

The rebates have worked

This month will go down in automobile history as the first time factory authorized rebates have been offered to the public. Attempts to revive the slumping auto sales situation have resulted in savings of up to \$600 on many of the compact and economy lines as well as some of the trucks produced by Ford and Chrysler.

Part of the Canadian car sales problem is related to the energy crisis. Manufacturers and dealers anticipated a change to smaller cars. With the price of gasoline constantly increasing it was felt the big cars would not be popular.

Canadians, however, felt differently. Large cars continued to sell but the smaller cars began to stock pile. The U.S. situation was different. Large cars were not being produced due to lack of sales but Canadians were still demanding large cars.

All local dealerships report the car sales are equal to or better than this time last year, with the aid of rebates.

"Rebates have brought around people that would have bought a car later in the year," says Herb Jobb, sales manager of North Halton Ford.

Chrysler was the first to introduce rebates to the public and have changed their introduction deadline from February 15 to the end of the month to go along with the other manufacturers that have followed the rebate plan.

Each manufacturer has different rebates on the various models in the production line. Chrysler offers \$200 on any car of the compact line plus on trucks and station wagons. "There will be no rebate on the big cars because they are not producing them in the United States," notes Dan Wagstaffe, fleet and lease manager of Georgetown Chrysler.

Many customers interested in buying a larger car have been attracted by the rebates into considering a smaller car.

Because of the success of the rebate program Ford has announced that orders placed before the end of the month will still qualify for the factory rebate.

"The rebate program is good, it focuses attention on the car industry which is good for the whole economy," added Mr. Jobb.

Sales in the U.S. have been down as low as 30 percent while Canadian sales have been constant.

Andy Murray Jr., sales manager at Murray Motors also feels the car rebate program has helped the auto industry.

General Motors has refunded \$200 for each Vega and Nova sold and delivered before the end of the month. The latest addition to the Chevrolet family of cars, the Monza was given a \$500 rebate.

"Our best seller is still the

Vega," added Mr. Murray. Japanese imports such as Toyota, and the Cricket and Colt sold by Chrysler, will not be eligible for rebates since sales of these cars have been continuously good.

"Our Corolla is the lowest price of the small cars, (Vega and Pinto) even with the rebate," said Paul Macdonald of Park Toyota.

Chrysler has extended its rebate policy to comply with the other auto makers, but speculation regarding a further extension was dispelled when the auto makers released the latest plans to reduce the price of domestic cars.

Luxury extras such as special interior upholstery lighting and radial tires will no longer be standard equipment but will join the list of options available on many of the cars produced today. By limiting the standard equipment of many of the cars (it is hoped to reduce the price to an amount similar to the already successful rebate plan.

All local dealers have reported the rebate program to be effective in bringing prospective buyers into the dealerships and drawing attention to the small car market.

Chrysler of Canada has released figures that indicate over 18,000 people have qualified for rebates at \$200 each.

It may be ridiculous to buy five new cars and make 1,000 but it seems that the automobile manufacturers are seriously thinking about the consumer.

Rebates, model changes and competitive pricing have made cars easier on the budget for many Canadians.



THE REBATE PROGRAM brings a little extra cash for those interested in a new car. Herb Jobb of North Halton Ford stands with his company's lineup of cars that qualify for rebates.

Education costs may be up 15 percent this year

Public school supporters in Halton Region can expect to pay more for education this year.

Preliminary budget figures for some items in the 1975 budget presented to the Halton board of education show an increase in spending of 15 per cent.

The board expects the budget to go over \$40 million compared to last year's \$32,451,308.

The estimated increase in eight areas show increased costs for administration, transportation and schools for the related.

Also included in the presentation were costs for tuition fees for region students attending institutions outside Halton and non-classified capital expenses.

The remaining budget items will be presented to the board, over the next month before final approval expected April 3, Bruce Lindley, superintendent of business and finance said Thursday.

Major costs in the annual budget are for instruction. Teacher salaries make up more than 70 per cent of the total.

Last year's \$38,676,706 for salaries is expected to rise with the board trying to remain on a scale relative to the large arbitration and negotiated salary levels granted by the province and other boards of education to teacher groups

and unionized staff members last year.

The trustees are very concerned about this area, Mr. Lindley said. Negotiations between the teachers and the board began this week on a new contract.

Some areas of the preliminary budget proposals include: \$1,403,251 for transportation up from \$1,268,274 last year; debt service payments including principal and interest of \$5,599,144, up more than \$260,000 over last year; administrative cost of \$895,110, compared to 1974's \$736,781.

Busing costs reflect the higher cost of operation to bus the 10,500 students more than 9,000 miles a day.

Provincial grants last year made up 59 per cent of the overall budget while regional taxpayers had to pick up the tab for 39 per cent.

Mill rates varied last year depending on the municipality the area belonged prior to regionalization.

Public school supporters in Halton Hills and Milton—depending on location—were assessed educational taxes on 44.7 to 60.4 mills. Acton and Georgetown had the lowest rate while the former Esquewaugh Township residents now in the Town of Milton paid the highest rate.

Total assessment in Halton Region in 1974 was \$107,385,000.

The Halton board received metropolitan board and the City of Hamilton report the levy because of new average cost higher than \$1,000. Secondary school per pupil cost is reported as \$1,380 compared again to the Toronto and Hamilton school boards which report average costs in excess of \$1,700.

According to the education news, the percentage costs of the 1974 budget areas allocated: instruction 74 per cent, \$38,576,706; business, one per cent, \$748,781; plant operations and maintenance, 11 per cent, \$5,800,759; transportation, three per cent \$1,268,274; debt service, 10 per cent, \$5,529,788 and others less than one per cent, \$739,001.

Halton Hills unit aims at bettering two provinces

Last year's fund raising drive in aid of the Canadian Cancer Society raised more money here in Halton Hills than was raised in an entire Canadian province. But that shouldn't stop local campaign volunteers from aiming even higher, commented Bruce Humphreys, president of the Central Counties district of the Cancer Society.

"This year would like to see you raise more than in two provinces," he joked during last week's meeting of the society held in Acton.

Mr. Humphreys had high praise for the local group, known as the Georgetown Unit. The unit, headed by president George Henderson, RRI Georgetown, includes a very active Acton branch, headed by Wesley Beatty.

Last week's Acton workshop was arranged to acquaint executive members of both groups, plus present and potential volunteers, of the local society's plans for the coming campaign.

The Halton Hills chapter has set \$18,000 as its 1975 goal. That's just a small fraction, however, of the \$3.8 million Cancer Society campaign goal for all of Canada.

Study groups were arranged following short talks on education by Susan Sale, Acton; publicity, Helena Reeves, Oakville; service to patients, Gloria Coats, Acton; planning and development, Anna Farkas, Cooksville; and campaign, Mr. Humphreys.

Locally, money is used to provide transportation to city clinics for outpatients; to supply pain relieving drugs to needy patients; as well as to offer housekeeping and home nursing services when required.

Nationally, the bulk of money contributed goes to research; maintenance of lodges where patients may stay while undergoing treatment; producing printed material and films for education; supplying dressings to those requiring them; plus many other activities.

The national fund campaign in April is geared to have as much money as possible go directly to cancer research and the society's many activities. Only five percent is allocated to campaign costs and advertising, thanks to the efforts of the many local, provincial and national volunteers.

From dancers to singers we're in Oklahoma



Cheryl Melton (left) of Georgetown, staging "Oklahoma!" the first two weeks in April at the Lester B. Pearson Theatre in Bramalea. Cheryl Melton and Margaret Eggleton will be among the production's plentiful number of attractive dancers.

Oklahoma via Brampton. That's the route several Georgetown residents have chosen. They're members of the cast of the musical "Oklahoma!" which will be presented during the first two weeks of April by the Brampton Musical Society.

Because of a lack of proper theatre facilities here in Georgetown a number of local residents decided to combine efforts with the Brampton Musical Society to present full-scale musical productions. Their involvement is total as shown by the fact that the president of the Brampton society is Margaret Eggleton, a Georgetown resident.

Mrs. Eggleton, along with 19 other Georgetown citizens, are, at present, very actively involved in the planning and preparations for the up-coming show. Rehearsals are in full swing under the guidance of musical director Ralph Ursel of Georgetown.

This Brown, lead understudy and a member of the chorus, also hails from Georgetown.

Local residents in the chorus include Mary Lou Brock, Geralee MacMillan and Enid Ursel. Cheryl Melton and Margaret Eggleton will be among the production's plentiful number of attractive dancers.

Georgetown involvement in the production is strongest in the orchestra. Tom Wolfe, Laura Sweeting, Tracey Porter, Ron Warnock, Hugh Hunter, Nick Mino, Keith Barber, Bruce Gregg, Eric St. Andrew, Larry Thompson, Howard Casking and Paul Thompson all hail from the Georgetown area.

Gerry Eggleton handles the photography for the society. The Brampton Musical Society's production of "Oklahoma!" will run for the first two weeks in April at the Lester B. Pearson Theatre in Bramalea. Tickets are all reserved and on sale now. Further information about the tickets can be obtained by contacting Mrs. Eggleton at 877-7309 during the evenings.

Citizens meet

A common study has banded citizens with council. The citizens are the members of the Norval Citizens Association. The council is the town council of Halton Hills. And their common enemy is the Halton Board of Education.

Citizens and council came face to face briefly last Tuesday night when the chairman of the Norval ratepayers association, Hugh McFarlane, addressed council about the establishment of the new group.

"We," Mr. McFarlane said, "would like to work closely with the council and hope that, in return, you will work with us." The members of the group, he said, are intent on "trying to retain as many of the advantages of a small community as we can, and preserving our community spirit despite the loss of our school."

He noted the group is planning a number of projects including a beautification for the entire village, a study of the street lights and a review of the watermain extension project from Georgetown.

But the Norval school issue, which gave birth to the ratepayers group, will remain their chief target of concern. "It was very disturbing and humiliating during our three months of talks with the school board and the province to see that, despite what we had to say or add, the die was cast."

Mayor Tom Hill replied that council, in turn, "would rather work with you than with the board of education... We'll be working closely together on this." The town has maintained its stand against the board's plans to sell the Norval and Chapel Street schools that, because they had been built with public funds, they should be returned to the people. Thus far, the Mayor said, the replies from the board have not been favorable.

"It appears now," Mayor Hill said, "the next step is to take it to the minister of education."

Women honor hubbies

Men's Nile and dinner will highlight the Jaycees monthly meeting March 10, when the members will honor their husbands as Jaycees and fellow workers at the home of Jaycette, Carol Fishburn.

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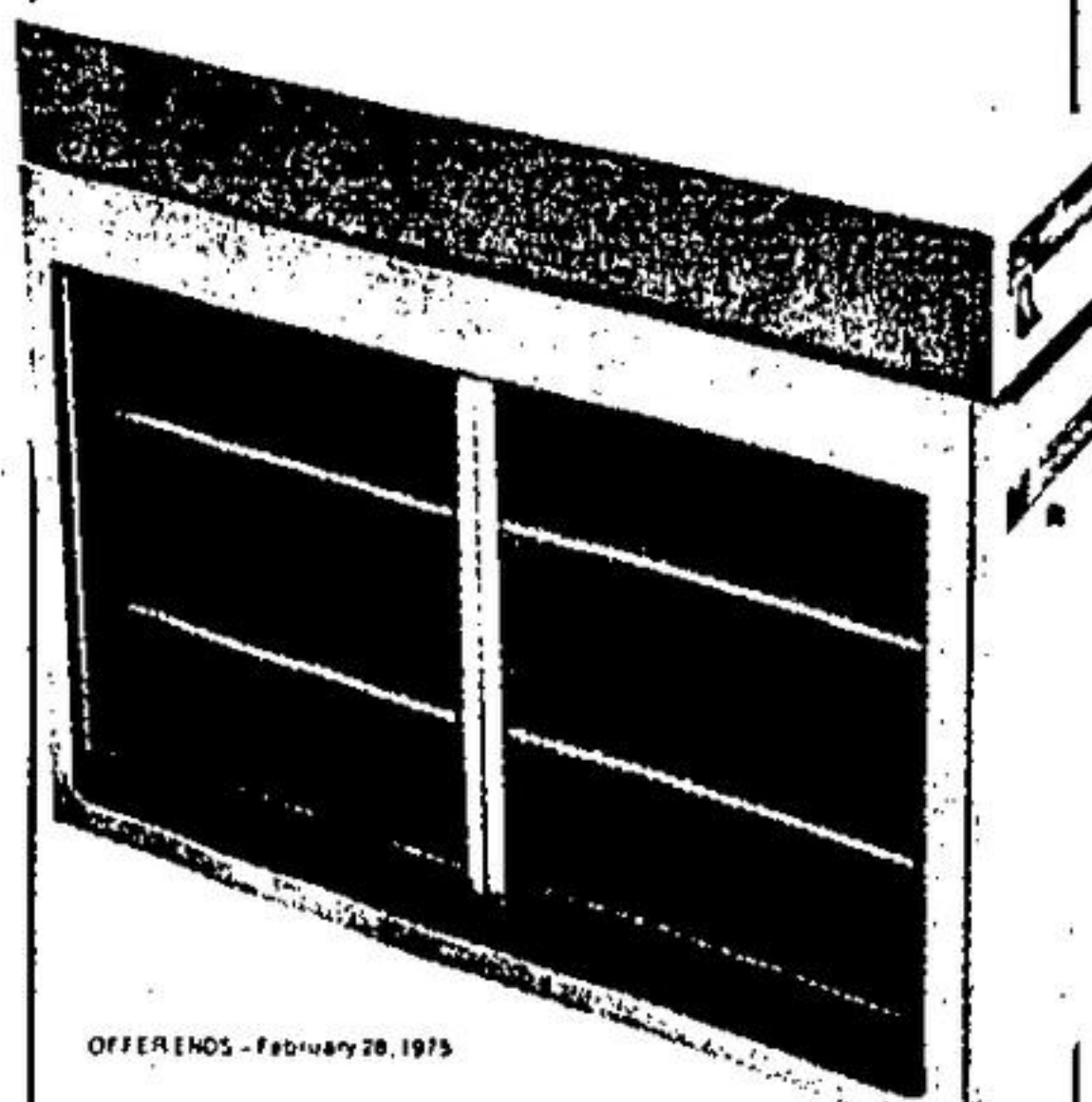
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