



Richmond Hill Mayor William Lazenby (right) the other day found out what was to be discovered when he opened what was billed as the world's largest birthday cake at the official opening of the 464-home Cadillac BAIF Subdivision called Yonge North west of Yonge Street between Carrville and Weldrick Roads in Richvale.

ribbon with a large pair of gold shears, aided by Cadillac BAIF head Norman Stone (left), out popped pretty Elizabeth Witiuk followed by another pretty young Cadillac BAIF employee Terry Hawkins. The girls were carrying gifts for all the guests. Then out of the huge birthday package came a two-storey house.

When the mayor cut the three feet wide Surprise Package At Cadillac BAIF Opening

The first 251-home phase of Cadillac BAIF's Richmond Hill subdivision was already more than half sold out when Mayor William Lazenby wielded a pair of golden shears to cut a three-foot red ribbon November 1 at the official opening, according to Cadillac Homes Sales Manager Mike Rogow.

Mayor Lazenby cut the ribbon around what was billed as the world's largest birthday package, a full-sized house which had been completely gift wrapped for the official opening of the model homes in the new subdivision beside Yonge Street between Carrville and Weldrick Roads.

The mayor said he was pleased to officially welcome Cadillac BAIF to Richmond Hill. "Probably no development has had such an impact on our town as this will have", he said.

RESPONSIBLE, WELL PLANNED
Lazenby said he believes the BAIF project is a very responsible and well planned development, one which it won't take the town so long to adjust to as it took the former village of Richmond Hill to adjust to its last major expansion.

Norm Stone, head of the Cadillac BAIF group, opened the ceremonies by welcoming the almost 100 representatives from Richmond Hill, York Region, the Province, supply companies, financial institutions, and interested groups in attendance.

Stone said it had taken a lot of perseverance and work to make the project a reality, and he thanked everyone involved.

developers was to create a project with as wide an economic range as possible in an innovative fashion. The goal was a viable community with all types of housing, family formation and economic ranges. Then he invited Mayor Lazenby to cut the ribbon, providing assistance along with an associate, Simon Mintz.

GIFT SUITS OCCASION
When the ribbon was cut, two hostesses burst out carrying trays of gift items for the guests, these being in keeping with the occasion, convenient cases for house key carrying. The guests then were invited to enjoy refreshments set out at the model home next door.

Cadillac Sales Manager Rogow and the on-site Sales Manager Harry Snitman were interviewed in the sales office at the subdivision before the opening.

Rogow said there were 251 homes for sale in what he considered the first phase, along with 44 quadrex units in 11 buildings. By that date 140 detached homes and seven quadrex units had been sold, a total of 147. This was more than 50% sold before the opening.

DIFFERENT MODELS
The developers are offering 11 different detached and semi-detached home models plus the quadplexes. The semi-detached homes are completely detached above ground and to all appearances are fully detached homes. Prices range approximately from \$35,000 to \$40,000 in five designs, Yongecrest, Yongegate, Yongemill, Yongewood and Yongedale. These are the best five designs picked from Cadillac's Erin Mills new town in Erin Mills new town in Mis-

sisauga, says Sales Manager Rogow.

The first seven models were originally tested at Cadillac's Steeles Highlands subdivision in the Thornhill area of Markham, between Bayview and Woodbine Avenues and north of Steeles. The best selling models were picked for Richmond Hill. The quadrexes, says Rogow, are an entirely new concept. They are located only on corner lots where they are an ideal use. Both street frontages are utilized and each home has its own driveway access and private entrance.

COLOR CO-ORDINATED
Throughout the subdivision everything is color coordinated, outside colors, brick and trim. The outside decor is pre-selected by architects and color consultants, and no changes are allowed. Buyers have a choice of five different kitchen cupboard sets.

For house hunters, there is a written sign displayed at the sales office telling what is included with the purchase agreement. For the protection of customers a full community plan is prominently displayed, showing future apartments, townhouses, school and shopping sites. Every purchaser is treated equally, no variations in price or deals being allowed. Every buyer pays the price in force at the time of purchase for the model he chooses, says Rogow.

GIFTS FOR SHOPPERS
A bottle of champagne and home care booklet are presented to each purchaser. Shoppers are treated to life savers, matches, and litterbags that hang from the car dash. The sales office is the same one originally used by

Cadillac in 1964 at the Forest Glen subdivision in Mississauga.

What Cadillac refers to as the cash investment to one mortgage starts at \$4,795 in Phase One for the smallest model, Yonge One. But a larger cash investment is possible according to the buyer's wishes. Second mortgages are also available, says Rogow.

Inflation and land holding costs are expected to result in increased prices next summer for Phase Two. Among those who have already purchased homes at Cadillac BAIF's Richmond Hill subdivision are many satisfied buyers from previous Cadillac projects who are seeking newer homes, larger homes or a different location, says local Sales Manager Snitman.

CADILLAC'S EXPERIENCE
Planned communities by Cadillac include: Don Mills, Surrey Gardens in Scarborough, Parkway East, Riverlea Heights and Woodview Park in North York, Brentwood Park in Etobicoke, Lake Forest and Guildwood Village in Scarborough, Village Green and St. Andrew's Estates in North York, Forest Glen and Beacon Square in Mississauga, University City condominiums near York University, H.O.M.E. Plan projects for Ontario Housing Corporation in Newmarket and Brampton, Oak Links in Oakville, Eagle Hills in Newmarket, plus several others.

Cadillac BAIF is a combined venture formed to carry out the Richmond Hill subdivision. It includes Cadillac Homes, a division of Cadillac Development Corporation, and BAIF Associates, a land developer.

GOOD YEAR SERVICE CENTRE

Shocks \$7.88

each
Effective from
Monday, Nov. 27th
to Sat., Dec. 2nd
only
(installation extra)

Get driving comfort and safety with famous name shock absorbers

- Maximum steering control and comfort on bumpy roads
- Renewed stability—greater safety
- Cushioned ride at low speeds on city pavements
- Guaranteed for 24 months or 24,000 miles

It must be right or we make it right!

Our car service policy assures you of complete satisfaction.
You don't need cash—just say "Charge It!"



GOOD YEAR
Suburbanite XG
GOODYEAR'S BEST NON-BELTED WINTER TIRE

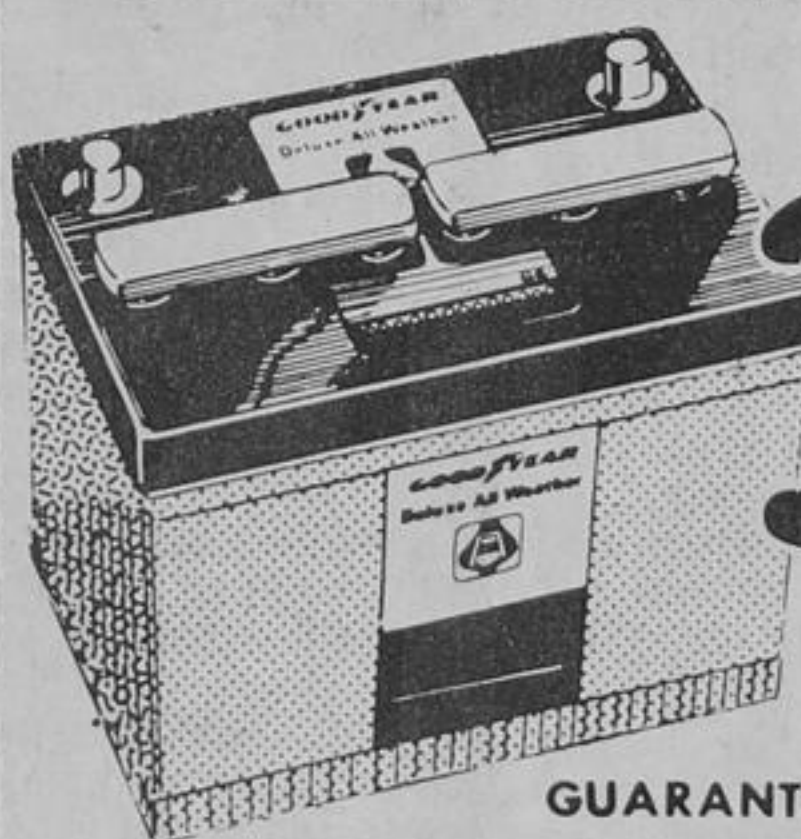
\$25.95 each
B78-14
WHITEWALL

LOW PRICES ON OTHER SIZES, TOO

SIZE	WHITEWALL	SIZE	WHITEWALL	SIZE	WHITEWALL
600-12	\$25.95	E78-14	\$26.95	F78-15	\$27.95
A78-13	25.95	F78-14	26.95	G78-15	29.95
B78-14	25.95	G78-14	28.95	H78-15	31.95
C78-14	26.95	H78-14	30.95	900-15	35.95

- FREE INSTALLATION—NO TRADE NEEDED**
- Broad, interlocking ladder-type cleats at centre of tread combine with double-wedge shoulder cleats for steady pulling power in mud or snow.
 - 4 tough plies of polyester cord, triple-tempered for high resilience and strength.
 - Smooth, quiet ride—no "morning thump"
 - Guaranteed without limit as to time or mileage

GOOD YEAR DE LUXE ALL WEATHER BATTERY



19.95

24C & 24F WITH TRADE-IN
INSTALLATION \$1.00

GUARANTEED FOR 36 MONTHS

BATTERY GROUP SIZE	FITS	PRICE
22FC	Popular G.M. and Ford models—1962 to 1971 6 cylinder and small V8's.	\$19.95
24C and 24F	Popular G.M. and Ford models—1962 to 1971—with V8 engines, 327 cu. in. and larger. Also, most 1956-72 Chrysler products, Mazda 1970-71.	19.95
27C and 27F	Big cars: Cadillac, Lincoln, Imperial, Buick plus Ford products with big V8 engines over 400 cu. in. Also, Jaguar 1956-70, Mazda 1800, Mercedes-Benz.	22.95
29NF	Ford, Mercury and Thunderbird 1956-64 and most Anglo, Austin 1800 and Consul Corina.	20.95
42	Volkswagen 1967-72.	21.45

ATTENTION SMALL CAR OWNERS!



GOOD YEAR
SURE GRIP IV
4-PLY NYLON WINTER TIRES

19.95 each
F78-14 BLACKWALL
FREE INSTALLATION

SIZE	BLACKWALL	SIZE	BLACKWALL
550-12	\$19.95	500-15	\$20.95
650-13	19.95	C78-15	22.95
700-13	21.95	F78-15	22.95
G78-14	23.95	G78-15	24.95

- 4 bias-ply of triple-toughened nylon cord
 - Multi-angled cleats give positive traction in mud and snow
 - Tough Tufsyn rubber for extra seasons of use
- GUARANTEED WITHOUT LIMIT AS TO TIME OR MILEAGE

GOOD YEAR

WESTVIEW TIRE SALES LIMITED

OPEN TO 9 P.M. MONDAY - FRIDAY. OPEN TO 6 P.M. SATURDAY

DON MILLS ROAD
GORMLEY 888-1046

295 YONGE STREET SOUTH
RICHMOND HILL 884-4423

Carnation Evaporated Milk is at a wholesome new special price.

NOW **18¢** 16 oz. tin

Turn to page 19. You'll find more of the right prices.

Loblaws
More than the price is right.

EFFECTIVE UNTIL NOV. 28