



# 11

## MILLION TONS OF SALT WILL BE DUMPED ON ROADS THIS WINTER

Salt eats cars...Ziebart wins the fight against salt.

Salt and moisture attack every part of a car: places you can see and places you can't.

That means rust forms inside and underneath, as well as on the outside.

While most of today's cars are protected better against rust, many critical areas are still left completely unprotected.

Only Ziebart Rust Protection covers the entire car: top to bottom, bumper to bumper... Every nook, cranny and crevice where salt and moisture attack.

Ziebart has been the leader in rust protection for 25 years. And our warranty is good for the life of your car, transferable to a new owner if

you sell your car. In the unlikely event your car does rust, we'll repair it, free of charge.\*

Before salt and moisture attack, get Ziebart Rust Protection and win the fight against rust.

**ZIEBART GOLD SHIELD PROTECTION PACKAGE**

**SAVE \$100**

- Rust Protection with Sound Deadener
- Paint Protection
- Fabric Protection

\*See dealer for details

**224 Bradford St.,  
Barrie, Ont.  
728-7901**

**Ziebart**  
CAR IMPROVEMENT SPECIALISTS

## The fastest growing muffler specialists

"You're talking to the boss" when you take your vehicle to Midland's Thruway Muffler. And chances are "the boss" will be there working on your car.

The "boss" in the Highway 93 Thruway franchise in Midland is Ralph Ehrenreich, an expert on the unique philosophy behind Canada's fastest growing chain of muffler, brake and suspension specialists.

He's been running his own business just since July 15, but he's been with Thruway since it began in 1977 with one shop in Orillia. A mechanic who has specialized for more than a decade, Ehrenreich was just the sort of person Thruway chooses to run the independent businesses which form its stable.

So far there are 108 of them and 25 more due to open this year: that is rapid growth in a market already full of well-advertised chains.

But there's nothing surprising about it, Thruway's philosophy is as old-fashioned as its stock in trade is modern.

"Customer relations is our big secret," says Ehrenreich. "We try to make the customer happy by giving the best deal possible."

Ownership by trained specialists who work their staff means there's no buck-passing and every job meets the boss's exacting standards.

Talking turkey, Ehrenreich quickly responded to the question of how much it would cost to have a muffler installed today: \$38.95 is the price. Brakes are \$55.95 for rear and \$79.95 for front discs - we're talking pairs now. Shocks range from \$56.95 to \$79.95 for all-terrain trucks. And the quote on rear coil springs is under \$100 per pair.

That's straight from the boss's mouth too.

## Toke is moving

Ken Lloyd is a Barrie native, but he couldn't be more enthusiastic about Midland if he was a local boy.

The owner of Toke Motors on Bradford Street in Barrie is selling that business and moving to Midland to open Midland Honda, the town's first import car dealership.

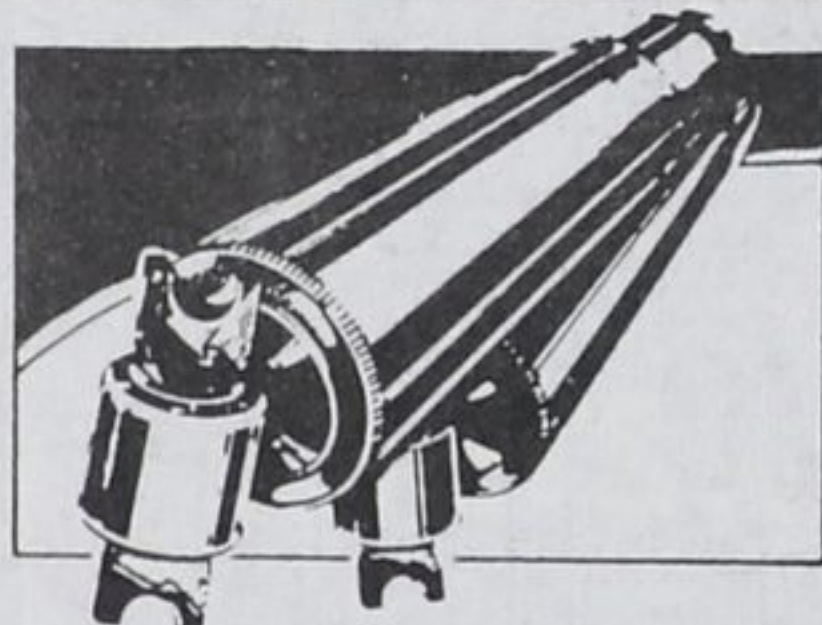
The fact that 36,000 people live within 12 miles of his new business impressed him.

And, "I love to sail," he said. Lloyd has been sailing out of Midland since 1977. Midland is like Barrie was 20 to 25 years ago, he said. The more relaxed atmosphere here attracts him.

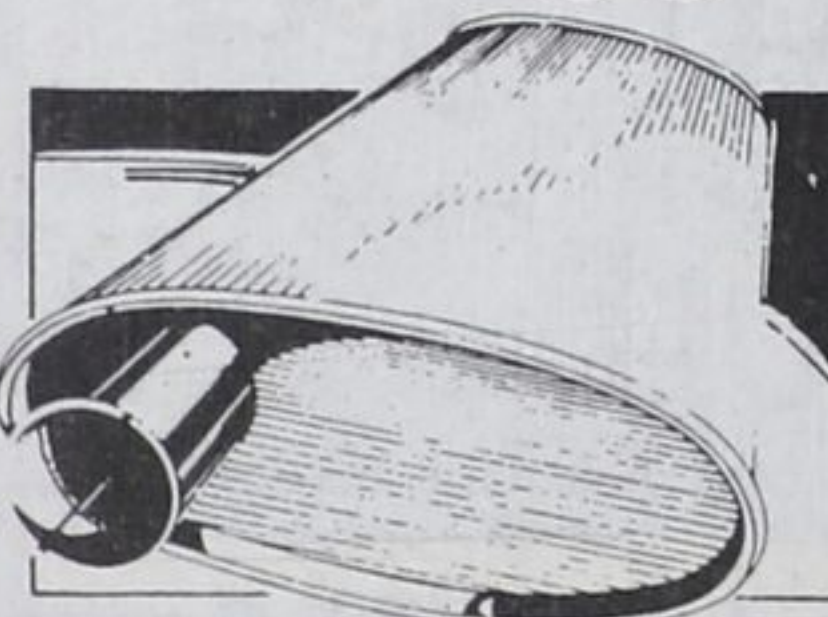
Lloyd expects to open on or before March 1, 1989, on King Street between Central Marine and Tom Smith Chev-Olds.

He has been selling used cars and leasing new cars for 19 years.

### WHEELS



**EXTRA HEAVY DUTY SHOCK SPECIAL**  
PER PAIR INSTALLED MOST CARS ONLY **\$56<sup>95</sup>**



**PREMIUM QUALITY MUFFLER**  
INSTALLED MOST CARS ONLY **\$38<sup>95</sup>**

## MEET THE MAN WHO CARES ABOUT YOUR CAR.

The men who manage Thruway Mufflercentres aren't in mufflers as a sideline. They're dedicated to giving you the best muffler service you've ever had.

Thruway Mufflercentres are Canadian-owned by guys like me; guys that got together to form the largest chain of owner-operated muffler shops in the country.

At Thruway Mufflercentre you deal with the owner, and if you aren't more than pleased with the service, you can go right to the boss.

Things will be set right.

At Thruway, you get original quality mufflers and top notch service fully guaranteed for as long as you own the car.

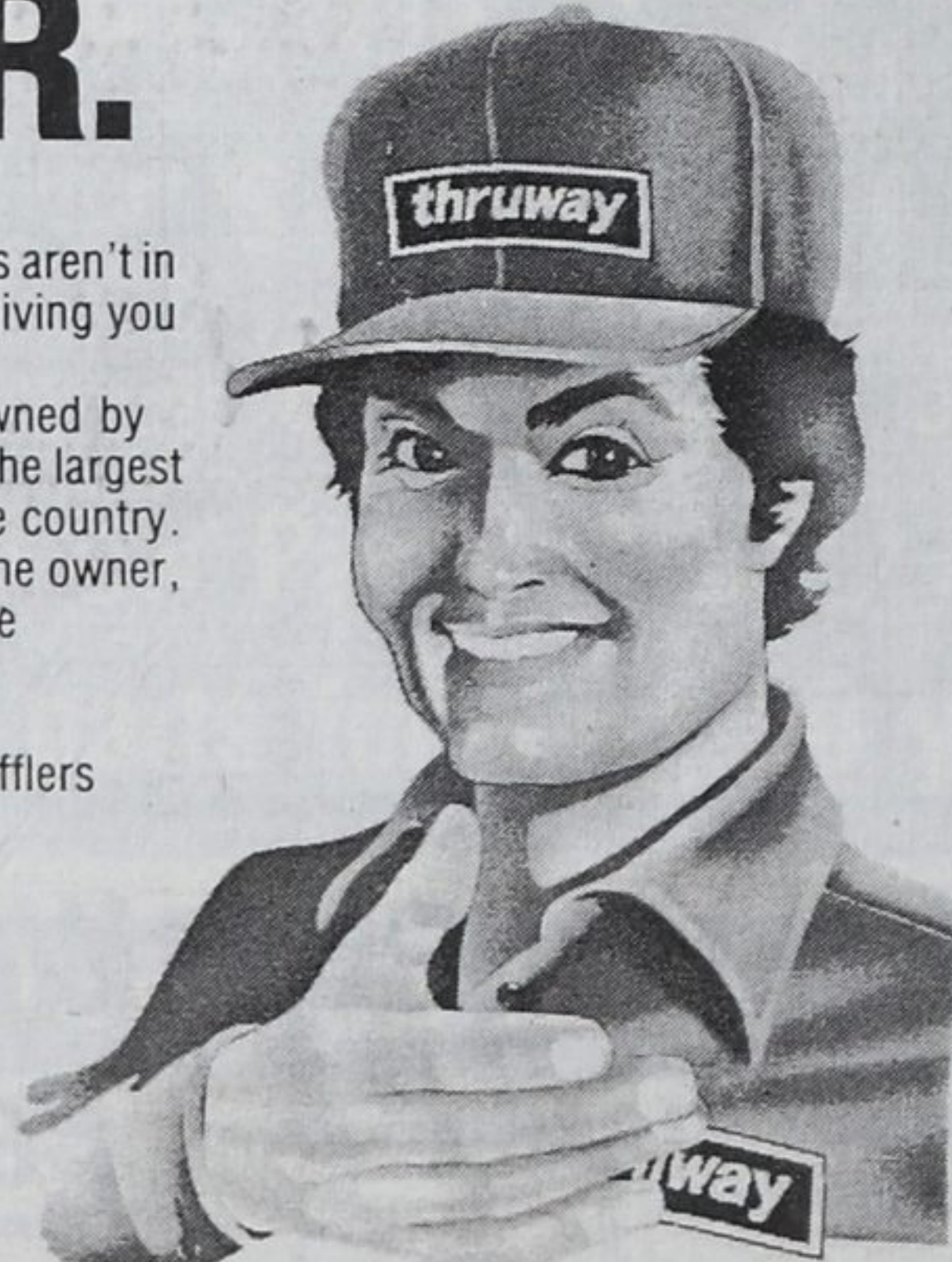
And it's tough to do better than that.

At Thruway, we hear you.

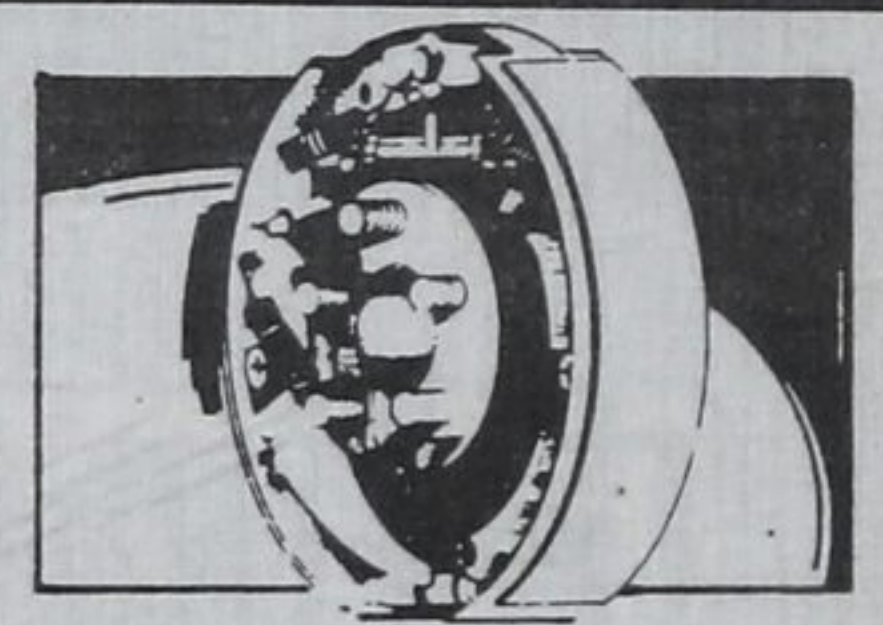
Ask about our



**WE'VE GOT THE BEST IN THE BUSINESS**



### SPECIALS



**TWO WHEEL BRAKE SPECIAL**  
MOST CARS ONLY **\$59<sup>95</sup>**



**REAR COIL SPRINGS**  
INSTALLED MOST CARS ONLY **\$99<sup>95</sup>**



**Hwy. 93 and Hugel Ave.  
Next to O.P.P.**

**526-0144**

**\$20% VALUABLE COUPON! \$20%**

Simply present this coupon to any participating Thruway dealer for a no-obligation exhaust inspection. If your vehicle requires repairs this coupon will entitle you to a 20% DISCOUNT OFF any installed Thruway muffler OR \$20.00 OFF any installed Thruway complete exhaust system.

**thruway**

**LIMITED CONDITIONAL OFFER**

This coupon is valid at any participating Thruway dealer for a period of three (3) months from date of issue. Offer is not valid on guarantee replacement work or when combined with any other discount or offer. One coupon per vehicle. No cash surrender value.

**\$20% \$20%**

Hugel  Mountainview Mall

Hwy. 93  O.P.P.

**THRUWAY**