

# IN THE AUTOMOBILE WORLD

## DOES PROSPERITY RIDE IN A CAR?

**Ford News.**  
Is the automobile a blessing to Canada? Are Canadians motor-mad, or is the automobile the most potent factor in maintaining prosperity in Canada, when the greater part of the remainder of the world is in the dumps of depression?

With motor car registration in 1923 approximately 556,000, with sales of new cars in Canada estimated at more than 80,000 for the year, and announcements of largely increased production schedules for 1924, it seems important to find light on the real status and significance of the automobile.

The steady increase in the use and importance of the automobile has caused a difference of opinion among strictly financial men. Among the leaders of the automotive industry, however, there is not only optimistic unanimity but that positive conviction which has led to costly extension of production facilities and to development of far-reaching merchandizing plans. This spirit of optimism is the same as animated our empire builders, such as were the railroad pioneers of two or three generations ago.

The development of the automotive industry is only a logical sequence of the demand for transportation facilities, which have always played a major part in opening up a land to its fullest possibilities. With vast unopened areas in our land of huge distances, proper railroad service could not be a paying or a practical proposition. The need for transportation still remains and is of prime importance in changing these waste spaces into productive areas. No country can rise to its full height of importance without adequate transportation.

What is the truth? Let us apply such facts as are available to the solution of this involved problem. Roughly speaking, the development of the automobile from a scientific novelty to an almost universal utility has occurred in the last twenty-three years—1900 to date.

Has it reduced or increased average earning capacity, average wealth, average savings and average efficiency?

In 1900, with a population of 5,371,315 Canada listed 1,782,832 gainfully employed. In 1911 with a

population of 7,206,000 the nation's gainfully employed totalled 2,723,534. On the basis of the 1911 figures, with an approximate population of 9,000,000 there are today employed approximately 3,360,000 gainfully employed. Canadian government figures are not yet available and this figure is an estimate.

In 1916 the estimated wealth of Canada was \$19,000,000,000. Four years later, 1920, the estimated total wealth leaped to \$22,500,000,000. An increase of three and one-half billions of dollars!

These figures prove that "average wealth" was increased.

Now let us look into savings to see whether the increased wealth has led to extravagant living.

In 1901 savings bank deposits in Canada were \$221,624,664, or \$41 per capita. In 1923 they were \$1,141,136,278, or \$130 per capita—an increase of 215 per cent.

And what has been the progress of general business during the motor age? Here are some more facts!

In 1906 Canadian bank clearings totalled \$3,997,969,665 and in 1923 they totalled \$17,317,227,574—a 333 per cent. increase. Think of that!

Between 1901 and 1921 the value of field crops increased from \$194,953,420 to \$931,863,670; of live stocks from \$268,651,154 to \$766,720,000; of the fisheries from \$28,737,154 to \$49,241,329, and of mines and minerals from \$65,797,911 to \$172,327,580. The products of manufacturers increased in value from \$481,053,375 to \$3,458,036,975; the wages paid from \$113,249,350 to \$629,790,644, and the number of employees in manufacturing alone from 339,173 to 678,337. The chartered bank deposits increased from \$349,480,000 to \$1,781,749,790, the total of fire insurance from \$1,038,687,619 to \$5,987,358,057 and of life insurance from \$463,769,034 to \$2,934,844,288.

Thus the value of farm and animal products has increased nearly fivefold; of live stock threefold; of mining products threefold; of manufactures sevenfold; of wages fivefold; of bank deposits fivefold; of fire insurance sixfold; of life insurance sixfold, and of foreign trade sixfold.

Since 1901 Canada has increased its export trade by 400 per cent, and now ranks fourth among the world's trading countries. It has to be remembered also, that for nine years, the progress of the dominion was vitally affected by the war and the period of readjustment which followed. Surely these facts should give us hope and confidence for the future and surely there is no soil more unfavorable for pessimists than that which is embraced within the boundaries of Canada.

The manufacture of automobiles and accessories alone supplies employment to more than 15,000 people in Canada directly, and indirectly to as many more engaged in the production of raw materials for automobiles; in transportation of this raw material and the finished prod-

uct; in the construction and maintenance of improved highways, and in countless other activities wholly or partially affected by the general use of automobiles.

Those who wonder at the continued increase in the sale of automobiles must realize that the big increases are in cars selling for less than \$1,000. These constitute more than 80 per cent of the present market. Such cars are bought for their money-earning power. They earn their cost and keep.

The smaller percentage of cars selling for more than \$1,000 go into the hands of those who can afford those refinements and special features, which, while not essential to maximum utility, lend distinction and social prestige in keeping with the financial status of their owners.

The automobile industry could never have attained its present tremendous totals over a period of 23 years had not its product more than justified itself economically.

Its proper use lengthens life, increases efficiency, stimulates general business and promotes the wealth and stability of the nation.

## UNIFIED BASIC RULES SOUGHT BY MOTORISTS

While continental unification and standardization of basic traffic regulations is one of the most laudable endeavors of the Ontario Motor League an official of the League points out that standardization of minor regulations is neither practical nor desirable.

"Uniformity of courteous treatment accorded strangers when visiting cities and towns, provinces and states and the standardization of methods whereby rules peculiar to a community are made known to the tourist is deserving of much more attention than has been given it generally as yet," he declared.

"When we advocate uniformity," he went on, "we do not propose having all traffic rules identical in all towns. Such a process is not only impractical but undesirable, for the reason that only through experimentation in traffic regulations can anything approximating a progressive system be devised. Any motorist who tours and considers the subject open-mindedly will admit that traffic regulation is evolutionary, and that to standardize it is to lower its standard."

"The sort of uniformity needed is not similarity of all rules, which is rarely possible, but unification of the basic ones and a standardized form of acquainting the tourist with the peculiarities of the local rules. At the main highway entrances to all cities and towns there should be posted on signs of uniform size and character, brief but accurate instructions as to the details of the community's rules. Parking regulation signs should be placed where motorists are accustomed to looking for them, and fire hydrants should bear the local instructions for clearance.

"Unless every city and town on the continent has streets of the same width, intersections of the same form, and conditions identically the same, uniformity of traffic rules will never be possible.

"In certain places it is obvious that it is more logical to pass around an officer in turning; in other places turns are better made in front of him. One-way streets and prohibited left turns vary with local conditions and cannot be made identical throughout a city, let alone the continent, no matter how ideal such an arrangement might superficially seem. Some of the most ideal arrangements in New York or Los Angeles might be grossly impractical here and elsewhere.

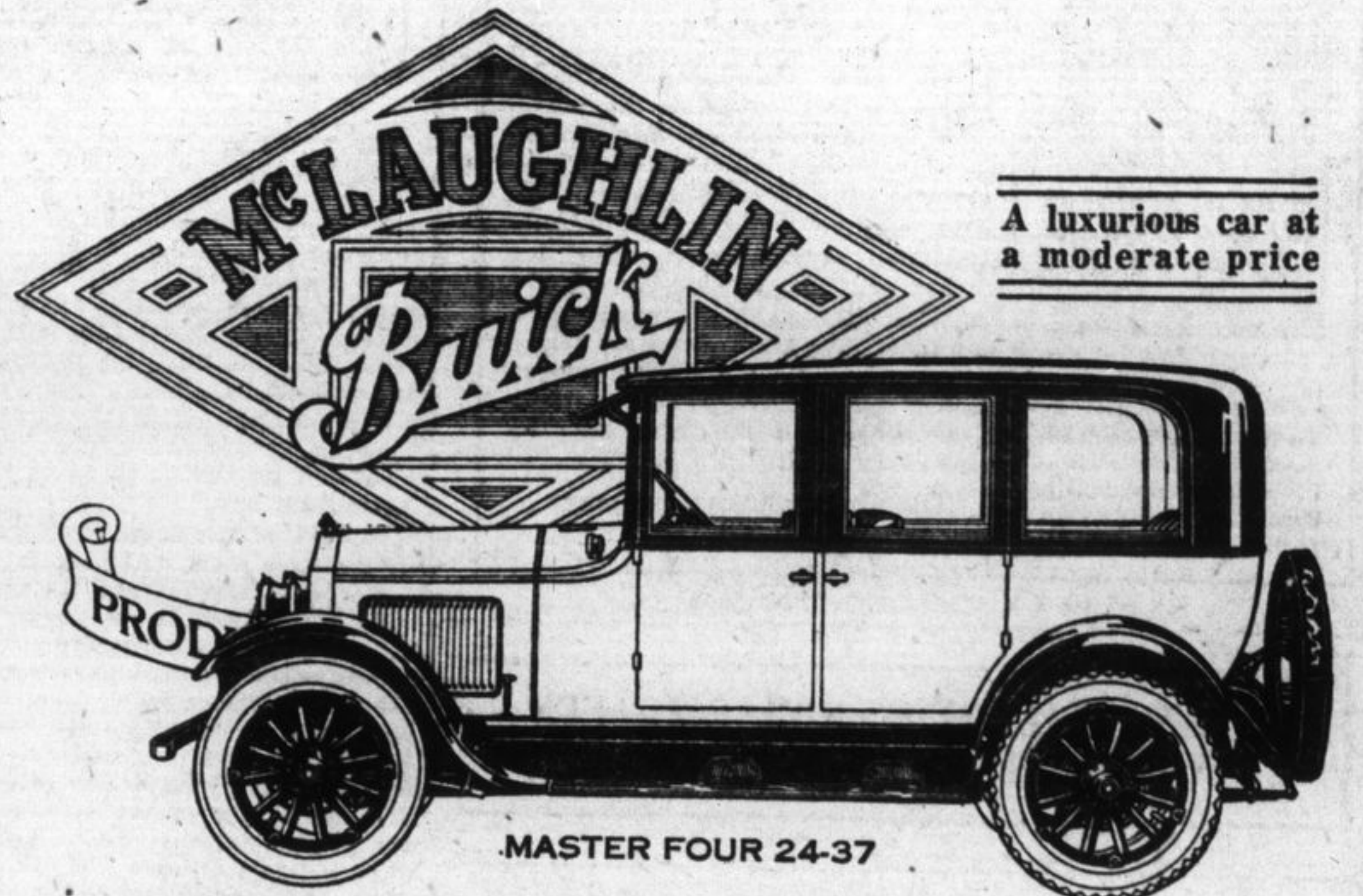
"There is a healthy rivalry among cities in an effort to arrive at some more practical means of speeding up traffic with safety, and of simplifying parking; and this should be encouraged. But not at the expense of the motorist, or to his embarrassment."

"The O.M.L. and affiliated clubs take the position that no tourist should be obliged to worry as to what he should do in driving through a strange town. The instructions should be given him where and when he is accustomed to look for them. In other words, he should be given every opportunity to co-operate with the city in following out its traffic plans.

"Uniformity of conditions is utterly impossible unless we are to redesign all cities alike. Therefore uniformity of local rules is equally impossible. When or where cars shall park will ever remain the privileges of the local authorities, just as laws differ among provinces and states and ordinances among cities. Time limitations or methods of parking should be shown by proper signs.

"But uniformity of tourist education is essential to safety, and furthermore is practical. It is spreading among those cities which appreciate the fact that safety and simplification result from helping the stranger. But the situation demands more than courtesy on the part of the traffic officers. There should be a uniform system of enlightening the tourist.

"We are working toward this goal in the belief that it will enable each city to adopt the regulations best suited to its needs without in any way inconveniencing the tourist."



A luxurious car at a moderate price

## LOW in Cost and Upkeep

—yet elegant and comfortable

NEW in every particular, yet strictly McLaughlin-Buick in character, the 1924 McLaughlin-Buick Master Four five-passenger Sedan fully exemplifies McLaughlin-Buick's policy of building greater satisfaction into its cars with each succeeding year. Moderately priced, everything that could be asked for is present—fine appearance, comfort, power. Its new Fisher-built body, new frame, fenders and radiator, radiator filler-cap, aluminum running-boards, bumper—its powerful McLaughlin-Buick valve-in-head motor—its sturdy, proved Four-Wheel Brakes, all contribute to that greater measure of utility that the world has come to expect in "Canada's Standard Car".



Ask us about the G.M.A.C. Plan of Deferred Payments.

Local Distributors:

**Angrove's Auto Sales,**  
148 Sydenham Street.

## McLAUGHLIN-BUICK

## DODGE BROTHERS TYPE-B SEDAN

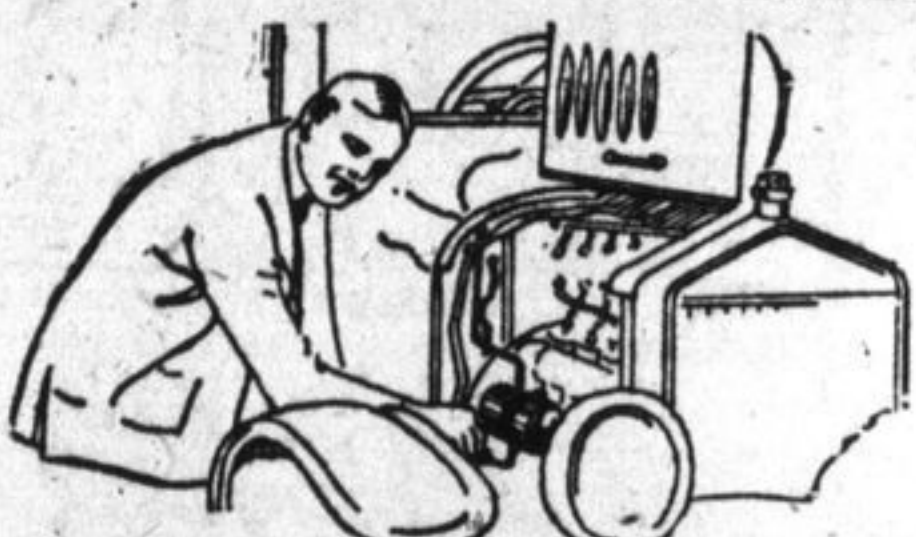
The Type-B Sedan could well stand as a concrete symbol of everything the name Dodge Brothers itself has come to represent.

It is honestly and wisely built. It stands up under the sternest kind of service. It will serve long beyond the span of life usually allotted to a motor car.

**M. QBERNDORFFER**  
124 CLARENCE STREET



## Ford Owners - Attention!



Ever run out of gas? Most people have, and, of course, just where you wouldn't want to. Drive, and let your wife or daughter drive, without the risk of running short of gas. Install a Remington Auxiliary Reservoir. It is easily installed; it fills itself when supply tank is filled; and it will feed to the engine on any grade.

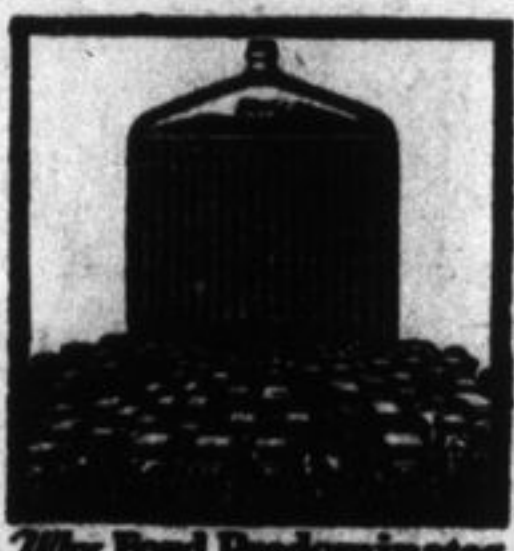
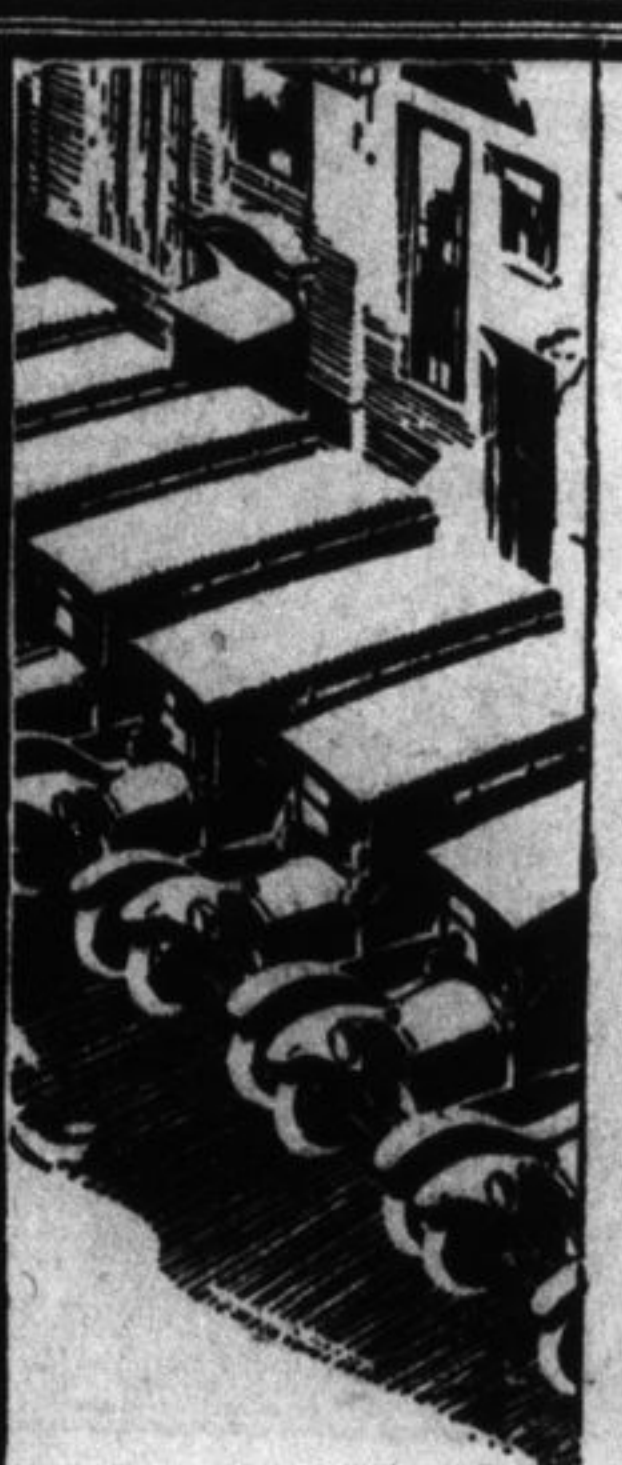
**Price, complete, \$8.50**

For further description, or if you cannot obtain the Remington Auxiliary Reservoir from your dealer, write to

**BEAVER AUTO NECESSITIES, LIMITED**  
35 St. Lawrence Blvd., Montreal  
Exclusive agents for

**REMINGTON AUXILIARY**  
A Reserve Gasoline Supply  
Automatically Ready for Emergencies

Dealers! Write for representation. Some districts are still open.



## Endorsed By Fleet Owners

In almost every business where fast and economical delivery service is a factor, Ford trucks have established an enviable reputation.

The experience of Robert Simpson Company Limited is typical example. The Robert Simpson Company operates one of the largest truck fleets in Toronto, 55 Fords.

This fleet has proved so satisfactory that it is being constantly enlarged; so practical and economical in operation that during the past five years not a single car or truck has been traded in.

The prompt and efficient delivery system which is an inseparable part of this service to the public is largely due to the flexibility and staunch endurance of this Ford delivery fleet. The Ford has the confidence of its users. That's why these are so many Ford users.

See Any Authorized Ford Dealer

**Ford**

CARS · TRUCKS · TRACTORS

### "Indispensable in Our Business"

Another whole-hearted endorsement comes from Mr. A. W. Williams, General Manager of the Bull Bus Company Limited, Toronto, who says: "We have been using Ford trucks for the past eight years and find them indispensable in our business."

**BUY ADVERTISED GOODS**  
The Sure Way To A Square Deal