

Car Buying Public Like Improvements

Public Quick to Accept Novelties if They are Valuable, is the Opinion of Sales Chief for the Dodge Car.

That the automobile industry affords the most outstanding example of intelligent understanding between makers and users of a major industrial product, is a point brought out by Al J. Shaw, Vice-President in Charge of Sales, Dodge Brothers (Canada) Limited.

"Nowhere else," insists Mr. Shaw, "do we find, on the one hand, manufacturers so eager to improve their wares through constant development, and on the other, users of the product so willing to accept the changes made from year to year. Search where you will—you will find no other field in which manufacturers feel so secure in the knowledge that their efforts at progress will be translated into continuing sales.

"I have heard it said, that but for the public's slowness in accepting newly offered features the motor car industry might have recorded more rapid advancement than is credited to it today. I do not agree with the view that there ever was a time when worthwhile automobile improvement had to be 'sold' to a keenly transportation-minded public by laborious processes of education.

"When 4-wheel brakes were introduced, it was not the indifference of a car-buying public that hampered the immediate adoption of 4-wheel brakes by all makes. If memory serves me, such opposition as arose came not at all from prospective buyers, but from some manufacturers who at first pronounced 4-wheel brakes unnecessary and futile, yet later, when the public took sides in favour of the vital brake improvement, reversed themselves and adopted it, also.

"This year," Mr. Shaw continues, "the public is offered automobiles that incorporate more radical innovations than have marked model changes of previous years. Among the changes—to mention one particularly—Independent front wheel springing presents a brand-new experience to the motorist. Bearing in mind that the independent wheel suspensions brought out so far differ considerably in design and construction, we see no indication that the public will hesitate to accept that improvement any more than purchasers shied at changes that preceded independent springing. On the contrary, the new suspensions of proper construction are already proving a sales stimulant of the first magnitude, because a single ride in the independently sprung car will reveal a contrast between the new and the old that creates a desire to own the fundamentally improved, vastly more comfortable 1934 car.

"I repeat, one of the most significant manifestations in the relations of automobile makers to their millions of customers is the trust with which buyers accept what the industry sets before them every year. In the final analysis, it remains the car builder's mission always to take the lead in improving a device which from being a luxury has developed into the most necessary adjunct of modern life, at least with us here in Canada. The manufacturer who avails himself of every opportunity to act on this truth will have no occasion to accuse his public of excessive conservatism. He will sell his cars."

THIS CARROT HAS FIVE TOES AND LOOKS LIKE HUMAN FOOT

(From Northern News)

A freak carrot that is eligible for a place of honour in the "Odd But True" series running in The Northern News was brought into the local newspaper office on Monday by Mrs. Evan Smith, 146 Carter avenue.

The carrot bears a strong resemblance to a pudgy human foot with five perfectly formed "toes" growing out from the "instep." It also could be likened to a hand, with four fingers and a thumb.

"It grew that way naturally," explained Mrs. Smith, whose husband takes orders for vegetables grown by Bruce Newton, of McLeod.

The carrot, it was learned, was grown during the past summer on Mr. Newton's farm, and was brought into Kirkland Lake some time ago with a load of produce. It was not found until recently, having escaped notice when it was dug from the ground and also when a supply of carrots and other root vegetables was fetched here from the farm.

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Two of them are comfort features; they mean a more enjoyable ride. Individual springing gives you a freedom from jolts and bounces which is not possible in any conventional car with the old-fashioned, rigid front axle.

Floating Power removes the last trace of annoying engine vibration. These engine mountings are unlike any other type. They suspend the motor in balance—free to absorb its own vibration before it reaches the frame. The other two are safety features...

more important if yours is a family car. Hydraulic brakes stop more quickly—because they always "take hold" equally on all four wheels. There is no chance of three-wheel braking, because they can't become unequalized!

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If ever a motor car was packed with news it is the new Airflow Chrysler!

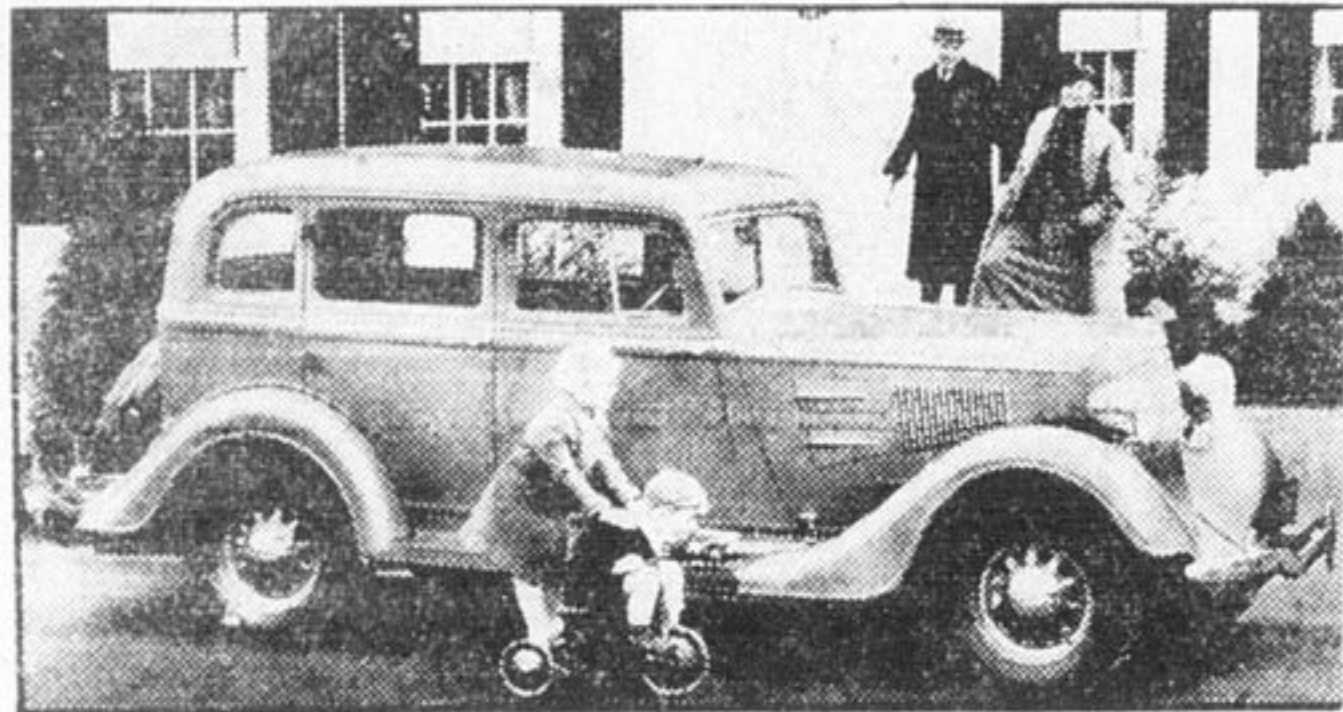
A new kind of beauty... a new kind of ride... a new measure of roominess... a new standard of strength and safety!

A car so truly streamlined that rain runs uphill on the windshield... that mud and dust never gather on its rear panels. A car with a ride so smooth that any sort of road seems a perfect road. A car of which it can truly be said... "You can read or write in comfort at speeds in excess of ninety miles an hour." A car that carries six passengers in comfort such as no previous car ever provided for five... with enough extra room for a big inside compartment for luggage.

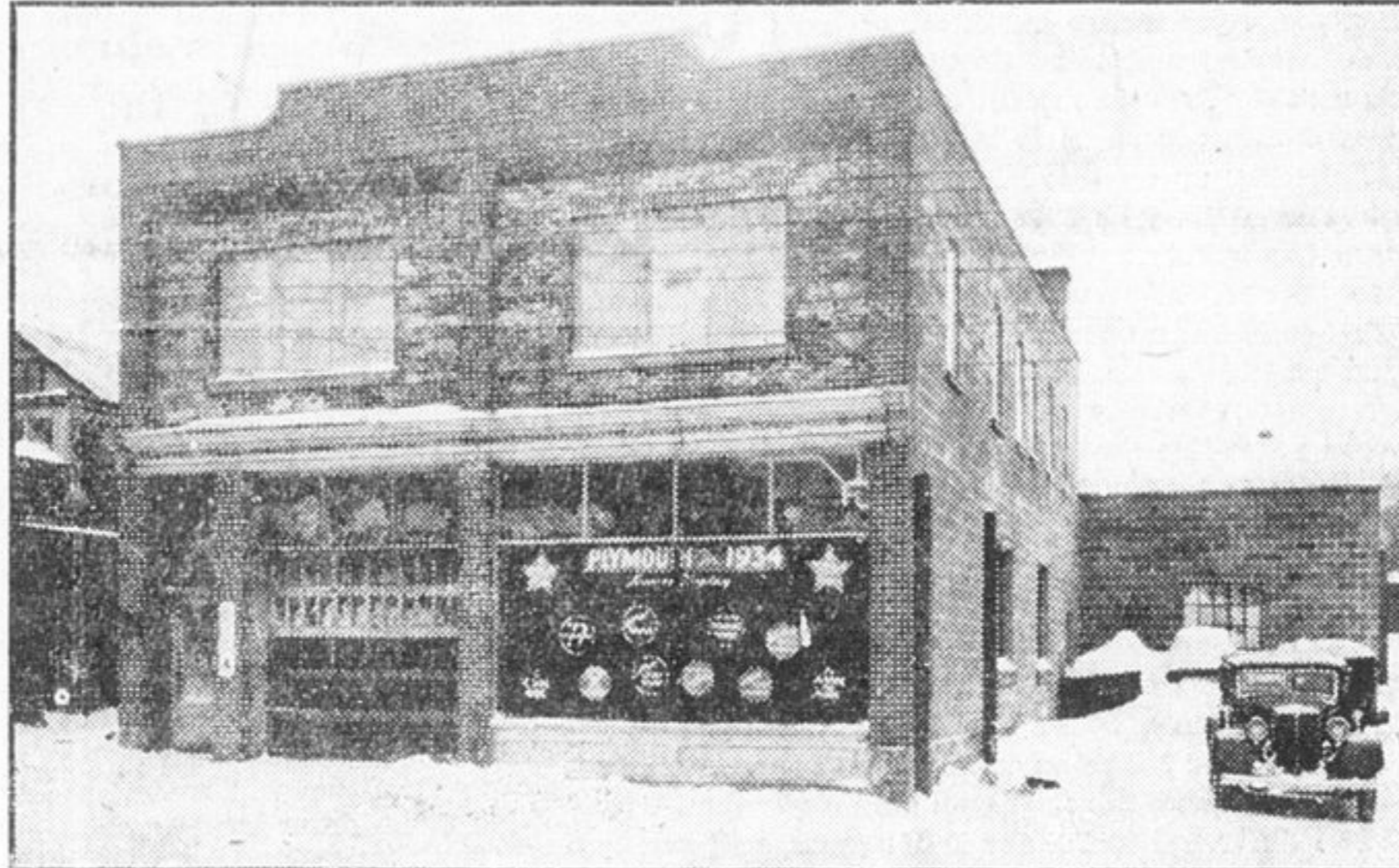
A car that looks like a projectile and is built like a bridge... that surrounds its passengers with a safe, rigid framework of steel.

A car that cradles its passengers at the centre of balance—the natural point of minimum movement. A car with weights so distributed that spring action is slowed and softened to a gentle glide.

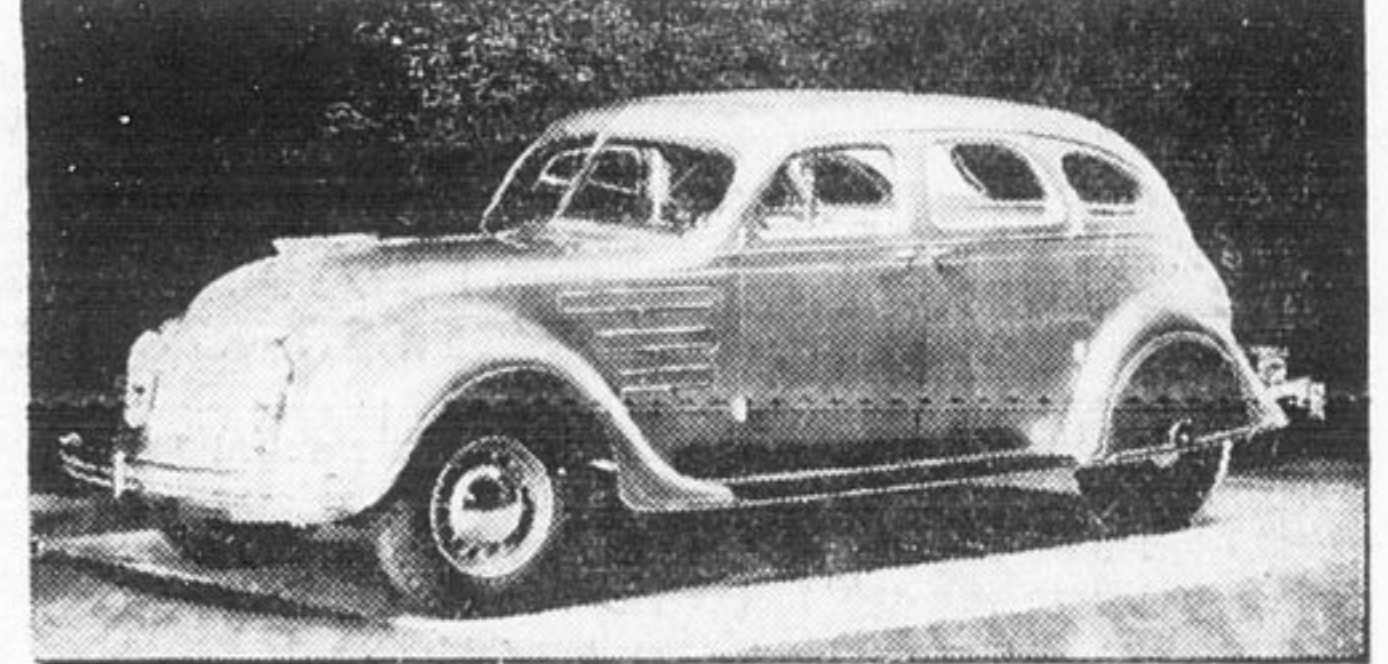
In appointments, as well as engineering, the New Airflow Chrysler bids farewell to out-worn habits and traditions. There is the spirit of tomorrow in its chromium mounted seats... in the smart new upholstery fabrics... in the new washable dust-proof material that makes its interior roof treatment so refreshingly unusual and distinctive.



New 1934 Plymouth—the lowest priced six cylinder, four door sedan equipped with Independent Front Springing Floating Power engine mountings—Hydraulic Brakes and Safety All Steel Body.



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Garden Notes from Horticultural Socy

Do Not Disturb the Ground too Early in the Spring. Some Helpful Hints on Soils, and How to Obtain the Best Results

The following is the sixth of the series of very helpful garden notes supplied to readers of The Advance by the Timmins Horticultural Society.— It has been the mistake of beginners to disturb the ground too early in spring. Old gardeners will do all in their power to preserve the covering of snow over lawns and dormant plants as long as possible. It is better that growth does not start till the season has well advanced, for the young buds thereby escape many, if not all, of the repeated thawings and freezings of early spring. It is at this time that most of the damage is done to plants in the North.

If one could dissect the young buds of spring and examine them microscopically, one would find a representation there of the growth for the whole season. If this young growth is allowed to be frost-bitten or killed, the plant, root or bulb (which has limited food stored), may have too hard a time replacing the dead growth. So, keep the snow over them as much as possible. Evergreen boughs, which arch their weight evenly, and sprinklings of sawdust or wood ashes help to keep the snow in the case of panny plants, young hollyhocks, young digitals, etc., if it is possible to dig them out during the first big thaw, they will live if mucked into a box with light earth covering and kept in a dry sheltered place outside until all danger of frost is past. However, the snow blanket, while it lasts, is the garden's best protection, and it collects valuable properties from

the air, such as ammonia. The beginner must examine his soil carefully. There are many types of soil, often to be found in layers when a clean hole is made for a foot or two deep. The top layer is generally "humus" or decomposed vegetation—rotted moss, trees, fungi, etc.; the second layer may be a clay—decomposed rock matter; the third layer may be a silt or wind blown sand—collection of fine disintegrated rock particles massed there at one time through wind or water action; the fourth layer may be a pebble and boulder formation—the result of heavy glacier action in the past. If you find a soil covering of this kind on your lot, you are indeed very fortunate, and there are many such lots in the western section of Timmins. The upper part of the town is principally sand and boulders.

The latter condition presents much work—with pick as well as shovel. The boulders may be used for rockeries—retaining walls, garden walks (cobble stone or mixed with concrete), and the remaining rubble and sand left levelled off to provide a good base and good drainage for a soil covering. This soil should be a mixture of about two-thirds sand loam and about one-third "black muck."

The sand loams here, besides holding a small amount of clay (a necessary ingredient), generally contain too much quartz and feldspar in their sand content. A silt sand is preferable as may be found near and around the river basin. Also, it might be possible to obtain the desired loam from some hollow that has been little affected by glacier action—where the decomposed rock particles have been allowed to stay where they first crumbled.

The "black muck" of this section is frequently looked upon as a wonderful soil. This is not so; however it is the best humus component we have, and it

is necessary for good results to mix it with sand and clay. "Black muck" is found in swampy sections mainly, where lack of proper drainage has caused it to become very "sour." Usually, one may notice in black muck the remains of tree stumps, moss, etc. The scarcity of hardwood trees which shed an abundance of dead leaves, brings about a scarcity of valuable leaf mould content, and one should endeavour to acquire black muck which is well drained and well decomposed. It should be mixed with other soils to hold it in place; when dry on the top it will blow away little by little, and it is also easily washed away.

The quality and texture of black muck allows it to "break up" other soils, which is most useful. A "broken" soil will circulate water and air more freely. Anything that will help to break up a soil is most useful, whether it is sand, wood ashes, sawdust or farm manure. Farm manure has a few fertilizing properties, but its chief benefit is the breaking up of the soil and the providing of future humus through the decay of the hay, etc. Grass clippings, dead leaves, etc., should be kept and turned into the soil. These and other "green manures" not only fertilize but break up the soil considerably.

Farmers grow these "green manures" (e.g. clovers, peas, beans and alfalfa) which they plough into the soil. The

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decal of these gives humus also and the action of bacteria in the soil releases a large amount of ammonia and nitrogen—great plant foods.

Lime may be used carefully in the case of very "sour" soils. It should be slaked before using and 100 lbs. should be ample for the usual town lot. Hardwood ashes have about a 30 per cent. lime content.

As soon as the frost is out of the ground deep enough the soil should be spaded or forked deeply wherever possible. Soil should not be worked if very wet, as that would "cake" it. In a dry section, drains and retaining walls may be arranged to retain moisture; if the section is wet or if an ample supply of water is maintainable (as with a garden hose), drain with the slope.

Next week's notes will describe the construction and care of the lawn.

For further information readers of The Advance may write to the Timmins Horticultural Society, P.O. Box 1458 (for flowers) and P.O. Box 1378 (for vegetables).

J. M. Belanger's Rink Wins Vice-Skips' Competition

In the Vice-Skip's competition at the Timmins Curling Rink last week, The Advance in its last issue gave details of the contest up to the finals. In the finals the rinks were—E. M. Stenhouse (skip), R. J. Taylor, A. Moran and G. R. White; and J. M. Belanger (skip), F. Feldman, A. Allen, J. R. Walker.

J. M. Belanger's rink won the vice-skips' competition with E. M. Stenhouse's rink as the runners-up.

The winners received silver platters, while electric lamps were the prizes for the runners-up.

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MAGISTRATE DISPENSES COMMON SENSE AND MERCY

Magistrate Atkinson is well known for the common sense and mercy that is mixed with his justice. Though it is admitted freely by lawyers in the district that Magistrate Atkinson knows more law than the most of them, he never forgets that the real essence of law administration lies in the common sense application of the rules of the letter of the law. A recent instance of this was given in police court at Kirkland Lake when John Randa, a farmer near Englehart, was charged with attempted suicide. His wife and family were in court and fearful lest they should lose the head of the house to the law. Randa told the court that he had not been feeling well at the time he attempted to take his own life, but he felt better now. Mrs. Randa explained that her husband hadn't been well for some time and that on the day he attempted to commit suicide he was actually on the way to consult a doctor. Magistrate Atkinson placed Randa on a bond for two years and after giving him some good advice allowed him his freedom. Wife and family were delighted and who will say that the ends of justice are not fully

Kirkland Lake Chinaman Fought the Japs in China

Long Pong, formerly the proprietor of the Grand Cafe in Kirkland Lake, but who has been visiting in China for some years past, is back again in Kirkland Lake and planning to open up again in the cafe business there. During his stay in China Long Pong is said to have taken part in the defence of Shanghai in 1931. He was attached to the 19th route army which bore the brunt of the savage fighting in that sector. Last year a Timmins Chinaman returned here after a visit to China, and the Advance credited him with stopping the war between China and Japan. In any event as soon as he got into the fighting things began to look better for the Chinese and for a time there was no more trouble. Later, however, after this Chinaman started back to Timmins fighting broke out again, and still another Chinaman left Timmins to settle the business. As this latter Chinaman is expected back to Timmins in a couple of months, The Advance does not know what may happen in China hereafter.

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