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THE TORONTO SUNDAY WORLD

SUNDAY MORNING AUGUST 19 1917

Modern Motorists' Entour Not Cramped By Excess Baggage

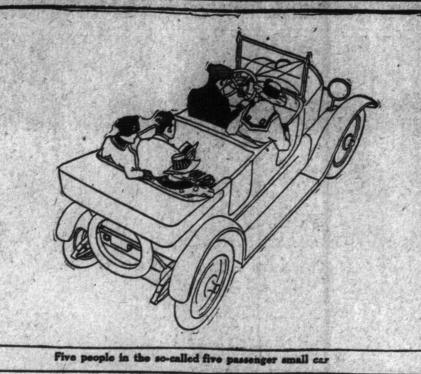
Motor Tourists Have Learned Wisdom of Traveling Light -Suggest Anti-Car Theft Association for States -England's Post Bellum Cars to Be Light-General Motor, Touring, Trade, War and Aviation News From Detroit.

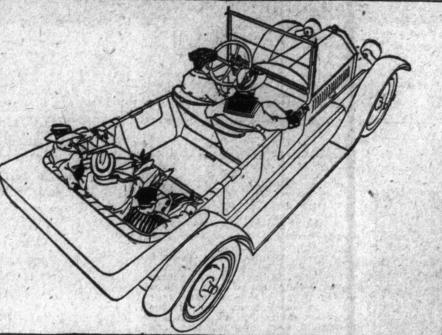
Special to The Toronto Sunday World. Detroit, Aug. 18.—Traveling light while touring thru the country is now the ambition of a great majority of the tourists

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vards.
Concerted action taken nationally, well thought-off action well carried out, and the strictest maintenance of a decision to spprehend and prosecute thieves, and to bring about more drastic laws in the maiter of automobile theirs new going on all over the strictes to be obtained, were they possible of compilation, the country. Were real figures to be obtained, were they possible of compilation, the country would be aroused.
There shoukl be formed a, national vision of attorneys entry out the angineer of the Cadillac Motor Car Competition company by W. C. Durant, and has been returned to his former position by R. H. Collins, now president and general manous with the Cadillac Company at the time the Lelands were connected with the company. Affect were also were and to the same and to be avaided to the same and

A. B. Barkman, head of the manufac-turers' service bureau of San Francisco, and Noel B. Clarke, of the bureau, reach-ed Detroit Monday, having stopped at Jackson en route. Mr. Barkman said that trade conditions on the coast were first-class, in fact better this year than last, with no sign of any effect of the war. His own business is growing rap-idly, his work being the distribution of motor cars and trucks.





Five people comfortably seated in a Canadian Studebaker car

Victoria & Richmond Sts. Main 4630

and power, you will find as many

Nearly every automobile manufacturer has made an increase in prices, but Studebaker prices still remain the same as they were last Spring. This further increases the value of Studebaker cars in comparison with all others, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

Is the Small Car an Economy When You Have to Sacrifice So Much?

EXT to buying a home, a car is perhaps the largest purchase you'll ever make. It involves real money. It ought to be correspondingly considered.

The amount involved in the purchase of an automobile is too big a sum to spend just on some friend's recommendation or some salesman's talk. Look at it as an investment. Think of next week, next month, next year.

Think whether you are going to climb out of the new car a week from now, tired and cramped because it is too small for touring—whether you are going to be able to take a few friends on a trip and have them comfortable—whether the car will stand up for years of hard service and ALWAYS be ready for use, and if you should desire to re-sell or trade in, will have the least possible depreciation from its original price.

Think of the future—think of the way you would buy your home—how you wouldn't let a few dollars stand between you and perfect satisfaction -then decide whether it is true economy to buy a car that you will soon find lacks the essentials of motoring satisfaction.

When you buy such a car you may save a little money on the original price, but you must make sacrifices.

In a Studebaker car you get power enough for any hill, power that will pull you through the deepest mud and sand; comfort at any speed, roominess that small cars do not have; and high quality materials and accurate workmanship combined with the accessi-bility and adjustability that actually make upkeep and operation charges for a period of three years *less than those of any small car*.

Think it over. Then see the car that is built to give all the necessary essentials at the lowest possible price, the car with a twelve months' guarantee.

SUNDAY

COLE "8"

Cole Would

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"Built in Studebaker Factories at Walkerville, Ont." Four-Cylinder Models Six-Cylinder Models McMULLEN & LEE, Limited FOUR Roadster . . . \$1375 FOUR Touring Car . 1375 FOUR Landau Roadster . 1900 2245 1635 YONGE AND GRENVILLE STREETS FOUR Every-Weather Car 1675 All prices f. o. b Walkerville PHONE NORTH 8000 **MARMON'S BRAKES DEMAND FOR SAXON** ing to buy motor cars. Many are now placing orders that they have been holding off on since spring, and many A WORD ABOUT PATCHES. A Correction Re the **VERY EFFICIENT** SIX INCREASES Every rider has at some time more are buying because they are cer-tain that business is going on as usual. Stopglare Lens other experienced trouble in making cement patches stick properly. "I believe that the selective draft In an article on "Stopglare," the new Canadian anti-head-light-glare lens that appear-ed in these columns a week ago it was stated that "Stop-glare requires no adjustment of the electric bulb to elimin-ate glare as do many of the "I believe that the selective draft will help the motor selling situation. With it out of the way a large number of prospective motor car owners will be able to select their cars, a thing they could not do until they saw whe-ther they were going to be selected for military service. This is without a doubt the best to make sure of a patch; After thorely cleaning both p and tube, apply a coat of cemen each, and let both thoroly dry. peat this two or three times, b This is without a doubt the best way Total Braking Area of Light-Saxon Dealers Contract for After thoropy cleaning both patch weight Car, 360 Square Augmented Supply of Cars and tube, apply a coat of cement to Inches. Everywhere. "With the great number of auto-mobiles now in everyday use," said H. H. Rice, sales manager of Nordyke and Marmon Company, makers of the Marmon 34, "one of the most vital demands made upon the automobile engineer, is that the motor car's brakes are efficient, and that they can be applied with ease. Many times a day the driver of an automobile is called upon to meet un-expacted emergencies in which he trusts his life and the lives of the other occupants of the car to the brakes. At a critical moment no feature is more important. peat this two or three times, being "This fall is going to be a big one in every line, and I believe that the best proof of that is to be found in the mo-tor car dealers who are all preparing for increased business. They know the people and conditions, and their opinion may generally be taken as a pretty good estimate of their own par-ticular locality." ate glare as do many of the other glare eliminating lenses" This was, of course, an error, Fullest confidence thru the country as no lens requires an ad-justment of the electric bulb. that the coming months will see nothing but increased prosperity for Am-The statement should have been: "Stopglare lens reerica is indicated by the manner in requires no lens adjustment to eliminate glare, etc." which Saxon dealers from the coast to coast and gulf to the Arctic are contracting for next year's allotment of Saxon motor cars. 40 to 60, which, if neglected, means a In the last two weeks many big con waste of power, a great wear on the car, and other troubles. The Marmon tracts have been closed with dealers in the larger cities of the continent, system of oilless bearings and auto nore important. "Marmon engineers have developed matic chassis lubrication, are an oband in a number of other cities which a brake system with a margin of safe-ty hard to find in cars of any class ject lesson in simplicity that the newer automobiles are showing a tendency to emulate. There are on lies in the heart of the farming regions. regardless of price. The emergency brake, conveniently within the reach Every one of these dealers has signed for a large number of cars, and in the entire car but four grease cups. Freedom from keeping a careful many cases a watch over a large number of grease than last year. of the driver's right hand as he sits many cases a number much greater at the wheel, requires no movement of the body in application. This hand cups, and the necessity to keep them SAXON "SIX" brake operates a set of two internal expanding brakes on the rear wheel, The Loveland Company, distributors well filled and properly cleaned, spells relief for owners of the Marmon 34, for Buffalo, Cleveland, and Detroit, in which car as careful attention has been paid to lubrication as to other while the foot brake operates a set of has a contract that amounts to \$1,782,two external contracting brakes. The 000, and the Hathaway Motor Com-pany of Kansas City has signed for total braking area is 360 square inches—10 square inches for every 100 important engineering principles. The Car of cars to the value of \$1,270,500. Des pounds of weight, which is an extra-STROMBERG - GARLSON Moines, Ia., and Philadelphia's conrdinary braking capacity. tracts amounts to more than one mil-"The braking surfaces are asbestos fabric against pressed steel drums which are securely fastened to the lion dollars, while such smaller cities "Known Quality" as Atlanta, Ga., and Sloux City, Ja., INTER-COMM-PHONES have contracts that call for cars valued wheel hubs. Marmon brakes permit the car to be retarded smoothly tho quickly, or to be brought to an abruyt at more than \$500,000. In addition to these cities many None Betterother dealers have signed for cars in Quality Ensures Economy lots of more than 300 each. Among them are the dealers at Memphis. Spokane. Boise. Helena, Syracuse None So Good. "Light cars do not require brakes to large as heavy cars, but notwith-Bet our proposition bestanding the Marmon's 1100 pounds lighter weight than comparable cars, Saxon "Six" Touring - - \$1260 Saxon "Six" Clover Leaf - 1260 Saxon "Six" Sedan - - - 1760 fore you buy. Omaha. Neh.; Portland, Ore.: Stockthe diameter of the brake drums is half the diameter of the wheels with ton, Cal., Albany, Cincinnati, Columbus, Hastings, Neb ; Richmond, Va.; Daytires mounted. ton. O., and Oklahoma City. "This makes possible extraordinary "This year will see the best fall braking efficiency requiring only a minimum effort in handling, which is so prominent a feature of Marmon selling season we ever have had." says F.O.B. Windsor R C. Getsinger, salesmanager of the Saxon Motor Car Corporation. "The slight decrease which was felt all over the country in the last spring will be construction." Not only is the Marmon 34 a half-Saxon Sales Company, Limited ton lighter and more economical in fuel and tires than any comparable car, but its refinement of detail elimmore than made up by the fail buyers. "With the facing of confidence re-557 Yonge St. (Corner Wellesley) Toronto SIGNAL SYSTEMS, Ltd. res increshnt attention. If you take the truble to count the grease cups on cars of equal size Telephone North 5594. 2 Robins Bldg. the hilmner crops which bes not and

tionfly anguand in many pathian of the "Less to Buy---Less to Own---Less to Operate." hig increase in industrial and mayufacturing enterprises, the public is