

SELECT YOUR AUTO TO-DAY

Carried Million Persons And Had Only Two Accidents Is Record

Montreal Auto Service Company Uses "Safety First" Slogan To Advantage — Drivers Are Always Cautioned.

To carry almost 1,000,000 passengers 12 months with only two slight accidents is a record which most railway companies would be proud of. On time to time it is learned that serious accidents have occurred when motorists have lacked discretion in operating their vehicles.

It is something worth while to know during the past year a Montreal service has carried no less than 1,000,000 passengers. To carry these passengers no less than 463,795 trips were made by their chauffeurs, and a distance of 1,928,337 miles was covered. Asked why it was possible that so many passengers had been carried with few accidents the managing director of the company displayed a number of cards which have been printed and which are posted in every vehicle owned by the company. These cards are changed weekly and are posted directly in front of the driver so that he cannot lose his mind to forget the principal factor underlying the success of his employer's business, namely "Safety." The following are some of the slogans

which are posted in the cars of the company:

"Realizing the trust placed in me by my employers, and to assist them in carrying out their pledge to the public I have promised on my word of honor to live up to the rules and regulations of the company to the best of my ability, to drive safely at all times, to take no unnecessary chances and to be courteous to our patrons.

"Please do not ask me to violate this pledge by fast driving or taking unnecessary chances.

"Treat your passengers as if they were your own family. Don't take chances."

"Make a resolution to drive this week without an accident—you can do it if you put your mind to it. Try it."

"Safety first means a clear mind, steady hand and quick action in an emergency. Don't take chances."

"A thoughtless moment may cause an accident that a lifetime cannot repair."

"When hurry interferes with safety—cut out the hurry."

"Five big causes for accidents are:

- 1.—Speeding.
- 2.—Cutting in and out of traffic.
- 3.—Driving on wet street car tracks.
- 4.—Passing a street car to the left.
- 5.—Not stopping at boulevard crossings. All are inexcusable."

"You have no right to take chances. The other fellow may have to take the consequences."

"Don't be a jay driver. Keep your

mind on the job and drive safely. Use your head and your eyes."

"Don't kid about safety. You may be the goat."

"Never fail to signal without hand—When slowing down for turn."

"When slowing down for crossing."

"When slowing down for heavy traffic."

"When coming to a full stop."

"This gives the driver behind you an opportunity of knowing what you are going to do."

"Pinched fingers are always gross carelessness. Get out of your cab and close door and it won't happen."

"It is better to be careful a thousand times than be injured once."

"When in doubt as to procedure always come to a full stop, then you won't do anything wrong."

"Don't try to blow children off the street with your horn. It can't be done. Always proceed with caution and be ready for an emergency."

"It is better to go first occasionally than to spend eternity under a marble slab."

"Before closing cab doors be sure passengers' fingers are not in door jam."

"Never pass to the left of a street car. It may mean serious injury to you, your passengers or others, or perhaps death."

"It takes good common sense and lots of patience to drive a cab and not have accidents. Any bone head can have accidents."

OWNS A CADILLAC.

Thomas Edison is among the great men, with an appreciation of fine mechanics, who own Cadillacs. The great inventor has been an enthusiastic admirer of the Cadillac for a long time.

Good Maxwell A Splendid Improvement

Universal Motor Sales Exhibit at Motor Show Shows Maxwell to Advantage

The new Maxwell models being exhibited by Universal Motor Sales at the Motor Show this week are very decided improvements on their predecessors in appearance. The longer, more symmetrical, lower slung rakish lines are the outward show of a host of chassis and superstructure refinements. A new motor and rear axle have also been used in building the good Maxwell.

While the same wheelbase is used as before, 109 inches, every chassis model is much larger than before owing to a change of frame design. Riding qualities have been improved by longer springs. The bodies are entirely new, newly appointed and fitted, of better lines, longer hood, higher radiator, etc. The fenders are of heavy gauge metal and soundly supported. Disc wheels with demountable rims are offered as standard equipment.

The Maxwell line consists of: Five-passenger touring, roadster, four-passenger coupe and a five-passenger sedan.

There are a number of very desirable features which will impress one only upon personal observation. The open cars are upholstered in real leather. The side curtains are carried in a special compartment behind the front seat and when in use, open and close with the doors. The plate glass window in the rear curtain is substantially built-in and is large in size. Because of the decreasing tendency to lower tops, top irons are supplied with the tool equipment to be put on if desired by means of a large screw. The top is extremely well-fitted.

Improvement of detail has been carried to the windshield, which has at its lower edge a T-shaped rubber strip, which fits firmly against a metal strip on the cowl. The head lamps are of the drum type.

The new Chalmers cars are also being exhibited by Universal Motor Sales.

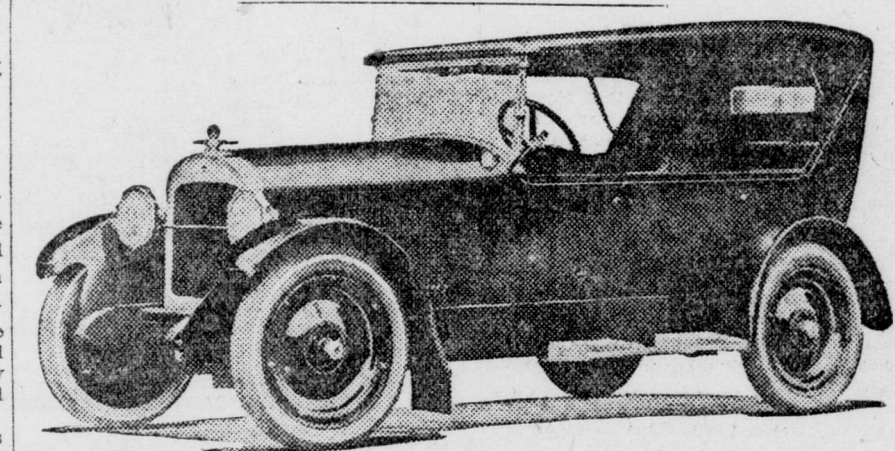
DISTRICT ROADS IN FINE SHAPE

Traveling by motor car this winter is a real treat. Conditions of the roads as officially reported by the London Motor Club, show them to be generally in excellent shape.

London to St. Thomas—Good.
London to Windsor—Good.
London to Sarnia—Good.
London to Goderich—Rough in spots; considerable snow north of Exeter.
London to Hamilton—Good. A little rough between Woodstock and Brantford.
Port Huron to Detroit—Splendid. All concrete pavement, except short stretch of good gravel.

William Gardener, of Bromham, Beds, who died recently, had worked on the same farm for 75 years.

Model "D" Liberty Coming To London



THE MODEL "D" SERIES LIBERTY.

In the light of a successful experience of many years in creating motor cars for the most discriminating class of motorists, the New Model "D" Series Liberty seems to be a car that will be found far in advance of its kind, and one that will be heartily appreciated and greatly in demand. From the time the first Liberty rolled through the gates of the factory six years ago, the builders of the car have desired making it the superior of any of its kind. That has been an ambitious resolve. It would be hard for the motorist to picture, in his own mind, the interminable effort necessary to build a car that would be one's neighbor. The months of time over drawing board and blue print; the countless tests in laboratory, factory and on the road; the hours of toll over lathe and bench and drill; the grinding, the polishing, the painting, the finishing, the doing, and the thinking—all these are simply beyond imagining. Their results, on the contrary, are easy to appreciate.

Every previous Liberty model has displayed qualities that were conceded to be in advance of their time. Originally it was the Liberty square line effect in body design. To-day its initiators flood the field. The Liberty became cele-

Names of Motor Bodies "Freaks," Engineers Say

Even Trade Is Puzzled. They Asert—Fifteen Names Selected By Automobile Engineers.

So numerous, so freakish, and so meaningless have been the names given to the different types of motor bodies that an expert body engineer, to say nothing of the rest of humanity, has about as small a chance of identifying a body type by its trade name as the college professors have of understanding the Einstein theory of relativity.

This is the opinion of the Society of Automobile Engineers, which appointed a committee to formulate a set of motor body names which would at all times convey an adequate meaning of just what sort of body is implied by a specified name. In the motor competition for novelty some remarkable, if not uncouth, terms have been created, utterly incapable of being defined by the average motorist or anybody else.

DEFY ALL RULES.

In the illustrated handbooks issued in connection with the national automobile shows from 1909 to 1921, it is pointed out, a collection of names culled to turn the brain of the ablest lexicographer may be found. In the 1909 handbook are these, which make quite a fair foundation for the later additions: Touring car, runabout, limousine, landaulet, brougham, speeder, tourabout, baby tonneau, sportabout, toy tonneau, flyabout, country brougham.

In 1910 other terms came into vogue, such as pony tonneau, miniature tonneau, taxiab, speedster, town car, victoria, phaeton (meaning a small touring car without top), torpedo, surrey. The 1911 handbook added coupe and the scoutbody, while 1912 went in strongly for compound words and offered the torpedo roadster, berline-limousine, and the suburban-landaulet.

STRANGE ONES FOLLOW.

In the 1913 book appeared as names not previously listed, torpedo-phaeton, vestibule suburban. One lone newcomer appeared in the 1914 handbook, the landau-roadster. In 1915 were introduced to the compiler, landulet-coupe, sedan, coupe-runabout, landulet-brougham, brougham-landaulet, the Riviera and the cabriolet. An electric, the "inside-drive coupe brougham," appeared in 1916, while tourcoupe and toursedan were reserved for the 1917 issue. But the end is not yet, for in 1918 came foursome, French sedan, all-season sedan, the sport-tour, clubster, bulldog special, sportster, sport marine and others.

After considerable discussion the Automobile Society committee has selected 15 names to be used as standard names for automobile bodies. They are: Roadster, coupe, phaeton, sedan, berline, limousine, brougham, landaulet, cabriolet, sedan-landaulet, berline-landaulet, coupe-landaulet, limousine-landaulet and brougham-landaulet. Another type is included in the proposed nomenclature, but the name will not be decided upon until the consensus of opinion of automobile and dealer advertising managers shall have been determined. The name will be descriptive of an enclosed single-compartment body with two fixed cross-seats, close-coupled, and allowing the minimum face-and-aft seating space for four passengers.

PHAETON OR TOURING?

In developing this nomenclature it was found that there was a great difference of opinion regarding the advisability of specifying the word phaeton or touring when applied to an open-type body with two fixed cross-seats for four or five passengers. The principal reason for using the term "phaeton" instead of the term "touring" is that the latter has lost all of its significance as applying to any particular type of body, all types being used for touring. The term "phaeton" is used extensively in Europe and to a considerable extent in America in connection with passenger cars; it is also the name of a horse-drawn prototype.

CAREFUL DESIGN MAKES FOR POPULARITY

Users of the two-ton G. & J. truck are becoming increasingly enthusiastic over its performance under the varying road conditions of Canada. Nor is this mere accident. The truck was designed in every detail to awaken this sort of enthusiasm. It was built to more than the average amount of

Must Make Good

By A. R. ERSKINE.

As a general rule I do not believe in talking about what has been done in the past, but rather in planning and preparing for the future. However, the production and sales records made by our organization last year have created considerable public interest and caused Studebaker to be the most widely discussed automobile company in the country. On every side the now famous slogan, "This is a Studebaker year," caught the public fancy and was quoted freely, no doubt because the results achieved by the organization made good the declaration of the slogan.

Some of these achievements were the breaking of all previous records of sales of Studebaker cars, the showing of a greater percentage of increase in sales over 1920 than any other prominent automobile company, and the winning of first position as the world's largest producer of six-cylinder cars. These, to be sure, were important records and accomplishments of which our organization was duly appreciative. Yet the point that caused most public comment was the fact that these records were made during a year of general business depression. Various explanations have been given for Studebaker's accomplishments, among the factors that have made them possible I would name these:

The intrinsic value of Studebaker cars, from the standpoint of design, quality, durability, performance and price.

The universal respect for and confidence in the integrity of the name Studebaker, which for 70 years has been a symbol of quality and fair dealing.

The possession of \$75,000,000 of capital assets, including \$35,000,000 of modern plant facilities managed by an organization of long experience and ability which, devoted to quantity production, permits maximum efficiency and economical manufacture and makes low prices possible.

To paraphrase a homely axiom, the proof of the car is in its performance. Quite properly so, cars are judged by what they do rather than by what their makers say about them.

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Made in Canada

—ever notice the terrifying effect a sliding, skidding car has on its women and children occupants?

There is no pleasure where danger lurks, and there is no risk where DREADNAUGHT TIRE CHAINS are used.

Give your family real pleasure on their outings. Just call up the garage man now—tell him you want Dreadnaughts right away.

If the garage does not carry them, write us direct—but get DREADNAUGHTS.

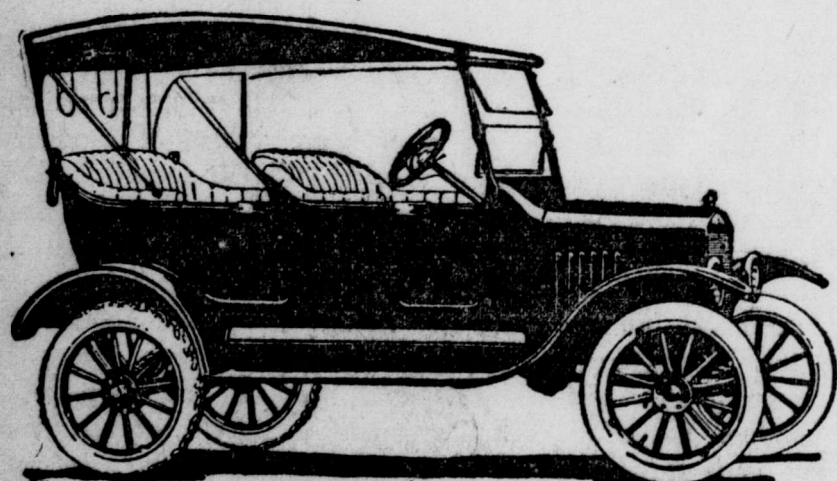
McKinnon-Columbus Chain, Ltd. St. Catharines, Ont.
Also manufacturers of Super-Dreadnaught Tire Chains

Ford

January is gone—

you are looking forward to Spring—the grass, the trees breaking into full leaf, blossom time—the days of open car driving. Naturally your mind turns to the FORD TOURING CAR.

Place your order now.



The Price of the
Touring Car
has been reduced to
\$535

f. o. b. Ford Ontario.
Starting and Electric
Lighting, \$85 extra.

Prices on all models have
been reduced from \$20 to \$60.
Effective January 16, 1922.

Ford Motor Company of Canada, Limited, Ford, Ontario



The Tire Sensation of 1921
Will be your choice for 1922

COST NO MORE THAN OTHER MAKES