

TOMOTIVE SECT



IS AN IMPETUS TO AUTO TRADE

London Dealers Report More Pronounced Buying Attitude By Public.

HEAVY JEWETT ORDERS

Vehicles Receive Maxwell Greater Attention in Foreign Countries.

BY J. L. MIDDLETON.

by motor car devotees, as heralding the coming of spring and the touring

Already London dealers are feeling the effect of the response of the public to the call of the open, and that the condition in London is typical of

apparent on the part of the public, touched." but conditions have brought increased merchandising efforts on the part today than ever before, and the depresent fear that the predictions of supervisors.
price increases are well founded, that is promoting the present buying

"Automobile dealers in London have one big advantage over dealers in every other field," says Frank Mc-Lachlin. "This advantage is summed up in a few words—inherent desire on the part of the public. Some time try the experiment. Stand on any busy street corner and ask the first 100 persons you meet, who do not already possess automobiles, whether or not they would like to have one and their answer invariably will be "Yes." Of no other article of merchandise, outside the bare necessities of life, is this true. I look forward confidently to the time when every active individual, whether factory hand, clerk or executive, will own his own car.

Heavy Orders for Jewetts.

Hodgins & Fergusson are receivtype of construction revealed in the ew Jewett Light Six, which just been introduced locally, and is on exhibition in the Paige sales

The frame construction is unusual ly sturdy. Four cross members are used in place of the usual three, and additional stiffening is given the frame where the rear motor supports are bolted to the frame brackets.

Examination of the driving mechanism back of the 50-horsepower power plant also shows how well built the car is throughout. The clutch is a new dry plate design. Power is transmitted to the rear axle

through a hollow drive shaft, and two all-steel universal joints. Both front and rear axles of the Jewett are Timken built. Timken roller bearings are used on the front

Dver

700.000

DODGE BROTHERS

car is carried on ball-thrust bear-ings which makes for easy steering. The manner in which motorists are taking to the Jewett is indicated in the report from the factory that at the present time orders for the lewett cars total more than \$6,000,-

MAXWELL VEHICLES.

Favorable comment and attention ccorded Maxwell vehicles in foreign lands continue to be in evidence, according to H. Leckie, retail sales manager, Universal Motor Sales of this city.

Not long ago "The Car," an Engish magazine on motoring, praised the Maxwell in comparison with the British home product of corresponding power and high price. Then it was revealed that the Maxwell has been adopted as the standard chassis for fire hose-cart service throughout Australia.

In Spain, the Maxwell one and one-The first robin, the caterpillar, the marble players, and all the old-time use of the colonial army. Such exharbingers of spring are as nothing cellent service was rendered that the compared to the cluttering of the compared to the cluttering of the minister of war has recommended roadways and the streets of London that the domestic military forces be equipped with Maxwell trucks.

Now in England, have Maxwells

again scored as evidence in an article written for "The Car" by Lord Garvagh.

Lord Garvagh is a Maxwell owner, and he lives on his estate 50 miles Western Ontario is reflected in from the nearest garage. In speak-greatly increased business. The uning of his good Maxwell, Lord Gar-usually heavy demand upon the factures during during Maxwell have been speaked with the second maxwell and max tories during March has been follow- tours in the mountains, and no mated by a more pronounced buying atter what strange and weird places titude on the part of the public, and already dealers are beginning to equal to the occasion. The car has worry just a bit over prospects for covered about 8,000 miles, and it runs quick deliveries if the increase con- distinctly better now than when new. The engine has never been decarbon-Not only is there greater interest ized nor have the valves been

A new phase of the automobile business, of which the manufacturers of the dealers. Automobile values, and dealers have always been aware both in new and used cars, are better but which they are now having an opportunity to develop more intentermination on the part of the manu- sively, is the occupational use of cars facturers and dealers to put the and trucks. Thousands of cars are prices of their products at rock bot- now being used by doctors, and some tom has had the effect of inspiring of the larger industrial corporations confidence and loosening purse are buying passenger cars in large strings. Then, too, there is the ever-numbers for their salesmen and

One gallon of gasoline of 64 test weighs half an ounce more than six

City Parking Rules For **London Autoists**

No Parking-

On the south side of Queen's avenue, between Richmond and Waterloo streets at any time. On Dundas street, from Ridout to Wellington streets, or on Richmond street, from G. T. R. tracks to Fullarton street for longer than ONE

In the Market Lane, except to discharge or receive pas-

sengers.
On all other streets, the parking limit is four hours. Within 20 feet of any theatre entrance or within 5 feet of a water hydrant.

Within 75 feet of the corner of Dundas and Richmond streets, nor

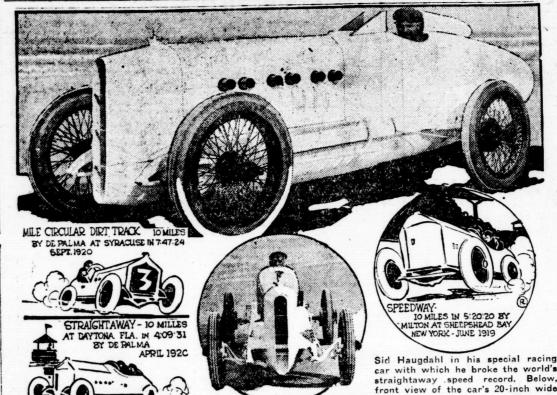
Within 35 feet of the corner of any other down street, on such side of the street as the street cars stop for passengers. Within 5 feet of the nearest

line of all other street corners.

In front of an entrance to any private or public laneway. All vehicles shall be parked with the right side parallel to, and the wheels within 12 inches of the curbing.

owners

Autoist Sets World Record of 152.54 Miles An Hour



VERAGING 152.24 miles an hour, Sid Haugdahl of Tondhjam, Norstraightaway auto speed record. 3:56 for 10 miles and 1:52:02 for

way, officially has beaten the world's Haugdahl established records of

AUTO NOTES

Three automobiles are all there

United States has nearly 60,000

Paris has nearly 60,000 automo-

Australia has one automobile to

every 67 inhabitants.

Germany has 58 passenger auto-

Half and half mixture of kerosene

LAMP TO PIERCE FOG.

Heavy London fog necessitated the

invention of a lamp that would be

owerful enough to pierce it and

et the driver see where he is going.

This lamp, therefore, has been made

to be attached beneath the running

board and controlled from the dash

Its rays are directed along the side

of the curb.

so that the driver can keep sight

re in Monrovia.

censed garages.

very 215 persons.

nobile manufacturers.

mounted on a chassis with the usual 56-inch tread. Haugdahl has lowered the straightaway record set at Daytona, April 5, 1920, by De Palma, who made 10 miles in 4:09:31.

The car used was a special racer with a body only 20 inches wide,

10 miles in 5:20:20 by Milton at Sheepshead Bay, N. Y., January 14, 1919; mile, dirt track, De Palma, with 10 miles in 7:47:24 on September 18,

ubricant for small exposed parts. Tighten steering wheel mechan-

Do not neglect oiling the speedomter driving shaft. Mix graphite with oil for spring

ubrication Soak squeaky springs in gasoline pefore oiling them.

Norway has one automobile for Nearly 128,000 American tourists crossed into Canada last year Niagara. When a front tire wears rapidly it is because the wheels are out of

In Germany a 16-horsepower autonobile costs 100,000 marks or more. California, Oregon and Washington and engine oil is a good cleaner and ave one motor car to every nine

Auto Tops

We also carry a full line of Auto Trimmings

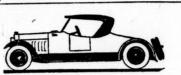
Mose Wilson Corner York and Talbot Sts. Next London Battery Co.

Standardizing

Ther motor speed records are:

by Resta at Omaha, July 15, 1916;

edway: Five miles in 2:56:35



ROADSTER-The standards of the American Society of Automotive Engineers has decided or this form of automobile to be called a roadster. It has a touring top and seats two persons.

TIRES AND RUBBER BOOTS Second-Hand Tires, \$3 up. Satisfaction Guaranteed. Tires and Tire Accessories

G. W. KIRK W. Front Street, Strathroy. Red Store Service Station.

Phone 137.

nternationa MOTOR TRUCKS

for **Heavy-Duty** Work

Heavy "Duty" is right. The duties of a motor truck in every-day service for the average busy concern are "heavy" to say the least. Heavy loads, hard pulls, fast work-demand real, true "bone-and-muscle" construction.

This is one reason why a nationally known concern has upwards of 300 International Motor Trucks in city and country service where road conditions are exceptionally severe.

International Motor Trucks are built as strong as expert mechanics can accomplish, using the highest grade of material obtainable. Further-each truck is watched and inspected by International road engineers at regular intervals-as long as you own it.

This is a combination that means cheaper hauling for you, in your business. Let us demonstrate at your own work.

SIX CAPACITIES Model S Speed Truck 21 31 41 61 101

3,000

4,000 6,000

PRICES DELIVERED

J. CHISHOLM W. 478 RICHMOND STREET.

A.8,15,22,29

INTERNATIONAL INTERNATIONAL HARVESTER COMPANY OF CANADA US 2,000 lbs.

ONTARIO

LONDON

SPEED TRUCK BUILT IN CANADA AT CHATHAM



EXPLAINS WAYS TO CUT EXPENSE

Motorist Emphasizes Points in most cases. Necessary For Economical Operation of Cars.

Advises Use of Hand Throttle in Place of Foot Accelerator.

Nearly everyone is interested in the question of minimizing car expense, and the ways or methods that may be employed are numerous and varied. Every motorist has a different

angle on the problem. Some emphasize tires; others gasoline, and so on. The suggestions given herewith are the best and most practical selected after putting the question of economy to a large number of experienced motorists.

Gasoline is one of the largest items of car expense. It amounts to age car, or \$200 a year if the car is may be obtained on the average by driven 10,000 miles. In most cases 25 per cent might be

lopped off this figure, and in some inis obtained, then, that there no leaks in the tank, third, that an oil economy standpoint. and that the spark is properly timed. Valves Must be Tight.

lubricated and in adjustment so that the oil consumption rises as high as only a small amount of power will be 1-2 cent a mile. onsumed in driving it. Brakes must not drag and the clutch must not vice is to buy good tires and good slip. Finally the mixture supplied tubes, keep them reasonably well in-by the carbureter must be lean rather flated and then all but forget them.

ture is not the most economical one. somewhat leaner than should be necessary for maximum power. At the same time the difference in performance provided by the leaner mix-

When running along a smooth level road or slightly down grade a much eaner mixture may be used than when more power is required. Realizing this fact some motorists use an auxiliary air connection to the manifold. Ordinarily it consists of a 1/8 or 1/2-inch pipe running from the manifold to the instrument board with a cock or valve on the instrument board within easy reach of the driver. When it is permissible to run on a lean mixture the driver opens the cock and thus allows an excess of air to enter the intake manifold, diluting the mixture as it comes from the carbureter. normal mixture is required he shuts the cock.

by using the hand throttle in place of the accelerator, the reason being that the hand lever is steady while the pedal wavers continually under the relatively unsteady action of the foot. A reliable investigator stated that 5 per cent increase in economy

Oil is not such a large item in the operation of an automobile, but stances even 50 per cent might be cut when its cost begins to approach a off, by proper economy. The first cent per mile it is certainly high suggestion is to see that full measure time to have the engine overhauled. are looking at the matter purely from there are no leaks in the engine the engine shows excessive oil consumption it is likely that new rings are required. New pistons and No engine leaks mean tight valves cylinder reboring may also be needed nd pistons. The running gear and In some cases it may be worth while must be well to look after pistons and rings where

As to tire economy, the best ad

The most powerful mix- It is poor economy to drive in wet For the best economy the mixture Likewise sharp stones, especially sharp wet stones, both large and small, should be avoided. Running on a flat shoe is an unwarranted extravagance, but if it must be done, ture is not enough to be objectionable it should be done slowly. There is one thing worse than a cheap tire and that is a cheap tube. A cheap tire and a good tube is an infinitely better combination than a cheap tube and a good tire. A new tire should always be given a new tube. Maxi-

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mum tire life and minimum trouble are thus insured. Good tire economy demands that the motorist know when to throw a tube or a shoe away. A time arrives when a tube is too unreliable to be worth keeping. While it may if patched oclast indefinitely casionally, and inflated every day or so, yet it will probably greatly shorten the life of the casing. It is often more profitable to discard a shoe than to go to the expense of repair-ing it on the chance that it has considerable life in it. Not every shoe Great economy can be obtained that looks good will live up to its appearance.

\$1,000 FOR YOU.

The Insured Savings Plan is new Western Ontario. Read about it on page 2.

Tire chains dig deeper into mudoles rather than help the car out.

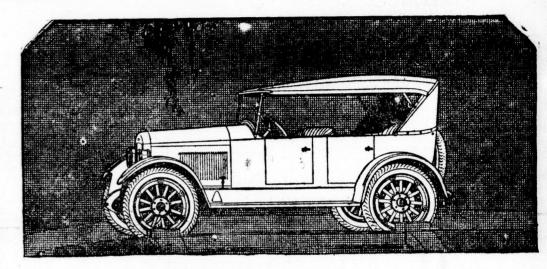
MIRACLE OIL

is the great heat-resisting lubricant-the oil that enters the upper cylinder chambers, completing combustion.

DISTRIBUTOR

F. M. Stevenson 229 Horton Street, London.

Dealers Wanted.



All This is Yours for \$1,610

It is, as we all know, a well-established fact that the motorist who has once owned a good "Six" can never again be contented at the wheel of any car with a less capable power plant.

In our belief, this preference is based only in part on the additional power provided by the greater number of motive impulses. Fully as fundamental is the comfort of mind and body which results from the association with a competent, smooth-working, inherently balanced mechanism.

If your driving experiences have been largely with four-cylinder cars, there is a great treat in store for you. Just nestle down behind the steering wheel of a Jewett and put it through the same tasks you ask of your "Four."

Your first surprise will come from the speed and smoothness with which the starter spins the motor. "Sixes" do start easier, quicker and with less battery drain.

Now go through your gears and see how willingly each change is followed by an immediate, unlabored increase of speed.

Push out your clutch and coast around a corner. Then, without racing the motor, roll away by accelerating

68-72 York Street.

merely to car speed before reengagement. Pick out a grade up which your

"Four" labors, vibrates and begs for mercy. The Jewett makes play of the climb and keeps steadily gathering speed all the way up. Seek the thick traffic and see how

when an opening offers, your Jewett fairly leaps past the stolid vehicles that would hold back a less spirited car. Now for the open road, and let the

Tewett have its own way with it. Instinctively you begin searching for the vibration point which long experience has taught you marks the limit of a "Four's" comfortable speed.

From 3 clear to 60 miles an hour, the fifty horse power Jewett will do its work not merely without protest but with real joy and zest.

You will seek this point in vain.

And there, in the last analysis is the charm of this superb Light "Six." A car that never seems to toil! A car, therefore, that imposes neither labor nor weariness on its driver!

By all means see to it that your next car is a "Six." Once that decision is reached, your path to the Jewett is plain and straight.

The Touring Car \$1,610 f. o. b., London.

Hodgins & Fergusson, Ltd.

Phones: Sales 1257; Service 1208.

We still have distribution open in Northern and Western Ontario. To insure prompt attention, wire or write immediately.

