

Service Station Head



W. F. ("Mac") McCullough, manager of the gas, oil and lubrication service department at the new McDowell building has been with Imperial Oil in Toronto for many years.

drop" form has been used wherever practicable.

A de luxe five-passenger club coupe is the newest of the 11 body types available, five either with or without de luxe equipment, six with de luxe equipment. All closed body types have clear-ventilation system.

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

Improved "finger-tip" steering, with increased wheel leverage.

Increased comfort, including new quietness of operation.

In recent issues particular reference was made to the features outlined above, and some further reference may not be out of place at this time.

The new braking system operates quietly. Its design is such that the axles are not affected by brake operation nor is such operation affected by axle motion due to spring flexibility.

Important features such as full-length, large area brake linings, self-ventilating shoes and floating wedge actuation are continued.

Another important mechanical improvement is "finger tip" steering. This is accomplished by two refinements in the gear design. One is to give the driver greater leverage through the wheel by increasing the steering gear ratio to 18.2 to 1. The gear is also of a new worm and roller type, reducing friction. The combination gives the driver a pleasing new ease of steering.

Front axle "geometry" also has been improved to give still greater ease in handling the car, particularly while parking.

Motorists who drive the new car for the first time will note at once a new quietness of operation. Bodies are insulated effectively to prevent sound transmission. The body is also cushioned in rubber on the frame, each body bolt being surrounded by rubber. There is no metal-to-metal contact. Other new "quietness" features are improved rubber cushioning of the engine, new fan design, refinements in the rear axle, and new inter-leaf spring pressure lubrication. Even the exhaust manifold and pipes have been altered to smooth the flow of gases from the

engine. The muffler is also completely insulated from the chassis by rubber in the mounting brackets.

The new all-steel body designs are important for the fact that no wood is used anywhere in the body structure. The huge steel stamping which forms the finely-moulded top of closed cars runs from the top of the windshield back to below the rear window and from side to side down to the top of the door and side panels.

Eleven body types are available, including the new de luxe club coupe seating five passengers. The new coupe is closely coupled, with an enclosed rear seat.

The Tudor, Fordor, Tudor touring and Fordor touring sedans and the five-window coupe are available either with or without de luxe fittings. The roadster, phaeton, club coupe, convertible cabriolet, club cabriolet and convertible sedan are de luxe types.

Six smart colours, including four which are new this year, are available. De luxe cars will be available in all six colours. The two most popular colours, black and Washington blue, as well as a new colour, gull gray, are available in both standard and de luxe types. The other three colours—bright vineyard green, autumn brown and bright coach maroon—are available only in de luxe types.

The new body designs permit unusually roomy luggage compartments in all cars. Except in the coupes, cabriolets and roadster the spare wheel and time is carried in the rear compartment. In these types space is provided back of the driver's seat. The luggage compartments in the sedans are large enough to carry five pieces of luggage of average size, as well as a number of smaller articles. In the single-seat models the compartment may also be reached by tilting forward the passenger seat back.

Beyond the improvements noted in chassis design, such features as "centre-poise" design, with car and passenger weight properly balanced and spring suspension properly engineered for greatest comfort; transverse cantilever springs, radius rod and full torque tube drive; double-acting shock absorbers;

Motor Salesman



Armand Dalpe, of Timmins has a wide circle of friends in the district. He is salesman at the new McDowell building.

three-quarter floating rear axle with straddle mounted pinion; X-type double channel frame and large use of anti-friction bearings are all continued.

MEN HAVE TO WATCH

(Huntingdon Gleaner)

Men of Vilna, Poland, will have to mind their p's and q's. This is what happened to one of them who divorced two wives in succession and married a third. A vigilance committee of 38 moral matrons called upon the bride and reasoned with her. She proved stubborn so they threw her out of the house. Then they attended to the bridegroom. "Take back your second wife," said they. He refused, and was soundly beaten. Moreover, his furniture was wrecked.

ONTARIO MOTORISTS PAY LARGE SHARE OF TAXATION

Ontario motorists pay 44.2 per cent. of the gross revenue of the province when they pay their year's gasoline tax and license fees.

CONGRATULATIONS TO McDOWELL MOTORS

On the occasion of the opening of its fine new premises and to the

TOWN OF TIMMINS

on the enterprise of one of its leading citizens.

TRADERS FINANCE CORPORATION LTD.

A Canadian Automobile Finance Company Operating Exclusively in Canada.

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Some Special Points About New V-8 Ford

Features Worthy of Special Note in Regard to the New Cars.

In a recent edition of The Advance special mention was made of the Ford V-8 and its outstanding features.

The new Ford V-8 cars for 1937 present a number of outstanding features, principal among which are:

Two engine sizes, a brand new 60 horsepower V-8 which makes its first bow in the North American motor car 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 "tear

THE MOST MODERN GARAGE IN THE NORTH

IMPERIAL OIL PRODUCTS

- 3 Star Gas
- Esso Ethyl Gas
- Marvelube Motor Oil
- Mobiloil Motor Oil
- Imperial Specialized Lubricants for all Makes of Cars.
- Atlas Tires and Tubes
- Atlas Batteries
- Atlas Accessories

FORD MOTOR PRODUCTS

- 60 H.P. V-8 Cars and Light Commercial
- 85 H.P. V-8 Cars, Light Commercial and Trucks.
- 95 H.P. V-8—2 ton Trucks
- 110 H.P. V-12—Lincoln Zephyr Cars
- Complete Line Genuine Ford Parts
- Ford Batteries
- Ford Heaters, Defrosters and Accessories.

Repairs and Service on All Makes of Cars

- Expert mechanical repairs on all makes of Cars and Trucks.
- Body and Fender repairs on all makes of Cars and Trucks
- Specialized "Chek-Chart" lubrication for all makes Cars and Trucks
- Enclosed Modern Heated Car Wash Room
- Battery Rentals and Recharge
- Tires and Tubes repaired and vulcanized
- Motors analyzed on Laboratory Test Set

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Various makes and models—Easy terms. Exclusive 3-5 day guarantee and 30 day 50-50 warranty.

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Canada's Timber Wealth Should Not be Neglected

(From Globe and Mail)

There is justification for the complaint by Dr. C. D. Howe, Dean of the Faculty of Forestry, University of Toronto, that there has been a cessation of scientific care of the Province's timber wealth. "The abandonment of forest research work," he says, "means delay in the development of measures eventually to place our forests on a continuous productive basis, and thus places in jeopardy the future prosperity of wood-cutting industries."

One of the remarkable things about this country has been the difficulty in securing official, organized and consistent effort to preserve its forest wealth. While recent hard years provide an excuse for lack of activity in this field, they do not excuse a letting down in interest. During the depression fire has remained aggressive in all sections of the Dominion, with consequent destruction almost beyond calculation. This forestry neglect is not confined to Canada. It is estimated that but 10 to 15 per cent. of the world's timbered areas is handled in such a way as to ensure continuous production, though in European lands forestry has become something of a science.

It is not alone the timber wealth that is endangered by neglect. Demanded lands mean inadequate water supply. Wooded districts are said to retain forty-six times as much moisture from rain and snow as does cleared land of similar nature. Hence the need of a consistent conservation and reforestation policy is doubly urgent. There is in Northern Ontario renewed activity in the forests. There will be a wholesale felling of trees, and if selective cutting be not enforced willful waste will result. To bring Dr. Howe's point home, it is evident that in the North country, under the revival of the pulp and lumber industry, there is special need of regulation in timber cutting. Here is where men trained in forestry work should be given authority.

In a series of radio broadcasts last summer Mr. John C. W. Irwin, of Toronto, dealt with this subject of forest depletion. He said that in European countries, with shrinking wood supply, the basic idea is that "forest land must produce forests." In Germany, Finland, Denmark, Norway and Sweden, he added, the problem has been solved, and the attitude of the people as a whole is reflected by private owners submitting to regulation by Government forestry authorities, sometimes the forbidding of cutting for a period of ten years. In European countries, "research and experimentation also receive support far beyond that given them in Canada, and European foresters are constantly working on the many problems, large and small, that need to be solved, although their solution may take a lifetime."

That is the view that should be adopted in Canada if the forests are to be preserved. Research and experimentation must be carried on, though occupying "a lifetime." If this is not done, "a lifetime" will see a pitiful dwindling in the timber wealth of this country.

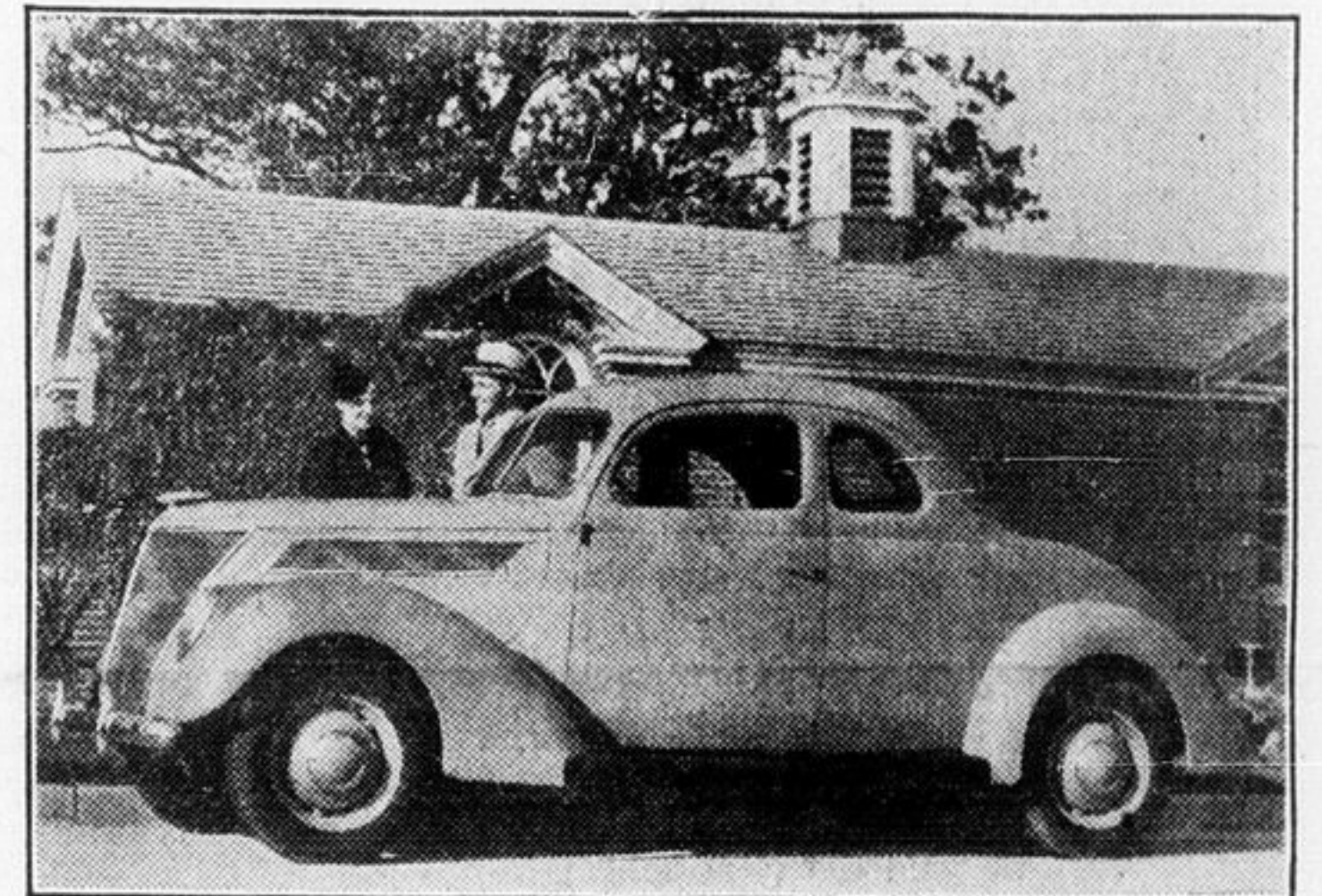
KEEPING NEEDS OF NORTH BEFORE OLDER ONTARIO

(From Globe and Mail)

Again Northern Ontario people are talking of secession from this province and the setting up of another. This may be only a shrewd method of keeping the needs of the country before Older Ontario—and if so it is an effective method.

In New Brunswick, Nova Scotia and Prince Edward Island the gasoline tax is higher than anywhere else in Canada. Motorists in these Maritime provinces pay eight cents a gallon.

New 1937 Ford V-8 Coupe Here



The new Ford V-8 coupe for 1937, pictured above, is an example of the advanced streamline design created by Ford this year, as adapted to the only closed single-seat body type. The car has a wide variety of uses by business and professional men or by home managers for neighborhood shopping or social calls. Its seat is full width, with folding divided seat back. The spare tire is carried in a compartment back of the driver. The deep luggage space can be reached either through the rear deck door or by tilting down the right seat back. The body type is available either in standard or de luxe models.

We take this opportunity to express

our Good Wishes

and extend

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to

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R. Vansickle, Proprietor

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