

New Nash Three Years In the Making, But Well Worth the Time and Care

Some of the Features in the New Nash Cars for 1941. Running Boards Flush with the Floor. Aero-power Engines. "Weather-Eye" System Available.

With the Ambassador 600, a completely new car three years in the making, Nash bids for a share in the low-price automobile market. Also presented for 1941 are two of Ambassador sixes and eights with "aeropowered" twin ignition engines.

The "600" is 194 inches from end to end. Among its features are gasoline economy of 25 to 30 miles a gallon "unitized" body and frame welded into a rigid, twistproof unit; coil spring suspension on all wheels. "Flying Scot" engine, interior roominess with front seats nearly five feet wide and harmonizing duotone interior and exterior colors.

Bases of operating economy of the car are the 6-cylinder engine of new design and body construction that eliminates hundreds of pounds of weight but gives ample body size and strength. The engine has uniform temperature control obtained by casting inlet manifolds inside the head and completely water jacketing all cylinders. It is of L-head construction, 172.6 cubic inches displacement and 76 horsepower at 3,600 R. P. M.

Passengers are completely surrounded by the "unitized" body structure which saves 400 to 500 pounds extra weight. The body is eight inches wider than high. Six passengers can ride in the sedan's chair-height seats that are nearly five feet across. Head room in the rear compartment.

Lines Hide Running Boards

In the "600", Six and Eight Ambassador lines the lower bodies make possible concealment of running boards. Showing only a covered crash bar when the doors are closed, the running boards are flush with the floor. The senior lines have independently suspended-in-front coil springs with tubular shock absorbers inside the coils. Other airplane type "shocks" act with the rear leaf springs.

Both more than 200 inches overall, the Six and Eight have new interiors worked out in collaboration with a woman stylist to harmonize in two-tone combinations with body colors. Woolens in special weaves are styled in taupe-bi-ble and plum duotone. Hardware and panel knobs are in plumbed tenite.

Of in-line construction the "Aero-power" engines are stripped of extra parts with manifold cast inside. Engine blocks are blue-gray, ignition wires mandarin red and valves are covered by a silver head. The Eight has nine-bearing crankshaft and 115 horsepower, the Six a seven-bearing shaft and 105 horsepower.

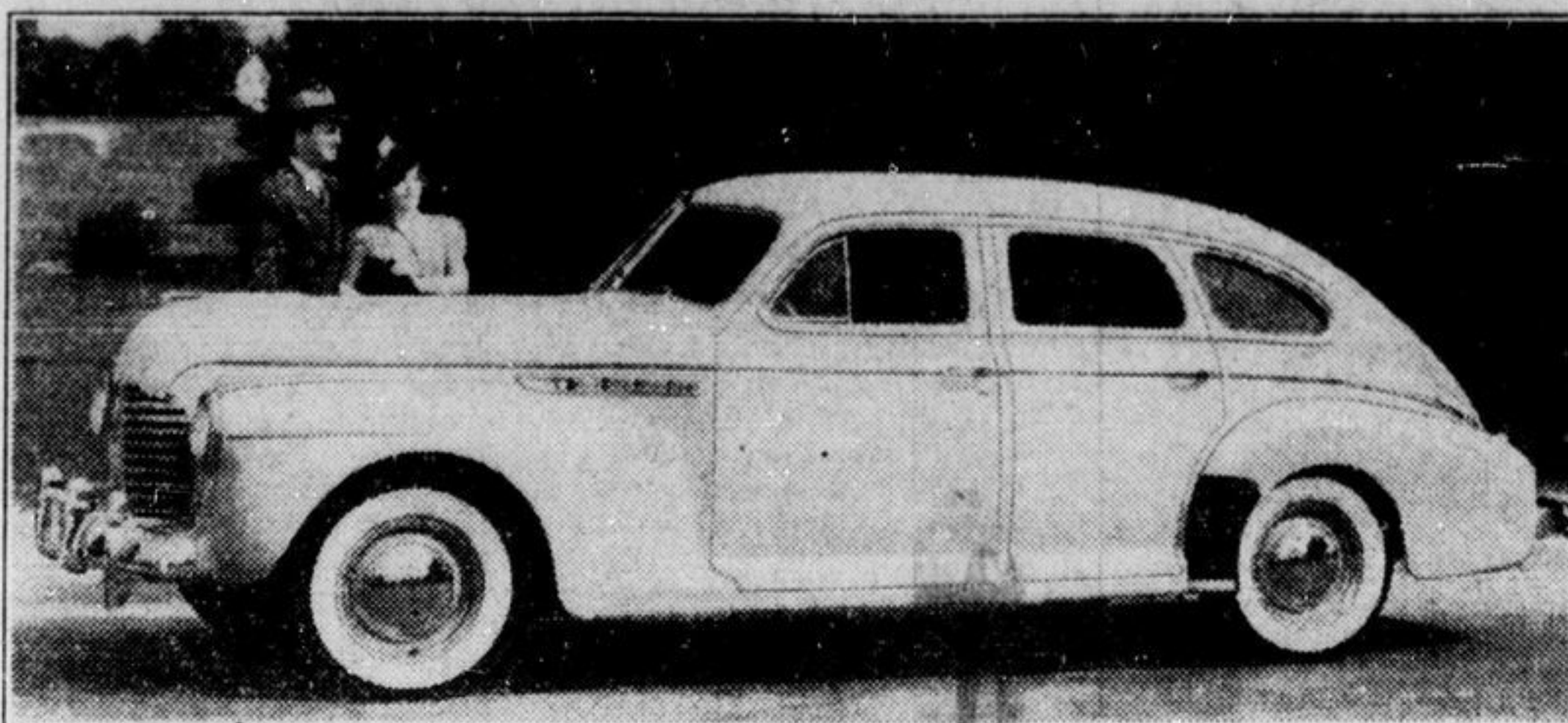
Available for use in the three lines is the "Weather Eye" system of conditioned air for winter driving. Its capacity has been increased 70 per cent. The bed-in-a-car for tourist and sportsman is offered in sedan and brougham models and can be left up while the car is traveling. Also optional is an economy fourth speed forward. The automatic cruising gear has an "over-take" feature for extra power in passing or emergency.

RISKING IT

An American staying at a certain coast resort had an engagement to play golf with a friend who did not put in a punctual appearance.

The American, who was waiting on the first-tee, decided to go to the clubhouse and telephone to his partner and not wishing to take his heavy kit with him, he said to a bystander: "Excuse me but would you look after these clubs till I come back?" "Sir," rejoined the bystander with ruffled dignity, "I'd have you know I'm the mayor of this town." "Never mind, I'll take the risk."—Exchange.

1941 McLAUGHLIN-BUICK



Incorporating such advanced features as aerodynamic streamlining, "fireball" engines developing 115, 125 and 165 horsepower, and new Compound Carburetion on Super, Century, Roadmaster and Limited models, McLaughlin-Buick for 1941 is presented in five new series on three wheelbases, and offers a choice of twenty-two different body types. Illustrated above is the Special six-passenger, four-door sedan, built on a 121-inch wheelbase.

Motor Industry One of Essential Branches of Work

By ALVAN MACAULEY, President, Automobile Manufacturers Association.

The motor industry regards the period immediately ahead as the greatest challenge faced in its history. The new production year brings it both a demand and an opportunity to prove its capacity in vital mass production of war materials while at the same time meeting a rising civilian need for automotive products.

The makers of automobiles and trucks expect to meet this test. They make no reservations on the defense score—that job has priority in this emergency period and no productive energies that can be applied to that work can or will be withheld.

In saying this to the American public at the opening of National Automobile Show Week, the industry is nevertheless confident of sustained sales, production and employment in its normal work of everyday ends.

The new cars put on view in this period constitute the most thorough "An-

nual Report to the American People" that can be made by the motor manufacturers and by the thousands of plants big and small, that make parts, equipment, accessories and ingredients of the finished automobile.

Broad Advance Made

The non-technical visitors to show floors will sense readily the degree of advance in automotive science which again has been registered this year as a result of application to the motor vehicle of intensive laboratory study and engineering research.

In appraising the industry's production job ahead, however, even more significant than its own technical progress is the continuing growth of automotive use by the public and the growing recognition that the personal car has taken its place as an essential in the lives of millions of families in all walks of life and income level.

The bald statement that 287 billion miles of motor vehicle movement was piled up last year suggests the job that the vehicle is doing. It is adequate, however to bring out the values that widely diffused ownership of automobiles have brought about. Just as the motor truck's efficiency and economy is directly and indirectly placing dollars and cents in the pockets of consumers, so the personal car supplies economic opportunity and working efficiency to millions.

Area of Work Extended

Already car ownership has taken up one slack in defense preparation in many localities where thousands of men in excess of normal facilities are being concentrated for military work.

Industrial plant locations that would have been out of the question if living accommodations had to be found in walking distance, are being developed

more essential than nearby housing, but it has now reached a development of national significance.

At the high rate of use now prevailing for automobiles the industry faces an annual replacement job running into millions of vehicles, cars that must inevitably be scrapped even while the need for the service to be rendered increases. With defense activities stimulating absorption of many millions of workers now employed, the annual service of passenger vehicles should be expected to rise further accelerating the scrapping of vehicles which are reaching the end of their usefulness.

Purchasing Power Goes Up

Linked with the demand for production of the industry in the year ahead will be the stimulation of the national income through defense spending. The curve of purchasing power seems to be moving upward. On the sales side, the industry, therefore is looking forward to a strong domestic demand reinforced by the increased values which have been built into the 1941 products. While the foreign sales situation is not so clear, it has its bright spots, which the industry will encourage and develop to the limit of its ability.

The American automobile and truck manufacturers constitute the largest transportation equipment industry in

Brighter Colours Among Features of the New Cars

A gentleman with a statistical turn of mind has proven that the new cars for 1941 are more colorful than in past years. He makes his point by classifying the cars by colour in the New York motor show this year and contrasting these figures with those for the motor show last year. Inspection of the new cars at the auto show sponsored by the Schumacher Lions Club will bear this out. Here are the figures for the colours of cars at the New York motor show for last year and this year:—

	1939	1940
Blue	43	52
Green	34	44
Gray	26	40
Red-Maroon	24	28
Beige-Brown	23	23
Black	23	20

North Bay Nugget:—And now there's the problem of what to do with all the mothballs until next spring.

the world. Their primary place in the national economy remains the task of keeping the highway rolling stock of the country up to the efficiency which is now demanded of all productive enterprise.

Congratulations

to the Schumacher Lions Club and the Automobile dealers of the Porcupine Camp on the occasion of their

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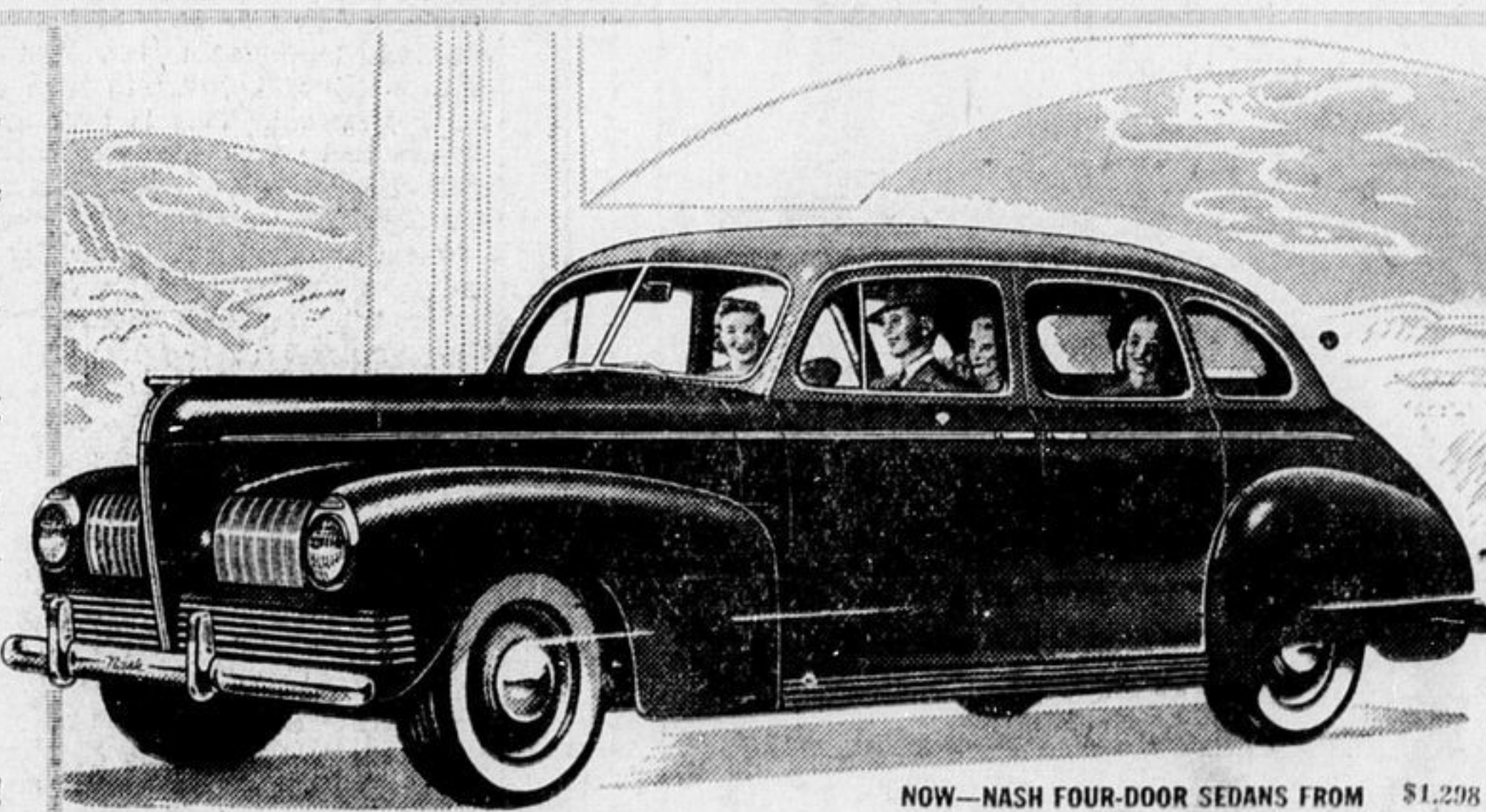
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NOW—NASH FOUR-DOOR SEDANS FROM \$1,298 delivered with heavy-duty equipment.

Good News! In the Face of Rising New Car Prices

TODAY—there's a new kind of car in the low-price field—the 1941 Nash!

It's so new...so different that driving it is a thrilling experience.

Little would you believe, as you look at the size of it—194 inches long—that it delivers 30 to 35 miles to the gallon, with usual good driving.

Powered by Nash's new-type "Flying Scot" Engine, it's the fleetest, smoothest "six" you ever had your hands on!

You'll be delighted by the way it responds to the wheel but laughs at



bumps. With Two-way Ball-bearing Steering and soft coil springs on all four wheels—it rides like a miracle in motion.

Its amazing quiet, its unusual

roominess are due to a new kind of "unitized" construction. Frame and body are welded together. The front seat's almost five feet wide. The rear has ample space for Nash's big Convertible Bed.

*New 1941 prices begin in the low-price field—All prices, delivered here, include standard equipment and tax. Weather Eye, Fourth Speed Forward, Convertible Bed, Special Paint and White Side Wall Tires are optional, at slight extra cost.

Even the air you breathe is different—thanks to the new conditioned-air wonders of the Weather Eye System.

This year Nash prices are low. All Nash cars have new economy. See also the big, beautiful new Nash Ambassador Aero-powered Sixes and Eights—at your dealer's. First public showing today!

3 NEW SERIES—17 BEAUTIFUL MODELS

The Nash Ambassador "600" . . . the new low-price car. 6-cylinder Manifold-Sealed Engine. 194 inches over all. Six models. The Aero-powered Nash Ambassador Six—105 HP. . . 6-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Six models. The Aero-powered Nash Ambassador Eight—115 HP. . . 8-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Five models.

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