

THE AYLMER EXPRESS

WITH WHICH IS INCORPORATED THE EAST ELGIN TRIBUNE

Barnecott & Monteith, Proprietors

Aylmer, Ontario, Thursday, April 3rd., 1924

\$1.50 per annum

Established 1874

Aylmer's Spring Motor Show

More Beauty and Variety and More Mechanical Improvements Than in Any Previous Year.—Full Line of Latest Models to be Shown at Lindsay's Garage by all Dealers.

Spring styles in automobiles will be the talk of Aylmer and district on Saturday, April 5th. Lindsay's Garage on Sydenham street will be handsomely decorated and a full line of the very latest cars will be displayed by Aylmer automobile dealers. All Aylmer dealers have decided to get together and make this first automobile show here a wonderful success. They have arranged to exhibit and explain every new feature of the 1924 models, and the showroom will be open all day and also during the evening so that everyone can see what's what in motordom for the coming season.

Now through this co-operation you will not have to run around from garage to garage but will be able to visit the one showroom and make yourself acquainted quickly and conveniently with the progress in the entire field of motor car engineering right up to the minute.

In the cars you will see on exhibition are more mechanical improvements than in any other previous year. In many cases these betterments are visible, but in the aggregate they mark a great advance in efficiency and economy. Car bodies are more comfortable than ever, and a great many refinements have been effected adding both to beauty of appearance and convenience in operation.

Striking New Designs

A number of well known cars have been radically changed or entirely redesigned. Other makers have brought out strikingly new models. Equipment of unusual interest has been added in other cases. Motorists and motorists-to-be will therefore, be extremely interested in having the opportunity to see at close range all the new productions which they have heard about, and to hear their advantages explained.

There are expert automobile men present to explain and show every process in which the spectator may be interested. Parts makers exhibit the units which they build. Many things are made clear to motor car owners. The theory of differential operation of the rear axle, usually a mystery to laymen, has been taught to thousands of visitors at motor shows by means of an open transmission explained by a capable attendant. The motor show is an educator of manufacturer and buyer. It is a spur to competition, the life of trade. People who pass automobile salesrooms hundreds of times without feeling the desire for a car or a newer car become enthusiastic at the shows and purchase. That is good for the public, too, for the majority of advances of all things in life come through the arousing of desire.

owners who habitually attend to lubrication and minor adjustments themselves. A famous car has, for convenience puts it battery in the curve of the right-hand fender where it joins the running board.

Both in open and closed cars much has been done to improve windshield construction by making the shields leakproof and giving them better visibility. The one-piece shield, which has always been popular in England is now beginning to be used here quite extensively, some well-known cars adopting it for all models. Several handsome types of combined windshield and sun visor have also been evolved.

In appearance the new cars show a general tendency to be more jaunty. There is a greater variety of colors and nicked radiator shells are more numerous than ever. Sport models in swanky dress are much in evidence. But there is no lack of conservative models, so that any taste can be satisfied.

HERE ARE REASONS WHY MOTOR SHOWS ARE SO IMPORTANT

Annual Auto Display Educator of Manufacturer as well as Buyer

During the growth of the industry, the yearly comparison of models, side by side, was one of the greatest spurts toward perfection in motoring. It will always be. The public comes sometimes from curiosity and sometimes perspective of the year's motor cars and make their own estimates at first hand. Not only do they see the finished models, but also the chassis.

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First Show a Success

The first National Automobile show ever held in America was in Madison Square garden in 1901. It was a great success, proving to thousands of doubters that the self-propelled road vehicle was an accomplished practical fact. The models shown, although sadly incomplete in the light of present developments, were marvels of efficiency in their time. Those who have attended the shows each year see wonderful progress; have seen cars come and go. The survival of the fittest has been the rule in every business and the motor car industry is no exception.

The future of automobile shows is as great as is the future of the industry itself, and that is immeasurable. There is room in the field for all who build good cars, distribute them wisely and service them well. The world's market has only been scratched.

See the new 1924 models at Aylmer's First Motor Show, Lindsay's Garage, Saturday, April 5th.

IF YOU NEED OFFICE HELP?

Bookkeepers or Stenographers? Our Employment department is at your service.

WELL'S BUSINESS COLLEGE
C. Wells, Principal
Tillsonburg Ingersoll
Spring Term April 17

"Well, what did you learn at school to-day, Freddie?" asked his big brother.

"Oh, I learned that the earth is round," said Freddie.

"That is nothing new. Columbus knew that long ago!" said his brother.

"Yes, but I didn't!" said Freddie.

Come On-- Let's Go to--



AYLMER'S FIRST Annual Motor Show
—ON—
Saturday, April 5th, 1924
TO BE HELD IN THE
Elgin Garage, Sydenham Street

THE Aylmer Automobile Dealers are co-operating in a big display of the New 1924 Open and Closed Model Cars. They extend a cordial invitation to everyone to visit this splendid display of Automobiles.



For the convenience of the Public all Cars will be on display in the Elgin Garage, Sydenham Street, which will be especially decorated for the occasion.

Showrooms Open All Afternoon and Evening
An Orchestra will Furnish Special Music.

Refreshments will be served by the Ladies' Aid of St. Paul's Church.

Come and Bring All Your Friends. You Will Like It.

High-Efficiency Highways Pay For Themselves

In Direct Savings in the Cost of Transportation, to Say Nothing of Improved Health, Social and Educational Conditions, Tourist Traffic Revenue, Enhanced Value of Property, to Mention but a Few of the Advantages That Accrue.

In these days of high taxes it is well to consider carefully the degree of service which will be rendered by the improvement before the funds are appropriated. Because of the desire to have the best in public improvements, as in all other things, public debt has been created—perhaps recklessly in some cases—to provide those things which not only create wealth but which gratify community pride and the sense of well being. People have demanded forms of service from their Government never before heard of. Many of these improvements are no doubt justified but some are pure extravagance.

In this era of motorized transportation there can be no doubt but that the improved highway, properly built and properly maintained, is an economic necessity. It justifies its expense because it earns its own cost. Further than that, it creates wealth. The provision of public funds for the construction of improvements of such dividend earning capacity, whether by a direct taxation or by bonds cannot in justice be considered as contrary to the principles of good business. Providing funds for improved highway construction can more properly be considered as making an investment than as incurring an expense.

In a recent address F. R. White, chief engineer of the Iowa highway commission, demonstrated the ability of a concrete road to pay for itself. Traffic resistance tests made by the Iowa State College, and substantiated by previous tests, show that the cost per ton mile of operation over a gravel road is 1.15 cents, as against 0.77 cents on concrete—a saving of 0.38 cent per ton mile in the cost of fuel. This saving applied to 1,232 tons of average daily traffic, gives a daily saving of \$4.78 per mile on road or \$17.46 per mile per year.

The average cost of maintaining gravel roads in that county was \$803 per mile in 1921, while the cost of maintaining concrete roads was on \$89 per mile for the same period, a saving of \$714 per mile. Add this to the \$1,746 saved on fuel and the annual saving on concrete for these two items alone is \$2,460 per mile. Average costs for 18-foot concrete pavement awarded in 1923 are approximately \$26,400 per mile. The average annual interest charge on this amount at 5 per cent, is \$660. Deduct this from the \$2,460 saving in fuel and maintenance and there still remains an average saving of \$1,800 per mile per year. This saving will pay for the road in 15 years. At the end of the 15 years the highway will have paid for the bond with which it was built and the taxpayers will still receive many years of service from the improvement.

Improved roads are wealth, not only in the sense that they represent money invested, but that they constitute a means by which the community they serve is enabled to effect savings in transportation costs and to develop its resources in a manner never before possible. It is true that they do not directly supply money to the public treasury but they do earn for the user of the highways more than the amount he is required to pay for their construction. The taxpayer is simply taking some of the money he saves by having a concrete highway available and using it to pay his road taxes.

ANOTHER WAR WOULD BE A MOTOR WAR

The French army's new basis implements the prediction that another major war would be fought by monster airplanes and gigantic motor vehicles, as fourteen new regiments of tanks, armored cars and aircraft are to replace "obsolete" infantry and artillery units. Possibly the outstanding distinction of the great war was that it was a motor war. True, the size of the contending forces dwarfed those of the Napoleonic wars, but even so that was a distinction of degree while the motor factor—aircraft, tank, motor transport and motor ship—was a distinction of kind. Apparently all authorities are agreed that another great war would be egregiously more motorized.—Canadian Motorist.