

Record Sales Here for Nash Cars for the First Year

Drove the First 1938 Nash Car into Canada

Emile Brunette Makes Outstanding Success in His New Business as Representative of Nash Cars. Sold 45 New Cars First Season. Also Dealer in Mack Trucks. Keeps Unusually Complete Repair and Parts Department.

Less than a year in business but already one of the most popular and successful car dealers in Timmins, is the enviable record of Emile Brunette, local dealer for Nash and LaFayette cars. While new in the garage and car business Mr. Brunette is well known in the district. Coming here eighteen years ago from River Joseph, Quebec, he started work in the bush for Mat Bolvin, later becoming foreman with Kennedy and Gibson. Later he worked for about a year and a half at the Hollinger mine and then established the taxi business which still bears his name but is operated by his brother.



J. EMILE BRUNETTE

While it was not until last April that Mr. Brunette went into business in his present capacity, it was not long before his efforts began to bear fruit. In fact during the past summer and early fall he sold a total of 45 new cars. At the convention of Nash dealers and distributors held in Chicago in October Mr. Brunette drove the first 1938 Nash car into Canada on his return trip.

At his garage, 18 Second avenue, Mr. Brunette maintains a complete repair department, making a specialty of body work, welding and general repairs of all kinds. While not officially announced yet it is expected that his territory, which now runs from Timmins to Porcupin Junction, will be somewhat enlarged in the future. Mr. Brunette is also dealer for Mack Trucks, whose popularity is well known.

Motoring in New Nash Means a Noiseless Ride

(By Nash Dealer)

This goes far beyond anything that has been done before to eliminate car noises—a problem that has vexed the automobile industry for many years.

Nash continues to use all the usual insulating materials used by other manufacturers to deaden sound.

But Nash-Kelvinator engineers have discovered something entirely new to add to all these—an utterly new silencing principle that produces almost uncanny results!

They discovered that sound waves, which easily pass through solid substances, are foiled by sand.

So more than 50 pounds of a new, special sand-containing composition is sprayed securely on the floor of each new 1938 Nash.

Now you can hear whispers from the back seat to the front—even on rough roads and in noisy streets. Road noise, vibration—all are ruled out! Even noisy city traffic becomes a hushed hum.

Arrange to have a ride in a new Nash today—and learn how enjoyable quiet motoring really can be!

Kansas City Star:—If the whole world faces the necessity of going about in gas masks twelve or twenty-four hours a day, isn't it time the style-makers were giving a little more thought to making the masks more attractive?

Automobile Shows and New 1938 Cars

Interest of Public Keeps up Policy of Improvement and Advance in Motor Cars

(By John D. Mansfield, president Chrysler Corporation of Canada)

The Motor Shows at Toronto and Montreal are not only an outstanding event in themselves but year after year they are the signal for motor car manufacturers and dealers to start in a race to keep up with public demand for new automobiles. The present year is no exception to the rule. Already manufacturing facilities are being taxed to the utmost to meet the eager demands of the buying public. Nineteen-thirty-eight promises to be a banner year.

There is nothing mysterious nor surprising in this ready confidence of the public in the offerings of automobile manufacturers. It is the not undesired result of the continuously progressive spirit of the industry and its constant success in meeting and even anticipating the demands of the public for better motor cars. Without fear of holding a too biased brief for the motor car manufacturer one may state with confidence that an industry which has in less than twelve years, cut the price of its product almost in half and multiplied its dollar value at least four times is worthy of the public confidence it receives.

Of course, it is the enthusiastic support of the buying public which has made possible for the industry this continuously progressive policy and this constantly increasing value in the product. Large volume buying has meant large volume production. This in turn has enabled manufacturers to invest huge sums in the development of their products. Amazing engineering institutes have been established and maintained, unsurpassed by any other industry. In these institutes hundreds of highly trained, modern scientists are employed in constant research, experimentation and testing. Every year they discover and prove many new ways of making cars safer, easier riding, easier to handle, more economical, more quiet, more roomy, more beautiful and more dependable. They discover new materials and new ways of using them. They constantly test, reject, improve or adopt advancements and inventions from thousands of different sources.

At the same time skilled plant engineers are constantly improving manufacturing methods, ruthlessly scrapping machinery that was recently new for machinery that gives still better or more economical results.

These essentials of modern automobile manufacturing involve the expenditure of staggering sums of money, yet over the long pull, these expenditures, when spread over large production actually results in lower costs to the buyer. Anyone who is familiar with automobile price history knows that this statement is true.

Another fact which should be remembered at Motor Show time is that the production of automobiles in Canada is an important factor in Canadian prosperity. It means employment, food, clothing and shelter for a large body of employees, not only in automobile manufacturing centres but in many towns and cities throughout the Dominion. There is hardly a community from coast to coast that does not feel its life-blood flow faster when Canadian automobile plants are in full swing. The buyer of a Canadian-built automobile, therefore, no matter what his occupation may be, will find some of his money coming back to him in one way or another.

However, the one question that the Motor Show visitor wants to have answered is "What's New About the 1938 Motor Cars?" The casual Motor Show

visitor will not find the answer to this question by merely looking at the cars as they are displayed in the show exhibits. It is true that changes in outward appearance and in interior appointments are the most obvious and receive the most notice. Yet these changes, numerous and pleasing as they are in the new cars are by no means the whole story. The fact is that engineers and production men have been just as busy during the past year to work out improvements that the eye cannot see, as they have ever been in any year of spectacular developments. They could talk to you for hours about the technical changes which have made these cars far ahead of their predecessors in almost every essential. Of course, the layman would not understand half of what the Engineers or production man was talking about, although he might be impressed by the mere enumeration of the long list of improvements that have actually been made.

However, when he drives the 1938 cars the new car owner will find that the results of these improvements in actual motoring satisfaction add up to a very impressive total.

The new owner will find steering vastly improved. As a result he will find the car easier to handle, more sensitive to the guiding touch of his hand—that it "corners" better and has less tendency to "wander" in a side wind. He will find his hydraulic brakes even more smooth and powerful, clutch and starter easier and softer in action, controls more conveniently placed and even more pleasing to look at. He will find that skilful body designing was given him better windshield vision, more comfortable and roomier seating, and a hushed quiet due to improved insulation never before experienced in a motor car. He will find his motor even more responsive to the touch of his foot on the accelerator and still more economical on gas and oil. Increased trunk or luggage compartment space is one improvement which the 1938 car owner will immediately recognize and appreciate.

In addition to these advantages which he will at once recognize, there are many other improvements which are hidden from the eye and not immediately noticeable in driving. There are stronger, more rigid frames, improved body mountings, stronger internal body gracing, and a host of other minor changes which add up to a big total in safer, more comfortable and all round more pleasurable motoring.

Each of these advancements has had behind it a great deal of research, testing and designing and has involved numerous technical problems for both engineers and production experts. Every one of them comes to you as a finished contribution to your motoring satisfaction after being fitted perfectly into the complicated whole which is a modern motor car. You are not asked to "try it out and see if it will work." All the experimenting has been done for you, in the laboratory, in the test pit and on the road.

There is no end to advancements in automobile designing and manufacturing. The 1938 cars are better automobiles—vastly better, and we know that the 1938 car owner will find them so. It is because of this that we are looking forward to another year of enthusiastic public acceptance of our products and a banner year in sales.

SAYS NASH CARS ARE "NEWS" BECAUSE OF THEIR INTEREST

C. H. Bliss, Vice-President and Director of Sales, Nash Motors Division—Nash cars are NEWS this year. They incorporate new features never before seen in an automobile. As a consequence, we're experiencing the greatest wave of public interest in our cars in the company's history. We'll sell a lot of 1938 cars!

GREAT ENTHUSIASM FOR 1938 NASH CAR MODELS

Courtney Johnson, General Sales Manager, Nash Motors Division—Touring the country as we have been doing, attending dealer meetings, we can't help but note the unprecedented enthusiasm of our field organization over the new cars. The cars have tremendous sales possibilities, greatest in Nash history.

Detroit Free Press:—Rheims Cathedral is now all ready to be knocked to pieces again by shells.

New Nash Hailed at Meeting at Chicago

Convention Followed by Record Drive-away of Cars.

Chicago—One hundred and forty thousand automobiles in 1938! More than 1200 distributors and sales representatives from all parts of the United States and Canada, assembled here for their annual meeting, greeted with loud cheers the announcement of Nash Motors' goal for the coming year.

Giving actual demonstration that they believed the goal could be easily reached, the delegates, after the convention disbanded, went to nearby Kenosha and participated in the largest drive away of new cars in the company's history.

Announces Goal

Opening the convention, C. H. Bliss, vice-president and director of sales, announced the new sales goal, declared he was confident it would be reached, not only because of the sales possibilities of the new cars, but because of the outstanding 1937 performance of the field organization.

Both Charles W. Nash, dean of automobile manufacturers, and Nash-Kelvinator's Board chairman, and George W. Mason, the corporation's president, were widely acclaimed by the audience. "So confident are we that you men in the field will sell 140,000 cars in 1938 that the corporation has just expended \$2,000,000 on a programme of plant expansion in Kenosha, Racine and Milwaukee," declared Mr. Nash. "This programme has almost doubled our production capacity."

Outlook Bright

Emphasized Mr. Mason: "The outlook for the future is most encouraging. We pledge you that we will do everything possible to insure the accomplishment of our plans for 1938. We know we can count on you."

The six revolutionary sales features of the new lines of cars were outlined and dramatized by Courtney Johnson, general sales manager, in the presentation of the new 1938 cars that followed. "In addition to the six major developments in automotive engineering that we are introducing, the Nash car for 1938 has a total of 83 new value features," pointed out Mr. Johnson.

Boscow Heard

Nash's aggressive advertising and merchandising plans for 1938 were presented by A. R. Boscow, director of advertising and merchandising. E. J. Reeser, sales promotion manager, by means of acts and dramatizations, presented the story of the sales helps that will be accorded the selling organization.

Air-Conditioned Car Nash Health Feature

Summer or Winter You May be Comfortable and Avoid Bad Air.

(By Emile Brunette)

Even with six people smoking inside, with the windows closed, the air inside your Nash remains clean and fresh because it's constantly changed!

In the bitterest winter weather you can enjoy clean, perfectly heated air—filtered, conditioned . . . delivered without chilly drafts to every part of the car!

In summer, you can enjoy a breeze . . . with dust, dirt, insects and pollen kept out! Closed windows won't cloud in rain.

This is no "glimpse into the future," it's an ACTUAL PRACTICAL REALITY. "Conditioned Air" is here . . . available today in the new Nash cars!

This modern miracle of comfort is a revolutionary development. No other car has anything to compare with it! Yet it's simple enough. Air is scooped in through the cowl ventilator . . . warmed in winter . . . filtered . . . then delivered under pressure to all parts of the car. From 100 to 600 cubic feet of perfectly conditioned air are delivered every minute to every occupant. At higher speeds, the system is even more efficient.

The inside pressure, being greater than the pressure outside, forces old, stale air out. It's just exactly opposite to what usually happens, as cars without this new Conditioned-Air System suck air in through every possible opening . . . and with it dust, road dirt, chilling drafts.

It's a new kind of traveling—in Nash Cars with the Conditioned-Air System. This is NEWS. See how this marvelous new development works. Hear more about it. Try it out yourself. Go see your Nash dealer today.

The Conventional car creates an internal vacuum while in motion . . . sucking in icy drafts (which defy any heater) . . . bringing in dust, dirt, fumes.

With Nash Conditioned-Air system, pressure inside the car is greater than air-pressure outside . . . thus old air is driven out, and outside air has no chance to enter.

Thinks Nash is Offering a Lot of Car for the Money

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R. C. Paine, Boston, Mass.—Nash has always been noted for offering a great deal of car for the money. The company has certainly extended itself in the building of the 1938 models. They're the greatest dollar values we've ever had.

Globe and Mail:—Wolves Wait as Lost Hunter Fans Fire—Headline. What were they waiting for? To see if they really would bite a man?

YOU'LL DISCOVER NEW

Beauty with the New '38 Nash and LaFayette

Don't fail to see the new Nash and LaFayette . . . it's so smart in style . . . so roomy and comfortable . . . so safe and dependable with its all-steel body, so finished in every detail! It's a Beauty! Visit Brunette's Showrooms to-day and see these new models on display!

Brunette Nash Motors

EMILE BRUNETTE, PROPRIETOR

Phone 1401 — Timmins

SECOND AVENUE

OPPOSITE BALLPARK



Expect to Sell 140,000 Nash Cars During 1938

Ambitious Programme of Car Sales Planned, but Prospects Good to Implement the Promise Made to This Effect. Timmins Branch Expects to do its Part.

Kenosha—One hundred and forty thousand automobiles in 1938! That's the goal set by the Nash Motors Division of Nash-Kelvinator Corporation, it is announced by C. H. Bliss, vice-president and director of sales. And, declares Vice-President Bliss, there is every reason to believe that Nash Motors' fighting field organization will "go over the top", reach this record-breaking objective in the next 12 months!

"Our outstanding 1937 sales performance is one standard by which we can judge that we'll 'make the grade' in 1938," says Mr. Bliss. "In the 1937 model year, we turned out an even 86,000 cars, which was exactly 100.2 per cent. more cars than we built in 1936! To achieve our goal in 1938—140,000

cars—we will have to build and sell only 63 per cent. more units than in 1937. Relatively, this is a simpler task than we accomplished in the 1937 model year, when we built and sold 100 per cent. more cars than in the model year preceding!"

Everything's in Nash Motors' favour, points out Mr. Bliss.

Nash Biggest Dollar Value
First and foremost, Nash cars "caught on" in a big way during 1937. The motorwise public made the discovery that Nash was the BIGGEST dollar value in the industry.

But the 1938 cars—with conditioned air for winter driving and five other revolutionary advances, as well as a grand total of 83 new value features!—are still greater "buys" than were the

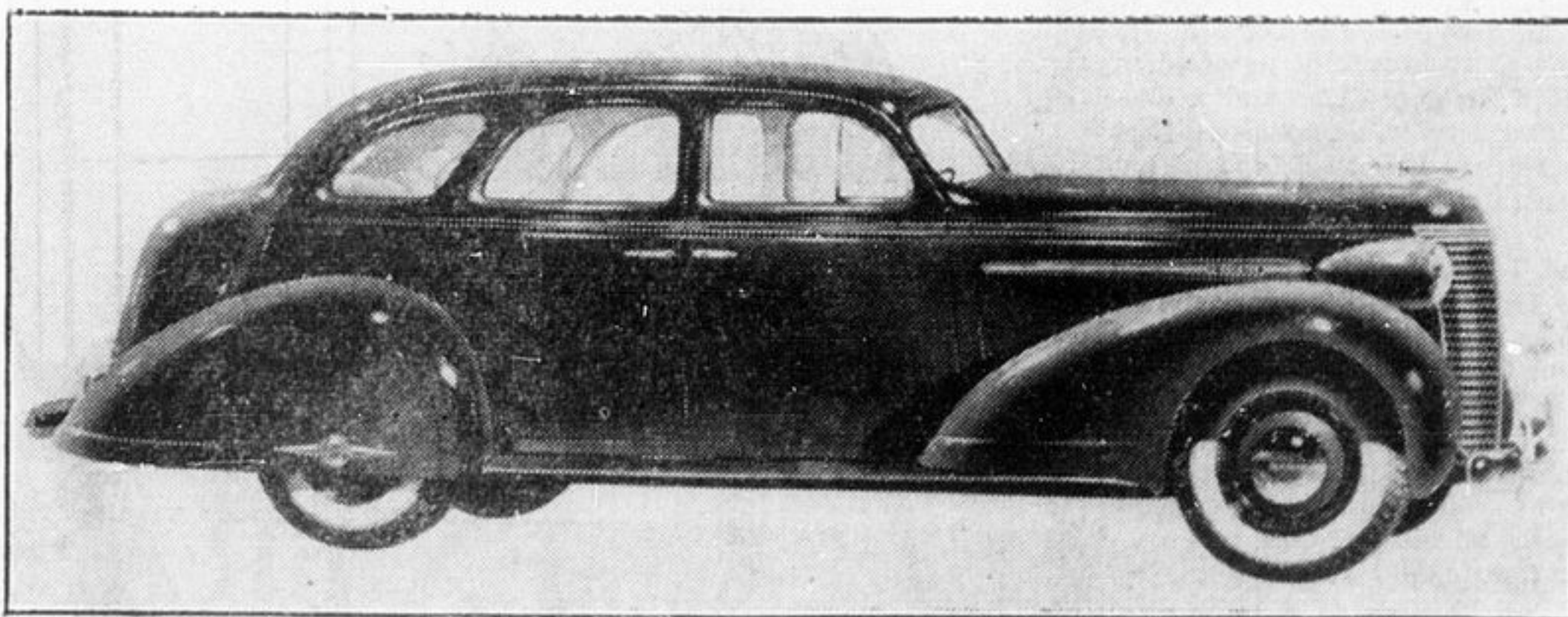
37 cars! **Special Appeal**
With its great "curiosity appeal", conditioned air for winter driving will bring thousands upon thousands of visitors to Nash showrooms during the next few months. So, too, will the new "Super-Thrift" motors, the sensational "Sea-Legs" feature, the new automatic gear-shift, the "roomiest interiors in their field," sound-deadening and all the special luxury features Nash cars offer.

Use Features!
If full, effective use is made of the 1938 selling "tools"—the new car features—there's no doubt that Nash Motors' 1938 sales story will compare well with the story of 1937, of which the entire organization is so proud!

Nash Motors, it is conceded, has the "hottest" new car story of the year. It is hoped dealers and salesmen everywhere will study every part of this interesting story, will use the convincing, interesting facts that make it up in selling Nash cars.

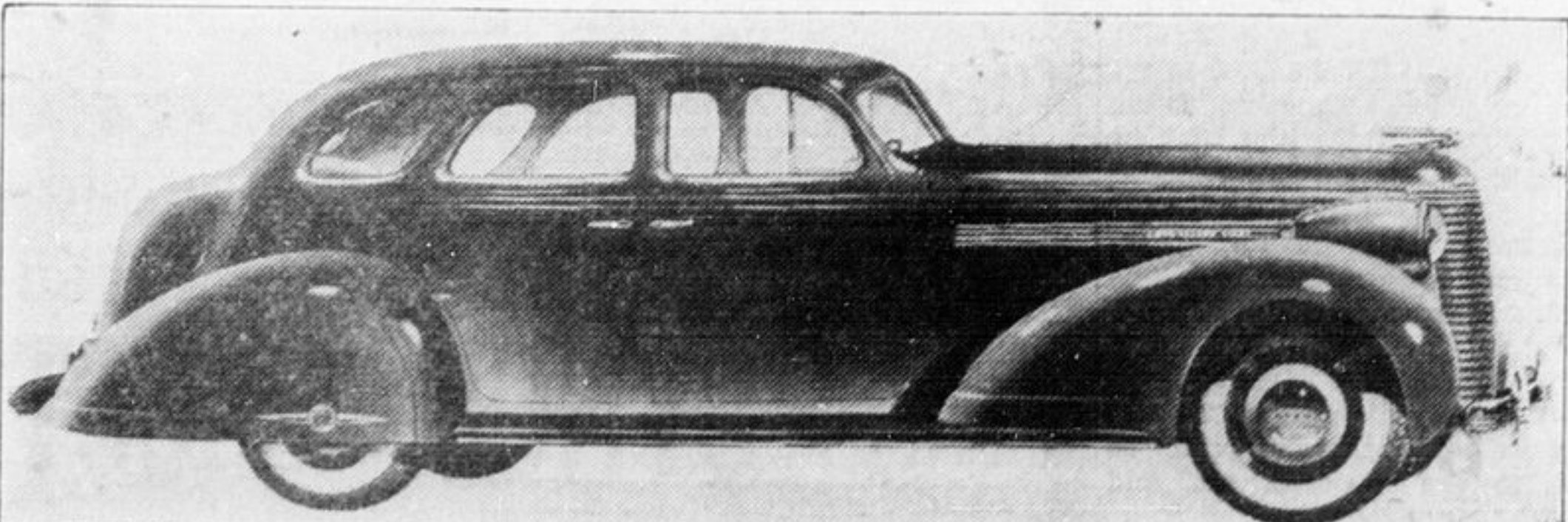
Northern News:—Wolves are reported as thick as rabbits near Griffith, in the Renfrew district. Yes, but just how thick are rabbits?

THE NEW NASH "AMBASSADOR SIX"



The Ambassador Six, one of the most popular of the attractive Nash offerings for 1938, is available in the same five models as the Ambassador Eight. The six is built on a 121-inch wheelbase and powered with a 105-horsepower engine.

THE NEW NASH "AMBASSADOR EIGHT"



The Ambassador Eight is available in five models built on 125-inch wheelbase and powered with a 115-horsepower motor. The models are the Four-Door Sedan with Trunk, the Victoria (two-door) Sedan with Trunk, the All-Purpose (five-passenger) Coupe, the Business Coupe and the Cabriolet (convertible coupe).

CONGRATULATIONS

TO

EMILE BRUNETTE

ON HIS

FIRST ANNIVERSARY

and we wish continued success to

Brunette Nash Motors

Canadian Acceptance Corporation, Ltd.

Jack Grady—manager, Timmins Office

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