



The former Melville Public School, conc. 6, Markham, is now the new administration offices for Markham TSA. The enlarged structure will also serve as a board room and offices for specialized teachers. —Staff Photo

Sacred music service

By Anne Loney
CLAREMONT — Mr. Maurice Binsted was in charge of the sacred musical which was presented recently in the Baptist Church. Artists taking part were Beverly Bell, The Harvesters, Male Quartette of Emmanuel Bible College, Kitchener, who were accompanied on the piano by Pauline Wellman of Claremont. Others were Mrs. Lorne Wilson of Toronto; Mrs. Len Haddow of Stouffville and Linda Vint, Linda Beeby, Mrs. Elmer Wilson, Mrs. Keith Drake, Mrs. Stan McMullen, Karen and Susan-Ann Fretz, and Joyce Schneider and the O'Blenes family of Claremont.

The Women's Institute is sponsoring a euchar to be held Wednesday April 3 at 1:30 p.m. at the home of Mrs. Will Evans. Lunch and prizes will be provided.

Jane and Ian French of Scarborough spent a few days of the winter holidays with their aunt, Mrs. L. D. Almack, and Mr. Almack. Holiday visitors of Corrie Almack were Catherine and John La Brie of Pickering. On Thursday Mrs. Almack and her sister, Mrs. J. A. French of Scarborough, spent the day with their mother, Mrs. A. Y. Robertson, at the Albright Gardens in Beamville.

Mr. and Mrs. Almack motored Mrs. Colin McLaurin of Chalk Lake to the Annual Professional Engineering Society's convention at Niagara Falls where Mrs. McLaurin received the Engineering medal for her husband who was unable to attend. This medal is awarded for outstanding contributions to the technical advancement of engineering in any of its branches.

The Brooklin Junior Farmers with their director, Mrs. Rhoda Almack of Claremont, are entering the Ontario County's Drama Festival Zone competition which will be held Thursday March 28, in Orangeville Hall. They will be competing with entries from Grey, Peel, Wellington and Halton Counties. The winners will go to the finals at Guelph on April 3.

Twenty-seven out of a membership of 30 of the Golden Age Group were entertained at a hot dinner in the Legion Hall on Thursday.

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March 21 in honor of the group's 11th birthday. The party was arranged by Mrs. Norris Hardy, Mrs. Will Evans and Mrs. Frank Hollingshead. The Good Fellowship Class of the Claremont United Church will present a social evening, musical program and film on Tuesday evening, April 23 at 8 p.m. The guest speaker will be Mrs. Marilyn French, a representative of the Bell Telephone Co.

Mrs. Margaret Wilker spent last week at her home in Toronto, having as guests, Mr. and Mrs. Eryn Wilker of Stratford who were attending the Teachers' Convention. Due to the strike at General Motors, the G.M. model fire truck, originally on order for the Claremont brigade, has been cancelled in favor of a Ford.

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GMAC PLAN

Defer applications

Until after hamlet study

PICKERING TWP. — Greenwood Village residents were on hand at a committee of adjustment meeting to hear about two consent applications, both of which were deferred. Decisions will be made after a Greenwood Hamlet public meeting to be held on Apr. 17.

Lemrac Holdings Ltd. wishes to divide a 10-acre parcel into four parcels on the Westney Road north of the 6th Concession. The proposal agrees with the Greenwood Hamlet development, but Pickering Council's present policy is that no land separation be permitted which would require a complementary approval of a variance application. This would be the case here. Chairman Dennis Horsfield described it as one more case of the effects of Provincial legislation permitting indiscriminate carving up of properties 10 acres and over.

The committee has received a petition signed by five families opposing the application on the grounds that it does not conform to the zoning by-law, health, well water, and it could be extending the village boundaries.

Mr. Cooper, said that he wasn't aware that the smaller frontage on Concession 6 would be considered as the frontage of the property. There are 188 feet on the 6th, and 575 feet on the sideline.

Ross, Disney, told the committee that this property abuts his and he and other residents were very interested in the future of the village. He could understand why so many people like it. He said that people who have built there recently have gone to a great deal of expense to get water.

"I hate to see the village split up all over," he said. "Our stake is in Greenwood. We want to protect it."

The other Greenwood application was that of R. J. McCully, who asked to divide 212 feet frontage on the south side of the 6th Concession road into two parcels, one having 233 acres and the other, with the existing residence to contain 7.57 acres.

prior consents to subdivide. This, he felt, would create another.

Mr. Disney, who has lived in Greenwood since 1920, claimed there would be no right-of-way to the 7-acre lot, and the only thing that could be done in the future would be to subdivide it to get into it.

Member David Lewington could see that the lot need not be landlocked, but for the best interests of the applicant and the Greenwood people it would best be deferred until after the hamlet study.

Mr. Ian McCully said that he had no wish to subdivide at any time. Mr. Lewington's response was: "Mr. McCully, your life is limited. This property is not."

This, according to member Mel Johnson, fits into the plan of the village.

Dennis Owen, a resident said that he was not against this application, but that there were a number of acres now which are landlocked through

Does Advertising Pay?

Yes... but. The but is in the follow-through. A false claim is worse than none. There is one fixed rule about all advertising that never varies: NO advertising will work (except against the advertiser) unless the public BELIEVES it. Sales resistance is just another word for lack of confidence. All advertising is aimed at conveying what the advertising men call an "image" of a product or service that is intended to correspond to the customer's needs and desires. It may be beauty, or prestige, or economy or reliability. Or all of them and other qualities in varying degrees. Car industry studies show that the greatest percentage of people buy with a dealer in mind rather than seeking out a particular car regardless of the seller. And they will keep coming back if they are treated fairly, because most people are reluctant to make changes. Most buyers stay with the same make of car for the same reasons. Advertising informs people of a service or product and so performs a necessary function. In doing so, it creates a mental picture or image with the buyer. Just as all of us cannot avoid leaving an impression with people we meet. This image will only be lastingly effective, however, to the extent that it corresponds to reality as the buyer experienced it in his ACTUAL DEALINGS with the advertiser. It is this last experience that really decides the issue.

Legion ladies bowling

STOUFFVILLE — Dorothy Mehaffey rolled the high single of 245 and the high triple of 631 in the Legion Ladies Bowling League, March 19. Ruth McNabb was runnerup in the high triple department with a 619.

Others over 200 were: Marion Crowder, 232; Muriel Tunney, 231; Opal Lehman, 223; Chuck Val- leau, 233; Ruth McNabb, 222, 205; Aldene Sinclair, 222; Barb Wideman, 220; Ev. McKay, 219; Dorothy Mehaffey, 245, 211; Gladys Clarkson, 207; Ruth Shepherd, 204; Norma Tran- mer, 203. Team standings are: Who-Zits, 57; Crip- ples, 54; Smoothies, 50; Mini Skores, 50; Chips, 46; Diddley-Doddles, 46.

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