

(Photo by Susan Samila)

Starving Dog Finds Haven At Control Kennels

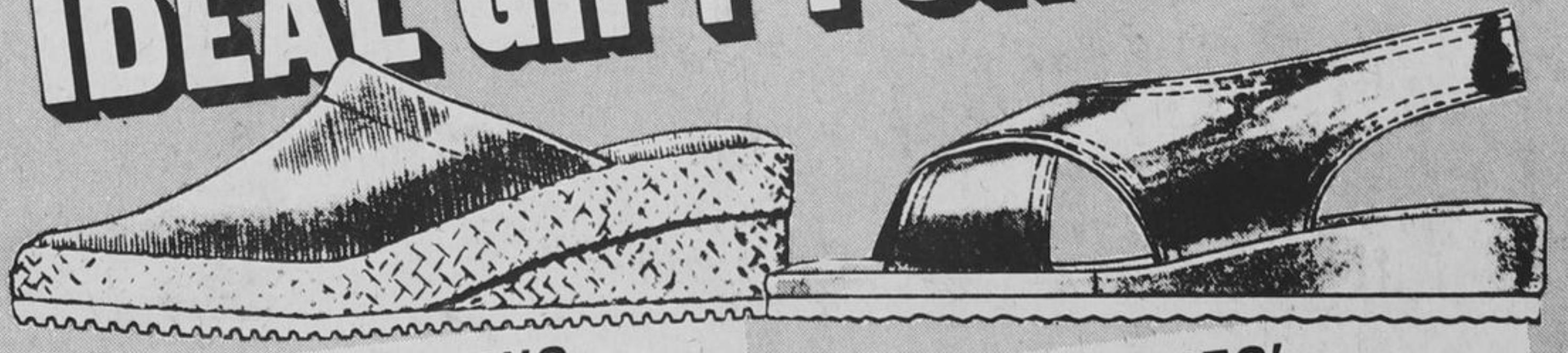
"Skin and bones" graphically describes the English Pointer female pictured above. She was picked up in a very nervous and pitifully emaciated condition recently by Canine Control in the Steeles Avenue area and the above picture was taken after she had had malnutrition treatment and had been well fed for 10 days. The dog appears to be between 18 months and two years old and has a black mark on its neck as if it had been chained. From its condition when picked up by Canine Control men, it is felt that it had been lost for

some time.

If anyone is missing a dog of this type, Canine Control Officer James Ryan would be pleased to hear from him at 887-5012 or at the kennels on the Gormley Road just east of Bruce's Mill Conservation Area. He describes his charge as a loving, friendly dog, after the first nervousness wore off, with every indication of being a good hunter. He warns, however, that the dog will require special attention until it has completely recovered from its brush with death from starvation.

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461-463 Carlaw Avenue, Toronto
- All Shoeworld stores open 9 am to 9 pm every weeknight.



Waldorf School First Open House May 10 - 11

After working through the fall and winter on the roof and interior finishings, and making an heroic effort at landscaping, the parents and staff are helping the children of the Toronto Waldorf School prepare for its first open house and exhibition in its new building, 9100 Bathurst Street north of Highway 7, this weekend.

Visitors will be welcomed Friday from 7:30 to 9:30 pm and Saturday from 10 am to 4 pm.

Set in more than 13 acres of valley and meadow, with winding path and hills, woods and a stream, the school will continue to grow physically as its enrolment grows.

When the school moved into the building, designed by Architect Denis Bowman, admitted its first pupils last September, it was barely

ready for use. Volunteer crews have completed the skeletal structure of the building, and room on the lower floor are finished for present pre-school and seven grades.

The school is adding one grade each year, and will eventually take students all the way from pre-school to the end of high school in the same building.

An independent, co-educational school, providing an alternative in education with curriculum and philosophy developed by European Educator Rudolf Steiner.

In physical aspect, the building is circular. The auditorium is in the centre with the classrooms around it, each opening inward to the central meeting area and also outward. A system of earth ramps and landscaping

around the building will make it possible to exit straight outdoors from all classrooms on two levels.

For open house, the children's work will illustrate the balance of artistic and academic activities, and the film, "The Experience of Learning At Waldorf Schools" will be shown, alternating with a show of

colored slides of children at work with narration by faculty members.

All rooms will be open to the visiting public, and each classroom has developed its own character from the displays and arrangement of the room by the class teacher and the children.

THRIFTY RENT-A-CAR

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"Why shouldn't the average Canadian have a car that's built to last?"

Something terrible is happening in Canada, and everywhere else for that matter. We're getting more and more accustomed to things not lasting very long. We accept it as a fact of life.

Shirts seem to rip easier. Shoes fall apart faster. There are lighters you throw away when you're finished with them. Furniture just seems to be nailed together.

Craftsmanship, it would appear, is fast becoming a corny, out-of-date idea.

And it doesn't look like things are getting any better.

"Quality keeps going down yet prices keep going up."

Take cars, for example. A car is the second most expensive purchase (after a home) that most Canadians make.

It's a big decision and it costs a lot of money. So you'd sure like to think that it's one item that would last.

Yet how many 7 or 8 year old cars do you still see driving around these days? In fact, how many 4 or 5 year old ones?

Not too many. Unless they're Rolls-Royces or Volkswagens. (There are over 200,000 Volkswagens 4 years old and older driving around in Canada.)

At thirty or forty thousand dollars, it's not unreasonable to expect a Rolls to last indefinitely. But at a mere 1/10th of the price, why Volkswagens of all the other cars in the world?

"Some people think we're crazy."

In spite of the fact that few things in life are made the way they used to be, we still make our cars the way we used to.

With a kind of insane thoroughness. So thorough, that the editor of a famous American motoring magazine wrote, "I cannot pretend to understand the Wolfsburg mentality."

Which is understandable. Since we have never understood the mentality of "planned obsolescence" as it relates to a large part of the auto industry. As phrased by a noted businessman/author, among others, it states "...maximum sales volume demands the cheapest construction for the briefest interval that the buying public will tolerate."

Incredible, isn't it? But, a reality. Just look around.

Our reality is equally unreal. But in a little more comforting way.

It starts with the way we painstakingly make a car.

From the moment its first two parts come together, it starts to be poked, eagle-eyed, tested and re-tested by a group of the most uncompromising people in the world. The 8,749 VW inspectors. As if that weren't enough, their

work in turn is inspected by over 500 inspectors who do nothing but inspect the inspectors.

When it gets done, it gets done right.

One reason why we're not afraid to lavish more hand-work on the Super Beetle than exists on almost any other car in the world. Big or small.

In this throw-away society, we also throw things away. Except they're parts that can't meet our almost inhuman quality standards.

For example: Our shock absorbers are made to absorb an actual 3,000,000 shocks. (If they lose more than 10% of their "spring",



One of the most expensively built cars in the world.

the entire shipment being tested is thrown out.)

And on and on it goes for every last part that goes into every last Super Beetle.

A little crazy maybe, but the only way we know to make something as close to perfect as is possible.

"Why do they keep bringing out new cars each year? Is something wrong with last year's?"

For the last 25 years, we've done something else nobody else thought of doing. We didn't spend all of our money working on looks. We've worked on the works. (Who wants to be driving a car that'll look a couple of years old in a couple of years, anyway?)

And the money that's saved by not retooling for frivolous new styles each year gets poured right back into the car.

So you'll find intelligent and desirable things on a Super Beetle that you won't find on many more expensive cars.

Like: A sealed bottom. McPherson strut front suspension. 15" wheels for longer tire life. Negative steering roll radius. (It causes the Super Beetle to move straight ahead as you brake, when one side of the car is riding on ice or snow.)

Parts that are interchangeable from year

The VW Super Beetle.

to year. Materials and workmanship that are the best money can buy.

Warranties and service or "Where are they now that I need them?"

Our madness doesn't stop with the way we make the car. It extends right into the way we service it.

We call it the VW Owner's Security Blanket and again, it gives you a package unlike any other in the world.

A 12 month 20,000 mile warranty including a 24 month, 24,000 mile extended warranty for internal engine and transmission components, electronic analysis with four free check-ups, express care and a dealer repair guarantee.

If a warranty repair takes overnight, we'll even lend you a free car by appointment for as long as it takes.

The mechanics who work on our cars are something else again.

It takes at least three years to become one. They're factory trained, and when they're not working on Volkswagens, we're working on them. At even more VW Factory courses that we send them to regularly so they can even further perfect their techniques and knowledge.

Totally at our expense. (When you work as hard as we do on perfecting a car, you work equally as hard at perfecting the men who work on the cars.)

"They got a lot when you bought it? Why should you get so little when you sell it?"

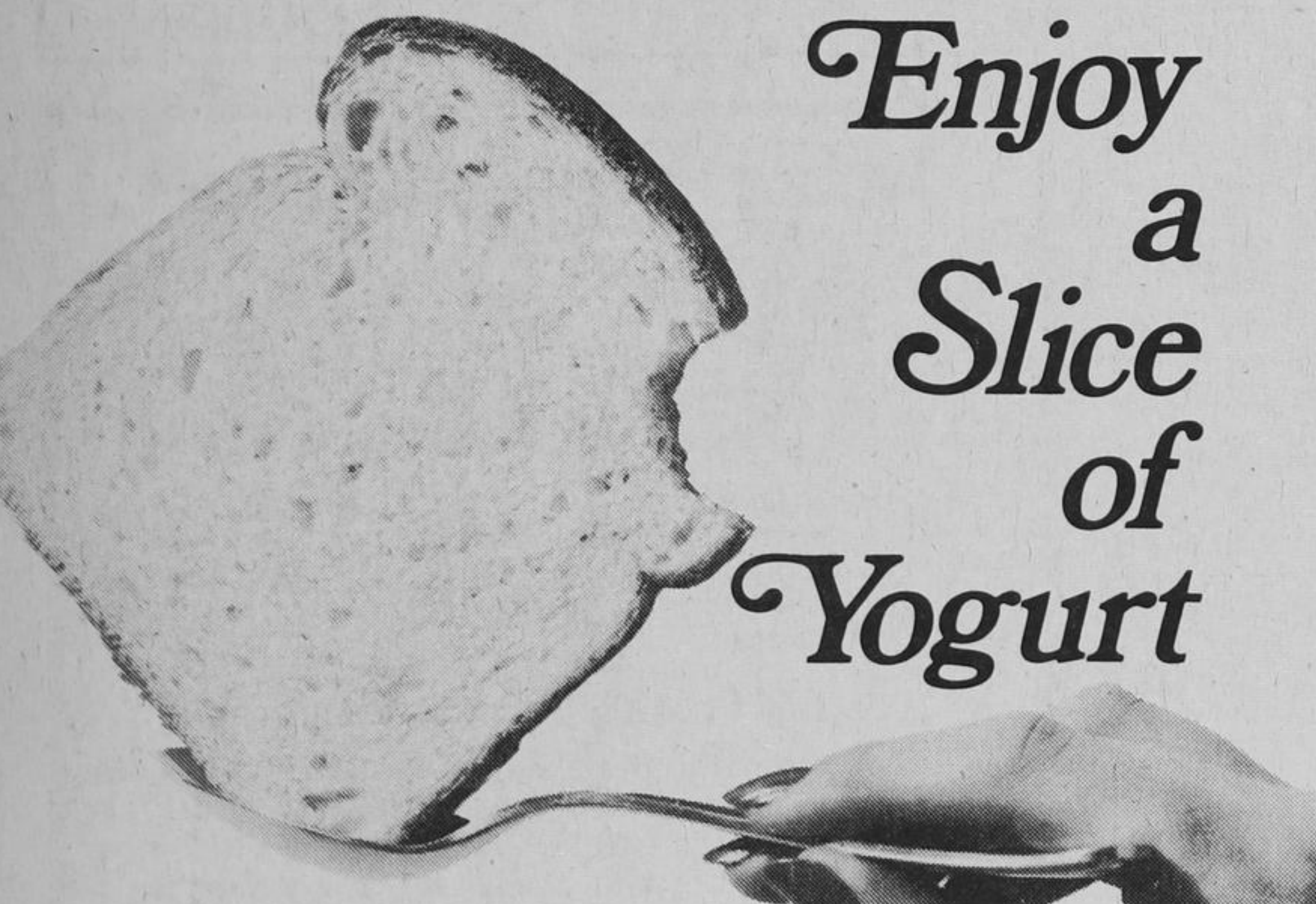
Strangely enough, one of the nice things about owning a Super Beetle is selling it. Since they're built to hold up, depreciation is held down. In a sense, the older it gets, the more valuable it gets. Look around and check the prices of used Super Beetles. Because they rarely look used, the prices are generally high. (Quite often a 5 year old Beetle will be worth more than some 5 year old cars that cost twice as much to begin with.)

Common sense again. When you make something that lasts, everything about it will last.

Which might help to explain why more Beetles have been sold (over 16 1/2 million) than any other single car model in the history of auto manufacturing. And why more of them are still on the road.

If you're looking for a car that's proven it can actually deliver what it promises, year after year, drop into your nearest VW dealer's and look very carefully at the Super Beetle.

If nothing else, it'll at least re-assure you that somebody's still around who believes making it last, comes first.



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