

## L & L Ford expands

Car companies are having a rough year but one Acton businessman is looking to increase car sales as he and his partner open a second business in Mississauga.

Lorne Doberthien and Frank Breddermann of L&L Ford Ltd. of Acton have opened a subsidiary sales showroom on Royal Windsor Drive just off Winston Churchill Boulevard in Mississauga.

Although the partners plan a grand opening in the fall, Mid Ontario Leasing Ltd. a wholly owned subsidiary of the parent company L&L Ford in Acton, is now open for business selling used cars and leasing new ones.

Doberthien explains the new business will concentrate on new car leasing and used car

sales, planning to add daily car rental to the list shortly.

"Leasing cars is more and more a way of life for a lot of people" comments Doberthien. "Twenty-five to 30 per cent of cars are leased in Toronto and it's expected to rise to 50 per cent in the next few years. (The new business) allows us to lease all makes of cars and doesn't just limit us to the Ford franchise."

Currently, the brand new spacious showroom has an inventory of 40 used cars with more expected as turnover increases. Operating a month, Mid Ontario Leasing employs a staff of six scheduled to increase as demands rise. L&L Ford employs 15.

"The whole concept is different," explains Doberthien, "it's more in-

olved than a used car lot—it's like a new car dealership operating used cars."

The 15 car showroom is impressively roomy and brightly decorated with handpainted murals of antique cars. The spacious parking lot allows cars to be displayed advantageously.

Car servicing will be done at L&L Ford garage in Acton.

"It's a complementing service," the L&L president continues, "the whole works complement this place (L&L Ford)."

Customers in Acton will have a much larger inventory of cars at their disposal through the advent of the second showroom. Prior to this L&L was forced to keep down their inventory of used cars because of limited parking space. Now a

prospective buyer has many more cars from which to choose. A phone call from an L&L salesman will bring Mid-Ontario's cars to a customer for perusal.

Doberthien says he enjoys having a subsidiary in Mississauga and a head office in Acton, the reverse of the usual case of business placing head offices in major cities.

L&L Ford Sales and Garage was started nine years ago when Doberthien bought Thompson Motors on Main Street North from the Thompson brothers and received the Ford franchise. Breddermann joined the company as partner and vice-president in 1979.

"L&L is still the heart of the business," says Doberthien.



Give a man a bike and he becomes a kid again. L&L Ford president Lorne Doberthien enjoys a luxury model Honda on sale at the company's new Mississauga showroom, Mid-Ontario Leasing Ltd. The 15 car show room features used cars—and a motorcycle.



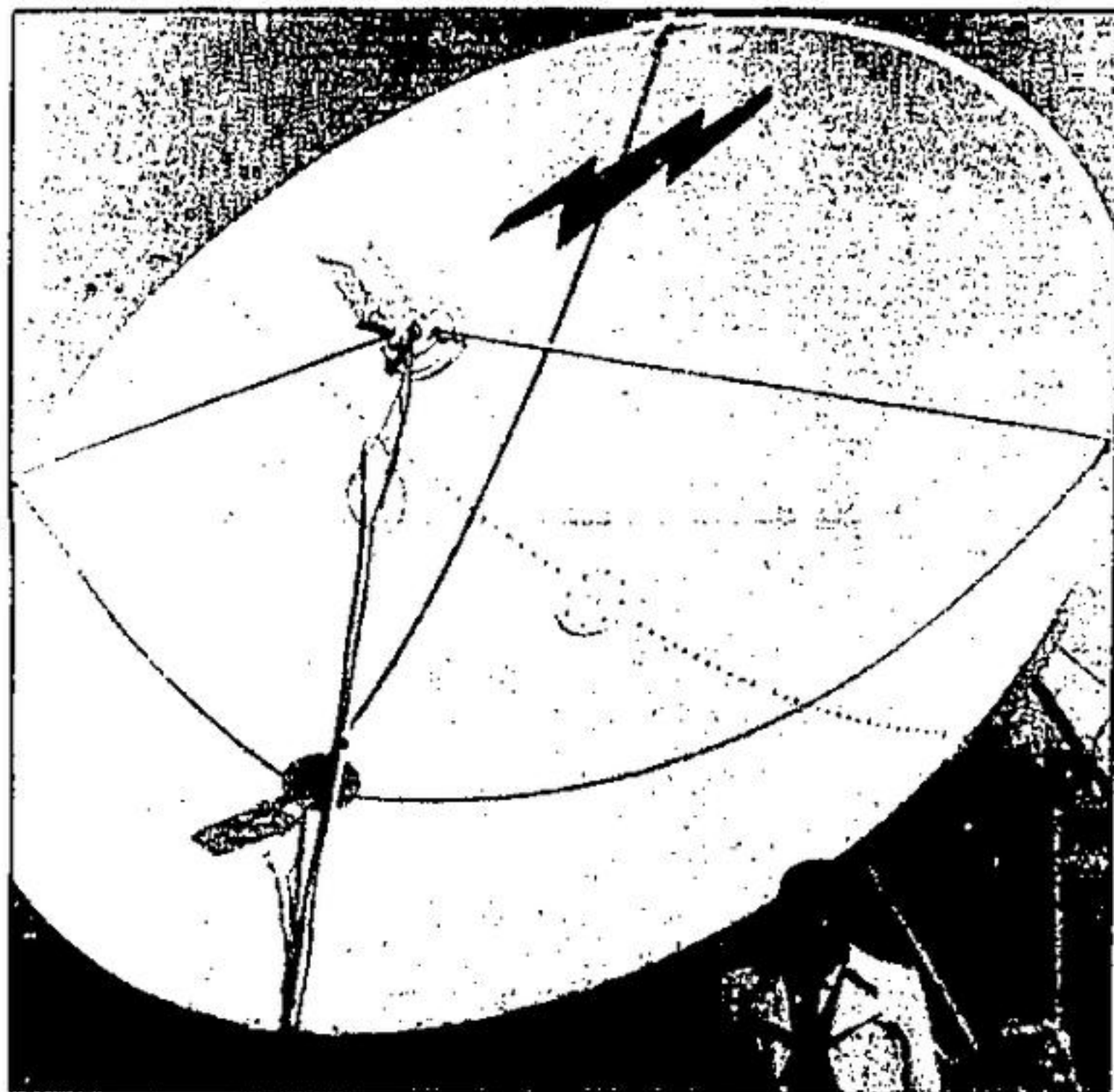
L&L Ford Sales of Acton has recently opened a subsidiary in Mississauga called Mid-Ontario Leasing Ltd. Concentrating on new car leasing and used car sales, the business complements L&L Ford. Company president Lorne Doberthien surveys his current inventory of 40 cars.

## EEAC aims are adopted

Regional Planning Commission has recommended "with pleasure" the aims and objectives of the Environmental Advisory Council for approval. The committee sees 1981 as a target year for mapping all environmentally sensitive areas in Halton particularly in the northern portion.

The EEAC also expects to be providing input on all solid waste management programs of the region with special interest to be centred on the Site F regional dump.

## Halton Cable would welcome superstations



James Magee of Halton Cable Systems with the firm's new satellite receiving dish.

Cable TV subscribers in Acton, Georgetown and Milton could be tuning-in the colorful rantings to west coast talk show star Jack Webster on Vancouver's CHAN-TV within a year.

Halton Cable Systems, which serves nearly 9,000 of the 12,000 homes in the three urban areas of North Halton, are, like everyone else in their industry disappointed that Pay-TV has been put on hold for at least another two years, but are delighted Canada's first "superstations" could be born in the near future.

Superstations came into being south of the border a few years ago when a non-network station in Atlanta put its signal on a United States space satellite transmitter. The WTBS signal became available right across the United States and most of Canada and American cable firms

started adding it to their list of stations. Pretty soon after superstations sprang up in Chicago, New York and San Francisco too.

Superstations haven't been allowed in Canada, but a recent federal provincial committee, which stalled Pay-TV in this country for a minimum of two more years, did suggest superstations for this country. It also looked at satellite TV distribution deciding advances in broadcasting must wait until 1982 when more satellites will be shot up.

There are two potential superstations, CHCH in Hamilton, and CHAN in British Columbia.

Halton Cable's John Ollivier said they'd be happy to carry CHAN as a no extra cost converter channel. CHCH is already on the basic cable service so its elevation to superstation

status would mean nothing in this part of the country.

CHAN might be the first of several programs for local viewers from the Canadian Cable

Satellite Network (C.S.N.). Ollivier said. He said right now all Halton Cable could get from C.S.N. is House of Commons debates, which they've applied to the CRTC to carry but haven't received approval for yet.

However, C.S.N. has a number of program plans in the offing which local viewers would want including a children's programming package, without commercials or violence, which he described as "super".

The future Cable Pay-TV network would also contribute programs to the C.S.N. which local viewers could then get.

The committee studying Pay-TV see getting television to Canada's far north as the main priority facing the broadcasting industry. Ollivier said this goal could be achieved through Pay-TV but the way the committee opted to go means taxpayers will foot the bill.

The committee questioned Pay-TV being able to pay to get signals to the far north because it hasn't been proven it will be a money maker in Canada like it has been in

the United States.

Both the Cable industry and network TV in Canada are after Pay-TV and Ollivier says that's an indication private enterprise feels it will be profitable. In any event he says the government should let cable "see if we can market it (Pay TV)."

He believes Pay-TV revenues could be used to finance television for the far north as well as pay for new Canadian programs.

Pay-TV has been debated for five years al-

ready in this country and it will be at least two more years before it is approved.

Ollivier notes at one time Canada was in the forefront, the pioneers of Pay-TV, but that's changed because of all the delays. Now the Americans are ahead in technology and programs.

He is afraid that the day will come when Canada finally approves Pay-TV and the only equipment and programs available will be from the

(Continued on page B 7)

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