

MOTORS AND MOTORING

MOTOR PROGRESS

Whenever a man asks me whether I think he could profitably use motor vehicles in his business, I am reminded of a venerable story about a certain English squire, writes John C. Hilder in "The Independent." It is so old that it seems pardonable to quote it here, since it must date back beyond the memory of even the oldest inhabitants. The squire affirmed that he liked brandy with his dinner on only two occasions—when duck was served, and when it wasn't. And so I tell the man who wants to know whether he ought to use trucks, that he ought to use them only under two conditions; if he has too much business for his present equipment, or if he hasn't enough.

That may seem paradoxical. But it is 98 per cent. sound. For the truck—used generically so as to include delivery cars and trailers—not only speeds up delivery and haulage systems, but it also widens their scope. Take the case of a certain retail merchant in a city not far from New York. The city in question had a widely extended suburban district. It was surrounded by a sort of chain of small towns, each too far from the other to make separate deliveries profitable. The merchant realized one day that in these small outlying towns lay a splendid market. The problem was merely to find a way of taking goods out to them. He knew that if he could solve that, he would have little difficulty in building up a good trade with the townspeople. He realized also that he could get the cream of this trade if he acted quickly, because none of his competitors made deliveries to these towns.

So he divided the territory into zones. Then he bought a truck for each zone. He figured that one of the trucks could complete the circuit of one zone and touch every town therein twice a week. And he planned to have the other truck visit the towns of the more concentrated zone every other day, or three times a week.

The program for the twice-a-week truck was, starting, say, on Monday, somewhat as follows: Monday, make four towns and spend the night at the fourth. Tuesday, make four more towns and spend the night at the eighth. Wednesday, make three more towns, arriving home Wednesday afternoon.

He made definite arrangements with garages at the towns where the truck was to stop over night, and required the driver to report each night by long-distance. The other truck started out Monday morning, and returned to the

store Tuesday night, going out again Wednesday morning. By vigorous circularizing of residents in the towns served by this motor delivery system, the merchant built up an almost unbelievably profitable trade. A large part of this was mail order business. People like the idea of regular deliveries from a metropolitan store, and as this particular merchant had a first-class reputation for honest values coupled with fair prices, they were glad to avail themselves of the opportunity of buying from him.

Here is an instance of where trucks actually created profitable business that would never have come without their help.

It was quite some time before this merchant's competitors rubbed the dust out of their eyes and followed his example. The result was that he got such a lead on them with respect to this out-of-town business that, although they have since instituted similar systems of their own, he has more of the patronage than all the rest combined.

I have not yet mentioned two important features of this wide-awake business man's delivery system. First, he used great care in choosing drivers for his trucks. He knew that, besides being an efficient driver-mechanic, each man would have to be something of a salesman, which means that he would have to be intelligent, courteous, neat in speech and appearance and, above all, strictly sober at all times. It was within the power of the driver to hold customers or lose them—in fact, not alone to hold customers, but to make new ones by giving such a good impression that customers would recommend the service to their friends. The merchant paid his drivers well. He gave them bonuses based on the records they made, thereby affording them an additional incentive to take more interest in their work.

The second feature lay in the advertising value of the trucks themselves, which were painted a distinctive color and bore the name of the store together with a sentence descriptive of the system.

Needless to say, the aforesaid merchant made each driver submit an exact report of every cent spent for gasoline, oil and other supplies while on the road. In this way he was able to tell how much the service was costing him, and by striking an average cost per trip was provided with a reasonably dependable check on the condition of the trucks as indicated by their performances. The trucks were carefully inspected after each trip and all adjustments and repairs made at once. And,



SCENE IN "FAIR AND WARMER" AT THE GRAND TONIGHT.

mark we well, lubricants were used without stint.

All this goes to show that you should never be sure you don't need a motor vehicle in your business. It shows likewise the inestimable value of emulating the noble redskin by keeping an ear to the ground so as to be always a jump or two ahead of the enemy.

SCROFULA AND ALL HUMORS GIVE WAY

There are many things learned from experience and observation that the older generation should impress upon the younger. Among them is the fact that scrofula and other humors, which produce eczema, boils, pimples and other eruptions, can be most successfully treated with Hood's Sarsaparilla.

This great medicine is a peculiar combination of remarkably effective blood-purifying and health-giving roots, barks and herbs, which are gathered especially for it.

Hood's Sarsaparilla has stood the test of forty years. Get a bottle today—now—from your nearest drug store. Always keep it on hand.

MUSICAL CLUB ENTERTAINMENT

Enjoyable Event Observed at Paris—Other Paris News.

Complaints of non-delivery of The Courier in Paris, should be telephoned to Norman Flahiff, phone 15, who has been appointed The Courier Agent.

(From Our Own Correspondent)

Paris, Jan. 26.—Captain McKenney, Chaplain of the 215th Battalion in England, as was reported. Sir Gilbert Parker of the British Commons is at Montreal. He predicts that the war will end by autumn.

Dr. Steele (S. Perth) has given notice of a resolution in the Commons providing for legislation this session to extend the franchise to every British citizen who enlisted with Canadian forces for overseas service.

There was a good attendance at the Central School last evening, when the Paris Musical Club, held their first concert of the season in the Auditorium. The interest manifested at the meeting speaks well for a very successful season. The President of the Club is Mr. J. W. Hilborn and the Secretary Miss Parquharson. The following excellent programme was given:

Song "We Sweep the Sea," (T. M. Aver), Mr. Ed Aver; song, "My Dear Soul," (Sanderson) Miss G. Stewart Jones; Piano (Clapin) Mr. Thompson; Paper "On Music" Miss M. Blake; Vocal Quartette "Serenade" (De Faye) by Mesdames Sinclair and Travers and Messrs. McCammon and Taylor; Song, selected, Miss M. Shepherd; Piano "Funeral March" (Chopin) Mr. K. Tennant; Song "The Sunshine of Your Smile," Mr. William Hurst. Vocal Duet, "The Colors of the Flag," by Messrs McCammon and Aver.

Miss Legart, a visitor in town favored the audience with several violin selections, which were much appreciated. At the close of the meeting, Dr. Pearce spoke of forming a Choral Union in connection with the Musical Club, to practice every Thursday evening, at 8 p.m. beginning next week.

The election for the two members to complete the Municipal Council for 1917, took place yesterday, and proved to be a warm and exciting contest, a large number of votes being polled. Following is the results by wards:

North mlvv
South vk bgk bkgkbgk
Total gkbgk bkgk
Geo. Lee 143 54 15 17 129
McCammon 129 117 46 78 370
Thompson 118 63 34 30 245
Geo. Wooler 81 105 50 71 307
Mr. John McCammon and Mr. Geo. Wooler were elected.

The community was pleased to learn yesterday that Mr. John A. Thompson's efforts on behalf of Mrs. Allen Fraser, the Carnegie Hero Fund had been successful she having been awarded \$50.00 per month with an additional \$5.50 for each child. It will be remembered that last August her husband while bravely attempting to rescue three young ladies, who were in danger of drowning in the Grand River, lost his life. Miss Doris Adamson being drowned at the same time.

LOST—Purse, containing large sum of money, also post office key, Paris Rink, Tuesday evening. Finder leave at Star Office, Paris, for reward.

During last year \$28,957.43 was spent on good roads in the county of Perth.

CONTRIBUTIONS TO WAR RELIEF

Women's Institute of Brant County Gives Generously to Cause

Women's Institute in Brant County have not been inactive since the beginning of the war. Not only has cash been generously donated outside of the county and township grants, but the following statements will show that comforts of various kinds have been freely given.

The Women's Institute of Onondaga have contributed as follows:

Hospital Ship Fund	\$ 67.75
Motor Ambulance	150.00
National Committee	15.00
Prisoners' War Fund	7.63
Belgium Fund, cash	28.50
Belgium Fund, goods	25.00
Red Cross Fund, cash	18.00
Red Cross Fund, Pillows	150.00
Red Cross Fund, Socks	46.50
Red Cross Fund, Jam	59.60
Red Cross Fund, Pyjamas	68.75
Red Cross Fund Surgical Shirts	20.00
Red Cross Fund Sheets and Rubber Sheeting	45.00
Red Cross Fund, Quilts	20.00

Total 721.73
The following amounts have been forwarded by the Women's Institute of Middleport:

Belgium Fund	3.00
Ambulance Fund	\$100.00
Jams and Jellies	45.00
Quilts	15.00
Books	10.00
Red Cross Society	5.00
Two Boxes	150.00

Li-Col W. J. Green of St. Thomas is recovering, not dying from pneumonia in England, as was reported. Sir Gilbert Parker of the British Commons is at Montreal. He predicts that the war will end by autumn.

Children Cry FOR FLETCHER'S CASTORIA



← This Trademark

On machinists' fine tools insures your getting the latest word in accurate and up to the minute tools.

STARRETT TOOLS

in a machinist's kit stamps their owner as a man who is accustomed to working accurately. The man who works accurately wants Starrett Tools.

Howies
ESTD 1885

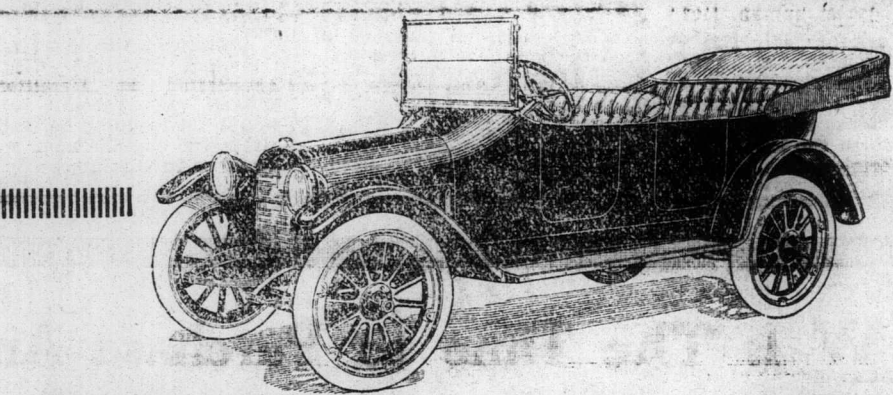
Successor to Howie & Feely

76 Dalhousie St.

Temple Bldg.

"If advertising space in newspapers could be sold at standardized rates—based upon a fixed price per line for each thousand of circulation—space buyers would rejoice. At least, some of them seem to think that they would. But advertising space does not have a standardized VALUE, therefore cannot be sold at a standardized rate. IN THE CASE OF NO OTHER COMMODITY DOES QUALITY PLAY A STRONGER PART."—Editor and Publisher.

The Courier rightly claims "Quality" circulation in Brant County. Its subscribers are people of real purchasing power.



A McLaughlin Model

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

PRICES:
Four Cylinder Cars

Model D 34 Roadster \$895.00
Model D 35 Touring \$910.00
F. O. B. Oshawa

Ask For Demonstrations Which Will Be Cheerfully Given

Valve-in-Head Motor Cars

There are no stancher friends or admirers of all things McLaughlin than the youngsters everywhere. Every schoolboy knows the McLaughlin as far away as the eye can see, and hardly a day passes in the life of a McLaughlin owner that some boy doesn't shout a hearty "Hello, McLaughlin!" in friendly greeting.

Urged on by their endless curiosity and their natural instinct to know the "why" of all things mechanical, all boys quickly learn that the McLaughlin Valve-in-Head motor is supreme for power and for all the other factors which make for motoring satisfaction. Nine out of ten boys, if asked to name their preference among motor cars, would choose the McLaughlin, we honestly believe.

PRICES:
Six Cylinder Cars

Model D 42 Light Roadster \$1185.00
Model D 43 Light Touring \$1195.00
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 D 49 Seven Passenger \$1900.00
F.O.B. Oshawa

The McLaughlin Service Garage

J. H. MINSHALL

13-15 Dalhousie St.

Bell Phone 2168

THE NEW SERIES CHEVROLET

The Only Car at Its Price in Canada Fitted with Electric Starter and Electric Lighting Equipment.

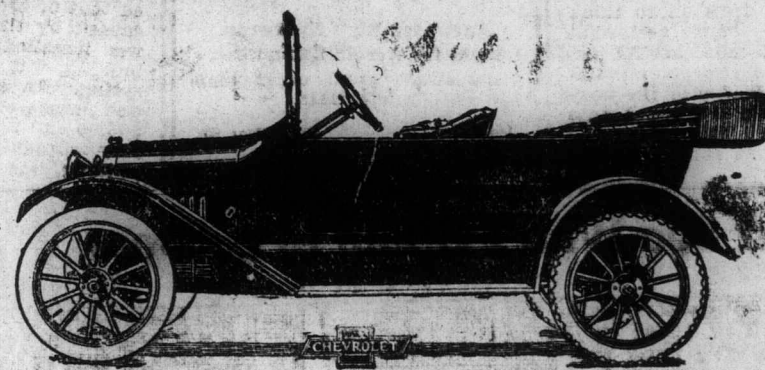
The powerful valve-in-head motor insures CHEVROLET owners of ample speed, with sufficient surplus power to take hills on high gear.

The selective sliding gear transmission, with three speeds forward and reverse, makes motoring a pleasure and facilitates progress in congested traffic and over bad roads.

The new front and rear spring brackets, cantilever springs, together with new improved upholstery on seats and back, make the CHEVROLET extremely easy riding.

The ample roads clearance makes the CHEVROLET the choice for the country roads in rural Canada.

Other features usually looked for in high-priced cars, but all found in the CHEVROLET, are electric lighting and starting system, new accelerator foot-rest, oil indicator light equipment, mohair top, non-skid tires on rear wheels.



CHEVROLET MOTOR CO. OF CANADA LIMITED
OSHAWA ONTARIO

SEE THE NEW SERIES CHEVROLET AT YOUR NEAREST DEALER'S

Sold locally by,

SIMONS & WALLACE, BRANTFORD, ONT.