

Another Ill Advised Attack Was "Neglected Fields for Economy"

Saturday Night still seems to be obsessed with the anachronistic notion that the motor car is purely a vehicle of pleasure. In a recent issue, under the caption, "Neglected Field for Economy," it takes another editorial "swat" at the motor industry, as follows:

"More automobiles have been sold in Western Canada during the last year or so than for any other similar time in its history. No one could say that encourages any serious effort to economize, or tendency on the part of those who have to sacrifice for those who have not, when it means their own pleasure. People may talk in public and write to papers, lamenting about the cost of things, but in practice there is no serious movement, or apparent general desire, to make any great sacrifices toward economy in the present mode of living. Extravagance has become chronic."

The editor of Saturday Night, to whom we are indebted for this delightful vista of his obsolete perspective in motor matters, is no doubt the same quaint person whose erudition we sought to improve recently. We have no intention of reiterating here what we had to say on that occasion, but will simply take up Saturday Night's assertions and correct them.

It is true that "more automobiles have been sold in Western Canada during the last year or so than for any other similar time in its history." Then the editor dogmatizes with a grand air of finality: "No one could say that encourages any serious effort to economize—in practice there is no serious movement or apparent general desire, to make any great sacrifice toward economy in the present mode of living. Extravagance has become chronic." What a parade of ignorance! "No one can say" forsooth—but we do, as all must needs do who face the situation of today as it is.

The conservation of time and labor is of more vital importance to the nation today than ever before. This is especially true of the west. It is of the utmost importance that the western farmer be able to spend a maximum of time gathering his crops. To this end the motor car is the chief means. That is the sound, economic reason why "more automobiles have been sold in Western Canada during the last year or so than for any other similar time in its history." We have been advised by an excellent authority that "nine-tenths of the cars being sold in the west are sold to farmers." Those who have seen the vast reaches of the western farms need not be told that the motor car saves many hours a week in getting the farmer and his hands to and from work and to and from town.

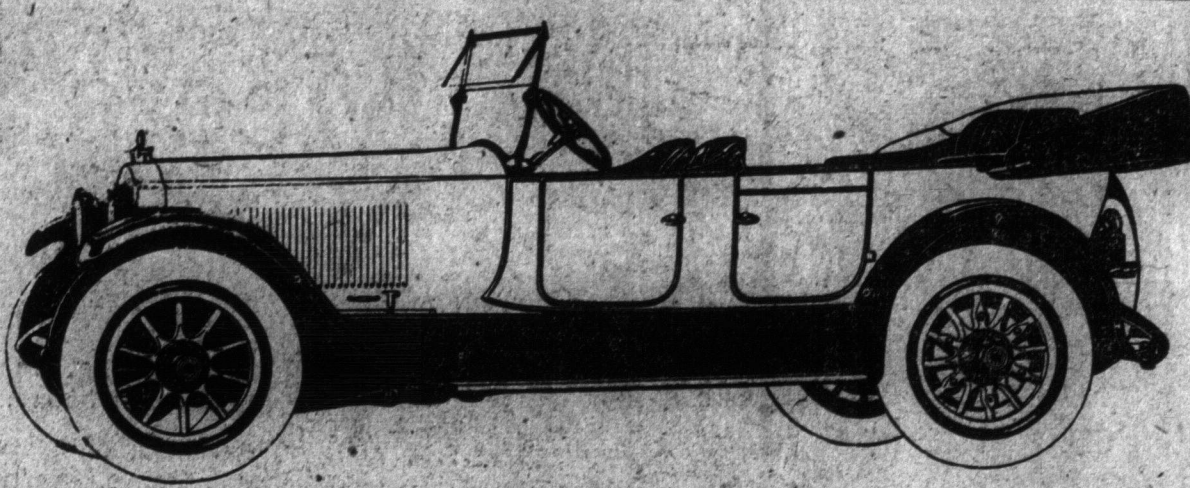
Indeed, in this day and generation it is more than passing strange that an editor should require to be told that the automobile is essentially a utility, ranking with the railroad, street railway, telegraph and telephone as a utility and that scarcely one motor car in a hundred is used exclusively for pleasure purposes.

A decade and a half ago the motor car ceased to be a non-essential luxury. Then why, in all conscience, should it be singled out for editorial diatribe as such today, when it is a very essential cog in our commercial, industrial and agrarian life, while scores of non-essential luxuries are being merchandised? There is a time and a place for adverse criticism. Saturday Night's discretion in such matters is symptomatic of senile dementia, if its attacks on the motor car industry are a criterion.

Saturday Night reserves the right to exclude advertisements it deems adversely prejudicial to public welfare. Then why in all equity are its columns open to automobile advertising if it deems the motor car the baneful thing its editorials imply? Why, too, does the house that publishes it continue to publish a motor magazine and a motorcycle paper? And, above all, why is it bringing out a new motor trade paper? There is something Judas-like in this inconsistency.

However that may be it would seem that "extravagance" in misstatements regarding the motor industry "has become chronic" with the editor of Saturday Night.

NEW PACKARD TWIN-SIX A BEAUTIFUL CAR



The third series of the Packard Twin-Six is a car, the superstructure of which leaves little to be desired in symmetry, grace of contour and in distinctive, refined elegance. By a remarkable accomplishment in body design, the new car retains those characteristics which have long distinguished the Packard, but so modified as to give a long, low, graceful carriage with a free flowing "fuselage" line unbroken from the radiator to the rear seat. It is without doubt the most beautiful and at the same time the most efficient Packard ever built. It is now on display in the showrooms of the Ontario Motor Car Co., 18 Bloor street east, Packard distributors.

How To Prepare for Successful and Enjoyable Automobile Tour

Automobile Touring Season Is Now at its Height—Simple Advance Preparations Will Save Motorists Time, Trouble and Money.

The season of automobile tours is now at its height. These holiday trips are frequently marred by lack of proper preparation in advance. Continuous trouble with the car will spoil the outing of the best-natured party of tourists. What attention should be given to the car before starting out in order to avoid, as far as possible, such vexatious delays?

The man who is starting out for the tour with a new car, which has been tried out enough to know that it is in condition, need only know that he has with him the things most likely to be needed for an emergency, but if the car has been in service for several months or more, he would better give it a "once over" at least before starting.

One of the things to attend to is refilling the gear cases. Both the transmission and differential cases should be drained of all oil and washed out carefully with kerosene. At the same time the gears should be examined closely to see if they are in good shape. One may find a tooth chipped, though not broken enough to make its condition known by sound. It is probably worn too hard originally and the break is not the fault of the driver, but it should be replaced, for it is likely to give trouble at any time. When cleaned the cases should be refilled with the proper amount of new lubricant, but not too much, because

Dr. Valin's McLaughlin the Victor

Through a somewhat ambiguous out caption it appears that it was not made clear that Dr. Valin, in his McLaughlin, won the Ottawa-Prescott Reliability Tour with a perfect score. Dr. Valin's title to first place was of course, absolutely clear and he was awarded the trophies and prize money.

then it will work out and scatter over the car and probably get on the brake drums and make them slip.

When the crank case of the engine should be drained and cleaned out with kerosene and fresh oil be put in. If the oiling system is working properly it is best to let it alone and see that it is kept filled with the proper quality of lubricant while on the road. Of course the grease cups should be filled and all points which are lubricated by oil from a squirt can should be taken care of. The wheel bearings all should be examined to determine their condition and to see that they are properly lubricated. If very dirty they should be cleaned and fresh grease be applied.

When well to carry an extra gallon of engine oil in the car, also a small can of grease. Garages are plenty, but sometimes an accident occurs which results in a loss of the main supply of oil and makes it impossible to drive even a mile without an extra supply. Likewise if the gasoline tank is not provided with an emergency tank or chamber, an extra gallon of gasoline should be carried. Convenient emergency tanks for this purpose may be purchased at any accessory store.

Both sets of brakes should be carefully examined to see that the lining is not worn too thin and that the different pins and clevises of the brake linkage are not worn so as to be weak and likely to give away in touring under extraordinary pressure. Often in touring one comes upon unexpected grades and some of them are miles long and the tourist must be prepared for prolonged and extraordinary service.

Where prolonged service is required it should be possible to use two sets of brakes alternately. In this connection it is well to keep in mind that on long grades considerable braking may be done by cutting off the ignition and allowing the car to turn the engine over in high or intermediate gear. Keeping the car down to a rather low speed in this manner will also be found to save burning up the brake linings.

It is of the utmost necessity to keep the brake drums free from oil. When the car is driven out into the country the crown of the road tilts the car over, so that if there is too much oil on the differential case it will work thru the axle housing to the brake drum on the right side. Of course this is taken care of largely as previously advised, by not having too much lubricant in the differential, although enough is very necessary.

If the engine shows any tendency to knock on the hills it would be well to have the carbon removed before starting. It is very disagreeable to have to take a hill on second speed that could be taken on high if the throttle could be kept open without causing knocking. I have known several trips to be practically spoiled by the fact that the engine was full of carbon and did not have sufficient pop to negotiate the hills.

Of course the car should be gone over systematically to see that all nuts are tight and properly supplied with cotter pins or lock washers. All parts should be scrutinized carefully to see that there are no cracked or badly worn parts likely to give out under the severe strain of touring.

The compression of the engine should be tested and if found weak in any cylinder the valves should be ground in. Spark plugs should be made perfectly clean, magneto inter-rupter points cleaned and adjusted to gauge and high tension distributor cleaned out, and the battery should be tested to make sure it is in normal condition. If almost discharged, a charge should be given it from some external source. The commutators of the generator and starting motor should be examined and if badly scored they will need to be trued up. If the storage battery is depended upon entirely for ignition, a set of dry cells should be carried so that in case of entire failure of the storage battery, ignition and lights may be had for a short time, even though the engine has to be cranked by hand.

Some annoyances may be saved by examining the springs to see if there is a cracked leaf to be replaced. Spring repair attachments are sold,

but it depends upon the ingenuity of the individual whether repairs of this sort can be made upon the road.

In addition to tools and other things previously recommended to be carried, the tourist should take at least one set of electric bulbs for the car. Spark plugs may be cleaned with very little trouble, but it is harder to carry two or three extra ones for quick exchange, cleaning the ones removed at the end of the day or at the noon stop. One or two extra tires carried in-

6,000,000 Acres Released For Grain By Use of 300,000 Motor Trucks

Every motor truck in use helps to conserve the grain supply for human beings, and some estimates as to what this saving is have been made by Harry W. Perry of the National Automobile Chamber of Commerce. "At the beginning of this year there were 300,000 trucks in use in the United States," said Mr. Perry last week. "Each commercial motor vehicle takes the place, on the average, of three horse-drawn vehicles and between four and five horses. Each horse displaced relieves between four and five acres of land from raising grain for horse feed, so each truck means the turning of twenty acres of land for other agricultural purposes than horse provender. Therefore, the 300,000 trucks release approximately 6,000,000 acres from providing power for horse-drawn vehicles. Three acres are required for the support of a human being. Thus an army of 2,000,000 men can be fed from the land that would be required to feed horses to take the place of the 300,000 motor trucks."

flated and on the rims are usual, and it is wise to have two or three extra inner tubes. If one does have tire trouble it seems to come in bunches and it is just as well to be prepared for the worst. The tourist who is traveling very far from garages would better carry patches and cement also.

Non skid chains are essential and a number of extra cross links are needed, with a tool for replacing broken links. Of course each car will carry a fire extinguisher and a tow rope. If you do not need to be towed out of mud hole yourself, some one else will. Be prepared. I like to have a pair of side cutting pliers and a roll of tire tape. It is really wonderful what an ingenious man can do with these things. They are like the woman's hair pin and a piece of string, with which she can do anything. The man with a mechanical turn of

mind will make his tool kit nothing rather extensive lot of tools, including a torch and soldering materials, so the repairs made will be permanent, on the average tourist will depend upon upon garages. Then there is the folding bucket to refill the cooling system if needed, the hydrometer, and a wrench, trouble lamp, and any number of small accessories which come handy at times, but may not be immediately essential. One thing do not forget; that is a block of wood an inch thick, and eight to ten inches square. Finally, it is not the man who rushes around and plans maximum distances for each day run who makes the most out of the tour, he makes work out of pleasure in keeping up with a schedule. It is better to allow more time for the runs, and then if one gets ahead of schedule to lay off a hard day and see the sights and keep the car in condition.

CHANDLER SIX

Do You Know Why More People This Year Are Buying The Chandler Six Than Are Buying Any Other High-Grade Car?

Do You Know Why in Four Years Time The Chandler Has Passed and Left Behind, One by One, a Long Line of Other Well Known Cars?

There are perhaps several reasons, all of which would appear very clearly if you had the opportunity to look the time to analyze the history and business policies of the automobile industry. But there is one big basic reason which to you as a motorist is the essential reason, and that one reason is this—that ever since the first Chandler car was designed and built and marketed four years ago last month the Chandler has offered the finest of design, construction and equipment at the lowest possible price.

The Chandler today offers this excess of value, this dependability of service, just as distinctly as at any time in the four years past.

It took some little time, of course, for a great part of the motoring world to pin its confidence to this newcomer. Men recognized, indeed the whole trade recognized, that a new type of car which must make large appeal had come into the market. The trade knew that it was the product of men who knew motor building and general motor car design and who were experienced in the best manufacturing practices.

Still—and remember this was more than four years ago—the trade said a newcomer could not win out.

Nevertheless, there were a few hundred Chandler cars manufactured and sold in those months of the summer and fall of Nineteen-Thirteen.

And how distinctly the Chandler has won its place in the very front rank of fine motor cars is reflected in the Chandler sales records of Nineteen-Fourteen, Fifteen, Sixteen and Seventeen.

Month by month and season after season throughout these four years the Chandler has moved forward and forward, until today its leadership could hardly be questioned.

Your own observation of high-grade cars in service in almost any market in America would show you clearly how surely the Chandler has come into leadership.

This leadership has been built on the Right Car at the Right Price.

Back in 1914 men were very generally inclined to recognize that the Chandler was the right car at the right price and about two thousand of them had the courage to make sure of their convictions.

Those two thousand won thousands more to their convictions, so that in the year following nearly seven thousand men chose the Chandler for their car.

And the car went on making friends by its performance in the hands of these owners.

The whole country marvelled at this wonderful motor, at its power, its flexibility, its life and get-away, and its endurance. The whole Chandler chassis came to be recognized as a great mechanism.

So last year, 1916, it was hardly surprising to those who really knew the Chandler that more than thirteen thousand motorists chose this car.

for their car, more than twice as many as had chosen it the year before.

And now comes 1917, a year of some stress for all trades, a year above all years when the real worth in merchandise counts most. And what is the motoring public's answer in its discussion of high-grade cars? What is its answer in discussion of Sizes most particularly?

From coast to coast, so far as our available records show, the Chandler is preferred above all other medium-priced cars, above all other high-grade cars.

Our own sales records show an increase of better than 55 per cent. in the first six months of this year as compared with the first six months of last year.

Records of registration of new cars, although available in only a few typical sections of the United States, indicate a tremendous public preference for the Chandler over all other cars in its field, in some instances as much as a two-to-one preference.

We realize that in some isolated instances, because of peculiar trade conditions, some other car may lead, but in the great markets where men have the choice of all makes of cars, where every kind and type of car is represented, sold and owned, motorists indicate their preference for the Chandler, and prove their confidence in the Chandler, by choosing the Chandler.

Chandler leads because, starting with the right type of car, the Chandler Company has stood firmly by this type of car. It has continued to develop this car throughout these four years until today it approximates perfection in construction and performance.

We cannot convey to you in the printed page any full conception of the superiority of the Chandler motor, but any one of nearly forty thousand Chandler owners could put you alongside him at the wheel and show you Chandler superiority.

We would be more than pleased to show you this superiority; we would be more than pleased to make clear to you the excellence of the Chandler car in all its details.

We would like to show to you what it means in satisfactory road performance that the Chandler motor is equipped with Bosch High Tension Magneto, as is the Pierce-Arrow, Marmon, Locomobile, Winton, White, Stutz and the Mercer; what it means to you that the Chandler car is built with a big solid cast aluminum crank case extending from frame to frame and giving absolute rigidity to the motor mounting; that it is equipped with silent chains for driving the motor shafts and with annular ball bearings in transmission and differential and rear wheels.

We would like to show you what these items of design and equipment and many others, typical of the highest priced high-grade cars, mean to Chandler performance.

Come, Let Us Show You Why and How Chandler Leads

SHOWING AT TORONTO EXHIBITION

FIVE BEAUTIFUL BODY TYPES

Seven-Passenger Touring Car, \$2225

Four-Passenger Roadster, \$2225

Seven-Passenger Convertible Sedan (Fisher Built) \$3225

Four-Passenger Convertible Coupe (Fisher Built) \$3125

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CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio

DUNLOP TIRES

What "Dunlop" Means

PEOPLE never speak of over-production in Quality, yet we might "trim down" "Traction" or "Special" and conscientiously sell them to you as good tires. But we could not still call them "Dunlop." That word in tire value means more than merely making a tire. It means a reputation for superior tire-making that embraces nearly a quarter of a century—a reputation which was obtained only by endless energy, and is maintained only by ceaseless vigilance.

"SPECIAL" - "TRACTION"

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Toronto Uptown Branch, 210 Victoria Street (Near Shuter St.)