

BRODERICKS

Spring Announcement



NEVER in the history of this company have we faced our spring trade with such confidence in our ability to thoroughly please the careful dressers of Canada. There are many reasons for this bright outlook, and the distinction of our showing will be obvious to the casual visitor.

Mr. Broderick's visit to the Old Country has greatly strengthened our position, and although he has not yet returned many of his purchases have arrived, and it's these we ask you to come and inspect. You'll find a delightful variety of newest shades in **Scotch Tweeds** and **West of England Worsteds**. The tweeds are imported from the best mills in Scotland and England, the worsteds are from Wakefield, Holmfirth and Barnfather.

The famous and firmly established **Leith Serge** has been controlled by us on this continent for the past two years, with the most outstanding success and satisfaction to every patron. It is undoubtedly the best serge imported into this country, and we ask you to test what we so confidently claim for it.

Brodericks Limited
113 King Street West
TORONTO

MOTOR CHIT-CHAT

Motors at Rideau Hall.

HIS ROYAL HIGHNESS, the Duke of Connaught, is the first Governor-General of Canada to use the motor car as a regular method of conveyance.

When the Earl of Minto was the King's representative in Canada, the automobile was in the noisy, sputtering stage, like a squalling infant. Lord Minto drove in his stately coach and never dreamed of motoring.

In the Grey regime the motor car was perfected, but the Governor-General and his family remained true to the horse.

The Duke and Duchess of Connaught are the first tenants of Government House, Ottawa, to utilize motor cars as their chief mode of travelling to and from the city and surrounding country.

When the Dominion Government learned that the brother of the late King Edward VII. had been appointed Governor-General of Canada, and that he would require accommodation at Rideau Hall for a number of motor cars, work was started at once on the erection of a garage.

The garage is a two storey brick building, situated on the north side of the royal residence, and within a stone's throw of it. It is splendidly equipped, having every convenience. The chauffeurs reside in the upper flat of the garage.

The Duke has brought over from the old land two of the most handsome cars ever seen in this country. Both cars are 38 horse power, a silent engine, four cylinder, Daimiers.

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Motor Trucks and Their Cost.

THE question of the cost of running an auto truck depends upon level streets, and the absence of snow in winter. An auto truck will climb any grade or hill, and it will defy almost any reasonable fall of snow. Nevertheless, grades and heavy snow falls add to the cost of operation. For example, it costs more to operate a truck in Toronto than in Detroit where the streets are more level. For the same reason it costs more to operate a truck in Montreal than in Toronto.

One motor truck company which has had experience all over the United States has compiled a table showing that the daily cost of a two-ton truck that averages 70 miles a day is \$10.60; that a three-ton machine averaging 62 miles a day, \$12.20; of a four-ton truck averaging 55 miles a day, \$13.80, and of a five-ton truck averaging 50 miles a day, \$15.

Figures for 1,500-pound wagons are furnished by another company. They apply to nearly 1,000 of these light wagons in various parts of the country and in many lines of trade. The results of the tabulation show the average daily cost of running such a wagon capable of averaging 70 miles daily in regular service to be \$86.10 a month, or \$3.20 a day. This table does not include any charge for storage or garage work nor any insurance premium.

According to the testimony of large business houses it costs from \$6 to \$6.50 a day to keep a wagon and team of horses at work of three such outfits, and effects a saving in operation of 3 1-3 per cent.

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Motor Boats at Ottawa.

THE Ottawa Motor Boat Association is looking about for a clubhouse site along the Rideau Canal. The site must have at least a thousand feet frontage in order to accommodate the members and their craft.

Ottawa has the motor boat fever due to the fact that it is an ideal centre for the sport. The two Rivers, the Ottawa and the Rideau are convenient and suitable. The three favourite cruises are Ottawa to Kingston via the Rideau River; from Britannia or Aylmer to Chats' Falls up the Ottawa, and from Ottawa to Grenville down

the Ottawa. The first of these is the most popular. The distance is about one hundred and twenty miles, while the scenery on the Rideau is matchless. It is estimated that there are three hundred motor boats in Ottawa ranging from four hundred to a thousand dollars with a total value approximating one hundred thousand dollars.

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Motor Cycles.

WHEN bicycles were one hundred and fifty dollars each only a few enthusiasts could own one. Motor cycles are more expensive than bicycles ever were, and it is natural to suppose that their use will be limited. It is wonderful, however, how many motor cycles there are in use. During 1911 there were twenty-five motor cycles sold for every one sold in 1909. In two years the progress has been tremendous.

The motor cycle also has this advantage. It can be used for business purposes. Policemen on special duty and on suburban duty find it very useful. In time it will no doubt be used by firemen, postmen, doctors, contractors, surveyors and other persons whose business is benefited by quick transportation. The country will be greatly benefited if the plumbers could be induced to adopt them. It might not reduce charges, but it would at least reduce time.

When these new vehicles first come in they are used more by sportsmen and those desirous of getting new sensations. It was so with the bicycle and with the motor car as well as the motor cycle. As the bicycle and the motor car came to be more and more a matter of business and social convenience, such will be the fate of the motor cycle. The models show this year exhibit a degree of perfection which is almost marvellous. The free clutch has made a tremendous difference, and there are other features equally important. The improvement of the highways which is now promised by the Dominion Government should help motor cycling, especially if it comes in time to forestall the popularity of the airship. Government work is usually pretty slow, but it is just possible that the good roads may get here before the aeroplanes become a household necessity.

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Toronto's Auto Show.

AT the Toronto Auto Show, which opened on Wednesday of this week, there is being displayed to the public the most magnificent collection of pleasure cars, automobile trucks, and all the accessories of the industry that has ever been seen in Canada.

On the opening night of the Show visitors were greeted with the patriotic sight of an immense Union Jack covering the entire ceiling of the hall. This big blaze of light was formed of bunting outlined with thousands of individual electric bulbs. From the centre hangs an immense crown which measures fifteen feet in height and fourteen feet in diameter. This also is formed of coloured lights, over one thousand of them being used.

The visitors at this season's auto shows remark the improved finish on the cars of the 1912 models over those of former seasons. The manufacturers are devoting more attention to this aspect of the trade. The growing use of the self-starter is a feature this season, and while it has been known to some extent for some years, it is only recently that it sprang into popular favour owing to the improved types put on the market.

A good roads convention is being held during the week of the Toronto Auto Show, by the Ontario Good Roads Association. The dates for the convention are February 26th, 27th, 28th, and special railroad rates will apply for all autoists of the Province who wish to attend. One of the chief speakers will be Mr. Paul D. Sargeant, Assistant Director of the Office of Good Roads, Washington.