

VALUABLE
ADVICE

Motor Car Service Department

PROBLEMS
SOLVEDMiddlesex Motors, Ltd., To Build
\$50,000 Service Station On
Talbot Street, Near Queen's Ave.

Property Purchased At 449-451
Talbot Street—Building To Be
Most Modern and Splendidly
Equipped.

Middlesex Motors, Limited, London's
Ford dealer, who entered business at
781-3 Dundas street on May 1, 1922,
have completed the purchase of a large
piece of property situated at 449-451
Talbot street, at the end of Queen's
avenue. The immediate erection of one
of the finest automotive sales and service
stations in Canada will be commenced.

The present location of Middlesex
Motors, Limited, at 781-3
Dundas street, has enabled them to
properly organize for handling Ford
business in London and vicinity and
has given them sufficient time to make
a careful survey of the city and select
a location which would be most suitable
for the large number of Ford owners
in the City of London and Middlesex
County as well as the transient business
of tourists passing through the city.

The selection of the site on Talbot
street was made after a careful survey
of the business district of London in
an endeavor to locate where Ford and
Fordson sales and service would be
convenient for all citizens of London
and surrounding district. This is the
central point of London and convenient
for all residents, whether residing
in east, west, north or south.

Very few properties in the city would
give adequate space to the requirements
of properly handling Ford sales
and service. The property selected
gives most convenient facilities of 20,
000 square feet of floor space for the
trucks, Lincoln cars and Fordson
tractors.

In the selection of a site for Ford
sales and service station Middlesex
Motors, Limited, had to take into
consideration locating:

1. Adjacent to the financial and business
district.

2. Adjacent to shopping district for
many lady drivers.

3. Adjacent to market, for the rural
Ford and Fordson owners, who desire
to have their cars repaired or to purchase
car, tractor or plow parts when
they are attending the market.

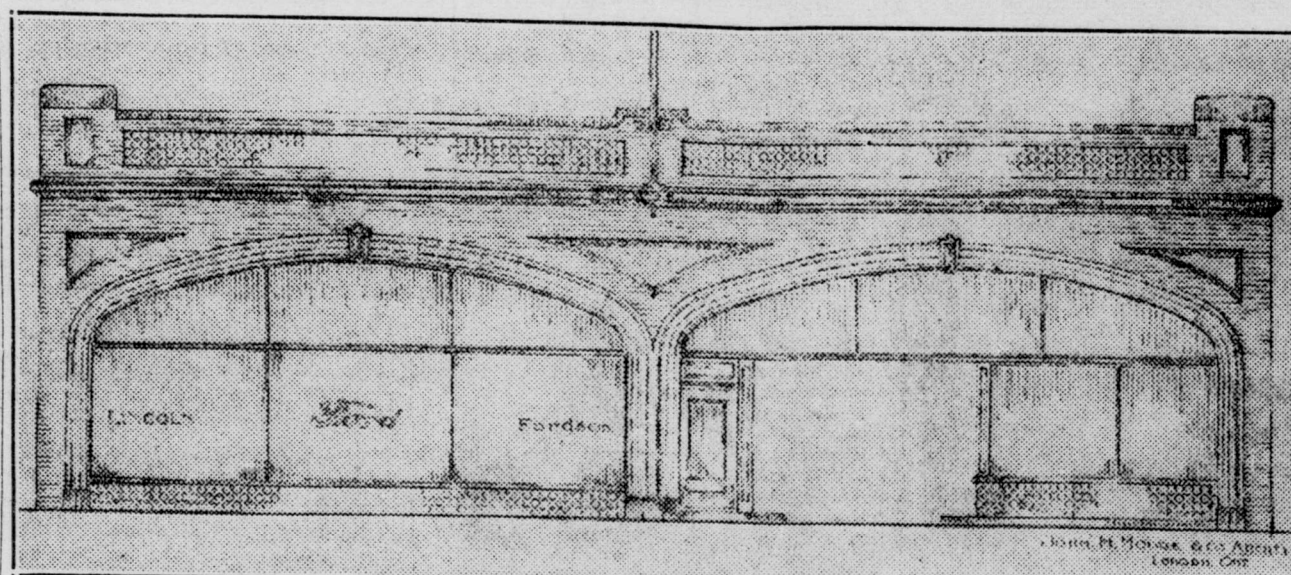
4. Proximity to the main driving
streets, but keeping away from
street car tracks, which is very important,
as their experience on Dundas
street led them to select a site which
would permit owners to drive in and
out of building with every degree of
safety.

5. On main road, which owing to the
proximity to Richmond street, the
majority of owners are using Talbot
street to enter the downtown district
and market.

6. Close location to all hotels and
theaters.

The showroom, parts and accessories
store and entrance to service station
on Talbot street will make it possible
for drivers to drive straight in from
or out of Queen's avenue or turning
on Talbot street. The property has
a frontage of approximately 71
feet on Talbot street, going back 208
feet, with 100 feet width at rear. This
will give facility for the storage of 70
cars, with a repair shop holding 30 cars.

The genuine Ford parts and accessories
store, with entrance on Talbot
street, will make it convenient for Ford
owners and garages to purchase
genuine Ford and Fordson parts. Sales
offices will be located on the show-
room floor and the main accounting and
other offices will be located on a mezzanine
balcony. The showroom will be
provided with telephone booths and
comfort of patrons has been given first
consideration, with the further important
thought of providing adequate
light and ventilation for the office and
shop employees. Middlesex Motors feel
that good quality of work and service
can only be extended to their patrons
by providing for the comfortable working
quarters of their employees. The
18 years' experience of Mr. Mitchell
with the Ford Motor Company throughout
their various plants in Canada has
been that comfortable surroundings



The new home of Middlesex Motors, Limited, which will be erected on Talbot street, near Queen's avenue. The building will be up-to-date in every respect, costing \$50,000.

Make Open Car
More Popular
In Bad Weather

The motorist who drives an open car
really experiences more discomfort during
the between season periods of
spring and fall than he does in the winter.
He drives throughout the chilly
days of October and November and
finds the wind and rain most disagreeable.
His passengers in the rear seat
are side curtains, but ninety-nine out
of every hundred open car owners keep
them furled until the temperature is
down below freezing point. The open
car driver puts up his side curtains
when the season for "fleece-lined" gear
arrives—and not before. In the mean-
time the members of his family shiver
and complain and the baby acquires
the croup. He is content to travel
against the wind under bare poles be-
cause it is the custom; everybody
does it.

When the air is cold and crisp and
the sun is shining brightly the putting
up of side curtains has a tendency to
spoil the pleasure of driving. With
these spring and fall weather condi-
tions in mind the Hobbs Manufacturing
Company, Limited, London has placed
on the market Hobbs' Side Wings—
plate glass wings that can be attached
to the windshield of any open car in a
few minutes. These wings have proved
a very ingenious aid to comfort, as
they deflect the wind and rain, thus
allowing the occupants to enjoy the
exhilaration of open car driving with
the warmth and protection afforded by
the closed car. Side wings take the
place of curtains until the weather gets
very cold, and then they form a valuable
asset in deflecting the driving
snow and sleet of the winter.

Wings of this type have been in use in
the States for some time and many
have been sold in this country, but the
Hobbs Company is the first all-Canadian
concern to manufacture side wings in
Canada. This firm is meeting with
great success in marketing the product
through accessory dealers in all parts
of the Dominion. In Toronto, Montreal,
Windsor and London, where they have
large branches located, the Hobbs
people attach the side wings for ac-
cessory dealers, thereby relieving the
dealers of a certain amount of service
in their own shops. Hobbs Side Wings
are being extensively advertised in
daily newspapers, also the automobile
trade journals, and the manufacturers
feel that this publicity will help to
create a brisk demand for their product
this fall.

Safety When Soldering.
While soldering, the face should not
be near the work. Moisture may be
an explosion, splattering the hot metal
into your face and eyes.

Have the rear wheels removed every
three months so the brake bands may
be washed off thoroughly with kerosene
to remove accumulated oil and grit.

MOTOR
DIGEST

Pennsylvania will have more than
750,000 passenger automobiles at the
close of this year.

Montreal is said to be the mecca in
Canada for automobile tourists from the
United States.

A motor bus, with a capacity of 135
passengers, was recently put into operation
in Detroit, Mich.

The consumption of automobiles in
Canada necessitates an annual replacement
of 80,000 cars.

Chillicothe, Mo., with a population
of 12,500, has no fewer than 23 national,
interstate and highways passing through
it.

An electrically operated siren is
erected at a prominent intersection in
Pittsburg, Pa., to warn motorists of
approaching fire engines.

The King of England has granted his
patronage to this year's motor exhibition,
which will be opened in London on
Friday, November 2.

King Alfonso, of Spain, recently purchased
seven American-made automobiles,
one of which has a special armor-
protected limousine body.

A chain of first aid garages is being
planned for the benefit of members of
motor clubs affiliated with the American
Association.

Frank J. Powers, Jr., age six years, of
Grand Rapids, Mich., claims to be able
to name at sight no fewer than 99 different
kinds of automobiles.

Twenty-two hundred and sixty-three
automobiles were stolen in Philadelphia,
Pa., since January 1. Of this number,
the police have recovered 1,847.

The automobile in Europe, as a passenger
vehicle, is a mark of the well-to-do.
In the United States an average
of nearly every tenth family enjoys a
passenger automobile.

In England, analysis of statistics
shows 33 per cent. of the accidents to
pedestrians in London are caused by
the public stepping off the curb into
the path of moving vehicles.

MOTORS
AND THEIR
CARE

Can You Qualify?

A good driver is one who has his car
under control at all times. In whatever
he does, he is cautious that he may not
endanger the safety of pedestrians,
other motorists, or his own car.

Extra Tire Mileage.

The tires of an automobile often go
a further distance than the score shown
on the speedometer. The instrument
never registers when the car is backed,
skidding, or the extra mileage covered
when one of the wheels is out of alignment.

Keep to the Right.

A motorist should always keep to the
right, not only when meeting oncoming
vehicles, but when rounding a corner,
turn, curve or circle; approaching a
hilltop, crossroads, or streets. Also bear
to the right as far as practicable in
taking the left roadway where the road
narrows or at an "offset street."

Spark Plug Efficiency.

Spark plug points should be checked
up occasionally. The intense heat causes
them to burn off and to have too wide
a gap for the spark to "jump." This
quite often is the cause of irregular firing.
If one will throttle his motor at
low speed, he may tell generally if it is
firing on all cylinders. Misfiring is more
noticeable at low speed.

A Driving Suggestion.

Never overtake and pass another vehicle
either too fast or too slow. If
too fast, you may surprise other traffic
or pedestrians, and find yourself on
the wrong side of the road without your
car under sufficient control. If too slow,
you tend to block the road to other traf-

COUPE.
Special Custom
Built Bodies

State chassis you have and type
of body you wish—sedan, coupe,
limousine, town car, touring, sport
roadster, etc. Bodies built in ex-
clusive design to your ideas if
desired.

You need a closed body for
next fall, winter and spring driving.
Consequently place your order
now, as we require about
four months to make delivery.

Carriage Factories, Ltd.

ORILLIA, CANADA.
We build Taxi Cab Bodies to order.



punishment that will shorten its life
of service, while neglect caused by
frequent testing and lack of water
equally hard on the cells. Other causes
of battery failure, before the normal
life of life is up, include long drive
much starting and stopping, cold
hot weather and excessive use of lights.

A Brake Test.

Each brake should be able to stop
car correctly under the following
ures:

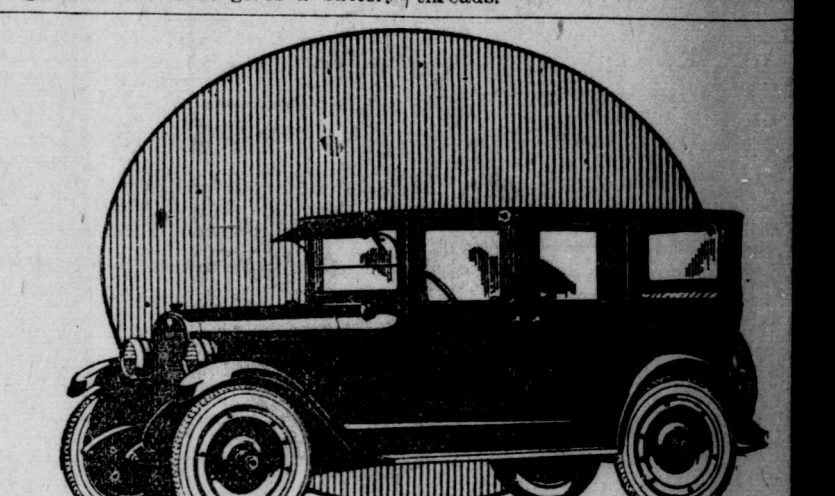
10 miles per hour	10
15 miles per hour	20
20 miles per hour	35
25 miles per hour	57
30 miles per hour	85
35 miles per hour	100
40 miles per hour	150
50 miles per hour	225

No one but a fool drives with
feet on the pedals.

Driving too close up to another
will not save time.

Tire inflation should be done in
stairments rather than all at once.

A leather washer, placed between
metal washer, not only tends to
rattle, but affords a compression
often saves a bolt being stripped
of threads.



Public appreciation of the very
unusual value of the good Max-
well has crystallized into a con-
stantly growing demand. In all
sections its reliable performance
has solidified the confidence first
won by its pronounced beauty.

Sedan - - - \$1875 Coupe - - - \$1725
Touring Car - 1260 Roadster - - 1260
Prices f. o. b. Windsor. Government taxes to be added.

UNIVERSAL MOTOR SALES.

J. J. GILMORE, Proprietor.
354-369 Clarence Street - LONDON.

The Good

MAXWELL



FOUR-PASSENGER

Coupe "De Luxe" for
Ford Chassis

SEE THIS BEAUTIFUL BODY AT OUR SHOWROOMS

RELIANCE GARAGE, Limited

PHONE 6400.

291-299 Dundas Street

W. E. CANE, Manager.

London.

DODGE BROTHERS
MOTOR CAR

For seven years Dodge Brothers have
directed every resource and every
thought to the betterment of one
standard chassis.

This singleness of purpose has made
possible a degree of manufacturing
precision and economy otherwise
unattainable.

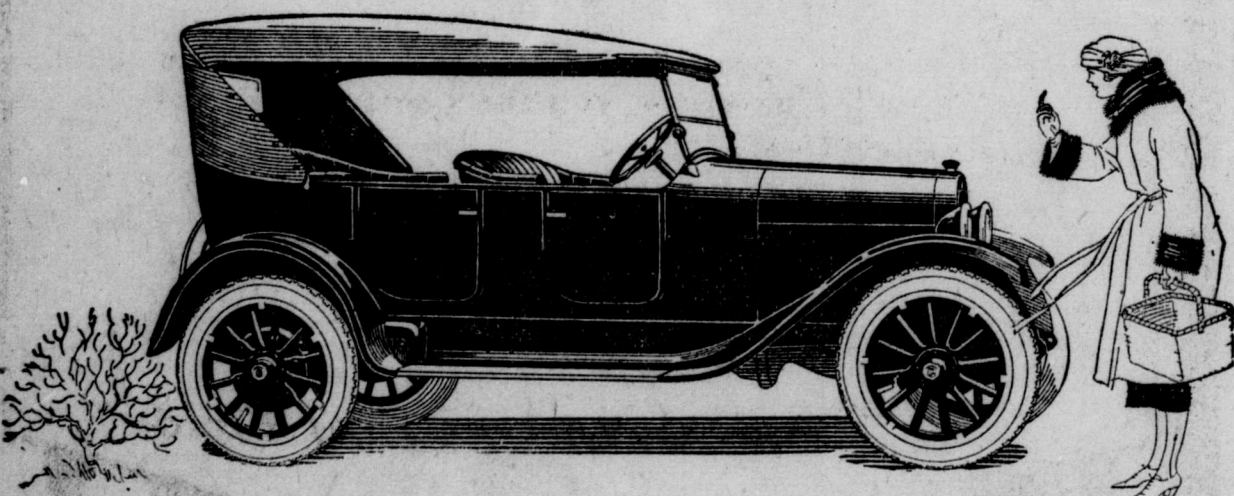
It has enabled Dodge Brothers to do
one thing supremely well.

It has resulted in a chassis proverbial
for its ruggedness and faithful, low-
cost service.

Prices, delivered and taxes paid.
Touring, \$1390. Business Coupe, \$1545
Sedan, \$2220. Business Sedan, \$1895

W.J. Chisholm

478 Richmond St., Opp. Grand Theater.

Build Better
Bodies For
Less Money

Builders Substituting Pressed
Steel for Old-Time Wood
Construction

Increasing popularity of enclosed cars
has led many builders to plan further
improvements on these models.
The one big step made in closed car
manufacture has been the substitution
of pressed steel for the old-time wood
construction. With the introduction of
the new type has come the possibility
of reduction in the cost of these cars.
The reason for this is that pressed
steel bodies afford machine or quantity
production. A large amount of hand-
fitting work has been eliminated and
simplicity and compactness of design
obtained.

With it has come a greater strength
in the structure of the body. Even the
weight has been reduced somewhat.

All these changes have made for a
cheaper, although better, enclosed car.
But although quantity production or the
steel parts of the body have helped con-
siderably, one great benefit will come
from the possibility of reducing the
number of coats of paint.

Heretofore an automobile body has
required 15 or more paintings before
it could be declared finished. Now it
is believed only two or three coats of
hard-baking enamel would do.

Besides, body builders say the enamel
would stand up better than paint
against varying weather conditions and
would prove a sturdier resistant to mud
and water.

When an ambulance or fire gong is
heard in the distance, pull over to the
right and stop as soon as possible, to
allow the emergency apparatus to go
safely by without hindrance.

At Your Service

The Free Press Motor Car
Service Department is at your
service. If there is anything
about your motor car you would
like to know, or if you have dif-
ficulties with your motor, write
to the Motor Editor, Free Press,
for a solution to your problem.
We will advise you free and the in-
formation can be relied upon, for
one of Canada's foremost auto-
mobile engineers will consider
your questions. Don't forget to
write on one side of the paper
only and sign your name and ad-
dress. Be sure to give the make
and model of your car. Several
anonymous communications have
been received, but these positive-
ly will not be given consideration.

To Holders of Five Year
5½ per cent Canada's
Victory Bonds

Issued in 1917 and Maturing 1st December, 1922.

CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders
of these bonds who desire to continue their
investment in Dominion of Canada securities the
privilege of exchanging the maturing bonds for new
bonds bearing 5½ per cent interest, payable half yearly,
of either of the following classes:—

- Five year bonds, dated 1st November,
1922, to mature 1st November, 1927.
- Ten year bonds, dated 1st November,
1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st
December, 1922, the new bonds will commence to earn
interest from 1st November, 1922, GIVING A BONUS
OF A FULL MONTH'S INTEREST TO THOSE
AVAILING THEMSELVES OF THE CONVERSION
PRIVILEGE.

This offer is made to holders of the maturing bonds
and is not open to other investors. The bonds to be
issued under this proposal will be substantially of the
same character as those which are maturing, except
that the exemption from taxation does not apply to the
new issue.

Dated at Ottawa, 8th August, 1922.

Holders of the maturing bonds who wish to avail
themselves of this conversion privilege should take
their bonds AS EARLY AS POSSIBLE, BUT NOT
LATER THAN SEPTEMBER 30th, to a Branch of
any Chartered Bank in Canada and receive in exchange
an official receipt for the bonds surrendered, containing
an undertaking to deliver the corresponding bonds of
the new issue.

Holders of maturing fully registered bonds, interest
payable by cheque from Ottawa, will receive their
December 1 interest cheque as usual. Holders of
coupon bonds will detach and retain the last unmatured
coupon before surrendering the bond itself for conversion
purposes.

The surrendered bonds will be forwarded by banks
to the Minister of Finance at Ottawa, where they will
be exchanged for bonds of the new issue, in fully
registered, or coupon registered or coupon bearer form
carrying interest payable 1st May and 1st November
of each year of the duration of the loan, the first interest
payment accruing and payable 1st May, 1923. Bonds
of the new issue will be sent to the banks for
delivery immediately after the receipt of the surrendered
bonds.

The bonds of the maturing issue which are not
converted under this proposal will be paid off in cash on
the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.