

# THE RESULTS ARE IN!

I must admit that I'm a bit of a news hound. The Toronto Star and Globe & Mail are on my doorstep when I let my dog "Hack" out to pee at approximately 6 a.m. every morning. I enjoy my "Habs Fix" with an on-line subscription to the Montreal Gazette and review the Sun sports section upon arrival at work. The Independent Free Press and New Tanner provide local updates.

Why this obsession for the printed word? Too many to print but here's a few:

- 1) When you are intellectually-challenged like me, being well informed in matters global and local can sometimes mask the fact that I'm about as sharp as a marble.
- 2) Reading introduces you to BIG words. Including thesauruses, we have six dictionaries in our home. Whenever my children, aged 9 to 14, ask me the definition of an English or French word, I make them look it up. The Internet is great but you just can't replace the work ethic and satisfaction associated with researching a project at the local library.
- 3) Most major newspapers' contributors follow the political leanings of its publisher, so I read them all. From the perceived bottom to the top of the food chain, I need to know what people are thinking. Not that I would change my flag depending on which army was marching down my street, but in our business where I deal with all walks of life, survival/success depends on knowing which way the wind is blowing. Right now for instance - Caliber, Compass, Sebring with segment leading fuel economy = good. V10 Viper = bad.

Ok, back to **"THE RESULTS ARE IN"**. The top of the page headline in the largest newspaper in Canada proclaims, "June auto sales rise 8% to record". Great! What's greater? "Chrysler logs 24% gain year over year". Finally, folks the word is out! Chrysler, Dodge, Jeep with its world-leading design, world-class technology and efficiency is no longer a secret. **COME SEE WHY!!**

On a personal note, as I write this, "Hack" is being neutered. He is a year old so it's kinda late but I figured if I could wait until Bob Barker retired with his "HAVE YOUR PET SPAYED OR NEUTERED" thing there might be hope; but no. I'm told the "Duke of Hackattackaberry" (Hack) will no longer be marking his territory, caressing calves or producing smelly pee. See you tomorrow for ice cream little buddy. "SO COME ON DOWN" for a test drive, **THE PRICE IS RIGHT** at Georgetown Chrysler Jeep.

*K.D. Auty*

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