

# Numerous events planned for this year's Strawberry Festival

**STRAWBERRY FESTIVAL**  
The 1995 Whitchurch-Stouffville Strawberry Festival, which gets under way June 29, offers a host of new attractions, as well as many time-honored favorites.

Included in this year's new events are a Baha'i music concert, historical tour of downtown Stouffville, teen video dance, basketball shootout, giant life size chess game and challenge, Mike Feher and 15 piece swing band, in-line skate scavenger hunt, pony carriage rides and family pet contest.

As always, the Stouffville Lions will be host-

ing their popular beef barbecue in the park at 5 p.m. Thursday June 29. The roast beef dinner, including dessert and beverage, is \$8 for adults, \$6 for seniors and \$5 for a junior dinner. Children can opt for hot dog with beverage and dessert for \$3 and tickets are available from Scotiabank, the Toronto-Dominion Bank on Main Street, the Co-op and Charles Richards & Son. They can also be purchased at the park.

Other attractions include the family variety show, magicians, historical tour of homes, children's carnival, seniors' euchre tournament, giant craft and

street sale, July 1 fireworks, baby contest, pancake breakfast and the triathlon. A wide variety of food will be available from vendors and local restaurants throughout the festival. Check *The Tribune* for further festival information.

**SACRED MUSIC**  
Thursday, June 29 is the date of the sixth annual Sacred Music Festival, which will be held at 8 p.m. in Parkview Village Auditorium. Featured community performers are The Wright Family Singers, soloists Lloyd Knight and Kathi Phillips, singer/songwriter Bob Davies, duo Stewart McElroy and Christine Boadway, the Stouffville Christian School choir and trombonist David Rowe.

Congregation song leader will be Doug Hoover, and Evelyn Wagg and Jean Thomas will supply organ and piano accompaniment. There will be a freewill offering and those attending are asked to bring a contribution of non-perishable food for the Whitchurch-Stouffville Food Bank. Strawberry tarts, whipped cream and punch



**GRAPE VINE**  
will be served during the evening and everyone is welcome to attend.  
**NEWCOMERS' BANQUET**  
The Newcomers' Club of Whitchurch-Stouffville recently held its Installation

Banquet at Amaretto's Restaurant. The club was formed in 1986, with founding member Ginny Burrow as its first president, and is now entering its 10th successful year of operation.

To celebrate the club's anniversary, past presidents of the organization were invited to the dinner. All but one, Jo York, who served from 1987-88, were able to attend. Those in attendance

were Ginny Burrow, Suze Joyce, Kathi Phillips, Terri Bossi, Sheila Robinson, Gisella Walmsley, Karen Webb, Carol Guinane and Sara Marsala. Burrow, a dedicated volunteer who left Stouffville at the end of May, was presented with a book on the history of the community by the Welcome Wagon's Dianne Darling, also a founding member of the club. Sara Marsala is the new president for 1995-96.

## In Business

### Paradise Bedding offers 25 years experience to Stouffville customers

By BRUCE STAPLEY  
Correspondent

A new factory mattress outlet on Stouffville's Main Street is banking on a quarter century of bedding industry experience to establish a clientele here.

Paradise Bedding opened its doors June 1 in the store formerly occupied by Stouffville Sounds. While the store is primarily a mattress centre, it contains 14 styles of beds, including futons, wooden and brass beds, day beds and bunk beds, along with bedroom furniture. Also on sale in the store is a collection of juvenile beds and matching bedroom furniture.

The store is one of five such outlets which make up the retail division of Slumber Sleep, a mattress manufacturing company owned and operated by Rocco Mandarello. Other stores are located in Port Perry, Concord and Ottawa. Slumber Sleep also makes mattresses for independent retail mattress outlets across Ontario. According to Ian Young, a consultant who helped select and set up the new store, the factory outlet concept is a successful

method of marketing. "You get to display your own goods," said Young. "And since Slumber Sleep has been in business for 25 years, it's not a fly-by-night operation. We're really committed to quality and our prices are extremely competitive."

Young said there is a trend emerging where people who used water beds for years are now going back to regular spring mattresses. He said one of the advantages of having a factory at the store's disposal is that customers can have their waterbeds custom modified so they can contain a regular spring mattress.

"We're one of the few manufacturers who make coil mattresses to fit into a waterbed box. A lot of people today are switching from waterbeds back to coil mattresses."

Young said the company picked Stouffville because of the success enjoyed by the store in Port Perry, a similar sized town. He said the outlet should appeal to customers looking for value.

"People in Stouffville are price conscious and we're the only bedding shop in town, so hopefully people will stay in town for mattresses now."

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Owner Rocco Mandarello stands in front of the Paradise Bedding shop on Main St., Stouffville. The factory mattress outlet is a retail division of Slumber Sleep, which has 25 years experience in the bedding industry.

Photo CHERYL JOHNSON

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