

Even The Rich Will Ride In A "Bug"

In 1960, large cars with protruding tail-fins were the craze. It didn't matter that these monstrosities gulped huge amounts of gasoline—the price of gasoline was only 34 cents per gallon in many places.

In 1973, however, people began to realize small cars meant economy, and in 1974, this motto will become even more evident, says Basil Kutter, who has made a living selling the most famous of all small cars—the Volkswagen.

According to Mr. Kutter, Canada will follow the same pattern as Europe on a slight delay.

In Switzerland and France, people have been paying about 70 cents a gallon for gas during the last 25 years," says Mr. Kutter, who is a European native.

"You don't see big cars over there, and this is the reason. When you pay that much for gas, you don't want to see it fly out the muffler too fast."



FILL 'ER UP—Small cars have a definite advantage when they approach this man at the gas pumps. First, their gas supply will last longer, and secondly, they can spend less to fill 'er up.

Mr. Kutter says his customer of today is far different than that of 1960, who were usually young newly-weds wanting to save money for their first home.

VW MORE EXPENSIVE NOW

"Even rich people will drive a VW nowadays," he explains. "The prestige of owning a big expensive car is gone, and economy is the keynote in buying a new car."

"One fellow from Guelph has bought four Volkswagens from me. This guy could have bought four Rolls-Royces, but this is the new trend, and the way it is going to be from now on."

But the purchase of a Volkswagen is not as inexpensive as it once was. In 1971, the standard bug could have been had for about \$1800. Today, the consumer must dip into his pocket for an extra \$1000.

Most of the increase, in fact occurred in 1973 says Mr. Kutter, as prices leaped more than \$400 in a single month. The increase is due to several factors, the biggest contributor being the cost of materials.

"For instance, the cost of plastics has risen almost 500 percent in the past year alone. There is about 150 pounds of plastics used in a small car such as ours.

"And plastics are just one of the small components of a car, so you can imagine how these costs must force up the price of the finished products."

"SUPER BEETLE" POPULAR

The most popular car he sells is known as the "Super Beetle" and sells for \$3,295. It isn't the cheapest VW by any means, but has enough of the luxuries that it entices the economy-luxury minded buyer.

The big change since 1960, though, is the fact that all types, including big families, will buy a VW.

"In Europe they've had big families for a lot longer than we have, and yet they have always driven small cars. Families here are now realizing they don't need a big car just because they have children."

But, if you think you can still get 1960 economy from a VW today, forget it. Mileage has dropped from 10 to 15 miles per gallon because the engines have grown and pollution control devices have been added.

But it cannot be disputed, they are still cheaper to operate than a large car. Mr. Kutter said: "A VW oilchange involves just over two quarts of oil. A big car can take as much as two gallons. That's quite a difference."

Looking ahead another 14 years, Mr. Kutter foresees everyone in a small car—not necessarily a VW, but a small car.

"Gasoline will likely go up to 70 or 80 cents per gallon this year. People just won't drive a car that gets 10 miles per gallon if gas costs that much. Just watch, it'll be just like Europe."

A relative new-comer to the small car field in Canada is the Toyota, which officially arrived in Ontario during 1965. Since then, its popularity has soared.

NEWCOMER CAUGHT ON QUICKLY

Ed Van Alphen, of Limehouse, first saw the Japanese import in May of that year when he went to a car show in Toronto.

"I saw it and I liked it," said Mr. Van Alphen. "I had enough faith in it to try selling it, and to be quite frank, it has gone far better than I expected."

Mr. Van Alphen is the owner of Park Toyota, just outside Georgetown.

Apparently, Toyotas have caught on and Mr. Van Alphen says he is having difficulty keeping up with the demand.

"We are selling everything we can get. I guess the energy crisis plays a big part in it because everyone is interested in economy, what with gasoline prices on the increase."

Mr. Van Alphen says he is finding many owners of large cars coming in to trade in their large eight-cylinder brutes in favor of the Toyota.

"The status symbol of big cars is gone, and now people want a low-maintenance vehicle that is inexpensive to operate. It just happens our car meets these requirements."

When the Toyota first arrived, there was only one model to choose from. Now, Mr. Van Alphen displays 12 different models, and feels this gives him an advantage over other domestic or imported makes.

"We have a car for everyone including families who want a station wagon. Those with luxury in mind can also find one here."

"I guess looks gives us an advantage too, because for instance, the VW is pretty standard, but ours varies."

However, Mr. Van Alphen doesn't feel the big car market will ever completely disappear.

LUXURY CARS WILL STAY

He said: "The large luxury cars like Cadillacs or Lincolns will always be here for the very wealthy people. They just won't be content driving a Toyota."

"But I would say the standard large GM or Ford product will disappear, because they aren't as economical as small cars."

According to Mr. Van Alphen, all of his customers are economy conscious, and are actually frightened to buy a large car.

"People know gasoline is going to get a lot more expensive, and they don't want to be driving a big car when it happens."

"This is a lot different than when Toyotas first came here, but naturally it improves our business."

Like everything else, Toyotas have increased in price since they first arrived. The first model being sold in 1965 cost about \$1,900. A comparable model now sells for about \$2,500.

Mr. Van Alphen blames the increase on increased labor in Japan, and the increasing costs of raw materials.

OPTIMISM FOR LARGE CARS

Herb Jobb is a little more optimistic about the future of the big car market, and says he doubts Canada will ever see large cars disappear completely.

"Big cars are a way of life here," said Mr. Jobb, sales manager at North Halton Motor Sales, whose prime product is Ford merchandise.

"However, we have noticed a slight swing towards small cars during the past 18 months and I would say now 60 percent of our business is involved with the small automobile."

Mr. Jobb noted, though, that those who have always driven luxury big cars are not prepared to switch to the compact, even if gasoline prices soar to \$1.

"If someone has been buying the lower-priced big car, they could very easily change to driving a small car," he explained.

"But those who have driven the high-priced luxury models are used to the feel of it, and are willing to adjust to rising gas costs."

Ford's latest entry into the small car competition is their Bobcat, a 1974 model priced to be competitive with the Volkswagen and Toyota.

The standard model starts at \$2874, but with added options can

go much higher. Although it is in short supply at present, Mr. Jobb feels it has caught on well and he expects it to sell rapidly.

FORD COMPETES WITH IMPORTS

At present, Ford has four different models on the market to compete with imports; the Pinto, Maverick, Capri and Bobcat. Like the imports, Ford's small cars experienced a large price increase during 1973.

Mr. Jobb says Ford was forced to produce small cars because the imports were starting to dent the car market in Canada.

"I guess you could say they were forced into it, but the greatest problem is the fact a new small car takes a long time to develop. The Pinto was on the drawing board for six years before it appeared in 1970."

The lowest price for a large car at his dealership is about \$4,400. This is the Mercury Meteor, and compared to a similar model in 1960, costs about \$1,000 more.

Mr. Jobb said: "This price increase may seem to be pretty hefty, but when you examine what you are getting now, it doesn't seem so bad."

"What were options in 1960 are now standard, and the safety features alone are worth the extra money. I guess it's just a normal inflationary trend experienced by all automobile manufacturers."

But economy is not too prevalent to the driver of these large cars. Mr. Jobb estimated the mileage on his Meteor at about 18 miles per gallon as compared to 30 in a VW or Toyota.

He adds, however, that manufacturers are refining the pollution control devices to improve this mileage, and says the difference is already noticeable in the 1974 models.

"The manufacturers are realizing how important mileage is to the consumer, and are trying to improve it so the big cars will continue to sell."

But, Mr. Jobb is confident the big car is here to stay, and says the trend towards smaller cars is just part of a cycle, something like the depression during the 30's.



ED VAN ALPHEN, owner of Park Toyota just outside Georgetown, is pictured here in front of his newest sports model, the Celica. He says

this model is appealing to persons of all ages, and in spite of its price tag, which tops \$4,000, is selling quite rapidly.

Mr. Van Alphen feels Canada will see an end to large cars, excepting luxury cars such as Cadillacs or Lincoln Continentals.

PINEVIEW BAKE SALE

Pupils Rally To Assist Bird Sanctuary



THE PUPILS of Grade 3 at Pineview Public School turned over \$66.20, the proceeds of a bake sale, to help buy feed for birds in a sanctuary operated by Roy

Ivor, 94, south of Streetsville. Class representatives made the presentation. From the left Bruce Wilson, 8, of 10 Sideroad; Mr. Ivor; Karen Bonano, 8, Eighth Line;

Grade 3 teacher Herb Pillar; Sharon Gainer, 8, RR 1, Norval, who sold 21 cupcakes and 46 cookies to earn \$4.45, and Mrs. Bernice Inman of the sanctuary.

The children of two Grade 3s at Pineview Public School put their money where their hearts are.

They held a bake sale to raise money to buy feed for a bird sanctuary operated by 94-year-old Roy Ivor, south of Streetsville.

The pupils had visited the sanctuary, and were disturbed to learn that financial hardship was faced by Mr. Ivor. The sanctuary is home to healthy birds and unhealthy ones as well. Many of the birds, including a bald eagle, have been turned into the sanctuary by concerned members of the public.

Some birds, such as jays, recognize a good thing when they see one, and look on the sanctuary as a feeding station. Give them a peanut, and they might decide to hide it in the collar of your coat, some of the children found.

The pupils of Pineview raised \$66.20, and turned it over to the sanctuary last week. The bake sale offered a prolific array of confections, cakes, cookies and sweets, much of it actually cooked by the children themselves. Mothers, of course, also lent considerable helping hands.

Grade 3 teacher Herb Pillar said the children were keen to help when they learned of the sanctuary's need.

Two pupils were selected to make the presentation to Mr. Ivor. They were Bruce Wilson, 8, and Karen Bonano, 8. Also invited to take part was pupil Sharon Gainer, 8, who raised the most money individually at the bake sale. She provided 21 cupcakes and 48 cookies, and sold everything, but two cookies. Her proceeds reached \$4.45.

The sanctuary lies in hilly and wooded country, off the Mississauga Road, almost across the road from Erindale College of the University of Toronto. Mr. Ivor has been providing the land as a sanctuary for about 45 years.

The sanctuary is visited regularly by children from many schools, and almost all take an interest in the sanctuary and its needs. Mrs. Bernice Inman told the Pineview pupils during their visit last week that funds raised by school projects do much to help sanctuary operations. Future plans, she said, call for establishment of a veterinary building near the site. Many of the birds brought to the sanc-

tuary require medical treatment, and the resident bald eagle is the recipient of medical aid that includes pins installed in broken bones.

When health returns, some of the bird boarders leave, but most prefer to stay, and the sanctuary makes no effort to force its feathered friends to return to nature's wilds.

While school children are accommodated during the week at the sanctuary, the public is encouraged to visit only on Sunday afternoons, when properly guided tours can be provided.

Town Clerk Dies

Sydney W. Savage, assistant town clerk of Milton and former clerk of Nassagaweya Township, was found dead in his northern Nassagaweya home on Tuesday, Jan. 22.

Savage lived alone, without a telephone, in the retirement home he built in the sparsely-settled area.

Funeral service was held in Sarnia Saturday.



GETTING A TASTE of the goods on sale is Grade 3 teacher Mrs. Marie Wilson.

Pupils are David Williams, 8, of RR 1, Norval; Cheri Wells, 8, RR 3, Georgetown, and

Desiree DePaoli, 8, of RR 3, Georgetown. All are pupils in Grade 3 at Pineview school.



BAKE SALES have all sorts of goodies, and goodies taste good. Grade 3 pupils sampling some of the wares on sale at Pineview school, last

week, are Devin Balnes, 9, of RR 2, and Karen Bonano. Grade 3 pupils staged the sale, at two locations in the

school, and most items went for five or 10 cents each, a very uninflated price for foodstuffs.



GRADE 3 PUPIL at Pineview school, Teresa Walinga, 8, of Sixth Line, holds up the cake she was offering at the bake sale,

which raised money for a bird sanctuary. Pupils from Grade 3 had visited the sanctuary and learned of its need for funds.



ONE SAMPLE and one sale are registered here. Deanna Fishburn, 8, of RR 2, Norval, makes a purchase, while

doing the sampling for the benefit of the photographer is Janice Grohja, 8, of RR 5, Milton. The Ivor sanctuary

was started about 45 years ago and has become a home for injured and wayward birds, including a bald eagle.

Injured birds often are turned over to the sanctuary by an interested public.

(Herald Photos)