



AUTOMOTIVE SECTION

BUY YOUR CAR NOW.



FINE WEATHER IS AN IMPETUS TO AUTO TRADE

London Dealers Report More Pronounced Buying Attitude By Public.

HEAVY JEWETT ORDERS

Maxwell Vehicles Receive Greater Attention in Foreign Countries.

BY J. L. MIDDLETON.

The first robin, the caterpillar, the marble players, and all the old-time harbingers of spring are as nothing compared to the clattering of the roadways and the streets of London by motor car devotees, as heralding the coming of spring and the touring season.

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 Western Ontario is reflected in greatly increased business. The unusually heavy demand upon the factories during March has been followed by a more pronounced buying attitude on the part of the public, and already dealers are beginning to worry just a bit over prospects for quick deliveries if the increase continues.

Not only is there greater interest apparent on the part of the public, but conditions have brought increased merchandising efforts on the part of the dealers. Automobile values, both in new and used cars, are better today than ever before, and the determination on the part of the manufacturers and dealers to put the prices of their products at rock bottom has had the effect of inspiring confidence and loosening purse strings. Then, too, there is the ever-present fear that the predictions of price increases are well founded, that is promoting the present buying wave.

"Automobile dealers in London have one big advantage over dealers in every other field," says Frank McLachlin. "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 hand, clerk or executive, will own his own car."

Heavy Orders for Jewetts. Hodgins & Fergusson are receiving many compliments on the high type of construction revealed in the new Jewett Light Six, which has just been introduced locally, and is on exhibition in the Paige sales-rooms.

The frame construction is unusually sturdy. Four cross members are used in place of the usual three, and additional stiffening is given to 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

wheel spindles, and the weight of the car is carried on ball-thrust bearings 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 Jewett cars total more than \$6,000,000.

MAXWELL VEHICLES.

Favorable comment and attention accorded 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 English 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-half ton truck was designated for the use of the colonial army. Such excellent service was rendered that the minister of war has recommended 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 from the nearest garage. In speaking of his good Maxwell, Lord Garvagh writes: "Sometimes we go for tours in the mountains, and no matter what strange and weird places we tackle, the Maxwell is always equal to the occasion. The car has covered about 8,000 miles, and it runs distinctly better now than when new. The engine has never been decarbonized nor have the valves been touched."

A new phase of the automobile business, of which the manufacturers and dealers have always been aware, but which they are now having an opportunity to develop more intensively, is the occupational use of cars and trucks. Thousands of cars are now being used by doctors, and some of the larger industrial corporations are buying passenger cars in large numbers for their salesmen and supervisors.

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

City Parking Rules For London Autoists

No Parking—

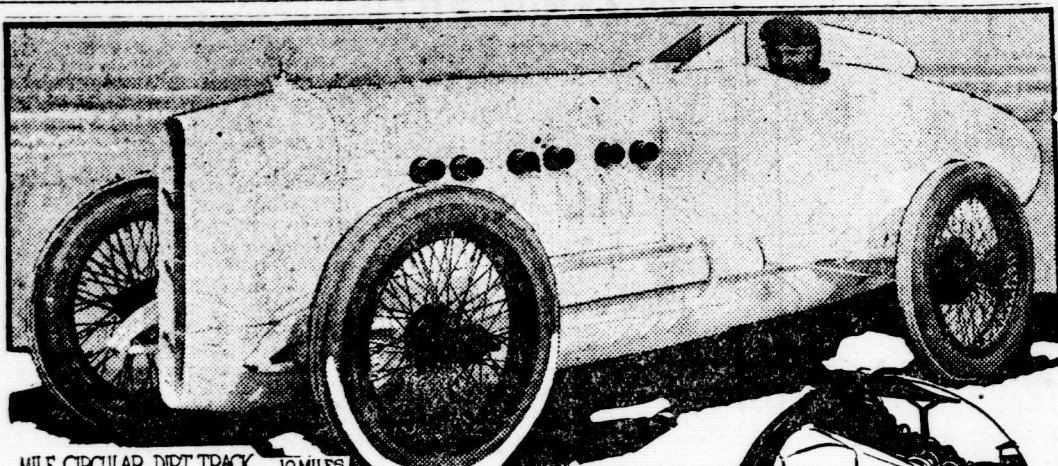
On the south side of Queen's avenue, between Richmond and Waterloo streets at any time. On Dundas street, from Ridout to Wellington streets, or on Richmond street, from G. T. R. tracks to Fullerton street for longer than ONE HOUR.

In the Market Lane, except to discharge or receive passengers.

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.

Autoist Sets World Record of 152.54 Miles An Hour



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