

# Rejoice!



This Christmas season gives us a special opportunity to extend our greetings to everyone and express appreciation to our valued friends and patrons.



MERRY CHRISTMAS AND  
A HAPPY NEW YEAR  
FROM

**WARE'S SERVICE CENTRE**  
89 Guelph St. 877-1558

## WINTER MOTORING

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WINTER DAYS!!!



1909 MERCEDES

### Don Maveal and Frank Vandevalk join Bumper to Bumper group

After three years as independent wholesalers, Don Maveal and Frank Vandevalk of Mavalk Automotive have decided to join in the Ackland's Bumper to Bumper retail-wholesale merchandising program. Mr. Maveal and Mr. Vandevalk were in business together selling wholesale for three years before deciding to expand into retail selling.

"Our decision to expand into retail with Bumper to Bumper was certainly not hasty," Mr. Vandevalk said. "Don and I worked hard to establish our business and we didn't want to do something we might regret later."

Both partners had extensive practical experience on their own before they joined forces to start their own business. Mr. Vandevalk was an auto dealer, parts manager, and Mr. Maveal was a body shop supervisor.

Mr. Vandevalk said that when they took a look at their

market a few months ago, they could see the do-it-yourself market was expanding, as more and more people were trying to save money on car repairs and service.

"Since making the move, we couldn't believe the response," Mr. Vandevalk said.

"In just three weeks, for example, our Saturday business doubled and we experienced no decline in our wholesale trade."

Mavalk Automotive has doubled its floor space for display

of the products they carry. Both men believe that the bright, cheerful appearance of their store is a major factor in their increased business.

"We don't have the room to show large quantities of all the products we carry, but we can set samples out front where the customer can see them," Mr. Vandevalk said.

"Most people never realized that we carried such a broad line of

products, because the stock was in back, behind the counter."

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OR TRUCK**  
ANY MAKE OR  
MODEL



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BUMPER TO BUMPER proprietors Frank Vandevalk and Don Maveal of Georgetown, Ontario.

## Holiday Closing

### Hours

The dealers listed below will be observing these hours...

**CLOSED** Friday Dec. 22/78 - 6 P.M.

**REOPENING** Wednesday Dec. 27/78  
Normal business hours

**CLOSED** Friday Dec. 29/78 - 6 P.M.

**REOPENING** Tuesday January 2, 1979  
Normal business Hours

Masson Motors, Baz Motors,  
Park Toyota, Murray Motors,  
Georgetown British Cars,  
North Halton Ford & Mercury

## FAST SERVICE? YOU BET!

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**LUBE IT** 5 Armstrong Ave.  
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No appointment needed!



Best Wishes for the Holiday Season from  
the Staff of LUBE IT.