

Cormat wheels and deals in cars

"Actually, it's too good to be true," says the owner of Cormat Incorporated, Jim Critchell, about his business operation.

This is his main problem in getting his business to really take off, he said. People just don't believe what he does, says Mr. Critchell.

Mr. Critchell guarantees to save people money on a new or used car purchase or he does not get paid. "There is a total 100 per cent guarantee that you do not spend a nickel until I'm saving you money." That means you have to actually make the purchase before he's paid, he said.

Mr. Critchell's company has been in operation for just over a year and only recently has business started to pick up dramatically. "It's spreading like wildfire through the school board," he said. In one school alone, he has helped between eight and 10 people buy their cars at a lower price than they would have paid, he said.

The average savings, after someone has been shopping about themselves and found the best deal they can, is about \$1,000 even after Mr. Critchell is paid.

Even if he can't find a better deal, it should reassure the buyer that he or she is getting a great deal, he said. With no extra expense for consulting his company, Mr. Critchell added.



Jim Critchell

"I'm not saying I know everything (about buying new or used cars), but I know a lot more than the average person," Mr. Critchell said.

He has a number of credentials to back this statement and they all

hang like trophies on his wall behind his desk. Mr. Critchell has been in the automobile industry for approximately 20 years. His father was a mechanic so it "naturally came" to become part of the business. After leaving Georgetown District High School he apprenticed and worked as a mechanic for eight years on Toyotas. The other 12 years included selling Fords at a Halton Hills dealership, managing two used car dealerships in Toronto and starting his own business.

Right now the business does not make enough money to support him and his family, so he works at another job. Mr. Critchell said he wouldn't get another job in the car industry because it would make a conflict of interest with his own business.

While he may be partial to Fords, he says he refuses to recommend any car but he will show statistics on the product the customer wants to buy. He said he doesn't care what the customer wants to buy because he gets paid the same rate for any purchase.

Mr. Critchell keeps adding to his small library of car books, magazines and newspaper articles

on cars to help people see the statistics and possible problem areas with the car they wish to buy.

He also likes customers to keep an open mind about buying a car

instead of sticking to one type of vehicle.

Even with the rapidly changing technology, Mr. Critchell keeps in contact with all the dealers and changes that he can keep up with.

LIMEHOUSE GARAGE

853-4141

HWY. 7 BETWEEN THE 5th & 6th LINES
ACTON/GEORGETOWN

GENERAL REPAIRS



Hank Leferink

853-4141

R.R. 2, Acton, Ont. L7J 2L8

WE GUARANTEE TO BEAT THIS MAN'S BEST PRICE!



Are you TERRIFIED of having to wheel and deal at every car dealership, trying to find a fair and honest deal on a new or used vehicle? RELAX!! At Cormat we shop the market for you and with our expertise and buying clout, we GUARANTEE to save you money and headaches, or our service is FREE! Please call for details.



29 Armstrong Ave., Unit 3
Georgetown

873-4000

Rite Way Auto Body

UNDER NEW MANAGEMENT

- ★ Uni-Body Repair Service
- ★ Complete Body, Collision & Frame Repair Service
- ★ Complete Refinishing Service to all Makes of Cars
- ★ Complete Insurance Work
- ★ Latests Technology in Painting... "DOWNDRAFT" & Baking Process

FREE ESTIMATES - RENTAL CARS AVAILABLE

Ask About Our Guarantee

GEORGETOWN

877-8685

IF BUSY CALL 877-1138

FOR 24 HOUR TOWING SERVICE

CALL 877-4471



ARMSTRONG AVE.
GUELPH ST. (HWY. 7)

311 ARMSTRONG AVE. (Just Off Guelph St.)

Autohaus

Spring Check Up

SUMMER TIRES

AIR COND. RECHARGE

CHECK COOLING SYSTEM

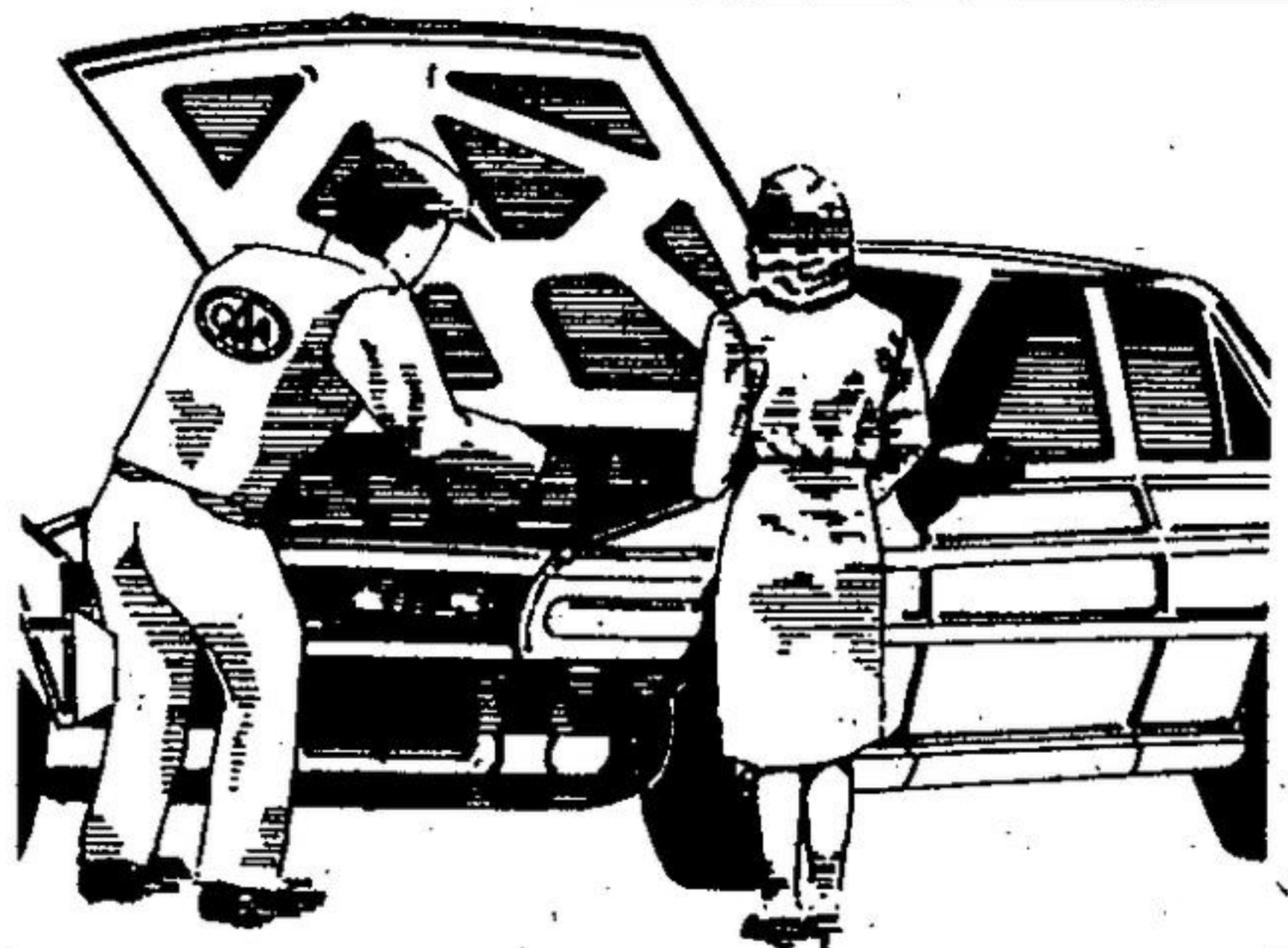
— ALL POINTS CHECK UP —

WE SERVICE ALL MAKES OF CARS

198 Guelph Street
Georgetown, Ontario

877-5285

PROTECT YOUR FAMILY



ASSOCIATE MEMBERS

PAY ONLY **\$1800**

ENROLL THEM TODAY!

Your spouse and/or dependant children living at home can enjoy the same peace-of-mind security from an HAC Membership as you do. What's more, you won't have to worry about them because HAC Emergency Road Service is available 24 hours a day.



366 GUELPH STREET
HALTON HILLS (GEORGETOWN)

873-CLUB