

Business success story

From 'pantry' to supermarket

STOUFFVILLE

For the past 78 years the Ratcliff family name has been associated with retail merchandising on Main Street in Stouffville. Now, this oldest established business has come to an end.

The I.G.A. Foodliner, a village showplace, has been sold to Daniel C. Madsen, proprietor of the I.G.A. in Port Perry.

The change-over is scheduled for Feb. 3. Mr. Ratcliff will retain the property and continue to operate the Village Mall where four private businesses are already established.

It was James H. Ratcliff, Glenn's father, who opened the first store, commonly called 'The Pantry' in the Todd Block on Main Street West. It served as a retail outlet for imported fruits and vegetables, never before sold in town.

In 1903, he was joined by his brother John and the operation was expanded to include routes into the country.

With wagons in the summer and sleighs in the winter, goods were exchanged among district farmers. They would receive a week's supply of groceries and in return, sell butter and eggs for resale in the store.

After World War I, the west end premises was found to be too small and a larger building was purchased at Main and Market Streets. It was remodelled and considered one of the best market centres anywhere. The partnership continued until 1941 when Glenn took over.



Glenn Ratcliff and his modern I.G.A. Supermarket on Main Street in Stouffville. —StaffPhoto

While working with his father and uncle, Glenn can recall delivering goods by hand cart.

In 1949 the interior was again remodelled and in 1956 he joined

the I.G.A. chain. The entire ground floor was transformed into one large store and the sidewalk lineup on opening 'bargain day' was ten deep.

enough of my association with the Independent Grocery Association," he said. "It's the salvation for the independent businessman. I'm behind them 100 percent."

In 1962 Glenn expanded his operation still further with the purchase of the I.G.A. Supermarket in Maple. In October, 1968, he sold that business to his nephew, Ron Nichols.

Prices then and now always make interesting comparisons. In 1941, peaches sold for 30c a six-quart basket; grapefruit 25c a dozen and honey 60c for a four pound pail. From a staff of two, the number has climbed to 25. Several employees have been with him for 25 years.

Mr. Ratcliff built the present Foodliner in 1967 and provided the main street with a 'shot in the arm,' the effects of which have never worn off. "For its size, I feel Stouffville has a shopping area equal to any village in Ontario," he said. He noted that he was pleased to have been a part of that growth and prosperity.

Mr. Ratcliff is proud to point out that many of his customers extend through several generations.

There can never be a break in a long-standing business link without some feeling of regret and Mr. Ratcliff is the first to admit to this weakness. "I'll certainly miss everyone — my staff and my customers."

He intends to travel and see the world.

"I only hope that over the years I have been able to contribute something to the good of the Village of Stouffville," he concluded. The answer to that is obvious.



The Business and Commerce course at Stouffville Dist. Secondary School offers a variety of subjects. Shown here are Grade 11 students in the Stenolab, taking dictation under the direction of Mrs. Glenn. Dictation may be received at any one of six speed levels, depending on ability. —H. J. Walte

Stouffville Dist. Secondary School

Offers Business and Commerce courses

By John McBride
STOUFFVILLE — At this time of the year Grade 8 students and their parents are faced with an important decision: which course to take in High School. The purpose of this article and of a subsequent one is to outline the courses available in the Business and Commerce Branch.

Five-Year Business and Commerce

This coming year Stouffville District Secondary School hopes to offer an exciting new choice in the field of business education — the Five-year Business and Commerce Course. This is designed for those students who wish to carry their education beyond the secondary school level and who are planning a career in the field of business. Students graduating from the Five-year Course can follow any university program.

In this program 20 per cent of the students' time is spent on Business subjects while the rest of their time is devoted to the traditional five-year subjects. After Grade 9 the students have a choice of specialization in the Business and Commerce section of their curriculum. They may elect to take either Secretarial Sciences or Accountancy.

The Secretarial course is a heavy course (five options) for pupils, usually girls, of superior ability. However, there are distinct advantages. By the end of Grade 11, students will be competent to undertake summer employment in the secretarial field — a valuable method for financing further education. Their secretarial skills, particularly in Shorthand and Typewriting, will be invaluable in other subjects both at the secondary school level and at univer-

sity. Most importantly, many of the more stimulating positions for women university graduates, such as the Foreign service and editorial work, require secretarial skills which graduates of the Five-year Secretarial Course will have before entering university.

The Accountancy Course, also a five option course, is open to both boys and girls who are planning post-high school courses in Commerce and Finance, Business Administration, and Chartered Accountancy. Their business skills should also be sufficient to help finance further education. Students in this course will concentrate on Bookkeeping, Accountancy, Business Machines and senior Business Options. These subjects will give the students valuable background in all phases of business. It is hoped that a suffi-

cient number of students will enrol in order that this course can be offered and that boys and girls planning a business career will carefully consider its advantages.

Drama Club
Readings for the new spring production of the Stouffville Drama Club will be held Jan. 30 at 8:30 p.m. in Christ Anglican Church. New members are required. For further information, call 640-3702.

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Editor's mail

Residents would suffer from large airport project

Dear Sir: With regard to the proposed Airport which Scarborough Reeve Ab Campbell recommends for Uxbridge Twp., I would point out that Scarborough residents will certainly benefit but Markham, Pickering and Uxbridge residents will suffer, and this accounts for Mr. Campbell's enthusiasm.

Recently on CBC-TV there was a film about Air Travel which demonstrated that airports of the future will be a detriment to those communities where they are built. In Westchester County of New York State, and in New Jersey, residents strongly protested against the construction of a new jetport. A Congressman was filmed, while speaking to a group of citizens and said that he'd never experienced such unanimous opposition to a proposal as he'd seen when the Federal authorities attempted to build an airport for New York city in the areas mentioned above.

These people have learned how dreadful, almost totally unbearable life is, when large jet aircraft are screaming in and out almost around the clock. Those who believe that airports attract traffic and therefore, commerce are deluded idiots. The traffic compares with swarms of black flies because it drives residents inside and forces them to stay there. If clusters of motels erected by large American corporations can be considered beneficial to the local inhabitants, then yes, airports do attract commerce.

The only sensible fact in the uproar that such a proposal creates, is that it should be the Reeve of Scarborough, who supports the idea. Overseas aircraft would ostensibly approach the airport from the east and so Scarborough might possibly sleep, undisturbed by their arrival or departure, but all of us within a radius of 25 miles will have to live with an ever increasing frequency of high-decibel tort-

ure for the rest of our lives. If Century City has to be within 25 miles of Toronto, then let's at least insist on a new airport being further away where population can be moved to the

new city and the noise can be confined to a more desolate area in the north with monorail connections to Toronto.

John Richmond, Claremont, Ont.

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F.F.D.

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or

1st PRIZE

(Elimination Draw)

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Snowmobile Rides for Everyone

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SAVE 28¢! 14-Oz. Tins

LIBBY'S FANCY PEAS 59¢

SAVE 28¢! 14-Oz. Tins

LIBBY'S FANCY CORN 59¢

SAVE 23¢! 15-Oz. Tins

CHAMPION CAT FOOD 69¢

BEST BUY! — SAVE 14¢

CLOVER LEAF OF MAPLE LEAF SALMON SOCKEYE 59¢

BEST BUY! — SAVE 14¢

LIBBY'S COOKED SPAGHETTI 245¢

FEATURE! — BUTTER TART

E. D. SMITH'S PIE FILLERS 29¢

FEATURE! — IN OFF PACK

ROASTED NABOB COFFEE 79¢

REG. 58 VALUE

RED & WHITE APPLE PIE 289¢

SAVE 16¢! — 4 VARIETIES

SHAKE 'N BAKE 49¢

FEATURE! — EVAPORATED

CARNATION MILK 69¢

FEATURE! — CULVERHOUSE DICED

BEETS or CARROTS 69¢

BEST BUY! — Save 19¢! — COLOURED

MARGARINE MONARCH 379¢

BEST BUY! — Save 24¢! — BATHROOM

WHITE SWAN TISSUE 89¢

BEST BUY! — Save 6¢!

HEINZ KETCHUP 29¢

FEATURE! — Save 16¢! — Chicken Noodle — Turkey Noodle

LIPTON SOUPS 49¢

SAVE 8¢! — QUICK or INSTANT

QUAKER OATS 55¢

FEATURE! — 2c Off Pack!

AJAX CLEANSER 33¢

SAVE 4¢! — CUT RITE

WAXED PAPER 35¢

FEATURE! — Fortune Brand Fancy California

FRUIT COCKTAIL 45¢

BUY-OF-THE-WEEK

K-Y FANCY AUSTRALIAN BARTLETT HALVES

PEARS 49¢

14-Oz. Tins

MACINTOSH APPLES Crisp, Juicy, Fancy 79¢

CORELESS CARROTS Mild, Sweet, #1 2:45

CALIFORNIA LEMONS Tart, Juicy, good size 6:43

TEA BAGS 40 to 45¢

PEACHES 78 to 83¢

FROZEN FOOD FEATURES!

FILLETS of COD 2:89

FRENCH FRIES 49¢

SPECIALLY SELECTED — VALUE CHECK — RED OR BLUE BRAND

BLADE ROAST 59¢

Fresh Minced — Burger Blend

Ground Beef Chuck 69¢

LEAN - MEATY - WELL TRIMMED

TENDER SHORT RIB ROASTS 63¢

SHORT CUT - CHEF STYLE STANDING RIB ROASTS 89¢

THE ECONOMY CORNER

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