

Halton Hills Outlook

"OUTLOOK" is published each Saturday by the HALTON HILLS HERALD, Home Newspaper of Halton Hills, A Division of Canadian Newspapers Company Limited, at 45 Guelph Street, Georgetown, Ontario L7G 3Z6.

Second Class Mail - Registered Number 6943.

877-2201

877-8822

STAFF WRITERS

Brian MacLeod

Donna Kell

PUBLISHER
Don Brander

SPORTS WRITER
Paul Svoboda

EDITOR
Mike Turner

ACCOUNTING

June Glendenning

Tammy Leitch

AD MANAGER
Dan Taylor

CLASSIFIED ADVERTISING

Joan Mannall

MARKETING REPRESENTATIVES
Beth MacGillivray
Caroline MacLeod

PRODUCTION DEPARTMENT
Dave Hastings, Supt. Myles Gilson
Annie Olsen Mary Lou Foreman

CIRCULATION DEPARTMENT
Marie Shadbolt

PRESSROOM FOREMAN
Brian Aikman

PRESS ASSISTANT
Todd Aikman

Their Outlook

Liberals change tact



Ottawa

Stewart MacLeod
Thomson News Service

After what happened to John Turner's Liberals in the 1984 election, you can hardly blame them for altering their campaign theme for the forthcoming vote. But what surprises is the enormity of the alteration.

Mr. Turner entered the last campaign, of course, as prime minister, which does make a difference. In his quest for a renewed mandate, he emphasized fiscal responsibility, sound economic management and promised that an integral part of this would be to cut the budgetary deficit in half within seven years.

Mr. Turner and other Liberal candidates accused Brian Mulroney's Tories of being financially irresponsible in papering the country with promises Canada simply could not afford such lavish spending, he charged. We were living beyond our means. Our international reputation was at stake.

Now, just as several international organizations are giving us the stiffest lecture yet on the need to lower the deficit, Mr. Turner's Liberals have unveiled their new election platform. And, guess what, deficit reduction doesn't merit a passing mention.

Since the Grits managed to win only 40 seats four years ago when Mr. Turner campaigned on fiscal restraint, you can hardly blame them for trying something different. But this seems to go beyond mere change; it's one of the great conversions of modern politics.

The Liberals go into the campaign with 40 promises and every one of them will cost us money. Just how much remains a secret for the moment, although Mr. Turner said that everything has been figured out in this respect. "We're just not telling you yet."

Presumably, the costs will come out gradually during the campaign. And you can bet that both the Tories and New Democrats will also offer their own estimates - in fact, within 24 hours, Trade Minister John Crosbie came up with a \$50-billion figure - along with reminders of Liberal restraint in the last campaign.

ALL BENEFIT

The promises that Mr. Turner unveiled under the title of "What a Liberal government will do for you."

has something for just about everyone. There is even a proposal to permit mortgage-interest payments to be an income-tax deduction - a scheme proposed by the Clark government in 1979 and thoroughly criticized by the Liberals of the day.

The knock against the plan then was that it would benefit the rich - who can afford bigger mortgages - more than the poor. That alleged flaw wasn't addressed as the Liberals took the wraps off their 1983 platform.

Along with this promise, there are 39 others that exclude no one. From child care to pensions, little is overlooked. Help will come for homemakers, farmers, fishermen, AIDS victims, the illiterate, ethnic groups, native people, part-time workers, universities and tenants.

And, for everyone, there will be a new national holiday - Heritage Day - in February.

The Liberals had originally planned to wait for the campaign to officially begin before taking wraps off the platform. But, all parties have been effectively campaigning for weeks. And by focusing attention on their new policies, the Liberals did manage to deflect some of the heat being felt from the latest opinion polls.

The news is not good. According to pollster Angus Reid, the Liberals have sunk to third place in the standings.

CHANGE NEEDED

Obviously, the 40 plank platform was prepared well before the poll results were known. But it's probable they influenced the timing of the announcement. Recent polling trends have not been encouraging for the Liberals and, on the eve of an election, the party cannot afford to languish in third place.

Liberal officials knew several days before the rest of us did that the Reid poll would bring bad news. The poll showed that Tory popularity had climbed to 40 per cent. The New Democrats moved into second place at 31, while the Liberals dropped six points to 25.

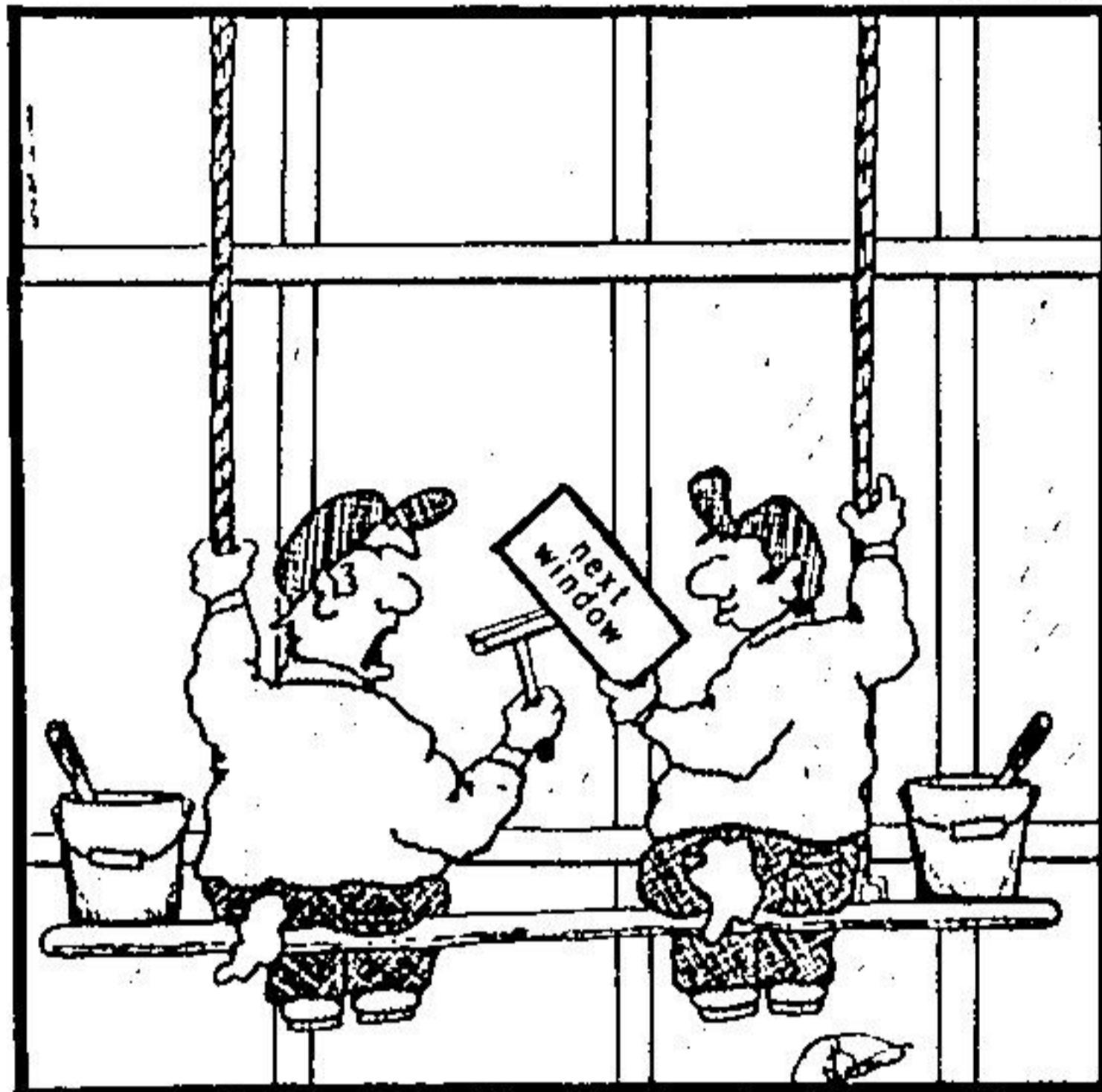
In the 1984 campaign, when only 40 Grit candidates won seats, the party captured 28 per cent of the votes. Obviously, something had to be done to halt the Tory momentum.

It was obvious to Mr. Turner from his 1984 experience that deficit reduction is not a vote-grabbing issue. And that campaign also indicated, rather strikingly, that merely attacking Tory over-spending is not the answer.

So it's back to the populist campaign formula that has served previous Liberal governments so well.

Two's a Crowd

By BILL BUTTLE



Why don't you take that stupid thing back to the bank?

Jeeps rise above the 'fad' status



Your Business
Diane Maley
Thomson News Service

If Chrysler Corp. has anything to do with it, people who have been waiting for the Jeep fad to die down will have to keep on waiting.

Some hawk-eyed shoppers have been hoping to pick up a second-hand Jeep cheap once the yuppies tire of their new toy. Jeeps can cost anywhere from \$15,000 to \$30,000 or more, depending on the model and the extras. But Chrysler says Jeep sales are still booming, and it is betting millions that they will continue to do so.

Chrysler is spending \$24 million (U.S.) to raise Jeep production in Canada and the United States, part of it on the Brampton, Ont., assembly plant. By January, 400 more people will be working at Brampton making Jeeps YJs, the so-called Yuppy Jeeps, which sell south of the border as the Wrangler.

The addition of a second shift at the plant will raise YJ output to 340 a day from the current 208. The increased output, together with changes at the company's Jeep plant in Toledo, will raise potential output by a third to more than 400,000 Jeeps a year.

With all those Jeeps rolling off the assembly line, Chrysler must believe the popular remnants of the Second World War are here to stay. Indeed, the company believes our infatuation with the Jeep is the real thing.

FAD OR FIXTURE

If Jeeps are a fad, they're an expensive one, says Walter McCall, Chrysler Canada spokesman in Windsor. "People thought mini-vans were a fad, too," he points out. Chrysler believes people's tastes are

changing. "We don't make these changes unless we are very certain."

The Jeep market has grown steadily for the past four or five years, Mr. McCall notes. Not all Jeep buyers are yuppies. "They're cross-over buyers, people who would previously have bought a second car or a light-duty pickup." The Cherokee wagon, one of the more expensive Jeep products, is popular in the snowbelt, he says.

It's also popular in Toronto, a city that is crawling with Jeeps and Jeep-like vehicles, such as the Suzuki Samurai. A casual drive through the better neighborhoods of Toronto will reveal just how deeply the Jeep has penetrated the upper-income market.

Besides BMWs and Mercedes, Jaguars and Porsches, sits the Jeep in one or another of its forms.

SUSTAINED BOOM

Chrysler's decision to add a second shift to its Brampton plant raises another question, though - how long will auto sales in general hold up? After all, auto sales have been booming for years. At some point, surely everyone who wants a new vehicle will have one.

Asked if he were concerned about a slowdown, Mr. McCall said no. "People have been talking about this for three years now, but it hasn't happened." This year will be another million-car year in Canada, he says. "The signs are there for that momentum to carry on into next year. People have disposable income and they're spending it."

Let's hope he's right that growth will continue throughout this year and next. Strong car sales are a sign of a healthy economy. Strong Jeep sales are a sign that we have plenty of money for a second or third vehicle.

After all, what's good for General Motors - or Chrysler or Ford - is good for America and Canada, too.

Media mayhem



Staff Comment

By BRIAN MACLEOD

The national media which arrived in Georgetown in two blue and white buses to cover the visit by Prime Minister Brian Mulroney Monday seemed baffled.

"Why did he come here? Why did he kick off his campaign in Georgetown?" many of them asked.

They couldn't seem to fathom why the Prime Minister would start his campaign off in a place other than a major metropolitan centre.

The attitudes of this travelling circus astounded me.

Perhaps the national media in those two buses are as out of touch with the public as some politicians seem to be.

Why not Georgetown? It's a new riding, it's close to a major metropolitan area, it's been Conservative for 10 years, and he was invited by the owner of a successful firm who supports free trade.

It all makes sense to me.

I inadvertently gave my fair share of abuse. During one of the mad rushes to photograph the Prime Minister examining one of the machines at Mold-Masters, I instructed the photographer in front of me to "get that flash out of my way" in no uncertain terms.

The man who quickly turned around and apologized was none other than internationally renowned photojournalist Boris Spremo.

And then there were the questions. The Prime Minister distinctly avoided answering any questions from the media. He simply toured the plant giving many interesting looks to make sure photographers had lots to shoot, signed autographs for those who asked, shook hands, made some nice jokes and followed it up with a rousing speech on free trade.

He never even acknowledged the media.

Try as they might television journalists weren't successful in producing an answer from the PM on anything.

If I could have asked him anything on that day I might have asked Mr. Mulroney why he didn't dump Sinclair Stevens earlier. Why did he let the man spend money campaigning, then cut him off when it suited his own needs?

And what were those TV journalists constantly yelling at the PM?

"What do you think of the polls? Are you encouraged by the polls?"

Those polls put the Prime Minister ahead with a sizeable lead for the first time in years.

What did they expect him to say? Shucks, I was hoping for a bigger lead?

I guess they needed some nice footage of the Prime Minister actually talking to the media for the 11 p.m. news.

But they didn't get it. Analysis of the Prime Minister's first day by those same TV journalists specifically pointed out his deliberate lack of attention to the media.

Television journalism, it seems, has its own set of rules.

The Prime Minister himself is not an imposing man. He's not tall. And judging by my experience at attempting to find him in the middle of a media squash, he doesn't stand out in a crowd.

But his appearance and his mannerisms and style of speaking is very much like the image that comes across on television.

SNAFU® by Bruce Beattie



"My horoscope says 'You will probably be reading a newspaper sometime today.'"