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McDOWELL MOTORS

AUTHORIZED FORD DEALERS

Park Road and Schumacher Highway

Telephones: Service 440 Sales 415

Full Display of the 1937 Ford V-8's at McDowell's

Some of the Outstanding Features of These New Cars. Standard of Roomy Comfort and Modern Appearance. Number of New Features of Importance.

Officially opening their new premises to-day, McDowell Motors, local Ford dealers, have a full display of the new Ford V-8 cars for 1937. Principal among the many outstanding features presented in these new cars are:

Two engine sizes—a brand new 60 horsepower V-8 making its first bow in the North American motor market, and the famous 85 horsepower V-8 with a number of important refinements. The car itself is built in only one size with one standard of roomy comfort and modern appearance.

New cable-and-conduit control soft "easy-action" brakes, with "the safety of steel from pedal to wheel."

New body lines in which the "lean-

drop" form has been used wherever practicable. Headlamps in the fender aprons.

In the 11 body types available a deluxe five-passenger club coupe is new. There are six colours, four of which are new.

All steel body, including new all-steel top as well as steel structure, steel panels and all-steel floor.

Improved "finger tip" steering, with increased wheel leverage of 18.2 to 1 and worm roller gear.

Increased comfort, including new quietness of operation.

The new car is the most beautiful Ford ever built. Its sleek lines flow without a break from the smart radi-

tor grille through the new shield-type hood, the new slanting V-type windshield and the smoothly moulded steel top to the graceful reverse curve of the rear quarter. Virtually every visible component of the car reflects the tear drop form.

The interior reveals the same meticulous attention to details. The treatment is modern. Upholstery is pillowed, with wide pleats. Seats are wide, deep and soft-cushioned. The instrument panel is grained, with the dials and engine controls in front of the driver. Starter button is on the dash, the hand brake at the left under the panel, out of the way of front seat passengers.

From a mechanical standpoint the most important development in the new Ford is the 60 horsepower V-8 engine. Although new to this continent, it has been built in England and France for more than a year for Ford cars designed for the European market. There it has been an outstanding success. This engine was developed primarily to give the motoring public maximum fuel economy.

All the refinements of the big engine are incorporated in the smaller unit—cylinder blocks and crankcase cast integral, cast alloy steel crankshaft, high chrome nickel alloy valves with high tungsten chrome alloy steel valve seat inserts, dual down-draft carburetor, high-compression heads, air cleaner, directed flow crankcase ventilation and new cooling system.

Improvements have been made in the 85 horsepower engine. Engine heat control is substantially improved by the new cooling system. The two water pumps are of higher circulating capacity and are located at the bottom of the cylinder blocks. They are automatically lubricated and self-sealing.

The engines are cushioned at four points in rubber.

Spare wheel and tire are carried inside in all body types. The new body designs permit unusually roomy luggage compartments.

LARGE INVESTMENT IN MOTOR MANUFACTURING BUSINESS

The capital invested in car and truck factories in Canada in 1935 (the latest year for which complete figures are available) was \$40,765,548.

Number employed in car and truck factories, 13,095.

Wages and salaries, \$18,797,599.

The figures for last year will be found to be even more impressive.

United States exports nearly two hundred thousand cars a year, the United Kingdom more than fifty thousand, and Canada nearly fifty thousand.

Important Change in Cooling System

Results are More Efficient And Better Balanced Engine Heat Control.

Important improvements have been made in the cooling systems of Ford V-8 engines for 1937, according to McDowell Motors, local Ford dealers. The results are more efficient and better balanced engine heat control, particularly when operating under heavy load.

Most important changes are the increased size and new location of the water pumps, new location of the cooling water outlets and new fan location and design. The two pumps are located at the bottom of the two cylinder banks instead of in the cylinder heads. The change has several advantages.

In the new location the pumps receive the coolest water from the radiator and force it into the cylinder bank cooling passages, instead of sucking hot water from the top of the engine. This design assures more positive cooling action. Locating the water outlets centrally in the cylinder heads assures more uniform temperatures around all cylinders.

The pumps are also larger and can pump a greater amount of water through the engine and carry out a greater amount of heat to be dissipated in the radiator. The new design is important also from a maintenance standpoint. The pumps are automatically lubricated by oil from the timing gear case and self-sealing to prevent the necessity for repacking.

A new fan design also contributes to more effective cooling. The fan is set lower, with its entire area directly behind the radiator core. Blade design has been improved. The result is greater air circulation. The combination of greater water circulation through the engine and greater air circulation through the radiator has permitted simplification of the design of the radiator core.

Effect of all these improvements will be felt most in hot weather and under difficult driving conditions when the engine is under greatest load.

Easy Action Safety Brakes on New Fords

Improved "Stopping Efficiency" but Less Pedal Pressure.

New Ford "Easy-Action" safety brakes with "the safety of steel from pedal to wheel," are announced for the new Ford V-8 for 1937, according to McDowell Motors, local Ford dealers.

The new brakes have improved "stopping efficiency" but approximately one-third less pedal pressure is required than formerly. They are cable-and-conduit operated and have controlled "self-energizing" action. Important features are continued, including full-length, large area linings, self-centring shoes and floating wedge actuation.

The parking brake lever has been moved to a convenient position under the instrument panel where it is out of the way of passengers. In the Ford self-energizing design, the rotation of the wheels assists in increasing the braking force, substantially reducing the pedal pressure necessary. This action is controlled effectively. For stopping or decreasing speed under normal conditions, a slight pressure on the pedal is all that is necessary. As pressure is increased, as for a hard or sudden stop, the mechanical braking assistance decreases. It disappears entirely when the pedal is pressed "hard down," the pedal pressure alone actuating the brakes. In this way braking control is entirely in the hands of the driver.

The cable-and-conduit design is unusually simple. The conduits sheath the cables from where they leave the frame to where they enter the wheel brakes. At their other ends the cables are attached to the brake cross-shaft levers.

The design of the system is such that the axles are not affected by brake operation, nor is the brake operation affected by axle motion due to spring flexibility. The new brake mechanism is unusually quiet.

The brake cross-shaft assembly is newly designed with exceptional rigidity and freedom from flexure. A single steel forging includes all the levers necessary to actuate the cables to the wheels, and also incorporates the connection to the hand-brake.

New Ford V-8 Bodies All Steel, Say Local Dealers

The largest steel stamping ever used in Ford car manufacture forms the top of all Ford V-8 closed car bodies for 1937, according to McDowell Motors, local Ford dealers.

These new Ford V-8 bodies are all-steel, with steel structures, steel floor and steel panels, in addition to the steel top. This is considered to be the most important advance in Ford body design since Ford adopted the steel body structure some years ago.

The huge steel top stamping extends from the windshield back to below the rear windows and from side to side down to the tops of the doors and the side panels. It is welded electrically in a huge fixture with the body structure, the internal steel panels and the steel floor into a single unit of tremendous strength and rigidity, as safe as the body of a motor car can be made.

No wood is used in the body structure at any point, not even for tacking upholstery into place. A special tack-retaining material is used for that purpose.

Our Best Wishes To McDowell Motors

We are pleased to be associated with McDowell Motors in the opening of their splendid new premises. The service station which they will operate in conjunction with their showroom will be equipped to give the most complete lubrication and repair service available. The full line of Imperial Oil Products will be carried, including Imperial Gasoline, Esso, Marvelube Motor Oil, Mobiloil, Atlas Tires, Atlas Batteries and Atlas Accessories. The Imperial Oval Sign identifying this service station is your guarantee that the products you buy there will be just as good and dependable as Canada's oldest and largest oil company knows how to make them.



Imperial Oil Limited

CONGRATULATIONS To McDowell Motors, Timmins

Upon The Opening of Their New and Enlarged Show Rooms

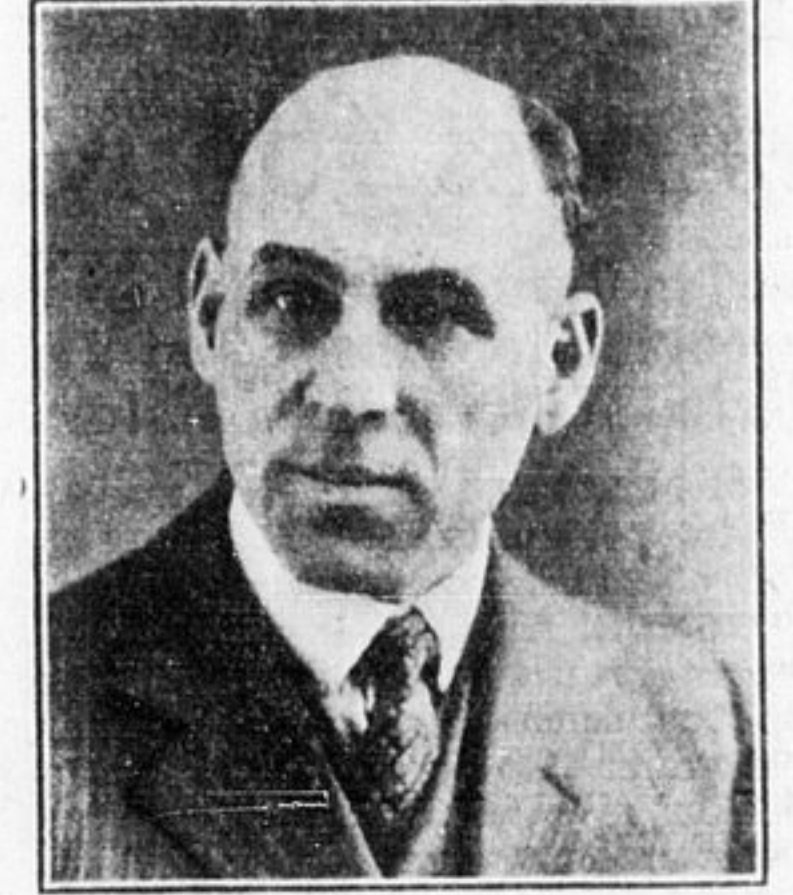
These new showrooms are a visible demonstration of the enterprise and aggressive spirit of McDowell Motors, and expresses their desire to meet the expanding needs of automobile and truck buyers. Throughout the long and honourable history of this organization, they have continuously sold and recommended

Brantford-Anthony Dump Bodies
Brantford-Anthony Hydraulic Hoists
Brantford Bodies

Canada Carriage & Body Co. Limited

Brantford Walkerville Toronto Ottawa Montreal

IMPERIAL OIL OFFICIALS HERE FOR McDOWELL'S OPENING



The two Imperial Oil officials whose pictures appear above are E. J. Piggott (left) of Toronto, who is service station superintendent for Ontario; and (right) Robert Jenkins, sales manager of the company for Northern Ontario. Both are in Timmins for the official opening of the new McDowell sales and service garage.

Easy "Finger-tip" Steering in Fords

Another Feature is the "Easy-to-Grip" Steering Wheel.

Easy "finger-tip" steering has been provided in the new Ford V-8 for 1937 by two important improvements in the steering mechanism, according to McDowell Motors, local Ford dealers.

One is to give the driver greater leverage by increasing the steering ratio to 18.2-to-1. The steering gear also is of a new worm and roller type, reducing friction within the gear. The combination of increased leverage and reduction in gear friction gives the driver a pleasing new ease of steering control.

In addition to these important changes, a new "easy-to-grip" steering wheel is employed. The spokes are spaced so as to give the driver an uninterrupted view of the instruments on the panel at all times.

"Cross-steering" is employed, with the drag-link connecting the steering gear to the front axle steering arm placed crosswise, closely paralleling the front axle. The drag-link is adjustable.

One other important change has been made in the steering design. The front axle king pins have been moved inward

and the angle changed to better the steering geometry. This change gives greater ease in handling the car, especially during parking.

World Production of Motor Vehicles in 1935

The following gives the world production of motor vehicles in 1935, the latest year for which complete figures are available. The figures are from the Automotive Aeronautics Division, U. S. Dept. of Commerce, and from Automobile Manufacturers' Association, New York.

Country	Cars	Buses	Trucks
Canada	135,562	37,315	694,690
United States	3,525,244	721	721
Austria	1,788	463	290
Belgium	463	783	148
Czechoslovakia	9,195	783	148
Denmark	156,010	23,260	41,496
France	201,438	111	4,972
Germany	40,236	4,972	1,788
Hungary	20	1,788	488
Italy	488	300	77,800
Japan	19,200	96	495
Poland	96	2,614	460
Soviet Russia	790	91,721	325,194
Spain	91,721	978,956	4,415,724
Sweden	978,956		
Switzerland			
United Kingdom			
Total	4,415,724	978,956	

Some Statistics of the Canadian Motor Industry

The following statistics from the 1936 booklet of the Canadian Automobile Chamber of Commerce may be of interest:—

Production for 1935, the latest year for which complete figures are obtainable, 172,877. Passenger cars, 135,562; trucks, 37,315.

Production for export (1935), 69,348. Passenger cars, 50,147; trucks, 19,201.

Registration for Dominion of Canada, 1,176,126. Cars, 989,754; trucks, 186,372.

Programme for Uniform Roadside Development

A comprehensive programme to give national scope and uniformity to efforts toward roadside beautification is being mapped by the American Automobile Association through its national committee on roadside development and control. One of the principal objectives is to develop model legislation for the guidance of states and communities and "to give directions and impetus to what have been heretofore sporadic and unrelated efforts." It is announced. Stress will be put on the need of adding to all State highway departments men trained in scenic planning of roads.

CONGRATULATIONS TO McDowell Motors

on the opening of their new building

[We Protect McDowell Motors WITH INSURANCE Can We Protect You?]

Simms, Hooker & Drew

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