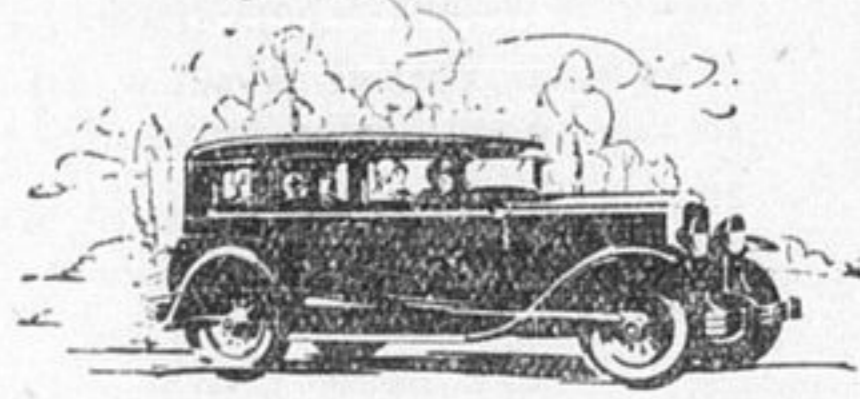


A Tremendous Increase in Public Acceptance



FOR years McLaughlin-Buick has led the world in fine-car sales.

For years the proven McLaughlin-Buick engineering principles have been acclaimed by an overwhelming majority.

But now a tremendous increase in public acceptance has resulted in establishing during the past month, a new sales record for all time.

Because here, in addition to the powerful, triple-sealed, valve-in-head engine; the famous torque-tube drive; the cantilever rear springs and the wonderful sealed chassis, are new, revolutionary standards of performance and riding ease, and new beauty and luxury of Masterpiece Bodies by Fisher!

You have but to drive this great car to understand why it is literally breaking all sales records for cars at or above its price.

McLaughlin Buick

M13-4-23C

Marshall-Ecclestone, Ltd.

Timmins, Ont.

When Better Automobiles Are Built—McLaughlin-Buick Will Build Them

MOTOR TOURIST TRAFFIC BRINGS LARGE REVENUE

Nearly Four Million American Cars Visited Canada Last Year, and Spent Three Hundred Million Dollars.

The announcement of the department of the interior at Ottawa to the effect that motor tourist traffic now ranks with Canada's pulp and paper or mineral production as a source of national revenue must have been peculiarly gratifying to Dr. P. E. Doolittle, president of the Canadian Automobile Association who has done more than any other man to develop this great industry.

Times without number he has addressed the great motor tourist directing agencies of the United States on Canada's scenic, climatic and sporting attractions for the motor tourist.

Time and again he has personally carried his campaigns for tourist traffic not only "into Africa" but throughout its length and breadth. He has delivered addresses many times from the Canadian boundary to Tijuana and the Florida Keys and wherever one goes in the United States one sees the Canadian Automobile Association maps and windshield stickers with their legend "Guest of Canada" on the bright red background map of the dominion.

The Canadian Automobile Association and the provincial motor leagues that form it are allied with the American Automobile Association and its more than a thousand clubs in the United States. They make up the greatest motor tourist directing and routing organization in the world.

The motor leagues of Canada supply this great chain of U.S. tourist bureaux with information, maps and literature and extend through reciprocal arrangements membership privileges to their members. By means of magazine and newspaper articles and photographs published in the United States they have done much, too, to develop the already enormous and rapidly growing tourist traffic of Canada.

The Canadian National Exhibition, the railway and steam boat companies, the provincial and local tourist associations and the department of the interior have all contributed more or less important "bits" towards the building of this very lucrative traffic.

Natural Resources the voice of the department of the interior points out:

That this work is bearing much fruit is evidenced by the fact that tourist travel is fast becoming one of the important industries of the dominion. The growth of the traffic is most strikingly indicated by the increase in tou-

rist automobile entries. In 1928 a total of 3,845,455 tourist cars entered Canada, as compared with 3,153,800 in 1927, an increase of upwards of 500,000 cars. The expansion of tourist travel to Canada via railway and steamship lines has been remarkable in recent years, and while it is officially estimated that the value from all classes of the traffic reached \$242,754,000 in 1927, reports from reliable sources throughout the country indicate that this expenditure was far surpassed in 1928. Briefly tourist travel brings to Canada an income comparable with the value of either the country's pulp and paper or mineral production.

With such magnificent and varied natural scenery combined with ideal summer and autumn conditions and accommodation to meet the requirements of practically all classes, Canada offers the vacationist an unlimited range of attractions, each having a strong appeal. The natural advantages which the country holds for the canoeist, the camper, the motorist, the angler, or those seeking recreation and health are unique. Each year increasing numbers enjoy the scenic beauty of Canada's vast lakeland districts, her forested areas and majestic mountain ranges, which are surpassed by no country in the world.

Canada's greatest need in further development of tourist traffic is more good hotel accommodation. The Ontario Motor League and sister organizations have been active in encouraging the improvement of existing hotels and the construction of new ones. That the completion of the trans-Canada highway will result in a great increase in tourist traffic all agree.

One of the most historic and picturesque parts of the dominion is comprised of the seaside provinces of Nova Scotia, New Brunswick and Prince Edward Island. The distinctive recreational attractions of these provinces include scenic rivers and lakes, famous for their salmon and trout; easily accessible hunting areas, beautiful marine views, good motor highways, and delightful summers and autumns. Ontario and Quebec, Canada's great central provinces, stretching from the international boundary northward to James and Hudson bays cover an im-

mense and diversified territory. First class railway and steamship accommodation, excellent motor highways and a network of rivers and lakes provide a generous transportation system. The great Laurentian upland, which occupies most of Ontario and Quebec, is a country of forest and stream, of hunting, fishing, canoeing and camping. It is a country of rare natural charm and the extensive areas of forest reserves and provincial parks offer a splendid field for study of wild life. In addition one is always assured of pleasantly warm days and cool evenings during the summer and autumn seasons.

The prairie country, which forms a broad belt across the southern portions of Manitoba, Saskatchewan and Alberta, though less known for its attractions than for its productiveness, and its endless miles of golden grain has an appeal all its own—there is a spaciousness which gives the idea of freedom, youth and rapid development. The northern areas of these provinces abound in rivers, lakes and forests, which offer the angler good fishing and the sportsman excellent opportunities for hunting birds and big game. Alberta shares with British Columbia the possession of some of the most famous mountain scenery in the world, much of which has been preserved in the immense areas which have been set aside as national parks. British Columbia, Canada's most westerly province, is by reason of her enormous wealth of forest and fishery, marvelous and magnificent mountain ranges, and majestic rivers, a recreational country of great attraction. This province offers the angler various species of salmon and trout, and in addition its vast mountain regions are natural breeding grounds for numerous varieties of game animals. Scenic motor routes in both Alberta and British Columbia link up with highways of the United States and Canada's middle west, and enable the visitor to view some of the world's most renowned beauty spots in the Rockies, with their snowcapped peaks, enchanting valleys, and jewel-like lakes. Yukon territory, in the last five years, has come to the front as one of Canada's tourist regions pre-eminent in certain charac-

Over Million and Half Cars Made First Quarter

Passenger car and commercial vehicle production continues at an all-time record pace the first quarter being approximately 50 per cent. in output ahead of the first quarter production of 1928, and far in advance of the previous record first quarter, that of 1926.

Official returns confirm the recent forecast in these columns that March output would exceed that of any previous month in the history of the industry. Here are the N.A.C.C. figures for the first three months, individually and collectively, for the current and past two years:

Passenger Car and Truck Production, United States and Canada			
	1929	1928	1927
Jan.	422,216	240,191	254,284
Feb.	497,371	336,300	323,390
Mar.	595,000	430,783	517,763

1st quarter 1929 1,514,587 1,007,274 995,437

February, 1929, laurals as the industry's greatest production month, with an output for the United States and Canada of 497,371, were short-lived. March set up its mark 20 per cent. higher on the barometer of motor vehicles output, with a gain of 97,629 units—an "all time" month's record of 595,000 units. This compares with 430,783 in the same month of last year, representing a gain of 164,217, or 38 per cent.

Lines of well-equipped steamships and railways take each season, an increasing number of tourist to this land of the midnight sun. Big game is one of the major attractions and the short, pleasant summer, the profusion of wild flowers, the outstanding scenery and the prolonged hours of daylight, are sources of wonder and delight to the many visitors. The Northwest Territories has hitherto been a great unknown land, but already the advance of settlement and commerce has provided facilities which enable the tourist to follow in comfort in the footsteps of Mackenzie and other early explorers down a magnificent system of waterways to the Arctic ocean itself.

GREAT INTEREST SHOWN IN THE NEW FORD MODEL A

No new series of any car was awaited with anything like the interest, either qualitatively or quantitatively, as around the world anticipated the introduction of the Ford model A, of which it is estimated 70,000 were produced in the Canadian Ford plants before the close of the past year. The Canadian production schedule for the Ford model A in 1929 exceeds by a large margin the largest annual production of any make of car anywhere in the world outside of the United States.

Back in October the huge Ford plant at Ford, Ontario, with the various Canadian Ford assembly plants, achieved new per diem output records, with a payroll in excess of 10,000 hands, also a record.

There were produced in Canada in 1928 more motor vehicles than in any preceding year, more by 15 per cent., roughly, than in the former peak year (1926). The output was 240 motor vehicles. The Ford scheduled output for this year is, it will be noted, seventytwo-fifths as many motor vehicles as the total Canadian output of motor vehicles in 1928.

First quarter production in the United States and Canada ran 50 per cent. ahead of the same period last year. The comparative figures are 1,514,587 and 1,007,274, representing a gain of 507,313. The first quarter exceeded the previous best quarter, that of 1926, by 30 per cent. The production then was 1,162,808, which was 351,779 under the first three months of 1929.

Of the first quarter's output this year, Ford accounted for 439,956 units, or 29 per cent. of the total. Chevrolet swung into production with the new six with a quarter's output of 354,701 units, contributed 23 per cent. to the total.

That the March record will be as short lived as that of February is now freely predicted.

PROTECT HOOD FINISH

Alcohol spilled upon the hood when adding it as an anti-freeze should be flushed off immediately with cold water.

HOW OWNERS OF ALEMITE-EQUIPPED CARS CAN BE SURE OF CORRECT LUBRICATION

LOOK for the Yellow Sign. It identifies Alemite-ing Stations offering complete Alemite-ing with Alemite Lubricants.

Genuine Alemite Lubricants cost the dealers more money—but cost you no more than ordinary greasing.



LOOK FOR THE YELLOW SIGN

Every Dealer Displaying This Sign Has These Two Special Lubricants for Your Car

- 1—Alemite Chassis Lubricant—This lubricant is used in the Alemite fittings and is especially designed to stand the high pressure which these systems produce.
- 2—Alemite Gear Lubricant—For transmissions and differentials. Especially made according to specifications of your car manufacturer.

If the maker of your car directs that special lubricants be used in universal joint and wheel bearings, ask your dealer for these approved special Alemite Lubricants:

- 3—Alemite Universal Joint Lubricant—Will not throw away from universal joints at high speeds.
- 4—Alemite Wheel Bearing Lubricant—Will lubricate wheel bearings correctly and is heavy enough so that it will not throw into brake seams and cause brake trouble.

We Are the Dealers Who Can Give You This Service

Timmins Garage Co., Ltd
Timmins, Ont.

Hi-Way Service Station
Timmins, Ont.

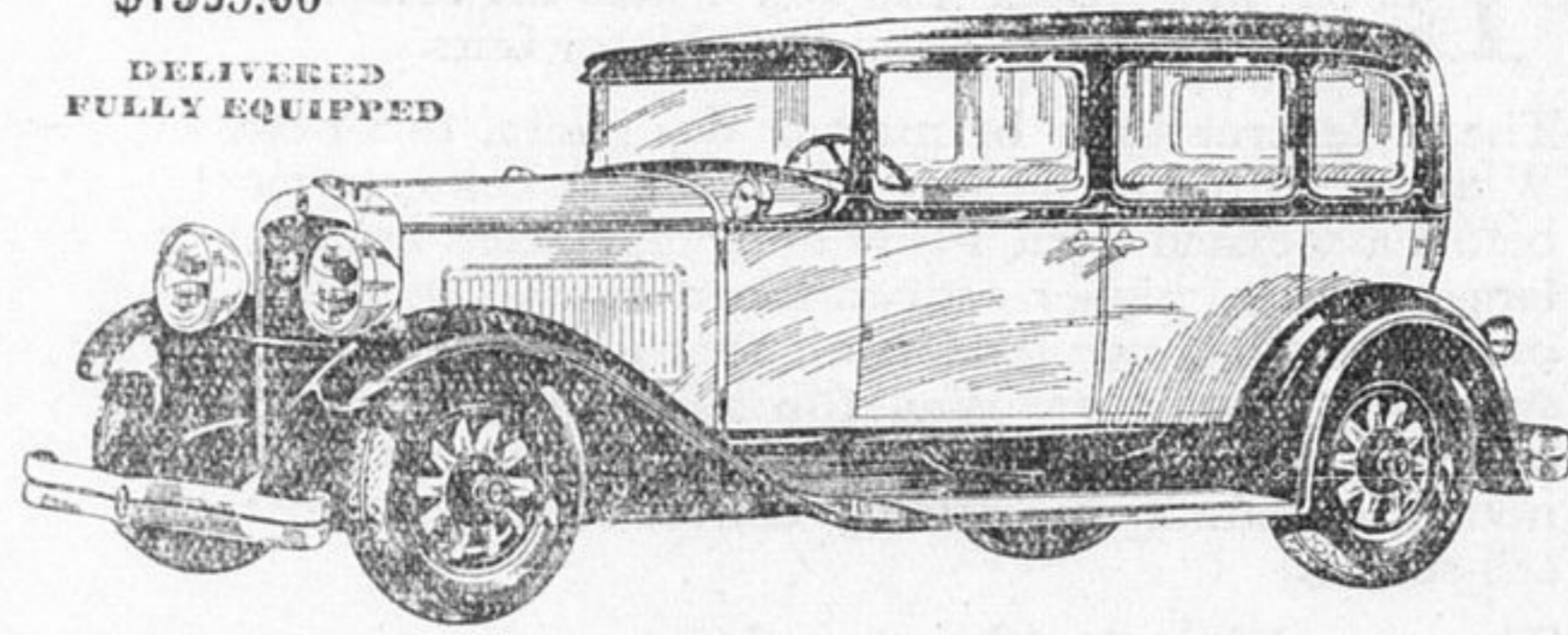
Rayner's Garage - - South Porcupine, Ont.

THE RECORD BREAKING NEW NASH "400"

"400" Standard Six 4-Door Sedan

\$1335.00

DELIVERED FULLY EQUIPPED



Ask the Salesman this Question:

EVERY prospective motor car purchaser should ask every salesman he talks to, this question: "What is the price of this car, delivered to me, fully equipped with all the equipment?"

You should also ask what the difference is between the factory (f. o. b.) price and the delivered price—and then ask what that difference buys.

Heretofore it has been customary for factory prices to cover only the bare car. This permits the dealer to sell you your bumpers and the other accessories, at retail prices.

Nash, in introducing the new "400"

Series, pioneered a new practice, by installing this extra equipment at the factory, at no extra cost to you.

When you ask the suggested question you'll find most salesmen (not Nash salesmen) reluctant to answer. They would rather not say how much more there is to pay, or what the extra money buys.

And you'll also find that by reason of the Nash policy, Nash "400" delivered, fully-equipped prices are much lower than those of many other cars with the same factory (f. o. b.) prices, and lower than some cars with even lower factory (f. o. b.) prices.

The New NASH '400'

Leads the World in Motor Car Value

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

- | | | | |
|---|---|--|--|
| High compression motor | Aluminum alloy pistons (Insular Struts) | 7-bearing crankshaft | One-piece Salon fenders |
| High Turbulence | New double drop frame | Exterior metalware chrome plated over nickel | Clear vision front pillar posts |
| Lovejoy shock absorbers (Exclusive Nash mounting) | Torsional vibration damper | Short turning radius | Nash Special Design front and rear bumpers |
| Salon Bodies | World's easiest steering | Longer wheelbase | |

Northland Motor Sales

Timmins, Ontario