

IMPORT Auto TALK



By IAN NEILL

Have you travelled north on Yonge Street lately? If so you may have noticed some activity next door to the "Summit View Gardens" Restaurant, last week we opened the new Datsun dealership serving Richmond Hill, Aurora and Thornhill areas. The existing building has 2 floors (you can only see the top floor from the street) with 4 working bays, 2 offices and lots of space for service parts. We plan to build a 40'x13' extension for the display of new cars, and our 3/4 acre lot allows lots of room for future expansion. To round off our service to the community we are selling FINA gas and oil products between 7 a.m. and 10 p.m.

I have been in the automobile business for 10 years, during which time I've sold nearly all the imports and most of the domestic products. During the last two years I was General Sales Manager for Canada's largest Datsun dealership located in Vancouver. (This company sold over 2,000 new Datsuns last year.)

The automobile industry today is going through an interesting transition showing a very strong trend towards the import automobile.

There are obvious reasons why imports are becoming more and more popular. As traffic becomes more congested and as parking becomes more and more difficult, people are turning in increasing numbers to a handier-sized automobile. However, I believe the main reason for the current accelerated increase is that a New Breed of imported car has appeared on the scene, accounting for almost all of the increased sales penetration.

No longer does the economy-minded buyer have to settle for transportation which is lacking in performance and appeal and whose main virtue in addition to economy is that it will go from A to B.

Since these cars offer many of the comfort and performance features of regular-sized cars, many buyers are taking another look before spending twice as much money to buy a car which is twice as expensive to run and twice as difficult to drive in traffic. The new imports are beginning to satisfy a latent demand, carving out an entirely new and unexplored market, in a different area but in much the same way as Rambler did in the fifties and Mustang did in the sixties.

Japanese automobile manufacturers, relying heavily on extensive market research in the North American market, were the first to introduce this new type of automobile and today have by far the greatest share of this market. Japan replaced Germany in 1968 as the second largest automobile producing nation in the world and sales of Japanese automobiles are increasing more rapidly than those of any other nation.

Here in Canada Datsun is now the No. 2 selling import and as many financial and motoring magazines point out with Datsun's remarkable growth over the last 5 years it won't be long before they are No. 1.

GROWTH OF DATSUN IN CANADA

| | 1965 | 1966 | 1967 | 1968 | 1970 |
|-------------|-------|-------|-------|--------|--------|
| SALES | 1,200 | 1,560 | 3,650 | 10,060 | 23,000 |
| DEALERSHIPS | 84 | 113 | 120 | 160 | 200 |

(estimated)
(200 260)

Reference: E. B. Metcalfe & Associates Ltd.

No. 407 - 717 West Pender Street
Vancouver 1, B.C.

NOTE: Volkswagen registered in 1969 35,456 passenger vehicles; Toyota 16,648 units.

Trade figures show that Japan is buying 5 parts from Canada to Canada's 3 parts from Japan, so with Japan's ever-increasing purchases of Canadian natural resources and produce, the Datsun has a high percentage of Canadian content.

If this is beginning to sound more like a commercial than an "import auto report" it is my intention to give you forewarning that interspersed amongst the reports of the import automobile market, I will be including a few points why it will be beneficial to buy your new car from a company called Neill Datsun Ltd. If in the future columns to come the "Datsun points" outnumber the "import reports" I hope you will excuse a salesman's enthusiasm for the product he believes in.

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Conflict Of Religion, Science Problem Of East And West—McClure

BY MARGARET LADE

Starvation, drugs and birth control were but a few of the topics touched upon by Dr. Robert McClure, Moderator of the United Church of Canada, in a lecture on "Western Medicine in Eastern Lands" at Richmond Hill Public Library Auditorium February 2.

Dr. McClure's talk was the fifth of a series of six sponsored by the York County Branch of the University Women's Club, in co-operation with the University of Toronto, and he briefly covered the history of medicine in the Orient from the turn of the century to the age of

technology.

The first layman ever to be elected moderator of the church, Dr. McClure was born in 1900, son of the late Dr. William McClure, a pioneer missionary in North Honan, China. He spent his early years in China, and graduated in medicine from the University of Toronto in 1922.

He returned to China in 1923, and served several years there with intervals away from Asia for post-graduate studies in Scotland and Sweden.

He was driven out of China by the Communists in 1949, and served in a mis-

sionary hospital in Palestine from 1950 to 1954. He was appointed superintendent of the Mission Hospital in Ratlam, Central India in 1954, and remained there for about 14 years.

Dr. McClure had been twice honored with the doctor of divinity degree, and was elected moderator in 1968. He was introduced to the meeting by Mrs. Evelyn Van den Hoek of the University Women's Club, who was responsible for arranging the series of lectures.

A terrific medical tradition has been built in the Orient by missionaries, Dr. McClure told the audience

of 50 people.

"Protestants usually used medical missionaries as an opener. Roman Catholics had nursing orders and brothers well trained in science."

When the Rockefeller Foundation sent a team of scientists into south China to study parasitic snails that invade the human body, he said, they found that the study had already been done many years before by a Catholic brother who had classified all types of snails to be found in the area, and had illustrated his works with painstaking drawings and diagrams.

Before the British withdrew from India in 1948 they had founded 17 medical schools to serve military needs. India now has 92 medical schools, but the emphasis is on private practice.

In a country where there is one doctor for every 40,000 people, Dr. McClure declared, private practice is an anachronism. In China the facilities — x-ray, laboratory and other services of hospitals — were available to private practitioners, but this is not the case in India.

Providing these services cannot be done by private enterprise, he said. In such a situation a government has to be socialistic to have relative success in death control.

His 13 years as vice-president of the local medical association kept him in touch with 8,000 private practitioners in Nepal Province in India, but without supportive services, private practice is a very weak thing.

State medicine has been free in India for 200 years. The Maharaja financed medical care for all subjects in his province, but when they found it too costly they cut back on food to patients, supplying only bread and porridge. The relatives and family were responsible for preparing food for the patient.

There was some wisdom in such an arrangement, as a person did not then run the risk of eating food prepared by a person of another caste. Also, the family was instructed in the preparation of the foods needed by the patient.

Modern techniques in preventive medicine and the new "wonder drugs" have put quite a strain on medical facilities, however, Dr. McClure cited an instance of four doctors seeing 1,363 patients in one day.

"And it is getting worse because people are gaining confidence in Western medicine."

With money supplied by UNICEF, and personnel and

supplies from the United Nations World Health Organization, public health clinics have been set up to immunize children against communicable diseases, and a city of 100,000 can safely cope with 1.5 million people on a ten-day religious pilgrimage without danger of epidemic, such as typhoid, which a few years ago would have decimated the population.

"You cannot have population explosion without birth control. Family planning is the number one health project in India today."

Responding to subdued snickers from the audience, Dr. McClure commented "There is no smug or smirk about sex in Indian and Chinese cultures. They can talk about the physiology of birth and conception the same as you talk about your ulcer or your blood pressure. There is no religious prejudice against birth control other than among orthodox Roman Catholics."

Early in his talk, Dr. McClure commented that medicine in the Orient is geared essentially to western ethics, minus Christian charity. Doctors are called "vultures."

"It makes you wonder how much of our western civilization can be transferred to another culture without the Christian ethic in it?"

And half an hour later he spoke of an orthodox Hindu orthopedic surgeon who added a 25 bed wing to his private hospital "because the poor people were interfering with my private practice." He provided the poor people in his hospital with free food, treatment and orthopedic appliances.

Commenting on the current situation in Biafra, he recalled the last famine in India's Bengal Province when between one and two million people died of starvation.

More recently, said Dr. McClure, Madame Indira Gandhi, Prime Minister of India, refused to let this happen. She insisted the government dig into the railways' sinking funds, that monies be diverted from hydro electric projects to feed the people. "She would not let them die."

Starvation causes irreversible changes in the body chemistry, and can have effects on the mind that are permanently disabling. Nothing can bring them back when a specific point of protein deficiency has been reached, and the best thing that can be done is to feed those who are still above this "point of no return."

He compared it to a battle situation. "You have to treat



DR. ROBT. MCCLURE Moderator United Church

the lightly wounded first so that their wounds will not become infected. You cannot devote too much time to the heavily wounded, you may lose a dozen others by infection in the time you spend with one."

Many people in India live on the borderline of protein deficiency by choice, declared Dr. McClure. They are vegetarians for religious reasons, and their own source of protein is beans and lentils.

"The essence of a culture is the religion of that culture, and the coming of science has put a terrific strain on religion."

A man must choose between becoming a liberal in his religious thought, or he must have a "compartmental mind."

"Many Canadian scientists have a Sunday school theology and a very advanced scientific mind."

Liberalism and industrialization are breaking down orthodoxy in the Orient, said Dr. McClure. Socialism is providing housing for the workman as well as for the machine. The orthodox Brahmin is put "on the hot seat" in compromising with the traditions of caste on the job, while trying to maintain them at home.

"The women preserve the culture in the home, and when the woman goes to work, orthodoxy is abandoned."

No Indian, said Dr. McClure, would dream of going to work without first meditating for from one to three hours. "He would never go to work without first greeting his God."

Day care for the children of factory workers is excellent in India, and every factory with more than five employees has to have a labor

relations officer trained in psychology and sociology.

Asked for his views on marijuana, Dr. McClure laughed. "Everyone knows what I think of marijuana. I worked for seven years in Arabia with people who use marijuana. In the east they use hashish, which I believe is a strong form of marijuana. Most of the stuff that is passed in Toronto is very little 'grass'. An Arab would not give it to his camel."

He added, "The hashish king in Arabia is a very good friend of mine. He is a non-user, and his hashish is never adulterated."

Responsible men in Egypt, said Dr. McClure, may take hashish once a month, going on a "hunting trip" just as business men of the Western world go on "fishing trips." They know they can relax, and they are very spartan about their habits until they have returned from hunting, then they bring out a piece of hashish similar in appearance to a graham wafer. It is put on a hookah which lit and passed around.

"They would not dream of driving when they have been taking hashish."

In India, he said, the hashish man is known. "They do not trust him with important decisions, and they never, never trust him with money."

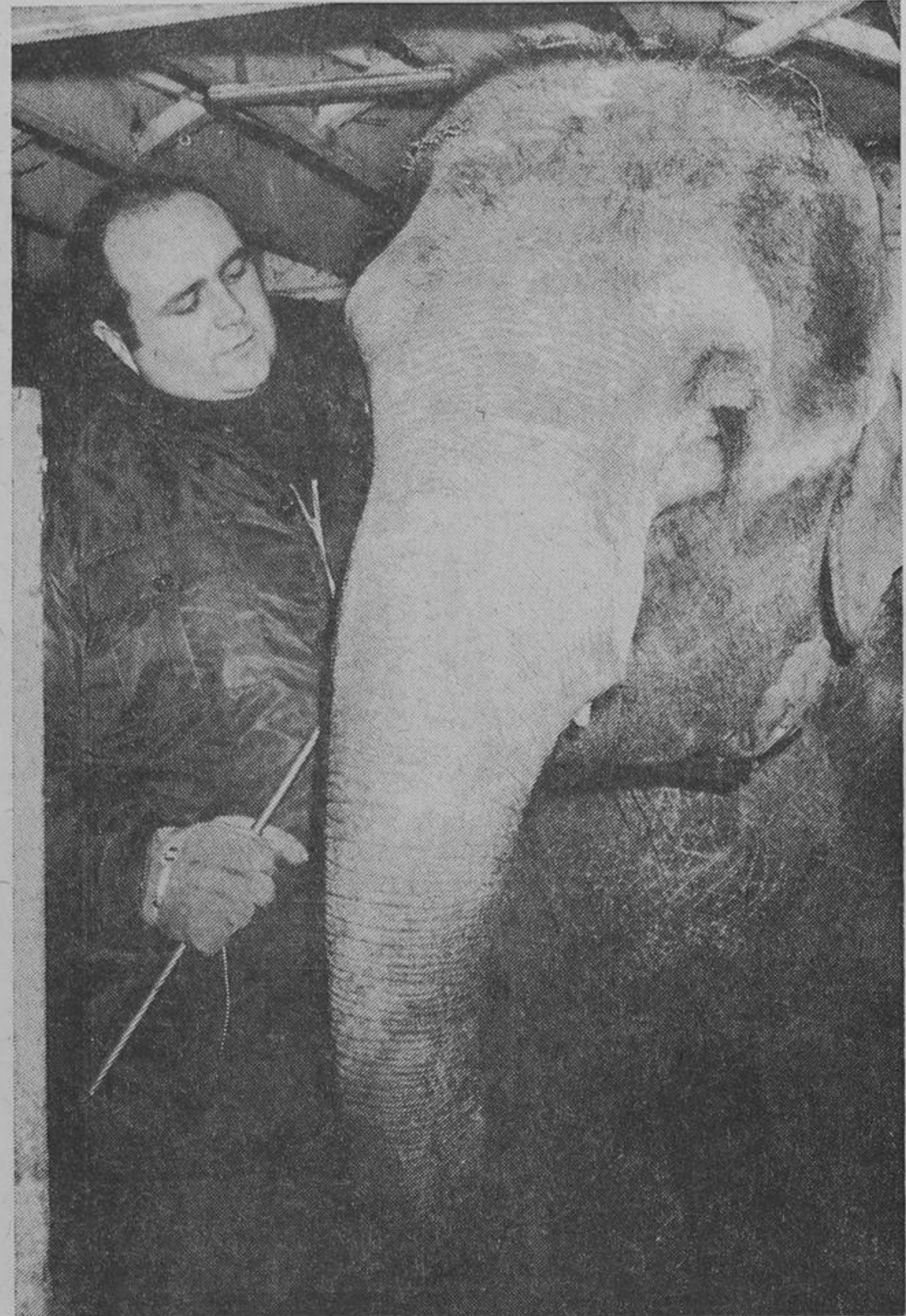
Hashish is very cheap in India, anyone can buy it, and it is no hardship for a middle class person to use it habitually. "But most don't want it. It is all right in a camel civilization, but not for a man with financial responsibilities, nor for a man who is using machinery."

Because we live in "a motor civilization," said Dr. McClure, "Hashish is unacceptable here to me."

(Marijuana is taken from the flowering tops and upper leaves of the female hemp plant. Hashish is obtained from these tops and leaves. Marijuana ranges from greyish green to greenish brown and is coarse, looks like oregano or coarse pepper and sometimes contains seeds and pieces of stem.)

Hashish is sold in solid looking cakes or blocks ranging from light brown through medium brown to nearly black and is much more potent than marijuana.)

The next lecture in the series at the library will be delivered on March 2, by Dr. Donald Misener, director of the Great Lakes Institute and professor in the physics department at the University of Toronto. He will talk about "The Great Lakes and Their Environment."



(Photo by Stuart's Studio)

Winking at you is Michele, certainly the only elephant spending the winter in a Markham Township barn. Having a "talk" with her is owner David Coppin of Nipigon Stock Farm, 19th Avenue at Bayview. Michele is waiting to find a permanent home and Mr. Coppin says she would enjoy having visitors.

She's Vietnamese And Adorable

BY HAROLD BLAINE

She's six years old. Her name is Michele and she's Vietnamese.

She's lovely, affectionate and available.

Interested?

Well if you are, there are a few drawbacks to consider before buying. But anyone is welcome to arrange to see her.

Every day she eats two bales of hay, eight bushels of carrots, a bushel of oats—and all this washed down with 30 gallons of water.

And she's an elephant, all 4,000 pounds of her.

Of course, she'll be able to do better justice to her dinners when she's 10 years old and full grown.

How does she happen to be in the same barn with a 24-year-old grandson of a Man o'War, two Tarpan wild horses from Eastern Asia, two calves, a Shetland pony, 30 riding horses, two chickens, a Muscovy duck and a jealous Mallard drake?

Well, owner David Coppin says it all started with the Italian community's Spaghetti Dig-in on Centre Island last summer.

Mr. Coppin was hired to haul Michele to and from Centre Island from a zoo on Highway 10 near Brampton, to attend the festivities.

Then about three months ago the zoo was looking for a place to provide board and room for Michele. They again called on Mr. Coppin.

He's a Stouffville boy who first arrived about 11 years ago at the Nipigon Stock Farm and ended up leasing it. He lives there with his wife and daughter. The farm's main business up to now has been the boarding and breeding of horses.

But there have occasionally been such things as a lion, a leopard and a bear.

The Coppins seem to like animals. They had a bull's box stall in the barn. The money involved for boarding Michele was so good that they couldn't refuse. So Dave again took out his two-horse trailer and brought the elephant home.

Then the zoo folded and Mr. Coppin is selling Michele to recover about \$1,000 owing after three months.

He bought the Tarpan horses, the ducks and the chickens from the zoo because the livestock looked like they needed a home, he says.

Top Admiral, grandson of Man o'War and son of War Admiral, is the farm's stud. The rest of the horses are boarding.

So every day Dave goes down to the barn for a "talk" with Michele. He rubs her trunk, talks and pats. She rumbles and trumpets and swings her head from side to side.

One of these days when it gets a bit warmer, kindergarten student Shelley Coppin just might take Michele along to school and have a real hit item for show and tell.



(Photo by Stuart's Studio)

Wilson-Niblett Motors Aid Driver Education Program

Wilson-Niblett Chev-Olds Ltd., Richmond Hill, recently presented a new 1970 Chevy Nova to Don Head Secondary School to be used in its driver education program.

Pictured above during the presentation of the keys of the new car are (left to right): Wilson-Niblett Sales Manager Harold Mabley, W-N Fleet and Leasing Manager John Spencer, Director of Instruction Bob Temple, Driver Education Teacher Phil Randall of Don Head and W-N Secretary-Treasurer James Nesbitt.

THE RICHMOND HILL Winter Carnival Committee

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— OUR SPECIAL THANKS TO —

J. Wm. Klees & Son Wholesale Meats who donated all the hamburgers eaten at the Winter Carnival. The Hakamu Group and the Rev. David McGuire and the Rev. Allan Hallett who closed the Carnival for us, with a Community Polk Service. Our own Clown who appeared as Tiny Tim this year to help the Housewives play hockey. Judges for the Snow Queen — Betty Kennedy, Ivi King, Marv Edwards, Doug Acomb, Brian MacFarlane, Ken Foss and William Lazenby.

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