

## Make Careful Choice When Buying a Car

There Are Many Points to Consider When Looking Over Automobiles—Be Cautious When Learning To Drive

**Make Careful—** Within a few weeks motorists who have not as yet secured their 1917 markers will have their cars stopped by the police and be advised that further procrastination will result in their visiting the police court.

During the week many motorists have secured their new markers at the office of the chief of police, who takes the declarations and issues the licenses courteously and with expedition.

The motorist making application for markers will save himself time and inconvenience by ascertaining the manufacturer's number, last year's license number, model, year and base of cylinders of his car beforehand, as such information is required by the authorities.

Choose a car with the same care as you employ a man. When you employ a person you ask for a recommendation, for a statement that will help to identify him so that you will be able to judge his worth to you. You cautiously investigate his record, his reputation with former employers, his reliability in past performance of duty. You are particular about his appearance. If he gives you a bad impression at first, he may never have another chance. You are anxious to secure the best man available for your need.

Your car should be selected with the same care. In the beginning, however, keep in mind that no single car is the only good car. No car is the best in the world. There are many cars of acknowledged reliability in make and performance, and hence you should judge a car by the known reliability of its make. Seek a car built by a company of acknowledged financial standing. Inquire of the extent of its equipment, of the number and size of its plants, of its reputation. It is safe to assume that only a successful car can create a large and sustained demand from the public.

Make up your mind to the fact that a motor car presents the ideals of the manufacturer—and its worth will be in proportion to that ideal. You should seek a car that has been sincerely built—in which there is incorporated a high mechanical standard. There is wisdom in the public taste. Find out how the average owner regards the car you intend buying. You should buy a car that your wife and children will be proud of—a car with a good name. You cannot be too scrupulous in your choice, when you purchase an automobile which makes an important investment.

Like Buying Home. Let us compare buying an automobile with buying a house. In buying a house you make certain of the strength of the foundation. You would go over it from every view. You would weigh each item. You would consider the purchase from the angle of sturdiness, its method of construction and material used. It would be the same from an artistic standpoint. You would consider the harmony, the

finish, the detail, comfort and beauty.

Cover these points in buying an automobile. Be just and careful. Be thorough. It pays, for your thoroughness will help you to gain a good idea of automobile construction. And you need this knowledge. For once an automobile owner, always an owner. And with increased knowledge you will be better able to judge values in the future.

Buy a well balanced car—a car in which equal attention has been given to mechanical dependability come first, for without it you will be helpless.

A beautiful exterior is something to feel proud of. But it will not help you in case your car breaks down on the road. It is good business and transmission. Know how the power is delivered to the rear wheels.

Know what each lever will do. Study the use of each instrument on the dashboard. Learn thoroughly the principles of motorizing. These will be found simple. Take your first lessons when there is little traffic, and as you increase in knowledge and practice venture in busy streets.

Keep your eyes in front of you. Do not endeavor to speed. Go slowly. Forget everything but the car. In learning to drive, exercise care. Do not get nervous. That leads to confusion. It is comparatively easy to go through the motions of starting, steering and stopping before you drive your first mile—if you concentrate.

For all of his productions George Behan, the celebrated exponent of Italian characters, selects his own cast, and in "His Sweetheart," the Oliver Morosco Paramount picture in which he will appear at the Brant Theatre on Thursday, Friday and Saturday, he has followed this rule. His sweetheart is his own mother, whom he has brought over from sunny Italy to live with him in his tenement basement. With unerring judgment Behan selected Sarah Kerran for this role, and she presents one of the most sympathetic characters of an old Italian woman ever seen on stage or screen.

Others in the cast are Helen Jerome Eddy, Harry Devere, Kathleen Kirkham, Robert E. Holson and others.

## RAILWAY TRADE FEELS THE EFFECT OF AUTO TRAFFIC

Motor Car is Becoming  
Dangerous Rival of Rail-  
road Lately

INCOME REDUCTIONS  
Are Felt by the Latter Cor-  
porations

The motor car has become a dangerous rival of the railroads, Samuel Felton says, and he is president of the Chicago Great Western, and ought to know. He refers mainly to the loss of passenger business, but if improved country roads bring about a system of motor trucking, cutting off all but long hauls of farm products from the railroads, that would stop freight car shortage indeed.

The railroads if the United States are viewing the competition of the motor car with alarm. The whole vast continent affords the field for its operations. It multiplies its numbers, adaptability and efficiency and reduces its initial cost in a night and no man can place a limit on the sphere of its usefulness. It is free to pick up its owner or its passenger at any place and hour and bear him whither he would go—not quite as straight as the crow flies, but almost as rapidly and surely as the rabbit runs.

One Hundred Cars a Minute. You have only to stand on the corner of any main thoroughfare leading into our great cities, President Felton says, to see a procession of possible railway passengers numbering in the thousands, going in and out every night and morning. At a point eight miles from the city hall in Chicago these motor cars fill by two hours night and morning at the rate of more than a hundred a minute, at an average speed of 25 miles an hour.

But motor car competition is not confined to the suburban traffic. There seems to be no limit to the touring range of the motorcar. There were something like 50,000 visiting motor cars registered in the state of Massachusetts last summer. Now, no one can tell within approximate figures how this affected the passenger revenues of the New England roads. It possibly cut into the receipts of the electric roads as well.

However, Felton goes on to say there is one barometer by which we can arrive at some idea of the effect of the competition on railway passenger revenues. During the seven years, 1907 to 1914, in the face of active trolley competition, the passenger revenues increased at the rate of more than 3 per cent per annum. We know that passenger revenues respond more quickly than freight revenues to any general prosperity, and we know from observation that in 1916 Americans, on account of the European war, traveled over all of this continent in swarms beyond anything known in history, and yet railway revenues from passengers in 1916, while showing an increase over 1915, were actually \$7,000,000 below those of 1913, and more than \$12,000,000 below those of 1914. Had our passenger revenues in 1916 shown the normal increase over 1914 they would have yielded the railways of the United States over \$750,000,000 in passenger revenues. In fact, they were less than \$696,000,000. The loss of \$54,000,000 cannot be traced to any other cause than the motor car.

About 2,500,000 Autos in U. S. Nor is this surprising, for the government recently announced that there were 2,445,664 motor cars registered in the United States. These averaged a carrying capacity of at least five to the car, or more than 12,000,000. This is more than three times the seating capacity of all the railway passenger cars in the United States.

The total number of passengers carried by the railways last year was slightly more than as billion. It would have been no trick at all for the motor cars registered in 1916 to carry this billion passengers their average journey of 23 or 24 miles in 100 days.

**MISSED MUCH?**  
What thrills have the movies overlooked?  
Have you anything in mind?  
Sherwood McDonald, Balboa director, who has been bossing the filming of "The Grip of Evil" for Pathé, volunteers:  
Burning Lake Michigan.  
Removal of the Washington monument in one piece by aeroplane to New York.  
Worm swallowing the early bird.  
Man biting a mad dog.  
Revealing secrets of making chop suey, Hungarian goulash and Mulligan stew.

Running an ocean liner through the Capitol at Washington.  
Bomb blowing up the anarchist who made it.  
U. S. Army capturing Villa.  
Partisan stump speaker telling the truth.  
Waiter refusing a tip.  
Bashful movie star.  
Movie censor thinking.  
Western photoplay without shooting or crime.  
Chicken eating a fried man.

**TOWNSHIP COUNCIL**  
The regular monthly meeting of the township council will be held in their chambers at the Court House on Monday morning.

**HOME DEFENCE.**  
Among the officers approved by Ottawa to command the new home defence forces in No. 2 military district is Lieut.-Col. P. A. Howard of the 38th Dufferin Rifles.

# RAY DORT

"It has the Stuff in It."

## The Car for You

"The Gray Dort has the real stuff in it." This is a severe tribute paid to this popular car by one of its users.

The Car of External Beauty, Real Value, Strength, Comfort and Energy.

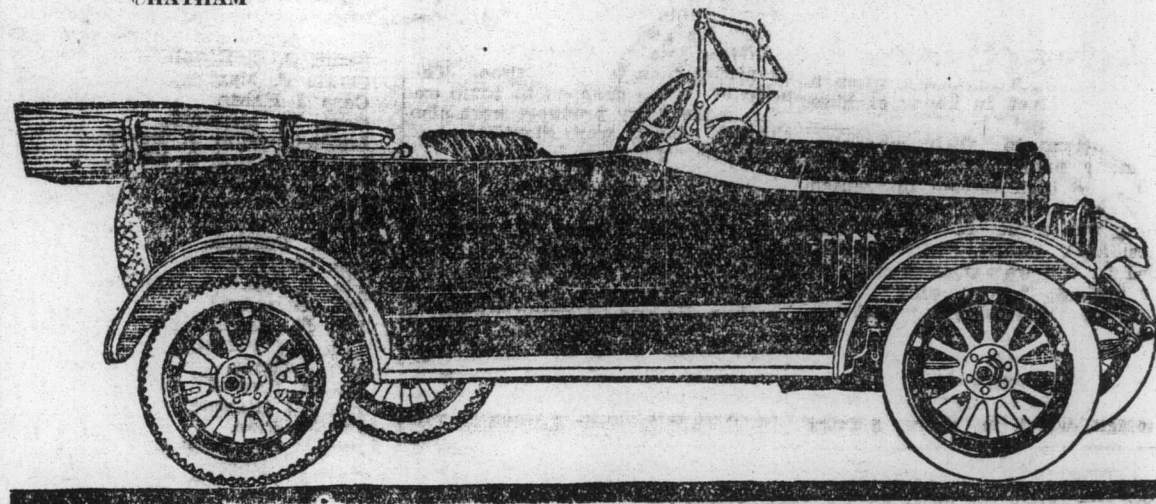
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# BRANT MOTOR CO.

Agents for the following cars

## Dodge Bros. Motor Cars

Touring and Roadster ..... \$1,100 and freight  
Winter Touring and Roadster \$1,335 and freight  
Convertible Sedan—Price \$1,685 and freight

## Hupmobile

Touring and Roadster ..... \$1,650 and freight

## Maxwell Cars

Touring ..... \$ 890  
Roadster ..... 870  
Cabriolet ..... 1235  
5-Passenger Sedan ..... 1400  
6-Passenger Town Car ..... 1300

All Cars f. o. b. Windsor.

We are Agents for General Motor Truck's  
Ranging from 3-4 Ton to 5 Ton.

Every facility for washing and repairing cars  
in an up-to-date manner. Cars Stored.

## GARAGE AND SHOWROOM

**39 DALHOUSIE STREET**  
Bell Phones 370, 515, 2253 Automatic 270

## The Overland Garage and Service Station

22 DALHOUSIE STREET

Now ready to take care of repair work on all Overland and makes of cars.

I. J. HOWES, MECHANIC IN CHARGE

**JOHN A. HOULDING**  
Overland Dealer For Brant County

## The Car That Built Overland

Big Four **\$1190**  
Light Six **\$1380**



Prices Effective April 1st, 1917

**Light Fours**  
Touring ..... \$875  
Roadster ..... 875  
Country Club ..... \$1110

**Big Fours**  
Touring ..... \$1100  
Roadster ..... 1175  
Coupe ..... 1275  
Sedan ..... 1280

**Light Sixes**  
Touring ..... \$1350  
Roadster ..... 1360  
Coupe ..... 1450  
Sedan ..... 1225

**Willis-Six**  
Touring ..... \$2000

**Willis-Knights**  
Four Touring ..... \$1950  
Four Coupe ..... 2150  
Four Sedan ..... 2175  
Four Limousine ..... 2275  
Eight Touring ..... 2275

Advance in price, Big Four and Light Six models, May 1st—deferred until that date account too late to correct advertisement appearing in magazine circulating throughout the month of April.

All prices f. o. b. Toronto  
Subject to change without notice

The Overland Big Four continues the famous 35 horsepower Overland which made this institution the second largest automobile concern in the world—in eight years.

It is the same comfortable, roomy, powerful, rugged car that for years has outsold all cars with more than 100-inch wheelbase.

Its brand new body design makes it more attractive than ever.

The wheelbase is 112 inches and it has long 48 inch cantilever rear springs.

We believe it is the most comfortable, the easiest riding car to be had for the price—\$1190.

It is as clearly as ever the excess value car of its class.

And the Overland Light Six is likewise the excess value car of its kind.

Most of the body and chassis parts of the Light Six are the same as those of the Big Four.

So the Six shares directly in the economies of the combined production of fours and sixes.

These cars exemplify with great clearness the excess values made possible through the economies effected by our huge production of the most comprehensive line of cars ever built by any one producer.

Ask us to show you the Big Four and the Light Six.

**J. A. HOULDING, Sales Agent, 22 Dalhousie Street**



Willis-Overland, Limited  
Head Office and Works, West Toronto, Canada

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The Ford gives nity in a family e surprisingly low. strength, without v gasoline and repair

The Touring O automobile value, economy.

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Runabout—\$475.

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**C. J. M.**  
FOR  
Garage Darling St.  
ROY D. ALMAS

## Advertisers

Here is a holder to crat modities which sale has rise price of thing you haven't a shall crack th any concern t advertising it away business cal charges. of a head of potatoes. He ing except the et.

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## A Ve Every

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If you have even of ground in you should produce fo must if we are to call of our country any available spa Thrift League will

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