

# In The Automobile World

## FARMER AUTOISTS IN MAJORITY

### City Dwellers Far Outnumbered As Motor-Car Owners in Ontario, New Statistics Show.

Very little more than a decade ago for it is only fifteen years since motor cars first were licensed in Ontario—the average farmer of the province held the automobile and the automobilist in supreme contempt, the former as the symbol of city plutocracy, and the latter as one whose fustian mission in life was to alarm the live stock.

The average farmer, on impulse and general principles, hated the automobile and didn't care who knew it.

To-day what a difference!

The automobile has followed the rural telephone and free mail delivery in the transformation of country life. It is another factor in the abolition of the isolation of the farmer and the farmer's wife, and in bringing them into intimate touch with the pulsing life of the busy world.

And whereas in 1903, when motor cars first were licensed in this province, no farmers were registered as owners of such vehicles—and no farmer would have dreamed of owning or driving any "such contraption"—to-day the farmer car-owners of Ontario number 23,409, according to the just issued official figures for 1917, leading by more than 50 per cent, the merchants, manufacturers and other such typical urban classes.

The total registration of passenger cars for the year is given as 78,861, and in the analysis of ownership by occupations it is noticeable that "the poor farmer" is first, with a long lead, 23,409 strong. Merchants, manufacturers, etc., as a composite group, register 14,825. The skilled trades have representation by 10,937. Physicians use 2,605 cars, great or small, and other professional gentlemen, 3,394. The commercial travellers of the province employ 1,079 cars in the prosecution of their business under modernized and vastly improved conditions.

**The Taxicab Total.**

Sixteen hundred and sixty-two taxicabs are at the service of the public, and 20,950 passenger motor vehicles are jumbled together under the "miscellaneous" ownership heading, making up the register aggregate of 78,861.

And not only does analysis of statistics of "ownership by occupation or calling," show the Ontario farmer to be the foremost motor fan of his province, but there is other irrefutable evidence in the same connection presented by examination into the "distribution of ownership." The record in this respect shows a total of 31,098 passenger cars owned in provincial cities, of which almost half, 14,751 to be quite exact, are in Toronto city. In the country districts, including their minor towns and villages, the score is 47,327, giving the country a majority lead in Ontario motor car ownership of 16,279—again more than 50 per cent.

At one time, and that time not so long ago, the motor car was owned only in the city, and was regarded almost as much as its symbol as the cheque book and the traffic cop. The proportion of city-owned cars is now rapidly declining, the Department of Highways shows by its motor vehicles statistics, and the occupation of owners and analysis of distribution suggest the extent to which motor vehicles are now employed by the farmers and used for business purposes—this with regard exclusively to the passenger cars, for trucks and

commercial vehicles are treated in a quite different category.

Of the 78,861 Ontario-registry motor vehicles, no fewer than 70,409 are of the type commonly designated in the trade as "touring cars," while 6,785 are runabouts and 1,667 coupes, sedans and limousines. The commercial power vehicles on the other hand number but 4,929 in the total, thus classified and distributed: Ambulances, 41; 1/2-ton trucks, 20; 2 1/2-ton trucks, 1,563; 1 1/2-ton and 2-ton trucks, 513; 2 1/2-ton trucks, 24; 3-ton and 3 1/2-ton trucks, 575; 4-ton and 5-ton trucks, 118; and 6-ton trucks and upward, twenty-three.

The classification of all the power vehicles of the province by power ratings shows 178 electric, 62,993 of less than 25 h.p., 11,656 of 25 to 30 h.p., 2,417 from 30 to 35 h.p., 1,586 from 35 to 50 h.p., and only 31 of 50 h.p. upward.

**First Licensed in 1903.**

As illustrating the ratio of increase in registration of motor vehicles of all kinds in Ontario, the past year shows a total of 83,790 (passenger cars and commercial) as against 54,375 in the previous year, an increase of the twelve months of more than 53 per cent.

Motor cars were first licensed in Ontario in 1903, when 220 vehicles were registered. In 1907 the registration included 517 cars owned in Ontario and 659 provincially registered, but extra-provincially owned. In the subsequent decade to and including 1917, the registration advanced to 83,790 vehicles, while there already is assurance that, despite the war and its burdens, the close of the present year will see the 100,000 total left far behind in the dust-clouded distance.

"Highways must be built and maintained in proportion to the nature and extent of traffic upon them," observes the Minister, with the motor vehicles statistics for the past year as his text.

The analysis of these statistics is, therefore, of particular interest in relation to road construction. The increase in motor vehicles owned by farmers is distinctly notable. In 1913 there were 966; in 1917 the registration was 23,409.

**SPREADER SPEEDS REPAIRS**

**Labor Saved by a New Device For Automobile Owners.**

Much labor is saved for the repairman through the use of an automobile spreader that has made its appearance recently. The device, which is described in the Popular Mechanics Magazine, enables a casing to be turned practically inside out in a moment's time, so that breaks may be located and mended quickly and the surface cleaned with a buffing wheel without gasoline. The apparatus consists of a stand supplied at the top with nested rollers, on which a casing may be revolved for inspection when it is opened out by a pair of widespread claws.

For military purposes a Texan has invented a torch to be dropped from an aeroplane at night to illuminate the ground within the lines of an enemy, attached to which are rifles that are automatically discharged, the affair finally exploding a bomb.

The United States will only have clean politics when all the women vote, according to the Rev. Henri F. Gaudert, of Brooklyn.

### A SPEEDY TRIP.

#### Maxwell Truck Encountered All Kinds of Roads in Bad Weather.

Under the direction of Ray Macnara, famous road engineer, Maxwell trucks loaded with touring cars recently made a speedy trip from Detroit to Washington over roads which, covered with ice, auto driving snow, made the right-of-way look in some places like tunnels and trenches on the French front. The elapsed time from Detroit, including stops along the way for lunch, was forty-eight hours and fifty minutes.

Leaving Detroit, the Maxwell rolled into Toledo in just four hours. From Toledo to Cleveland, roads were icy and, particularly between Bellevue and Norwalk, O., drifts of snow were very high. Cleveland, 126 miles from Toledo, was reached in nine hours, despite the snow and ice. First time was made to Youngstown, though the slushy roads made careful driving imperative. The steep hills into Pittsburgh were made easily, the time for the 153-mile run being eleven hours and five minutes.

On through Greensburg, across the Allegheny Mountains, chains were necessary, and the upgrade of 30 miles was made in ten hours and thirty-five minutes.

The last day was the most severe of the trip, leaving early in the morning. Siding, Ray and McConnellsburg (twenty-six miles of climbing) reached in three hours and thirty minutes. From there on, much snow was encountered, but the Maxwell tractors, then on to Westminister and Gettysburg, to Baltimore, and then to Washington. The distance from Everett, Pa. to Washington, 168 miles, was covered in fourteen hours and ten minutes.

Then, with the lights of Washington gleaming in the distance, the bodies, Maxwells rolled in with another splendid run to their credit.

### Watch the Batteries.

Do not get the idea that if a little water is good for the battery, two or three times as much will be better. Only enough water should be added to cover the plates about one-fourth or one-half inch. The reason becomes apparent when you stop to consider the action of a battery during charge. When the generator is charging the battery bubbles of gas are given off and these are expelled through the vent holes in the filter caps. If too much water is added, these bubbles, together with the rise in temperature, cause the liquid to expand and consequently it flows over the outside of the battery. Trouble is sure to follow. The spilled electrolyte is likely to cause a short circuit between the battery terminals and cell connectors, resulting in a decided loss of energy thrown out of commission. Short circuits like this are often the cause of mysterious troubles. Besides, the acid eventually will run down the side of the battery and eat out the metal retaining box or the wood battery case itself. It also sulphates the terminals and handles.

### MOTORFLAGE.

It's an invariable sign of good driving to kill the motor on the principal crossing. If the car is one of the cranking kind, ask the crossing cop to do it. If he doesn't he will at least direct you where to go.

If you see a parking space always back in from the centre of the street by easy stages. Of course you are not expected to hit it the first time.

If the parking space is a tight fit, shove the car ahead against the next one. Let the owner get out the best way he can, as he has no business leaving his car there.

When a car is trying to back into a parking space, dash in from behind, then jump out and—keep on dashing.

Never put your arm out when turning a corner, only motorists who think of others do that.

When you find a policeman putting a tag on your car, tell him he is a "bonehead," adding that you will have him fared off the force. You will be surprised at the effect it will have.

Dear Luke: Have any of our prohibition friends complained about the distilled water that is being put into batteries? Joshua Lott.

One by one the women are taking over men's work. Pretty soon there will be nothing left for the men but devising women's fashions.

Don't pay any attention to persons trying to get on and off cars. They should wait until you pass. If they miss their car or are carried an extra block it's their business.

### Automobile, the Farmer's Friend.

Some years ago a good many rigorous economists were convinced that touring cars were more or less of an outrage even in peace. Several very opulent citizens—who considered them (automobiles) quite appropriate for themselves—declared that the extravagance of farmers in buying touring cars was a national scandal and a grave menace to the country's well-being. For a good while I have been, by way of being a farmer, by proxy, myself, and have spent part of every year in a typical farming community. First-hand observation leads me to the opinion that at least since McCormick invented a reaping machine, no other invention has been so beneficial to farmers as the automobile—and when it comes to farmers' wives I put the automobile ahead of the reaper. No other thing has done so much to make the farmer's wages—and his wife's wages—equal wages of workers in town. By way of being a farmer, of course, the satisfaction a man gets, for that is what anybody's wages finally consist of. If I were legislating on farm essentials I should put automobiles high on the list, especially at this time, when they can be exceedingly useful in relieving the roads of passengers and goods on short hauls.

## MOTOR INSURANCE SHOWS HUGE LOSSES IN PAST YEAR

### Over \$116,000,000 Estimated Loss Due to Autos in 1917—Many Agencies Engaged in Safety Campaign.

If any additional argument were needed to the many strong examples which have been given in the interest of automobile safety, both to users of the highways and owners of motor cars, it might be found in the perusal of some startling insurance figures showing the enormous waste in life and property as represented in dollars during the year of 1917. These figures have been carefully compiled by the automobile department of the Aetna Life Insurance Company, one of the largest companies accepting automobile risks, and embody, in a very complete manner, the total losses of the year of all the leading companies and agencies in the United States. They show that of 5,000,000 cars estimated in use in this country at the close of 1917, the cars insured for personal liability—that is, for accidents, fatal or otherwise—numbered about 800,000, or one car for every six in use. The financial losses may be tabulated as follows:

Personal injury, insured cars	\$14,000,000
Personal injury, estimated uninsured	50,000,000
Property loss, collision, insured cars	5,200,000
Property loss, uninsured	20,000,000
Fire and theft, insured cars	13,700,000
Fire and theft, uninsured	13,700,000
Total, insured and uninsured	\$116,000,000

The total losses for these three items, comprising the bulk of the automobile risks, paid to owners of insured cars is \$32,900,000, leaving an estimated loss to the owners of uninsured cars or those injured in accidents of \$83,700,000.

The insurance underwriters showed early in the year, when the rates for all classes of automobile insurance were raised very materially, that the losses were assuming such dangerous proportions as to make it absolutely necessary to charge higher rates. The average increase throughout the country is placed at about 53 per cent, although the proportion of losses is said to have increased fully 55 per cent over the preceding year or two. In some 55, and street cars for 79.

parts of the country, especially in some Western cities, where the theft loss was very severe, the increase was much more than 55 per cent.

These figures, if they mean anything, show that automobile accidents are altogether too numerous and they are an argument for the nation-wide Safety First campaign in motor car use which is being conducted by many interests closely affiliated with the automobile industry. Conservation of life and property as well as co-operation in every effort to win the war has been brought home more clearly to the American public within the last year than ever before.

Motor-car makers are urging the conservation of gasoline and lubricants; tire manufacturers are giving advice toward getting the greatest possible mileage from tires, and under the auspices of one of the large companies a moving-picture film, entitled "Careless America," is being exhibited in all the cities of the land, revealing in a pictorial manner, object lessons of safety in the use of the highways and proper methods of driving, so as to save fire and other losses. The insurance companies are also taking an active part in the campaign both to reduce losses and to contribute to human safety.

There has never been so great a need for a vigorous Safety First automobile campaign as at the present time. Although it has been convincingly shown in many localities that the proportion of severe personal accidents in proportion to the number of cars in use has decreased in recent years, the numerical number of accidents continues to increase.

Dr. John A. Harris, of New York City, Deputy Commissioner in charge of traffic, at a recent meeting of the Highway Association of the State of New York, mentioned in a tabulation of accidents in the streets of New York City, the first three months of this year, that there had been 169 fatal accidents and 493 serious accidents. Accidents by passenger motor cars numbered 192, those by motor trucks 54. Horse-drawn vehicles were responsible for 105, and street cars for 79.



## A Business Car

RECOGNIZED in its true light by the Government, the business world, and the individual buyer, the automobile has cast aside the title "Pleasure Car" and is now properly classified as a vehicle of real service—a present day necessity.

The owner not only lengthens his own business day, but he also lengthens his family's living days, thanks to the afternoons and Sundays spent in the Utility Car. That which increases the busy man's accomplishments in the day, is no luxury. That which widens your field of business endeavor is a necessity. That which lengthens the life of every member of your family can well be afforded. Owing that which saves health, time and money is true economy. All these things are embodied in the possession of an automobile. Don't wonder how your neighbor can "afford" a car, but use your sound judgment and ask yourself today "Can I afford to be without one?" When you have purchased a car you have multiplied your efficiency. You have acquired a personal and business asset. Your selection should be a Ford.

## VanLoven Bros., Kingston-Moscow

G. H. Richardson, Tamworth.  
J. A. Goodfellow, Parham.

# MICHELIN

## Twelve Tire Tests



**Cross-Sections**

This illustration is an enlarged view made from actual cross-sections of two 34 x 4 tires—one a Michelin Universal, the other a tire of another standard make.

The sidewall of the tire on the left (which is a standard make typical of many tires other than Michelin) is of practically equal thickness throughout. The Michelin on the right is progressively tapered from the tread downward, so that its sidewall is thick where its prime requisite, sturdiness is most essential, yet particularly flexible where resiliency is the prime requisite.

This construction gives Michelin Tires superior durability combined with remarkable easy-riding qualities.

In the Michelin cross-section the layers of fabric are imbedded in a liberal cushion of rubber which binds them into a single strain-resisting though flexible mass, a structural advantage that cannot be exaggerated. A tire's life loses its strength when the layers of fabric come apart, just as a rope loses its strength when its strands separate.

The world-wide reputation of the house of Michelin—the oldest, most experienced of all tire-makers—is proof that only the best of materials are used in Michelins. That a greater quantity of these superior materials is used in Michelin Tires is proved by their extra weight and remarkable thickness, which mean greater durability. And the superiority of Michelin design is shown by the above illustration.

Better materials, more materials and superior construction—these account for the supreme durability of Michelin Tires.

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## The Thrift Car

It doesn't cost much to drive the Overland Model 90.

That's one of the five reasons why the sale of Overlands in Canada doubled last year.

The other four reasons are that this light Overland Four has every advantage of appearance, performance, comfort and service.

Buy an Overland and speed up. It will help in winning the war.

Appearance  
Performance  
Comfort  
Service  
Price

Local Dealers Overland Sales

Rooms,  
Arthur W. H. Callaghan, Dist.,  
214 Wellington Street.

Willys-Overland, Limited  
Willys Knight and Overland Motor Cars and Light Commercial Wagons  
Head Office and Works, West Toronto, Ontario

A ventilated box to serve as a window refrigerator that recently was patented is so mounted that it can be swung outside or inside a window or entirely out of the way when the user of the full window is desired for other purposes.

After several years of experiments an Austrian scientist claims to have found a perfect substitute for cotton in the fibre of the stinging nettle, which he says can be grown in sufficient quantity to supply the needs of Germany and Austria.

To remind business men of engagements a cabinet has been invented with a hole for every fifteen minutes, a memorandum placed in a hole completing an electric circuit that rings a bell and flashes a light when the time for that hole arrives.