



Impromptu feeding

It's not everyday you see a baby elephant, so Brian Arnold and Dave Snider, 13-year-old Markham Road, Richmond Hill, residents took time out from their bike rides to share some popcorn with

the unusual visitor. The elephant was among the attractions in last week's three-day celebration of the mall's second birthday. Circus acts, clowns, puppet shows and free prizes were also part of the festivities.

Mall keeps growing

RICHMOND HILL — Happy birthday, Hillcrest Mall. Richmond Hill's huge shopping centre celebrated its second anniversary last week with circus acts and clowns and cash registers that keep on ringing. The mall, not surprisingly, has already become a notable success story — and as manager David House puts it, "We're still in the growing stages." Officially opened on Aug. 8, 1974, the mall is recognized as one of the Toronto area's seven regional shopping centres, an industry term for any in excess of 500,000 square feet.

103 stores
Hillcrest has 665,000 square feet, and its 103 stores and the parking areas take up 45 acres along Yonge Street in the southern part of town. And it provides jobs for as many as 2,000 people during peak periods.

"The success of the mall has been even beyond our expectations," says House. "We're well ahead of our projections."

He's speaking on behalf of the Cadillac Fairview Corporation Ltd., which with 32 malls has gained the distinction of being Canada's largest

shopping centre developer.

The Cadillac (housing development) and Fairview (shopping centre) companies merged early in 1974 — an amalgamation that might be considered as the business world's equivalent of biological symbiosis.

In other words, they're providing their own new shoppers. In Richmond Hill, of course, the firm's Baif development is well on its way right in the Hillcrest Mall's own backyard.

Eventually, there will be 2,400 people in private residences there and another community of residents in condominiums, townhouses and seven apartment buildings.

Business is growing

And in the meantime, business at the mall is booming well enough under present circumstances.

House doesn't have the exact figures for total sales volume, but the average monthly increase for all stores has been 31 per cent higher than in the first year.

"In this year of anti-inflation and economic restraint, it's commonly accepted that retail sales are not what they have been," the mall's promotion staff comments. "That's why we refer to Hillcrest Mall as amazing, because its sales are way up."

The mall's thousands of daily customers come not only from Richmond Hill and other York region towns; "we also draw very, very heavily from down in Willowdale and in many cases as far as Sheppard Avenue," House reports.

The continuing promotion efforts have a lot to do with the mall's success. There's always something going on inside the mall — music performances, fashion shows, educational displays — that isn't directly related to buying and selling.

"It's an integral part of our shopping centre," House says, "but we're not really in the entertainment business and you can get carried away with it."

"What we do, I hope, is of wide interest, but we prefer to keep it short and sweet so it doesn't detract from the main purpose — to let people do their shopping."



David House... the man in charge

Photographs by
Denise Romberg



Easy riding

Intent on his driving, Robbie Farries, 2½-year-old Hillcrest from Saskatoon, enjoys one of the several rides available at Hillcrest Mall last week during the second birthday celebration. Robbie's family was in the area while visiting Markham friends during summer vacation.



Fast riding

Scrambler, tilt-a-whirl, or whatever it's called, this was one of the more popular attractions for older kids during Hillcrest Mall's birthday party. Several rides and carnival-style booths were on the parking lot there during the mall's weekend promotion effort.

NOTICE OF APPLICATION BY THE CORPORATION OF THE TOWN OF MARKHAM For approval of a By-law Imposing a STORM SEWER RATE

TAKE NOTICE THAT

1. The Council of The Corporation of the Town of Markham intends to apply to The Ontario Municipal Board for the approval of construction of Storm Sewers on

VICTORIA PARK AVENUE

-from Steeles Avenue north to the existing southern limit of Victoria Park Avenue as per registered plan 9001, a distance of approximately 1020 feet.

ESNA PARK DRIVE (PHARMACY AVENUE)

-from Steeles Avenue north to the existing southern limit of Esna Park Drive as per registered plan 9001, a distance of approximately 1250 feet.

TORBAY ROAD

-from eastern limit of Torbay Road as per registered plan 9001 to the proposed extension of Esna Park Drive (Pharmacy Avenue), a distance of approximately 1145 feet.

STREET "A"

-from south street line of proposed extension of Torbay Road southerly to the end of cul-de-sac, a distance of approximately 740 feet.

STREET "C"

-from south street limit of proposed Street "B" southerly to the end of proposed cul-de-sac, a distance of approximately 550 feet.

STREET "B"

-from eastern street line of Esna Park Drive extension to the east limit of the proposed subdivision, a distance of approximately 730 feet.

at an estimated cost of \$591,628.00 and intends to charge the whole of the cost of the work as a sewer rate for a period of twenty years upon owners or occupants of lands who will or may derive a benefit therefrom.

2. The estimated cost of the work is \$591,628.00. It is proposed to raise a part of the annual payments by an estimated annual rate of \$2.19 per foot frontage on the lands abutting the said storm sewer plus an annual acreage rate estimated at \$69.62 per acre on land herein-after described in Item 3.

Frontage	Acreage	Annual Frontage Cost	Annual Acreage Cost	Total Annual Levy
150 feet	1 ac.	\$328.50	\$69.62	\$398.12

It should be noted that this area will be over and above levies described in Phases I, II and III, local improvement and there will be further increases in Sanitary Sewer Area levy for additional stages.

3(a) The area upon which such sewer rate is to be levied is that part of Lots 1, 2, 3 and 4 in Concessions 3 and 4 of the Town of Markham bounded on the North by the Canadian National Railways Toronto by-pass line; on the East by the Hydro-Electric Power Commission of Ontario Hydro transmission line; on the South by Steeles Avenue and on the West by the Ministry of Transportation and Communications right-of-way to be designated as Highway No. 404.

3(b) There shall be exempt from the said foot frontage rate, flanking of corner lots and one side of lots that front and back on two streets and lands at the junction or intersection of streets or highways.

4. Any ratepayer may, within twenty-one days after the first publication of this notice, send by prepaid post to the Clerk of the Town of Markham, at the address given below, a notice in writing stating his objection to such approval or to the imposition of the special rate.

5. The Ontario Municipal Board may approve the said special rate pursuant to the statute and may approve of the works, but before doing so it may appoint a time and place for a public hearing when any objections will be considered, but notice of such hearing will be given only to those persons who have given notice of objection as provided for above.

DATED at the Town of Markham this 5th day of August, 1976

Diane E. Whetter,
Town Clerk
Town of Markham,
8911 Woodbine Avenue,
Markham, Ontario

Published a first time this 5th day of August, 1976

Shantal Fashions

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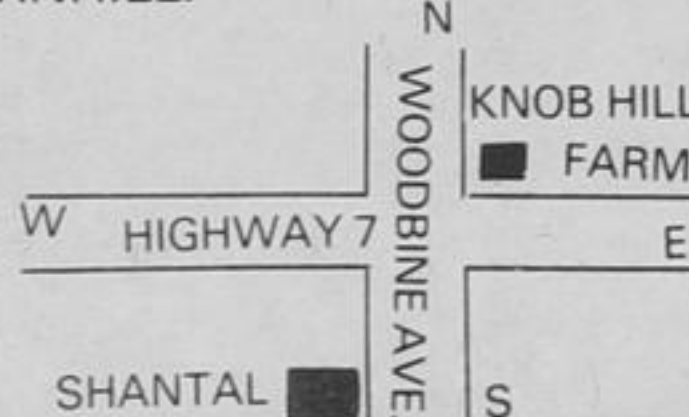
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WATCH THIS PAPER FOR OUR GRAND OPENING IN OUR NEW LOCATION JUST SOUTH OF BAY HILL MEWS ON YONGE ST., THORNHILL.

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Hope to check CNE rip-offs

TORONTO — "Ripoff" artists at this year's Canadian National Exhibition may find the going a little tougher this year.

At least in one area. And that is the one in which the Better Business Bureau has installed a direct telephone line at the grounds for the use of anyone wishing to check the background of a firm selling goods and services.

A visitor to the CNE will be able to call, free of charge, the bureau and receive information on any of the 50,000 business enterprises in the greater Toronto area. A call-back arrangement also provides them with information on more than 400,000 businesses in North America.

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photography times and shooting dates

WED. THURS. FRI. SAT.
11 12 13 14
HOURS: 10 AM TO 10 PM

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Sheridan Mall Liverpool Rd. (North of 401) Pickering	Bayview Centre 630 Sheppard Ave. East Willowdale	Parkway Plaza 87 Ellesmere Road East Scarborough	Sheridan Mall Erin Mills Parkway Mississauga
Shoppers World Steeles Ave. W. & #10 Hwy. Brampton			



All ages: Babies, children and adults. One sitting per subject. Additional subjects — groups of individuals in same family — \$1.00 per subject. No props — choose from finished professional portraits (poses — our selection.) You may select additional portraits offered at reasonable prices. Guaranteed complete satisfaction or money cheerfully refunded. No handling charge.

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