

Gasoline Threatens to Be 25c a Gallon By Christmas

Oklahoma's Cushing "Crude," From Which Much of Imported Gasoline Was Refined, Is Nearly Exhausted—Increase in Price of "Gas" Not Yet Parallel to Increase in Price of Crude, States Manager—Two Authorities Say Further Increase Probable, While Another Questions It.

THE SHORTAGE OF GASOLINE ALREADY BEING FELT

After the price of gasoline's phenomenal jump of three cents a gallon last week it has taken a seven days' rest, the 18 cents per gallon price of the cheaper grade of gas established last week has stayed put. While the local authorities admit the impossibility of forecasting the future price to the consumer, nevertheless, they are satisfied that there will not be a decline in the near future.

Gas at 25c a Gallon by Christmas. In the contrary, Mr. F. W. Littlefield, general manager of the Canada Refining Co., is of the opinion that gas will be up to 25 cents a gallon by Christmas.

Mr. J. F. Shatford, manager of the Imperial Oil Co., Limited, in commenting on Mr. Littlefield's statement, said that it was in accord with the general feeling. Unless something unexpected occurred to overcome the shortage of gasoline that was already making itself felt, and that threatened to become a famine, the prices would inevitably be affected.

The price and production of "crude" have respectively declined and declined. Price is largely governed by supply and demand. The market necessarily is affected by an ever increasing demand and a decreasing supply.

The Supply of Cushing Crude. The supply of Cushing crude—the only crude supplied by the Oklahoma oilfields, from which it is possible to profitably refine the "high test" gasoline permitted to enter Canada—has greatly diminished, so much so that the producers have "none to spare." In the process of refinement the

THE McLAUGHLIN 'BULLETIN' AS HIGH CLASS MAGAZINE

One of the most interesting, instructive and artistic of the periodicals issued by the great automobile firms is the Buick (McLaughlin) Bulletin, a monthly magazine.

In addition to the McLaughlin articles, there are always a number of general-interest features, articles on most topics of interest to motorists, articles technical and untechnical, verse, fiction, question and answers and humor all find suitable places on its well balanced pages. "In make-ups," "lay-outs" and illustrations it rivals the best of the leading periodicals.

The following excerpt is from the current issue of The Bulletin:

Otto and His Auto. Otto bought an auto and to be auto-rickshaws he hired an auto operator for the work. First he hired a circus man and then he hired a Turk. For while the circus man could manage fifty horse with success he couldn't make a go of it with one "horseless." As for the Turk, twice plain, deny it if you can, the Turk he ought to auto since the Turk's an Ottoman. Then Otto moved to Alabama. He might truly say, "I'm Otto from Mobile, and my motto: 'A Mobile Otto ought to auto.' " Then Otto tried to auto the auto as he ought to; and the auto, too, it tried to auto as Otto never thought to. Then Otto he got hot, oh, very, very hot, as he ought not to, and said: "This auto's got to auto as it ought to!" The auto, too, it got too hot to auto as it ought to, and now Otto auto where good Otto ought to.

CARBIDE

All sizes in stock. Quality and prompt attention guaranteed.

CANADA CARBIDE CO., Limited
T. D. WARDLAW, Agent,
23 Scott Street, Toronto. Tel. M. 897.

Automobile Washing Station

115 RICHMOND ST. WEST

Cars Washed and Polished, \$1.00. Satisfaction guaranteed. Gasoline. Phone Adel. 2280. Open Day and Night. G. Spriggs, Manager.

We Make Auto Repairs PROMPTLY

Thoroughly efficient mechanics. Reasonable charges. Best equipped machine shop in the city.

Provincial Motors Livery

4-12 MERCER STREET

Tel. Adel. 3080-3081

J. J. BOOTH, Manager.

Sunday World Garage Directory

"TIRE REPAIRS A SPECIALTY"

Inner tubes, any make, repaired, 25c. Sectional work and retreading the cheapest and best in the city. Sections from 40c per inch.

The Stepney Spare Wheel for Ford Car

has been reduced from \$15.00 to \$11.50. Special carriers to fit to rear of Ford Car to carry Stepney Spare Wheel and spare tire, \$3.50. Illustrated catalogue on application.

The Stepney Motor Wheel of Canada Ltd., 120 King St. E.

DOMINION AUTOMOBILE CO., Limited

COR. BAY AND TEMPERANCE STREETS, TORONTO
Distributors for Hudson, Peerless, Stevens-Duryea Automobiles—Peerless and Auto-Car Trucks.

THE CADILLAC MOTOR LIVERY

J. H. FLEMING, Manager
High-Class Touring Cars and thorough, up-to-date service, with careful drivers.
115 WILTON AVENUE, TORONTO.
Patronized by the Duke of Connaught and the Royal Household.

MOTORING

General Motor Trade News Of Detroit and Other Centres

Average Price of Cars Has Declined \$500 in a Year—The Jitney to Endure?—Safe and Sane Speed Regulation—Frisco Fair Celebrates Lincoln Highway Day.

Special to The Toronto Sunday World.

DETROIT, Sept. 11.—From January, 1912, to January, 1914, the average price of automobiles, according to Automobile, the New York publication, rose from a little less than \$2600 to a little above that amount. In January, of this year, the price had fallen \$600, and so far as can be judged at the present time, January, 1915, will show at least another drop. Studying the curve it suggests that the great changes in equipment which took place from 1911 to 1914, pushed the average price to a peak, and this was a natural development. As the electric starting motor and other refinements became more settled things, it was natural that there should be a falling off in price, but the fall from 1914 to 1915 must show more than this. It can be accounted for only on the assumption that the manufacturers found they had set the price too high for the average buyer, and the drop, which took place last year, was provoked by the desire to expand the market. Automobile calls attention to the fact that there is a limit to everything. "It is probable," says Automobile, "that we shall find January, 1916, showing a low spot in the curve that will correspond in years to come with the high peak of 1914. This is surmise only, but the idea is fostered by the striking success of the medium-priced cars. Any good car can be sold if it is cheap enough, and five-passenger cars at less than \$750 are bound to find buyers in very large numbers. Average price may fluctuate. It seems that the customers who want to spend from \$1200 to \$2500 represents a large and permanent class, so that there should be plenty of cars in this field for a long time to come.

The National Automobile Chamber of Commerce has come to the defense of the jitney bus as a reply to the agitation which still continues throughout the country against this form of public passenger conveyance. The N. A. C. C., in a statement, says that those who are attempting to forecast the future of the jitney bus should reach a sound conclusion, avoid consideration of many details which will right themselves or be controlled by local regulations. "It is going to resolve itself into a straight business proposition," says the National Automobile Chamber of Commerce, "and it must not be overlooked that in many places the jitney bus will supplement rather than compete with trolley lines."

When Yellowstone Park was opened to automobile tourists August 1, the number of cars entering was 50, in spite of untoward weather, and these cars carried 171 people. During the first 10 days 141 cars, carrying 597 people, entered from the west, 88 cars carrying 310 people from the north, 83 cars and 280 people from the east, and one car, with three people, from the south, or a total of 321 cars with 1190 people. The figures have been given out by the American Automobile Association. They show that the western entrance was most popular. No accidents marked the radical departure, altho it was found necessary to allow some night travel. Tourists cheerfully complied with all of the regulations, and when the department of the interior, says that automobiles have entered the park to stay. More roads in the park are to be added, and some now in use are to be much improved.

The touring bureau of the American Automobile Association has issued a pamphlet giving the motor car laws as they are now written. This was compiled carefully and tabulates all of the laws carefully covering registration and fees, methods of taxation, whether personal or on the same basis as other personal taxes, driving license, requirements for non-resident motorists, information on license plates and the speed laws. While the automobile trade has been steadily progressing in the direction of cutting down the cost of the car, and the cost of their maintenance, the thoughts of the makers have not been so happily directed, according to a statement of the touring bureau, which says that a glance at the laws so intelligently compiled will show that the law makers have in some instances made it almost a burden to the possessor of a motor car. Automobiles are essentially subjects for class legislation, according to the bureau, being taxed not only as users of the highway, but also as personal property, with a third requisite in other states where the owner must not only pay for the use of the highways for the ownership of a car, but also the privilege of using his own property. New York, Idaho, Iowa and Oklahoma are notable exceptions, requiring only one tax in each state.

Figures for automobile exports from the department of commerce at Washington, with information compiled by the National Automobile Chamber of Commerce, show that for the year ending June 30, American manufacturers exported 37,870 motor vehicles, valued at \$60,254,635, with parts valued at \$7,000,000, making the total exports of the automobile industry \$67,254,635—an increase of more than 100 per cent over the sales for the previous 12 months, which amounted to \$32,196,006. While the greatest increase has been in trucks to European countries, passenger car exports to Europe show a substantial increase, altho there was a falling off to South America and Canada.

Lincoln Highway Day at the Panama-Pacific Exposition, San Francisco,

will be made noteworthy by a tremendous parade of motorists from San Francisco and Oakland, and in fact from all points in California. Visiting motorists in California who have toured to the coast, will be asked to head the parade. There are at present thousands of cars in San Francisco that have been driven across the country. These are seen on all streets of coast cities and attract a great deal of interest.

FORD PUBLICITY MANAGER WILL SPEAK TO 'AD' MEN

Mr. C. H. Brownell of Tillsonburg Spends \$25,000,000 a Year on Advertising Here September 23.

It is not generally known that the man who has helped make the Ford car famous, is a Canadian, Mr. C. H. Brownell, from Tillsonburg, and the Toronto Advertising Club is to be congratulated upon securing him as the speaker at the season's inaugural dinner at 6:30 p.m., Sept. 23, open to

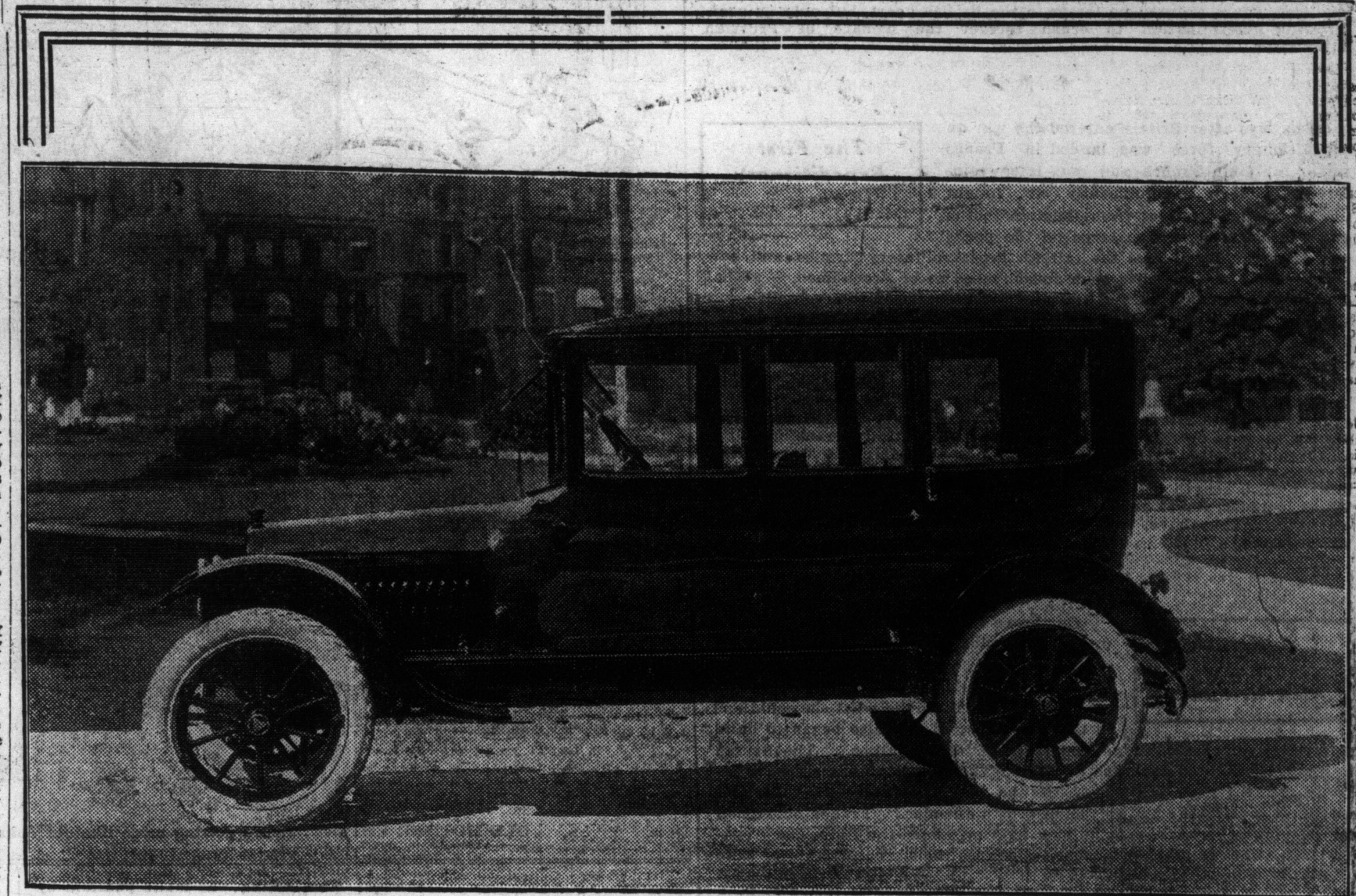
everybody, at the board of trade headquarters, Royal Bank Building. It is generally conceded that Mr. Brownell's position as director of advertising for the Ford Co. is the highest achievable point any individual has reached in the advertising profession, and when it is considered that the company's annual advertising bill is in the neighborhood of \$25,000,000, it will be admitted that he has some job.

Sir Thomas Lipton and Sir W. H. Beecham were for years looked upon as the leaders in the advertising world, but Mr. Brownell's wonderful success, and the meteoric development of the Ford Co., as a result of advertising, places him on the top rung of the ladder. In 1903 the Ford Co. was incorporated with a capital of \$100,000, of which only \$24,000 was paid into the treasury. After two years the company has done \$160,000,000 worth of business, and has a surplus of \$60,000,000 in the treasury. The minimum daily wage of \$5, and the profit-sharing scheme, by which millions of dollars have been returned to customers as rebates, are famous throughout the entire world.

At no time in Canadian history was it more necessary that the optimistic spirit should be encouraged in the commercial world, and there is no better man who can impress merchants with the future's bright outlook than Mr. Brownell. He will be accompanied by Mr. R. W. Micham, Canadian advertising manager, and tickets can be obtained at both Leger's drug stores.

MADE-IN-CANADA REGALS COME IN THREE CHASSIS

Buyers no longer take chances. They demand to know that the car they buy is backed up by a strong, living, and enduring company. The Canadian Regal is made by a concern that is in business to stay—a strongly entrenched company, occupying a large factory, building at Berlin, Ont. The Regal Motor Car Company has been building automobiles for the past eight years. Cars that have stood up and are giving service year in and year out to their owners. This fact, we believe, entitles us to prestige. And the Regal Company has the striking, original way of sticking by every Regal car that leaves the factory. Automobile owners know too much of what it means to get into trouble with their cars, and then having the factory say: "We should worry." The Canadian Regal Motor Company intends to worry, intends to be vitally interested in every Regal car—in Toronto or Vancouver. Regal buyers can rest assured that there will be generous, sympathetic service for every man who buys a Regal car—and the Regal Company will stand solidly for years and years to come. The built-in-Canada Regals come in three chassis, the Four-28, the Four-35, and the de Lux Regal "Eight."



TWO CARS IN ONE AN ALL-SEASON MODEL-HUDSON TOURING SEDAN

RAISE the plate-glass windows and this car becomes a luxurious Sedan. It has all the appointments of an electric Brougham. Any Member of the family can drive it.

DROP the windows and the sides are clear. Then you have a touring car with unobstructed view. No sash, no braces. The open sides are clear. This is one of our efforts to meet the demand for all-year cars. The other is our Cabriolet.

New Art in Bodies

The four bodies shown here set new standards in closed cars. The fame of the Hudson has been won on its chassis—on Howard E. Coffin's wondrous work designing. Now we are courting equal fame in our bodies. And in the same way—by finer bodies and by lower prices.

The man or woman used to costly closed cars will find here more than higher prices bought.

Those who found closed cars too costly will find that drawback ended. And those who want one car for all seasons will find the problem solved.

Go, see these artistic creations. Hudson dealers now have them on show. But our output is nearly sold. We could not build enough Hudsons in any style this year. For full descriptions write for our Closed Car Catalogue.

See the Complete Hudson Line at the Transportation Building Canadian National Exhibition.

HUDSON LIGHT SIX TOURING,
HUDSON FIFTY-FOUR

HUDSON ROADSTER

HUDSON SEDAN

HUDSON LIMOUSINE AND

HUDSON CABRIOLET

DOMINION AUTOMOBILE COMPANY LIMITED

Corner Bay and Temperance Streets, Toronto