

### Oldsmobile for 1941 Offered in Three Attractive Series

Some of the New Features of the New Oldsmobile Cars.

Offering the widest variety in its 43 years of consistent progress Oldsmobile for 1941 is introducing to the Canadian motoring public three series of automobiles.

In the low priced field, Oldsmobile offers the choice of the six-cylinder Special Series; in the next bracket the six-cylinder Dynamic Cruiser and in the next field an eight-cylinder Custom Cruiser Series. All these lines are officially announced today by General Motors Products of Canada Limited.

Particular attention again attaches to the sensational and exclusive hydraulic drive that eliminates clutch, clutch pedal and gearshift. This year this feature is optional on the entire range of Oldsmobile cars in all Series.

Important and proven mechanical improvements of recent years have been refined and incorporated along with scores of new advancements in the new 1941 models. Inspection reveals increased roominess, greater comfort and the striking beauty of the sweeping contours. The long arching sweep from windshield to rear bumper suggests speed, grace and dignity.

The entire front end design is rendered more effective and attractive by the use of heavier chrome bars and grille work, while sparkling metal speed lines carry back along the fenders and follow the body moulding at the line of the door handles. Stainless steel also sparkles round the windows and accentuates another feature—the concealed running boards. Only when the car doors are open are these new running boards visible, the bottom of the doors curving down and out in a graceful sweep to hide them. Not only is this feature designed to facilitate entry and exit, but an added advantage is that these boards are covered when the doors are closed and consequently will not collect snow or ice.

Careful attention has been given also to the design of the bumpers which are now an integral part of the car, streamlined into the curves of the body and fenders. While providing the maximum against traffic mishaps, these bumpers also create an immediate impression of sturdiness and security.

Blending into the body like the folded wings of a bird, the new front fenders known as the "wing-type" represent an important contribution to the stately all-round appearance of the new Oldsmobile, for they have lost all semblance of separate units.

The roominess of the new cars is more than an impression, according to engineers, who point out that the new models are definitely larger. The special Series has been increased by a full six inches in over-all length being now 204 inches, while the wheelbase has been extended to 119 inches. The dynamic Cruiser has been brought up to equal the 125 inch wheelbase of the Custom Cruiser, with an overall length of 211 inches. The Custom cruiser now has an overlength of 213 inches. On all models the widened rear tread of 61½ inches 2½ inches wider than on the 1940 models, provide greater width in the rear seats—an important comfort factor.

Matching the exterior beauty of the new cars, the interior of the all-steel fisher bodies reveal new luxury and convenience down to the last detail. A particularly handsome new instrument panel is featured this year. Instruments are symmetrically grouped and are readily visible from the drivers seat, while heavy horizontal chrome bars encase the radio installation. Throughout hardware combines the use of chrome and colorful plastics. Three options in upholstery materials are offered, while the new type of spring construction in the seats assure the maximum comfort.

The horsepower of the six-cylinder Special Series has been stepped up from 95 to 100, while the eight-cylinder with 110 horsepower is designed to provide flashing all-round performance.

The six-cylinder Special Series offers a 2-door touring sedan, a 4-door touring sedan and club coupe. The Dynamic Cruiser Series include a 4-door sedan and club coupe. The eight-cylinder Custom Cruiser are offered in 4-door touring sedan, convertible coupe convertible phaeton and club coupe. All the convertible coupes are equipped with automatic tops which can be raised and lowered by pressing a button. This year a choice of eight solid colours and two-tone combinations is offered by Oldsmobile.

#### Reaching "Lastly"

A stranger entered a church during the sermon, and sat near the door. Getting tired he asked one of the congregation: "How long has he been preaching?"

"About thirty years, I think," replied the man.

"I'll stay, then," said the stranger; "he must be nearly done!"—Nothing Serious.

Halifax Chronicle:—Do you ever set out for an afternoon's drive on a weekend or holiday and wonder where to go? So often the familiar highways become too familiar. You seek a change, but perhaps have neither the time nor the inclination to travel far. When the mood is upon you, try a drive nearer home. Drive around town; visit those streets you haven't seen for years; try going up and down some of those streets which were always a little bit off your beaten path. You will improve your knowledge of local geography, and will be surprised at the changes which the years have brought—

### Canadian Urged to Use Charcoal Gas for Autos

Ottawa—Canadians have an opportunity to help conserve foreign exchange for war purposes "by turning wherever practicable to the use of producer-gas from charcoal or wood" as fuel for internal combustion engines, the Department of Mines and Resources said this week.

Producer-gas is being used successfully in many countries as a substitute for gasoline for operating internal combustion engines, especially in trucks, buses and boats, the department reported in its weekly bulletin.

Engines operating on producer-gas use combustible fumes from burning charcoal and wood for their source of power.

"There are some difficulties to overcome in using producer-gas," the bulletin said. "Special equipment is required which is bulky and costs from \$350 up to instal. More space is required to carry the fuel and there is

some reduction in engine power.

"On the other hand there are definite advantages. Producer-gas costs the consumer much less than gasoline. The forest products laboratories of the Department of Mines and Resources reports that on the basis of gasoline at 22 cents a gallon charcoal at \$20 a ton and air-dry hardwood at \$7 a cord, the cost of gasoline fuel for a vehicle is about double the cost of producer-gas from wood."

"Canada has no difficulty in obtaining adequate supplies of Liquid fuels," the bulletin continued, "but most of her requirements are derived from crude oil imported from the United States."

"The wider use of producer-gas as a substitute for gasoline would not only help conserve foreign exchange but would also provide another outlet for forest products."

Sense and Nonsense: The boy who is slow in his school work doesn't have any trouble in thinking up some Hal- low'en prank.

### Newspaper Advertising Proven to be the Best

There have been many references to the money lost by the backers of the New York World's Fair, but only passing reference to those who made the event a profitable one for their line and the methods used to make it profitable. Billy Rose's "Aquacade" earned more money than any of the other nine top-ranking shows at the World's Fair, if the word of Editor and Publisher, the newspaper trade paper, is to be believed. And you can certainly bank on Editor and Publisher on practically every occasion. As usual, Editor and Publisher was not content to simply state the fact that "Aquacade" was a big money-maker. Editor and Publisher wanted to find out why it was so successful when there were so many failures. Editor and Publisher went straight to headquarters to find out—that also being a habit of Editor and Publisher.

"How come?" Editor and Publisher

enquired of Mr. Rose.

"Newspapers give you the best coverage for the money," Mr. Rose said. "Newspaper space in my opinion, is not only a better buy than bill-posting, but it is vastly preferable to radio time."

"I have slowly reached the conclusion that except for spot news speeches of paramount interest and music of the Toscanini type, people don't really listen to the radio. It has become a humming accompaniment to the evening bridge game. I have observed that large numbers of persons consider the advertising plugs on the radio an unwelcome intrusion into their private lives. On the other hand, advertising in newspapers and magazines is never resented."

#### The Brute!

Bride—How do you like this potato salad?  
Bridegroom—It's delicious. Where did you buy it?—Globe and Mail.

#### Simple Deduction

Man (entering police station): "Has any one brought in a bottle of whisky I left on a tram?" Inspector: "No, but a constable has just brought in the man who found it."—St. Mary's Journal-Argus.

**SLIM'S TRANSFER**  
DRY SLABS  
COAL and WOOD  
MOVING and CARTAGE  
PHONE 565

### FIRE INSURANCE

Your ONLY protection against loss by fire. Check up on your values and see if you are FULLY covered.

We also sell Automobile, Sickness, Accident, Life and Plate Glass Insurance.

Real Estate — Mortgages — Dominion Housing Act Loans  
SECURITY SERVICE

### SULLIVAN & NEWTON

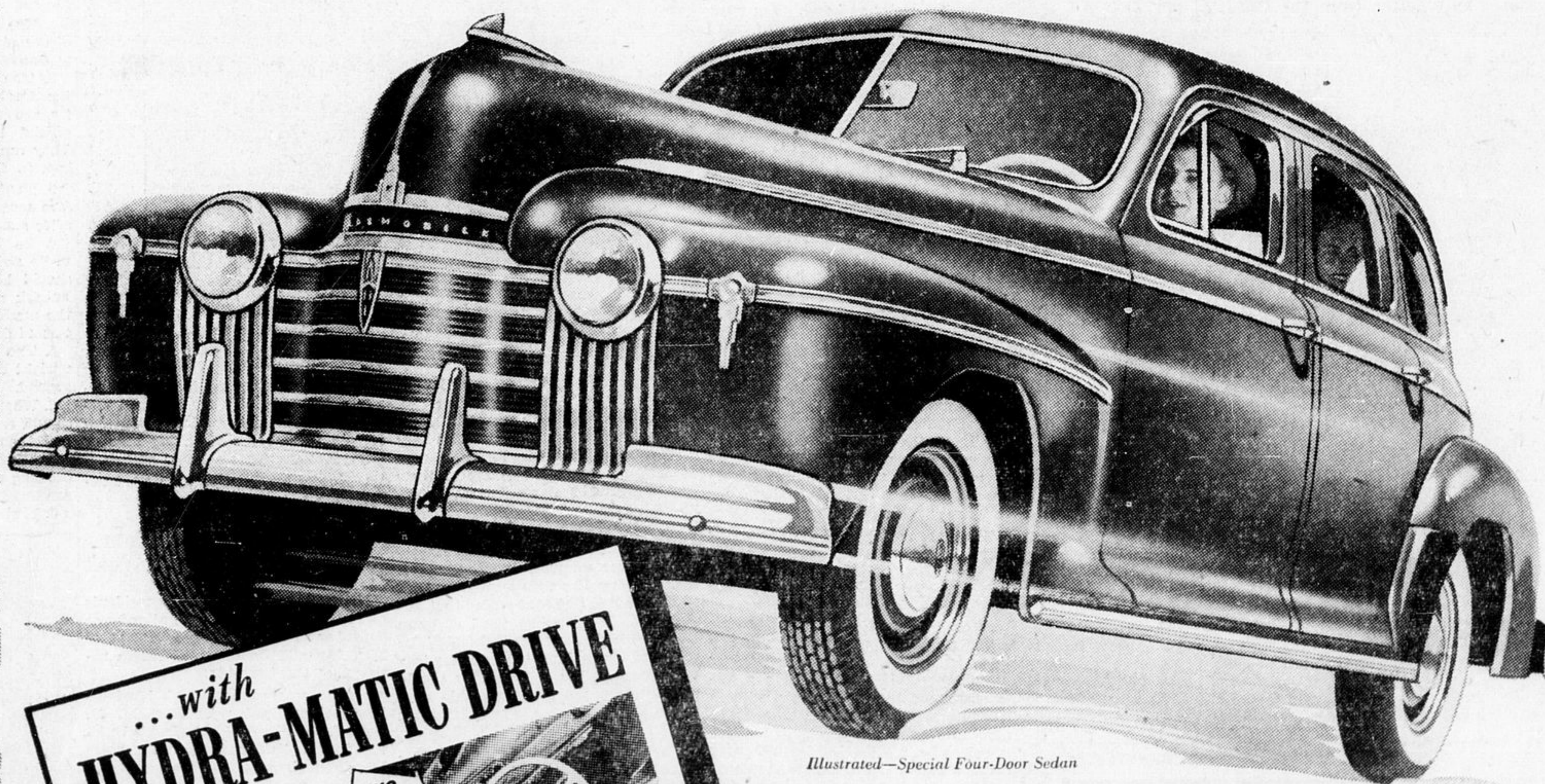
21 PINE STREET N. TIMMINS PHONE 104

THIS IS THE BIGGEST MOTOR

# CAR NEWS FOR 1941!

# OLDSMOBILE'S

# NEW SIXES AND EIGHTS



Illustrated—Special Four-Door Sedan

**...with HYDRA-MATIC DRIVE**

**NO GEARS TO SHIFT!**  
The lever you see on the steering column of an Oldsmobile Hydra-Matic is not a gear-shifter. It's a direction control. Set it in "H" and leave it there. The gears shift automatically!

**NO CLUTCH TO PRESS!**  
The clutch-pedal is gone for good! With Hydra-Matic Drive, there's no clutch at all in the car. You drive with the right foot only—save driving efforts!

**DRIVING IS SIMPLICITY ITSELF!** You guide the car. You press the accelerator to increase speed. You press the brake to decrease speed. Driving operations are reduced to the least possible number. And there's nothing new at all to learn!

**NO SHIFT!**

**NO CLUTCH!**

AHEAD in Styling! AHEAD in Engineering! AHEAD in Size and Comfort! With all flags flying, Oldsmobile swings into 1941 with a new, low-priced Special Six... a stunning new Dynamic Cruiser Six... and a magnificent Custom Cruiser Eight! And that's not all! The 1941 Oldsmobiles are bigger—with longer wheelbase and wider tread. They're roomier—with wider rear seats. They're more powerful—with an improved 100 h.p. Olds Engine in all six-cylinder models. They're more comfortable—with a finer Rhythmic Ride. And, crowning all other advancements, all Oldsmobile models for 1941 are offered with Hydra-Matic Drive—again the sensation of the motor car year! See Oldsmobile's great new line on display at our showroom today—try Oldsmobile's exclusive Hydra-Matic Drive—be among the first to drive the car ahead for 1941!

## Marshall-Ecclestone Limited

PHONE 229

Showrooms: 7 Third Avenue

Timmins

