

## 'Bargain' homes attract buyers

STOUFFVILLE — The Ponderosa — Beautiful Homes to put Living in Your Life — so the advertisement reads. While the homes in Stouffville's newest and largest residential development are beautiful, it's mainly because of the price that would-be owners are flocking to town. Where else today can you buy a new 3-room bungalow with attached garage for \$23,995? Certainly not in Metro or even in Markham, only seven miles to the south.

With individual lots costing in excess of \$8,000 how can any developer construct quality homes sporting a price tag of under \$23,000? "It's mass production," a representative for L. Stein Real Estate told The Tribune, "you can build 100 houses much cheaper than one." There are 138 lots in the Ponderosa and in seven weeks, 38 have been sold. Construction work on eight of these has already begun.

The way it works — couples come in, check through the five "models," pick the home that suits them best and the exact location of their lot. The builder does the rest.

Many of the viewers are visitors from Metro, who would dearly love to exchange their apartment suite for a house, a backyard and a garden. For



This 4-bedroom "Bonanza" home is the most expensive of five models on display. The price is \$25,995.



The 3-bedroom "Pinto" with an optional attached garage sells for \$23,995. Without a garage, the price is reduced to \$22,995.

some, that dream is already on the verge of reality. The first phase of the

subdivision is now complete and the second phase has been started. All services for the entire area

have been installed and work on curbs and roads will begin immediately. By fall, Stouffville's popula-

tion will have expanded by more than 300 new friends and neighbors. We hope they like us.

## Realtor president Urges 'co-operative' development

STOUFFVILLE — Thomas N. Shea, head of this area's largest real estate firm and the 1968 president of the Ontario Association of Real Estate Boards, has recommended that Stouffville align itself with a reputable developer in an effort to obtain much-needed industrial assessment within the municipality.

"The only way to sell industrial land is to have serviced land available," said Mr. Shea in conversation with The Tribune.

He said that Stouffville council should possibly have purchased property on its own when given permission to do so, "but if the tax rate had gone up, they would likely all have been voted out of office." "It would have been the best thing but I don't believe the taxpayers were mentally adjusted at that time to accept it," he said. Mr. Shea suggested that there are times when elected officials must risk criticism if they know their goal to be right. He commended the reeve, Ken Laushway and the clerk, Ralph Corner for their work on the town's behalf. "Ken (Laushway) is doing a fine job and the people of Stouffville are fortunate to have him. He's a dedicated man, attempting to improve the town. One need only look at the Civic Square and the wonderful improvement to Main Street, to see what can be done. Fix up one site and others follow. It's contagious."

Mr. Shea warned that a municipality, in its desire to acquire added assessment, can sometimes get

caught with industrial and residential buildup that is a detriment rather than a benefit. "If a town goes after desirable assessment, they'll get it. If they accept junk assessment, they'll get that too." Mr. Shea feels that the overall standard of homes in the village should be raised.

With direct reference to the accomplishments of a reputable developer, Mr. Shea points to the firm of Western Heritage Limited in Markham Village. He feels that company representatives would also be interested in Stouffville if Stouffville would show some interest in them. He stresses too, the need for municipal officials to take advantage of every government assistance program available out of Queen's Park. "Whatever the cost, the dividends are ten fold," he said.

Mr. Shea feels that Stouffville has a great future, but it's progress in the present could be aided through council's co-operation with a private developer with a proven past.



Thos. N. Shea, F.R.I., of Markham

### Government, Municipal and Corporation Bonds

Preferred and Common Shares

Inquiries invited

### Russell Beare

261 Main Street, Markham  
Telephone: 294-1523

Sub-Agent of  
Wood Gundy Securities Limited

### Police promotions

WHITCHURCH TWP. — Two officers of the Whitchurch Township police department have received promotions, approved by council on recommendation from Chief Fred Mason. Corporal Donald Hillock becomes a Patrol Sergeant and Cadet Bryan Cousineau is promoted to Probationary Constable.

## Senior citizens of Stouffville

Dear Friends:

Your Council requested the Ontario Housing Corporation to make a survey of the need and demand for a Senior Citizens' Apartment in Stouffville. We feel that a project of this type would be an asset to the village and of great assistance to many of our citizens 58 years of age or over for whom the high cost of living, including residential taxes or rental accommodation, has become a real burden.

The first phase of this survey has shown that over 450 citizens in our village qualify according to age (58 years or over) for this type of accommodation.

The second step in the survey is a very important one, the completion of the questionnaire which you



have received in the mail. If you are 58 years of age or over and have not received a questionnaire, please contact the Clerk's office, 640-1900. Your council

requests your co-operation in helping us to help you by completing this confidential questionnaire and returning it to the Department at the address shown on the folder. No stamp is necessary.

If you require any assistance in completing the information requested in the questionnaire, please do not hesitate to ask any of the following who will be pleased to assist you in completing the form:

- The minister of your church
- The manager of your bank
- H. R. Button, Q.C.
- The Clerk of the Village
- Myself, or any member of your Council.

Yours very truly,  
Kenneth B. Laushway  
Reeve, Village of Stouffville

## ONTARIO HOUSING CORPORATION

The Ontario Housing Corporation will conduct a survey to determine the need and demand for senior citizen housing in Stouffville.

A research team from OHC, the Ontario Government's housing agency, will estimate the number of senior citizens living in Stouffville whose housing is inadequate or beyond their financial capabilities.

The demand in the area for housing on a rent-geared-to-income basis will be determined from information gathered through advertising, direct mail questionnaires and personal interviews.

The study, which begins this week, was requested by the Council of the Village of Stouffville.

It will include an assessment of economic trends, growth factors and current and future housing needs in the municipality. In this regard, interviews will be conducted with such community representatives as municipal officials, businessmen, social and welfare workers and the clergy.

Senior citizens in Stouffville will receive letters outlining the Government's housing program and asking them if they wish to participate.

Some interested persons may not be reached by direct mail. OHC urges them to obtain a questionnaire from the municipal offices.

If the survey shows a need for senior citizens' housing, it will likely be an apartment building, although consideration is given to one-storey units which do not require stairways. Apartments for couples have a living room, bedroom, bathroom and kitchen. Apartments for single tenants have a bed-sitting room, bathroom and kitchen. All apartments are equipped with stove and refrigerator. Rent is geared to income and the minimum is \$32 a month, including services.

After considering the survey report, Council can initiate the program it outlines by adopting a resolution requesting OHC to go ahead. Capital costs are shared by the Provincial and Federal Governments.

Housing on a rent-geared-to-income basis is part of OHC's Home Ownership Made Easy (H.O.M.E.) program. Those receiving questionnaires are asked to return them as soon as possible to assist the survey team.



# VILLAGE of STOUFFVILLE

## SENIOR CITIZEN APARTMENTS

- ★ IF YOU ARE FIFTY-EIGHT YEARS OF AGE OR OVER
- ★ IF YOUR PRESENT ACCOMMODATION IS INADEQUATE...
- ★ IF YOUR INCOME IS MODEST

## THIS IS OF INTEREST TO YOU!

The Ontario Housing Corporation, at the request of your municipal council, is considering the development of senior citizen housing in the town. To determine the local interest in this type of accommodation, survey questionnaires are now being distributed.

ONLY BY FILLING OUT A QUESTIONNAIRE CAN YOU HELP TO DETERMINE WHETHER A PROJECT SHOULD BE DEVELOPED

Further information and questionnaire forms are available to all interested persons 58 years of age and over at the:

CLERK'S OFFICE  
VILLAGE OF STOUFFVILLE

R. E. CORNER  
CLERK 640-1900