

Meet Pontiac-Buick Dealer **HERB STEIN . . . he's a winner!**

Herb was the choice of the Toronto Automobile Dealers Association to represent them in the 1987 TIME Magazine Quality Dealer Award program. He is President of Plaza Pontiac Buick Limited, Toronto, Ontario.

The automobile business has been a true 'family affair' for the Steins. Their first dealership was founded in 1956 with father, Morris, as president, ably supported by his energetic sons, Herb and Donald. Succeeding their late father as equal partners in the firm, the brothers now benefit from a capable third generation of the family — Herb's two sons, Blaine and Robert — busy in the leasing department.

Herb's penchant for sound management and business practices is visible in his dealership's fourth ranking in new car sales — and second rank in truck sales — among Pontiac Buick dealers in the Metropolitan Toronto market area. Also, in the two generations of loyal customers served by the Steins in the past 31 years.

Beside his many contributions to automotive associations and councils, Herb is an enthusiastic supporter of the Variety Club of Ontario, Junior Achievement, United Jewish Appeal, and a hospital for geriatric care.

Herb is one of 13 Canadian automobile dealers being honoured for outstanding business performance and for the individual and company contributions they make to their communities.

TIME is proud to give Herb Stein the recognition he has earned, and pleased to be working in close harmony with the Canadian automotive industry. We look forward each year to continuing our long-standing relationship with the Federation of Automobile Dealer Associations to support this important Award program.

The TIME Magazine
Quality Dealer Award Winner for Toronto

