

Leasing Of Cars, Trucks Has Become Big Business

By GORDON GRANT

TORONTO (CP) — Car and truck leasing is big business in Canada, but even participants in the industry don't know just how big it is.

John Sale, leasing boss at Ford of Canada, says most estimates are that about eight per cent of all cars and trucks built in Canada go into leasing and this will jump to 20 per cent within a few years.

About 85,000 cars and trucks went into leasing last year—the Canadian automotive industry produced about 857,300—and with the average price of a leased car \$3,500, the value of units in the leasing field stood close to \$200,000,000 plus the value of those which were out from the previous year.

The biggest leasing area in

Canada is British Columbia where 18 to 19 per cent of all vehicles are leased. In Vancouver, Mr. Sale says, the figure is more than 20 per cent mainly because the city is a stronghold of General Motors' operations.

Mr. Sale says the basic advantage in leasing is that "it frees capital." Companies don't have to have hundreds of thousands of dollars tied up in a depreciating asset.

FETCH GOOD PRICES

He also says: Leased cars bring top prices on the used car market, "because they are well maintained while they are under lease."

Additionally, leased cars are usually top-of-the-line models with plenty of extras.

"Most people seem to think that if you lease a car you don't have enough money to buy one. That's nonsense. If you can't afford to buy a car you can't afford to lease one."

"Leasing doesn't save you money. It saves you time and bother. Insurance is arranged and mechanical work is looked after."

"Anyone who thinks it's easy to get a leased car obviously hasn't tried to get one. Dealers have a regular check routine on applicants. Their credit rating is important and, furthermore, dealers check the condition of the applicant's present car. If it hasn't been looked after, the leasing rate goes up."

IS UNLIKE RENTING

Mr. Sale stresses that in the industry there's a great difference between leasing and renting.

"Leasing a car means you take it for a year or more with the standard agreement covering two years. Renting a car

is taking it for a short haul, an hour, a day, a week or a couple of months."

Mr. Sale says Ford doesn't lease directly to the public or to fleets. It sells cars to its dealers who then, usually through a subsidiary, deal with customers. Ford provides a leasing manual, advertising material, sales promotion and dealer training.

He says one of the biggest problems facing the industry is the mounting cost of insurance.

Naturally, when a company leases a car to a customer it must be sure the car is well insured. The cost of insurance has been pushing up leasing fees, which vary from person to person.

STARTS NEW OPERATION

Ford recently started a rent-a-car operation but "we aren't in the same league as Hertz, Tilden or Avis."

Through Ford dealers the car is rented in a city and must be returned in the same city although Saskatchewan and Regina dealers have an arrangement under which a car can be returned to co-operating dealers.

The boom is about equal in the leasing and rental industries, he says, but some amazing things are happening in rentals, particularly in the United States.

Department stores have bought cars which a shopper can rent—using a charge account, of course—to take home the shopping or drop in to visit friends while the husband is in large apartments in downtown areas—can rent cars from the apartment owners in this way they don't have to pay for parking space and don't have money tied up in a car, Mr. Sale said.

ON THE AIR

The following program listings are published free of charge as a public service and appear as presented to us by the stations concerned.

THURSDAY PROGRAMS

CFCY-TV

2:30 p.m.—Musical
3:00 p.m.—To Tell The Truth
3:25 p.m.—Take 30
4:00 p.m.—World In Contrast
4:31 p.m.—Razzie Dazzle
5:00 p.m.—Wild Bill Hawk
5:30 p.m.—Music Hop
6:00 p.m.—Film Festival
6:30 p.m.—Gazette
7:00 p.m.—CFCY TV News
7:15 p.m.—Keyboard Melodies
7:30 p.m.—Please Don't Eat The Daisies

8:00 p.m.—Assignment Underwater
8:30 p.m.—The Third Man
9:00 p.m.—Seaway
10:00 p.m.—I Dream of Jeannie
10:30 p.m.—Talescope
11:00 p.m.—Naked City
12:00 p.m.—CBC TV News
12:13 p.m.—Local Weather and Sport Scores
12:15 a.m.—Sign Off

CKCW-TV

9:57 a.m.—Station Sign On
10:00 a.m.—Canadian Schools
10:30 a.m.—Nova Scotia Schools
11:30 p.m.—Friendly Giant
11:45 a.m.—Chez Helene
12:00 a.m.—Butterfly Square
12:20 p.m.—Across Canada
12:50 p.m.—Thursday Playbill—The Web
8:30 p.m.—At Home With Helen Crocker
8:00 p.m.—To Tell The Truth
8:20 p.m.—Take Thirty
4:00 p.m.—World In Contrast
4:30 p.m.—Razzie Dazzle
5:00 p.m.—Atom Ant
5:30 p.m.—Music Hop
6:15 p.m.—Super Club
6:25 p.m.—TV News
6:30 p.m.—TV Weather
6:35 p.m.—TV Sports
7:00 p.m.—Slipper Club
7:00 p.m.—Thursday Nite At The Movies
The Winning Team
9:00 p.m.—Seaway
10:00 p.m.—I Dream of Jeannie
10:30 p.m.—Telescope
11:00 p.m.—Peyton Place—II
11:30 p.m.—The Third Man
12:00 p.m.—CBC National News
12:15 a.m.—Viewpoint
12:20 a.m.—LTV News
12:30 a.m.—Station Sign Off

CFCY RADIO

THURSDAY

6:30—News and Weather
6:35—Morning Roundup
6:45—Island Wx and Mar. Temp.
6:46—Morning Roundup
6:55—News and Weather
7:00—Hebrew Christian Hour
7:15—Morning Roundup
7:30—News and Weather
7:35—Farm Report
7:35—Farm Report
7:41—Morning Roundup
7:45—Island Wx and Mar. Temp.
7:46—Morning Roundup
7:56—Sports Capsule and Scoreboard
8:00—News
8:55—Weather
8:16—Morning Roundup
8:45—Weather
9:10—Notes and Music
9:15—Assignment
10:00—News and Weather
10:05—Notes and Music
10:30—Preview Commentary
10:35—Notes and Music
11:00—News and Weather
11:05—News and Views on Groceries
11:20—Notes and Music
11:30—Notes and Music
11:45—Bulletin Board
11:50—Notes and Music
11:55—Agriculture 66
12:00—Weather
12:05—Town and Country Time
12:30—News and Weather
12:43—P.E.I. Road Report
12:45—Town and Country Time
1:00—News and Weather
1:15—Gordie Tapp Show—CBC
1:45—Town and Country Time
2:00—News and Weather
2:05—Mostly Music
2:30—Assignment
2:35—Mostly Music
2:58—Thought For Today
3:00—News Headlines and Weather
3:30—Pop Caravan
4:00—News Headlines and Weather
4:03—Canadian Roundup—CBC
4:40—Pop Caravan
5:00—News and Weather
5:05—The Outposts
5:25—Marine Weather
5:28—The Outposts
5:45—Sports Capsule and Scoreboard
5:50—The Outposts
6:00—News and Weather
6:10—Tonight's Music
6:35—Tonight's Music
6:30—Business Barometer
7:00—Back To The Bible
7:30—News and Weather
8:00—Chorus In Concert—CBC
8:30—Music Diary—CBC
9:00—Symphony Orchestra
10:00—CBC Nat. News on Par. H and Speaking Personally—CBC
10:15—Today's Editorial and Speaking Personally
10:30—Straight Serenade
11:00—News and Weather
11:35—Straight Serenade
12:15—6:30—News and Music—CBC

CONTRACT BRIDGE

By B. JAY BECKER

South dealer. North-South vulnerable.

NORTH
♠ 9 5
♥ 10 8 6 3
♦ J 5 2
♣ J 9 7 4

EAST
♠ Q 6 2
♥ A 5
♦ Q 10 9 4 3
♣ 8 6 3

SOUTH
♠ A K 10 3
♥ K J 9 7 4
♦ A K 7
♣ 5

The bidding:
South West North East
1♥ 2♣ 3♥ Pass
2♥ Pass 3♥ Pass
3♥ Pass

The bidding:
Opening lead—king of clubs.
The simplest plays are frequently missed, probably because they arise more often in the general scheme of things than the more complicated plays. South failed to make four hearts in this hand when he made a serious misplay which would not have been difficult to figure out had he considered the matter fully.

West led the king of clubs and continued with the queen, which South ruffed. Declarer now cashed the A-K of spades and ruffed a spade in dummy, after which he led the ten

of hearts and finessed when East followed low.
West took the ten with the ace and had no trouble finding the best defensive play of the jack of spades at this point. Declarer ruffed in dummy with the eight and East overruffed it with the queen. East returned a club, which South ruffed, and declarer eventually went down one when East took the setting trick with the queen of diamonds.

South failed at the critical moment when he elected to ruff the fourth round of spades in dummy, knowing full well that East would overruff it with the queen. East could not possibly have another spade, and he was furthermore bound to have the queen of hearts, since the ten had forced the ace on the preceding trick.

What South should have done was discard a diamond from dummy when West led the jack of spades. This would have given West a trick which the defense had to win in any case, but at the same time it would have reduced substantially the chances of losing a diamond trick.

In the actual case, the diamond discard would have put an end to all chances of defeating the contract. South would have been able to ruff a diamond later in dummy, and he would have lost only three tricks.

Canadian Armed Forces Have New Manpower Loss

By DAVE McINTOSH

OTTAWA (CP)—The armed forces suffered another net manpower loss in April which reduced their strength to 107,106.

This is the lowest figure since 1953 when Canada's population was some 1,000,000. The population now is approaching 20,000,000.

A defence department spokesman said that the strength of the armed forces at the end of April, latest date for which figures are available, was 361 fewer than at the end of March. The net manpower loss in March was 408.

Recruiting also fell off in April to 674 persons. Number of recruits signed on in March was 927 and in February, 1,002. April's figure, however, was higher than January's 617.

Strength of the services has continued to drop despite re-engagement bonuses announced in February and the promise of a general pay increase of an unspecified percentage in October.

Defence Minister Hellyer has attributed the drop to good economic conditions in Canada. Douglas Harkness, former Conservative defence minister, has attributed it to poor morale as a result of integration begun in the summer of 1964.

The present manpower strength of 107,106 includes hundreds of men on retirement leave. One source said the effective strength is probably somewhere between 103,000 and 104,000.

Informants said all nine infantry battalions in Canada—there are four abroad—are seriously under strength.

The army experienced a net loss of 190 men in April and its strength now stands at 43,724. The RCAF has declined in strength by some 7,000 men in the last four years, the navy by about 3,500.

One source said the forces now are so hard up for recruits that they are enlisting youths of normally unacceptable educational standards and sending them to school.

WILLIAM T. JOHNSON
FILED AS CANDIDATE FOR CLERK OF THE SUPREME COURT IN MINNESOTA SOLELY TO DEMONSTRATE THE VOTER APPEAL OF THE NAME JOHNSON, AND ALTHOUGH HE HAD NO POLITICAL EXPERIENCE AND CONDUCTED NO CAMPAIGN, HE RECEIVED 44,049 VOTES OUT OF 151,586 CAST (June 18, 1934)

FELIX and ANTON STEINMEIER
IDENTICAL TWINS CLIMBED DACHSTEIN PEAK, IN AUSTRIA (9,830 FEET HIGH) TOGETHER 1,400 TIMES (© Rex Photo Systems, Inc. 1964. All rights reserved.)

MORE PORK
IS THE NAME OF A NEW ZEALAND WHOSE CRY SOUNDS LIKE "MORE PORK"

RIPLEY'S BELIEVE IT OR NOT



SECRET AGENT X-9

MCKEY MOUSE

THE LONE RANGER

NUBBIN

JOE PALOOKA

MUGGS & SKEETER

LIL ABNER

DAILY CROSSWORD

ACROSS

- Biblical king
- Fish
- Steeple part
- Saxhorn
- Vote
- Blunder
- Pronoun
- Oolog
- Wind-flower
- For fear that
- Across
- Bring
26. Sorority girls
- Asian inland sea
- Brook's author
- Cautious
- Sprout
- Verb form
- Quote
- Man's name
- Kind of rash
- Persia
- Chaice
- Muddle
- American Indians
- Bulk

DOWN

- River into the Orinoco
- British fortress
- Greek goddess of vengeance
- Earth goddess
- Kind of rock
- Henry Hudson's ship
- Trouble
- Suffocated, in a
- Galley
- Proof
- Guides
- Curved
- Scarf
- Man from Copenhagen
23. Selecting from various sources
- Blackboard items
- Gypsy
- Unable to speak
- Saturates
- Russian mountains
- Man from Copenhagen
- Chinese pagoda
- Girl's name
32. Man from Copenhagen
33. Across

Yesterday's Answer

37. Chinese pagoda
38. Girl's name
39. Man from Copenhagen
40. See 33 across

DAILY CRYPTOQUOTE — Here's how to work it:

AXYDLBAXX
IS LONGFELLOW

One letter simply stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

KNAVMIZ NA VXB IBWMIH MU
YOE NE CDBAV MU XNA HONRZ
FIBOH OEH FDVBI.—TOE RMZE

Yesterday's Cryptoquote: THREE HOSTILE NEWSPAPERS ARE MORE TO BE FEARED THAN A THOUSAND BAYONETS.—NAPOLEON
(© 1966, King Features Syndicate, Inc.)

OUR BOARDING HOUSE MAJOR HOOPLE

LEANDER THREW YOU A WINKLER, CLYDE? FIREMAN'S NEW HANDLE IS MRS. O'LEARY'S. SNIFFER COLLIM RUNS IT ON HIM AFTER FIREMAN GAVE UP FIVE STRAIGHT POWERS IN A CHICAGO RELIEF APPEARANCE! SNIFFER WROTE THAT O'LEARY NO LONGER COULD DOUSE THE FIRES—IN FACT, HE STARTED THE BIGGEST ONE SINCE MRS. O'LEARY'S CON!

NOW I REMEMBER READING ABOUT IT! DIDN'T FIREMAN BELT HIM WITH A POOL CUE THE NEXT DAY?

IT WAS HIS FIRST SOLID HIT!

WE'RE ALL FOR BROTHERHOOD, AND ALL THAT—

—BUT WE MUSTN'T DEPRIVE DOGGPATCH OF THE PLEASURE OF HAVING—UGH!—YOU!!

WAVE GOOD-BY TO THE NICE, FILTHY PEOPLE, DEAR!!

WHEN?!—THAT WAS A CLOSE ONE?!—NOW, LET ME SEE!!—WHERE WAS I?—OH, YES—BROTHERHOOD!

GRANDMA

I FOUND A GOOD USE FOR THOSE VERY HARD COOKIES I BAKED YESTERDAY, GRANDMA.

MY MOM LET ME GIVE 'EM TO LITTLE LEROY!

HE CAN'T BREAK 'EM OR EVEN PUT A DENT IN 'EM!

WHICH MAKES 'EM PERFECT FOR TEETHING!

CHAS. GUNN 6-9

HENRY

JIM'S GYM

CRACK

CARL

ETTA KETT

BUT I HAD A DATE WITH LARRY TONIGHT, TOO!

DON'T BE MAD! I'M SORRY I GOOFED!

IT'S OKAY! JUST CALL HIM UP AND CHANGE IT!

I DID—

THAT'S MY GIRL!!

I CHANGED YOURS TO SATURDAY NIGHT!

SECRET AGENT X-9

INSTRUCTIONS! LISTEN CLOSELY!

HERE WE GO, MIRA!

ANCIENT ROCK TOMBS STRAIGHT AHEAD. DROP PACKAGE DEAD CENTER!

I SEE THEM, PHIL!

OPEN THE WINDOW AND TOSSE THE SACK OUT WHEN I TELL YOU!

MCKEY MOUSE

ANOTHER MESSAGE FROM ALVIN.

HE SAYS HE'S GETTING VERY IMPATIENT.

BUT I CAN'T ANSWER HIM UNTIL THE WIND CHANGES!

THE LONE RANGER

AS SCOUT RIDES OFF TO ONE SIDE.

MOUNT BEHIND ME, TONTO! WHILE THEY WATCH WHERE SCOUT IS HEADING, WE'LL RIDE THE OTHER WAY!

COME ON, BEVER!

AWT, THAT FIRST HORSE WAS A BUCKO! THEY'RE GOING THE OTHER WAY! GET 'EM!

NUBBIN

TARNATION! I DIDN'T DO ANYTHING DIFFERENT TODAY!

HERE DIARY...

SEE YESTERDAY.

JOE PALOOKA

WELCOME! WELCOME! YOU'RE A GLAD SIGHT! WHAT ARE YOU BOTH DOING HERE?

I BROUGHT KATHY HERE TO PROPOSE TO HER... IF I HAVE YOUR APPROVAL!

I DON'T NEED TO SAY HOW I FEEL, STEVE... BUT THE IMPORTANT DECISION IS UP TO MY DEAR DAUGHTER!

SO YOU'VE COME CHARGING IN ON YOUR WHITE HORSE TO SAVE ME FROM MIKE... WELL... NO THANKS!

MUGGS & SKEETER

THIS BEING MY DAY OFF, I'M GOING TO GIVE YOU A BREAK AND GET BREAKFAST!

NOW, PA! YOU'D BETTER LET ME DO IT—YOU'LL HAVE A MESS!

WHEN NEVER GEM ABLE TO FACE THE FACT THAT ALL THE GREAT CHIEFS ARE MEN!

ON-OH!

WHAT'S ALL THE RACKET?

THAT'S YOUR GRANDFATHER OUT IN THE KITCHEN SPOILING BREAKFAST!

SPOILING IT? IT SOUNDS GREAT!

LIL ABNER

WE'RE ALL FOR BROTHERHOOD, AND ALL THAT—

—BUT WE MUSTN'T DEPRIVE DOGGPATCH OF THE PLEASURE OF HAVING—UGH!—YOU!!

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