

Newspapermen Dine With Heads of Durant Motor Co. AND INSPECT THEIR PLANT AT LEASIDE

The editor of this Great Family Journal attended an event of special interest to the members of the Ontario Division of the Canadian Weekly Newspapers Association, held in Toronto, last week, at the Plant of Durant Motors of Canada, Limited.

On the invitation of the Company, between fifty and sixty newspapermen visited the "home of Durant cars" and saw how these automobiles are built.

On arrival in Toronto, the newspapermen met at the King Edward Hotel where luncheon was served in a dining room reserved for the occasion. They were royally welcomed by Roy D. Kerby, general manager, and Phil J. Duggan, sales manager, and were told that it was solely for the purpose of acquainting representative citizens of Ontario with the methods employed in building Durant cars that the meeting had been called.

Mr. Kerby spoke briefly on the importance of the automobile industry to Canada and gave some very interesting figures on the capital invested. He stated that the Durant company bought Canadian made materials from more than 300 Canadian sources of supply. He referred to the fact that the company was now on a dividend paying basis and that the cash position of the company was exceedingly satisfactory.

Mr. Duggan voiced the appreciation of the company for the large turn-out and said he hoped that each person would carry away a better understanding of the size and extent of this plant which covers nearly 15 acres of ground and has approximately half a million square feet of floor space.

Geo. H. K. Mitford, president of Mitford Advertising Limited, gave a short talk on the subject of automobile advertising after which the chairman, Mr. Phil Duggan, invited the guests to adjourn to the plant in new Durant automobiles.

The inspection of the plant commenced at the beginning of the chassis line. The first operation was that of fabricating the steel chassis frame by means of compressed air machines which riveted the rivets cold. It was explained that this method did away with the natural shrinkage that follows the riveting of hot rivets. The cold rivet fills the hole in the frame with metal when it is clinched under a pressure of 20 to 25 tons, thus making the chassis frame as nearly as possible one sturdy piece.

The chassis frame when completed started on the chassis line and gradually it seemed to gather together as if by magic the various units that go to make an automobile. The rear axle was put in position, then the springs—all as the chassis moved slowly on the "chain" that in turn brought it nearer to completion. Fast, expert hands handled each operation and though it was done quickly there was no mistaking the fact that each operation received the utmost care and attention. Finally, after about 15 minutes, the chassis was completed to the point where it was ready to be enameled and go through the baking ovens.

During the period that the chassis were slowly passing through the ovens, a sub-assembly was going on apace. Various units were being installed on the Red Seal "L" head Continental motor so that when the chassis emerged from the enamel ovens, its motor was ready to be installed.

Compressed-air hoists are used for all lifting and one of these handled the powerful motor as if it were a toy, picking it up quickly and lowering it gently to its position in the chassis. Expert hands soon had the motor bolted to the frame in a rubber mounting and as the job, completed to this point, continued its journey on the ever-moving chain, the fenders and radiator were added as were also the several "finishing touches" required in the construction of a Durant motor car.

This brought the completed chassis under what is called the "hatch" through which the Durant built Hayes-Hunt bodies are lowered but at this point the trip of inspection was halted, insofar as the chassis is concerned and was resumed in the body building plant.

Body Building Plant
Of the half-a-million square feet of floor space that comprise the

plant, a goodly share is taken up by the body building department which includes the Duco plant and the trim shop. The newspapermen started this part of their trip of inspection at the point where the hardwood frames are fashioned into a four-door sedan, two-door sedan or coupe. This frame-work is put together in what are known as "jigs" which, in turn, hold the sections together while they are matched and joined. These "jigs" bind the framework while the glue sets and while heavy screws are driven into place by compressed air screw drivers.

The wooden framework then slowly passes down the body line for its doors, and the metal work. Hundreds of hammers kept up a continual din as the workmen skillfully attached the metal to the frame and gradually automobile bodies came into being.

As they were finished, they were sent on to the Duco department where it appeared that unusual care was taken to see that each individual body received the utmost attention. Duco spray booths equipped with the most modern tools, were arranged in such a way as to permit the finest of workmanship with a minimum of waste motion. Still carried along a line or track, the bodies were sprayed and baked, sprayed and baked until finally they emerged from the last ovens in most attractive colors and ready for rubbing and a final coat.

The last operation, in the Duco department was the stripping and here it was again noticed that only the greatest care and the most skillful workmanship could possibly meet the demands of the factory inspectors.

A most unique, self-operating track system automatically forwarded the bodies, thus Ducoed, to the trim-shop where the glass was put in the windows, the electric wires, cables, etc., were installed, the handles put on the doors—and everything made ready for the upholstering. Quickly but nevertheless neatly and expertly, the finest of upholstering material was put into the bodies.

Battery of Machines
On the right of this "line" there is a battery of electric sewing machines kept constantly humming to keep the workmen supplied with materials. It was one of the busiest spots in the whole plant.

Each body was thoroughly inspected before being passed and once passed, it was ready to be lowered down the "hatch" to the completed chassis at the end of the chassis line and at the point where the newspapermen halted their journey to see the bodies being built.

After watching this work from the upper floor, the visitors went down to the chassis line again and there they certainly marvelled at the way in which the bodies were put on the chassis. Every move of the mechanics was the right move, at the right time. The body was no sooner lowered than the whole car was automatically moved over a pit. Men with compressed air wrenches soon had the body fastened securely to the chassis and the whole car ready for the brake testing machine.

Brake Testing
This is a most delicate piece of machinery for all its size. With its aid, the mechanics are able to adjust the Bond's Four wheel brakes with absolute accuracy—and then the car was ready for the Final Test department. This is the most critical department for every individual car must pass a most rigid inspection before it has this department's endorsement and it must have this approval before it can pass on to the shipping department. Each car is taken out of the plant and run for several miles. When the plant is in full production, upwards of 175 cars a day, there is a continual stream of cars going and returning from a proving run. When any defects are found, the car is turned in to another special department that corrects the condition and then the car must pass again through the final test before it is marked "o.k."

The Durant Motors plant covers nearly 15 acres of ground and comprises a series of separate buildings each of which is splendidly ventilated, well heated and having walls that are principally windows. The working lines are all on the south side of the buildings so that the work is done in bright daylight, much to the advantage of the product itself and the men engaged in this inter-

esting work. When the visit through the plant was over, the newspapermen expressed their delight at what they had seen and their appreciation of the opportunity extended to them by the executives of the company of thus seeing for themselves how Durant cars are built.



Phil J. Duggan, Sales Manager of Durant Motors of Canada, Ltd., who was chairman of the luncheon tendered the Weekly Newspapermen who visited the Durant plant last week.

County and District

Durham's new post office still remains un-opened.
An effort will be made to stop Sunday fishing at Meaford.

Sam Bellamy Jr. of Dundalk trapped a white muskrat recently.

A Branch of the League of Nations has been organized in Meaford.

Convictions have averaged ten per day in Fergus for breaches of the Highways Act.

Meaford Public School accommodation is not sufficient and a class room has been opened in the town hall.

A choral Society has been organized in Meaford and Public School Inspector Morrison is the President.

W. H. Ashley, a former proprietor of the Hanover Post, died recently at Brandon, Manitoba, in his 77th year.

A new public school will be built in Neustadt and it is reported that the brewery will be re-opened there.

Mr. and Mrs. Wm. Mills of Shelburne celebrated their golden wedding anniversary on Tuesday, April 10th.

Durham's town hall will be officially re-opened on April 24th after having been thoroughly renovated and re-modeled.

Angus Bell, blacksmith at Shelburne, has worked at the business for 57 years and it is still going strong at 74 years of age.

Shelburne businessmen will hold their Thursday afternoon during the coming summer and Dundalk will holiday on Wednesday.

Rev. J. R. Bell, for many years Presbyterian minister at Laurel in Dufferin County, died at his home in Toronto on Thursday, April 12th, aged 77 years.

In Collingwood there will be no half holiday observed this summer but stores will close at 5 o'clock each day except Wednesday and Saturday when they will remain open until ten o'clock or later.

Meaford's weekly half holiday this year will be Wednesday afternoon as will be the case in Owen Sound. Durham will holiday, Thursday afternoon and stores will be open Wednesday night.

Fewster and Hogg, auto dealers, and Gamble and Coutts, furniture dealers and undertakers, in Shelburne have dissolved partnership. Mr. Fewster continues the business as does also Mr. Gamble. Mr. Hogg opens a new auto and implement business.

On Monday afternoon, Mr. Harry Leach met with a painful accident while shoeing a horse and suffered a broken nose and other injuries as a result. While in the act of shoeing the animal something frightened the beast and caused it to spring back suddenly with the result that Mr. Leach was thrown to the floor and rendered unconscious. While in this predicament he was trampled on by the horse and suffered painful injuries before being found by the driver, who at once summoned assistance and had the injured man taken to his home where Dr. Eberhart attended his injuries.—Meaford Express.

Morris Campbell, son of Mr. and Mrs. W. R. Campbell, had a narrow escape as the result of a bicycle accident Tuesday evening of last week, and one also that shows the danger of two at a time on a bicycle. He was riding his bicycle down the hill going out of town north on Owen Sound Street, with Elwood Bellerby on the cross bar. The latter in some way got his foot caught in the spokes and the back of the machine was thrown up over the front end, Campbell going over Bellerby's head and striking his head with such force on the pavement as to render him unconscious for a time. Campbell was bruised and had the left side of his head badly scraped and Bellerby was bruised and had his knee cut.—Shelburne Free Press and Economist.

Markdale

Mr. Robt. Down was in Toronto this week on business.

Mrs. C. W. Rutledge is visiting with friends at Durham.

Miss Helen Alton is spending a week with friends in Toronto.

Five cars of live stock were shipped from Markdale on Tuesday.

Mr. Bert. Rusk has purchased Mr. Andrew Griffith's residence on Queen Street.

Mr. J. W. Fleck, of the Shelburne Monumental Works, was in town on Friday.

Mr. Wilfred Levi has gone to Port McNicol, where he has secured a position.

Mr. S. A. Morrison, Public School Inspector for East Grey, was in town last week.

Mrs. Gilbert sr. of Warton is a visitor with her son, Mr. A. V. Gilbert, and family.

Mrs. (Dr.) Shepherdson of Brockville was a visitor with her parents, Mr. and Mrs. T. L. Mercer.

The Markdale Farmers Co-Operative Limited shipped a car load of potatoes the first of the week.

Miss Helen Sullivan, R.N., has returned to Detroit accompanied by her mother, Mrs. Margaret Sullivan.

Mr. and Mrs. Oscar Walden of Toronto spent a few days with the former's parents, Mr. and Mrs. B. H. Walden.

Grey County Mothers' Allowances Board met in Dundalk on Friday evening. A. E. Colgan of this place attended.

Mr. and Mrs. Wm. Jackson arrived home this week after having spent the past three or four months in Florida.

Messrs. S. H. Buchanan and S. J. Edgerton, Nash dealers in Owen Sound, were in town on business a few days ago.

Mr. and Mrs. K. C. Walker motored up from Brantford and spent the week-end with the former's parents, Mr. and Mrs. A. L. Walker.

Several members of the local C.G. I.T. were in Owen Sound over the week-end in attendance at a County conference of the organization.

Mr. Brennan of Connaught Station is visiting with friends in town and in the Irish Lake district. He will also visit with an aunt at Dornoch.

Laundry's garage in Meaford with several cars was destroyed by fire early Tuesday morning. The loss is estimated at \$10,000 with \$4000 insurance.

The insurance business of Mr. Balm Bradley is being taken care of by Mr. Andrew Griffith during Mr. Bradley's illness. Continued patronage will be appreciated.

There has been no move made so far to organize for the summer sports in the village. Isn't it about time you were getting together and making some move, boys?

Mrs. Thos. Mercer returned home from Toronto last week much improved in health as a result of the operations performed. She was accompanied by Miss Mary Mercer.

Mrs. L. G. Campbell attended the annual meeting of the Provincial Chapter of the Daughters of the Empire in Hamilton last week. She is visiting with friends in Toronto this week.

Mrs. Fred Halmer returned home a few days ago after having been in Welland and Toronto. While away she consulted a specialist and is much improved in health as a result of the treatment given.

Mrs. Jos. R. Armstrong and son, Nelson, were in Toronto last week consulting a specialist. Nelson received good encouragement and will discard the crutches and go about with the use of cane for a few weeks.

Mr. J. J. Richardson has purchased the building from Mr. Jas. S. Kelley at present occupied by Down's garage and will get possession the first of May when Mr. Down moves to the York building. Mr. Richardson will move his implement and Durant car business to the new location.

Mrs. John McKee, of the West Backline, received recently the sad news of the death of her youngest brother, Samuel McLeod, at his home in Sault Ste. Marie. Mr. McLeod who was sixty-four years of age was the son of Mr. and Mrs. Joseph McLeod and was born and reared within a few miles of the village.

The final debate of groups one in the Young People's Union of the United Church is being held in Flesherton next Monday evening, April 30th, when Markdale and Dundalk are the competing societies. The subject is "Resolved That the inventor has contributed more to the happiness of humanity than has the legislator".

Once more a pupil of the Markdale Public School has brought honour to the school and village. This time it is Miss Ruth Armstrong, daughter of Mr. and Mrs. C. E. Armstrong, who has received a letter from the Hon. Dr. Jamieson informing her that she is the winner of the "Jameson Medal" for 1927. This beautifully engraved gold medal is awarded annually to the candidate having the highest number of marks at the High School Entrance Examination in the constituency of South Grey. Formerly this was only for the inspector-ate of South Grey, but since the last re-distribution by the Ontario Legislature, South Grey has also included the townships of Osprey, Holland and Euphrasia, and so the competition is keener.

George Caswell's saw mill and chopping plant at Berkeley was completely destroyed by fire early Tuesday morning. The fire was discovered about two o'clock but had gained such headway that nothing could be saved. The mill, which was used chiefly for custom sawing, had been in operation the day previous and it is supposed that the fire originated in the boiler room. There was no insurance and Mr. Caswell's loss will be in the neighborhood of \$2500.

The Markdale Church Community Troop of Boy Scouts attended Christ Church on Sunday evening, for their annual St. George's service. The troop moved in procession to the front of the church, under the direction of S.M. Vernon Hockley, and the flag was broken by Scout T. D. Berry. The Rector, Rev. A. S. Mitchell, then said the Sunset Prayer and the National Anthem was sung. Following the sermon while all the congregation were standing, the scouts solemnly renewed the Scout Promise and the service closed with the Lowering of the Union Jack. The lessons were read by Scout J. G. Matthews, and twenty three local scouts were in attendance.

The members of the Markdale Curling Club held the annual banquet at the Revere Hotel on Thursday evening of this week at which almost the entire membership of the

club was present. Each year towards the end of the curling season a competition is staged between sides chosen by the President and the Vice-President, the losers having the privilege of providing the supper for themselves and the winners. This year the President, Alex. Smith and his men were successful in putting the Vice-President, Geo. S. Dundas, and his followers in the second place, and on Thursday night they came across with a splendid spread provided by Mr. and Mrs. Jas. S. Kelly of the Revere House. After all had partaken of the good things provided, Mr. W. D. Henry, who acted as toastmaster, took charge of the proceedings and a short program was given.

Holland Centre

There was a good attendance in the United Church on Friday evening to hear the play entitled "Wanted, A Wife", presented by Berkeley talent. The stage was nicely arranged. The players presented a fine appearance and each took his or her part in a very creditable manner. Berkeley is to be congratulated on its choice of play selected and the splendid presentation of each character. They still have other engagements although they have presented it six

times. The proceeds at Holland Centre were about fifty dollars.
Next Sunday morning will be children's day. Come and hear the children recite scripture passages, hymns, etc. The children are all present at 10.30 a.m. and to occupy their front seats.

TENDERS FOR BRIDGE

Tenders will be received by the undersigned up to and including Saturday, April 28th, 1928, for the construction of a reinforced concrete bridge at Holland Centre, opposite lots 30 and 31, Con. 1, W.T. & S.R. Township of Holland. Plans and specifications may be seen at the office of the Engineer in the Court House, Owen Sound.

Tenders are to be accompanied by a marked cheque for ten per cent of the amount of the tender, and contract bonds for fifty per cent of the amount of the tender will be required from the successful tenderer. The highest or any tender not necessarily accepted.
R. C. MCKNIGHT
Engineer for Holland Township

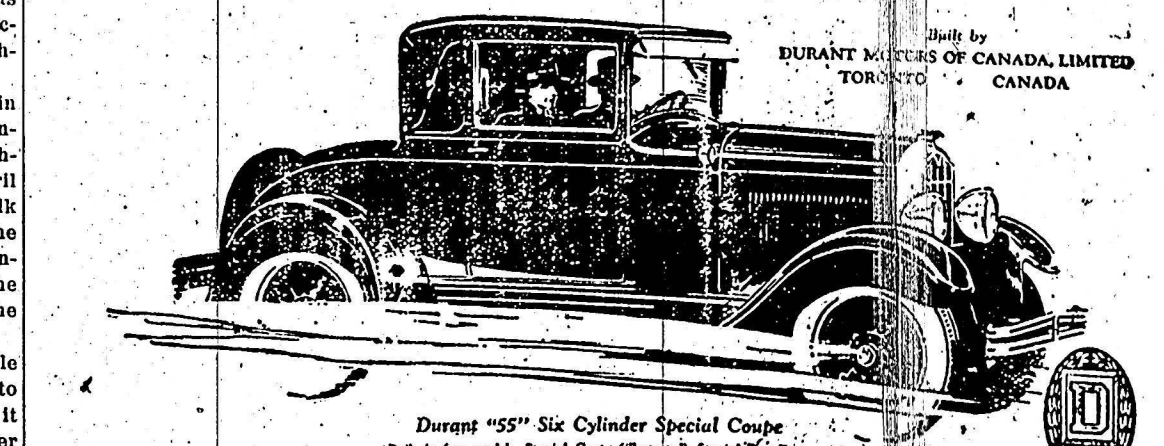


STAMP OUT CARELESSNESS

"Establishing a New Standard in Automobiles"

Greater Speed-Power-Beauty-

The DURANT 55
BUILT to maintain the high reputation gained by all Durant products, the Durant "55" is large, its appearance is enhanced by its exclusive Durant radiator... its Red Seal Continuum Motor is more powerful... and it has Bendix 4-wheel brakes.
When you drive a Durant "55" you will notice the comfortable seats... the additional leg-room... the great riding ease... the two-tone upholstery... the many other Durant built-in features...
The smooth, quick action of the motor will thrill you... in fact, you will hardly believe that so much "automobile" can be had for so little money.
Drive the Durant "55" today... or tomorrow... anytime... from your local Durant dealer's.

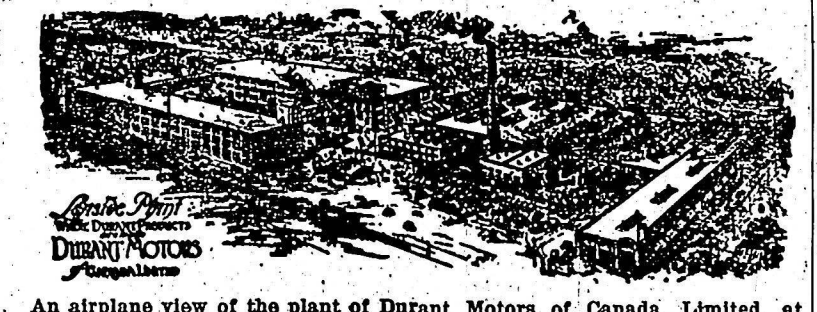


Durant "55" Six Cylinder Special Coupe
Built in four models, Special Coupe (illustrated), Special Runabout, Special Sedan, Special Touring, Special Streetcar and Special Taxi Cab.

DURANT

Rugby Tracks, Four and Six Cylinders; Capacity 1 ton and 1 1/2 tons C1328

P. LOUCKS & SON, AGENTS, CHATSWORTH



An airplane view of the plant of Durant Motors of Canada, Limited, at Leaside, on the outskirts of Toronto. The plant covers nearly 15 acres and has approximately half a million square feet of floor space. It is modern in every respect and has a capacity of upwards of 175 cars a day.

VOL. 2; NO. 1.
Presbyterian Church
Minister, Rev. W. A. ...
St. Andrew's Church
11 a.m., Bible Class
7 p.m., Public Worship
Anglican Church
Rector, Rev. J. Graham
Presentation to Miss Givens
The members of St. Mark's Church
Durant Motors of Canada, Limited
NOMINATION
For 1928
TOWNSHIP OF HOLLAND
PUBLIC NOTICE is hereby given
that a meeting of the Board of
Electors of the Township of Holland
will be held in the
Township Hall, Holland Centre
on the 2nd day of MAY, 1928
at the hour of eight o'clock in the
evening for the purpose of nominating
for the Offices of Reeve, Trustee,
and Comptroller for the year 1928.
If more than the number of electors
are proposed for the said offices,
and a poll is demanded by the
Candidate or candidates, such poll
shall be held on the 9th day of MAY,
1928, at the hour of eight o'clock in
the evening at the Township of Holland
Township Hall, Holland Centre, Ontario,
commencing at Nine o'clock in
the forenoon and continuing till
one o'clock in the afternoon of the
9th day.
JAS. P. HARE,
Clerk and Returning Officer
Holland Centre, May 2, 1928.