

Motor bus in Detroit has a capacity for 135 passengers, and is made so that the body can be separated from the engine.

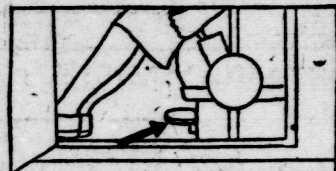
Side Wings Assure Comfort

Hobbs' Side Wings are clear plate glass. They add to the appearance of any car, and do not obstruct vision. You can close them for protection from wind or rain, or open them for ventilation. Your dealer will install Hobbs' Side Wings for \$15. See them at the Western Fair on exhibited cars.

THE HOBBS MANUFACTURING COMPANY, LIMITED.
York at Ridout Street, London.

HEEL PEDAL CONTROL.

Reversing an electric may be accomplished without danger by the



Installation of a separate heel pedal control near the seat. By shifting the foot from the forward control to the heel pedal the car is thrown in reverse.

States and nation are planning the construction of 180,000 miles of highways in the next 15 or 20 years.

McLaughlin-Buick



HARRY C. LECKY.

FOR many years associated with the automotive industry and Ford Motor Company in the distribution of their products, and lately with the Maxwell car in London, has joined the retail staff of the McLaughlin Motor Car Company, London branch.

The new 1923 line of McLaughlin-Buick models have already created a large amount of interest in London by their beauty of design, superb riding qualities and new prices. Mr. Lecky feels these are the three essentials demanded today by the buying public, and in merchandising McLaughlin-Buick cars in London he is offering that which is a pleasure to drive, a pride to own, and a privilege to sell.

ARM REST FOR DRIVER.

The driver who is handy with the hammer and saw can fashion a neat pad on which he can rest his left arm when driving. The rest is made so that it can slip over the door alongside the driver's seat and can be taken off when not used.

Dab some paint and varnish over bald spots.

MOVES TO LARGER AUTO SHOWROOMS

J. W. McLaughlin, Overland Agent, To Have Fine Display Fair Week.

Owing to the increased demands for larger display rooms, J. W. McLaughlin, agent for Overland and Willys-Knight cars, has been forced to move from his old quarters opposite the city hall to 245-249 Dundas street, where a new building has been erected for this purpose. The building is of excellent design, and is one of the best in London. It has a capacity for showing eight cars of the latest model, and also has ample space for up-to-date office facilities.

Show Latest Designs. Commencing Monday and continuing through Fair Week, there will be one of the largest and most important showings of cars in London, when all the latest designs of both the Overland and Willys-Knight cars will be on display.

Mr. McLaughlin has been connected with the Reliance Garage for the last few years, and until a few months ago with the Ford agency. He then took over the agency for the Overland and Willys-Knight cars. Since that time business has so increased that he has been forced to change his quarters. However, all service, parts and accessories will still be sold at the Reliance Garage.

Has Novel Slogan. Mr. McLaughlin is credited with having one of the most novel selling slogans in the city, "Ask the man with the white hat," a phrase that has made Mr. McLaughlin one of the best-known automobile dealers in this part of Ontario, and which has enabled him to be one of the most successful dealers in the city.

At all times Mr. McLaughlin has maintained a sales staff that has been a credit to him and to the car that he sells. Each of his men, besides being a first-class salesman, is also a mechanic of no mean ability, placing at the head of his selling creed that word with a world of meaning, "Courtesy."

AUTO NOTES

Keep spring clips tight. Tire wear increases with speed. An automatic shaft lock prevents the automobile from rolling back-

ward on grades. Tighten up the steering gear regularly. Advance the spark as the speed increases. If the car steers hard the front tires may be soft. Wash mud off body before it dries on.

Black smoke from the exhaust means too much gasoline. If the brakes do not hold use the engine as a brake. Total of 12,754 miles of federal-aid highway is completed. Forty per cent of the automobiles

stolen in 1921 were not recovered. Because of its narrow streets, Spain uses very few trailers. Large chain cigar store company has begun the sale of inner tubes. General Motors is planning production of an air-cooled car. Estimates of fuel consumption for

each motor vehicle range from 350 to 450 gallons annually. Light smoke from the exhaust means too much oil in the cylinders. Worn bearings may be detected by a persistent drop in oil gauge pressure.

Cadillac and Reo Motor Cars

During Fair Week Will Be Shown At Their Home On Queen's Ave.

Reo Speed Wagons Will Be Exhibited At the Fair Grounds

Beemer & Company

Limited

Queen's Ave. Phone 5670 London

Dependable Champions For Every Engine Everywhere

Take You There

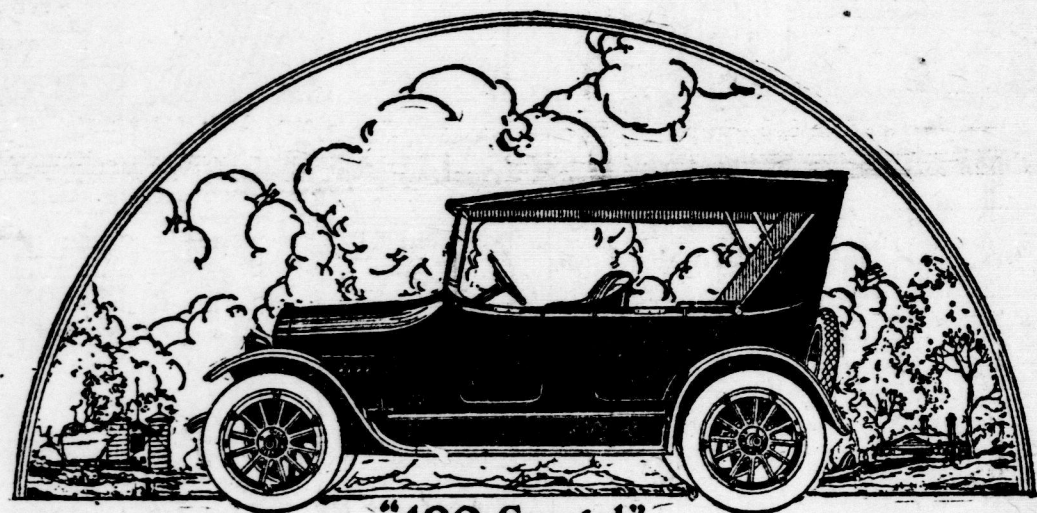
—and bring you back. Champions make you absolutely confident of satisfactory ignition even under emergency conditions.

Ask your dealer for a full set, no matter what engine you have.

Champion Spark Plug Co. of Canada, Limited Windsor, Ontario



Champion A-53 For Chevrolet, McLaughlin and engines requiring 2 1/4 in. long plug. Now 85 cents.



"490 Special"

Nothing to Buy but the License

"Nothing to buy but the license" describes the complete equipment of the new Chevrolet. It is not necessary to spend a dollar more than the low purchase price of this car to make it complete—no "extras" to buy to make your car modern and capable of giving satisfactory service. This real economy is further evidenced after the purchase price through unusual mileage from gasoline, oil and tires, and fewer parts replacements.

Twenty, to thirty miles to the gallon of gasoline.

"490" Touring \$785

"490" Special \$895

F.O.B. OSHAWA

GOVERNMENT TAXES EXTRA

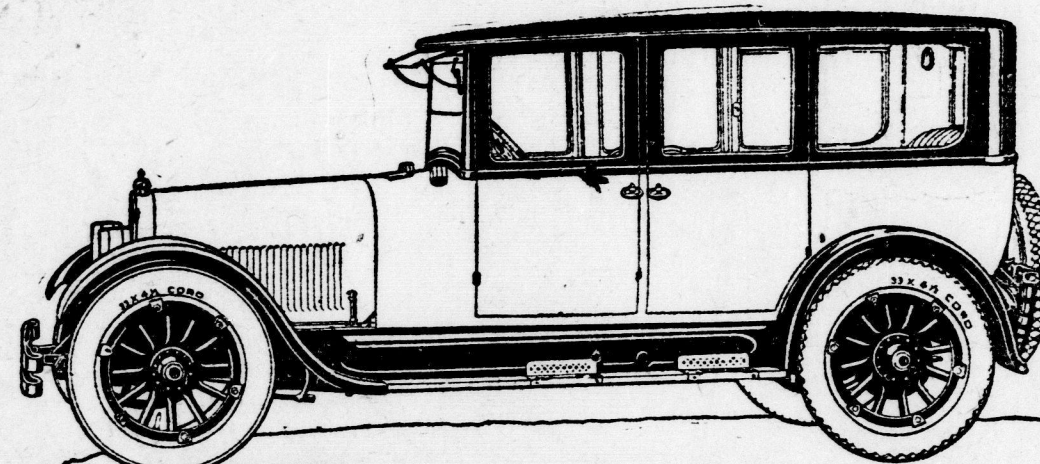
Ask your Chevrolet dealer to explain the many new features.

CHEVROLET MOTOR COMPANY OF CANADA, LIMITED
Subsidiary of General Motors of Canada, Limited

CHEVROLET

For Economical

Transportation



The Standard of Comparison

A Car of Rare Beauty
the New McLaughlin Buick Sedan
for 1923

Exquisitely appointed and of rare beauty, the 1923 McLaughlin-Buick seven-passenger sedan possesses the many special qualities which fastidious motorists for years have looked for in a motor car.

The body, by Fisher, is low and easy to enter. The interior is luxurious with rich plush upholstery and trimming. Deep, yielding seat cushions and springs of a distinctive type afford a new degree of restful riding comfort on any road.

With these qualities, which make the 1923 McLaughlin-Buick sedan an ideal car, go the dependability and performance which are inseparably linked with the name McLaughlin-Buick.

PRICES F.O.B. OSHAWA, GOVERNMENT TAX EXTRA

Master Four—23-45 Regular, \$1235; 23-54 Special, \$1270; 23-55 Special, \$1285; 23-56 Coupe, \$1645; 23-57 Sedan, \$1950; 23-58 Touring Sedan, \$1855; Master Six—23-41 Touring Sedan, \$2725; 23-44 Special Roadster, \$1695; 23-45 Special, \$1725; 23-47 Sedan, \$2795; 23-48 Coupe, \$2875; 23-49 Special 7-Passenger, \$2995; 23-50 Sedan, \$3095; 23-54 Special, \$3295; 23-55 Special, \$3275.
--

McLAUGHLIN MOTOR CAR CO., Limited, OSHAWA, ONT.
Subsidiary of General Motors of Canada, Limited

Branch House: Bathurst and Richmond Streets, London.

McLAUGHLIN-BUICK

THE CHEVROLET IS SOLD IN LONDON BY

ONTARIO GARAGE AND MOTOR SALES

LIMITED.

S. H. ROWED, MANAGER.

"The Home of Satisfactory Service."

PHONES 5450-2431.

397-401 DUNDAS STREET