

# Hill-Clark-Francis Ltd.

Wish to convey their

## Hearty Good Wishes

to

# McDowell Motors

on the formal opening of their

## NEW BUILDING

Hill-Clark-Francis Ltd. supplied a great part of the materials for the new structure.

located under the hood for easy servicing.

The 1937 commercial models are equipped with new Ford "easy-action" safety brakes. Their self-energizing action increases brake effectiveness and permits lower pedal pressure. The drums are 12 inches in diameter. Shoes have 186 square inches of lining area. Brake drums are of cast-alloy iron with strengthening and cooling ribs.

The new 60-horsepower engine, which is available in the commercial models, is a smaller replica of the larger engines. It is the same in quality and design and is made with the same precision. Its bore is 2.6 inches, its stroke 3.2 inches. It has a compression ratio of 6.75 to 1.

The crankshaft of the 60-horsepower engine is of special Ford cast-alloy steel. Main bearings are 2 inches in diameter. Total main bearing surface area is 32.17 square inches. The crankshaft weighs 45 pounds 6 ounces.

### Poland Desires Greater Use of Motor Vehicles

Poland recently has voted to spend 40,000,000 zlotys annually for highway upkeep and another 15,000,000 zlotys for road construction, it is announced. The Polish Economic Conference recently had recommended drastic reduction of duties on cars, with a view to bringing more motor vehicles into the country, and a lessening of police and administration formalities involving automobile use.

A recent survey revealed that, on an average, trucks in fleets were involved in only 3.11 accidents per 100,000 miles of operations.

### Roadside Stations American Red Cross

First-Aid Stations Established on Many U.S. Highways.

(By S. R. Winters)

In a campaign designed to reduce the number of automobile fatalities along the country's highways, the American Red Cross has made noteworthy progress. Already there are 250 first-aid stations in operation. Sites have been selected and personnel is in training for 1517 additional stations.

Through these roadside "human service stations" the Red Cross hopes to save the lives of thousands of persons whose injuries may not be fatal if experienced help is quickly available. Also the presence of Red Cross signs in prominent positions along the highways is expected to impress upon passing motorists the need for careful observance of safety rules.

These emergency stations are situated throughout the country where first aid is thought to be especially necessary; namely, along highways and byways in rural and suburban districts where there are no hospitals, Tourist homes, fire departments, service stations, wayside stores and police stations are centres of this effort to aid victims of accidents.

#### Trained Attendants

At each station, with the co-operation of the regular owner or occupant of the property, not less than two persons are trained in Red Cross first aid. After the training has been completed, which requires from three to five weeks,

the national headquarters is given detailed information as to the site of the station, the number of persons trained and the requirements necessary for maintenance.

Upon the basis of this information and the apparent need for the establishment of each station in its particular locality the national organization gives formal sanction for the actual creation of a first-aid unit. Each of these wayside stations is equipped with a 24-unit first aid kit. Additional supplies are optional, but in no instance is the equipment to be elaborate, because the service is for emergencies only. Emphasis is placed upon the efficiency of those who are trained to attend each station.

Elaborate medical equipment with inexperienced persons rendering aid is useless. Hence the stress upon expert training of as many persons as possible in a community surrounding a station. It is not unusual to find from 15 to 25 persons in the immediate vicinity of a station well versed in the methods of medical aid taught by the Red Cross.

#### No Charge for Service

The entire responsibility for the establishment and maintenance of the highway first-aid stations is assumed by the American Red Cross and those persons who wish to volunteer their services to aid victims of accidents. These stations may well be called "Modern Missions of Mercy," their sole reason for existence being to render assistance to those in trouble. No fees for services may be given or accepted. The only reward the participants in this campaign will accept are the results obtained in averting the serious consequences which ensue when medical attention is not available at the scene of a motor vehicle disaster.

Highway police have also been equipped with first-aid kits and trained so that, while cruising the roads to enforce police regulations, they may administer medical aid to the travelling public when necessary. The same thing is true of the employees of public-utility companies, who are equipped to meet any emergency with first-aid knowledge and supplies.

### Test of Fitness to Drive to be Urged on Department

Suggestion that certificates of physical and mental fitness to drive should be required of all applicants for auto drivers' licenses, together with certificates of mechanical fitness of the vehicles to be driven, was transmitted to the provincial government by the police commission yesterday.

At the instance of Colonel Kirkpatrick, Toronto police commissioner, the chief constable was instructed to take up the matter with Hon. T. B. McQueen, highways minister, at an early date. Colonel Kirkpatrick took the view that it was the function of the Provincial License Bureau, and not the police, to check the dependability of both drivers and automobiles.

In the meantime, the chief was authorized to set aside areas of various streets for testing of the brakes and other mechanisms of autos being driven on city streets. Similar tests in previous years had revealed cars being driven without any brakes, the chief said, and he heartily endorsed Commissioner Kirkpatrick's suggestion.

Canadians pay more than fifty million dollars a year in gasoline tax and automobile license fees.

## Ford Motors Announce Notable Line of Trucks

Two-ton Truck Powered with a 95-h.p. Engine. De-Luxe Trucks have Special Features. Some Specifications in the New Trucks Announced.

A more powerful 2-ton truck, a more powerful 1½-ton truck, a great line of de luxe trucks and improved styling and appearance feature the 1937 trucks and commercial models recently announced by the Ford Motor Company of Canada, Ltd.

The 2-ton truck, introduced two years ago, is now powered with a 95-horsepower engine. Aluminum cylinder heads with a compression ratio of 6.5 to 1 are used. The engine develops a torque of 170 pounds feet. The 1½-ton truck is powered with the improved 85 horsepower engine. This engine is equipped with cast iron cylinder heads, has a compression ratio of 6.12 to 1 and develops a torque of 146 pounds feet.

A choice of two truck axle ratios is provided for applying power in the most effective manner and there is a selection of wheelbases, tire sizes and special equipment. The improved appearance has been effected by use of hood louvers and radiator shell of new design. Grille bars are horizontal.

The 1½ and 2-ton standard truck chassis, likewise the 1½ and 2-ton de luxe chassis are available in two wheel lengths, 131½ and 157 inches. The chassis are suitable for a wide range of body types. Both 131½-inch chassis are available with cab for tractor service.

De luxe trucks are fitted with chromium radiator shell and grill, chromium dual windshield wipers, chromium hood louvre moulding, chromium rear view mirror, chromium windshield frame, ventilating rear window, cigar lighter, ash tray, sun visor, reading light in driver's compartment and twin power horns under the hood.

Four bodies, the light delivery, de luxe delivery, sedan delivery and station wagon, are offered on the 112-inch chassis. The 112-inch de luxe delivery and the sedan delivery have all-steel tops. A special enclosure with safety glass is available at extra cost on the station wagon in addition to the regular curtain equipment.

The brakes on the 1937 Ford trucks have been substantially improved. They incorporate a new type of adjusting wedge for the brake shoes. The advantage of this new design is that it provides uniform clearance on each brake shoe between the brake lining and the brake drum whenever brake adjustment is made. Ford truck brakes have unusually large brake lining area, totalling 470 square inches. Brake drums are cast alloy iron, ribbed for increased strength and quicker cooling.

The crankshaft of the 95 and 85 horsepower engines weighing 63½ pounds are cast of a special Ford alloy steel. Main bearings being 2-4 inches in diameter, provide great shaft rigidity

and resistance to torsional vibration. The total main bearing surface area is 40.5 square inches. The bearings are of special anti-friction alloy bonded to a steel backing. They are of the removable type.

Engines are completely insulated from the frame by live rubber mountings. Because of the smoothness of the V-8 engines with their over-lapping power strokes, as well as the accurate balancing of crankshafts and close weight limits of all reciprocating parts, Ford engine mountings do not require extreme flexibility. Improvements in the distributor lengthen the life of the breaker points.

A highly efficient cooling system has been provided for the truck engines. The two water pumps are located at the bottom of the block, providing positive pressure under all conditions. Pumps on the two truck engines incorporate the use of two widely spaced ball bearings which are prelubricated, eliminating the need for periodic lubrication.

The two water pumps on the commercial model engine are lubricated automatically by oil from the timing gear case. Water outlets are centrally located in the cylinder heads in truck engines and more uniform cooling of the cylinders is obtained.

A new type fan draws a greater volume of air through the radiator yet requires less power to operate. On trucks the fan is enclosed or shrouded, resulting in a more even flow of air through the radiator. Twin fan belts are used in conjunction with the 95 and 85 horsepower truck engines.

Rear axle improvements include friction-reducing thrust washers between the axle shaft gears and the differential case, also between the differential pinion and the case.

The truck cab, including the roof, is of welded all-steel construction. It has a new V-type ventilating windshield which opens with a control handle. Door windows are provided with clear vision ventilation. There is also a large screened ventilator in the cowl. Roof, dash and floor are insulated against heat, cold and noise. These features insure maximum comfort for the driver.

The new instrument panel has a convenient and attractive grouping of instruments. The starter button is located at the left side of the panel. A dispatch box is on the right. Safety glass is used in all doors and windows. The interior of the cab is fully lined with a durable material.

The fuel tank, of 15 gallons capacity, is located under the seat with the filler cap on the outside at the right rear corner of the cab, permitting the tank to be filled without opening the door.

Front fenders are deep skirted and highly crowned to provide room for oversize tires. Edges of the fenders are rolled over on the under side to form a trough which drains off water thrown from the tires. The battery is

# FOR BETTER SERVICE TO FORD OWNERS

We congratulate McDowell Motors on the occupation of their new premises. To the men whose loyal work and earnest effort have made it possible, we say: "Well done."

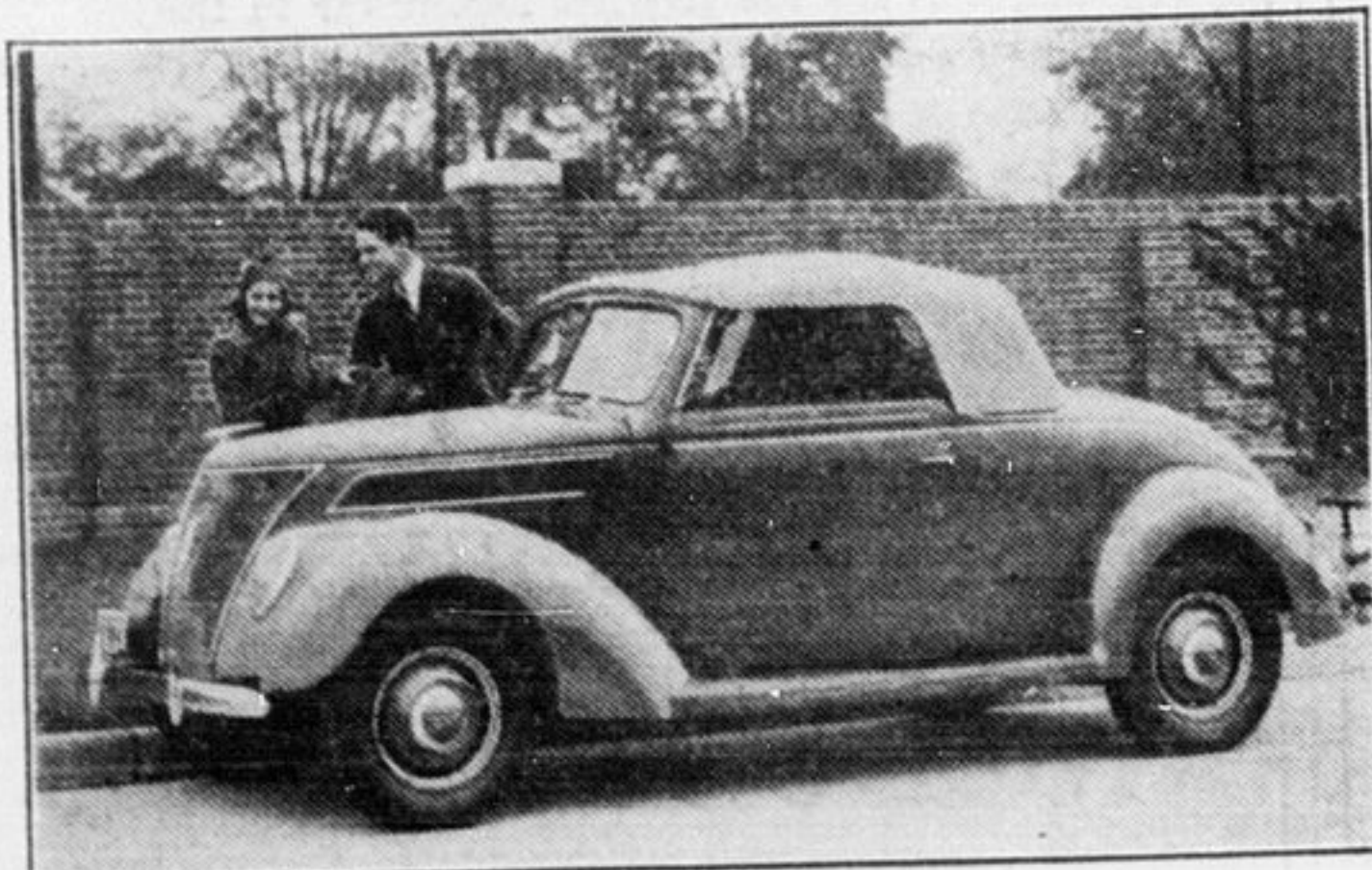
The new facilities available will make it possible for them to give better service to Ford owners. Everything has been planned and arranged to help you get the greatest possible use from your car at a minimum of trouble and expense.

The newest equipment has been installed and mechanics have been trained in schools conducted by

the Ford Motor Company of Canada, Limited. When replacements are necessary, the parts used are identical in size and quality with those from which your car was originally assembled. The charge for these parts is low, in accordance with the Ford policy, and labour on ordinary maintenance operations is billed at a standard flat rate.

No matter what the job—large or small—you will find McDowell Motors equipped to handle it for you promptly at a fair price, and in an intelligent, business-like manner.

### Ford Shows New V-8 De Luxe Cabriolet



The new Ford V-8 de luxe cabriolet, pictured above, is one of the smartest of the 1937 convertible types, useful either as a snug closed coupe, or, with the top folded and stowed in a compartment flush with the body, as a sporty open roadster. The full width seat ac-

commodates three. Seat back is divided, the sections folding forward individually, to disclose the spare tire compartment back of the driver, or the luggage space opening on the right side. Rumble seat is standard equipment for the rear deck. The cabriolet is de luxe type only.

## FORD MOTOR COMPANY OF CANADA, LIMITED