



While Mississaugans enjoyed turkey dinner and all the trimmings, the Mississauga police and fire departments went about the everyday task of keeping homes safe from crime and fire. At police headquarters, Constable Jack

Maybee, above, worked the radio room through Christmas Day. There are relatively few calls on such a holiday but the police department keeps at full strength. The mens' wives send in Christmas delicacies with their husbands.

NEW CONCERT

Erin Mills automotive centre planned

By JIM ROBINSON
The announcement Nov. 16 of a \$15 million parts depot of Chrysler Canada Ltd., signalled the start of a new idea in Mississauga - the automotive centre concept.

Erin Mills New Town, where the new depot will be built, has included the automotive centre concept in their development plan.

The Chrysler plant is the first industry in the Erin Mills industrial park and the automotive centre will be the first of its kind in Canada.

The idea of concentrating various automobile dealerships and service functions in an auto centre is a merchandising advance comparable to the retail shopping centres which emerged in the 1950's.

Major department store chains found it advantageous to be located together along with smaller, related businesses.

The success of this approach to merchandising has been proven by the continuing dominance of shopping centres in the retailing field.

Like the retail shopping centre, the auto centre draws a greater percentage of people from within the conventional market area and also expands the market area.

There are several reasons for this expansion and these have already been proven in other auto centres in operation in the United States.

CONVENIENCE

The first reason is customer convenience.

The customer is attracted by the ample parking and one-stop comparative shopping in a pleasant setting with rest areas and restaurants available.

The second reason is improved advertising promoted by group financing.

Erin Mills' developers believe the centres attract larger numbers of persons and maximize impulse buying.

For instance, a customer, waiting for something to be fixed might see something

else he wants added to his car.

In addition the customer is retained for a longer period of time in the centre and this could increase the opportunities of selling to the more cautious buyer.

This insured exposure, hopefully for the retailers, will mean new techniques of merchandising which can be tested and in turn will lead to better methods of merchandising.

Finally, the centre approach provides an environmental product much more acceptable to the community in which it is located, thus improving relationships between automotive establishments and the community.

As in the industrial park, the centre will be designed to fit in with the landscape and architecture of the surrounding area.

While the Erin Mills

Automotive Centre is a new idea for Canada, it has been used in the United States for years.

Erin Mills visited several of these centres and found they had become more successful than anticipated.

A spokesman for the American Society of Planning Officials said that "for dealers who did participate there was no reason for regret."

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