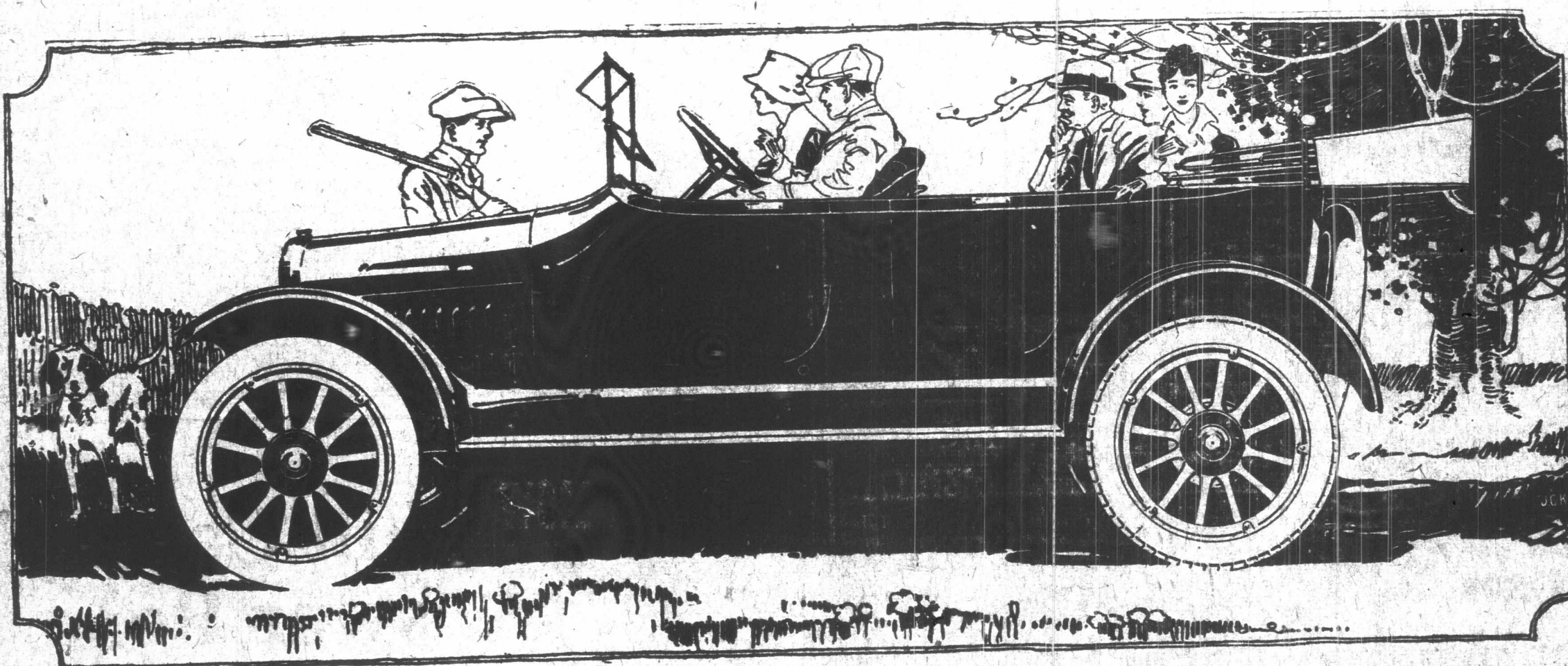


"The Quality Goes Clear Through"



THE DOUBLE GUARANTEE

TWO reputations guard your investment when you purchase a Gray-Dort.

Two liabilities are your assurance of doubly-satisfactory use and service.

Two institutions striving in united effort to maintain the foundation on which they have been built—full value to you, the purchaser.

In Chatham, Ontario, the Wm. Gray & Sons Company and Gray-Dort Motors Limited—the one hale and solid at sixty-two, the other strong and lusty in two years.

In Flint, Michigan since 1885, the Durant-Dort Carriage Company, since 1915, the Dort Motor Car Company.

Gray—the Industry and its Builder

Our fathers and grandfathers rode in Gray carriages—and found them built on honor and character.

In 1855, William Gray built the first of them—built them so well that Gray quality became proverbial.

Growing up in this atmosphere of big business, of successful enterprise, of worthy endeavour, was Robert Gray.

Under his guiding hand the Gray institution has been build-

ed solidly on its original foundation—value and service to the purchaser.

When others rushed into the motor car industry, Robert Gray bided his time.

Others experimented—on the motorist.

Others gained the reputation of a day—and lost it.

Robert Gray knew that the car bearing his name must have the same underlying qualifications as the Gray Carriage—so he waited.

Dort—at the Same Time in Flint

Paralleling the growth of Gray in Canada, was a similar institution in the United States.

Blue Ribbon Buggies were to Americans what Gray Buggies were to Canadians.

J. D. Dort, too was building in Flint, as Robert Gray was building in Chatham.

J. D. Dort, too, was analyzing the motor car industry.

In 1915, Robert Gray decided that a good motor car could be built and sold at a reasonable price.

In 1915, J. D. Dort, studying the situation from the same angle, came to the same conclusion.

The two men met. Their identical views and aspirations inevitably attracted them to one another.

They chose as the engineering groundwork for their organization, Etienne Planche, designer of

the world-famed Peugeot motor. They surrounded him with men of equal calibre, who round out an institution unique in its man-power.

After Such Preparation—

With two institutions so solidly founded the first Gray-Dort was built.

Is it any wonder that in three days the entire 1916 output was sold?

It was to be expected that a doubled output for 1917 was heavily oversold.

The output for 1918 is double again—and may be inadequate.

Note the Car for 1918

MOTOR—Gray-Dort, 4 cylinder, cast en bloc, L-head type, bore 3½ in., stroke 5 in., speed, 2000 R.P.M., horse-power 28. Cast iron removable heads. Carter carburetor. Thermosyphon cooling. Westinghouse two unit starting and lighting system. Connecticut battery ignition. Three speed and reverse selective transmission, with double row New Departure bearings. Gasoline tank under cowl. I beam heavy duty front axle. 2 floating rear axle, with forked tube torsion and Hyatt High Duty Bearings. 10 in. internal expanding and external contracting brakes. Springs—front 37 in. elliptic, rear 50 in. full cantilever. Left-hand drive. 16 in. irreversible worm and nut type steering wheel. Centre gear shift lever. Emergency brake, right pedal. Service brake, clutch pedal. Accelerator. Detroit demountable rims. 30x3½ Dominion tires. Nobby tread rear. Westinghouse electric lighting. Linoleum covered running board. Lock ignition switch. Dashlight, ammeter, roborail, foot-rail, clear-vision windshield, one-man top, tools, equipment complete.

Prices: Touring Car \$945; Roadster \$945, f.o.b. Chatham. Prices subject to change without notice.

AGENT:

Frank Hagerman
Hartland

Dealers in every locality

GRAY-DORT MOTORS

LIMITED - CHATHAM - ONTARIO

In the United States - - Dort Motor Car Co., Flint, Mich.



GRAY-DORT