

STUDEBAKER ENTERS MOTOR TRUCK FIELD

One-ton and Half-ton Commercial Cars Have Been Announced by That Corporation.

ANNOUNCEMENT made of the new one-ton and half-ton Studebaker commercial cars is accompanied by the information that the Studebaker Corporation will produce 10,000 of these vehicles during 1916, thus taking a place among the

largest builders in the industry of trucks of like capacities. Three models of the half-ton carrying capacity are announced, and the same number of the one-ton capacity. The half-ton models include the panel delivery car, open express car, station and baggage wagon. One-ton trucks include the open express type, stake body type, and sixteen-passenger bus type. Quantity production is the rule at the factory.

Altho the Studebaker Corporation has been building commercial cars of half-ton capacity for several years, it has never attempted production on as large a scale as is planned for 1916. One of the features of the new models is that they are equipped with electric starter, electric lights, speedometer and other high class features. Considerable attention has been paid to the comfort and convenience of drivers. Everything necessary for the operation of the trucks is within easy reach of the operator and arranged in simple fashion.

MOTORING

WHY THE LIGHT CAR IS POPULAR

John N. Willits Discusses the Reasons for the Increasing Popularity of Light Car.

THE tendency on the part of automobile buyers to favor small light cars this year is said to be due not so much to the fact that the small car costs less than the big, heavy machine at the start, but that in the long run it is a much more economical investment.

According to John N. Willits, president of The Willits-Overland Company, the small car virtually pays for itself in its consumption of gasoline. In fact, I believe the unusual demand for the smaller type of car is due to a large extent to the present high price of fuel. In a number of cities gasoline prices have soared to twenty-five cents a gallon and even higher. But no matter what the price, the cost of fuel consumption is proportionately less with a small car than with a big one.

"The average small car will travel about 20 miles on a gallon of gasoline and the larger cars from 10 to 15. When figured on a mileage basis and compared with the upkeep and maintenance cost of a big car, it is an established fact that the life of an automobile is not dependent upon its size or cost," says Mr. Willits. "The modern motor car of today is built to give long service, regardless of whether its initial cost runs into hundreds or thousands of dollars. In other words the majority of cars average about the same distance in the final count whether they be large or small."

"Granting this to be true, let us take as a basis to work upon a certain number of miles—say 50,000. This figure does not represent the life of a car but it will answer the purpose of comparing a few of the different maintenance costs between the small and large models."

"The big car, owing to its extra weight, requires larger tires than are

necessary for a smaller, lighter machine. The actual size of the tires depends on the car itself, but to give a concrete example, I will take a 34 x 4 inch size for the big car and a 31 x 4 inch size for the smaller car, assuming that under ordinary usage a set of tires will last for approximately 6,000 miles, nine new sets would be required by the owner in 50,000 miles of driving. The difference in cost is not very much—approximately nine dollars on each set—but it represents a saving of \$31 to the owner of the smaller machine.

"The smaller car, also, is more economical in its consumption of gasoline. In fact, I believe the unusual demand for the smaller type of car is due to a large extent to the present high price of fuel. In a number of cities gasoline prices have soared to twenty-five cents a gallon and even higher. But no matter what the price, the cost of fuel consumption is proportionately less with a small car than with a big one."

"The trend toward the smaller and more economical car is particularly noticeable at the Overland factory. Dealers throughout the country are demanding shipments of the smallest Overland, Model 75, which since its announcement has proved to be the most popular model we have yet ex-

posed of 900 gallons, even when figured on a basis of 50,000 miles. The saving of \$198 for the smaller car, also, depreciates much more rapidly than the smaller, medium priced vehicle. At the end of 50,000 miles a car that originally sold for two or three hundred dollars more than another, will bring perhaps fifty dollars more in the second-hand market.

"All things considered, it is pretty safe to say that the smaller car actually pays for itself when both first and second costs are figured up and compared with those of the big car. "While it is true that a number of car owners may not trouble themselves about the price of gasoline, the situation now is fairly serious and if the price continues we will be paying twice as much for this item as we did last year. The large majority of buyers do not care about spending more money than is necessary to produce a similar result."

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LOOSE-WILES HAS FLEET OF FIFTY PACKARD TRUCKS

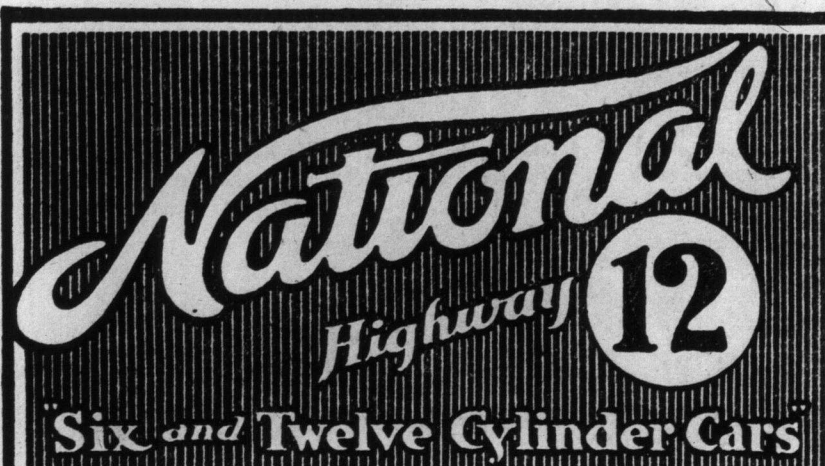
THE Loose-Wiles Biscuit Company of New York has increased its fleet of Packard motor trucks to 50 vehicles by the recent purchase of 17 Light Service Packards, which are now being delivered. This is the second big order for these new chassis carriers in 10 days. Marshall Field & Company having asked last week for immediate shipment of 35 Light units. During the first 45 days Light Service Packards were available for delivery, \$417,500 worth of the chassis were delivered. Additional specified orders for immediate shipment of chassis to the value of \$76,000 were held up because the bodies, which were to be made at the Packard plant designated by the customers, were delayed. The Packard truck factory is working day and night shifts to supply the demand for its vehicles.

plotted. Its completeness of equipment and fine appearance combined with low upkeep cost, is attracting many users of large cars who have never before been considered prospects for a car of this price class. It is simply another evolution of the industry and one for which we were well prepared.

PAIR OF KING EIGHTS MAKE RECORD TRIPS

One Does Nine Hundred Miles Over Mountain Roads on High Gear.

Making quite a considerable portion of their mileage over what would be generally classified as "impossible" roads, including mountain passes, ploughed fields, and mud and streams with gears locked and sealed in "high" two King Eights made nine hundred miles in southern California and 853 miles in Northern California, respectively, taking in 150 towns, and they were running as smoothly at the finish as when they started out. Stock eight were used in both tests—the one thru Northern California being under the supervision of the San Francisco newspaper, and the one thru Southern California under the auspices of the Automobile Club of that portion of the State. The excellent manner in which the cars stood up under the test, in the estimation of disinterested parties connected with the trials left no necessity for comment on the excellence of this popular car.



"Highway" Cars

6 Cylinders, \$2350 12 Cylinders, \$2775

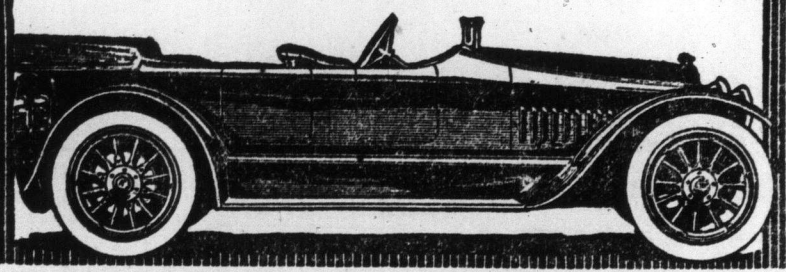
EVERY minute spent outdoors in a new National "Highway" car is a restorative tonic. This is why it is called the "Highway" car. You are free to strike out in every direction—and do so in superb style. The National's heritage of power, stamina and "go" is a constant source of pride and pleasure. On the fashionable Highways, your National never suffers in comparison. Built by National Motor Vehicle Company, Indianapolis. For fifteen years successful builders of high-grade cars.

National Highway Six \$2350
National Highway Twelve 2775

The Automobile and Supply Co., Limited.

22-24-26 Temperance St., Toronto

Ontario Distributors

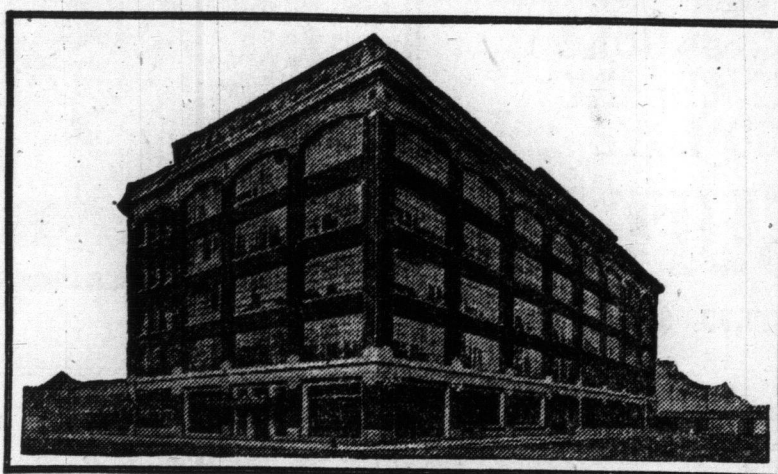


**I AM YOUR MAN.
YOU WANT YOUR MOTOR
CAR REPAINTED**

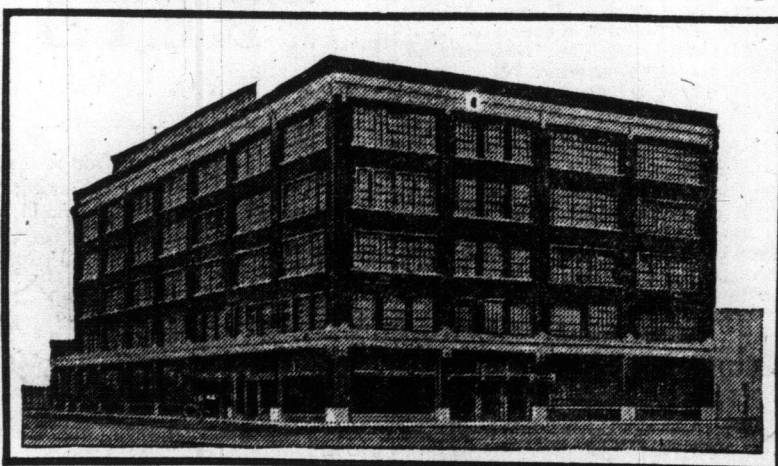
But don't know where to take it, to get a perfect job at a reasonable price?

I GUARANTEE to use the best and HIGHEST PRICED varnishes made, Valentine's Vanadium Varnishes, and to give you a fine handsome, durable job.

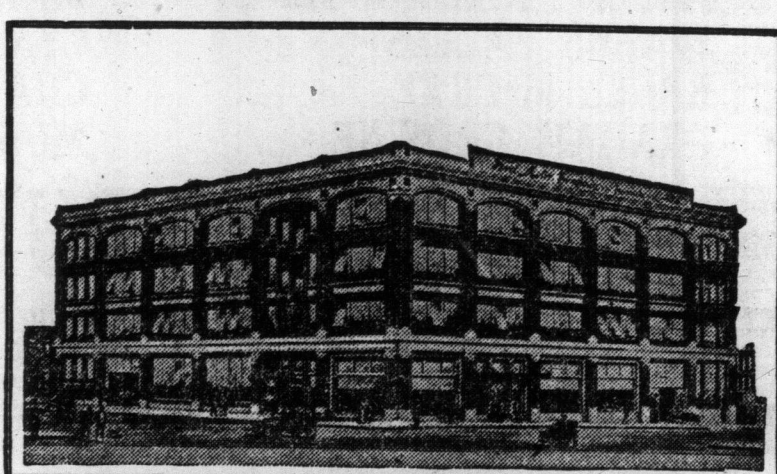
My price will be LOW for best work, THE CONBOY CARRIAGE CO. LIMITED Queen East and Don



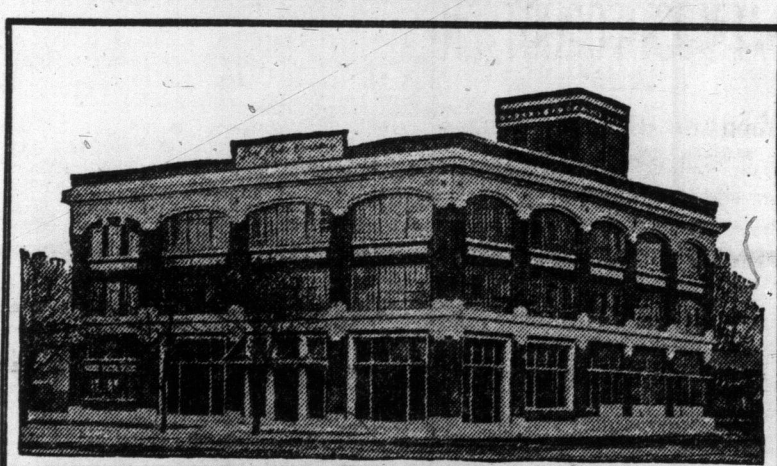
Toronto Branch
Area 133,000 sq. ft. Cost \$328,000



Winnipeg Branch
Area 123,000 sq. ft. Cost \$250,000



Montreal Branch
Area 124,000 sq. ft. Cost \$333,000



London, Ont. Branch
Area 49,872 sq. ft. Cost \$161,000

One Million Seven Hundred and Twenty-four Thousand Dollars for New Buildings in Canada Since the War Began

WHY?

Is Canada prosperous?
Are we justified in having the courage and confidence to put on full speed ahead in our business activities?

The experience of the Canadian Ford Company since that never-to-be-forgotten Aug. 1, 1914, indicates that courage and confidence should be away above par, that we are fully justified in casting aside anxiety and putting our full energy into an aggressive and progressive business policy.

It was some time before the outbreak of war that the Ford Canadian Company decided on an extremely broad policy of expansion. If the demand for Ford cars should increase in the way that it had every indication of doing, then new buildings would have to be started at once to enable the company to meet this demand.

When war came the Ford Canadian executives saw no reason to change their plans—their confidence in Canada's prosperity never wavered.

So work was begun on a new building at Ford City costing \$482,000. This is used as an addition to the office building and to the main factory building. It adds 130,000 square feet of floor space to the Ford Plant, bringing the total up to more than 9 acres.

Then followed a new machine shop costing \$90,000. The power plant was also enlarged at a cost of \$110,000.

In four leading Canadian cities, handsome new buildings were erected as branch assembly plants, sales and service stations. Each one is as large as many automobile factories. All are of similar construction, being modern fire-proof buildings of brick and reinforced concrete trimmed with mat glazed terra cotta. The bases are of granite. The interiors are finished and fitted in accordance with the very best modern practice.

One of the branch buildings is located at Montreal, 119-139 Laurier Ave., East. It is a four story building containing 124,000 square feet of floor space and costing \$333,000. Over 100 people are employed here.

The Ford branch at Toronto, 672-682 Dupont St., is a five-story building containing 132,000 square feet of floor space. The number of employees is about 150. The third new branch building is at London, Ontario at 680-690 Waterloo Street. It is a three story structure having 49,872 square feet of floor space and was erected at a cost of \$161,000.

The immensely increasing demand for Ford cars in Western Canada made it necessary to build a fourth new branch at Winnipeg. This is a handsome five story building located at the corner of Portage Avenue and Wall Street. A quarter of a million dollars was put into its construction.

The total cost of these new buildings erected by the Ford Canadian Company since war began is \$1,724,000. Additional to this are thousands of dollars spent to equip these buildings.

Why has this been done?
First, to provide Ford owners with greater service facilities. Each of these branches is so completely equipped with parts and machinery as to be able to build a Ford car complete. Also they act as a base for the hundreds of Ford dealers in their part of the country, each of whose place of business is a well equipped Ford service station, in giving more rapid and more efficient service to Ford owners.

The second reason for this great amount of development work is to be found in the attitude of the Ford Canadian executives. If these men had followed the policy of many Canadian manufacturers they, with seeming good judgment, might have held up these plans for such enormously expensive construction work.

But such was not their attitude. They were convinced that progress and prosperity were assured in Canada.

This decision was of vast benefit to Canadian industries, Canadian merchants and Canadian workmen in such a critical time as this. Practically all the material for these buildings was purchased in Canada. Canadian workmen were employed in their construction. And after the construction work was over, the whole community benefited from the enthusiastic, successful, wealth producing and distributing activities of these big establishments.

Ford Motor Company of Canada, Limited
Ford, Ontario

Ford Runabout . . . \$480
Ford Touring . . . 530
Ford Coupelet . . . 730
Ford Sedan . . . 890
Ford Town Car . . . 790
* & c. h. Ford, Ontario



All cars completely equipped, including electric headlights. Equipment does not include speedometer.

THE ALLEN-\$1100.00

A Leader in the March of Progress.

All we ask is to let us prove it to you.

Why pay more for a Four-Cylinder Car when you can have the ALLEN, the finest made for \$1100.00?

At present we can give immediate delivery.

Get in before the rush.

Pathfinder \$3395.00
the "GREAT" King of Twelves

The Car that goes out on the road and DOES the things that other Cars claim to do.

ALSO PATHFINDER SINGLE SIX . . . \$2300.00

See These Cars at our Showrooms,
740 YONGE STREET.

Garage and Service Station:—R. C. Todd, Rear 254-6-8 Sherbourne Street