

Handsome New Service Station and Garage Opening

New Service Station at South Porcupine

McDowell Motors Officially Opening New Building at South Porcupine To-day.

Another McDowell building has its official opening to-day—the new service station at South Porcupine. Decorated in the same Imperial Oil colours as the new Timmins building, the South Porcupine station, at the corner of Golden avenue and Moore street, will handle Imperial Oil products there.

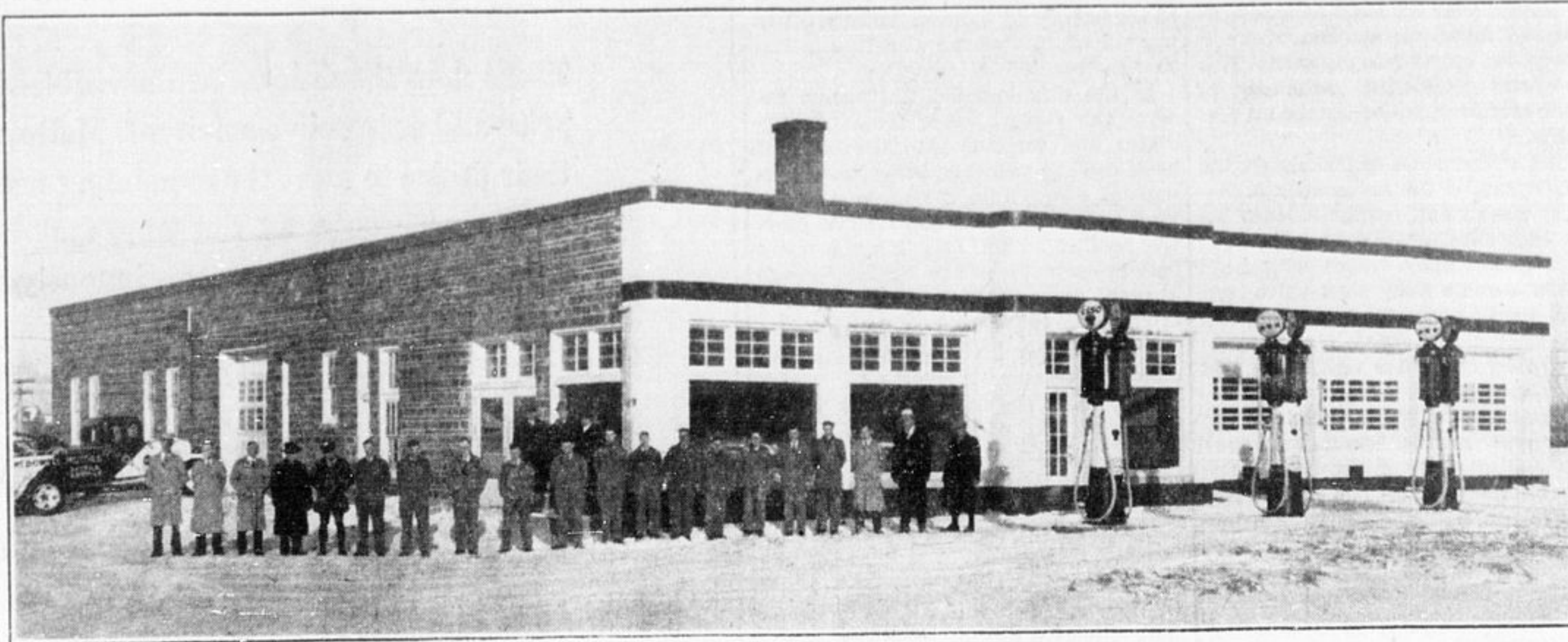
H. J. Thompson has been appointed manager.

McDowell Motors Have Sold 121 New Fords in Year

During the past year, McDowell Motors have sold 121 new Fords and well over two hundred used cars. "Gilly" Chener, sales manager, told The Advance to-day. This year's business is expected to exceed last year's.

McDowell's, in addition to having the Ford agency here, handle the Lincoln Zephyr. With lower prices on that car this year, they expect to place a number of them in Timmins.

NEW McDOWELL MOTORS BUILDING AND THE STAFF THAT WORKS THERE.



Here are 23 of the employees of McDowell Motors, in front of the new building at the corner of Park Road and the Schumacher Road. At the rear, left to right, are: A. F. McDowell, president; George Azur, salesman; and Gilbert "Gilly" Chener, sales manager. At front, left to right, are: Stewart Brillinger, service manager and shop foreman; Jack Hunt, parts and stock manager; Jim Thompson, assistant shop foreman; Armand Dalpe, salesman; W. P. ("Mac") McCullough, gas, oil and lubrication service manager; J. ("Mac") McGoey, repair shop; William Hunter, body shop; George Gilpin, repair shop; Albert Lloyd, body shop foreman; Ward Seene, assistant shop foreman; Alvin Groves, repair shop; Vincent Thompson, repair shop; William Rollins, repair shop; Lucien Lefebvre, body shop; John Geddes, repair shop; Gerard Lepage, repair shop; Archie McDonald, repair shop; Howard Norton, parts department; L. ("Swanie") Swanson, accountant and office manager; H. J. Thompson, manager of the new South Porcupine service station. Not present in the picture are these employees: Earl Carruthers, bookkeeper; Pete Bosack, salesman; and Earl Fishback, repair shop.

A. F. McDowell in Motor Business for Many Years

Interested in Cars Before his Service Overseas. Has Been in Porcupine for About Ten Years, Most of that Time Connected With the Ford Motor Co.

President of McDowell Motors, Porcupine district dealers for the Ford Motor Company of Canada and Imperial Oil, A. F. McDowell has been in the Porcupine now for nearly ten years. During that time his business here has grown and grown until to-day he heads the company that is operating Imperial Oil's new \$40,000 building at the corner of Park road and the Schumacher road.

In the six years McDowell Motors was located at 8 Balsam street south, the business steadily outgrew the premises. Showrooms were opened on Second avenue to take care of that end of the business. To-day McDowell's is all under one big roof, the most modern motor car establishment in the North.

The McDowell interest in cars and mechanical things started before the war in Lindsay but it was not until 1926 that it brought Mr. McDowell into the business which he has since come to regard as his life's work. Canada went to war just about the time Mr. McDowell was through with Lindsay

schools and he enlisted in the army in 1914. From then until 1919 he was overseas, but not all of that time was he able to spend on the Allies' side of the trenches, for in 1915 he was taken prisoner and had to remain a prisoner-of-war until the armistice.

Was in Advertising Business Promotion and advertising took Mr. McDowell's attention when he returned from the front, and for five years he was with Rolph-Clark-Stone, Toronto firm whose printing and lithography has a nation-wide reputation. During the following two years he was with the Reid Press Ltd., of Hamilton, and Sampson-Matthews Ltd., of Toronto.

The next step up was a long one—to district sales manager of the Ford Motor Company. In the following year, he came to Timmins with the Porcupine Garage Company. As Ford dealer for Timmins and the Porcupine district, he opened McDowell Motors in Schumacher in 1929. And in 1931 the business was moved to Timmins.

McDowell's Staff, From North, South, East, West

Heads of Departments Gathered from Different Parts of the Country. Some Particulars About the Men Who Serve the Public on the McDowell Staff.

The staff of McDowell Motors has been gathered from many parts of Ontario. From the north, south, east and west the men who head departments have worked up in their chosen business to become efficient and well-liked managers.

There is, for instance, "Gilly" Chener, who, although he joined McDowell's only last year, has become well and favourably known throughout the district. He is sales manager of the organization and after three years in that capacity at the Gateway City garage, North Bay, and seven years at Sault Ste. Marie as a salesman, he is well qualified for his job. "Gilly" came from Blind River originally.

L. Swanson, accountant, has been there three and a half years. Mr. Swanson had previously been with Chittick Motors, Barrie, and W. C. Warburton

Toronto. His home-town is Rockland, in the Guelph district.

Knows How Cars Are Made Service manager at McDowell's is Stewart Brillinger, who has had 20 years' experience in the motor repair business. Two years with Ford at Dearburn and three years with General Motors at Oshawa has given him a more than ordinary insight into the troubles that sometimes afflict motor cars. He operated his own garage at Parry Sound before joining the McDowell staff four years ago.

Jack Hunt, stockkeeper and manager of the parts department, is the man who has to see that there's no delay in supplying parts and accessories for the business. He has been with McDowell's for two and a half years. He has been in that business for seven years and was formerly associated with Woodman and Ross in his home town of Orillia.

Armand Dalpe, salesman, has been in Timmins for the past three years. Before that time he was in North Bay. McCullough is the most recent addition to the staff. He has been with Imperial Oil for ten years, three years of which he spent as service station manager in Toronto. He looks after the "front end" of the business—gas, oil and lubrication.

TO SPEND OVER 8 MILLIONS

Plans just announced by the automotive industries of Canada for new plants and equipment during the present year call for the spending in this country of more than eight million dollars.

While this particular branch of industry is always, year by year, a big contributor to the national total for expansion, modernization and plant development, the 1937 total is much more than double last year's figure when over three millions were paid out during the 12-month period.

Sales Manager



More popularly known as "Gilly" Gilbert Chener has spent most of his life in the North. Between Blind River, Sault Ste. Marie, North Bay and Timmins, he has progressed steadily. He was appointed sales manager at McDowell's last year.

Purchases of Motorists \$186,000,000 in One Year

(From Montreal Star)

Canadian motorists are big spenders and, indirectly, important employers of labour. They are in the upper bracket when it comes to circulating money, for, in established areas of spending in 1934, official statistics prove they dug down into their bank accounts to the

extent of \$186,078,976 and this figure covers only known purchases.

For instance, they spent \$73,872,796 on new cars, \$47,604,760 on registration fees and gasoline taxation, \$14,272,000 on vacations overseas and \$32,645,000 on holidays in the United States. What they paid for the purchase of second hand cars is not known, but they did contribute \$13,684,420 to the financing of 51,731 used car purchases. Gross sales of gasoline were 534,782,018 gallons, and, allowing an average of slightly less than 20 cents per gallon would add another \$100,000,000 to the total purchases, excluding the cost of oil lubricants, anti-freeze, etc.

In four divisions of the industry last year, 27,836 men and women owed their ability to meet their regular household bills, to buy clothes, call the doctor in when young John had a "lummy ache" and to go to an occasional movie, to the pocket book of motorists for, in 1934, the automobile industry employed 9674 persons and paid them \$12,938,933 out of income for new car sales. Automobile accessory plants had a payroll of \$3,569,483 to cover 3776 employees, the oil industry, a payroll of \$6,141,945 for 4628 men and women and the rubber industry, \$8,901,124 to cover the wages and salaries of 9758.

When it comes down to spending, the motorists occupied a front seat for their total expenditures last year of \$172,998,369 were approximately \$60,000,000 more than the value of the total mineral production of the Dominion for the previous year and their aggregate purchases equalled 35.1 per cent. of the net national debt.

New McDowell Building Modern and Attractive

Colourful Exterior Draws Attention, While the Accommodation and Convenience Inside are Most Impressive. Room in Garage to Store 50 Cars, with Room in the Basement for Another 20.

The simple, modern lines of the new McDowell showroom and garage on

Office Manager



L. Swanson, popularly known as "Swanie," is accountant and office manager. He has been here more than three years and had previously done similar work in Barrie and Toronto.

McDowell's to Have Fine Entertainment To-Night

Formal Public Opening of New Garage and Service Station to be Featured by Lions' Boys Band, Dancing, Refreshments and Other Happy Features.

With the opening to-night of McDowell Motors' new showrooms, garage and service station, Timmins' business section spreads to its farthest easterly point—the corner of the new Park road and the Hollinger road.

Subdivided by the Hollinger just last summer, the new business district will probably be built up quickly. Imperial Oil, owners of the new McDowell place, have pioneered in the development.

To-night the public is invited not only to inspect the new \$40,000 building with all its modern garage and showroom accessories, but there'll be the Lions' boys' band and a dance orchestra for entertainment. The band will play from seven to nine o'clock and dancing will begin at nine o'clock. Refreshments will be served during the evening to all who attend the opening.

The floor of the service department at the rear of the building has been specially prepared for dancing.

President



President of McDowell Motors, A. F. McDowell, has been in the Porcupine nearly ten years. He spent his early life in Lindsay and became connected with the Ford Motor Company some years after returning from overseas service.

provided for patrons on the main floor.

Big Basement One section of the high-ceilinged basement is storage for heavier parts than those carried on the main floor; bumpers, fenders, drive shafts, wheels. Another part is for storage of cars.

Heating is by steam radiators in the showroom, accounting and parts departments. In the garage, air is circulated through steam radiators by powerful electric fans. The temperature of all parts of the place is automatically controlled.

Firms who contributed to the construction of the place are: Russell Construction Co. Ltd., of Toronto, Sudbury and Timmins; Hill-Clark-Francis; Smith and Elston; and Vansickle Transport.

Ford Motor Co. Officials Here for McDowell Opening

Officials of the Ford Motor Company of Canada who are expected to be in Timmins for the opening to-night of McDowell's new building are: W. Murdoch, Toronto branch manager of the Ford Motor Company; N. H. Thompson, assistant branch manager, Toronto; and F. H. Tucker, branch sales manager, Toronto.

REPRESENTATIVE OF TRADERS' FINANCE CORPORATION HERE

B. Havard, Toronto branch manager of Traders' Finance Corporation, is in Timmins for the opening of McDowell's new building. His company finances the buying of Ford cars in Canada.

Automotive Payroll Shows Big Increase

This Industry Paid Out Over 22,000,000 to Workers in 1936.

Figures just made public covering the 1936 payrolls of Canadian automotive plants show that this section of the Dominion's industries paid out \$22,111,892.70 to Canadian workers during the year and that the average monthly employment for the period, with 15,451 workers, was also up. For several seasons past, these totals have both been steadily increasing.

Parts Manager



Jack Hunt, manager of the parts and stock department at the new McDowell building, came to Timmins from Orillia two and a half years ago.

McDowell Motors
extend to everyone a cordial invitation to attend the
Formal Opening
of their new
Garage and Service Station
To-Night, Monday Evening

Enjoy a gala night at the most modern garage and service station in Northern Ontario

Timmins Boys' Band
7 p. m. to 9 p. m.

Radio Broadcast
9 p. m. to 9.30 p. m.

DANCING
9.00 p. m. until ? Orchestra in attendance
Light Refreshments will be Served
Everybody Welcome, Come Early or Late



Service manager and shop foreman at the new McDowell Motors building is Stewart Brillinger, who has worked at building cars in both Ford and General Motors factories, besides having had 20 years experience in repairs.