

ADVANCE IN PRICES OF CARS IS SLIGHT

Increase in the Cost of Auto mobiles is Less Than Ten per Cent, and Small in Comparison With All Other Commodities

Last fall and in the early winter, during the show season, and at the approach of Spring, advances in the selling price of automobiles have been announced. As a rule these have varied from \$50 to \$100, and in some instances have actually exceeded the last-named figure.

So automobiles, with the exception of very few makes, are costing a little more than they did during the 1916 season. The average is under 10 per cent in the advance, and in comparison between the automobiles and other commodities makes the advance quite the smallest of all. In the line of entables are 25 per cent or more, some of them 50 per cent through a short time ago 30 to 40 per cent; shoes have advanced as much as 30 per cent; many fabrics for clothing men and women more than that—everything is on the rise.

The materials which enter into the construction of an automobile are "out of sight" in some instances, the advance in certain metals being very pronounced.

And, with all of this, the manufacturers have found that they could get by on an average advance of less than ten percent, without the slightest sacrifice of quality. It only shows that this is the greatest manufacturing industry in the world.

Improvements Are Numerous. It would seem that to keep the price down the makers would have to cut cross lots, so to speak, in everything that pertained to production. Cheaper materials, for instance, cheaper methods, and so on, but the striking thing of it all is that they have done nothing of the sort.

On the contrary, the 1917 models are the best cars ever produced. Nobody who went to the Detroit auto-

mobile show left there with any other impression. The product of the Michigan plants and of those who are fetching coals to Newcastle, all of them had the look of newness, refinements in every way that distinguished them from any of the past.

"This car costs just \$100 more than did the corresponding model of a year ago to-day, but contains more than \$100 worth of improvements on that car," explained a dealer. Then he went on to enumerate, and if one were to have taken a pencil and jotted down the items and their cost he would have found that there was an excess of the \$100 added to the selling cost. Also he explained that, pound for pound, the metals in the car cost the maker a tidy sum more than the model of 1916.

By the addition of some wonderful pieces of machinery and the most careful scrutiny of the making of the cars, the companies have been able to counteract the price of raw materials. That is the answer, that is why the 1917 cars are superlative.

Equipment Far Better

Cars are better equipped this year than ever before. The list of accessories furnished with the car is not any longer, but the accessories themselves are more refined. So are the auxiliary systems, such as lubrication, ignition, lighting, starting, carburetion, etc.

Take the dash instruments. All the speedometers are now mounted flush with the instrument boards. They do not project above the surface. The ammeters now register discharge and charge, giving a clue to the entire electrical system. There are more pressure gauges for the oiling system mounted on the dash, as would be expected in the increase in the use of pressure feed.



Blanche Sweet in "Those Without Sin," at the Brant Mon. Tues. and Wed.

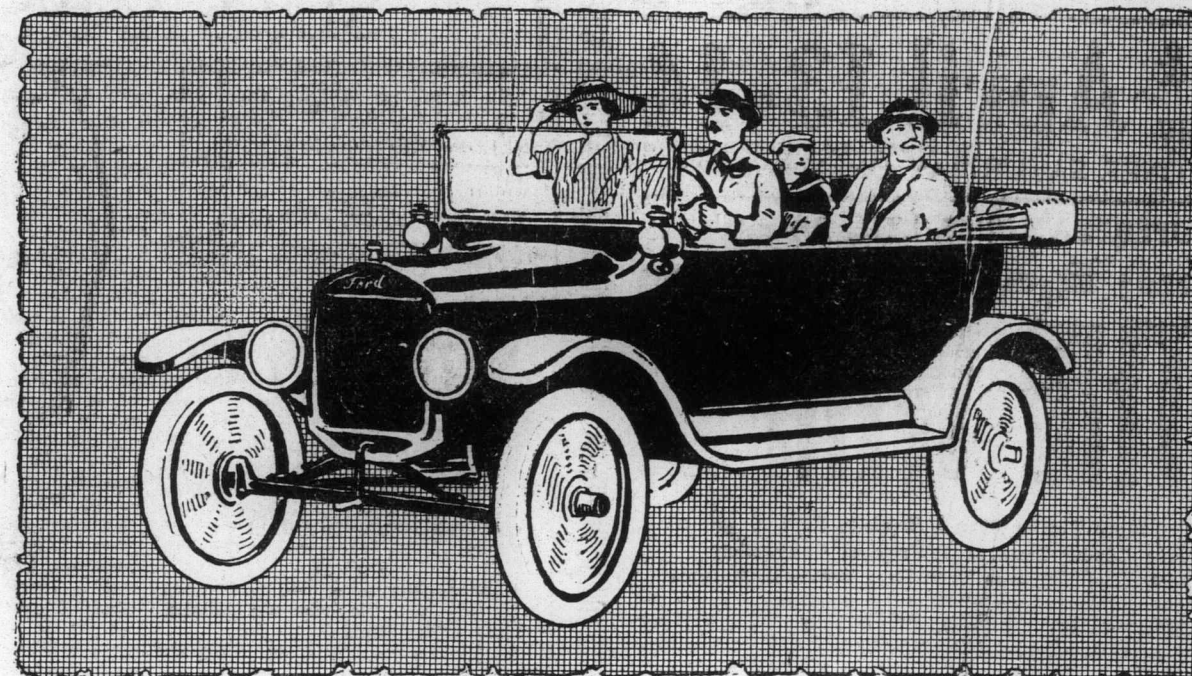
The use of pressure feed is to be expected in connection with the ever increasing rotative speed of motors. It is becoming more and more necessary to lead the oil positively to the bearing points under great pressure. Hence pressure feeds are now sending the oil at 25 pounds pressure directly into the bearings.

In starting and lighting equipment there is greater simplicity than ever. The use of the simpler means of meshing the starter with the crankshaft is one improvement. The screw gear used here is a good example. In generator drives there has been some change. One prominent maker has just mounted the generator in unit with the fan and drives both off the same belt. This is illustrative of a general trend toward simple and accessible electrical drive.

For Low-Grade Gasoline. Carburetors have been improved to take the lower grades of gasoline now on the market. The principal manner in which this situation has been met is in the use of more heat to aid in the vaporization. Whereas formerly it was the custom to pre-heat some of the air entering the carburetor, many are now pre-heating all the air. This helps to vaporize the heavy grade of gasoline.

Great improvements in ignition have been necessary to take care of the multi-cylinders and the high speeds. A few new systems have been introduced. One prominent manufacturer who has been supplying a large part of the trade has just introduced a new system that is taking quite well. This is a closed circuit device—that is, the circuit is normally closed, being broken every time a spark is desired. A successful system can readily take care of a 1-cylinder motor running at 3,000 revolutions a minute. This means the development of 18,000 sparks a minute. A few years ago this would have been declared impossible.

In the little details of equipment the same great care is noticeable.



The Ford Is Economical

THE average man can easily afford a Ford car. It is the most inexpensive car to drive.

20 to 25 miles on a gallon of gasoline is an every-day occurrence. 33 miles is frequently reported by Ford owners. Yearly repair expenses of less than one dollar are not unusual. The car is light in weight, and tires give more mileage on a Ford than on any other car.

You can buy a Ford for yourself and one for your wife for the price

of one car at \$1000. You can run both Fords at about the same expense as for one larger, heavier car.

You can always sell a "used" Ford at a good price. You have to accept a big reduction for a "used" larger car.

Go and take a ride in the 1917 model. See how comfortable it is. And stylish, too—stream line effect, tapered hood, crown fenders, beautiful finish. You need one for business. Your wife and children need one for pleasure and health.

C. J. MITCHELL, Ford Dealer

DARLING ST. Phone 632

ROY D. ALMAS, Ford Dealer, SCOTLAND

The Overland Garage and Service Station

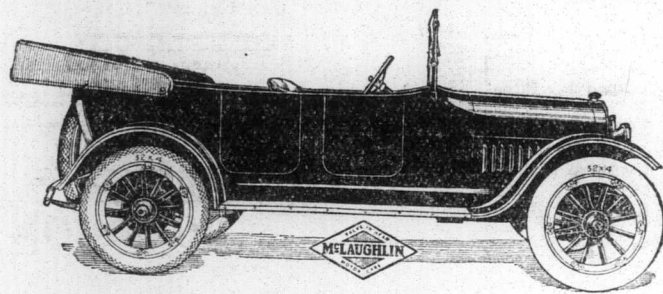
22 DALHOUSIE STREET

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

I. J. HOWES, MECHANIC IN CHARGE

JOHN A. HOULding

Overland Dealer For Brant County



Model D 63

A McLaughlin Model

Made in Canada—By Canadian Workmen—For the Canadian Public

PRICES:

Four Cylinder Cars
Model D 34 Roadster \$910.00
Model D 35 Touring \$925.00
F. O. B. Oshawa

Ask For Demonstrations Which Will Be Cheerfully Given

The Sensible Six

The Sensible Six makes an instant appeal to those sane level-headed motorists who are quick to appreciate real motor car value.

They recognize in this car an unusual combination of strength with light weight, six cylinder smoothness, comfort, style and economy.

The valve-in-head motor delivers full 41 h.p. at 2500 r.p.m.—1 h.p. for every 53 pounds of car weight.

The big over-size tires—32x4. Long, semi-elliptic springs, 51 inches in rear, and 112 inches wheel base, all make the Sensible Six one of the most comfortable and easy riding cars of its size ever built.

We are now in a position to give auto owners the services of a modern up-to-date Garage. We make a specialty of all repair work.

PRICES:

Six Cylinder Cars
Model D 62 Light Roadster .. \$1210.00
Model D 63 Light Touring ... \$1220.00
Model D 44 Medium Roadster ... \$1390.00
Model D 45 Medium Touring ... \$1450.00
Model D 44 Special Roadster ... \$1490.00
Model D 45 Special Touring ... \$1550.00
Model D 47 Sedan \$2350.00
Model E 49 Seven Passenger .. \$1900.00
F.O.B. Oshawa

The McLaughlin Service Garage

Gasoline J. H. MINSHALL Oil
13-15 Dalhousie St. Bell Phone 2168

Steering wheels are larger to give better leverage, clutch pedals are not so hard to depress, gears are simpler to shift and driving is generally easier. Even cooling, which was standardized in most respects, has come in for its share of refinement, and more water space and better pumps are found on the cars of 1917 than of 1916.

All Passengers Comfortable. Passengers have more comfort in 1917 models. Occupants can generally sit as they please, and also as they have to sit. There is also a greater choice in bodies for all purposes.

Among the body developments of the year are the club roadsters, the touring sedan, movable and adjustable seats, better upholstery, better arrangement of instruments and gauges, better tops, windshields and tire carriages and more luxurious fittings.

An important improvement is a wider choice in painting colors and trim. Many makers are getting away from the solid black and are offering instead blues and grass as standard or options.

Most important of all the improvements in bodies is the better arrangement of seats. The front compartment of the touring car is now as comfortable as the rear, and is no longer neglected when the body is laid out.

The close-coupled touring car has about passed out of existence, and in its place is the club roadster, so that in the pure touring design there is always plenty of room in the tonneau.

Two factors have been very important as regards room in bodies. The wheel-base is longer on most cars and the engine is shorter, due to the block method of casting. This has allowed from five to six inches more space to be used in the bodies of a great many cars, and it has been used to great advantage.

Development of Roadsters. A great amount of ingenuity has been displayed during the year in the development of the roadster. The four passenger type which has all the room of the small-touring car, and which still preserves the graceful lines of the roadster, have been the season's popular development.

These cars are seen around the country club and the shops are often owned by people who have one or more other cars in their garage.

The touring sedan which was introduced three years ago, is now developed to a higher extent than ever. In fact the sedan has become the most popular type of closed body and has made the limousine secondary.

If anyone were to place his finger upon this or that tendency of motor car construction at the present time, the fact that the purchase of automobiles is now a family affair would stand out as one of the most distinct.

It has only been within the last few years that this development has come about, for it can be readily remembered how, only a short time ago, the men of the family were the only ones considered capable of operating an automobile. Nowadays

erating an automobile. Nowadays the situation is entirely different; probably no one enjoys driving a car more than the women of the family.

A glance at any exhibit will reveal how automobile designers are treating with more than passing importance the elements which make a suitable car for family purposes. Women-demand is placing a premium upon comfort, convenience, ease of handling and safety.

NEWS NOTES OF 03 GE

(From Our Own Correspondent)
Mr. and Mrs. William Hickox of Galt spent Good Friday with Mr. and Mrs. L. Hickox.

Miss Clara Graham of Buffalo, N.Y. was the guest of her mother during the holiday.

Miss Muriel Thompson of Lynden spent a day of last week with relatives.

Ptes. Howard Drake and Gordon Tucker were home on their last leave this week.

Mr. Jean Herbert of Hamilton paid a flying visit to his home one day this week.

Mrs. Stuart McKenzie of Lynden spent a few days with her sister Mrs. R. Cryser and Mrs. James McKenzie.

Mr. Gilchrist spent the holiday at his home in Owen Sound.

Mr. J. A. Robinson spent Easter holidays at his home in Orillia.

Mrs. Brown of Buffalo, N.Y., is the guest of Mr. and Mrs. E. Wherstein.

Mrs. John Haas of Galt is visiting Mrs. E. McLaughlin.

Miss Shields spent the holiday at her home in Smiths Falls.

Mr. Leslie Bannister of Toronto, was the week-end guest of his parents.

Mrs. Gidden of St. Catharines is visiting her sister Mrs. Chas. Paton.

Miss Lovell spent the week-end with relatives in Wroter.

Miss Gertrude Steel of Brantford and Miss Anne Steele of Toronto, were the holiday guests of Rev. and Mrs. C. D. Farquharson.

Miss Ada Patten of Hamilton is the guest of her parents.

Miss Irma Horning returned to Toronto after spending the holiday with her parents.

Mr. and Mrs. Botham of Brantford were the holiday guests of Mr. and Mrs. J. Warrington.

Rev. J. R. McCrimmon of Hamilton conducted the services in the Presbyterian Church on Sunday. There died on Friday, Anna Margaret, six weeks old daughter of Mr. and Mrs. Almanza Chatterton. The funeral took place from Mr. Chatterton's on Sunday afternoon to the Union cemetery.

Mr. Thomas Osborne and Miss Marian Oliver of Brantford and Mrs. E. A. Smith of Hamilton are the

guests of Mrs. Mann. Miss Edith Mann has returned to Winona after spending the holiday at her home.

Mrs. John Walley and Miss M. Howell of Ingersoll are the guests of Mrs. F. Mann.

Mrs. Christie and children of Brantford are the guests of Mr. and Mrs. E. Little.

Miss Hazel Medcof of Hamilton spent the holiday with her parents.

The Ladies' Aid of the Methodist Church held their annual meeting for the election of officers on Thursday afternoon.

The Women's Institute held their meeting at the home of Mrs. A. Clemons Wednesday afternoon of

this week. Miss Jackson of Guelph is the guest of her sister Mrs. H. Nixon.

Miss Blanche Little of Brantford spent Easter with her parents.

A very enjoyable evening was spent at the social, given in German school under the auspices of the Farmer's Club on Monday evening of this week. The program consisted of solos, readings and instrumental after which a very appetizing lunch was served.

The Women's Institute held their meeting at the home of Mrs. A. Clemons Wednesday afternoon of

Children Cry FOR FLETCHER'S CASTORIA



MISS MYRNA SHARLOW, PRIMA DONNA SOPRANO, CHICAGO GRAND OPERA CO., AT THE GRAND, THURSDAY, WITH THE BRANTFORD CHORAL SOCIETY.