St., Toronto.
Mary Wilson, a passenger in the first car received bruises to her upper arm.
No charges have been laid. Police are still investigating.

Three Break-Ins Keep Vaughan Police Busy
Vaughan Township police are currently investigating two break-ins and an attempted break-in which took place in Richvale over the weekend.
The two break-ins took place at Supreme Dry Cleaners and Loughlin Lumber. The attempted break-in was at Richvale Pharmacy.
Nothing was taken by the would-be thieves. All three break-ins occurred in the Loughlin Block.

Thornhill Father Of Six Killed On Way To Work

A Thornhill father of six died Sunday in Branson Hospital after being hit by a careening car in front of his home, Sunday.
Arthur Martin, 39, 8046 Yonge St., had just said goodbye to his wife and was walking towards a truck that was to take him to his part-time job when he was hit.
O.P.P. said a car driven by Arnold K. Spencer, 51, of Florence Ave., Willowdale, was southbound when it veered off the road and struck the truck which was waiting for Mr. Martin.
The car careened across the sidewalk, striking Mr. Martin and throwing him against the front of his house.
Mrs. Martin said she heard the crash and went out to see if she could help the driver. "I had no idea Art was injured," she said.
"Then I heard groans near the tree and there he was," said Mrs. Martin.
She said her husband had missed a bus just after midnight and called for the truck lift to his service station job.
The six Martin children range in age from nine months to 11 years.
Requiem Mass was held at 9 a.m. Tuesday at St. Luke's Church, Thornhill. Burial was in Holy Cross Cemetery.

Request Bylaw Change To Allow Longer Hours

Another Vaughan Township firm is seeking an amendment to the township's anti-noise bylaw from council.
Harry M. Lay of Standard Prestressed Structures appeared before council on Monday night and said that his firm would have to work longer hours if it was to meet its deadline on government contracts.
Under the present bylaw, industrial noise is allowed only between 7 a.m. and 8 p.m. Mr. Lay's request was for an amendment which would allow his firm to use any of its equipment 24 hours a day, six days a week.
He claimed that the area on Keele Street, north of Maple is not a residential area.
The size of his equipment forces him to do much of his work outside, he said. Some cranes that are now in use are over 75 feet high.
Mr. Lay stated that his firm has been adding rapidly to its facilities to handle increased orders.
He claimed that he had increased his payroll from 12 to 150 since 1957, added two new steam boilers and double the number of cranes at his plant.
A major reason for the increased workload of his firm is the pressure to meet orders for vocational schools.
New vocational buildings must be completed by March 1, 1963 in order to receive a full provincial grant. After that date, only 70 per cent of the former grant will be available.
Mr. Lay said that township council for such an amendment after they had received complaints about noise at the plant.
Reeve Albert Rutherford asked council to check with the police on the problem before making a ruling.
McNamara Construction Company had been turned down last week on a request for such an amendment regarding its work on the Highway 7 extension.

Estimate Waterworks To Cost \$200,000

Ratepayers of the Edgeley area to be serviced by new waterworks will pay only about one-ninth of the cost for the new facilities. This was disclosed by Township Clerk J. M. McDonald at a public meeting last Monday.
The area which would be serviced by and pay for the new system is bounded on the west by Highway 400, and on the east by the CNR.
Total cost of the waterworks will be \$199,795. It will be paid by water rates, a special levy of four mills and by the township.
The four mills, maximum under Ontario law, would pay \$2,000 with the present \$500,000 assessment. The 20 year debenture would work out to \$18,000 a year.
J. A. Mason of Star Transfer Ltd., protested the new levy on the grounds that his firm would be helping to pay for waterworks which they didn't need. He stated that his company has already paid for its own waterworks.
Mr. McDonald reminded him that almost two-thirds of the annual \$18,000 paid for the waterworks would go for the installation of the well. A total assessment of three million dollars would be necessary just to pay for the well. Present assessment is only \$500,000.
Local mains to individual consumers would be paid for by the consumer, according to Mr. McDonald.
Mr. McDonald said that the township had been forced to take action by the Ontario Water Resources Commission because of insufficient water pressure, odor and excessive iron content. Improved waterworks would also mean greater fire protection, he stated.

Ask Businessmen To Name "Beefs"

Richmond Hill's revamped industrial commission has taken its first positive step towards attracting new industry to town.
In a recent letter to businessmen and industrialists, the commission has asked for specific complaints about the town's industrial climate.
Chairman John O. Graham, under whose signature the letter was sent out, commented on the letter:
"Basically it is our attempt to see that industry in Richmond Hill is satisfied," he said. "We want to find out specific complaints. If there are serious internal problems, it is the commission's job to see that they are solved."
Industrialists were asked to list their problems in their order of importance.
The commission would analyze the problems, list them by degree of importance and take action to solve them, the letter stated.

Governor Visits Rotary Club Of Vaughan Tuesday



Special guest at next Tuesday's luncheon meeting of the Rotary Club of Vaughan will be the district governor, Edward G. Storie of Oshawa.
Mr. Storie, a member of the Rotary club of Oshawa since 1943, has served his club as chairman of a number of committees, as a director and as president in 1954-55.
He has been an active worker in community organizations, sports groups and trade associations.
He is presently vice-president and general manager of Fittings Limited Oshawa, and executive vice-president of Canadian Brass Limited, Oshawa.
Mr. Storie is married and has three daughters.

NOTICE OF DEBENTURE

The board of trustees of the Roman Catholic Separate School Section No. 1, in the Township of Markham, will accept tenders for a debenture issue in the amount of \$50,000.
Tenders to be received not later than 4 p.m. Monday, July 30, 1962.
Tenders to be opened at 8 p.m. on the same date.
Reply
c/o Wm. R. LaCroix,
9 Steele Valley Road,
R. R. 1, Thornhill

124 Pupils, 28 Leaders Church Vacation School

(By Mrs. Loren Guild)
There is something endearing and nostalgic to adults to see children, brushed and shining "put on" an entertainment. Friday evening, July 20, Headford United Church was filled with parents and friends, there to enjoy the closing exercises of vacation school. This was not entertainment but a summary of the week's work.
Dr. A. F. Binnington paid tribute to the co-ordinating leader, Mrs. F. H. Leaf, Buttonville and to the twenty-eight faithful workers from the three units in the charge, Victoria Square, Brown's Corners and Headford.
The program opened with selections from songs learned during the week. The junior girls group formed the choir with Mrs. Stewart Rumble leading and Mrs. H. D. McCague at the piano the congregation joyfully "sang-along".
"This was a truly successful school with an average attendance of 124 pupils and 28 leaders. The theme for study was the Bible and the objective was to help the young people understand that the message it contains is the foundation for Christian life."
In craft work macaroni in its varied shapes, bows, shells, circles, bars, was put to a unique use in design plaques and stands. The objects were painted with gilt and had a quaint elegance. Odd bits of jewellery were made from chicken bones tinted, scrap books and picture frames were on display. Not too much can be done in a week but enough is accomplished to stimulate imagination and each completed project is a step toward a wider field.
Mrs. Leaf told of the desperate conditions in Hong Kong and of the primitive manner in which schools were forced to operate in this tragically overcrowded city. She gave a brief outline to explain the urgent need for help and the reason why part of the collection would go to this cause.

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ALLEN COURT PLAZA
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HAVE The Largest Selection Of Fully Reconditioned USED CARS In This Area

61 Ford Pick-Up, radio	59 Chevrolet Sedan Belair, 6 cylinder, automatic transmission, windshield washers, radio
61 Comet, 6 cylinder, standard transmission, whitewalls, radio, wheel discs	58 Chevrolet 2 Door Sedan, 6 cylinder, two-tone
61 Chevrolet Fordor, 6 cylinder, automatic transmission, Biscayne	58 Chevrolet Sedan Delivery
60 Mercury 4 Door, automatic transmission, windshield washers, radio, power steering, power brakes	57 Pontiac 2 Door Hardtop, 6 cylinder, automatic transmission, windshield washers
60 Oldsmobile Tudor, automatic transmission	57 Oldsmobile Sedan, power steering, power brakes, automatic transmission, radio, wheel discs, windshield washers
60 Pontiac 4 Door Laurentian, V8, automatic transmission, radio, whitewalls	57 Volkswagen Coach
60 Chevrolet Tudor, 6 cylinder, standard transmission, windshield washers	56 Pontiac 2 Door Hardtop, 6 cylinder, automatic transmission, windshield washers, two-tone
59 Oldsmobile Sedan Super, radio, two-tone	56 Buick 4 Door Hardtop, radio, windshield washers
59 Pontiac Sedan Laurentian, 4 Door	55 Chevrolet Coach Belair 6 cylinder, standard transmission, wheel discs
59 Oldsmobile Sedan "98" 4 Door, fully-equipped	55 Chevrolet Coach Belair, 6 cylinder, automatic, windshield washers, wheel discs
58 Chevrolet Sedan, standard transmission, wheel discs, two-tone	
58 Pontiac Sedan, automatic transmission, radio, two-tone, 6 cylinder	

WILSON - NIBLETT MOTORS LTD.
CHEVROLET, CHEVY II, OLDSMOBILE, F.85, CORVAIR, ENVOY, O.K. USED CARS
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Just North of Richmond Heights Centre

QUALITY MEATS FOR LESS MONEY
CHICKENS
Fresh, Grade 'A'
Oven-Ready **39c lb.**
2 1/2 - 3 1/2 lb. Av. **99c LB.**

R. J. LUCAS Fresh Sliced Cooked HAM

McLAREN'S RELISHES "5 VARIETIES 2 12 oz. jars 49c"

BRADFORD LETTUCE NO. 1 GRADE 2 HEADS 25c

NO. 1, SALMON FLESH CANTALOUPE SIZE 45's 2 for 35c

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R. J. LUCAS HOT DOG Wieners
Loose lb. **43c**

PREMIUM FANCY RED
Sockeye Salmon 1/2's tin **53c**
VAN CAMP'S
Pork & Beans 2 20 oz. tins **29c**
"FRESHLY GROUND"
MORLEY'S COFFEE 1 lb. bag **59c**
HENLEY CHOICE
PEACHES 2 20 oz. tins **49c**
"HEAVY DUTY DETERGENT"
NEW FAB Giant Size **69c**
AYLMER FANCY
Tomato Juice 2 20 oz. tins **25c**
AYLMER
FANCY PEAS 2 15 oz. tins **35c**

vegetables
QUALITY PLUS SAVINGS, TOO!

NO. 1, OUTDOOR TOMATOES
pound **19c**

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