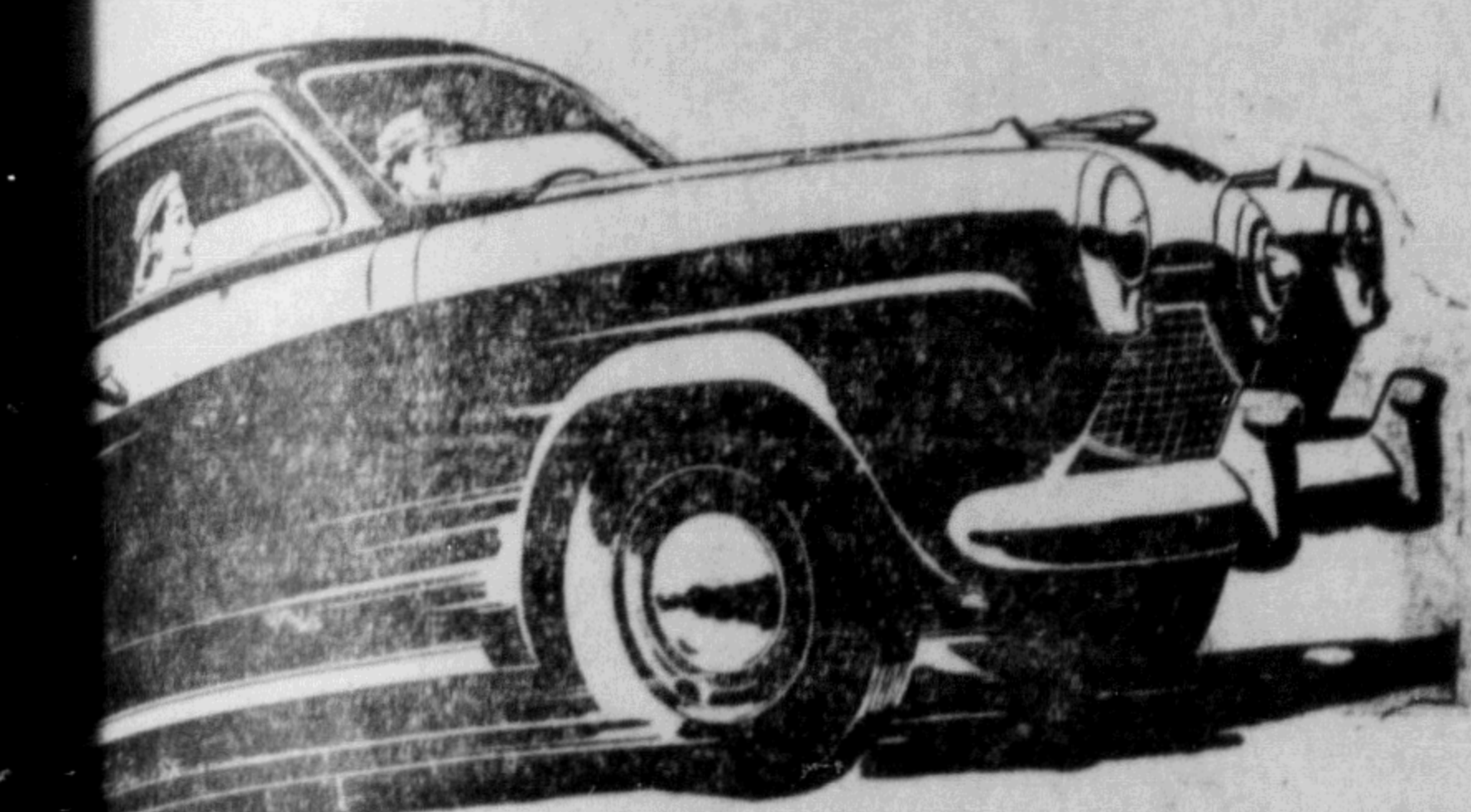


For Safe Driving This Winter

...A motorist at the ... of Britain "Fun Fair" ... mistook an artificial ... a rain puddle and drove ... in. With the water up to the ... floor boards of his car the driver ... stayed in his seat until a rescue ... boat came along.



Come, drive it as our guest!

1951's Wonder Car!

**STUDEBAKER
COMMANDER V-8**

Thrill packed with 120-horsepower!

Engine is a new advanced-type overhead valve V-8!

It's amazingly high in value!

Drive it once and you'll want to drive it home!

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OUR MAIN GARAGE...

on 3rd Ave. East is fully equipped and offers you a complete automotive service, specializing in mechanical repairs, body repairs, refinishing and tire vulcanizing service.

OUR PARTS DEPARTMENT...

carries the largest stock of genuine FORD parts and accessories in Northern B.C., with prompt attention to out-of-town orders.

OUR MODERN SERVICE STATION...

on McBride Street is fully equipped and when the attendants lubricate and service your investment, nothing is overlooked.

OUR USED CAR DEPARTMENT...

maintains a policy of integrity and reliability to the buying public as we believe this is the most important aspect of the used car business. When you buy a used car from our firm the same assurance of satisfaction is given as we give to all new car purchasers.

WATCH FOR THIS EVENT

CALA OPENING SOON of our new and modern automotive headquarters in TERRACE, B.C.

Another complete service and repair location to aid the motoring public in the North.

ALSO OPENING SOON...

Prince Rupert's First and Only USED CAR MARKET:

As sales continue to be good we feel it is now necessary to increase the facilities of our used car department so we may continue to offer the public "TOP FLIGHT VALUES" in used cars at "BARGAIN BASEMENT PRICES."

IT IS A FACT: NOT A THEORY...

that PARKER'S, "THE HOME OF FRIENDLY SERVICE" are now better equipped than ever to offer you the very best and most complete solution to all of your motoring and transportation requirements.

DEALER IN

FORD-MONARCH
CONSUL-PREFECT CARS

FORD 1-2 to 5 Ton Trucks
THAMES 1-4 and 1-2 Ton

TRAFFIC RULES

MOTORISTS:

STOP! LOOK! LISTEN! This often-quoted rule may be well worn, but it's still one of the greatest safety factors for drivers. And as vision is lessened by shorter days and heavy rains, and as wet pavement becomes a danger factor at this time of year, our traffic officer points out the following to all motorists:

1. Windshield wipers should be in good order. Motorists likely get more use out of wipers here than anywhere else. Faulty wipers leave raindrops on the windshield which take on a glare under street lights. Beware of glare, says the traffic man.

2. Give your eyes a break and play safe at the same time by checking your headlights. They should be focused properly to get the most benefit from them. With good focus, lights will let you see plainly even if they're dimmed.

For your protection and that of others, leave on parking lights when parking on city avenues. This is a requirement of the law and it's a safe bet. Avenues are narrow and if no lights are on, a parked car can easily be sideswiped, causing serious damage, also, remember to park on the RIGHT side.

When you reach a corner and another car is approaching fast from a crossroad, let him cross first, even if you have the right of way.

When the driver of the car ahead holds out his hand, slow down or even stop until you know what he is going to do—turn right or left or stop.

When passing a parked car, especially in school zones, slow down and blow your horn to warn any child that may dash into the street.

Don't drink after having one or more drinks. Alcohol dulls your driving ability.

If you meet a car hugging the centre line and weaving, don't try and force him back by holding your lane, but give way to the right, blow your horn and slow down gently.

Slow down when following a truck uphill so that you can see whether a car is approaching from the opposite direction. Always slow slightly and keep to the right when rounding humps.

When driving along an open road, don't try to go more than 50 miles an hour even if there is no visible traffic. It isn't worth it in terms of safety and economy.

PEDESTRIANS:

Because there are few sidewalks in this city, many people use the travelled portion of streets to walk on. These rules apply to all pedestrians:

1. Walk on the left side of the street, facing oncoming traffic. If a car should come towards you out of control, you'll see it in time to get out of harm's way. At night, with dark clothing, pedestrians are especially hard to see by motorists. Don't let danger creep up behind you.

2. Use crosswalks wherever possible, and Stop, Look and Listen before crossing any street.

CYCLISTS:

And the traffic officer wants a word or two with the bicycle riders.

1. It's against the law and it's dangerous to ride two on one bike.

2. Be sure you NEVER ride in the dark without a light, and play safe with a white painted rear fender on which a prominent reflector can readily be seen.

Motorvehicles Running Far Higher in Number Here Now

More people than ever in history own and operate motor vehicles today in Prince Rupert and district. With still four months left in which the general public can obtain this year's motor vehicle, 1951 issuances show an increase of more than 30 per cent over 1950 totals.

Following is a list of statistics as applicable to Prince Rupert and area:

	1950		1951 (end of Sept.)	
	P. Rupert	Area	P. Rupert	Area
Private cars	938	1136	1281	1553
Commercial cars	488	699	508	840
Tractor, Trailer				
Motorcycle	94		90	
Chauffeurs Lic's	866	1062	859	1087
Drivers' Licenses	1385	2767	2145	2725
Learners' Lic's	186		207	
Salesmen	11		12	

The Government Agent's office here, which handles all license sales, says that an average of five licenses of all types are being distributed each day. The five-year plan for drivers' licenses is accountable for continued sales.

Autos Kill Thousands

Of the 31,500 motor vehicle deaths in the United States in 1949, deaths from collision with pedestrians totalled 8,900; collisions with other motor vehicles, 10,300; railroad trains, 1,418; street cars, 50; bicycles, 500; animal drawn vehicles or animals, 100; fixed objects, 1,000; non-collision accidents, 9,250.

Approximate total of non-fatal injuries that year totalled 110,000.

A survey of ages of drivers involved in fatal accidents shows that the majority were under 18—37,000; 18-20 years, 1,400; 21-24 years, 2,000; 25-44 years, 18,100; 45-64 years, 6,600; 65 years and over, 1,800.

Reports from 32 states in 1949 indicated that 2,700 women drivers were involved in fatal accidents and 1,500,000 of all drivers involved in accidents.

Editorial For Better Highway 16

Automotive matters mean more and more every day to the daily lives of us all. Whether we own cars or not, whether we drive or not, automobiles serve us one way or another.

But since it is not long that we have had our through highway to Prince Rupert, he it as it is, the automobile probably means more relatively to Prince Rupert than most of other cities.

And talking about automobiles brings us right down to our highway in which every one has so deep an interest—this highway which has been so much in the public eye of late since the minister of public works was here and made statements with which everyone in this community and the whole central interior country takes such exception.

In spite of all the protest, Mr. Carson seems to be quite content in his policy of permanent highway construction and surfacing. At Prince George, in spite of all the representations which had been made to him along the line, Mr. Carson seemed to be if anything more insistent on his plan that such permanent reconstruction should be continuously progressively northward on a through basis. He was still, evidently, unsympathetic with any suggestion that a start might be made from the Prince Rupert end or that permanent reconstruction and blacktopping should radiate out from the important communities.

That is the policy upon which Mr. Carson is evidently determined to stand or fall. As far as this part of the country is concerned, that policy does not seem to be very popular and we shall be hearing more on the subject. The fight for roads to which we are entitled in this part of the country is only just begun.

Canada Second As Car User

In the United States, there is one car for every three people. In Canada there is one car for every six people. In Great Britain, one car to every 14 people. In Russia, one car to every 75 people.

Prince Rupert Daily News
Saturday, October 13, 1951

Canadian excise tax on automobiles, rubber and tires in 1950 the previous year of \$36,943, was \$38,192,933.90, compared to 07.66.

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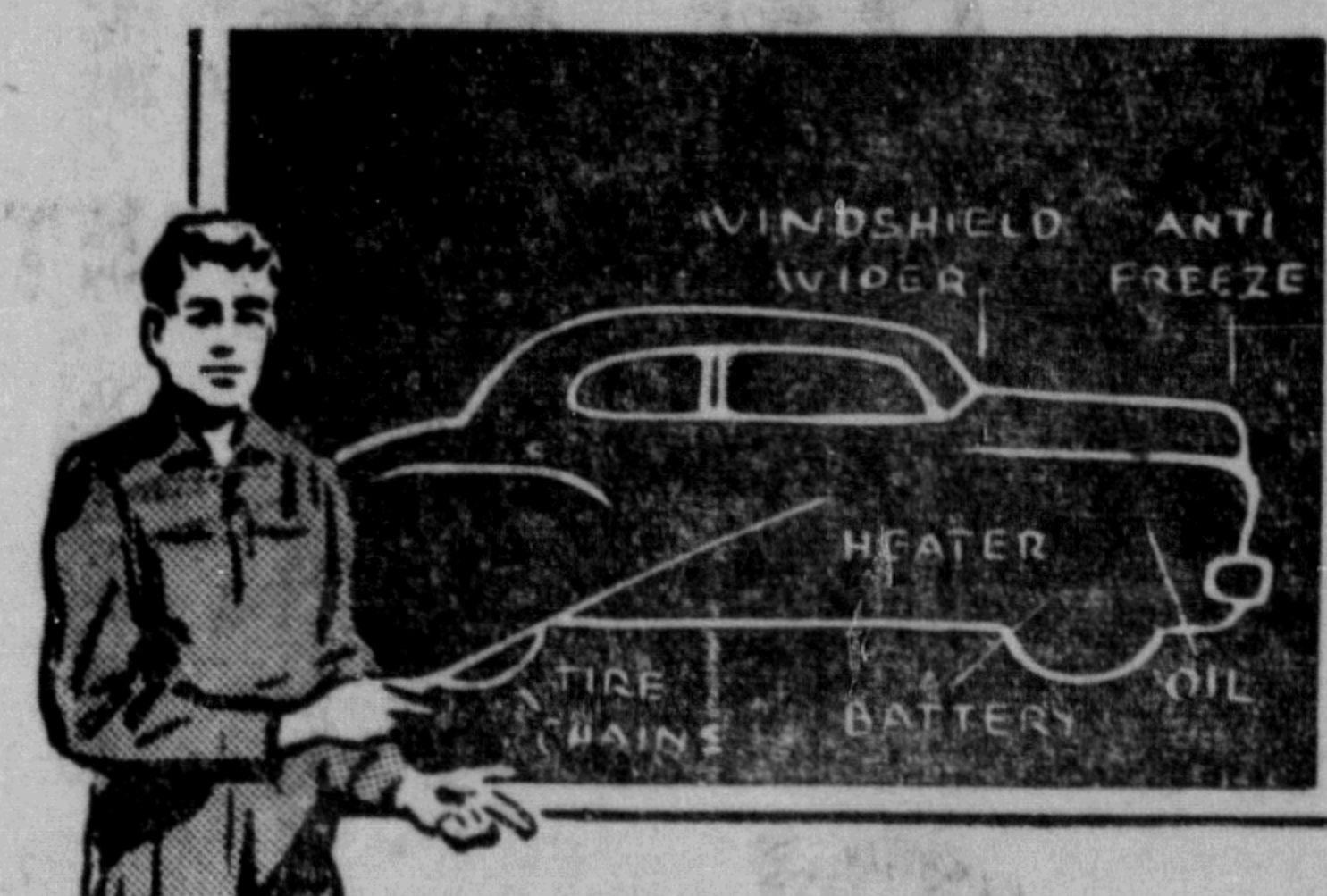
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