

GRAND OPENING OF THE IMPERIAL MOTORS NEW GARAGE AND SHOWROOM

The new home of the Imperial Motor Sales Co. is well worth a visit. This fine new building recently opened at 59-61 Third Avenue, Timmins, is a credit to the enterprise of the Imperial Motors Sales Co., and a decided acquisition to the town. The Imperial Motor Sales Co., being distributors for the Chrysler, DeSoto, Plymouth and Dodge automobiles, feels that the best is none too good for such wares and for the service of the public.

Accordingly, the Imperial Motor Sales Co., have provided in the new building an attractive, modern, fire-proof service garage and showrooms equal to the best anywhere. The new garage is specially fitted with the latest and best equipment for the servicing of the Chrysler line of cars. A full stock of parts is kept on hand constantly and prompt and complete service is the motto all the time.

The personnel of the Imperial Motor Sales Co., is assurance of service and attention to the public. The members of the firm include:—Ralph Coscoe, partner and general manager; E. Cantor, partner; Jack Zender, assistant general manager; Frank Dunbar, assistant sales manager; Jack Dunbar, salesman; Duncan McNeil, mechanic. With this fine new building and the service offered by the mem-

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bers of the firm the Imperial Motor Sales Co., is proving a valuable acquisition to the business life of the town.

On this page will be found mention of the different firms contributing in one way or another to the completion and equipment of the modern new garage building and to the service and satisfaction being given to the public through the facilities offered by the Imperial Motor Sales Co.

In observance of the tenth anniversary of the Chrysler Corporation, Walter P. Chrysler, president of the Chrysler Co., and leading engineer of the automobile world, presents to the public what is described as "the first real motor car since the invention of the automobile," — the "Airflow Chrysler" and "Airflow DeSoto."

There are so many new and desirable features to the Chrysler, DeSoto, Plymouth and Dodge automobiles this year that anyone interested should visit the Imperial Motor Garage and see these new cars to arrive this week.

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Increase in Work at the Chrysler Plants

1,664 are on Chrysler Payroll. Only 159 Below Maximum in 1929. Plants Crowded to Capacity. Prospects Excellent.

Increasing demand for automobiles, both domestic and export, has brought a steady increase in employment at the plants of the Chrysler Corporation of Canada Limited in the Border Cities, and last week the payroll included 1,664 men and women, only 159 less than the all-time high of 1,823 in the spring of 1929.

Likely to Continue

Moreover, it was indicated by the number of orders on hand and by the fact that production of the new Airflow Chrysler and DeSoto models is just commencing, that employment will continue at this high level and perhaps increase, during the nearby period at least. Beyond that Chrysler officials decline to commit themselves.

Last year showed an enormous increase in production and sales by the Chrysler Corporation of Canada Limited over the preceding year, but just as remarkable relative advances in business are reported for the first two months of this year—in fact, the comparison is even more striking because for the first two months production, because of delays in getting dies and materials, was confined to the Plymouth and Dodge lines, whereas a year ago the plants were in full production of all models from the first of the year.

Comparative Shipments

In January, 1934, the domestic shipments, exclusive of export, were 121.4 per cent. of the January 1933 shipments. In February, 1934, the domestic shipments were 230.6 per cent. of the February, 1933, shipments.

For the two months, the 1934 domestic shipments were 184.8 per cent. of the domestic shipments for the same period last year.

February shipments were the largest for any February since 1929. Orders on hand at the first of March were twice as many as the entire shipments of March, 1933.

The huge plant number 3 in Walkerville is crowded to its utmost capacity, and as a result of the unsatisfied demand for the Airflow models an Airflow body assembly line is being set up this week in the old plant in Windsor. Production began March 12th, but it will be some little time before the new assembly line is in full operation.

It was pointed out that the present employment of 1,664 persons does not present a true picture of the number of persons actually given employment by the expanding sales of the corporation in Canada and its export field, because a very large proportion of parts and components are purchased by Chrysler from other Canadian manufacturers, not only in the Border Cities, but in many other Canadian industrial centres.



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