

New Home Of S' side Firm Rated Tops In Maritimes

SUMMERSIDE BUREAU OF THE GUARDIAN
MacNeill Motors Ltd., in Summerside, officially opening today, is one of the largest and most modern dealerships in the Maritimes.

This commendation was voiced by officials of General Motors who visited Summerside recently to inspect the new ultra-modern establishment, and were impressed by the spaciousness of the premises and the variety of equipment and services offered to the public by J. Allie MacNeill, president and general manager of the firm.

MacNeill Motors now has the distinction of being as modern as any installation of its type anywhere in Canada.

When Mr. MacNeill purchased the premises formerly occupied by Willett Motors, the decision was made to completely re-design and re-build the interior, and much of the exterior, and to add a big mechanical repair shop at the western end.

RESULT ATTRACTIVE
The result was so well designed that the completed unit is not only efficiently laid-out but is pleasing to the eye from both inside and out.

A feature which lends a great deal to the appearance of the main building is the rebuilt showroom section. Located in the centre of the long building, the showroom is fronted with high sections of plate glass, with aluminum doors and fittings giving it a strikingly attractive appearance possible.

Inside, the showroom is decorated tastefully and restfully.

A sea-green floor, pastel-tinted walls, and sound-absorbing acoustic tiled ceilings provide a perfect background for the display of Chevrolet and Oldsmobile cars which are offered for inspection from every angle on the large, floor area.

THOUGHT OF EVERYTHING
In this section also is located the salesman's office. It is paneled in wood and contains modern, luxurious furniture so that prospective buyers can browse through the many descriptive brochures on General Motors products which are available, and can transact business in privacy and comfort.

MacNeill Motors seems to have thought of everything when planning the garage, and a feature of the salesman's room is a wide glass section which overlooks all sections of the outside car lot. By this means customers who are looking at vehicles on the lot can secure the instant service of a member of the sales staff.

Beyond the showroom is the business office, large and airy and fitted with the latest equipment for maintaining records and keeping track of the hour-to-hour and day-to-day transactions. A long, gleaming counter and plate glass partition separate it from the public space outside.

SEPARATE BUILDING
Opening off the main office is the private office of Mr. MacNeill, modernly furnished and with comfortable chairs for the many who call to see the popular proprietor during the course of each business day. Corridors running left and right from the showroom lead to the repair section, and service station.

Over the showroom section of the building is a second storey, and this is divided into three large rooms which are used for storage of some of the many thousands of G.M. parts kept in stock, and as a convenient location for business files and records not ordinarily needed from day to day.

A separate building houses the new body repair and paint shop at MacNeill Motors. It is located at the rear of the main building, and it also has been completely renovated.

INSTANTLY AVAILABLE
Apart from the auto parts, the most interesting aspect of the parts department is the system whereby every item is instantly available and always in stock.

Parts department manager, Gardiner Marks, and his assistant, Ralph Rafisay, bear the responsibility for the smooth functioning of this important department of MacNeill Motors. The firm carries all General Motors parts and accessories, thousands and thousands of them and four large rooms are used for this purpose.

The two stock keepers operate a cataloguing and records system that keeps track of all the items in this department in a system that has been designed by General Motors. Besides car parts the stockroom orders, stores and distributes the necessary items for GM trucks.

Long wooden cases contain thousands of cards, each of which represents a separate replacement part. Each item goes over the counter, either to staff mechanics or customers, the transaction is entered on the appropriate card, which then shows the n.m.b.r. remaining on hand.

Parts are ordered according to the demand for them, and the objective is to keep a three-month supply of everything. When the card shows stocks of a particular item are getting low, the card is reversed, bringing a square corner to the top of the case, as opposed to round corners on the cards which represent parts in adequate supply.

By this means visual indication is given to the stockkeepers that an order is necessary for a certain item, and the order is then processed, with the new parts

being entered in the records as they arrive.

The vehicle body repair shop also is in a separate building to the east of the main premises, where metal work and painting can be carried on without interference to or from the other operations in the plant.

EXPERIENCED WORKERS
The shop is a long building where vehicles move along through various stages of work being done on them. In charge of the body work is Basil MacIsaac, while Jimmy MacKinnon handles the refinishing in the painting department. Both are experienced workers in their respective fields.

The shop is fitted with modern equipment for such work as straightening crumpled fenders or replacing damaged body parts. When this portion of the job is completed, the vehicle moves to the opposite end of the building where the painting equipment is located.

In modern fashion, electric lamps are used to bake the paint to a perfect glossy finish.

FIRST ON ISLAND
An outstanding feature which immediately catches the eye of passing motorists is the outside gasoline pump island, attractively designed and especially attention getting at night.

The pumps are of a type so modern they can be seen as yet only at MacNeill Motors, not having been installed elsewhere on the island.

They are 1950 models with space age design, installed by British-American oils, for whom MacNeill Motors are dealers.

The dials on the pumps are set behind large glass sections which make the gasoline prices and meter readings easily visible from the drivers seat of the car being served.

ULTRA-MODERN SHOP
One of the most modern and best equipped mechanical repair shops in the Maritimes is a feature of the new premises. The repair shop is located in a new portion of the building which has just been completed by contractor Robert Rankin. Built of concrete blocks and steel reinforced it is fireproof and extremely well

lighted, with long rows of windows along two sides and powerful fluorescent fixtures overhead.

It is a large shop with more than 4,000 square feet of floor space so that many cars can be worked upon simultaneously.

A feature of this section of the building is that it is built without supporting beams, the roof, weight being born by overhead steel trusses.

This gives a clean working space over the entire area. No exhaust fumes from running engines are present in the air in this modern building, for an efficient system has been installed to carry away fumes and gasoline odors.

Over head heaters are individually controlled by the mechanics and are used to dry cars or engines. This will be especially useful in winter when vehicles will be brought in covered with melting snow.

WORK STARTED ON LOT

A large site adjoining the main building to the west has been chosen as the location of the new used car and truck lot, and work has begun on grading this area.

Then it will be paved and fencing and lights installed to make it an attractive sight on the eastward approach to Summerside. When a used unit is purchased, it is carefully checked and completely gone over to remedy any defects and put it in first class running order before it is offered for sale.

All used units are sold under the O.K. used car plan. This means that the vehicles are "honestly described and expertly conditioned."

With varying requirements of heat in different parts of the operation, a solution was engineered when the MacNeill Motors garage was being constructed resulting in a unique and efficient method of supplying heat throughout the building.

In the repair shop and service station, steam is used to provide heat which is blown from overhead units situated throughout the work areas.

GIFTS FOR VISITORS
In other sections of the big building, heat is provided by

AMONG THE FARMERS

Federation of Agriculture Newsletter

A welcome addition to the membership of the Federation of Agriculture is the Prince Edward Island Artificial Breeding Association. This organization has in a short space of time, made very rapid development and is rendering a fine service to the livestock farmers of the province. The Association has a large number of members and its various branches have a high percentage of interested and competent officers.

To represent the Artificial Breeders on the Provincial Board of the Federation will be Mr. Smith MacFarlane of Harrington. Mr. MacFarlane is a dairy farmer who has had wide experience in various farm organizations, experience which will be of value to the Federation.

NORTHERN PROSPECTS

Monday, June 22 may well have been a red letter day in the trade history of the province. On that day the "Fauvette" a vessel described as a "China Coaster" called at Charlottetown to load cargo for Goose Bay, Labrador. Only time will tell to what extent this trade can be developed, at the present time the prospects

modern, concealed conductors along the baseboards.

In celebrating today's official opening of MacNeill Motors Ltd. car sales and service headquarters in Summerside, the president and general manager, J. Allie MacNeill has extended to the general public a cordial invitation to visit this most modern of establishments.

Visitors today will receive gifts to make the occasion of their official opening, and ten lucky people will win Westinghouse Radios. The gifts to visitors will be sturdy key cases, ideal for holding car keys.

are there and certainly so far as food is concerned this province seems to be the only part of the whole area which has surplus food. Certainly the opinion is held that our northland holds prospects for a marked increase in development and population.

APEC spearheaded the drive for markets in Goose Bay and other northern outposts. That much APEC could do, it is now up to the business community to explore the possibility and make reasonable efforts to develop them.

LESS BUTTER

Island cows are registering an effective protest against unsatisfactory pasture conditions by reducing the output of butter at the present time by almost 20 thousand pounds per week as compared with last year. With continued moisture pastures are starting to make a comeback after the severe mauling of last winter but it is going to be some time before they return to full carrying capacity.

PLATION

The C.F.A. in presenting its brief to the Senate Committee on finance quoted in part as follows from Professor Boulding, a noted economist: "Deflation is a disaster, while inflation is an inconvenience, to a market society. The way to get rich in a deflation is to sell one's goods, abandon one's enterprises, lay off one's employees, and hold as much of one's capital as possible in the form of idle money." None of these possibilities, incidentally, is open in any significant degree to the farmer.

To continue the quotation: "The way to get rich is an inflation is to buy as much as possible, employ as many people as possible, hold as little money as possible, and devote one's cap-

ital and talents to the administration of real capital. It is little wonder that the deflation of 1929-32 rocked capitalism almost to its foundations, whereas countries have been known to advance even in the acute disorganization of hyper-inflation.

IMPORTANT GATHERINGS

As part of a series of a number of district conventions of the Women's Institutes are being held in different corners of the province. These conventions usually draw together representatives from approximately ten institutes, are well attended and provide a bright and lively program. In the field of personal, home and community advancement, the institutes have for many years made a notable contribution.

Canada owes rural women a great deal on the score of their contribution as nation builders. Farm wives have probably provided more in the way of unpaid labour than any other economic group. This being admitted establishes their right and responsibility to share in policy making in Canadian agriculture. The contribution of the institutes can be increased by devoting an increased amount of attention to the economic and social problems which form a part of today's picture.

The farm women have an interest in the solution of these problems and at the same time have a responsibility as well. There is no better way to approach these responsibilities than by study on the part of institute members with co-ordinated action through the general farm groups.

C.F.A. AND THE CBC

The recent announcement that a CBC program known as "Preview Commentary" and featuring the opinions of newspaper

men of political things in Ottawa is to be cancelled on account of what is termed "Political Imbalance" has caused the Federation of Agriculture to voice its concern to the Board of Directors of the CBC.

The farm organization feels that there should be freedom of editorial comment by the press of this country and that this freedom should not be restricted in the CBC because it happens to be a Crown Corporation. In other words if public radio and television is to be permitted only to air opinions and comments which are favorable or at least not critical of whatever Govern-

ment may be in power then its effectiveness and value will be determined by what politicians are prepared to tolerate. Generally the press of this country is kind to politicians, radio and television has only tried to be fair to them and the latter two mediums may perhaps be found guilty of quite innocently disclosing the inadequacy of many politicians when they attempt to use them.

DAIRYMEN UNHAPPY

At a special session of the Ontario Milk Producers Co-ordinating Board in Toronto recently, milk producer representatives

voiced strong opposition to the Federal Government producer subsidy being grasped by the processing side of the industry. George Lowry of Almonte, a member of the Milk Co-ordinating Board said, "If the processors are successful in wresting this subsidy from milk producers of this province, the end result will be that the Federal Government will find itself subsidizing the milk processing industry rather than the producers for whom it is intended. Also, it may very easily prevent any further government assistance to producers, should it be needed."

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PLASTIC COTTAGE SETS—all good designs—Special	\$1.49 to \$1.98 per set

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Come in Today, June 26th and meet your new neighbour, Mr. B.A. during his official opening. Make it a date to fill-up your car on Friday when the Y's Men's Club of Summerside stage their big gas-a-rama here. When you fill your car with "VELVET 98" or "B-A 88" You're assured of miles of carefree driving!