

LET'S TALK CARS

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 percent 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 last say.

NEIL Patrick Motors LTD.
Stouffville

Be water-wise and be safe!
Learn Red Cross Water Safety.

Ringwood Public School Promotions

Grade 1 to 2 — Katherine Baker, John DeBoer, Maurice Halsted, Kenneth Harman, Clair Kennedy, Brian Mehaffey, Eneolo Testa.

Grade 2 to 3 — Linda Ferguson, Daniel Harman, Wayne Malcolm, Joan Mehaffey, Jennifer Johnstone, Tony Paul, Larry Phillips.

Grade 3 to 4 — Jarvis Bailey, Shirley Cort, Arlene Fockler, Donald Harman, Sharon Metcalf, Dianne Leitch, Larry Leonard.

Grade 4 to 5 — Brian Baker, Dorothy Haylow, Donald Kennedy, Kenneth Kennedy, Bridget Ramsey, Jacqueline Wightman.

Grade 5 to 6 — Teacher, Edna Clendenning, Sandy Paul, Floyd Fockler, Rickie Ferguson, Mary Lou Baker, Nancy Haylow, Kenneth Leonard, William Graham.

Grade 6 to 7 — Elaine Clendenning, Peggy Dennis, Mina Mehaffey, Carl Painter, Ian Wightman, Betty Metcalf, Brunhild Ramsey, Ernest Graham, Linda Graham.

Grade 7 to 8 — David Baker, David Beckett, Thomas Phillips.

Grade 8 to 9 — Bruce Mehaffey, Nancy Paul, Linda Mehaffey, Gabriel Fronske, David Oldham, Rickie McKenney, Ernest Kennedy.

Stouffville Dist. H. S. Promotion Results

Following are the students who have been promoted. The percentage for the top three students in each grade is given. The students having first class honours of 75% or over are listed according to merit. Other students are arranged alphabetically.

Grade 9 to Grade 10 — First Class Honours — Herbert Otto 90.7; Margaret Miller 88.2; Linda Summerfeldt 83.3.

Lynn Sherwood, Jeanette Lang, Peter Hamby, Betty Marsman, Mary Otter, Linda Clendenning and Donald Smith (tied), Judy Vardon, Dianne Story and Larry Moxham tied, Gale Grose, Stephen Barker, Howard Wideman, Linda Smith, Michael Reed, Frank Busato, Kenneth Walsh and Arlan Galbraith (tied), James Wylie, Donna Lee and Donna Knox (tied), James Mehaffey and Percy Wagg (tied), Patricia Doran, Sharon Wideman, Claus Brugger, Mary Miller.

Other Promotions — Larry Allen, Linda Apte, Wayne Bacon, Sheila Barker, Albert Bell, Donna Baker, Valerie Boham, Ronald Boyce, Lynne Boyd, Harold Brillinger, Marilyn Burnett, Michael Cadieux, Gary Chambers, James Clubine, David Colburn, Richard Corbett, Percy Cornelisse, James Daniels, John Doldersum, James Ferguson, Ian Fockler, Kenneth Fockler, James Foot, Linda

Gardhouse, Peter Gibbins, John Godbehere, Garry Graham, Eric Grove, Gail Hallman, Karen Hamilton, Barry Hills, Lois Hutchinson, David James, Lois Jones, Susan Keachie, Garry Kennedy, William Lehman, Lois Lintner, Keith Logan, Gail Lucy, Hazel Mallett, Rosemary McCleary, Roddy McInnes, Bruce McKay, Kevin McWhinnie, Floyd Mitchell, William Morley, Marilyn Moxham, Adrian Nibbs, Arthur Nicholson, Thomas Norton, Brian O'Prey, Astrid Osterdahl, Claire Payment, William Powell, Donna Rateliff, Sue Richards, Jane Rioux, Jason Rooke, Rose Saloum, David Slack, Phillip Smalley, Janey Spence, William Story, Douglas Stouffer, Donald Taber, Ronald Tranmer, Doris Walsh, Darlene Watson, Nancy Wideman, Gary Williams, John Willis, Barbara Winn, Larry Woodhouse, Linda Wright, William Yates.

Grade 9 to Special Grade 10 — Jean Baker, Sharon Bell, Gail Dart, Bernice Ramer, Carol Smith.

Special Grade 9 to Special Gr. 10 — Janet Bartholomew, Ronald Castle, Diane Catey, Wayne Crowder, Wayne Dyck, Virginia Ford, Darcy Forsyth, William Harman, David Hathaway, Carol Hoover, Brian Macaloney, Joyce McKeane, David Moffatt, Brian Nicholson, Colleen Reid, Eldon Smith.

Grade 10 to Grade 11 — First Class Honours: Elinore Shirk 89.1; Janet Button 88.3; Barbara Howard 87.8.

Ian Montgomery, John Riddle, Joyce Rose, Mary Foote, Heather Smith, Ole Nielsen, Barbara Davison, Ingrid Schnell, Frances Farr, Bernadine Terwoords, Anna Mae Sanders, Cathleen Hall, Kenneth Aida, Judy VanKoughnet and Mark Bramham (tied), Rosalyn Kreck, Kerry Mews, John Nolan.

Other Promotions: — Dennis Alsop, Mary Anderson, Maryanne Anger, Connie Baker, Patricia Baker, Beverly Barker, Kenneth Barkey, Peter Baxter, Marie Betz, Charles Blacklock, Kirk Bramham, Laurie Buckland, Gale Cossey, Shirley Davidson, Kenneth Doner, Robery Doyle, June Emmerson, Doreen Ferguson, Charles Graham, Edward Grant, Elizabeth Grove, Carolyn Ham, Joan Harper, Karen Hastings, James Hill, John Honsberger, Clarian Hood, Harold Hoover, Ronald Hutchinson, Nadine Lennox, Beverly Little, Penny Longfellow, Marlene Malloy, Norman McMullen, Allan Meabry, James Miller,

Gail Nelson, Keith Nigh, Victor Noble, Gordon Powell, Ian Ratcliff, Mary Rae, Beverly Roberts, Barbara Sanders, Norma J. Sandiford, Evelyn Smith, Gloria Smith, Robert Smith, Elizabeth Stover, Sandra Swash, Patricia Toole, Jack VanKoughnet, Robert Wagg, Jack Wardale, Loreen Wideman, Linda Woolven.

Grade 11 to Grade 12 — First Class Honours: Robert Mole 88.2; Barbara Button 86.9; Karen Kennedy 84.6.

Eleanor Little, Andrew Watson, Shirley Taber, Florence Yake, Carolyn Tindall, Joan Foote, Eric Button, Robert McNair.

Other Promotions: — Glenn Avery, Wanda Brown, Judy Brubacher, Noreen Burkholder, William Corner, Han deHeus, Janet Devlin, Fern Doner, Mary A. Dyck, Garry Gall, Louise Gordon, Christine Grant, Paul Grose, Patricia Harwood, John Hisey, Carol Jarvis, Beverly Kidd, Robert Lee, Harvey Lovelless, Doris McKay, Patrick Midlemis, Rick Montgomery, Norman Mowder, Diane Nicholson, Wayne Oldham, James Ogilvy, Wayne Penanen, Malcolm Ratcliff, Beverly Silverthorn, Barbara Smith, Barbara Story, Joan Walsh, John Wylie, Kenneth Zeller.

Grade 12 — Receive Secondary School Graduation Diplomas — The number after each name indicates the number of options passed in addition to English, History and Physical Education.

First Class Honours — Helen Busato (5) 85.8; Joy Woolfer (5) 81.8; David Stephens (4) 81.8.

Wayne Hamilton (5), Marilyn Pattenden (5), Frederick Watson (5), Lloyd Graves (5), Joanne Greer (5), and Paul Glove (4), tied.

Other students: Ross Apter (4), Lois Avery (4), Bonnie Betz (5), Samuel Bakewell (5), Ann Barkey (5), Marvin Betz (4), Marion Byer (4), Sven Christensen (4), Evelyn Doner (5), Rick Ellery (4), Donna Ferguson (5), Murray Ferguson (4), Norman Galbraith (4), Patricia Gibbins (4), Marilyn Haylow (5), Warren Hendricks (5), Richard Hutchison (4), Lloyd Irwin (4), James Knox (5), Lynda Mathewson (4), Roger Mole (5), Betty Nesbitt (4), Lynda Nolan (5), Patricia O'Connor (4), Susan Ogilvy (5), Janis Osterdahl (4), Jack Padley (4), Murray Painter (4), Ronald Patrick (5), David Reed (4), Nancy Smith (4), John Smithson (5), Joanne Stouffer (4), Tim Wees (4), Brian Wilkes (4), Mardell Willis (4), Gary Yates (4).

BALSAM & MT. ZION

Mrs. B. Jamieson & The Active Service Class met last Wednesday in the Church basement with Mrs. Donald Jamieson's group in charge of the meeting. Following the worship and business the meeting took the form of a Stanley demonstration which was enjoyed by all. It was decided to have papers and magazines at the church by the end of July for the paper drive.

A number of friends surprised Miss Anna Wilson with a graduation party last Monday night at her home.

Mt. Zion school was broken into one night last week and the radio was taken.

Mrs. J. Briggs of Oshawa is spending a week or so with her sister, Mrs. B. Jamieson.

Mr. and Mrs. Murray Jones were the recipients of a miscellaneous shower at Atha last Friday night.

Mr. and Mrs. Lorne Jones and Doreen and Mr. and Mrs. Cecil Jones attended a shower Saturday night for Mr. Bill Harris and Miss Lucille Johnston at Almonds.

Several from here attended decoration services at Salem on Sunday.

MORE THAN 400 ATTEND "WITNESS" SERVICE

Many local residents were among the more than 400 departing from Newmarket last Sunday evening following the three day Christian Convention of Jehovah's Witnesses.

The Friday evening saw many student ministers demonstrate the results of their training in sermon preparation and the delivery of Bible discourses. Saturday's program included the water baptism of four new Ministers symbolizing their dedication to God.

Norma Meyer, Roland Otter, Marlene Reesor, Marion Reesor, Carol Vague, Debby Watson.

Grade 3 to Grade 4 — John Byer, George Clark, Diane Francis, Ricky Grove, Jane Hallman, Kenny Jarvis, Steven Reesor.

To Grade 5 — James Burkholder, Marie Dike, Ken Ferguson, Bruce Gilbert, Susan Hallman, Marilyn Jarvis, Donald Jones, Victoria Otter, Gerry Summerfeldt, Ken Wideman.

To Grade 6 — Sharon Francis, Linda Grove, Keith Hoover, Karen Jones, Donna Otter, Harold Reesor, John Sherwood, Bonnie Taylor, Marilyn Watson, Ann Wideman.

To Grade 7 — Jean Davidson, Robert Low

To Grade 8 — Katherine Burkholder, Danny Byer, Patsy Ford, Doreen Seabrook, Susan Sherwood, Sandra Taylor, David Wideman.

To Grade 9 — Ruth Burkholder, Sharon Byer, Michael Clark, David Ferguson, Robert Hazel, Bruce Stride, Edward Wideman.

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Grade 2 to Grade 3 — Paul Ford, Jamie Hargrave, Brenda Hoover, Kenny Hoover, Jon Hopkins, Gacy McArthur,

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NOTICE TO MOTORISTS THE NEW MOTOR VEHICLE ACCIDENT CLAIMS ACT

Under the new law establishing the Motor Vehicle Accident Claims Fund which replaces the Unsatisfied Judgment Fund with effect from July 1st, 1962, it will be an offence for an owner to operate or permit the operation of his motor vehicle on the highway without being able to produce either:

- (a) Proof that the vehicle is insured under a liability policy for bodily injury and property damage.
- OR
- (b) Proof that the \$20.00 uninsured motor vehicle fee has been paid.

If your vehicle is insured, be sure you have an insurance certificate. If you do not have one, see your insurance agent at once.

If your vehicle is not insured, make certain your motor vehicle permit is endorsed to show that you have paid the \$20.00 additional fee.

If your vehicle becomes uninsured, at any time because of cancellation or expiry of the policy, you must pay the \$20.00 additional fee immediately at your local office of the Ontario Department of Transport.

THE PENALTY FOR NOT BEING ABLE TO PRODUCE PROOF OF INSURANCE OR PAYMENT OF THE FEE, OR FOR PRESENTING FALSE PROOF, IS A FINE OF \$50.00 TO \$500.00.

If you have a claim for damages as a result of an accident with an uninsured driver, make application for payment to the Director of Claims, Ontario Department of Transport, 10 St. Mary St., Toronto 5. You may make application personally or through your solicitor. Claims will be dealt with promptly. For further information ask for a copy of the pamphlet explaining the operation of the Fund from your local office of the Ontario Department of Transport.

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