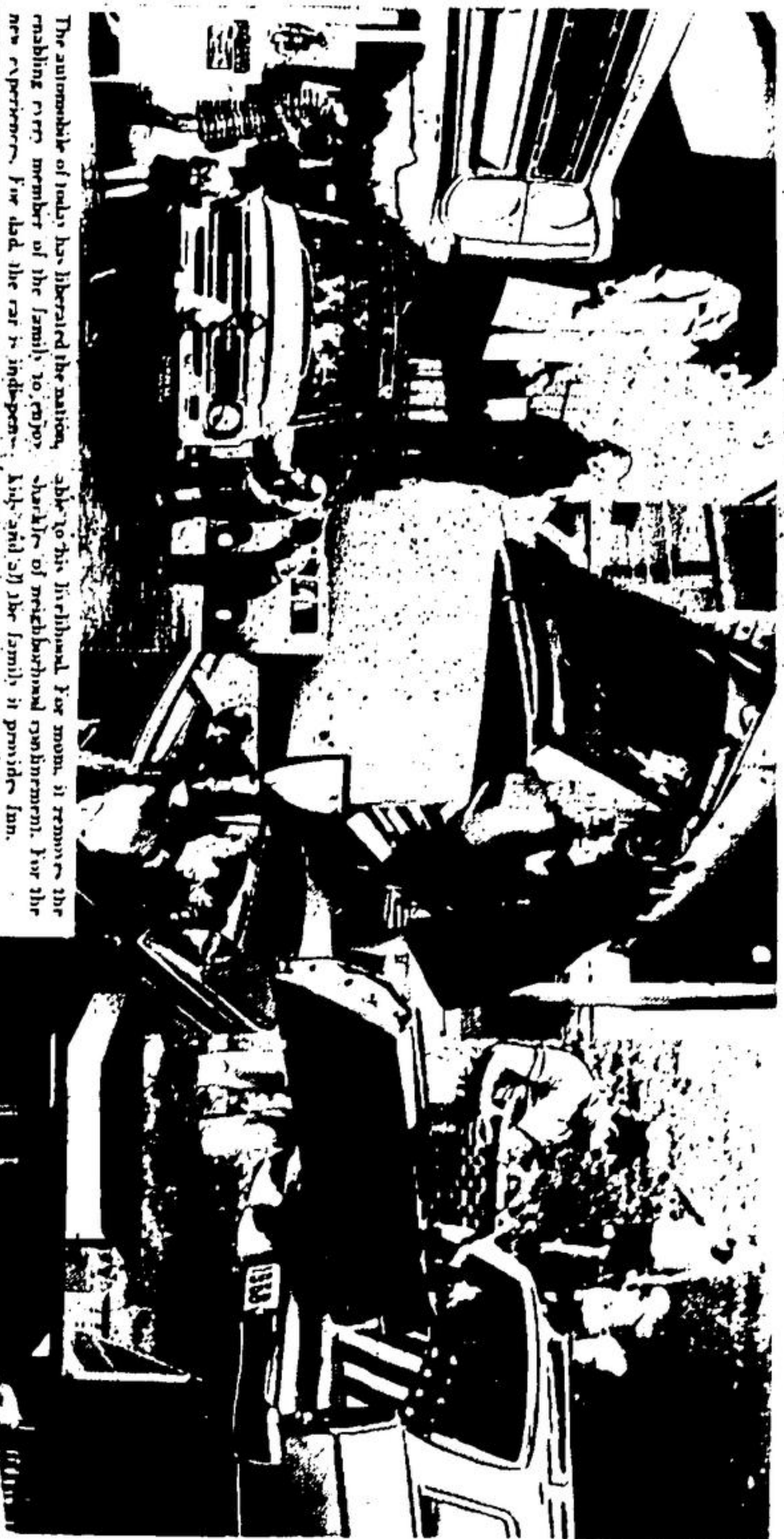


Freedom of Movement is Gift of Modern Automobile



The automobile of today has liberated the nation, able to do the things that were once the province of the family to enjoy the freedom of movement. For the first time, the car is independent.

Provides Unlimited Access to Wherever You Want to Go

When this nation's founders spoke of freedom just over one hundred years ago, there was one freedom whose essence was beyond their most vivid visions. That freedom was the freedom of movement which was not really possible until this century. Thanks to the development of the automobile, this freedom of movement had been a true liberation for the great majority of Canadians.

With it, the confines of neighborhoods and communities gave way to unlimited access to all parts of our nation. Business trips, vacation journeys to anywhere a road will take you have widened our activities, increased our pleasure.

Equally liberating has been the development of the automobile itself. From cumbersome, "get-out-and-get-under" transportation of 50 years ago, the car has become so dependable that, even the most delicate woman can drive anywhere with certainty.

How important a factor the automobile has become in Canada can be shown by a few startling statistics. According to the Motor Vehicle Manufacturers' Association, nearly two million Canadians are employed in the motor vehicle and allied manufacturing industries. Their salaries and wages in 1966 totalled over seven hundred million dollars. The gross selling value of the products they turned out was a staggering thirty-five billion dollars.

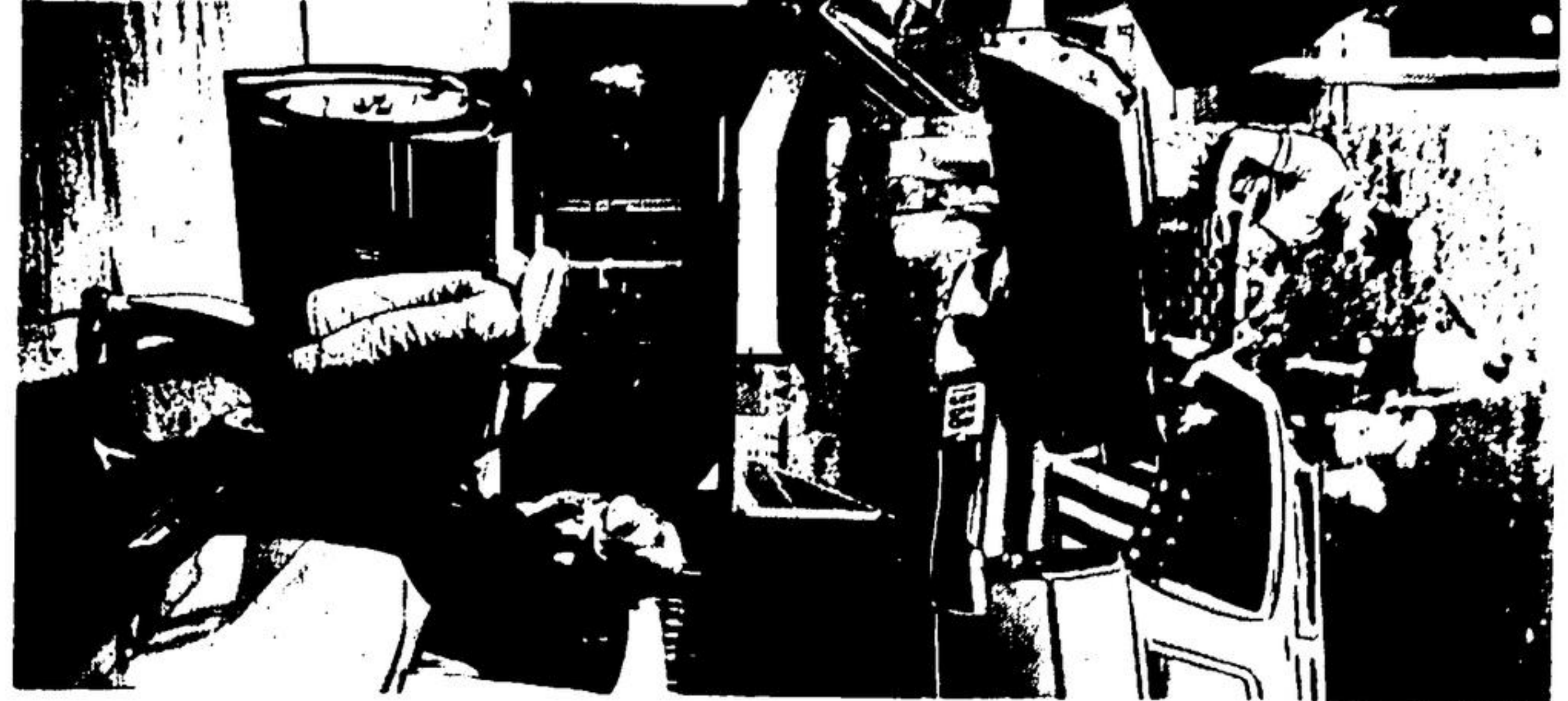
Yet these statistics don't begin to show the immense impact the car has on our lives. Passenger car registrations in Canada in 1966 numbered over five million. That's ten cars for every 36 Canadians—more men, women and children. We crisscrossed over 61 million miles the same year—after buying over four million gallons of gasoline.

Such statistics are irrefragable proof that not only do cars provide us with our living but make that living more meaningful and enjoyable. Yet with the freedom the car has given us we have not always accepted the responsibility this freedom provides. Too many of us are heedless of the fact that a carelessly driven car can kill or maim.

Too many of us who are careful drivers, do not pay enough attention to the condition of our cars. This carelessness is a definite, if not precisely measurable, factor in the highway accident picture.

As simple as the car is to operate, it is a complex machine with thousands of working parts. As such, it requires attention of qualified maintenance people.

And all systems of your car need attention to assure safe and dependable operation. It is obvious that a set of three tires is allowed to deteriorate in an obvious threat to safety.



Test Yourself!

What's Your Car Care I.Q.?

- The answers more about caring for the family car? It's a quiz for the family. Test your car care I.Q. with this quiz. You may want to take it separately to see who gets the highest score.
1. When you step on the gas pedal, your engine begins to sputter. It's a sign that:
 - A. You need a tune-up.
 - B. Your battery is not properly charged and needs to be recharged.
 - C. Your oil level is too low.
 - D. Your air filter is clogged.
 2. If a good idea to have your car checked:
 - A. Once a year.
 - B. Every six months.
 - C. Before every journey.
 - D. Your car is messy.
 3. The spark plug is an indicator that:
 - A. You are doing a job of driving.
 - B. Your car is in poor condition.
 - C. Your car is burning oil.
 - D. You need a new oil pump.
 4. Shifting gears is the best way to:
 - A. Save gas.
 - B. Save money.
 - C. Save time.
 - D. Save wear and tear.
 5. A squealing or scraping sound heard when applying the brakes can be a sign that:
 - A. Your wheels are out of alignment.
 - B. Your brake linings are worn.
 - C. Your steering system is defective.
 - D. Your emergency brake is on.
 6. All but the following can cause your cooling system to overheat:
 - A. A leak in the radiator or water pump.
 - B. Coolant level is low and/or contaminated.
 - C. Battery cable near the radiator is loose.
 - D. Thermostat is stuck in the open position.
 7. Abnormally rough idle indicates to you that:
 - A. Your spark plugs are dirty.
 - B. Your air filter is dirty.
 - C. Your car is low on oil.
 - D. Your transmission needs immediate attention.
 8. After 5,000 miles of driving, you should:
 - A. Change the oil.
 - B. Change the oil filter.
 - C. Change the oil and filter.
 - D. Change the oil and filter and check the water pump.
 9. By cleaning or replacing the air filter every four months you can:
 - A. Keep the dust level down.
 - B. Keep dirt from entering the engine.
 - C. Make the car sit comfortably.
 - D. Keep the radiator fan from overheating.
- Answers: 1. A; 2. B; 3. B; 4. B; 5. B; 6. C; 7. A; 8. C; 9. D.

Here's How to Keep Kids Happy On Long Vacation Motor Trips

A vacation motor trip with children can be a breeze if you take along low-cost play material.

A tote bag or a small suitcase can carry the essentials. Says H. M. Benstead, Jr., creative director for Whitman Publishing Company of Racine, Wis.—Checkers are handy, and so are mass slates, miniature spinner games, crayons, and other variety store items.

Simple games can smooth a car trip. Counting games are the most popular. In these, you count anything from red cars to white horses to willow trees as you ride. Whoever makes the first sighting gets the score. Fractured questions will ask a logical question. How do you avoid arguments over the score?

Use checkers. When there are two children, each is assigned one side of the car, and a checker supply. An empty box goes between them. The game can last half an hour or an hour. The checker is used up, a checker set of 100 sets are available. It's easy to see whether red or black won. Bring the board along—it's useful at overnight stops.

Maple slates are the answer when three or more children are along. These slates have an overlay of plastic film which lifts up to make writing disappear. One child is scorekeeper. Games can end at the count of ten. These handy slates are usable over and over, and are reasonably priced at all variety stores.

Preschoolers enjoy sticker fun books. These have pre-cut and pre-glued pictures which are punched out and affixed to a black and white landscape in the book. There's no need to carry paste or scissors. For an unexpected stop—say at a service station while minor repairs are made—the books are a boon.

For small kids, these are also frame-it puzzles, which have their own self-stim, so the work can be carried from one spot to another without slipping or loss. A lightweight tray-puzzle of this kind fits into a large brown envelope.

The older children enjoy decks of juvenile cards. A deck of animal rummy or crazy eights or hearts or authors takes almost no space, but can be used for a running tournament in which scores are kept all along the journey.

Extra maps, provided by any service station, can be another basis for keeping the youngsters entertained. They can mark the itinerary with crayons. They can also draw pictures of what they've seen, with arrows pointing to where they saw it, so the map becomes the diary of a vacation.

Small sheets of drawing paper are good to keep on hand, to be taken out at motel or hotel stops or when spending time with relatives. In unfamiliar surroundings the child especially enjoys a portable activity such as drawing.

For the family, recreation when the travelers are rained in somewhere on a rainy day, a small box of bingo equipment is useful. Prizes can be provided in the form of portable milkshakes, double hamburgers, a day free of household chores, or other incentives to win.

How to cut your car's operating costs



Unnecessary wear on moving parts soon adds up to repair bills. Regular Shelllubrication, performed exactly to the needs of your particular car, helps keep running costs down. When you drive in for a Shelllubrication check for your make and model car. Each job is guaranteed! You get a written receipt showing work done, plus a notation of any parts that may need attention for your driving safety. Bring your car in for a Shelllubrication soon. You'll be glad you did.

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