

Celebrating First Year of Nash Agency in Timmins

We Wish Continued Success
to
BRUNETTE NASH MOTORS

May Every Year be as Successful as on the
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Grand "Nash'nal" Sweeps Winners are Announced

First Prize Winner Decided to Take \$750 Cash Instead of a Trip to Honolulu. This "Nash'nal" had no Losing Tickets—1937 a Successful Race for All.

Three enterprising Nash salesmen—Carl Baumpertel of B. Gilardoni, Inc., West New York, N.J.; R. B. Weisel, Perkaste, Pa., and M. J. Mack, Nash New England Company, Boston—are the proud winners of the capital prizes in the Grand Nash'nal Sweepstakes, staged nationally during the last half of the summer in celebration of Nash Motors' outstanding 1937 selling success!

Cleverly maneuvering his horse across finish line FIRST, Baumpertel won the big prize—round trip to Honolulu aboard one of the famous Clipper ships. However, he elected to take \$750 instead.

Weisel rode his horse across SECOND winning the brace of tickets and all expenses to the World's Series.

But he decided he'd rather have \$480 than the brace of ducaats and all expenses to the series, which, in view of what the Yanks did to the Giants, can never be chronicled as an unwise choice.

Mack, winner of THIRD place, felt he'd rather stick around Boston selling Nash cars than take the third-prize all expense tour to Hollywood.

So, turning a cold shoulder on the beautiful gals of the flicker-colony, he took 250 bucks instead, which, in the humble opinion of the Nash folks, was smarter than otherwise.

100-Buck Winners
Five other "hot" Nash salesmen each are 100 simoleons richer by virtue of having won the next five awards—\$100 each.

Blairmore Enterprise:—The idea of Halloween may get decidedly fixed on the minds of young children. A certain two-year-old had been learning The Lord's Prayer, and was overheard repeating the opening lines, as follows: "Our Father who are in Heaven, Hal-lowe'en by they name."

83 New Features in the 1938 Models of Nash Cars

Six of the New Features are Designated as Radical Changes, all to Make the Nash Better Than Ever. New System of Conditioned Air for Winter Driving is One of the Leading Features.

(By Courtney Johnson)
Offering a total of 83 new value features, six of which are revolutionary, Nash Motors is presenting for 1938 three series of new Nash cars, eighteen models in all! Each one of these 83 new value features is a potent selling tool, and salesmen everywhere are cheering the six major advances, which are arousing tremendous public curiosity.

So strong is their "curiosity appeal" that the six major developments will bring interested prospects flocking to display rooms all over the country. Nash already is receiving nation-wide publicity on these things—because they're news! With them, we've "scooped" the industry.

Conditioned Air

Headlining the list of major advances is Nash's exclusive new system of conditioned air for winter driving. This system, representing the FIRST application of thermo-dynamics to the interior of an automobile, is the year's most spectacular development in the motor car field.

The system brings into the car copious quantities of cleaned, warmed air, circulates it, ends all drafts, eliminates window and windshield-steaming and enables passengers and driver to ride in their shirt-sleeves when it's zero outside.

"Super-Thrift" Engines

Probably equally as important as the conditioned air system for winter driving, in the opinion of our engineers, are Nash's new "Super-Thrift" engines that have been installed in the Ambassador Sixes and Eights. These are motors of simplified design, with many less parts than conventional engines. They produce ten per cent. more power, offer twelve per cent. more gasoline mileage and have the lowest maintenance costs in Nash Motors' history.

"Monitor-Sealed" Principle

The new engines utilize the same principles of design as the famous "Monitor-Sealed" motor that has been so successfully used in the Nash Lafayette series of cars during the last three years.

The story of these new Nash engines constitutes still another powerful sales tool that will help sell many cars during the coming year!

Cars With "Sea-Legs"

All three series of Nash cars for 1938 will be known as "the cars with Sea Legs." This is because they utilize new sky-liner-type, double-acting, hydraulic shock-absorbers, so mounted that they resemble most closely the straddling legs of a sailor who is standing on deck and bracing himself against the roll and pitch of the sea.

Nash's "Sea-Legs" steady the cars on curves and smooth out "the pitch as well as the roll"—or bumps as well as side-sway.

Automatic Gear Shift Head-Liner

One of the six Nash head-liners for

1938 is the automatic gearshift, the operating lever of which extends from the instrument panel to within a few inches of the right-hand position on the steering wheel. The lever can be operated by a flick of the fingers, and it assures effortless gear-shifting as well as an "all-clear" front compartment. Like conditioned air for winter driving, the shift is an optional feature, obtainable at a slight additional cost.

Cars Are Sound-Proofed

Nash also numbers among its six outstanding automotive developments a new sound-proofing method for motor cars which makes its cars 25 per cent. quieter and which was developed in collaboration with engineers of the Kelvinator Division of Nash-Kelvinator Corporation.

"Roomiest in Their Field"

Sixth of the outstanding new features Nash is calling to the attention of the motoring public is the spacious interior of each of its models. Nash cars have been made the roomiest in their field.

Nash's Three Series of Cars

The three series of cars announced by Nash are as follows:

The Ambassador Eight line which is available in five models built on a 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).

The Ambassador Six line, available in the same five models, built on a 121-inch wheelbase and powered with a 105-horsepower engine.

The LaFayette line, built on a 117-inch wheelbase and powered with a 95-horsepower engine, which comes in both DeLuxe and Master styles. The DeLuxe group has five models, the same as those that comprise the Ambassador lines, while the Master group has three models (Cabriolet and All-Purpose Coupe eliminated). The Master group differs from the DeLuxe group only in that it is a still lower-priced car without the de luxe appointments.

Seven Standard Colours

Models in all Nash lines come in seven standard colours—Black, Mohawk Maroon, Cascade Blue, Brunswick Blue, Golden Beige, Empire Green and Lido Gray.

The automatic cruising gear is still an optional feature of all Nash cars. To prevent the cars from coasting backwards, when stopped for any reason on hills, our engineers have incorporated a new automatic hill-locking device which we have termed "NoRoll." This, too, is an optional extra.

The famous Nash bed arrangement is again a feature of the four-door sedan in each series. This exclusive automobile sleeping arrangement, which has grown increasingly popular among outdoor people during the last two years, has been improved, is far easier to make up than ever before.

Conditioned Air Unit Simple in Operation

Utterly simple, utterly lacking in mechanical gadgets likely to get out of order—that's Nash's new conditioned air system for winter driving.

It works according to that law of Nature which dictates that when there's forward motion there must perforce be a breeze. The faster the forward motion, the greater the breeze.

Look at the diagrammatic sketch in the accompanying column.

The cowl ventilator scoops in the air, designated by the black arrows. The air's own pressure spins it around in the tank, removes moisture, if it's wet outside. Then the air's pressure forces it through the filter, which cleans it thoroughly.

The cleaned, purified air, as designated by the white arrows, then goes past the fan and through the hot water heating element. Incidentally, the driver can maintain a fine degree of control over the amount of heat by means of a knob that functions similarly to the "vernier" tuning control on a radio, and closely regulates the flow of hot water through the core.

The motor-driven fan, only mechanical device in the whole system, is there for two purposes. First, it circulates cleaned, warmed air at a rate of 10 cubic feet a minute when the car is standing still or moving slowly. Second, it helps equalize pressure when the car is travelling at a high rate of speed.

After passing through the heating element, the cleaned, warmed air is circulated evenly through the car. Its pressure is higher than the air outside; therefore, in finding its way out of the car, it conquers all chilling drafts. It's so simple in operation—and effective—it's a wonder someone didn't think of it before.

BELIEVE 1938 CARS THE FINEST BUILT BY NASH

C. W. Nash, Chairman, Nash-Kelvinator Corporation—We at the factory think the 1938 cars are the very finest in every way that we have ever built. We've tried to give our field organization a car that will pack 'em into show-rooms everywhere! I think we've succeeded.

Val d'Or Newspaper Has Changed Owners

Much Information and Interest in Editorial Announcement.

The Val d'Or-Lamaque News has always been original and interesting, so last week's issue, announcing a change in the ownership of the newspaper, might well be expected to be out of the ordinary cut-and-dried variety of announcement. So it is. It seems the new editor is the old editor, or the former editor, or as the case may be, or perhaps both. In any event, the facts are no more interesting than the romantic twist given them by the present editor, who is the past editor, and will be the future editor. So that everybody may start from scratch to read the announcement as made by all the editors, past and present, it may be noted that the Val d'Or-Lamaque News was formerly The Val d'Or News, which was established by The Quebec Miner Press Limited. C. W. McLeod was the editor of Val d'Or-Lamaque News, and Val d'Or News and each of both of them in turn. Well, now, The Quebec Miner Press has sold the newspaper business to C. W. McLeod, who will continue to conduct it for the good of the people of Val d'Or and district, and for the satisfaction of the aforesaid editor. The paper under its new ownership and its old editorship appears bigger and better than ever, and has still greater plans for the future. But let the new and old editor, the former and the latter, each together and both singly, tell the story in his or their own way. The story is worth reading for its own quaint humour, and because it is different. Here it is in full:—

"In this current week's issue there is a notice of the change of ownership of the Val d'Or-Lamaque News, but it spite of such details the task of producing the only weekly paper in this section of Northwestern Quebec continues without any noticeable change. In fact it is just as hectic as ever, what with railroads coming in at our back door, bridges being built across rivers and a new steam laundry being opened.

"There is such a diversity of interesting activity going on in this com-

What 1938 Car has the most Revolutionary Features?

IT'S A CLEAN SWEEP FOR NASH!



SERVICE ACROSS CANADA
Nash dealers are located everywhere in the Dominion. Prompt service is available from eleven strategically located parts warehouses.

First car with **CONDITIONED-AIR** for winter driving.
The First **SUPER-THRIFT** Engine
The First **FATIGUE-PROOF** Ride
The First Car With **"SEA LEGS"**
AUTOMATIC VACUUM GEAR-SHIFT

— 83 New Improvements You Will Want To See And Try For Yourself!

"The wallop in this story is . . . you get SIX basi., im-

portant improvements no other car can offer . . . plus seventy-seven more that pile up the extra value NASH gives for your money. To top it all, precision workmanship and brilliant engineering that save you money and trouble. 1938 Nash prices make it doubly short-sighted to put up any longer with a SMALL CAR. Come in and see the tremendous lead NASH has for 1938!"

—NASH DEALERS OF CANADA



You Can't Beat A **NASH** THE GREAT INDEPENDENT

COME IN—SEE THE THREE GREAT SERIES OF 1938 NASH CARS!

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18 Second Ave. (Opposite Ball Park) Timmins

GIFTS for the CAR

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- Get something for the car and it will bring you returns in greater safety and convenience all year around. We have such a large and complete selection, we know you will find something that the car needs.
- Our Stock of Winter Accessories is Complete
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 - Deluxe Fixtures (lights etc.)
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