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Automobile Industry Important in Ontario

Output in Dollars Shows Its Value as Greater than the Meat, Flour or Paper Industry. Some Interesting Facts and Figures.

The automobile industry in Canada, non-existent until 1905, has risen to be one of the largest in the country. Some idea of its importance to Ontario in particular may be gathered from the fact that its output in dollars exceeds that of the slaughtering and meat business, the milling of flour and grain, or the manufacture of paper and pulp. Somewhere about 13,000 men and women get their wages and salaries from the plants that manufacture cars and trucks; those wages total about \$20,000,000; installed electrical power totals nearly 50,000 horsepower; the industry uses nearly \$700,000 worth of fuel; the gross value of the products is considerably more than \$100,000,000.

To the governments of the province, the motor car industry, the motor cars and their owners have been responsible for an increasingly great proportion of revenue. In 1932, the Canadian motorist contributed nearly \$50,000,000 to his provincial government; Ontario motorists alone donated nearly half that sum. Motor vehicle registration, motor drivers' permits, gasoline tax and so on contrive to get a maximum of revenue from the motorist. The cheapest motoring in Canada from the standpoint of taxes appears to be the Yukon. The gasoline tax has not reached there yet; registration fees are extremely low, as is indicated by the fact that although there are about 2,000 motor vehicles (mostly cars) in the Yukon, they pay only \$2,500 in taxes.

Only three other countries exceed Canada in the number of motor cars owned; United States, Great Britain and Northern Ireland, and France are those three.

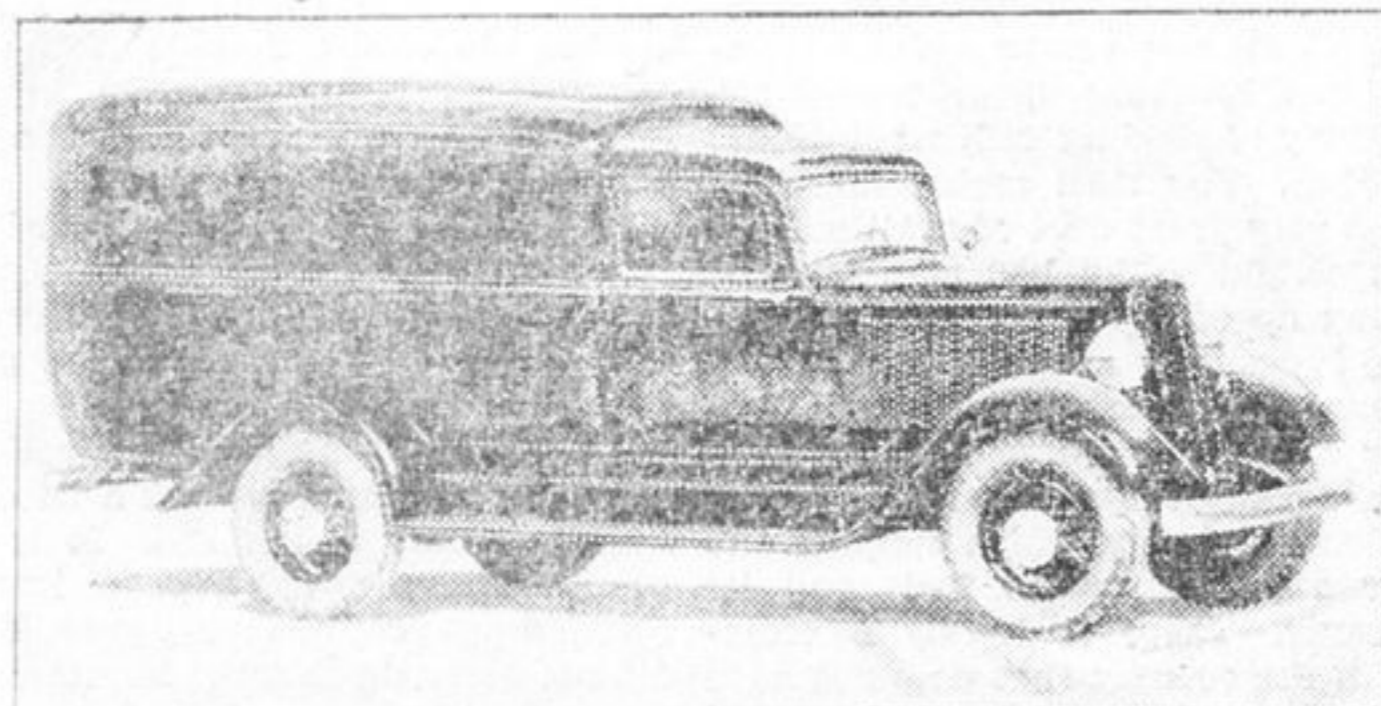
What would happen to Ontario if the motor car were suddenly to be isolated out of existence? The immediate effect would be that 13,000 men

would be jobless; two Ontario centres, the Barber Cities and Oshawa, would practically disappear; untold thousands of mechanics, service station men and garage employees would be out of work; great refineries at Sarnia, Toronto and Montreal would close down; it might conceivably be a greater industrial disaster than the cessation of gold mining. The annual spring impetus given the motor car industry is a most important one to the welfare of this great Canadian job of building new, better and safer cars.

Five Thousand Dodge Motors for the U.S. Army

More than five thousand motor trucks of various types to the value of approximately \$4,500,000, are being delivered to army posts in all parts of United States according to information now given out by Dodge Brothers Corporation.

Hollinger Motor Ambulance



Dodge Model KH15, 1/2-ton, all-steel body, as supplied to the Hollinger Gold Mines for ambulance.

No Duty on Repairs to Cars of Tourists

Statement of Much Interest Just Issued by Hon. R. C. Matthews, Minister of National Revenue.

The current issue of The Canadian Motorist, the national automotive magazine of Canada, under the heading "Necessary Repairs to Tourists' Cars to be Duty Free," has the following to say:

A statement of very great interest to motorists has just been issued by the Hon. R. C. Matthews, Minister of National Revenue. It is to the effect that hereafter Canadian motorists who have been touring in the United States and who have found it necessary to have repairs made to their cars as a result of break-downs or accidents, will be exempt from collections of duties on such repairs on satisfying the Collector of Customs at the Port by which the cars are brought back into Canada that the repairs made were of a necessary and bona fide character. Hereafter,

duty will be collected only on such repairs effected abroad which cannot be regarded as compulsory.

The collection of duty on compulsory repairs has for many years been a source of annoyance to Canadian motorists returning from tours in the United States. The principle involved has been regarded as inequitable by motorists and by the Automobile Clubs of Canada, including the Canadian Automobile Association.

At different times representations have been made to the customs authorities with regard to such duties by the Ontario Motor League and the Canadian Automobile Association. In November, 1933, last the question was taken up with the Honorable E. N. Rhodes, Minister of Finance and the Hon. E. B. Ryckman Minister of National Revenue. At that time there was brought to the attention of these ministers a case reported to the Canadian Automobile Association by the Victoria Automobile Club, which imposed an onerous hardship on a Canadian automobile owner using his car in the United States for touring purposes when he was required to pay duty on repairs which were made necessary by an accident which happened through no

fault of his own, and for which full responsibility was accepted by the other party, who also paid the cost of repairs. At that time it was suggested that the customs regulations apparently did not permit of special consideration being shown in cases of the kind mentioned, that it was only fair that an amendment should be made which would exempt from duty repairs necessitated under the circumstances described. The ministers were requested to give serious consideration to the suggested amendment.

The Hon. E. N. Rhodes, replying to a letter from the C.A.A., under date of November 20th, 1933, said:

"The point you have raised, namely, that duty should not be charged to a Canadian owner in the case of repairs arising out of an accident for which a foreign national has accepted the blame and paid the costs, is an interesting one. The principle behind it may not be so simple of elucidation by means of a tariff item, but you may rest assured that the matter will have my serious consideration."

The Hon. Mr. Ryckman also replied in a sympathetic vein, saying that he would be ready to discuss the question with the Minister of Finance at any time, although he thought there might be considerable difficulty about administering an item of this kind.

It is most gratifying indeed to note the decision which has been reached in accordance with the suggestion made.

The Hon. Mr. Matthews merits the thanks of the motorists of Canada.

Germany Now Barring Out All Foreign Motor Cars

Germany is now virtually a market reserved for the domestic automobile industry. The recent announcement that no more foreign exchange would be available for importing United States automobiles and the prohibitive barter conditions makes sales impossible.

The existing foreign exchange regulations and the barter conditions imposed for automobiles on countries chiefly Italy, France and England, make sales of automobiles from these countries an extremely difficult problem.

Reo Features Many "Safety" Features

The Best Car in Reo Opinion is the one Contributing Most to Safety of Travel.

Ask ten motorists to list in order of importance the various features that, in their opinions, contribute most to the safety of motoring and you will find the answers give a pretty accurate picture of what automotive engineers will be building in years to come. This is the opinion of Mr. Vansickle of Vansickle Transport, local Reo distributor.

"With the number of persons killed or seriously injured in motor car accidents increasing year by year," Mr. Vansickle says, "the public is becoming more 'safety conscious' and more thoughtful of those details of new cars that contribute to safety of operation. Persons who do most of their driving in the mountains might not all heed their lists of wanted safety features with the same items that would be selected by persons who do most of their driving in flat country or by persons who drive chiefly in city traffic—but there are three items that will be among the first five on almost every list. They are: effective brakes, power when needed and ease of control.

"Recent adoption by several more prominent motor car builders of two-

wheel internal hydraulic brakes—the type pioneered by Reo in 1934—is rather convincing evidence of public recognition of the type of brakes Reo owners have found so effective and safe. During recent years Reo engineers have made important contributions to the safety of motoring by pioneering several notable improvements in transmission design. Back in 1929 Reo gave the industry the incentive to improve transmissions when they pioneered "Silent Second" the transmission which made the shifting of gears easy and certain, and which left the long-accepted noise out of driving in second speed.

Reo's more recent contribution, the automatic "Self-Shifter" introduced nearly three years ago, removes the dangers attendant upon shifting gears and the mental strain. Both hands are at all times free for steering and for signalling. When gears must be shifted by hand in an emergency it is impossible to have the left hand on the wheel and at the same time extended from the car to signal drivers coming up from the rear. Again, the removal of the conventional yearshift lever from the front compartment, together with the shifting of the parking brake lever to a convenient location well forward to the driver's left, make it easy for the driver to leave his car through the right hand door, instead of climbing out the left door into mud, onto slippery pavement, or in front of approaching traffic."

85 per cent Reo Passenger Cars in Past 2 1/2 Years have Been Self-Shiftless.

Since the patented Reo Automatic self-shifter transmission went into production nearly three years ago, more than 85 per cent of all Reo Flying Cloud and Reo Royales have been equipped with the device, according to word Mr. Vansickle of the Vansickle Transport local Reo distributor has received from the plant at Toronto.

SAYS REAR ENGINE TYPE OF CAR TO BECOME DOMINANT

D. R. Grossman, for the past three years president of the Canadian Automobile Chamber of Commerce, like Wm. J. Stout, president of the Society of Automotive Engineers, is convinced that the front engine type of car has about run its course and is destined to be superseded by the rear engine type. "It is my opinion that in five or six years the transition will be sufficiently matured for the rear engine car to be the dominant one in production," says Mr. Grossman in an article in a recent issue of Canadian Motorist.

Hard starting may be the result of a leaking intake manifold gasket, or a leak in the cylinder-head gasket.

Special Points of the Chrysler Airflow

The Only Car with a Unit Frame and Body of One-piece Construction. Description of the Chrysler.

The year 1935 has brought a number of so-called streamlined cars into the field, cars whose contours are a considerable departure from conventional lines. In view of this fact, the motorist naturally will ask himself the question, "Wherein is the Chrysler Airflow construction different from that of cars that have some points of similarity in external appearance, particularly as regards the rear end?"

There is a very radical and important fundamental difference between the Chrysler Airflow and any other car on the market in that the Airflow is the only car that has a unit frame and body of one-piece construction from bumper to bumper producing structural strength that is not possible, according to Chrysler engineers, in any other type of construction. A year of service in which Airflows have been driven one hundred million miles by owners has proved the worth of the Airflow construction. Naturally, then, Chrysler has not changed the fundamentals of this highly-successful design but has made refinements throughout the car.

Here is a brief description of the Chrysler Airflow combined body and frame construction or "truss suspension frame." In this type of construction, the body and frame as a unit is actually composed of two trusses that form the exterior side framing. The top chords or members of these trusses follow the top line of the body from extreme front to extreme rear of the car on each side. The bottom chords follow the bottom line of the body and join the top chords at the extreme front and rear of the car.

Between the top and bottom chords of these trusses are various vertical and diagonal members that properly brace the trusses and distribute the loads carried by them. These vertical and diagonal members are so placed as to coincide with the openings required for windows and doors, and also form places of attachment for various exterior panels of the body.

These two side trusses are tied together across the width of the car with other members. Some of these form a framing for the roof of the car while others securely tie and brace the construction at the bottom, front and rear.

These cross members are securely welded, together with the side trusses to form a rigid box truss the entire length and width of the car. This construction is approximately 40 times more rigid than the conventional car. Due to this unusually effective depth and width of frame construction deflection in the frame and warping of the body are eliminated. This type of construction is a most important safety feature. The passengers are enclosed by a rigid steel framing of great strength which protects them from external impact at any point on the car. In addition to greater safety and structural strength of this design a new kind of riding comfort is secured.

RADIO CARS WITH HIGH MASTS DO PATROL WORK

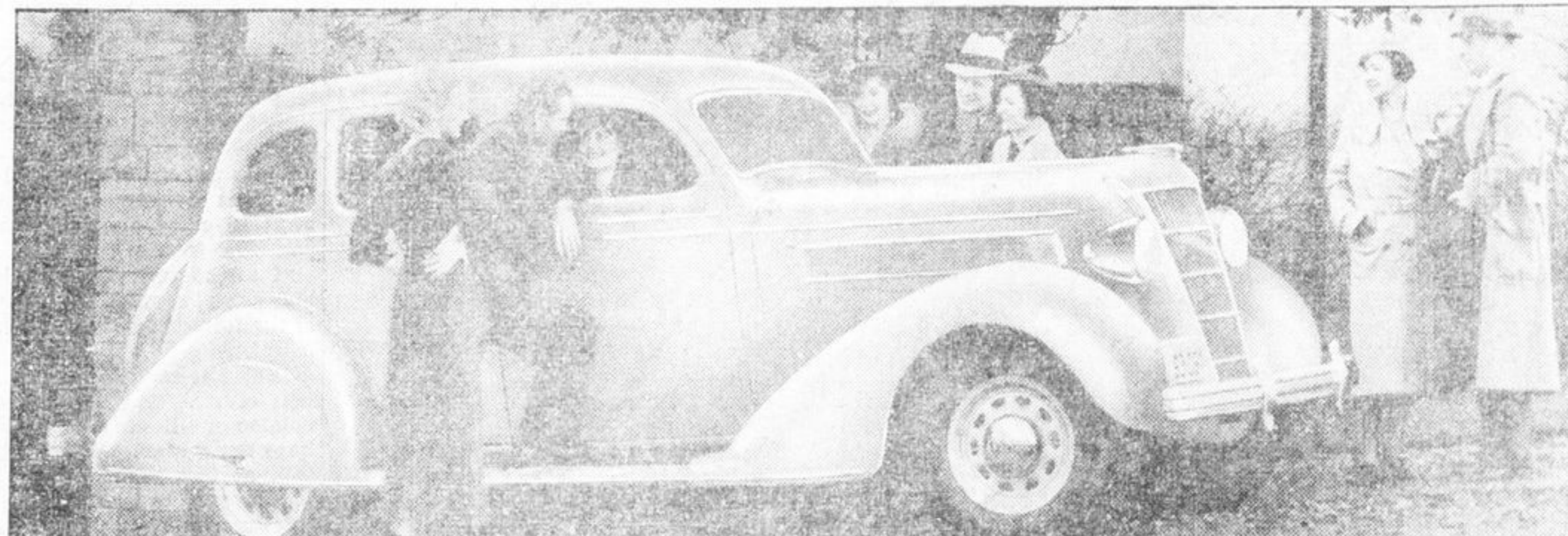
Radio cars with lofty aerial masts are used for military patrol work in Europe. A fleet of such cars, each manned by a driver and radio man aided in piloting the Saar during the plebiscite there, making possible continuous communication between the various military units engaged in the work.

Motoring the Ideal Way to See This or Other Lands

Driving one's own car abroad is a very pleasant way of seeing the world and there are several ways of doing it. The tourist may take his own car; he may hire a car; or he may buy a car outright; in Europe with a re-purchase guarantee at the end of a stated period. On the rental plan, the price is about \$5.00 to \$10.00 a day. The re-purchase arrangement usually guarantees that you can get about 60 per cent of what you paid for the European car after you have used it for three months. But suppose you decide to take your own family car. You can do it for about \$300.00, plus running costs. This takes care of round-trip transportation across the Atlantic, customs clearances, licenses and insurance. There are no mechanical difficulties; it is only necessary to drive the car to the pier and it will be lifted aboard uncrated and housed in the "ship garage."

But somebody asks, "Why spend \$300 to take a car overseas?" You can see a lot of Canada for the gasoline that much money would buy.

Engine bearings should be tightened at least every 20,000 miles.



CHRYSLER Airstream EIGHT



CHRYSLER Airstream SIX

IT MEANS A LOT TO SAY - "I drive a Chrysler" ... AND IT COSTS NO MORE!

The NEW AIRSTREAM CHRYSLER SIX brings Chrysler pride of ownership... Chrysler comfort... Chrysler performance and safety, and Chrysler distinctive styling.

The new Airstream Chrysler Eight is a great big powerful car with a hundred horsepower that speeds you on your way in comfort and safety only equaled by the famous Airflow Chrysler.

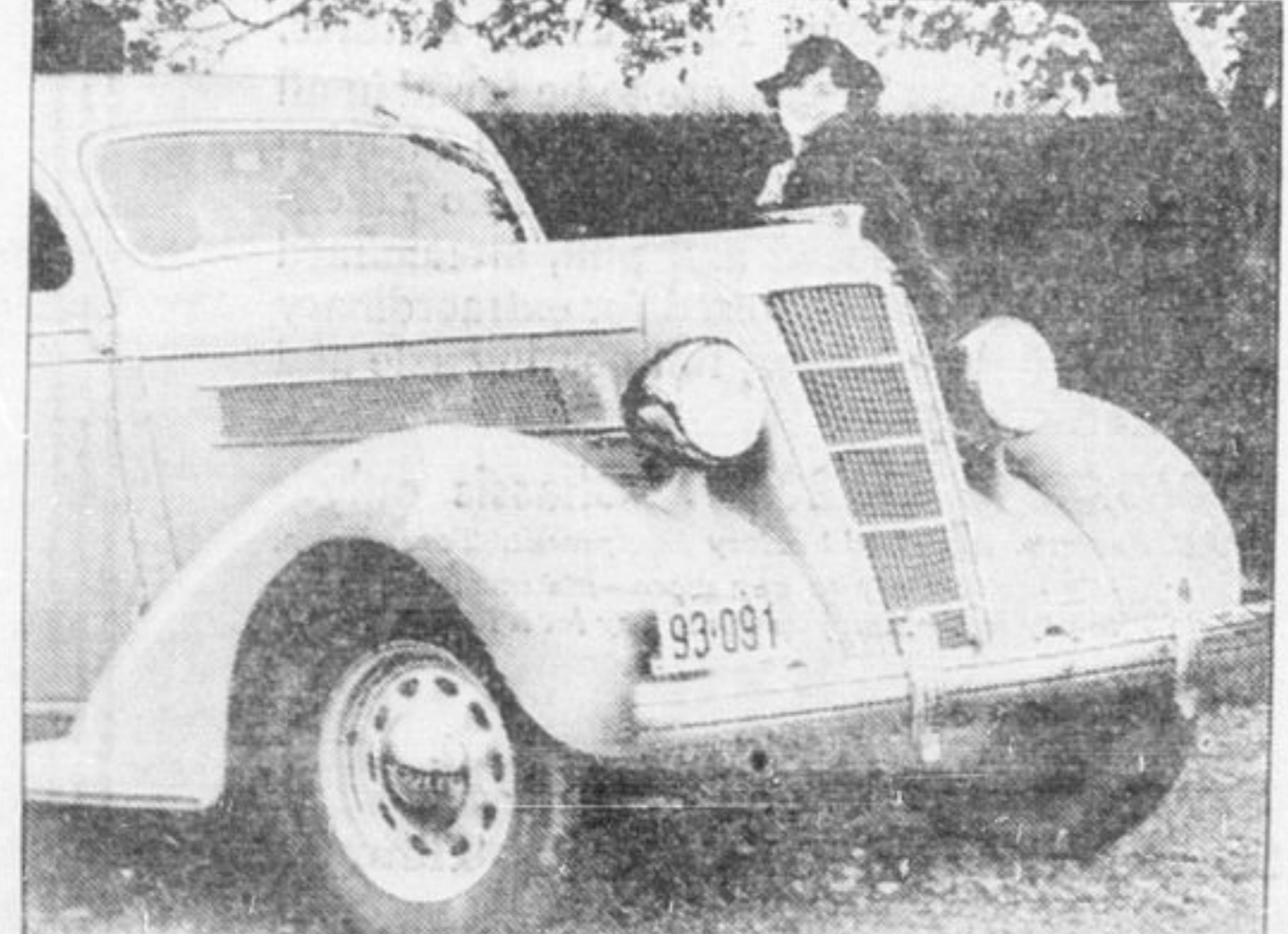
The same principles of weight re-distribution made famous in the Airflow Chrysler, make both

the new Airstream Six and Eight ride smoothly over every road. All passengers sit cradled between the axles... Patented Floating Power plus super-resilient springs and a new sway eliminator make riding more restful than ever before.

Hydraulic brakes assure you of smooth straight-line stops... The big all-steel body has wide chair-height seats that permit you to relax in a natural position with plenty of leg room and elbow room.

It means a lot to say "I drive a Chrysler".

YOU CAN BUY A CHRYSLER AIRSTREAM SIX	FOR \$1250 Delivered in TIMMINS
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Symmetry in every line marks the new Airstream Chrysler Six and Eight as cars of modern beauty and charm.

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