

BEAVER CLASSIFIEDS GET RESULTS



GOLD CORDS were presented to Connie Blundy. In photo, Connie at left, P.J. Blundy, Capt. P.J. Blundy (First Oakville Land Rangers), Rev. B.S.

Black and Mrs. M.C. Hart (area training chairman).

Murray Belford Photo

Auld Raps 'Bad Apples' In Motelmens' Barrel

Motel operators who neglect to honor exchange on American dollars are perpetrators of an "appallingly shoddy trick," said the Honourable James Auld, Minister of Tourism and Information.

Addressing delegates to the annual convention of the Ontario Motel Association in Toronto, the Minister maintained that U.S. visitors have every right to expect when their dollar is pegged at a premium they will receive that premium.

"What is more," he said, "the premium in many cases is the reason they decided to come. And by not paying it, you are building up irreparable ill will."

Mr. Auld recalled how last year, at a combined

meeting of motelmens and hotelmen, he had scored operators who give the industry a bad name. "Today, I feel I must repeat and re-emphasize this," he said, "because of the complaints we continue to receive."

In addition to failure to pay exchange, the Minister said complaints fall into yet two other categories -- inconsistent setting of rates within a given establishment, and a lack of quality in either accommodations or services.

"When I mention rate fluctuations as the second poor practice," Mr. Auld explained, "I was not, of course, referring to seasonal adjustments. What I am aiming at is the hiking and dropping of rates on a daily and

hourly basis, depending on what the traffic will bear."

He said this tends to fracture confidence within the travelling public and added that he knew of several examples of operators who have deliberately posted "no vacancy" signs early in the day. Then, in late afternoon, "they set exorbitantly high rates which the tired traveller has little choice but to accept or move wearily on to the next town."

The third complaint -- inadequate services or accommodation -- was one he cites as recurring throughout the tourist industry, not merely in motel operations.

"What it boils down to is that the day of the marginal operator is

over," he said. "As our tourists become sophisticated and have more money to spend, they no longer will accept second best -- and they shouldn't have to."

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(Based on retail sales for the week ending October 31 at the following Oakville retailers: Lofquists, Peter's Platters, Woolworth's, Flippance and Carr, and S. S. Kresge).

1. I'm Into Something Good - Herman's Hermits
2. Do Wah Diddy - Manfred Mann
3. Last Kiss - J. Frank Wilson
4. Ain't That Loving You Baby - Elvis Presley
5. Have I The Right - Honeycombs
6. Leader of the Pack - Shangri Las
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