



Hillcrest Loblaws

Store grosses \$12,000 in first 'no-name' week

"Super" is the word Loblaws' Hillcrest Mall's store manager used to describe the new "no-name" generic product line which hit the market last Wednesday.

"We sold about \$12,000 worth of the new product last week," said manager Michael Demers.

Loblaws' Richmond Heights Plaza branch also had high dollar sales of these items, but the assistant manager said the exact figures were classified information.

Loblaws Groceries Limited announced its "no-name" product line with an initial launch of 16 items. The products are estimated to save consumers up to 40 per cent with a minimum saving of 10 per cent compared with house brands.

The unbranded items are produced by reputable manufacturers, some of which produce Loblaws' house brands and some produce nationally branded products.

They are mass displayed in the stores and are identified by their bright yellow packaging and simple black print description of the contents.

Michael Bregman, business studies manager for Loblaws, said all nutritional and labeling laws are followed by the "no name" program.

Packaging, marketing and advertising expenses are the main source of the saving, said Mr. Bregman.

The most prominent is the elimination of unnecessary frills which includes multi-colored labeling and use of custom containers.

Mr. Bregman used laundry detergent as an example where the price is 20 to 30 cents just for the box.

"There is some inconvenience for the consumer in the poly bag used by Loblaws," said Mr. Bregman, but if they are willing to put it in another container once it

is open, they will take advantage of a 25-cent saving.

Wherever the cost is justified, Loblaws packs in larger sizes. For example toilet paper is bagged 10 rolls to a package and serviettes packed in 400 rather than 240.

As far as the marketing and advertising expense,

Mr. Bregman sees the only marketing cost as the initial advertising required to educate the consumer.

"It is not really a cost because Loblaws advertises each week anyway," he said.

The products are totally guaranteed and thoroughly laboratory

and consumer tested for quality and value, said Mr. Bregman.

The future of the program depends on consumer reaction. There are another 15 products in various stages of development now, most are in for quality testing, and Mr. Bregman expects them to be in the stores in about three weeks.

If consumers support the program, Loblaws will go to manufacturers with volume results to get better prices to pass on to consumers.

Maple Lions show seniors a great time

A Lion without a heart? There is no such thing. Just ask any of the 60 senior citizens who were feasted and entertained by members of the Maple Lions Club March 21 at the Maple Community Centre.

"It was really great," Bob Kirk, president of the Maple Senior Citizens' Club said afterwards. "Rest assured every last one of us appreciated it."

It was the first attempt for such a program for the Maple Lions Club but, "I am sure it will become an annual event," according to Lion president Mike Granger who, along with 40 other members of his club, enjoyed them-

selves as much as the seniors.

In addressing the senior citizens, Mr. Granger said he wanted them to know the Maple Lions Club is, "fully behind them in support" of a new senior citizen's centre for Maple.

"We want to see those seniors that have moved away return," he told them, "and those that are now living here to stay here with us."

The evening started off with a baked ham dinner, complete with all the trimmings, followed by movies, entertainment by a Maple group of singers and probably more important — a good get together.

Books of every kind at HELP sale

An old Bible, published in 1895, with spaces for family records and photographs, is one of the treasures turned in for the HELP Used Book Sale this Saturday.

Claire Coates, chairman of the book sale committee, suggests that the current popular trend to seek "roots" makes this Bible the perfect

place to start a family tree.

The annual sale, to be held at Christ Church Anglican, Woodbridge, runs from 10 a.m. to 4 p.m. The church is on Islington Avenue, just north of Highway 7.

Proceeds of the sale go to the programs of the HELP Information and Referral Centre.

Topsy Turvy

Standing on her head was all part of the fun last week for Susan White of Richmond Hill during the York Region Family Y's winter break activities week. About 40 kids from Richmond Hill and Thornhill joined in the Monday to Thursday program, which offered games, sports, crafts and hikes in a day camp type atmosphere. (Liberal Photo by Sheila Roberts)

'Y' wraps up quiet membership campaign

The York Region YMCA, a low-profile family life and community association, has just finished a quiet campaign to increase what it calls its "sustaining members". A sustaining membership includes the privilege of having voting rights on any issues arising at the association's annual meeting and being eligible for nomination to the Metropolitan Board of Governors or the Regional Board of Directors.

According to Regional Director Jim Ferguson, the association has 40 sustaining members now and hopes that number will increase to 75 for this year. Of the current 40, about half participate directly in Y activities.

The annual membership fees, which comprise only part of the total revenues, are used for such programs as the subsidizing of operational costs of running children's programs; programs of international understanding such as Youth Exchange Projects; lunch club programs run in schools in Thornhill, Aurora and Richmond Hill and the expansion of Y programs and services into new communities in York Region.

Good Brothers to record new album

The Good Brothers, a rock-western group from Richmond Hill, will be recording an album live in concert at Massey Hall, May 25.

This album will be the third released by the brothers who will also be performing at Harbour Castle, Wednesday March 29.

As a broad purpose, the York Region YMCA undertakes to provide an environment where all people can participate in activities which will enhance their intellectual, emotional, spiritual, social and physical well being and contribute to the betterment of the community.

The programs it runs meet the needs of preschoolers right up to adults who are involved in physical education and adult education classes.

A sustaining membership is good for one year and contributions are left totally up to the members.

Last year's average gift was \$42 and although Mr. Ferguson said the campaign is a serious one, it's not a door-to-door, public solicitation for funds.

He stresses the association is looking for people genuinely interested in improving the quality of life, through services and programs, in their individual communities.

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