

MOTORS AND MOTORING:

A Page Full of Interest to the Owner or Prospective Owner of an Automobile.

THE AUTOMOBILE'S CONTRIBUTION TO FARMERS

Has Broadened Farm Life, Thought and General Attraction of Farming

(From Farmers' Magazine.)

The motor car has been a social agent of the most advanced type. Its advent has worked many changes in the ordinary everyday lives of both city and country people. In fact, the distinction between the two tends to the vanishing point. The farmer is becoming better acquainted with city ways, city viewpoints, and with business methods generally.

The city man, with all his wealth of ignorance of the real business of production of our natural products, is seeing with his own eyes, and feeling the jolts and jars with his own nerves that which comes to him who works a farm or depends on our ingenious transportation systems for the carrying of his products from the farm to the factory.

So it is that distinctions of class are being levelled. Charity for the other fellow's viewpoint is growing. An all-round good is being gradually spread over the people through the benign agency of the motor-driven vehicle.

Markets have been opened up for farm products. Many things that formerly went to waste are now put into consumption because of the motor truck. Fruit and vegetables, poultry and dairy, as well as other products, are placed on the distant market at little cost and with the minimum of lost time. The farmer forty miles from the city, formerly took two or three days to get his produce delivered. Now he has it done in less than a day with no loss of sleep and his earning powers increased.

The best evidence that we can give that all these things are efficiency producers, and therefore business investments of a high order, is the way some of the most utilitarian farmers have broken all neighborhood traditions for economy and invested heavily in these conveniences. Such men do not continue to spend money this way unless they are getting something back from it. Some of the neighbors who have always been regarded as tight-wads, close, shrewd, hard business men invested readily in motor cars, tractors, trucks, gasoline engines and better living advantages. There was no other reason than that these things paid them to do so.

The car has enlarged the neighborhood. It would be a bad state of affairs indeed, if, with our decreased population on the land, with our smaller families, and consequently fewer local gatherings, there was no compensation. But we have it in that our circles of friendship grow wider. We go where the crowds are, when we want a U. F. O. picnic, a family re-union, a church social or a farmers' club gathering. The car puts the fellow ten miles away about as near to us as Farmer Jones on the next concession formerly was.

MOTORISTS ADVISED TO TAKE ROPE ALONG

One of the most useful things to carry along in the car is a twenty-five-foot length of one-half-inch Manila rope. In the first place, it is an admirable tow-rope. It can be wrapped around the axle and spring after some of the sprung leaves have been broken, to get home without breaking the rest of the leaves. It can be cut in two and wrapped around a wheel to give traction in some mudhole where it would be impossible to fasten chains. The rope can be used even as a tire when the last spare has blown out, and will save the rim on the journey home.

The man with a small automobile is always the most willing to give a ride.



Mail Contract

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 2nd June, for the conveyance of His Majesty's Mails, six times per week over

GREENWICH No. 1 R. M. ROUTE under a proposed contract for a period not exceeding four years, dating from the 1st October next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the terminal and route Post Offices, and at the office of the undersigned.

W. E. MACLELLAN,
Acting District Superintendent,
DISTRICT SUPERINTENDENT'S OFFICE,
Halifax, April 18th, 1922.

Keep Your
Shoes Neat

2IN1
Shoe Polishes

WHO SHOULD DRIVE AUTOS

Many automobile accidents are caused by people driving cars who should never be allowed to. There are always two possibilities for accidents when an unqualified person is driving: One is that of wrecking the car being driven and the other is that of causing a well-qualified person to wreck his because of carelessness or ignorance of traffic rules on the part of the first party. In answering the question "Who should drive autos?" it is easier to tell who should not drive them. The following is the list to which anyone is privileged to add if more are thought of:

Children.

Persons whose height does not permit easy reach of the controlling pedals.

Persons who do not have sufficient strength to operate levers easily and positively.

Persons under the influence of liquor, whether bought or homemade.

Epileptics or others subject to fits or fainting spells.

Persons who do not know and understand the traffic laws, ordinary rules of the road and other points concerning safe and efficient automobile operation.

Persons with dangerously defective hearing or eyesight.

Cripples or persons minus arm or leg, whose defect interferes with their safe control of an automobile.

Women who become easily excited and "lose their head" in case of an emergency.

A COOL SUMMER PREDICTED

The cold weather of late seems but the fulfillment of prophecy, or rather that of a certain weather prophet who has been given publicity in a Toronto paper. This weather man says that "beginning April 15 and continuing until the end of August there will be cold winds, rain, snow and sleet. It will be the coldest summer since 1879, when the corn ears were frozen on the stalks and were never fit for food." The dismal forecaster is probably encouraged in this guess by the chilliness of the weather since March 21. But the people who look for a warm, bright summer may take courage from the utter confusion that attended on the predictions of the woodmen respecting last winter. They were almost unanimous in forecasting bitterly severe winter.

To keep icing, soft, add a pinch of baking soda to the whites of the eggs before beating them, then beat in the usual way and pour the hot syrup over beaten eggs, and it will be soft and creamy.

Rheumatism?

Or Neuralgia, Sciatica, Lumbago?
The remedy is simple, inexpensive, easily taken and harmless.

Templeton's Rheumatic Capsules

Your druggist will supply you.
Write for free trial to Templeton's, 55 Colborne St., Toronto

Sold by A. V. RAND

TO SELL AUTOMOBILES, DEALERS SHOULD ADVERTISE

In a letter to their dealers, the McLaughlin Motor Car Co. pays the following tribute to newspaper advertising as a factor in making sales:

Advertising has been called "printed salesmanship." Newspaper advertising alone will not sell autos, but it will bring many men into your salesroom with an interest already aroused in your car, and in a receptive mood for a sales talk and demonstration. Carefully written and properly displayed newspaper ads. provide the groundwork for the final personal talk with the dealer which closes the sale. Also—newspaper advertising will reach a great number of people whom the dealers could not possibly reach in any other way—people whom the dealer did not even know were remote prospects but who were quietly determining in their own minds the choice of a car. These people will be strongly influenced in favor of your car by good advertising and will come to you for further information and in a mood that should make the closing of the deal comparatively easy for a good salesman.

Minard's Liniment used by Physicians.

COMBINED LIGHTING AND IGNITION SETS BY NEW DISCOVERY

A new discovery in cobalt magnet steel at Sheffield, England, will, it is believed by experts, revolutionize the making of motor car and airplane engines, as well as the construction of telephones. It is claimed that it will be possible to make combined lighting and ignition sets for motor cars by this method, something which has been aimed at for a long time. Magneto, it is asserted, could be made half the present size and cheaper. There is intense interest in the British steel industry over the discovery.

Recent registration statistics in England disclose the odd fact that there are more motorcycles in operation there than all other automotive vehicles combined. Motorcycles are widely used in England by people in all walks of life. They are used by a sporting class who prefer the motorcycle because of the thrilling sport and fascination it has.

CAR FOR HIRE

New Car. Careful Driver. Day or Night Service. Satisfaction guaranteed.
BRUCE SPENCER
Phone 236 or 138

THIS WILL BE ANOTHER Studebaker Year

Its the car everybody wants because it is the best.

The unusual popularity of **STUDEBAKER CARS** is attested by the fact that the corporation enjoyed the biggest business in its history in 1921.

Notwithstanding the fact that the total number of all automobiles sold (except Ford) was 40 per cent. less than in 1920, the total aggregate of sales for the Studebaker cars was 20 per cent. greater than in 1920—and in Canada 64 per cent. greater than in 1920.

QUALITY COUNTS!

Get into the procession and drive a Studebaker in 1922.

Full information on application. Let us tell you about the Studebaker.

W. A. REID

WOLFVILLE, N. S.

Notice to Railwaymen

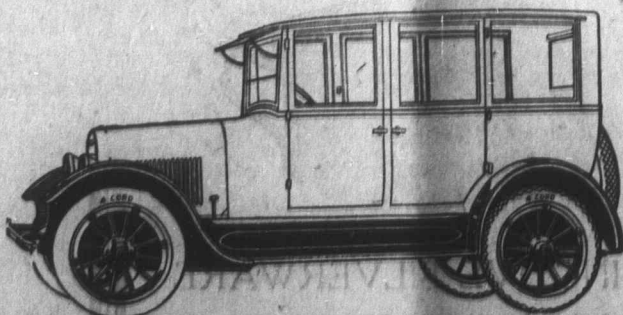
Have your hand cars changed into motor cars, with a Sylvester Improved Engine built expressly for this purpose. Sold on monthly payment plan if desired. Get our prices now.

Sylvester Mfg. Co., Limited
LINDSAY, ONT.



Master
Fours

Master
Sixes



McLAUGHLIN-BUICK MASTER FOUR

The enjoyment of possessing a car which lacks nothing in the way of attractiveness, refinement or mechanical ability—and at a reasonable price—can be realized completely in this Five Passenger Sedan.

Canada's Standard Car---Built, not merely assembled in Canada.

Show Room and Service Station, Wolfville

Have your Car taken care by C. H. Pulsifer, the McLaughlin Service Man
Ask About Extended Payment Plan

Acadia Auto Agencies,
Geo. W. Redden, Kentville, Dealer for Kings County

Wolfville, N. S.
Telephone 138
Phone 210-12

Dependable

DODGE BROTHERS
MOTOR CAR



J. S. LAMONT
Kings Co. Dealer

Associate Dealer

wanted in

WOLFVILLE

J. S. LAMONT

Exide Batteries

I have taken the agency for Exide Batteries in this territory. Preparations are being made to have a service station here, at which all repairs will be made. Shipment of Exide Batteries expected immediately.

Do not place your order until you have seen these batteries.

G. K. COLDWELL

Headquarters at McLaughlin Service Station.

TIRES THAT WEAR

Automobile Tires are Cheap or Expensive Just in Proportion to the Service They Give

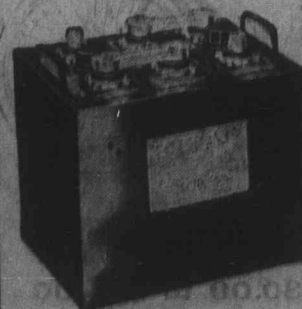
Careful attention by us to the cost per mile to our customers the several makes of tires have shown has enabled us to select those tires which will give the most economical service on your particular car.

Many Motorists Will Take No Other than the tire we recommend. Consult us when next in need of a tire.

E. J. WESTCOTT

Wolfville, N. S.

TITAN BATTERIES



J. F. Calkin

Distributor for Nova Scotia

Batteries Repaired
and Charged

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WELDING

PHONE 184.

WOLFVILLE