

MOTOR MANUFACTURERS OF GREAT BRITAIN NOW PLANNING TO INVADE THE DOMINION

That British motor car manufacturers are about to invade the Canadian field in a big way is the announcement made by Frederick William Field, Senior British Trade Commissioner in Canada and Newfoundland, in an article entitled "British Industries Bid for Canadian Trade" which appears in October, number of McLean's Magazine. Mr. Field as reported by Beverly Owen says:

"It is of more than passing importance that one of the leading British motor car concerns—Rootes, Limited of London and Coventry—have completed a survey of the situation and are now taking the initial step toward producing cars in the Dominion. Rootes are determined to put their cars and trucks on the streets of Canadian cities in competition with American models. A number of other well-known Old Country firms are also looking over the country for strategic location, including John Macintosh and Sons, who make toffee, chewing gum and other confections, with an already large trade in this country; Crowther and Nicholson of Huddersfield, Yorkshire, who are planning on producing a brand of woolen piece goods not now made here. Hollands, Limited, of Manchester, yarn manufacturers; John Brown and Sons, Glasgow in the muslin and artificial silk trade; British Drug Houses, Ltd.; and D. and T. Tullis, Limited, Glasgow, makers of laundry equipment.

Past Attempts

"Past attempts of British manufacturers to gain a foothold in the Canadian

motor car market, failed largely because of three factors—unsuitability of products, lack of facilities of repair parts and servicing, cost of transport and customs. These ineffectual experiments have shown that only intimate knowledge of market conditions, readiness to meet Canadian requirements to the last rivet, large expenditure on promotion, and the creation of an efficient and thorough organization can achieve results.

"It is just such a campaign as this that Rootes, Limited, have in mind. "Three hundreds cars of a type suitable for general Canadian trade are being built at Coventry for distribution throughout the Dominion, and at the same time preparations are under way for service and repair depots in the key cities. Establishment of an assembly plant on a site not yet announced is the next immediate step, and the final stage will be reached when Rootes cars are turned out entirely within Canada.

"I have reason to know that the investigation by Rootes, Limited, of their chances of successful competition in Canada has been thorough, both from engineering and marketing standpoints. For one thing they have enlisted as aides and counselors, veteran Canadian motor car men, technical and commercial who know every turn of the trade. Some of them will probably be found permanently attached to the Rootes organization.

General Principles

"From discussions I had with the executives at Coventry, I gathered

that the general principles and methods followed there will be applied in the Canadian operations in so far as they are adaptable. Rootes, engineers, I was told, had spent a considerable time in the United States, studying processes and had also absorbed useful ideas of European motor car centres. The Coventry works, in consequence, embrace the best elements and phass of American and Continental production together with the original Old Country ideas—which run, in the main, to ensuring quality—and they are one hundred per cent efficient, typical examples of the new order of British industry.

"Since the average life of a motor car in Canada is about six and one-half years and there are more than one million licenses today, the replacement demand should ensure domestic market for about 150,000 cars per year, without taking into account the probable increase in the number of owners. On top of this, export runs to about 100,000 annually. Rootes, Limited, believe that they can corral a profitable share of this business.

Others to Come

"In the wake of this concern, no doubt there will come a number of British Automotive Equipment people if not other car manufacturing concerns. Indeed the Associated Automotive Equipment people of Southall, Middlesex, which makes motor busses, recently entered the Canadian producing field and has fulfilled large orders, one from Montreal Tramways Company. The Triumph Motor Car Company of Coventry, as alternative to a branch plant, is looking for a connection under which its low-priced cars may be built in Canada under exclusive license. On the equipment side, the firm of Job Wheway and Sons Limited of Walsall, is adjusting

J. A. D. M'CURDY OF CAPE BRETON WAS THE FIRST CANADIAN TO MAKE AN AIRPLANE FLIGHT

Imagine being presented with what is supposed to be a cheque for \$10,000 by the president of a republic, only to find that you possessed nothing but a torn piece of newspaper! That is what happened to J. A. D. McCurdy, the Canadian aviator, who in 1911, made the first airplane trip from Florida to Cuba. The trip and its unusual sequel is described by Percy T. Cole in an article entitled, "Canada's First Airmen," the second part of which appears in McLean's Magazine for October, 1, as follows:

"Perhaps one of the most notable features of aviation ever accomplished yet withal one of the least known, was McCurdy's flight from Key West, Florida, to Havana, Cuba, in February, 1911, for a \$10,000 prize. This was the first flight ever made over open sea to the North American Continent. McCurdy describes it in detail, as well as its aftermath.

"Before leaving Key West I went into a tinsmith's shop and had him make me two long narrow tubes, airtight, which I strapped to the lower side of the lower wings. In addition to this safety measure, lest I should fall into the water, I secured a thirty-seven inch automobile tube, and pumped it up until it looked like a balloon, then tied it securely under the plane. I figured this would keep me afloat until I was picked up, in case the

its future operations with a view of manufacturing in the Dominion. It specializes in motor car chains."

motor should fall, and it was a good thing for me that I took these precautions.

From Key West

"The start was made from the beach at Key West, and everything went along fine for a time. The air was bumpy over the sea, but the engine gave no sign of trouble until we came within a half a mile of Havana. Then it stopped suddenly, and literally went to pieces, due to fatigue. Engines of those days were not the reliable thing they are today, but it had been working continuously for two hours and twenty-six minutes, which I found later, was a world's record endurance flight at that time. At any rate, I managed to land on the water without upsetting, although the waves were rolling ten and twelve feet high, and managed to stay afloat until picked up by a Cuban destroyer. I was unharmed, and so, apparently, was the plane, but it was badly damaged when the sailors hauled it aboard the destroyer.

Never Got Money

"I was taken to a hostel and treated with the greatest courtesy. Later I received a note from the President of Cuba informing me that the presentation of the prize would take place the next evening in one of the largest theatres in Havana. I was to receive a cheque for \$10,000 as well as a handsome cup to commemorate the flight. Of course, I was there. Several persons including the President, made speeches which I could not understand, and then I was called on the platform to receive the prize. The President handed me a huge envelope covered with ribbons and official seals as well as the cup, which I left standing on the platform, as I thought, for the time being. I made my way back to the box, and once there, opened the envelope. All it contained was a piece of torn newspaper. And I never got the cheque or anything else," he added, "although a picture of it appeared in all the Cuban newspapers as well as some of the United States papers. I didn't even get the cup, for when I went back to obtain it, it had also disappeared."

SUN LOSES JOB OF HAYMAKING TO AIR DRYERS

(New York Herald Tribune)

Another of the sun's steady jobs has been taken away, and another agricultural proverb has been proved out of date at E. B. Ashton's Ashgrove Farms, near Saratoga, N. Y. Making hay whether the sun sees fit to shine or not is something that the Ashgrove Farms have been doing ever since last June with the aid of an artificial dryer and electric motors. And it has been profitable.

This has been an exceptionally bad year for forage crops because of the excessive rainfall, but Mr. Ashton has stored, in his barns about 600 tons of dried alfalfa and mixed hay of high quality, and it would seem that a fickle sun has been successfully flouted. It has been estimated that about one-half of the crop would have been lost, or of poor quality, had sun-curing been relied upon.

The artificially dried hay is highly nutritious because the leaves which become wet with rain and are easily lost in sun curing are saved. The crop as a whole is higher in protein and fat values and lower in fiber content. After drying, the hay can be stored indefinitely without heating, sweating, fermenting or discoloring.

The bale of hay—another traditional expression—also has passed from the picture at the Ashgrove Farms. The hay is first delivered to a cutter, driven by a twenty-horsepower motor, where it is chopped into fine pieces—suitable for later automatic handling, but forever out of the province of the baler. The amount of moisture in the crop offers no difficulty. It is fed from the cutter to a revolving cylinder, seven feet in diameter and twenty feet long. At one end of this drum is an oil furnace, and the hay and hot air are drawn through the cylinder, or dryer, by an exhaust fan located at

the outlet end. The dried hay is then delivered to a collector, from which it is fed to a blower or blown directly into the mow in the barn.

On the Ashgrove Farms part of the material from the collector was bagged as it came home from the dryer and trucked to the main barn, a half mile away, where it was then blown into the mow, the blower taking the place of the traditional hay carrier.

As a rule, the artificial drying machine is set up as near the center of the hayfields as possible, so that the wet forage need be hauled a very short distance. The hauling operation after drying is considerably easier, as the dry hay weighs about one-third as much as in the preliminary stage. Another advantage derived from this chopping and driving process is that the whole crop is devoured by the cattle when it is cut up, and no stocks are left. The dried hay retains its natural green color.

Why He Jined

The old colored man left the Methodist church and joined the Baptist. Soon afterward, he encountered his former pastor, who inquired the reason for his change of sect. The old man explained fully.

Fust off, I was 'Piscopal, but I hain't learned, an' they done say the service so fast, I nebber could keep up, an' when I come behin', dey all look, an' I se shame. So I jined the Methodists. Very fine church, yes, suh. But they done has 'Quiry meetin's. An' suh, us cullud fokesies can't bear too much 'quirin' into. An' a man says to me, 'Why don't you jine de Baptists?' De Baptists, it's jest dip an' be dond wid it. An' so I jined."

GOOD PROGRAM ON THE AIR THIS EVENING

WEAF NEW YORK

7.45—Swift Program.
8.00—Vermont Lumber Jacks.
8.15—Archer Gibson.
8.30—Teddy Black's Orchestra.
8.45—The Goldbergs.
9.00—Seconyland Sketches.
9.30—Voice of Firestone.
10.00—A & P Gypsy.
10.30—General Motors Program.
11.00—True Story.
11.45—The Simonize Guardsmen.
12.00—P. M. Lee Morse.
12.15—Jesse Crawford.

CKAC MONTREAL

7.30—Maroon Club Orchestra.
8.00—Safety League.
8.30—Rex Battle's Orchestra.
8.45—Clark's Entertainers.
9.00—Baseball Scores.
9.05—Dr. Herbert Sanders.
10.00—Living Room Furniture.
10.30—Canadian National Railways.
11.00—Mme Maubourg Rebervall.
11.30—"Nocturne."

WJZ NEW YORK

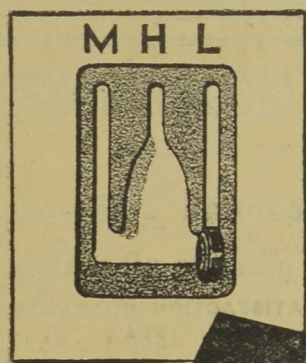
7.45—Literary Digest Topics in Brief.
8.00—The Pepsodent Program.
8.15—Tastyest Jesters.
8.30—Phil Cook.
8.45—Paris Night Life.
9.00—To Be Announced.
9.30—Death Valley Days.
10.00—Maytag Orchestra.
10.30—Musical Dominoes.
11.00—Gold Medal Express.
11.30—Chesebrough Real Folks.
12.30—Slumber Music.

WLW CINCINNATI

7.45—Lowell Thomas.
8.00—Amos n' Andy.
8.15—To Be Announced.
8.30—Baseball Scores.
8.33—Variety.
8.45—Paris Night Life.
9.00—To Be Announced.
9.30—Hollingsworth Hall.
9.45—To Be Announced.
10.00—To Be Announced.
10.30—Musical Dominoes.
11.00—Canada Dry.
11.30—Real Folks.
11.53—Estate Weather.
12.00—Korn Parchies Program.
12.00—Sport Slices.
12.30—Chime Reveries.

WTIC HARTFORD

7.30—Memories of Broadway.
7.45—Stabbins Boys.
8.00—Vermont Lumberjacks.
8.15—Hank Keene.
8.30—Recorded Novelities.
9.00—Dramatic Skit.
9.00—James Melton.
10.00—The Gypsies.
10.30—Family Party.
11.00—Harry Salter's Orchestra.
11.30—Famous Favorites.
11.45—Harry Kogen's Orchestra.



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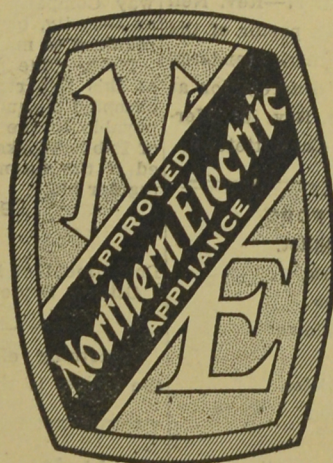
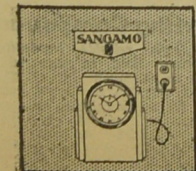
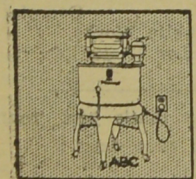
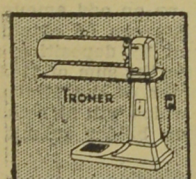
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