

MUST DISCOVER A SOLUTION OF ROAD PROBLEM

The tremendous increase in the use of automobiles with the resultant overcrowding of streets and main highways, has brought upon all motor car manufacturers the obligation to provide automobiles better fitted to operate under these new conditions.

It is no longer sufficient that the automobile perform to the complete satisfaction of the individual owner and driver; it must also fulfill the necessity for utmost traffic efficiency.

Those who visited this year's automobile shows could see for themselves that the trend of the entire industry is toward a solution of the traffic problem, for the exhibits revealed the great advances that have been made within the last year toward the ultimate automobile, and forecast the ideal toward which the industry is striving.

Physical Saturation.

The "saturation point" that bothered theorists in the past is not worrying the leaders of the industry; that was the fear that the country was nearing the point at which buying would cease because every possible purchaser of an automobile had bought his car, reducing the market to replacements alone. Instead, there is another saturation point that is already a real problem—but this is a question of physical saturation, which will be reached when the populous centres of the country can no longer absorb additional cars.

The great cities themselves realizing the fact that to restrict transportation is to restrict growth and prosperity, have done wonders to postpone their saturation. But we of the industry realize that mere traffic regulations, increased parking facilities, widened streets, and additional thoroughfares, are only temporary remedies, for the cities must finally reach the limit of expansion.

Obviously, therefore the car manufacturers must solve the problem. They must provide a new type of automobile—a car that in design and performance will be adapted to the new-day conditions. In short they must make two automobiles operate where but one operated before.

Efficiency Required.

This is not to be effected by merely reducing the size of the automobiles, for the size of the car itself is but a fraction of the space it requires in operation on the highway. The problem is to perfect the automobile so that this waste shall be reduced, rather than to restrict the size of the cars themselves.

This end may be gained by attaining the maximum road efficiency of the automobile.

How this is being accomplished is revealed in the present trend. The main factors in the development are the more effective brakes, the increased power of the engines, and the easier handling.

HAY CUTTING GENERAL AT AMHERST ISLAND

Syndicate of Farmers Buys
Fordson Outfit—Liberals
Hold Meeting.

Stella, Aug. 20.—Grain cutting is now the order of the day, and farmers report a good stand. The sound of the threshing machine will soon be heard again. With eight threshing machines in operation it should be a short job.

A syndicate of farmers in the Second Concession have purchased a new Fordson outfit from W. A. Kilpatrick, Emerald. The machine was delivered here via Steamer Wolfe Islander, on Tuesday evening. Two new International tractors also arrived per steamer Brockville to operate threshing separators.

A Liberal meeting was held in the town hall on Thursday evening last in the interests of H. H. Horsey, the candidate for the federal riding of Prince Edward and Lennox. The chairman of the evening was Thomas Cochran. Among the speakers of the evening were the candidate and Alex. McKee, Pictou; O. E. Culbert, Ottawa, and others. The speeches were interspersed with instrumental selections by Harry Anderson and the original Victoria Raspickers of New York. It was well attended.

The congregation of Trinity church held a sale of work, home baking, ice cream and pie social in the town hall on Saturday evening last. Harry Anderson and the original Victoria Raspickers entertained the audience with several selections.

The many friends here of Police Constable W. J. McKee, of the Kingston force, will be pleased to hear that he is rapidly recovering after undergoing a serious operation in the Kingston General Hospital recently. Alfred Willard returned from the hospital in Kingston, where he has been undergoing treatment to one of his feet. Mr. Willard, while out in his motor boat, lifting his nets, got his leg caught in the motor, seriously injuring the member and necessitating his removal to the hospital.

Miss Margaret MacCormac, Lake View, underwent an operation in the Kingston General Hospital on Wednesday morning. It is expected that

The Pride & Profit of Owning America's Longest Lasting Car

The streets today are crowded with fine automobiles.

But Reo, most moderately priced of all fine cars, outlasts them all.

Not one American car lasts as long as Reo—not one.

Look at the newest models of the longest lasting car at our Salesroom. They are very good looking. You'll see that at a glance, and you'll find as you examine them, that in outward design and finish and inward appointment, there is a simple elegance and luxuriousness that makes for lasting good looks.

A Reo is always in good taste.

ous roads—release that even surge of power which bites into distance and hill alike—then you'll realize again why Reo owners are proud motorists.

With Pride Comes Profit

And with pride in Reo ownership comes profit as well. For the long lasting Reo reduces depreciation to a minimum, and depreciation is the largest single cost of motoring.

Long life is not solely a matter of rugged construction. For coupled with the ability of a car to live there must be the desire of owners to keep it alive. Repair costs must be low in its fifth year as in its first or second, if owners are to get profitable miles out of their car.

time insures that when repairs are necessary, they can be made in less time and at less cost than is common on cars of similar price—or a much lower price.

Come in and see them. Your eyes will speedily check the facts. You'll be interested in the simplicity of these great advances which only Reo today provides.

Then, too, Reo combines successfully the operating economy of light weight with the investment economy of longest life. For the Reo Sedan is the lightest six-cylinder sedan of its size in America.

In such ways careful Reo engineering saves owners' dollars—thus Reo owners' profit by owning America's longest lasting car.

Only Reo Splits the Seconds

Only in these Reos can you find a brake control that gives you a choice of Split-Second Braking, standard control, or a combination of the two; and Split-Second Steering for instant turning and long easy days at the wheel.

Look at Reo, look at the others, all of them, if you like—then compare the pride and profit of ownership.

Two Other Great Advances

The two great advances demanded by the public, says Ray W. Sherman, Editor of Motor, are:

"1. Cars which will give service for years and not have to be traded in.

"2. Maintenance that does not lay a car up for so many hours as is now the custom and necessity."

These are today found in Reo, and have been for years.

For years the forward-looking, veteran car-buyers who first asked for these advances have been buying Reos.

Come in and see the Reos.

Then take one out and drive it.



For that swift rush to freedom when the day's work is done—the always dependable Reo Roadster.

Built to Keep Upkeep Down

Reo builds of the finest, tested materials. And it builds with one eye always on the future necessity for maintenance—to keep upkeep down.

Valve grinding and carbon removal are required only one-third to one-fourth as often as in most cars—one instance of keeping upkeep down.

There are many others—example after example of how Reo's advanced engineering makes for greater endurance, for less wear, and at the same

YOU will find in the clean, flowing Reo lines, in the unstinted ampleness of room, in the aspect of powerful capability, some of the reasons why Reo owners are proud motorists.

Honest Pride in Their Sound Judgment

But the real pride of owning a Reo comes from knowing you have made a gilt-edge investment in transportation, and that you've bought many years of joyous, carefree motoring—that nowhere amongst all the cars of America—even the very costly ones—could you have bought longer life. Reo outlasts them all.

There's a justifiable pride in owning a car that keeps out of the repair shops, in owning a car that piles up its miles, thousands upon thousands, year after year, with a minimum of lost time and lost dollars for repairs, in owning a car that you know is going to get there—whether it be the other side of town, or the other side of the continent; in owning a car of whose quiet, alert good looks you can be proud through its long, long life.

Take one out and drive it. Get the feel of it at five or sixty miles per hour. Twist through tangled traffic, hold steadily all day long over tortu-

REO MOTOR CAR COMPANY, OF CANADA, LIMITED - Windsor, Ontario

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129 Brock and 231 Bagot Street
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NEW AND IMPROVED SEDAN

\$2215

Plus Freight—All Taxes Paid

GET THE OLD PEP BACK!!

BY HAVING YOUR
AUTO CYLINDERS RE-GROUNDED AND NEW PISTONS
FITTED.

FLYWHEEL RING GEARS FITTED

THOS. G. BISHOP ENGINEERING CO.

cursorion train to the West on Wed-
nesday. Mrs. J. E. Lee and Miss

she will be able to return home
record time. Frank Briceland, bus-
ber, Kingston, is on the Island th-
week. John Miller has purchased
lot from Mrs. Fleming, Kingston, ad-
joining his own property on Bay St.
It is the intention of Mr. Miller to
erect and open a Fish and Chip Cafe
in the Spring. A dance was held in
Victoria hall on Tuesday evening,
August 10th. Music was furnished
by Harry Anderson and the original
Victoria Raspickers.

Visitors: Mrs. Allen, Kingston, at
C. Stevenson's; Mrs. Sisson and Mrs.
Davis, Bethany, at Mrs. Jan. Kilpat-
rick's, Point View; Miss M. Tall, Buf-
falo, N. Y., with friends; Dr. and Mrs.

less and family, Buffalo, N. Y., at
Mrs. J. C. Howard's.

Mr. and Mrs. Hugh Instant, Con-
roy, spent a few days with friends
ere this week. Miss M. Henderson,
rom the west, spent a few days with
ends here last week. Rev. R. G.
and Mrs. Fry are away on their vaca-
tion. Mr. and Mrs. S. Glenn and fam-
ily, Dayton, Ohio, at William Glenn's,
Kingston, with friends. Mrs. J. Con-
nor, Kingston, at S. Connor's. Mrs.
M. Wilson, Montreal, Que., at D. Cau-
ghey's; John Christie, Belleville, vis-
tored down on a recent Sunday, and
spent the day with friends here. He
was accompanied by C. A. Gibson.

Lavant Station News.

Lavant Station, Aug. 19.—Miss
Pearl McFarlane, of Lanark, is holi-
daying with friends here. Miss Ines
Browning has returned home after a
two week's visit with friends in La-
nark and Watson's Corners. Mrs. L.
Wilson returned to her home in
Hamilton on Saturday, after spend-
ing some time with Mrs. Thomas
Lee. John A. Craig and son, Ailie,
visited on Sunday with the former's
daughter, Mrs. George Fair.

ners. Mrs. J. S. Paul, who spent the
past three months at Poland, has
returned to the home of her daugh-
ter, Mrs. Thomas Lee.

Mrs. Peter Barr and grandchil-
dren, Enid and Muriel Paul, of Po-
land, visited on Wednesday with
friends here. Mrs. Russell Ferguson
and children are visiting at God-
frey. Miss Kathleen Lee is visit-
ing with her grandparents, Mr. and Mrs.
George Lashley, Watson's Corners.
Mr. and Mrs. J. A. Roche and son,
Donald, of Toronto, are spending
their holidays with Mr. W. Roche,
Wilbur. A few friends from here
and outside points went on the ex-

FRECKLES AND HIS FRIENDS



And Maybe Mom'll Buy

By Blosser