

## In the Automobile World

### THE AUTOMOBILE A NECESSITY.

When one considers the increasing popularity and usage of the automobile at the present time it is both amusing and interesting to remember that, no further back than 1903, the Ontario legislature was seriously considering what would have almost amounted to a ban on motor cars. There were then only about 200 cars in this province, compared with about 150,000 to-day. The figures show plainly how astoundingly rapid the growth of the automobile industry has been during the intervening fifteen years. The conquest of the air during the war was only a sequel to the conquest of the motor car, as the whole thing depended on high powered engines of light weight.

Nowadays the automobile is a necessity. No sane person can class the automobile of the medical doctor, the motor ambulance, the fire truck or the police van as luxuries and unnecessary expenses. Every one of them does something to facilitate the preservation of life, law and order, and accomplishes its work in half the time and with twice the efficiency of its predecessor, the horse and buggy.

In the case of one Ontario practicing physician, he claims that his car saved one hundred and one lives since the time of its purchase. Is anyone going to set a price on human life and call this extravagance? It cannot be so termed in any case because the utility of the auto is increasing more with each year than any of the greatest proofs of

this fact is that the farmers of Ontario, as a class, are the greatest users of gas-propelled machines and conveyances. These very men who had offered the strongest objections to motor cars and who fought their introduction tooth and nail, are now the greatest users of motor cars.

Automobiles are a monument to the constructive and inventive prowess of the age, a portrayal of the manufacturing achievements and progress of the world. They make man independent of time and place to a great degree, and so multiply the time that is his own. There is an automobile built for the needs of almost everyone. In time the automobile will be as indispensable as the horse. You may buy an automobile for about the same price as a good horse and buggy and the cheapest car will give the mileage of a long line of fine working horses. The automobile eats nothing and costs nothing except when it is working. It unites the family and gives the younger generation an opportunity to share in the pleasures and the conversations of their elders. It brings motion and happiness to old age. It takes one to the country, to the seaside or to the mountains. The joys of the city are within the reach of the farmer; the city-dweller may find peace and quiet in the country through its instrumentality. It is the servant of man, a friend and benefactor to the entire family.

If you have not an automobile at present, get one. It is not necessary

to buy a twelve cylinder limousine on a four cylinder salary. Buy according to your means and, after buying, use according to your needs. That is, purchase a car within the limits of your purse but do not use it, or allow it to be used, every minute of the day, unless you find it absolutely necessary. If you have a horse, do you run it around the country all the time and allow the rest of the family to do so when you fire it? Certainly not. In about a week you would have no horse. The car will very likely run as long as you will but the expense for upkeep is running at the same time.

As for the extravagance of motor cars, there can be no extravagance in that which preserves life, saves time, gives happiness to so many or takes the old people from their seclusion. Kingston has become a busy automobile centre within the last few years. Five or six years ago one could almost count the cars in town on his finger. Any youngster on the street could tell you who owned cars and which were the largest and fastest. "Tom" McAuley created a sensation by running his car for the whole of one winter. People were amazed at a machine that could stand the weather and the snows of Canada. Then, gradually at first, started to take a hold on the people of Kingston. They became quite common among those citizens who were generally admitted to be fairly well off. Now, in the year 1920, almost everyone has a "flivver" of some description. There are about 2,000 cars of all makes and sizes in the city.

Roughly that means one car for every dozen people, and the market is by no means exhausted or flooded as yet. Unless Sir Henry Drayton cooks up another bugle like the last one very soon, Kingston should have about 2,500 cars in 1920. This means a tremendous business, keeping these cars supplied with service of all kinds. Gasoline, drivers, spare parts, accessories are needed. To take care of this business, we have ten garages and accessory shops in the city whose advertisements appear in this issue and will make very profitable reading for the car-owner and the prospective buyer. If there is any information you need relative to automobiles, their care, cost, or anything else, you will find the names of the men who will be glad to tell you. In to-day's automobile advertising.

### CANADA A LEADER IN CAR OWNERSHIP

Canada is the second motorized country in the world, being inferior only to the United States. In 1919 there was a motor car for every twenty-six people in Canada. In the United States there was one for every twenty people. The third on the list was England, with a car for every 268 people. That means that Canada has ten times as many cars per capita as England.

It is also very interesting to note that, in the provinces of Canada, Ontario leads in the number of cars. In 1919 Ontario had 139,288 cars as compared with 56,402 cars in Saskatchewan, which was the next highest. These figures do not include motor-cycles, which number in the thousands.

It is noticeable that Ontario operates nearly one third of the cars in Canada. This is largely due to the more thickly populated centres prevailing and the general adoption of the motor car by the Ontario farmers.

The low figures in Europe have for their causes the exceeding poorness of the working people and the popularity of motorcycles.

### Stylish Bodies in Demand.

"It is only natural that since the most important problem in the early days of automobiles was to make a machine that would run, more attention should have been paid to the mechanism than to the body," says Geo. W. Parks, president and general manager of Chrysler Motor Car Company, of Canada. "But today the public is accepting the chassis as a matter of course and looking with more interest than ever at the appearance, comfort and quality of the body."

"Any product that depends for its excellence upon style represents production problems that are very difficult to overcome. Being largely a matter of atmosphere style cannot be governed by concrete specifications."

"Many manufacturers who buy their bodies outside have had the disappointing experience of approving a desire on paper or even in the form of a sample body, only to find that when the production bodies came through they missed the style element which made the sample so attractive. The indefinable something which gave the body its character was missing."

"We came to a realization of this many years ago, and for that reason we build our own bodies. The style element has always been under our direct control, and we have exercised a supervision of quality impossible in the case of bodies built outside. This year, we are mounting the finest bodies we can build on a chassis of proved worth, thus offering the public a combination of body and chassis—beauty and utility—of like excellence."

### Close Throttle, Then Shut Off Ignition.

There seems to be a widespread idea that it is good practice to open the throttle wide just before shutting off the ignition. The theory is that the engine in turning over (after the spark has been discontinued) will draw in a heavy charge of gas which will facilitate future starting.

The theory is not only unsound, but the practice is actually harmful to the car. In the first place, such starting systems as are installed on modern cars are fully equal to the task of starting the motor. Second, it is impossible for the cylinders of an automobile engine to hold compression for a longer period than two and a half or three minutes. The cylinders may contain some gasoline vapor which, with the cooling of the engine, condenses into globules of gasoline, leaving the cylinders with more or less pure air at atmospheric pressure; but these globules do not aid in starting. Third, to race an engine without a load is very harmful in itself, tending to loosen the bearings and other parts through vibration.

Always close the throttle before shutting off ignition.

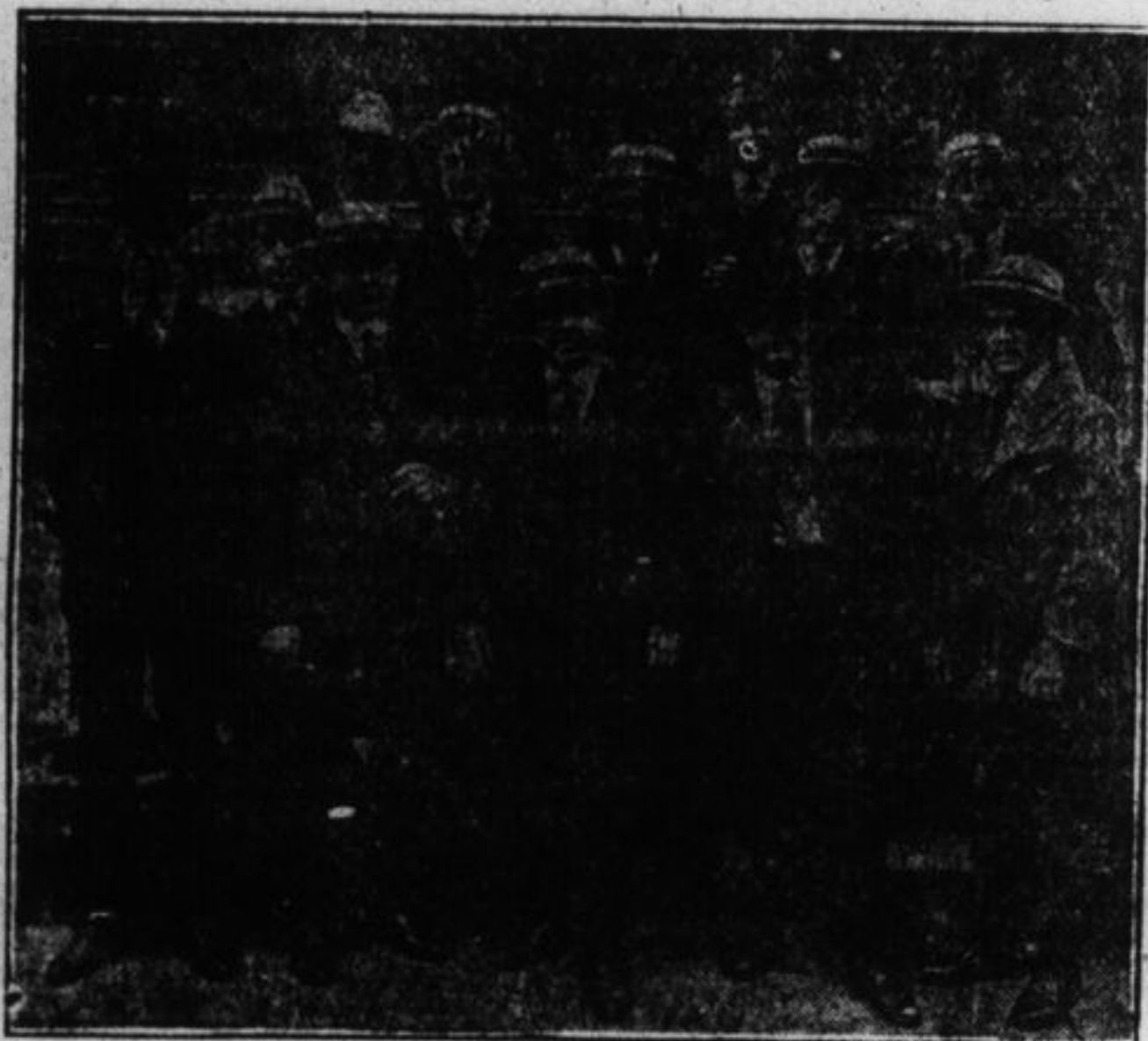
We regret that our misfortune, in having such a disastrous fire, has caused some inconvenience to our customers. The work of reconstruction is being pushed, however, and we expect to have our repair shop back to its old state of efficiency in a very few days. Our battery department has been taken over by a most reliable man, so that we now feel that we can give you any line of service which is second to none.

## Blue Garages, Limited

Phone 567.

H. M. FAIR, Manager.

### THIS SALES CREW HAS THE PLAN FOR SELLING SPARK PLUGS



A crew of ten salesmen of the Champion Spark Plug Co., of Canada, Limited, has just completed an unusually successful campaign in the city of Montreal. Their work during the past two weeks has been of more than passing interest, owing to the fact that the methods adopted represent the last work in modern, intensive merchandising.

The campaign was inaugurated with a some meeting and dinner, which was held at the Old Colony Club at the Windsor Hotel. J. B. Waldon, territory manager, gave the representatives an address on Canadian conditions and the selling points of their product—Champion Dependable Spark Plugs. A more elaborate address was given by B. W. Husark, the sales instructor of the company, on the subject of "Intensive Selling Plans."

It is interesting to note this crew

of specially trained salesmen are all Canadians, and that the Champion Spark Plug Co., of Canada, Limited, recently began operations in their new factory at Windsor, Ont., and it is therefore an all-Canadian organization.

The campaign conducted in Montreal is similar to the intensive advertising and selling campaign in connection with Champion dependable spark plugs, which are covering Canada from coast to coast. The salesmen work in conjunction with advertising service cars, which bring advertising matter and display help to the dealers. This is the only company in Canada utilizing such effective means of dealer co-operation, and that this fuller co-operation is worth while is proved by the very successful results attained in building up and increasing the sales volume of Champion spark plugs.

## Buy a Ford Car

Then You Get the Most in Economy and Service for the Least Investment.

Come in and see the different models. All are fully equipped.

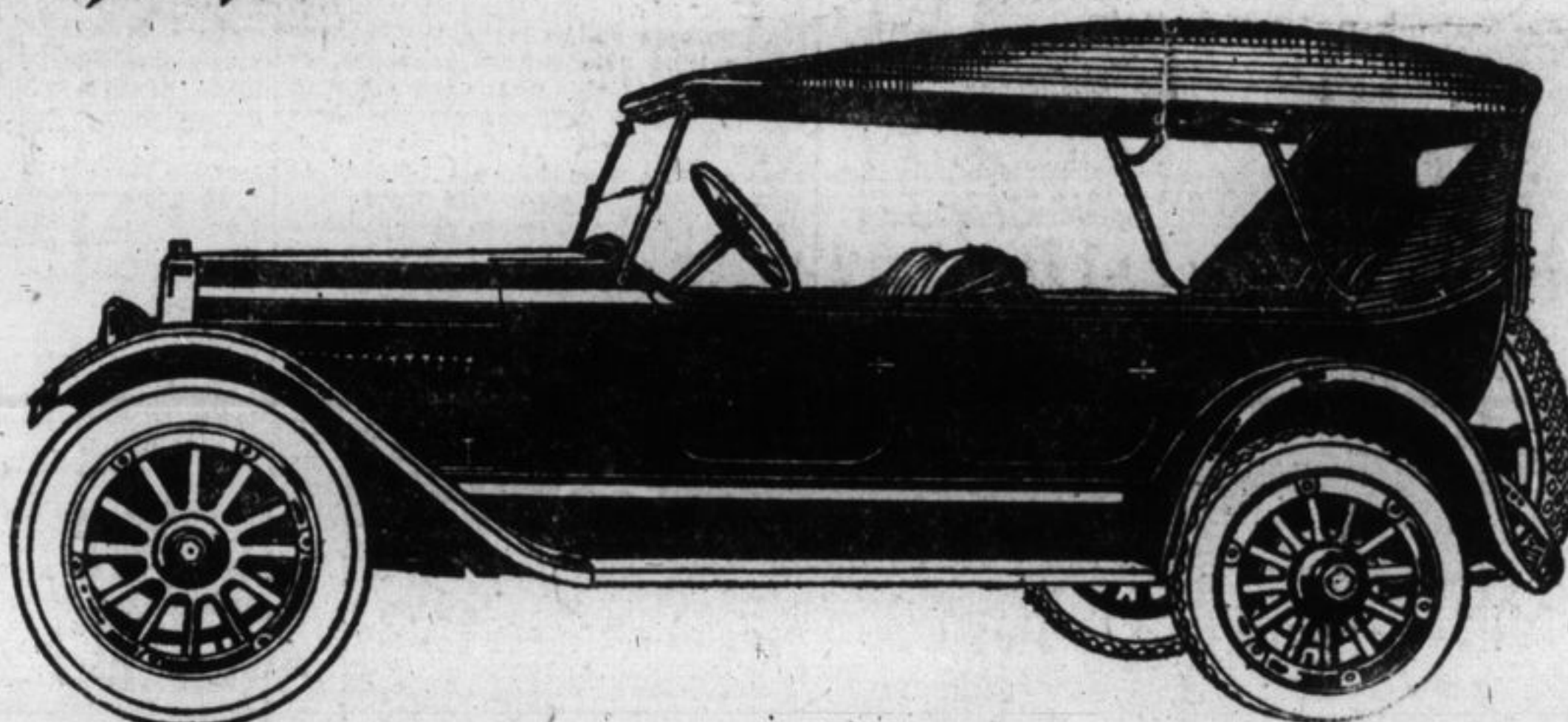
## VanLuvén Bros.

Show Rooms and Garage:

34-38 PRINCESS STREET

## A Vast Organization of Canadian Workers is building the New

# Oldsmobile EIGHT

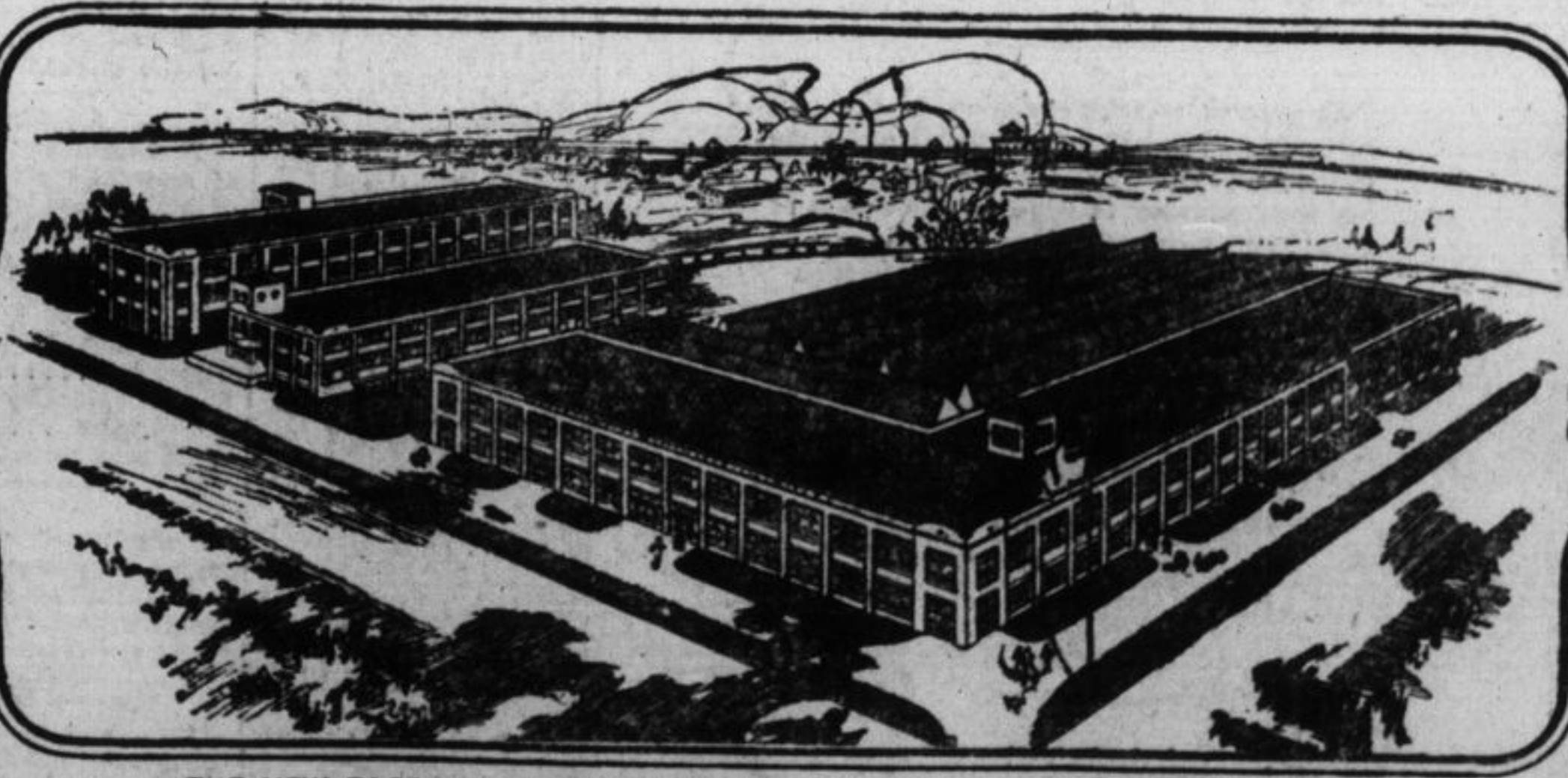


A new epoch in the manufacture of Canadian quality motor cars is ushered in with the advent of the new Oldsmobile.

Both the Seven-passenger Thorobred and the Speedster models possess those daring lines of construction, and are finished throughout to a standard hitherto not attempted in Canada. Both models are amply powered with the famous Oldsmobile eight-cylinder motor. A four-cylinder Economy Truck completes the line.

The mammoth, new, up-to-date plants in Oshawa are now working on large production schedules to fill orders placed when the new Canadian Oldsmobile was first announced.

Demand for good cars is great, and the demand for the new Canadian-built Oldsmobile grows apace as dealers get their sample cars. Write or wire for literature and name of nearest dealer where the new Canadian-built Oldsmobile can be seen.



THE NEW FACTORY AT OSHAWA WHERE THE THOROBRED, SPEEDSTER, AND ECONOMY TRUCK MODELS ARE MANUFACTURED.

## OLDS MOTOR WORKS OF CANADA, LIMITED

OSHAWA, ONTARIO

Local Show Rooms: STEWART MOTOR SALES, 207 Princess Street, Phone 1818, Kingston, Ont. Several good territories still open for wide-awake dealers.