

CUE THE LETTERMEN

I got beat up a bit by my sales team for not acknowledging the huge employee pricing campaign recently introduced by Chrysler. I chose instead to talk about my dog Hack's neutering. Let's just chalk that up to a case of NUTS AND DOLTS.

Here's the deal. Chrysler employees are given a document confirming they are employed at the Brampton/Bramalea Assembly Plant or Mississauga Parts Depot. This enables them to acquire a vehicle from their dealership of choice for the EXACT amount said dealer pays the factory (cost). Simply put, you could never negotiate a lower price. The dealer's next step after delivery is to send the documentation to head office in Windsor where they confirm the numbers and send us a nominal sum for completing the transaction. The truth is it is not far off our store's ongoing policy of selling Chrysler, Dodge and Jeeps to local residents for less than all the big GTA advertisers. For a limited time this opportunity to save an additional few hundred bucks is available to all of you. Come test drive one of our cars or trucks. They're the coolest and you know it.

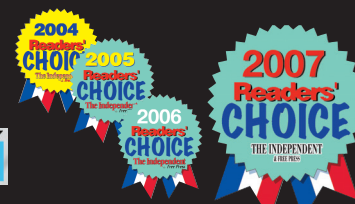
Speaking of cool, last week we lost one of the classiest gentlemen I ever met. Within days of opening my store in 1993 Ted Gorth shuffled into my office, apologized for showing up in his beloved Mercury Grand Marquis, then proceeded to instruct me on who I should vote for and which charities were worthy of my donations! Immediate friends. I loved that guy. I remember the first time I heard him say grace at a function. You know "For those who walk alone, for those who walk in hunger" etc... Impressed, I approached Ted afterwards and asked if I could get a copy of his text. He looked me square in the eye and said "Oh Paul, I just make it up as I go along". His wife, Viola, rolled her eyes. After 14 years, I now know it by heart. Thanks Ted, you taught us a lot. You SIR, *will never walk alone.*

P.D. Auty

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