

Business

New chief for Thrifty Canada

Donald Himelfarb, a 18-year veteran of the car rental industry, has been named president of Thrifty Canada Ltd.

Thrifty Canada is the country's fastest growing car rental company with a fleet of over 9,000 vehicles and 153 locations including 36 in-terminal airport locations.

The Thrifty location in Georgetown is owned locally and operated by Brian Melville.

Mr. Himelfarb, 45, was Division Vice-President of Magna Financial Car Rental Group, and President of Marks Rental Inc., a Thrifty Car Rental Franchise for Maryland. He was Vice-President of Allstate Leasing with a fleet of 5,000 cars under long term lease.

Mr. Himelfarb is totally committed

Magnetic field is eliminated

TORONTO - Sunbeam Corporation (Canada) Limited will launch its 1990 line of Sunbeam and Slumber Rest electric blankets with virtually all the magnetic field (EMF) eliminated.

The blankets also feature Sunbeam's innovative Personal Monitoring System (P.M.) technology that responds to body temperature, providing additional warmth only where and when needed.

"There have been some consumer questions recently about the use of electric blankets and other electrical appliances due to increased media coverage of the EMF issue," said Ted Melissen, president of and general manager of Sunbeam.

"There has been no extensive research conducted by Canadian regulatory bodies but following a review conducted last year by the U.S. Food and Drug Administration (FDA), a statement was released concluding that based on current information, FDA sees no reason for people to abandon electric blankets."

ted to the car rental industry and has served as a member of the Thrifty Car Rental National Advertising Committee for the past 12 years and as chairman of its Auditing Committee since 1987.

He was also a board member of the Maryland Vehicle Leasing Association and chairman of the Legislative Committee for the Mid-Atlantic Car and Truck Rental Association. After graduating from the University of Maryland (where he was a member of the championship lacrosse team) he worked in the banking industry until he joined Thrifty in Maryland. He maintained his banking interest as a board member of the Regal Savings Bank in Baltimore.

Mr. Himelfarb's credits confirm his strong operational and marketing abilities. James Pillion, President of Thrifty Rent-A-Car System Inc., and Chairman of Thrifty Canada Ltd., said: "We are very enthusiastic about Don and what we believe he will accomplish for the company in Canada. We are confident that,

under his direction, we will achieve and surpass our growth objectives while strengthening the base and efficiency of our existing operations."

Thrifty Canada started in 1985 when a group of Canadian car rental entrepreneurs who had purchased Holiday-Rent-A-Car in Canada, sold a 33 per cent interest to Thrifty Rent-A-Car Systems Inc., in Tulsa, Oklahoma.

The U.S. investment increased to 78 per cent in 1988. A year later Thrifty was acquired by the Chrysler Corporation and now operates as a wholly owned subsidiary of the multi-billion dollar automobile company.

World wide Thrifty has over 750 locations in 35 countries and has established a leadership role in the car-rental industry. It was the first rental company to introduce the No-Smoking Car, the first to introduce a rental vehicle for the disabled and in Canada recently led the industry with a simplified unlimited kilometers program for corporate customers.

Marketing Board appoints new G.M.

MISSISSAUGA - The Ontario Milk Marketing Board (OMMB) is pleased to announce the appointment of Ken Smith as its new General Manager.

Smith will become the second General Manager in the OMMB's 25-year history effective November 1 following the retirement of the current General Manager, Lorne Hurd.

In announcing the appointment, OMMB Chairman John Core emphasized the importance of the Board's decision. "We made every effort to choose the right person for this challenge and we have every confidence in Ken's ability to lead the organization forward in the 90s," Core said.

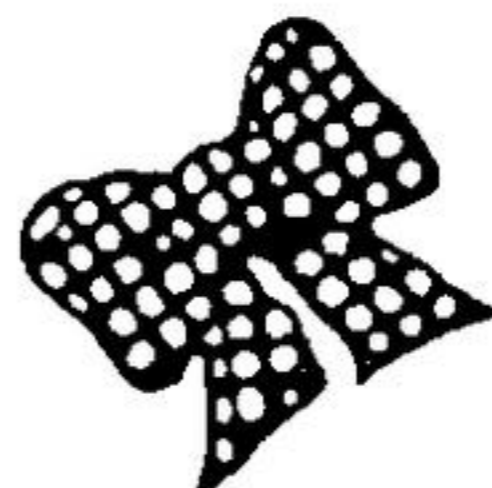
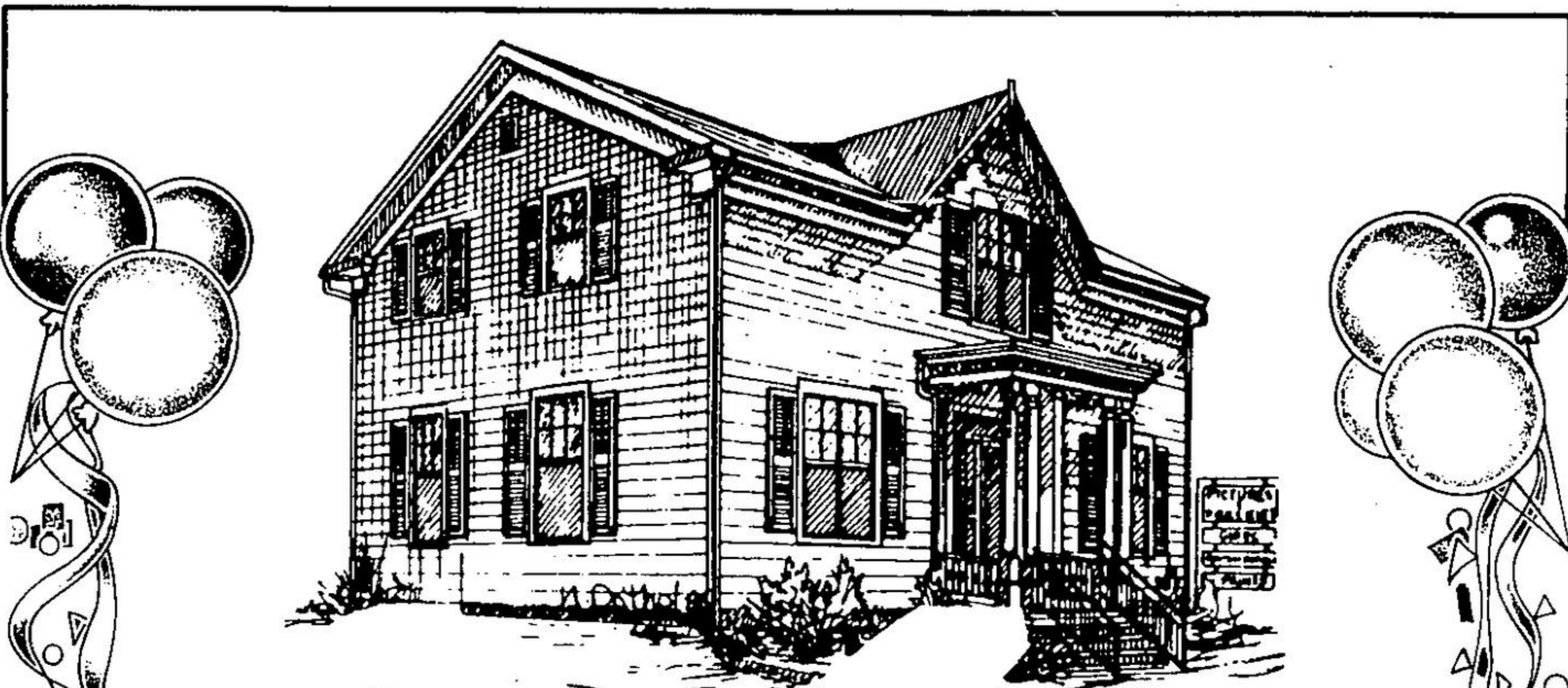
Smith spoke briefly to the staff present for the announcement. "I am pleased the Board has shown this confidence in me, and I am looking forward to the challenge," he said.

Since 1987, Smith has held the

position of Director of the Board/Industry Relations Division with OMMB. In his senior position he supervised the Board's producer, consumer, media and government relations programs. This Division carries out a comprehensive communications program. Information is provided through information bulletins, news releases and various publications.

Smith joined the Board staff in 1981 as marketing manager in the Marketing Division.

Prior to joining the Board, Smith worked in the processing sector of the dairy industry, where he spent most of his career with the Good Humour Ice Cream Company in Simcoe. While at this company, he successively held positions of quality control officer, production superintendent, plant manager and general manager. While engaged in the processing sector, he was elected Vice-Chairman of the Ontario Dairy Council.



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