

Missed in Yellow Pages list, muffler business 'devastated'

Being left out of Ma Bell's Yellow Pages has a Milton muffler shop owner seeing red.

Lee Fitzpatrick, owner of Thruway Mufflercentre on Ontario Street, said the error could cost him \$100,000 this year.

In a unique advertising campaign, the muffler shop on Friday distributed, through *The Champion*, a mock Yellow Page containing all the missing ads, and an explanation:

"When we got our copy of the new Milton phone book we thought that we would see our phone number — 878-8819. But 'Ma Bell' made a mistake and lost our telephone listing.

"They're sorry. We're devastated. Attached is a copy of our listing as it should have appeared on Page 157 of the Milton Campbellville directory. Please take a few seconds of your time to insert this page in your February 1990 Halton Peel Regional Book."

"Thruway has more than 100 franchises throughout Canada, and Ted Zahara, ad manager with the corporate office in Toronto, came up with the idea.

"We had to do something," he said. "We were totally missed in all cate-

gories. It's devastating — especially in the automotive industry. It's the type of industry where someone will phone around to get the best price and we're not there."

Thruway, is normally listed under five categories — muffler and exhaust systems, brakes, alignment, trailer hitches and shocks.

The error is magnified, he said, because the local Thruway moved to a new location last year, and a competitor opened up in their old building. "If they don't find Thruway, they're going to go to the competitor," he said.

"We have to live with the mistake for a full year."

Mr. Fitzpatrick said the store has been in the Yellow Pages since it first opened in Milton more than a decade ago, and relies on the listing.

"If you're driving home in the evening and your muffler goes, you go to the yellow pages looking for a muffler shop," he said. "It's so important to the service industry. If your fridge breaks down, where do you go?"

Although offered next year's advertising free of charge, he said it won't make up business lost this year.

— Doug McIntyre, a spokesman in the

marketing department of Tele-Direct (the wholly owned Bell Canada Enterprises company which produces the Yellow Pages) confirms that a year's free advertising has been offered.

After formally making the offer on March 1, he said Tele-Direct hasn't

heard back from Thruway and he assumed it was evaluating the offer.

Calling the company a "good and valued customer", he said if it's not happy it should respond to the offer. "Let's talk," he said.

Meanwhile, Thruway is scrambling

to get its message out to the public and indications are that the first campaign has succeeded.

By Saturday, Mr. Fitzpatrick said about 30 customers had come in with the coupon from the Yellow Page campaign.

— The Canadian Champion, Wednesday, April 4, 1990

Salvation Army opens church here

The Salvation Army has provided community service in Milton for several years but now that service has expanded to include Sunday evening worship.

Services are held at 7 p.m. at the Royal Canadian Legion, 26 Charles St. and are open to the public. Al King, a pastor with the Salvation Army for 26 years, is leading the services and says there are already a number of teenagers attending.

"Services include lots of singing with worship and a message directed

to personal needs of individuals," Mr. King said.

He stressed the Salvation Army is not a "closed organization". The pastor describes it as an organization of the Protestant denomination which is "evangelical in nature with a focus on the family as a single unit".

An Easter night presentation has been planned for April 15 that will feature special music and the Easter story told through the ancient art of "scene-o-felt", a multi-media presentation.

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