

TWENTY-ONE YEARS OF AUTOMOBILES HAS SEEN MANY NEW RECORDS MADE

Two New Goals Were Reached During the Year of 1916 Just Passed; Total Manufacturing Value Exceeds Billion Dollar Mark For First Time

From the first, without a lapse in a single year since the beginning 21 years ago, the automobile has been a maker of new records. Not all of these records, as a matter of course, have been of equal significance; some have but marked gains within one period of development; others, fewer in number, but far-reaching in effect, have signaled the entry into new periods of development in the making and distribution of motor vehicles.

In the year just closed two new goals of this deeper significance were reached. For the first time the billion mark in motor vehicle production in the United States and Canada was passed, and for the first time the total value of passenger automobiles and motor trucks manufactured went beyond the billion dollar mark.

According to figures given out by the National Automobile Chamber of Commerce, which represents the motor vehicle manufacturers of the country, the total production of all classes of cars was 1,617,708, of which 1,525,578 were passenger automobiles and 92,130 truck or commercial vehicles. The total value of this output, based on the retail price was \$1,938,028,273, represented by \$921,278,000 in passenger cars and \$1,016,750,273 in trucks.

80 Per Cent. Gain.
In 1915 the total output of cars was \$92,618, the gain in production over the preceding year is, therefore, 80 per cent, and this increase is twice as much as the average annual gain since the foundation of the industry. At the beginning of 1916 the National Chamber of Commerce estimated that the production for that year would be 1,200,000. The prophets of the automobile industry have never been lacking in boldness and imagination but those prophets worth heeding fell short of the actual output in 1916 by more than 600,000.

Of the 1,617,708 motor vehicles produced in the United States and Canada in 1916, 73,200 were exported, leaving for distribution in these countries 1,539,508. The National Automobile Chamber of Commerce estimates that there are not less than 2,500,000 motor vehicles in North America.

What is the dominant note of the new period which the automobile has entered? In the opinion of the manufacturers the automobile has fairly won its way to recognition as one of the great public utilities, comparable with the railroads, the telephone and the telegraph as a factor in national development. Each of these established a new system of communication; they made the States and Provinces of the United States and Canada more united, so to say. Each played its part in knitting the country into something truly national. The gain was vast, but in sweeping aside old ways of communication there was one great loss. The building and extension of the railroads laid a deadening hand on the development of highways and roads. The old traffic that went by way of the four-horse freighter over highway and turnpike from one province to another was loaded into railroad freight cars. Public attention was taken from consideration of highway maintenance or building on a large scale. Highways, generally speaking, became merely local.

New Life Added.
To put life into the highways again required a new kind of vehicle, with a speed far surpassing the horse, and economical of operation. This is the field of the automobile; here is the great part it is to play

in a development that in the end will compare favorably with the progress promoted by any other of the great public utilities. Systems of country-wide highways are to be built that were not dreamed of as possible before the automobile appeared. These highways are to bear a traffic, passenger automobiles and motor trucks, never imagined in the days of the horse.

The railroad, with all its capacity for service, has its limitation. It is rigid transportation, bound to steel tracks. The automobile is elastic transportation, free to go wherever the highway leads. To have a home or a farm at any considerable distance from the railroad or the trolley line was to be out of the world. These places the automobile is bringing into the world. It is reaching out and knitting into the great life of the world, as a new part of it, isolated areas, where life was cramped and dull, and resources undeveloped.

National Problems.
Problems of national importance that remained unsolved in spite of all the railroads, telephones, telegraph, rural deliveries, and lecture bureaus in existence, the automobile is to forward to solution. One of these, fundamental to national well-being and progress, is to stay the movement of population from country to town, to keep the farmer on the farm. This problem first entered the stage of active discussion about two decades ago and the interest it aroused was the father of the "Back to the Land" movement and the "Forward to the Land" movement. Farm life was pictured in alluring colors by lecturers, and thousands of city people were induced to "go forward" to the land; hence, later, most of them retreated to the city in thorough sympathy with farmers who would not stay on the land. Even with heralded conveniences of the telephone, the rural mail delivery, and a near-by railroad, the farm was a dull place to most people. Just what was the matter no one could tell, when the reverse movement began. Now it turns out the chief trouble was lack of adequate transportation.

This the automobile is supplying. It is within the bounds to say that the motor car is transforming farm life. With the horse-drawn vehicle the farmer moved back and forth from country to town at the rate of about three miles an hour. With the automobile the rate of travel is probably about 15 miles an hour. It is at once seen how such rapid transportation increases the scope and activities of farm life. Economically, on business trips, it is a great saver of time. Socially it removes the isolation of farm life. The trip to town or city for an evening's entertainment is quickly made. The farm neighborhood is much extended. Twenty miles is no distance to go—more than a half day's trip with a horse and buggy.

In bringing about the economic and social gains which the automobile is capable of producing, good roads are necessary. Automobile production is ahead of road production and the automobile manufacturers realize now more than ever before that the future distribution of motor vehicles depends on the construction of highways capable of standing up under heavy automobile traffic. To building the right kind of roads rightly trained men are a primary essential.

While road building is behind au-

tomobile building, this year will see the greatest road construction ever undertaken in this country. It is estimated that \$250,000,000 will be spent in road building in the United States and Canada this year. There is hardly a State or Province that does not realize the importance of connecting up by solidly built roadways with the main highways that enter it from adjoining States and Provinces. Otherwise, the ever-increasing stream of motor vehicle traffic will pass it by.

What is the production for this year? It will be larger than 1916, in the opinion of the manufacturers. It is recognized that the last year was a phenomenal year, and while the automobile has been treated to one phenomenal year after another an 80 per cent gain in 1916 was not looked for. One man in touch with the industry predicted the increase of 1917 over 1916 would be not less than 20 per cent.

MONEY MARKET.
London, Feb. 9.—The arrival of the American mail removed a fair amount of money from the market today and with the heavy applications for the war loan conditions were tighter. Discount rates were steady.

Since August 1, 1914 to November 30, 1915 the construction of the Hudson Bay Railway.



MILITIA MAN BOOSTS DODGE BROTHERS CAR

J. R. Whitlock, Who Served on the Border With New Yorkers, Enthusiastic Over Car Performance.

Dodge Brothers Cars in use by the U. S. Army continue to win favorable comment.

J. R. Whitlock, of Summit, N. J., who served on the Mexican border with the New York troops, is the latest to give Dodge Brothers car a boost.

He is quoted in a New York paper as saying: "There is nothing like them in Texas and we had a good variety of cars in use at our division headquarters at that. I drove the quarter-master's Dodge more than 500 miles over the worst imaginable roads and through miles of adobe mud, which was frequently under a layer of water. Only once was the car unable to pull itself out and then only because of a broken chain. It was amazing the way those Dodge cars stood up under such treatment as they received. I started driving with little appreciation of the Dodge. I return, filled with enthusiasm."

AMERICA'S YOUNGEST BIG MILLIONAIRE ON WAR DUTY. William Vincent Astor, Lieutenant in the United States Naval Militia volunteers, is on duty with his corps guarding the bridges and wharves of New York City.

Colonel Henry Watterson, the well-known southern editor, believes that war between the United States and Germany is inevitable. While admitting woeful unpreparedness, Col. Watterson thinks the United States could do good service in helping to destroy the Hun U-boat fleet. He says that the Berlin military junta realize that they have not the resources for another spring and summer campaign and hope to win by one wild, desperate rush in total disregard of obligations and consequences.

Men Wanted for the Navy

The Royal Naval Canadian Volunteer Reserve, wants men for immediate service Overseas, in the Imperial Navy

Candidates must be from 18 to 38 years of age and sons of natural born British subjects.

PAY \$1.10 per day and upwards. Free Kit.

Separation allowance, \$20.00 monthly.

Experienced men from 38 to 45, and boys from 15 to 18 are wanted for the CANADIAN NAVAL PATROLS.

Apply to
COMMODORE JEMILUS JARVIS, Naval Recruiting Officer, Ontario Area,
103 BAY STREET, TORONTO, or to the
Department of Naval Service, OTTAWA.

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

Order your Chalmers before Mar. 1 Save \$150



It's \$1,475 if you buy in February.

March 1st the 6-30 Chalmers goes to \$1,625.

Order now for later delivery and get your Chalmers at the old price.

\$150 for a quick decision.

It was in the 6-30 that the Chalmers institution drove to success. The car is a Chalmers ideal. A sensible car. A sound buy.

At 1,475 it's an Opportunity.

What any man could desire, in style, appearance, finish, luxurious comfort the Chalmers has. Nothing extravagant. But quiet good taste and good sense. Room for 5 at least. Easy balance on the springs. Power, plenty of it for high speed or heavy going. Life in crowded traffic. Pep on the hills.

It's a road-active-car—A MOTOR CAR—a Chalmers.

Canadians make it.

The Canadian Chalmers Factory directs the service to Canadian owners. A part it

is, of the Chalmers institution. Chalmers ideals mould its policies.

Chalmers the ideal car for every day business attracts men of Chalmers calibre.

The big motor car men in every city join hands with Chalmers. Good service made them successful. Linked to Canadian Chalmers their ideals of serving the public are Chalmers ideals.

See the Chalmers 6-30. Meet the men who will serve you when you become a Chalmers owner. Be prepared to buy, you will save \$150.

In February \$1,475. March 1st \$1,625.

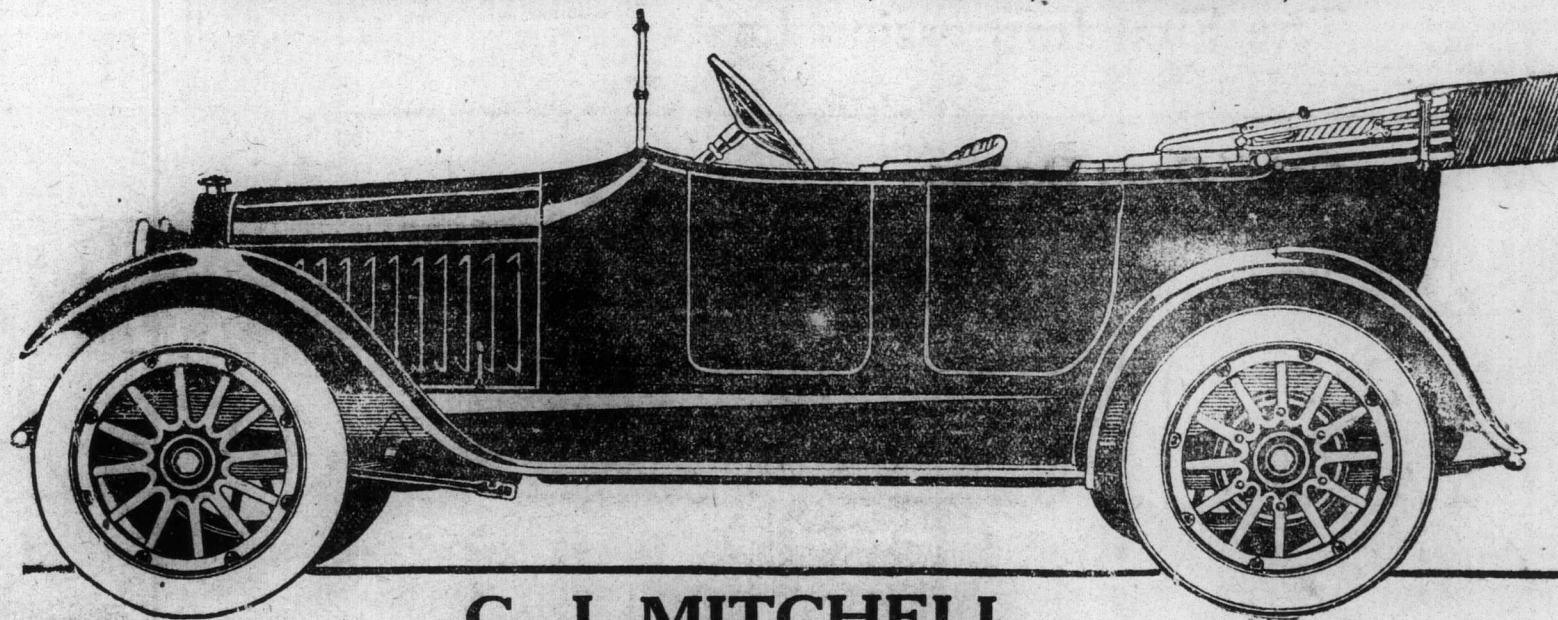
SPECIFICATIONS:

45 h.p. 6 cyl. High-Speed L-head Motor; 3 1/4 x 4 1/4 cast on bloc.
Thermo-syphon cooling. Thermostatic control. Force and splash Lubrication. Stewart Warner Vacuum Gasolene feed. Stromberg air-heated Carburetor. Westinghouse 2-unit starting and lighting. Remy ignition with Willard Batteries. Wheels, 5-pass. 32x4; 7-pass. 34x4; Non-skids on rear. Wheel-base, 5-pass. 115 in.; 7-pass. 122 in.

Present Canadian Prices Good Until March 1st

Chalmers 6-30—5-passenger	Chalmers 7-passenger
ger Touring - \$1475	Sedan - 2555
" Roadster - 1475	" Limousine - 3555
" Cabriolet - 1995	" Town Car - 3555

THE CHALMERS MOTOR CO. OF CANADA, LIMITED, WALKERVILLE, ONT.



C. J. MITCHELL

DARLING ST., BRANTFORD

Phone 632



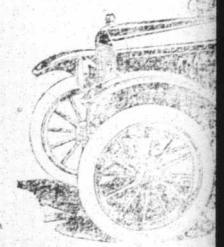
THE DUCHESS OF CONNAUGHT AND THE DUKE IN LONDON. Her Royal Highness, who was 46 popular in Canada, but who left just after a long siege of illness, has regained her health in England and is seen in the picture assisting the Duke to open the "Exhibition to Teach Economy," in England.

—By McConnell in Toronto News.

"CANADA HAS
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