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Lawyers predict advertising will cost the client

By GREG COATES
 Business Editor

Despite a recent ruling which allows individual lawyers and firms to start advertising in January, Markham and Stouffville solicitors don't feel it will change things much.

An informal survey taken by the Economist and Sun shows that local lawyers may not even use the service. And if they do, it will be to a small extent. It was agreed, however, that any advertising that does take place is going to cost the client.

Markham lawyer Ted Read said most of his clients are referrals and predicted he won't advertise at all.

"The advertising you see on American television is just awful. I can't see myself advertising and I've not heard any feedback from anyone that is," he said. "It's difficult to advertise, especially for a service which is never the same."

"It seems to me if I were to advertise I would have to pass the cost on to the consumer," added Mr. Read.

"It's going to be like any other advertising. The consumer is going to pay for it," said Markham lawyer Marvin Bongard.

Mr. Bongard, however, said he is not against lawyers advertising

as long as it doesn't become hucksterism.

"I'll go along with it if it's in good taste," he said. "But the query is what is good taste and is the public really being served? I'd be interested to see who's going to be first, a big law firm downtown or some small firm."

Lawyer Stephen Brown of Markham agreed saying he hopes as a profession they will not advertise in the manner some U.S. lawyers do.

"I see nothing wrong with listing specialties and fees," he said. "I have no objection to it."

Stouffville Lawyer Eric Button doesn't think the advertising will be very extensive.

"It'll probably be more like business card type advertising," he said. "It will be interesting to see what happens, but I don't think it will be a big thing."

Stouffville Lawyer Andre Kozak doesn't think there will be much change at all, but noted the public should benefit.

"I'm definitely in favor of it. The public will have a better idea of who they're dealing with, instead of a blind eye when it comes to choosing a lawyer," he said. "To advertise, it has to be in good taste or the public won't respond."

National Trust helping make Christmas better

National Trust at Markville Shopping Centre is getting into the Christmas spirit.

John Jamieson, branch manager, announced last week that they will be collecting children's gifts and clothing for the Markham Clothing Centre.

This collection of gifts reflects National Trust's corporate commitment to each community it serves.

"We encourage all our branches to get involved in their community by supporting its needs, activities and culture," said Brian Mehlenbacher, executive

vice-president and chief operating officer.

"Christmas is a special time for everyone but particularly children," he added. "We wanted to do something to help make Christmas happy for all children in the area. Markham Clothing Centre seemed a natural choice."

Mr. Jamieson invited residents to visit the Markville branch for a coffee and drop off a gift before Dec. 22.

Staff at the branch will arrange delivery of all gifts to the Markham Clothing Centre for distribution to children on Christmas day.

Home of the Week

This four-bedroom house is located at RR1 Gormley Rd. It sits on a 1/2-acre lot and features a full recreation room, solarium and fireplace. The house is listed at \$269,000 with Re/Max Executive Realty Inc. in Stouffville. For further information call Mary Jean Sider at 640-4915.

