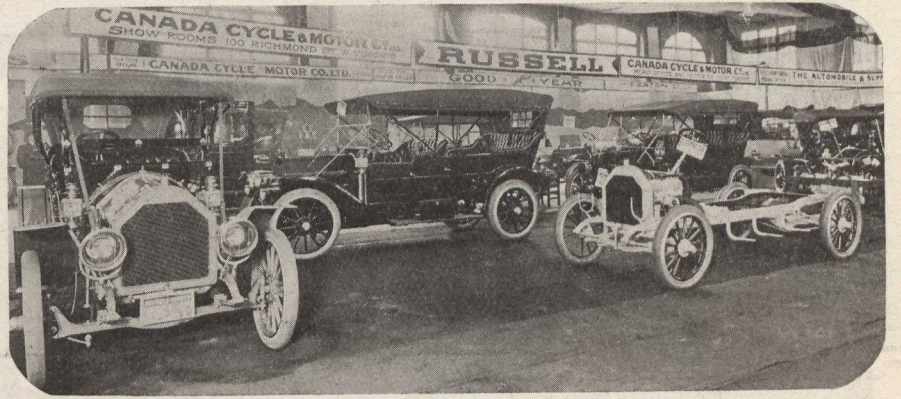


AT THE AUTOMOBILE SHOW



A variety shown by the Ford Motor Co., Walkerville.



Russell Cars exhibited by the Canada Cycle and Motor Co.

EVERY large city in the western world now has its annual Motor Show as well as its annual Horse Show. Toronto is no exception to the rule. Already there have been several automobile shows in Toronto but none of them equal the present one in merit or interest. Over one hundred cars of various makes and designs are on exhibition in addition to various displays of motor accessories, motor clothing, motor boats and motor cycles.

In his opening address, Sir William Mulock gave the plain reason for the success of the Motor Show in Toronto. Two years ago there were less than two thousand automobiles in Ontario, while to-day there are over eight thousand. That, and the fact that the number of Canadian manufacturers is growing steadily, accounts for the increase in the number of cars on exhibition. It is claimed that there are twice as many in this show as any previous Canadian function of this kind. Every Canadian is proud of the growth of Canadian manufacturing, and this show indicates that shortly most of the cars used in Canada will be manufactured in Canada. As in other lines of manufacture the Canadian firms will work with other firms in the United States in the matter of patents and improvements.

The Canadian factory will always have the advantage of being able to study the Canadian climatic conditions and tastes at first hand. Moreover, there is a sentiment among Canadians that, other things being equal, they would prefer to ride in a Canadian-made car. Of course, where they want an expensive car and are willing to pay a high price they are certain to patronise the best makers



General View of the Motor Show now being held in Toronto, under the auspices of the Ontario Motor League.

whether Canadian or foreign.

The Ontario Motor League is to be congratulated on the success of this show under its auspices. Under the management of Mr. Wilcox, the Motor League has certainly made itself felt in the community. Its membership has grown recently from 225 to 800 and its directors comprise not only prominent Toronto men, but also leading motorists in Hamilton, Brantford, St. Catharines, Belleville and other places. With the league are affiliated regular automobile clubs in quite a number of towns. The league has done splendid work in seeing that proper regulations are put on the statute books, both Provincial and Dominion, with regard to automobilism. It has done everything possible to prevent the reckless motorist from being a public nuisance. It has also done a splendid work in connection with the good roads movement and has made many plans for good roads.

Among the Canadian firms exhibiting at the present show the following may be mentioned: The Canada Cycle and Motor Co., which may be termed the pioneer Canadian company; the Ford Motor Co., which has been manufacturing for some years in Walkerville; the Reo Motor Co. of St. Catharines; the McLaughlin Motor Car Co. of Oshawa, makers of the McLaughlin-Buick car; also the Hupmobile Motor Co. of Detroit, which is now establishing a branch factory at Windsor; and the E. M. F. Motor Company at Walkerville. Of all the companies the Canada Cycle and Motor with their famous Russell car are doing the most to show to the world that Canadian brains and mechanical skill are unexcelled under fair competitive conditions.



The Latest in Motor Clothing, the exhibit of the T. Eaton Co.