

P.A.Y.E.

Some years ago a small account book was picked up on a Toronto street. It was a very interesting account book. It was the account book of a wise man. It contained items showing how the wise man beat the street railway company by riding a bicycle. This was one entry: August 5th—one fare—last quarter's worth of tickets bought June 2nd. The account book showed that the owner had saved nearly THIRTY DOLLARS IN SEVEN MONTHS.

WHY NOT S-A-V-E ?

You can save the cost of a "PERFECT" in less than a year. You'll never own a P.A.Y.E. car. You can own a "PERFECT" bicycle, and also possess health and be independent.

METEOR CYCLE CO.,
181 King Street West,
Toronto.

Canada Cycle and Motor Co.,
Limited, Toronto.

MOTORISTS' BANQUET

Large Gathering Expected at Dinner of Ontario Motor League.

The Ontario Motor League are holding a banquet for motorists at the King Edward Hotel on Thursday evening at 8 o'clock. A very attractive totem list has been arranged, including an address from James H. Macdonald, state highway commissioner, Connecticut. He is regarded as one of the

leading authorities on good roads in America.

Brigadier General W. H. Cotton will respond to the toast of the navy and the Canadian militia. Tickets can be secured by any motorist at the secretary's office, 123 Bazaar street.

Western Canada Flour Dividend. The board of directors of the Western Canada Flour Mills Co. Ltd. have declared a dividend of 2 per cent. for the quarter ending Feb. 28, 1911, payable March 15 to shareholders of record at close of business on March 4, 1911.

AUTO DEALERS PLEASED WITH SALES AT SHOW

Many Buyers on Hand to Take Advantage of Great Exhibit.

The auto show yesterday was once again the city's centre of interest. From the early opening till the show closed at night the armories were thronged with interested spectators. People of all classes were represented. Business men, mechanics, those whose interests in life are purely social, and many others. These people not only come to see, but they come to buy. A large number of sales have already been reported and all the dealers are more than pleased with the present show.

The Canadian Car.

This machine is of special interest because it is the first commercial vehicle completely manufactured in Canada. It is shown in three models: an open express body; a screen body with top and side curtains; and a standard closed body. The capacity of this vehicle is 1800 pounds and it can be used in any business where hauling is a necessity. The engine is a two-cylinder, 22 horsepower. The car has planetary transmission, two speeds ahead and one reverse. The power plant is marked by strength and simplicity, also ease of access. Last Saturday night one of these cars was put on one of The World delivery routes and handled 400 pounds over its advertised capacity with ease and despatch. Anyone interested in commercial vehicles should make a point of giving this exhibit a thorough examination. Ernest D. Craig is in charge.

The Babcock Electric.

Mr. Gibson reports the sale of a beautiful Babcock runabout to Dr. E. M. Henderson.

The Jackson Car.

The big 50 horsepower, seven-passenger Jackson continues to be one of the features of the show. It is a beautiful fore door car with 120-inch wheel base. The Jackson stripped chassis is always the centre of an interested throng.

The Guy Carriage Company.

An interesting car among the Canadian vehicles is the Guy 28, manufactured at Oshawa. This is shown in two models: a fore door touring car

HER HANDS WERE RAW

HAD TO WEAR RUBBER GLOVES

"Fruit-a-tives" Completely Cured the Eczema.

Grande Ligne, Que., Jan. 2nd, 1910. "My wife was troubled for three years with Eczema on the hands which made her hands almost useless. The doctor gave her several ointments to use, none of which had any effect. He also advised her to wear rubber gloves (she wore out three pairs). I persuaded her, as a last resort, to try "Fruit-a-tives." The effect was marvelous. Her hands are now cured. We both attribute our present health to "Fruit-a-tives."

N. JOUBERT.

Eczema, Rash, Pimples, Itching and Burning Skin are always caused by impure blood—due to chronic constipation, indigestion or some weakness with the kidneys.

"Fruit-a-tives" is a positive cure for all Skin Troubles. It is the greatest blood purifying medicine in the world—and is the only remedy made of fruit juices. 50c a box, 6 for 2.50, trial size 25c. At all dealers, or sent on receipt of price by Fruit-a-tives, Limited, Ottawa.

and a beautiful fore door roadster. The engine has three points ascension, all moving parts enclosed, oil and dust-proof, unit power plant and selective transmission. This car goes to show that the Canadian manufacturers can produce just as good a vehicle as any manufactured in the States. The exhibit is in charge of Mr. E. Guy, Mr. G. Casson and Mr. W. H. Cheadle. Mr. Charles A. Hazard of the Hazard Motor Manufacturing Co. of Rochester is also at this exhibit.

The Overland Car.

In conversation with The World man Mr. Walter Harland Smith stated that he and his partner, Mr. Shaw, were more than pleased with the success of the show and with their own sales. In particular, Toronto people have been quick to appreciate the excellence of the Overland machine, and several sales have already been closed. The stripped chassis of the Overland is one of the most beautiful in the show and attracts a great deal of favorable comment.

The Sellow-Royce.

This car is manufactured in Toronto and is a beautiful machine. The Mr. Royce of the firm is a connection of the famous Rolls-Royce Company of England, and many of the exclusive features of the Rolls-Royce car are incorporated in the Sellow-Royce machine. This handsome and powerful machine should be given consideration by prospective buyers.

SOME SURPRISES

AT PARIS SHOW.

"Over half the cars displayed in the Paris show were of the 12 to 14 horsepower type, having the small bore cylinder, long-stroke engine."—New York American.

Nothing shows the tendency of the development in gasoline engine building more than the above news item. Economy in operation has been found to be the greatest desideratum. Powerful, wasteful engines are no longer sought by the average motor buyer. He has been taught a lesson that horsepower under the hood eats just as many and more expensive oats as the horsepower in his barn. No man owning a stable would keep 30 horses if two or four would do his work, and the automobile builders and automobile buyers are learning this truth. The White Company of Cleveland were particularly gratified over the news from the Paris show, since for nearly two years they have been building medium sized cylinders with long-stroke engines, and are steadily preaching the gospel of moderate power combined with moderate cost of operation.

"We felt just as sure of our judgment two years ago as we do now," said Mr. Walter White yesterday, Vice-President and Manager of the White Company, "but we have our predictions fulfilled so rapidly and by the most eminent manufacturers abroad is very gratifying indeed. The main benefit to us, however, is not in the satisfaction it gives us to be approved, but in the fact that it strengthens our position with the owners and gives them added confidence in the car they are driving."

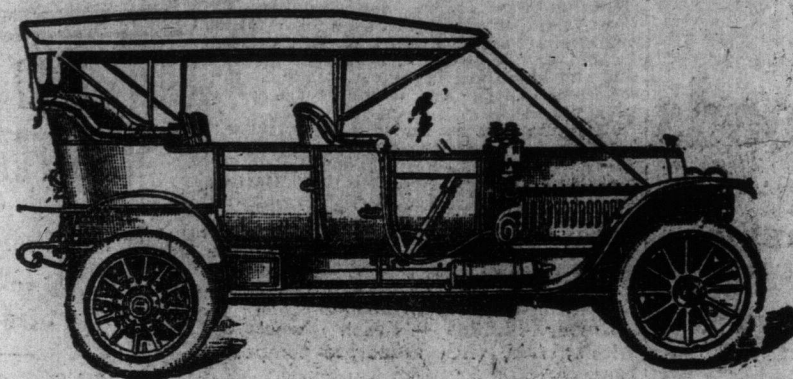
THE HUP EXHIBIT.

The Hupmobile exhibit at the show is very complete. In completed cars there are shown a torpedo with complete equipment of gas lamps and tank, wind-shield, combination oil and electric lamps for dash and rear; a touring car equipped with wind-shield, and a fore-door type of touring car, also equipped with wind-shield. The feature of the exhibit is an especially finished runabout chassis, which is painted pure white, striped with gold and black. The inside of the frame channels and the valve chamber plugs are painted bright red, and all steel and brass motor fittings highly polished.

The chassis is mounted on an ebony pedestal and surrounded by a heavy, polished brass rail. Ted P. Draws, technical manager for the Hupmobile Car Company, will be in attendance at the exhibit during the latter half of the show.

"The car shortage next year," says R. C. Hupp, general manager of the company, "will probably be very acute, as almost all automobile factories retrenched last fall, and the number of cars to be built for the spring business will probably not be more than two-thirds of the number built in the spring of 1910. Another thing that will bring shortages in the spring is the increased foreign demand. Where we had practically no foreign business a year ago, we have recently become obliged to ship a total of about one thousand cars into foreign countries, being about one-fifth of our total output for the next eight months. The progressive foreign demand has made great strides in their offerings to the public during the last few months, showing a tendency to get after the business with the very

ALCO



What the Winning of the Vanderbilt Cup Twice Means to You

WE have never built a racing car. We have never been "racing makers," in the sense of producing speed machines, specially designed to win contests. But we won the Vanderbilt race two years in succession with the same, identical touring model taken from stock.

STRUCTURAL RIGHTNESS, the quality in the car which might be called sturdy character, speed, and the man won those races. Probably you don't want to drive your car in great road races, but you do demand, and, as a matter of safety, must have, the quality of steadfast sturdiness of which each Alco car is the highest expression offered for purchase to-day.

CONSIDER why this statement is literally true. Behind each Alco car is the knowledge of materials—the application of this knowledge in using the right materials in the right places—gained in over half a century of the building of locomotives. Our method of drop forging our rear axle is indicative of our insistence that your Alco car shall be safe and that it shall outwear your demands on it. We spent \$51,000 for the biggest drop hammer in the world to strike out our rear axle from a solid billet of steel, that is tested for strength as exhaustively as scientists can tell us how to test it.

EACH detail of an Alco car is as carefully built as the rear axle. The Alco is staunch for service—it is more staunch for safety.

AS to speed, Grant drove the touring model in the Vanderbilt race an average of 65.2 miles per hour. Your Alco car will go as fast and as far if you want it to.

AS to appearance, the design of the Alco car suggests power, elegance, beauty, fitness. The nameplate of the body builder is one you will be glad to point out to your friends.

BUT back of the car after it is in your hands is a service worth more to you, perhaps, than the car itself—a service that puts the immense resources of our plants at your disposal, that takes care of you, stands behind you, and sees you through, as quickly and thoroughly as work can be done.



Montreal Locomotive Works
Limited
BANK OF OTTAWA BUILDING
MONTREAL



TWO EXCURSIONS.

Buffalo and Return, \$2.10, Saturday, 9.30 a.m. and 1.15 p.m. C. P. R. Trains.

Tickets to Buffalo and return at \$2.10 will be on sale at all C.P.R. Toronto offices for the 9.30 a.m. and 1.15 p.m. trains, Saturday. The Athenaeum Bowling Club and the College Bowling Club at 1.15 p.m. Tickets are good returning all trains Saturday, Sunday and Monday. C.P.R. City Ticket Office, 16 King-street east.



The Knight Motor at the Automobile Show

ONE year ago the RUSSELL car exhibited its first two Knight engine models at the Automobile Show.

We told you what the Knight Motor had done in Europe. We showed you how it had successfully stood up under the greatest engine test on record. We promised you that this engine would do for you here in Canada what it had already done in Europe.

Some of you believed and bought; some of you doubted.

What has been the result of this one year's experience in Canada of the Knight Motor? This has been the result:

The two Knight Motor models we have been obliged to increase to three. So convincing has been the evidence of the Knight Motor superiority in every way that we have practically doubled our business in a year, and have made an extra plant that is a factory in itself.

W'S no longer bring you promises alone—we bring you results that you can see. We no longer refer alone to European success—we point you to the success of this motor in the hands of your friends and neighbors.

The motor that practically every crowned head in Europe uses, including our own gracious Sovereigns, is the identical motor which in the RUSSELL car has proved the biggest sensation here since the automobile industry was inaugurated in Canada.

You—who are this moment sincerely looking for the best—can you ignore such confidence?

Three Russell Models with the Knight Motor

Prices \$5,000, fully equipped;
\$3,750, fully equipped,
and \$2,850.

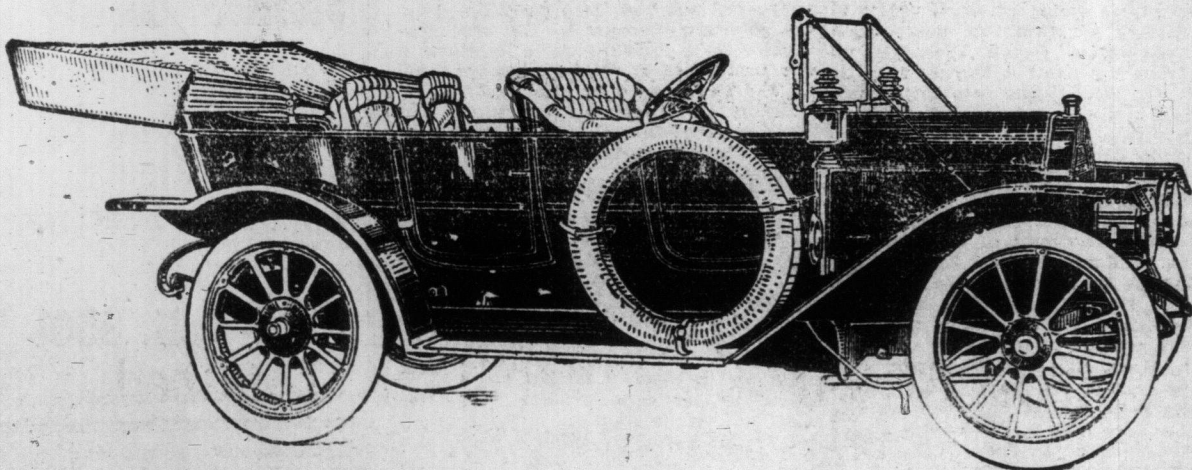
COME AND SEE THEM

CANADA CYCLE & MOTOR CO. LIMITED, WEST TORONTO

Makers of High-Grade Automobiles.
Toronto Branch: 100 Richmond St. W.
Other Branches: Montreal, Hamilton, Winnipeg, Calgary, Vancouver, Melbourne, Australia.

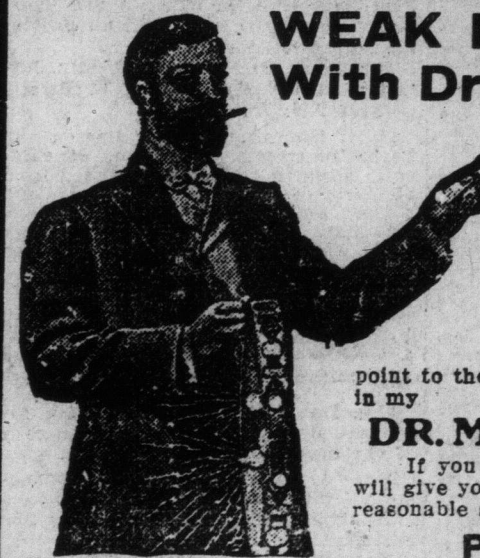
"Made up to a Standard—Not down to a Price."

REGISTERED.



Russell "38," \$5000, Fully Equipped

WEAK MEN, YOU CAN BE CURED With Dr. McLaughlin's Electric Belt



If you are losing the strength of youth and can see evidence from day to day that your physical system is going to decay, you should, in common justice to your future happiness, take steps to check this. Don't make the mistake of thinking that this can't be done; it can be, and has been, done in thousands of cases. Don't deceive yourself into believing that it is natural for any person to thus exhaust his strength. Nature is appealing to you every moment to save yourself. The slight pains that you feel, the momentary spells of weakness, the periodical loss of memory, dullness of brain, drowsiness—all point to the necessity of curing yourself now. I have a positive cure for you in my

DR. McLAUGHLIN'S ELECTRIC BELT

If you haven't confidence in electricity, let me treat you at my risk. I will give you the Belt on trial, without one cent of risk to yourself. Give me reasonable security, and I will take your case, and you can

PAY ME WHEN YOU ARE CURED

HAS BEEN IN BETTER HEALTH THAN EVER BEFORE.

Dr. McLaughlin:

Dear Sir—Since wearing your Belt I have been in better health than I ever was before. It did me more good in three weeks than all the drugs I ever took, and the old symptoms have never returned, as I expected they would. It has certainly built me up in every respect. I consider that your Belt saved my life. I tell everyone I can about your Belt. Yours truly,

Box 66, Sturgeon Falls, Ont.
I did me more good in three weeks than all the drugs I ever took, and the old symptoms have never returned, as I expected they would. It has certainly built me up in every respect. I consider that your Belt saved my life. I tell everyone I can about your Belt. Yours truly, V. E. BRAZEAU.

BOOK AND CONSULTATION FREE.

Call at my office and I will be glad to talk with you about your case and explain everything about my method of treatment. If you can't call, send me this coupon with your name and address, and I will mail you, free of charge, my beautiful illustrated 80-page book that is full of interesting facts. Consultation free. Office hours 9 a.m. to 6 p.m. Wednesday and Saturday at 3.30 p.m.

Dr. M. O. McLaughlin,
112 Yonge St., Toronto, Can.
Please send me your Book, free. 221-11

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ADDRESS.....