

GENERAL COMMENT ON CARS AT RECENT AUTO EXHIBIT

The auto show at Exhibition Park was the most successful affair of its kind ever held in this city. There have been more cars and better cars. The attendance was larger and the sales very much greater than at any of the other previous exhibitions. The buildings used on this occasion are particularly suitable, being intended primarily for exhibition purposes.

Of the cars, little that is new can be said. The popular priced car still continues its forward march; on the other hand the expensive limousine and touring car has lost none of its prestige, and a steady demand exists and will continue to exist for this class of machine. The goal of standardization is gradually being approached by the different manufacturers, and all the cars in the show, especially among the four-cylinder models, are examples of pretty much the same practice of design, construction and equipment.

The self-starter has proven the most interesting and novel feature of the cars shown. Nearly every machine is equipped with this highly important device. The electric type is of course most popular and will undoubtedly be the standard equipment of the future. Electric lighting is also becoming practically universal, even the low priced car is being thus equipped. In the matter of engine design there have been practically no changes, and the same may be said of the general designs of transmission, frame and other parts of the car. In the matter of body design, the five-passenger touring body is still the most popular, closely seconded by the light four-passenger, and the roadster type. The inside drive coupe is also becoming very popular, especially among the growing class of people who operate a car all winter.

Some Points.

A noticeable feature of the new cars is the luxuriance of the upholstery; many of the cushions are nearly a foot thick, and most of the seats are more comfortable than the most expensive arm chair.

The left hand drive seems to be gaining a few recruits, but the old fashioned right hand drive bids fair to hold its own. This question, of course, depends largely upon the personal tastes of the purchaser.

The electric cars at the show are becoming more and more important every year. Very many of these highly efficient vehicles are on exhibition and a large number of sales have been made. Toronto bids fair to become a second Detroit, which as everybody knows is one of the greatest electric vehicle cities on the continent. For business and social purposes the electric is an ideal vehicle for the city resident, being especially adapted for ladies who wish to do their own driving.

The Commercial.

The enormous activity evidenced in the commercial field has reflected in the business done at the recent show. Trucks of all standards, from the light delivery truck up to the five-ton levitation were on exhibition, and every day hard headed business men who were thinking of changing their hauling methods from horse to power could be seen with the salesman at the different commercial car booths.

In a city like Toronto, where slippery pavements and much snow are in evidence for four or five months out of the year,



HERE FOR AUTO SHOW—LEFT, T. W. MULLER, WHEEL CHAIN TIRE GRIP, N. Y., J. SCHREYER, AUTOMOBILE TOURING EXPERT.

the motor truck has a special advantage over the horse. This was demonstrated during the last few days, when the merchants depending on horse delivery were practically held up, while their rivals, using the motor truck, made their rounds as usual.

The tire men have done their part nobly in making up the general interest of the show. American and Canadian manufacturers were well represented; many types of tire were shown and nearly every manufacturer has a non-skid of some variety. The men who sell the accessories were also on the job, and any motorist who desired to equip his car in the most up-to-date way could not have done better than to spend an hour or so among these exhibits.

Motorcycles.

The motorcycle and its side car were well represented and the steadily increasing interest in this class of vehicles was indicated in the large number of people who visited the motorcycle booths daily. The motorcycle equipped with the side car is a solution of many of the transportation problems which confront the man of moderate income. That he has appreciated the solution is proven by the ever-increasing number of vehicles registered in the province.

White Cars Have European Design

Leading Features of Foreign Makers Embodied in Advanced American Car.

Tendencies of motor car design as revealed at the Olympian show in London and the Paris Salon show that the best of the European industry is practically a unit in favor of certain forms of construction which have made a strong appeal in this country since they were introduced in the motor cars built by The White Company, of Cleveland, O.

Such features as long stroke motors with cylinders cast in one block and gas passages formed within the cylinder casting, enclosed valve mechanisms, single ignition systems and four-speed transmissions have increased in favor with the leading manufacturers of Europe. These features coincide with the design which was brought out by The White Company several years ago.

American designers are now paying greater attention to these features, and a number of recent converts appear in the automobile show here. In a number of ways the design of the White car is in advance of the European type. High economy of gasoline consumption and efficiency of self-starting systems have not been achieved to the same extent in foreign cars as in America.

Location of Steering Wheel. The location of the steering wheel and control levers in European cars, while opposed to the American preference for left side, nevertheless recognizes the advantages of the left side drive with centre control because the rules of the road in Europe are exactly the reverse of the American. The side drive is due to the same condition which makes the left side drive most suitable and popular in America.

In dozens of small details of chassis design and coach work, the foreign design draws a distinct parallel with the White design. Lubrication systems, for example, show preference for a forced feed of oil thru a drilled crankshaft rather than depend alone upon the natural splash of oil. The trend of cylinder design and oil passages favors a stroke considerably longer than the bore, but without a fixed standard or limit, each maker endeavoring to arrive at the exact relation between bore and stroke that produces the greatest efficiency and fuel economy without loss of power. This is a strong characteristic of White cars.

Of clutches there are several types now in general use in Europe, and the best makers cling to the cone type with leather facing. Here, too, the White shows advanced design because this clutch not only contains spring inserts to make engagement smooth and gradual, but the leather facing is held by T-bolts, which allow replacement without removing the clutch unit or disturbing its bearings.

Transmissions. There is no fight over transmissions in Europe. The four-speed gear box is in universal favor, as forecasted when the White Company introduced a car with this transmission a few years ago. Owners are quick to recognize the advantage of four speeds



Stevens-Duryea

"Nearly a Quarter-Century of Leadership"

Lines of Beauty

In the C-Six for the first time in the history of motor-cars, all the exterior parts have been brought together as an artistic unit.

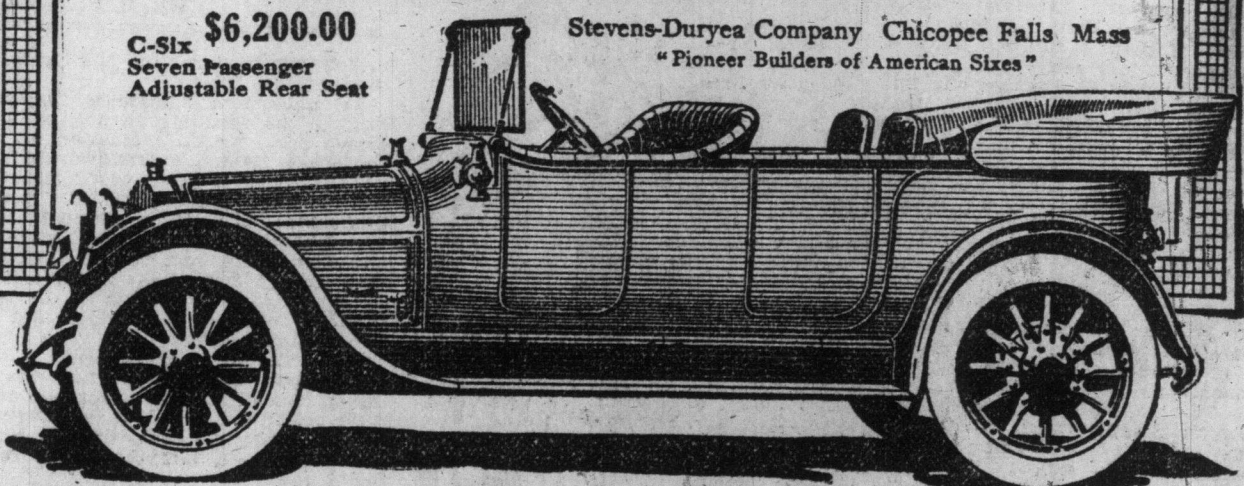
You can see that this is so—the hood rising and the widening into the body; the entire rail upholstered; the integral windshield; the mud-guards curved to conform to the general lines.

Demonstration by appointment. Catalogue on request

The Dominion Automobile Co., Limited
Corner Bay and Temperance Sts., Toronto

C-Six
Seven Passenger
Adjustable Rear Seat

Stevens-Duryea Company Chicopee Falls Mass
"Pioneer Builders of American Sixes"



A Ford Record

Traveling 8500 miles from St. Cloud, Minn., to San Francisco, Calif., on one set of tires, although over all kinds of roads, from the sandiest to the roughest, is a record made recently by Wm. Beckler, Ben Platenberg, and Norman Helmann of St. Cloud, in a Ford car.

The trip was in the nature of an excursion. The car used was purchased especially for the occasion, and was sold after reaching California. The young men returning to their home by rail.

During the entire journey, the tourists were not called upon to spend a cent for repairs of any kind. The motor ran perfectly, and, aside from several punctures, no accidents of any character marred the tour. Notwithstanding the severity of the roads over which the tourists passed, they were not compelled to place a tire during the entire trip.

Carrying their own camping outfit, which consisted of a tent, cooking utensils, cots, bedding, clothing and grips, they enjoyed the outdoor life immensely. The weather for the

majority of the way was elegant, but they encountered several rain storms, which made traveling over the roads very slow at times. One of the thrilling adventures was when they went down a hill seven miles in length in the Rocky Mountains. In going down this long hill they were compelled to continually use the emergency and foot brake. They were also obliged to go on low gear, and reversed the engine on this hill. To make matters worse, after reaching the bottom of the hill, they had to pay 60 cents a gallon for gasoline.

Wonderful Advertising.

At an advertising man's banquet Denyer, Dr. H. Wood Avery, the author of many advertising monographs, ended an address with this story: "The power of the 'ad.' he said, 'is truly miraculous. I know a young actress who mislaid a string of pearls. She inserted a 'lost and found' advertisement, and the next day I asked her: 'Well, did you get your pearls back?' 'Yes,' she answered—and isn't advertising wonderful? The string was lost only scientifically, but those that have been returned to me are the real thing.'—Tit-Bits.

A clinging Non-Skid tread on a double-mileage tire

No-Rim-Cut Tires—the tires that will not rim-cut—can be had if desired with a tread that will not skid.

A money-saving tire with a power-saving, non-skidding tread.

The Treads with the diamond-shaped blocks—you see them everywhere—add life to No-Rim-Cut Tires without lessening their resiliency.



How We've Grown!

When we started making No-Rim-Cut Tires in Canada in the Fall of 1910 we employed 89 men. At the close of 1912 the number had increased to 596. Now it is well over 600 and growing.

It is a Goodyear policy to help the men who help us. We want to make smooth if possible the problem of living that confronts our men. A large number of them live in Goodyear houses. We own fifty in Bowmanville and will build more as they are needed.

The Elnora Hotel has been turned into a Goodyear Club, with Swimming Tanks, Billiard Room and Reading Rooms.

The Goodyear men have their own sporting organizations, Baseball, Hockey, Bowling, Trap-shooting. They own their own Athletic Field.

The success of the Bowmanville plant and the uniform quality of No-Rim-Cut Tires is due in no small measure to the enthusiastic efforts of these men.

Here is what has been accomplished in scarcely more than two years: Number of employees increased seven-fold.

Floor space increased 3 1/4 times. Daily output of No-Rim-Cut Tires increased 20 times.

GOODYEAR

NO-RIM-CUT
NON-SKID TIRES

Get that? The countless skid-resisting blocks cannot press in and bruise the fabric of the tire. The blocks are wide at the base. Under pressure, they spread out and distribute the weight over the whole tread of the tire.

The extra thick tread of tough rubber adds extra wear—prevents punctures.

The diamond-shaped blocks are the toughest rubber we know. They keep their grip for thousands of miles. When the centre blocks wear down the side blocks do the work. And the blocks are springy. The extra weight of this tread does not deaden the tire and jolt the mechanism of the car. The Goodyear Non-Skid is a live tire. Try it and see.

These perfect Non-Skid Treads are vulcanized onto No-Rim-Cut 10% Oversize Tires. See now what you get. A perfect Non-Skid Tread, in conjunction with a tire that saves 48% of your tire cost. A tire that practically doubles your mileage.

No-Rim-Cut Non-Skid Tires can be fitted to practically every standard make of rim. Look up the Goodyear Dealer.

GOODYEAR TIRE & RUBBER CO.
OF CAN. Limited
Head Office, TORONTO Factory, Bowmanville

Branches at Victoria, Vancouver, Edmonton, Calgary, Regina, Winnipeg, Hamilton, Montreal, St. John.

85 QUEEN STREET EAST, TORONTO

All kinds of Rubber Belting, Hose, Packing, Bicycle and Motor Cycle Tires, Truck Tires

R-C-H

"Twenty-Five"

\$1150 f.o.b. TORONTO

THE R-C-H is the first complete car at a popular price. For the first time the price you pay for the car buys every accessory essential to your motoring comfort. And every accessory is of the very highest quality.

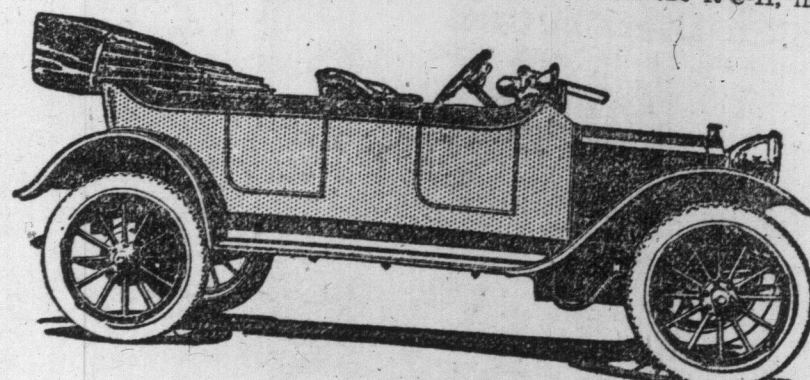
This is a feature that should have your most careful consideration, for it involves a saving of three or four hundred dollars to you in the retail price of necessary equipment that you have to pay extra for with the ordinary car.

But, remember that this equipment, wonderful as it is, constitutes only one item in the marked superiority of the R-C-H over all other popular priced cars.

When the R-C-H was announced it created astonishment that a car so staunch, so powerful, so comfortable and so artistic could be sold at such a price.

And it is on this staunchness, sturdiness, power and comfort that the country wide popularity of the R-C-H is based.

No matter what car you're considering get a demonstration of the R-C-H, in justice to yourself.



THE CAR COMPLETE

—Watch This Space Next Issue, it Will Interest You—

VIRTUE MOTOR SALES CO.

465 YONGE STREET,

TORONTO, CAN.