

London Auto Show Feb. 6, Offers Big Value In 1922 Motor Cars

PRICE REDUCTIONS AND IMPROVED MECHANISM WILL WIN PURCHASERS

New Models Designed For Good Service and Economical Maintenance—Improved Systems of Chassis Lubrication Notable Feature.

THE accumulated knowledge and development of the past five years in designing automobiles are fully expressed in the cars for 1922, to be exhibited at the London Auto Show, Feb. 6. They will be, as a whole, exactly what the prospective purchaser wants. In them he will get cars that can more easily handle the present grade of fuel; cars that are lubricated better than ever before.

They are made of better materials, and assembled with a degree of accuracy that has never before been known to manufacturers.

They are sold at much lower prices, the service charges for given operations are less, the repair parts cost less.

The 1922 cars show more improvements than have been seen in the past five years, more actual results of development than has been shown since before the war.

The objects for which the designers have been striving have not been so much appearance or performance as service.

This includes not alone the reduction of operating expense in fuel, oil and tires, but reduced cost of upkeep due to the ability of the repairman to make quick and low-priced repairs.

Design has everything to do with this and with the other factors governing cost of operation. Accomplishment of the engineers' objectives has resulted in four big developments in the 1922 chassis, which will be exhibited in the Armories by Hodgins & Ferguson, Simpson & Co., Ford Motor Company, Dodge Bros. Motor Co., Fred Burrows, Durant Motors, Ontario Sales & Garage Co., Paige Motor Company, Oldsmobile Company, J. McLaughlin, Chisholm & Company, Maxwell Motor Company, Chalmers Motor Company, Columbia Six Motor Company, Sam Rowell, Chevrolet Motor Company, Duesenberg Motor Company, W. H. Buchanan, Vauxhall Motors, Mitchell Six Motors, Packard Motor Company, F. McLaughlin, Studebaker Motor Company, Willys-Overland, McLaughlin Motor Company, J. C. Beemer, London Motors, Cadillac Motor Company, Reo Motor Company, J. Cowan & Company, Imperial Oil Company, McLaren Tire Company, K. & S. Tire Company, British American Oil Co., Tom Terry, Partridge Tire Company, Cutten & Foster, J. C. Todd & Company, Gray, Dorr Motors, Canadian Battery Company, Adams Trailer Company, Kemp Wheel Company, McColl Brothers, Frost-O-Lite Company, Reid Oil Company, Edgemoor & Company, Knight Manufacturing Co., Crompton Car Company, Universal Motor Sales, Lokwe Wheel Company, Percy McBride, Cavert Motor Sales, Diamond Chain Company, E. J. Hollinger, Colaway Motor, National Carbon Company, Rollway Motors Company, J. Callagher & Company.

The notable developments in the industry are:

1. Redesigned intake system. This includes the design of manifolds, and the incorporation of special devices or methods of preventing any appreciable amount of liquid fuel from getting to the cylinders. Upon this development depends to a great extent economy, performance of the engines, and life of the engines.

2. Improved systems of chassis lubrication. Correct lubrication implies long life and reduced cost of maintenance during life. It has been accomplished in the 1922 cars by the increased use of pressure lubricating systems in the engine and in the chassis as well.

3. Improved material and workmanship. There are new materials in many cars, better ones for the former grades, and the cars are assembled in such a manner as to keep the parts in alignment, thus affecting longer life through a reduction of friction and destruction of the oil film which eventually produces the same result.

4. Better manufacture of parts and units. This includes the operations on machines that shape and finish the parts that go to make up the car. In pressure, in axes and other units, manufacturing methods are clearly seen to be better.

5. Drastic price cuts in many cases amounting to hundreds of dollars. If we take the cars as a whole, we will find that the principal dimensions and fundamental features by which we know them have not changed very much. They never do from one year to another. Such features as the block cast L-head engine, battery ignition, vacuum fuel feed, etc., dominate this year, as they did last and the year before that. The average body and stroke is about the same as last year. The average wheelbase this year is 121 inches, which is only fractionally different from last year.

The disc clutch, the three-speed selective transmission, the six-cylinder engine are still in the lead; but when we come to analyze the cars which show these basic characteristics, we then see the real fruits of development.

More New Cars.

In working on the 1922 engines Canadian designers have concentrated on the fuel problem. It was the most difficult problem, and its real solution has not yet come, but certainly the 1922 show in London shows the biggest step forward in this direction.

In nearly every engine the intake system has so been designed that a great amount of heat is imparted to the gas mixture.

Hot spots, special electric-heating devices, exhaust-heated intakes, water-heated intakes, intake passages in direct contact with hot portions of the cylinders, etc., are some of the methods which have been improved upon, and appear in greater number.

The fuel problem is not alone one of saving gasoline, it is one involving engine life. If much raw fuel gets into the cylinders it washes away the lubricating oil around the pistons and on the cylinder walls.

What fuel does not work down past the pistons to contaminate the oil in the crankcase and further reduce lubricating efficiency leaves an appreciable amount of carbon in the cylinders. We have but two sources of heat to work with in an automobile—the heat of the exhaust and the electric heat. Both are utilized in the 1922 cars. The electric heat is available instantly to heat the gasoline or the mixture. The exhaust heat comes only after the engine has started running.

We have had exhaust-heated intake manifolds for many years, and water-jacketed manifolds are almost as old as the industry itself, but the idea of the newer designs is to completely vaporize the fuel, and to this end we have the various improvements mentioned.

In one of the very successful methods any fuel that is in liquid form in the manifold is trapped in a highly-heated chamber and there actually distilled.

Lubrication Improved.

The engine lubricating system is another that has been attacked with vigor. It was not so long ago that most engines used splash oiling, then they went to improved splash systems, and the force feed started to creep in. Forced feeding for main and connecting rod bearings with splash or spray for the cylinders and pistons now is almost the accepted standard. High pressure to bearings is the leader. This kills the thought held some time back that low pressure and high volume system would be seen in greater number this year. It is an admirable system.

The all-metal universal joint still maintains its leadership. The fact that the fabric type is only applicable to certain installations is holding this form back. It is desirable only where the shaft angularity does not exceed a certain amount, and this is usually very low, so that we find such joints on comparatively straight or non-angular drives.

It is used between the clutch and transmission where the latter is separately mounted and also on some propeller shafts. Those using all-metal joints are for the most part provided with means for retaining the lubricant longer, and many cars use the type which is oil lubricated.

TEAROOM RIGHTS GIVEN TO I. O. D. E.

The executive committee of the 1922 London Motor Show have extended the privilege of the tea and refreshment room to the Campbell Becher Chapter, I. O. D. E. under the regency of Mrs. Greenaway. Several prominent committees have been appointed by the ladies with a convenor in charge for each separate day. Invitations have been extended to the leading citizens of the city to entertain at tea their friends each afternoon during the show.

An elaborate menu is being provided for, with a full course hot luncheon and dinner every day. A specialty will be made of tea and toast each afternoon. It is expected that the chapter will be able to get together a large amount for the purposes of Child Welfare.

Donations of any description of candies, tobacco, cigars, cigarettes, etc., will be gratefully received by the committee in charge.

EXHAUST HEATS CAR

Most car heaters nowadays are of the exhaust type. Some are cut into the floor, others are designed as foot rails, while others are separate attachments before the rear seat.

LURE OF AUTO SHOW APPEALS TO EVERYONE

All Classes of Society Interested in Latest Models of Cars.

CONSTRUCTION SIMPLER

Tendency Evident To Eliminate "Frills" in Automobile Development.

BY GEO. OWENE.

Not long ago I was discussing business conditions throughout the Dominion with a friend in another industry. We spoke frankly and arrayed the various difficulties that challenged our interest. Particularly, we discussed that mysterious combination of art and science known as "sales strategy."

"Man alive," my friend exclaimed, "you don't know what the word difficulty means. I wish I were in an industry which was the most adventuresome, and at the same time the most necessary, commodity in the world—transportation. Even food and fuel would be wasted elements if they were not transported for use."

The dramatic interest which still attaches, and, in my opinion, always will attach to the automobile industry, makes it possible to combine utilitarian salesmanship with super-showmanship at the national automobile show in London every year.

It may seem like dragging in an old bromide by the hair, but nevertheless I am compelled by the facts to state that the London show this year will surpass the high record set in former years for trade interest, public enthusiasm, and the amount of exhibition space.

Why do folks go to the automobile shows? What attracts the man in the street, the woman in the home, the business executive at the desk?

New Models Displayed.

Primarily, they go to see the new models—the complete vehicles. They go to see the latest in self-propelled transportation. Old owners of cars and prospective owners go to learn, to study, to save time—for the motor car has been transferred from the society columns to the budget columns.

But the cars do not dominate the show. There are other major roles, and they are played by the units, the parts and the accessories. Every year at the automobile show I am reminded that the history of the automobile is the outward march of accessories, units and equipment parts.

The eager throngs at the various booths of the parts and accessory exhibitors in the armories prove this, as do the engineering annex, and the concomitant patents litigation of the industry. Happily, the last-named element has been reduced to a minimum in the industry.

What are the significant developments that will feature the coming show? I put this question to a group of representative manufacturers and I can best indicate the current trends which will be manifested by quoting from some of the replies: One of the largest bearing manufacturers in the industry is of the opinion that the paramount new tendencies in construction and design are "the further development of the overhead valve motor and the 'L' head motor; a tendency toward efficiency in fuel consumption; improvements in carburetion and lighter cars."

Frills Eliminated.

A representative executive replied to my question: "We feel the general tendency will be to eliminate frills, thereby doing away with jazz parts, which in the past have been added to the original cost of the car."

Throughout most of the answers runs the strong conviction that quality of product is now more than ever the guiding principle of the unit and parts manufacturers. This viewpoint is summarized by one accessory manufacturer who said:

"The tendency now is in the direction of less expensive models, containing more real value with respect to material and workmanship."

From all the facts I can gather, and from my own personal observation based on numerous visits to the automotive trade and industrial centres, I am of the opinion that there will be no radical innovations in construction, design, or equipment. In minor details of appointment there will be the customary novelties which are introduced to the world at show time.

A few other significant replies follow: "The tendency in construction is toward improved quality, the tightening of limits, more exacting measurements, and rigid inspection with the consequent rejections and losses, and at the same time high pressure for reduced prices. Against this the demand for improved quality offsets the possible reduction in cost of material and labor."

"The outstanding feature will be the turning out of a more perfect product than ever before, as regards refinement in operation and inspection. Unquestionably the cars produced in 1922 will be better cars mechanically both from the point of view of design and workmanship and materials than have ever before been made."

CARS NEED CARE IN LUBRICATION

"Too much cannot be said of the necessity of proper lubrication," says T. C. Kirby, manager of the London Motor Show. "I knew a man who has worn the same suit to his office day after day for more than a year, and he always looks well dressed. It is the same with your car. There are some car owners who will allow a new car to get down at the heel inside of three weeks, and a well used machine will always look better than theirs. Manufacturers of automobiles will tell you that you can double the life of your car by draining off the old oil every thousand miles and putting in new oil. To do this you do not have to stop by the roadside and make a joke of yourself by crawling under your car. Such method is long since out of date. Cars now are so simplified and so protected that such gymnastics are replaced by simplicity."

AUTOISTS IN FAVOR OF LARGER TIRES

T. C. Kirby Comments On New Equipment of Standard Cars.

"One of the unmistakable tendencies of the present moment in motordom is the drift toward larger tires," says T. C. Kirby, manager of the London Motor Show.

"Within the past few days both Dodge and Cadillac have announced new models fitted with larger tires than the sizes previously used. Private motorists have already discovered the efficacy of this practice in the use of oversize tires, and the fitting of larger tires as standard equipment by two of the most popular cars in the country, indicates official sanction of the idea."

"The truth is that our ideas on tire service have undergone radical revision in the past few years. The coming of the cord tire has worked a revolution in our opinions regarding the real meaning of tire mileage. In the older days tires were a prime source of trouble while they lasted, and the maximum mileage that we had a right to expect was three or four thousand miles. As the skill of the tire builders grew, the mileage that they managed to build into their products increased, until it was not uncommon to find fabric tires giving seven or eight thousand miles. And then came the cord."

"It may be doubted if even the manufacturers, who produced the cord tire, realized what the latest product of their genius was going to do. However, that may be, it is a fact that cord tires began to show mileages in excess of ten thousand miles of ordinary service. At the same time they showed a resiliency and operational efficiency far beyond the fondest expectations. Individual car owners long since discovered that by fitting their cars with oversize cords, they could not only get remarkable long service, but at the same time comfort in maximum degree. And now the manufacturers are acknowledging the justice of this stand by equipping their cars with larger tires, to insure their patrons of satisfactory operating conditions."

CARE SAVES TIRE COST

The annual tire bill is more than \$1,000,000,000, but \$100,000,000 of this can be saved by care, says a tire expert. Eighty per cent of the material in a tire is perishable. Detection can be checked by constant attention.

Great Britain has an automobile for every 110 persons.

There is one motor car in Siberia to every 250,000 inhabitants.

Twenty-five years ago there were only four motor cars in existence.

Deaths from automobile accidents have nearly doubled since 1915.

Watch out for and play in the shafts. Don't let the motor labor, or it will develop a knock.

A double set of spotlights underneath the headlights throws extra light to the right.

'Twill RUN ON BUTTER!

Elmer A. Sperry, scientist and inventor, reports he has perfected the oil-burning Diesel engine to automobile use. It will run equally well on any grade of crude oil, says Sperry, and will keep going on lard or butter. He's tried, it, too, he says.

Berlin has just held its first automobile show since 1911.

Panama is building a \$7,000,000 highway across the isthmus.

Grey exhaust indicates there is too much oil in the cylinders.

PRIVATE TIRE PUMP WORLD'S PEEWEE CAR

A small electric compressed air pump has been designed for the private garage. The current comes from a lamp socket. It eliminates use of the hand or motor pump.

Half of Brazil's 12,000 automobiles are in Rio De Janeiro and San Paulo. Consult your lubricating chart to keep the car well oiled.

A fully charged battery freezes at 38 degrees below zero.

Keep the battery fully charged during winter especially.

England claims possession of the world's smallest automobile. It is a three-wheeled cross between a motor car and motorcycle, weighs 150 pounds and costs \$375. The motor is over the single rear wheel.

Old bulbs consume too much current and should be replaced.

A small power tire pump has been manufactured for private garages.

There are nearly 11,000,000 motor cars in the world.

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TOURING—Seven Passenger	\$2425
BUSINESSMAN'S COUPE—Three Passenger	\$2875
COUPE—Four Passenger	\$3550
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Roadster (Special)	\$2395
5-Pass. Tour. (Spec.)	\$2395
Coupe	\$3145
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MODEL 46

8-Cylinder

7-Pass. Tour.	\$2675
6-Pass. Tour.	\$2625

ECONOMY TRUCK

Chassis	\$1645
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F.O.B. Oshawa

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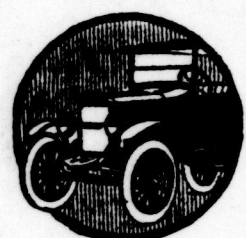
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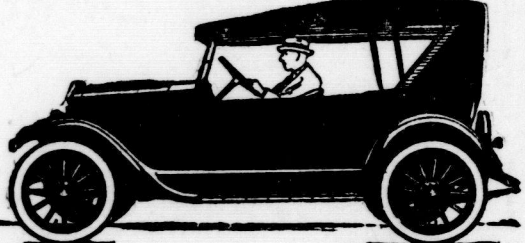
DURING the past eighteen months, while improvements have been made in the New Series Overland, price reductions have been such that car buyers are offered unprecedented values for 1922. Here are the new prices (f.o.b., Toronto, sales tax extra) and total reductions:

	1922 Price Effective Jan. 14	Reduction from Sept. 1920
Overland Touring and Roadster	\$ 885	\$ 547
Overland Sedan and Coupe	1295	1072
Overland "Special" Touring	1085	562

WILLYS-KNIGHT PRICES

	Effective Jan. 14	Reduction from Sept. '20
Touring	\$2300	\$1407
Roadster	2250	1459
Sedan	3650	1277
Coupe	3350	1587

f. o. b. Toronto, Sales Tax Extra



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