

# Not One American Car Lasts As Long As Reo Not One

The following statement is based on figures obtained from thoroughly reliable, disinterested sources. It gives the names and relative standing of the four longest-lived American cars. There is a difference between automobiles of various makes. One of the greatest differences is in lasting quality and in all that it means to the owner's purse.

We could hardly believe the figures when they were first brought to us.

It did not seem possible that the Reo, always a moderate priced car, could outlive even the costliest creations of American automobile manufacturers.

So we had the figures checked again.

And again—and yet again.

After all the checks had been made the amazing facts remained unchanged.

### The four longest-lived cars

Reo automobiles have a longer average life—a much longer average life—than any other American automobile.

Second to Reo in average length of life are the big Pierce-Arrows.

Third are the Cadillacs.

Fourth are the Franklins.

These four makes of automobiles, and these four only, have a proved average life of more than eight years.

### The cars whose records were compared

Reo, Pierce-Arrow, Cadillac, Franklin, Stearns, Locomobile, Stutz, Paige, Kissel, Marmon, Chandler, Velie, Buick, Case, Dodge, Packard, Hudson, Hupmobile, Davis, Willys Knight, Jordan, Studebaker, Peerless, Auburn, Nash, Overland, Oldsmobile, Oakland, Chevrolet, Moon.

A number of American built cars are missing. Some of these are cars whose production has been so small that registration figures are not obtainable. The others have not yet been tested by the years, or are no longer built.



Reo's withstand severe highway punishment for thousands of miles more than owners expect.

### The test

The only way to judge the life of the average car you or anyone else may get, is by the life of ALL the cars of each maker.

Take the total production of passenger cars for each make for the last eight years. Compare these figures with the number of cars of each make registered on December 31, 1925, as compiled by R. L. Polk & Company, automobile statisticians.

This method eliminates statements of opinion, protects buyers from making judgments on the basis of the performance of a few cars out of hundreds of thousands—cars often driven by mechanics or dealers and repaired or rebuilt at any cost.

### How they rank, in actual figures

On December 31, 1925, there were 24.9% more Reo passenger cars registered than have been built in the entire last eight years.

Or, in other words, Reo had 124.9% of its last eight years' output in registered use.

The only other cars having more than 100% of their production registered were: Pierce-Arrow with 10.1% more, Cadillac with 8% more, and Franklin with 4.9% more.

Remember the respective costs of these cars and then again compare the records:

Reo	124.9%
Pierce-Arrow	110.1%
Cadillac	108.0%
Franklin	104.9%

Tested for nine years or seven years, Reo retains its leadership. And it is significant that, in this long life league, Reo's constantly improved construction has greatly increased its lead over other cars in its price class.



Women especially appreciate Split-Second Steering and Split-Second Braking.

### What This Means in Dollars to You

1—It means that repair and maintenance costs are very low or Reos could not be kept running so long.

2—That you ride carefree, economically and comfortably because the engineering which gives Reo long life must provide against wear, against breakdowns, for low operating costs, and for protection against jolts and jars of the roads or Reos would not last.

3—That Reos hold their appearance so long that buyers keep them year after year... no car whose frame will sag, whose upholstery and fittings deteriorate rapidly would be in service so long.

4—You can buy long life at a moderate price.

5—This long life means that Reo cars cost very little in depreciation because their cost is spread over so many years.

6—That re-sale prices of Reos are always higher than the average because there are so many thousands of unused miles left in them.

The New and Improved Reo offers you all the fine qualities that have been Reo's for so long, plus such outstanding developments as Split-Second Steering for the easy handling of balloon-tired Reos, Split-Second Braking with Standard Control and Standard Gear Shift, lengthened lines, more luxurious appointments, and many minor refinements.

Come in and see this very good-looking, moderate priced car, which outlasts all the creations of all other American manufacturers.

# REO

## SIX

NEW AND IMPROVED SEDAN

# \$2370

PLUS FREIGHT—TAXES PAID

REO MOTOR CAR COMPANY OF CANADA LIMITED

Windsor, Ontario

## Boyd's Garage Limited

129 Brock and 231 Bagot Street  
Phone 1000

## ONTARIO MOTORISTS FAVOR MORE SPEED

Increase in Speed Limit is Asked for by the Motor League.

A deputation representing the Ontario Motor League recently waited on the Minister of Public Works and Highways, to request an amendment to the Highway Travel Act, increasing the present speed limit of 25 miles an hour in the open country to 35 miles. In presenting its argument for this increase, the league pointed out that the great improvement made in the highways of Ontario in recent years, as well as the improvement in mechanical construction, braking, and the equipment of motor vehicles, justified such a change. Under present conditions, cars could be driven just as safely at 35 miles an hour as they could some years ago at 25 miles an hour. The higher speed would do no damage to the modern smooth-surfaced highways which were built to withstand speed. It was pointed out also that the present speed limit being low in comparison with that of other provinces and states, proves very annoying to motor tourists from without the province who have been accustomed to travelling under higher speed limits.

It was also pointed out that it is tacitly understood that motorists are permitted a leeway on Provincial Highways, under normal conditions, up to 30 miles an hour, but are not permitted such a leeway on other highways, with the result that motorists have many unpleasant experiences with speed traps and local magistrates, which could be obviated by giving effect to a province-wide reasonable speed limit.

The advisability of doing away entirely with speed limits, and placing the emphasis on "safe driving," having regard to all circumstances has been considered by the board of directors. It is felt, however, that the time is scarcely opportune as yet for advocating this change, although, much might be said in its favor, both from the motorists' standpoint, as well as that of public safety. The question of a minimum speed limit has also been considered by the board. With the purpose of such a regulation—the prevention of slowing up traffic on main highways, the board is fully in accord, but it is feared that difficulties in the way of enforcing such a regulation would be formidable. The fact must be kept in mind that the speed of heavy motor trucks is restricted by law to 10 miles per hour, and horse-drawn vehicles are driven at an even lower rate of speed. The solution of congestion of traffic on main highways in the slowing up of passenger motor cars seems to lie rather in the direction of building wider highways, which would permit of four lanes of travel, or the building of special highways which would take the slow moving traffic.

The league is hopeful that an increase in the speed limit, as recommended, will be authorized by the Legislature at its present session.

## PERMIT FOR 90 DAYS FOR ALL MOTORISTS

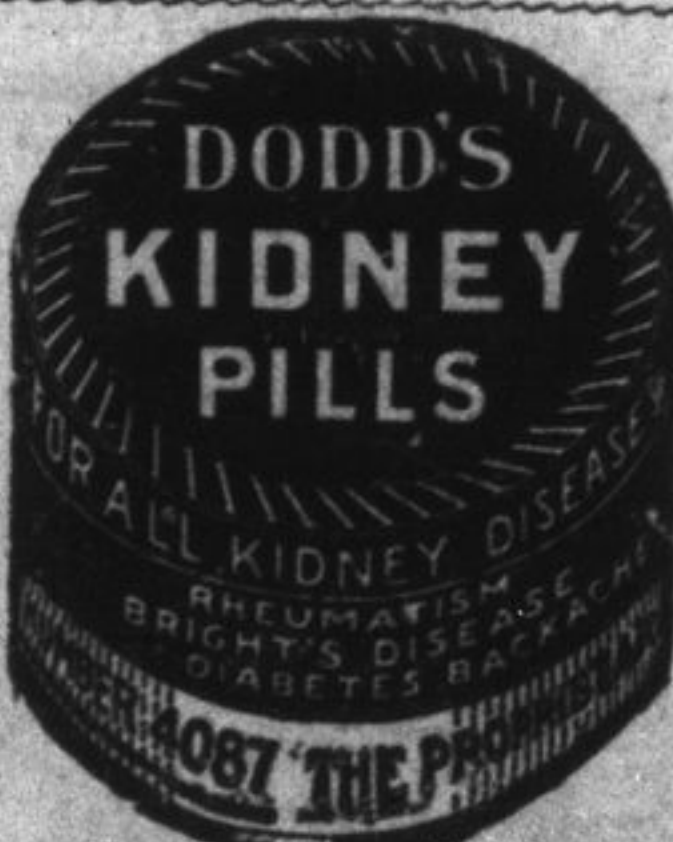
Greater Privileges Are Granted to Tourists in the United States.

Until a few months ago, motor tourists from Canada visiting the United States were required to furnish a bond for the guarantee of the re-export of their cars, if remaining in the country for a period longer than thirty days. By an amendment to the United States Customs regulations, Canadian motor tourists are now permitted a stay of 90 days' duration without bond. Representations are now being made to the Customs authorities at Ottawa, by the League, in conjunction with the automobile clubs throughout Canada, with a view to having a similar privilege extended to motor tourists from the United States who visit Canada.

It is interesting to recall that the first regulation giving special exemptions to tourists originated before the advent of the motor car, and permitted sightseers at Niagara Falls to cross the boundary line with carriages or bicycles, under a permit. This privilege was later extended to motorists, but for years, confined the operation of the vehicle to the immediate vicinity of the Falls and required its export within 24 hours. Through the efforts of the Ontario Motor League, the permit was extended to three days, but the tourist while permitted to use his vehicle anywhere in Canada, was still required to return to the United States by the same port through which he had come.

After years of further effort the league obtained for tourists the privilege of returning to the States by any port, and an extension of the permit period to ten days. Through the co-operation of automobile clubs in the United States, similar reciprocal concessions were secured for Canadian motorists visiting the States with their cars. Finally, when reciprocity in automobile licenses went into effect in 1916, the league obtained a further extension of the Customs permit to 30 days, on both sides of the border.

Dowager Duchess de Rohan, author and painter, member of old French family, died at Paris, aged 92.



### Kingston Markets

Friday, April 16

Butter, creamery, lb	40-45
Butter, dairy, lb	40
Cheese, new, lb	25-30
Cheese, old, lb	35
Eggs, new laid, doz	30-35

Fish.

Cod, lb	15
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Fillet, lb	22-25
Finnan Haddie, lb	18
Flounders	15
White Fish	22
Haddock, fresh, lb	15
Halibut, fresh, lb	30-35
Kippers, pair	20
Oysters, pt	60
Pike, lb	15
Salmon, fresh, lb	15-30
Trout, salmon, lb	25
White Fillets	25
Mackerel	15

### Fruit.

Bananas, doz	40-60
Oranges, doz	40-75
Lemons, doz	30
Prunes, Cal., lb	15-25
Peaches, Evap., lb	20

### Hay, Grains, Seeds.

Barley	\$1.00
Bran, ton	82
Buckwheat, bus	50-85
Corn, imported	\$1.00
Cream of the West	\$4.50
Hay, baled, ton	\$11-12
Hay, loose, ton	\$10
Household	\$4.50
Oats, local, bus	50
Middlings, ton	\$40
Straw	\$5.00-\$6.00
Shorts, ton	33
Wheat, local	\$1.25

### Meats and Poultry.

Steak, porterhouse, lb	35
Steak, round, lb	25
Rolling cut, lb	12-15
Stewing cuts, lb	10-12 1/2
Beef, western	14
Beef, local, lb	8-10
Loins, roasts, lb	25-30
Shoulders, roasts	20
Hogs, live weight, cwt	13 1/2
Chops, lb	40-50
Front	25-35
Hinds	18-20
Hogs, dressed, cwt	22-23
Bacon, breakfast, sliced	40-50
Bacon, cuts	35-40
Hinds, lb	30
Mutton	30-35
Mutton, chops, lb	20-25
Mutton, carcass	15
Chickens, lb	25-30
Fowl, lb	25
Turkey, lb	40-45
Veal	12-15
Carcass, lb	5-12
Hinds	12-18
Fronts	8-10
Cullets	27
Ham, smoked	35

### Vegetables.

Potatoes, bag	\$4.50-\$5.00
Cabbage, lb	10
Carrots, lb	4

### Egg Markets Unchanged.

Ottawa, April 16—Egg markets generally are unchanged today. Some centres report a keen demand for storage purposes.

Toronto—Steady, with firm undertone. Jobbing extras, 31c; firsts, 29c.

Montreal—Light receipts; demand good; prices unchanged.

Winnipeg—Steady; receipts increasing. Country shippers are selling extras, 28c; firsts, 24c; seconds, 18c; cases returned.

Saskatchewan—Receipts show a steady increase. Country shippers selling extras, 24c; firsts, 22c; seconds, 17c.

Edmonton steady. Prices to retailers, 30c; firsts, 25c; seconds, 25c.

Vancouver steady. Retailing extras, 33c to 35c; firsts, 29c to 32c; seconds, 26c.

St. John, N.B.—Lower prices to retailers extras, 40c; firsts, 35c; seconds, 32c.

Chicago—Spot, 28c; April, 30 1-2c; May, 29 1-2c; December, 33 1-4c.

New York—Extra firsts, 30 1-2c to 31c; firsts, 29 1-2c to 30c; April, 31 1-4c; December, 34 3-6c.

### WOMEN DRIVERS AS COMPETENT AS MEN

From the standpoint of safety, the advent of millions of women drivers should be regarded as an encouraging factor for the reason that actual observation have proven that women drivers are as competent as men, according to a statement issued by the American Automobile Association. The statement, which is a direct challenge to the popular belief that a woman at the wheel of an automobile is less dependable than a man, is based on a series of tests carried out in Washington by scientists and psychologists. So far as the tests have gone, the women have scored a higher average as regards those qualities essential in a good driver.

## STEELE, BRIGGS' SUGAR BEETS BEST for Milch Cows

For milk-producing and general health-building properties no roots excel Sugar Beets and no Sugar Beets excel those raised from Steele, Briggs' Seeds. The roots are uniformly large and of exceptional quality. "ROYAL GIANT" and "GIANT WHITE" are two popular strains.

Steele, Briggs' Seeds have been general favorites in Canada for over fifty years. Sold Everywhere. Send for New Illustrated Catalogue.

**STEELE, BRIGGS' SEED CO. LIMITED**  
"CANADA'S GREATEST SEED HOUSE"  
TORONTO - HAMILTON - REGINA - WINNIPEG

### Unclassified.

Sugar, 100 lbs	\$6.50
Sugar, granulated, lb	5
Sugar, yellow, lb	7
Sugar, icing, lb	10
Roll'd oats, lb	5
Ham, 5-lb. pack	75
Honey, comb	25-30

### Hides, etc.

Deacon skins, each	60
Horse hides, lb	up to \$2.75
Beef hides, lb	6-8
Bulls, over 60 lb	4
Veal, skins, lb	10
Veal, kips, lb	8
Sheep skins, fresh	up to \$1.10
Tallow, rendered in cakes, lb	7
Ginseng, wild, lb	11
Bees wax, clear, lb	28
Wool, unwashed, lb	18-20
Wool, washed, lb	22-25