

**RAILROAD FORESAW GOOD ROADS' VALUE**

Reo Representative Tells of Campaign in Texas in 1914.

How some of the railroads in Texas boosted for good roads in 1914 to the point where they publicly announced their willingness to stand their part of whatever taxation was necessary to enhance the general well being of the territories they served, is told in an interview with Mr. Walter Beck, distributor for Reo automobiles in Fort Worth, Texas.

North Texas secretary for the Texas Good Roads Association, writes Mr. Beck to the Reo Motor Car Company of Lansing, Mich.

"We were invited by the management of one of the trunk line railroads to furnish a group of speakers and tour their lines in Texas as their guests to talk good roads to all of the towns on their lines.

"Nine of us, including representatives of some of the other railroads, were furnished with a special train consisting of a baggage car, a special car carrying a good roads exhibit prepared by the office of public roads in Washington and a sleeping car for the train crew and two private cars belonging to the officials of the railroads, these to be used by the speakers.

"The trip lasted ten days. It should be remembered that the op-

position to highways came almost entirely from farmers and it was necessary to win them over before public officials could obtain any authority of means for building highways.

"The farmer was skeptical of the automobile and had no great faith as a rule in its importance to his economic life. In selling the idea of good roads, the railroad officials were very helpful. One of them sent along an agricultural agent as a speaker who assured the many audiences that the railroad company wanted to see improved highways everywhere on its lines. He told them that it was costing as much to haul a ton over ten miles of bad road as it did over several hundred miles of railroad-ing, due to the fact that the price they got for their commodities was what they were worth at the destina-

tion less the cost of getting them there.

"He pointed out to the farmers that improved highways would lower transportation costs and get them higher prices for their products which would encourage increased production and give them more money with which to buy the things they needed and wanted and would give the railroad more tonnage on shipments made to them, as well as from them.

"Also, it would enable their children to get better educations with the grand result of an increased standard of living on the farms with its consequent benefits to the railroads.

"The railroad officials on this trip pointed out, on every possible occasion, that the farmers then were having to carry their farm products to the railroad in periods of good weather, because bad weather made the roads impassable. The farmers were then using for transportation the very days they needed for production. The result to the railroad was shown to be a congestion at the shipping points on favorable days following a stretch of bad weather and inability because of this to use their equipment to the best advantage for themselves or their shippers. They argued that good roads would tend to even up the demands upon the rail lines and enable them, to obtain more efficient and economical operation of their facilities. And then the railroad man would say, wherever it was true, that their company was the largest single taxpayer in the country and yet was willing to stand its part of whatever taxation was necessary to enhance the general well being of the territory they served. They explained that their motives were those of business and not altogether altruistic.

"I consider it a tribute to the splendid vision and foresight of the rail officials and to the accuracy of their judgment, to observe now that what they prophesied would happen has actually occurred. Schools are better. Agricultural production is bigger and the net price of the products to the farmer has increased, especially to those farmers living a great distance from railroad lines."

**Caution**

Before starting on a tour, it would be wise to keep the following suggestions in mind:

When in doubt about any condition or situation, slow down and stop.

In turning either right or left, watch for pedestrians as well as vehicles.

Do not leave the curb when parked without signaling and seeing that the way is clear to drive into moving traffic.

All traffic signs, including those used for the control of traffic at intersections, should be obeyed promptly and to the letter.

Do not drive out of an alley, garage or private property without stopping to see if the way is clear. Sound the horn to warn others.

Be sure that the license tags are installed in the position specified by law, that they are clearly visible under all conditions and make sure daily they are kept clean.

When intending to turn to the left, give signal at least 40 feet before reaching the turning point, move to the centre line of the street (unless the local rule requires otherwise), slow down passing the intersections of the street and turn carefully to the left.

**AUTOMOBILE MOTOR TAKES UP SEA CAREER**

Electric Power Plant in Steamship Operated by Chevrolet Car.

Not satisfied with playing a leading role on land, the automobile motor has now taken up a career at sea.

Away up on the sun deck of the SS. President Lincoln, which sailed recently from San Francisco for the Orient, is an iron cabin—the loftiest place on the ship. It is water-proof, water-tight and strongly built to protect its contents from sea and weather. Inside and out, the house is neat and ship-shape and the chief engineer is the only person aboard with a key to its lock.

This cabin, known as the auxiliary room, houses an electric power plant operated by a Chevrolet motor, for emergency use only.

In case of an accident should everything else on shipboard fail or be below water this motor generates electricity for the wireless set and for lights around the life boats. It is one thing that passengers and crew may depend upon in case of disaster, for as long as there is a spar above water the auxiliary will function. It is entirely independent of the ship's regular machinery and will operate without interruption, supplying current for distress calls and strong light for launching the small boats.

While in these days the possibility of a disaster at sea is practically nil, the auxiliary room gives an added feeling of security. Chief Electrician T. Armstrong of the President Lincoln opens up the little cabin once a week to test the emergency rig.

This feature of modern steamship travel indicates the degree of perfection to which automobile motors have been developed. It is nothing short of marvellous that those fastening pieces of mechanism which first propelled automobiles less than three decades ago, have been so perfected as to be selected now to serve as lifesavers in case all else fails.

Heat as a Brake Tester. Are your four wheel brakes adjusted equally? Here is a simple way to tell: Apply the brakes both

**Correct the Costly Cold Weather "Choke" Habit**

to which automotive authorities attribute 50 to 75% of all premature motor wear

IT'S the "choke" habit, say automotive authorities, that brings the damage done to motors in cold weather.

Flooding your motor with raw gasoline is a costly "warming-up" process. It washes cylinders and cylinder walls clean of the oil film of protection. Metal to metal contact follows. Scoring, pitting and rapid cylinder wear result. Extreme carbonization and corrosion follow. Gasoline consumption is increased at a tremendous rate.



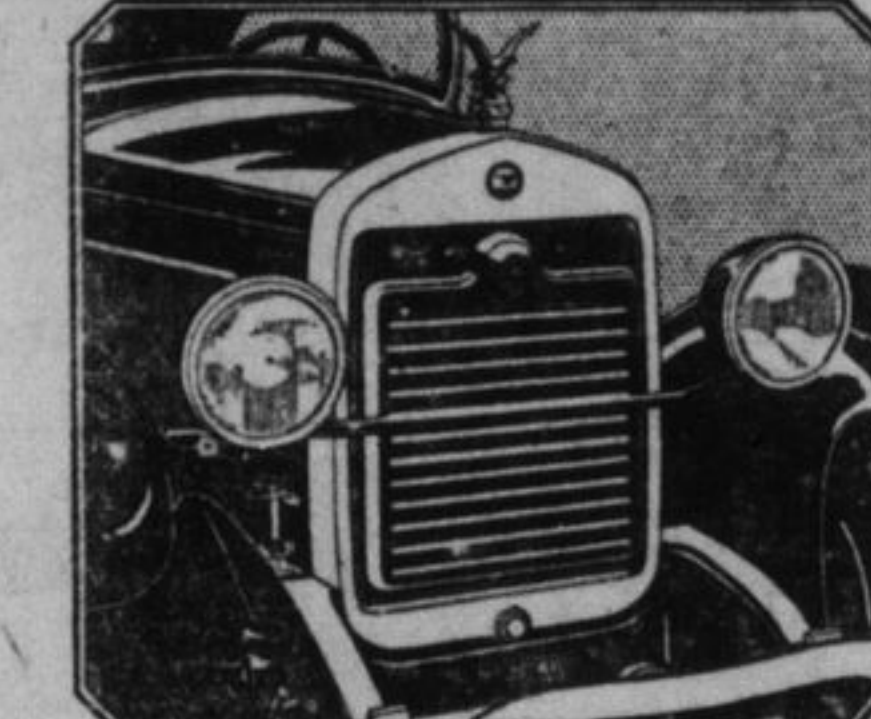
That first "choke" morning is the danger line

the "warming-up" period is cut to seconds. You form the habit of using the "choke" as it should be used—for starting only. Your motor is kept always at the point of highest operating efficiency—you experience a new degree of gasoline economy—increased warmth inside your car—summer-time smoothness and flexibility in your motor.

That first "choke" morning is when damage starts

"Warm-up" and stay warm with a Winterfront

With your car Winterfront equipped—



Models for all cars, priced \$29.25 to \$39.50. Special models for Ford, Chevrolet and Dodge. Priced \$19.50, \$22.95, \$25.95.

**PINES WINTERFRONT—IT'S AUTOMATIC AT ANY GARAGE, ACCESSORY OR AUTO DEALER**

Or refer to DISTRICT DISTRIBUTOR: EDWIN CHOWN & SON, 248 Bagot Street Telephone 241.



**REO**

Life at moderate cost is the ideal toward which automobile engineers have been constantly striving.

Statistical proof of the extent to which Reo engineers have been successful in the quest for that ideal combination is found in the following figures:

According to life-tables compiled by Professor Griffin, of the University of Michigan, there should have been in use on January 1, 1926, a total of 81,173 Reo pleasure cars—if the average life of the Reo car were identical with the average life of all cars.

There were, in fact, 117,126 Reo pleasure cars in registered use in the United States alone on that date—or 44.3% more than would have been the case if the life-span of the Reo had been merely equal to the average.

No other make of American-built car shows so high a percentage above the average.

Proving again that

"NOT ONE AMERICAN CAR LASTS AS LONG AS REO. NOT ONE."

BOYD'S GARAGE LIMITED, 129 Brock and 231 Bagot Sts. Phone 1000

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

**Announcing the NEW FINER CHRYSLER '70' New Lower Prices—**



Presenting a New Influence on all Motoring for Years to Come

- Newer, more distinctive silhouettes—
- Newer, more exquisitely graceful bodies—
- Newer, exclusive style of military front with cadet visor on enclosed models—
- Newer luxury of comfort with deeper and softer cushions—
- Newer, greater riding ease, with exclusive no-side-sway vanadium springs, Watson stabilizers and extra-size full balloon tires, mounted on newly-designed smaller wheels—
- Newer richness of interior upholstery. Finer hardware and fittings with a handsome clock added to the newly beautified instrument panel—
- Newer refinements in controls and headlamps—
- Newer, more attractive blendings in body tones, with newer and subtler harmonies in stripings and panelings.

design and a new measure of value for an industry to follow. With its new vibrant beauty, joined to energetic and vivacious performance, unapproached economy, proved dependability and long life—at prices which register a distinct enhancement of motor car value—the new, finer Chrysler "70" leaves today's trend as far behind as the original "70" advanced the styles of three years ago. Come in. See this new Chrysler "70" beauty today—experience its new measure of comfort—combined with a performance which an entire industry for three years has failed to approach.

New Lower Prices as Significant as Its New Beauty

|               |        |             |        |
|---------------|--------|-------------|--------|
| Phaeton       | \$2030 | Royal Coupe | \$2250 |
| Sport Phaeton | 2150   | Royal Sedan | 2325   |
| Roadster      | 2180   | Crown Sedan | 2610   |
| Brougham      | 2225   |             |        |

All Prices f. o. b. Windsor, Ontario (freight only to be added). Prices include all taxes, license, front and rear, spare tire, tire cover and tank full of gasoline. 713

**CLARKE BROS.** 731 King Street Telephone 2357f.

**Now Drive The Car!**

Only those who have driven a Dodge Brothers Special Sedan—or any Dodge Brothers car BUILT RECENTLY—can fully appreciate all that Dodge Brothers have accomplished during the past few months.

So swiftly has improvement followed improvement, that today the car, to all intents and purposes, is a different and incomparably finer vehicle.

The announcement of smart new body lines and attractive color combinations first attracted general favor. But since then, improvements even more fundamental have been accomplished mechanically.

Drive the car NOW! Observe its impressive new silence, smoothness and elasticity of performance, and you will then begin to realize just how vital and varied these and other later improvements actually are.

M. OBERNDORFFER 124 CLARENCE STREET

**DODGE BROTHERS MOTOR CARS** MADE IN CANADA

gently and vigorously about a dozen times, then stop the car and feel each brake band to see whether they seem equally hot. Allowance should be made for great heat at the rear bands, because in some cars these brakes operate before the front ones come into action. This test may keep the bands on one side of the car from burning out prematurely.

White Lines Save Roads. White lines painted down the middle of the highway are supposed to save life and limb. Now, road officials have discovered, they save the road as well. Where the line of demarcation is plain, drivers are not afraid to take their half of the highway with the result that they stay closer to the centre, the most substantial part of the road. The

edges, thus, are not subjected to the chipping action of thousands of flying automobile wheels. You'll never become a millionaire on the money you make in your mind. Industry without knowledge is better than knowledge without industry.