

AUTOMOTIVE SECTION

BUY YOUR CAR NOW.

McLaughlin-Buick



H. R. FORD.
ANOTHER of London's prominent automobile men becomes associated with the retail sales staff of the McLaughlin Motor Car Company, London branch.

Mr. Ford has had a wide experience in selling and distributing Ford and Maxwell automobiles for the past several years, in both Western Canada and in London, and goes with his new firm with a full knowledge of the fundamental principles so essential to the successful merchandising of a high-class product, and is very enthusiastic over the new 1923 McLaughlin-Buick line of both four and six-cylinder models, which are being so favorably commented on in this city since their introduction in August. Mr. Ford took up his new duties September 1.

LARGES CARE USING BRAKES OF AUTO

Excessive Pressure Sure To Waste Gasoline, Expert Drivers Find.

Many an automobile driver who seeks economy of operation and waits at his side because it is a "gas hog," has only himself to blame for the heavy consumption of fuel and oil.

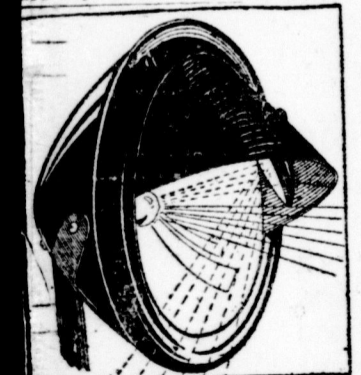
A common fault which cuts down gasoline mileage is the excessive use of the brakes, which only serves to make the motor use more energy in fighting against this contracting force.

The brake should be used to slow the car down when it is necessary, and the driver should watch his road, so that the car will slow down of its own momentum, which in the great majority of cases can be done without the use of the brakes. When the brakes are applied the motor is going at a certain speed, and that was obtained by the speed of the motor, which was dependent on the amount of gasoline consumed.

Now, if the driver had been watching the road when he must have slowed down at the place, and could have stepped out his clutch, allowing the car coast the short distance, slowing itself down as it did so, and thus the driver would get the benefit of the gasoline already consumed.

Just a little foresight and thoughtfulness are all that are required to eliminate a great deal of the pressure at the car pulls from the brakes, and every bit that is cut down, the gasoline mileage is increased in proportion.

MIRROR IN HEADLIGHT.
A mirror arranged in front of a new form of headlight directs all upward rays down to the pavement so



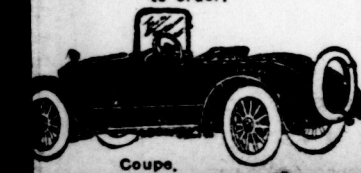
to prevent glare. The headlight is a combination visor and reflecting light intensifier.



Sedan.
State chassis you have and type of body you wish—sedan, coupe, limousine, town car, touring, sport roadster, etc. Bodies built in exclusive 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.



SEEKS TO IMPROVE GARAGE WORKERS

There is an agitation on the part of some few garagemen, and perhaps a larger few than we know, towards improving the mechanical ability of the garage employee. The car owning public today is becoming somewhat

sore at the class of service that it is getting from the average garage. A man takes his car into the garage to have it looked after, and in a great many cases the car comes out of the garage worse than when it went in. The trouble is due to the fact that a great many men are posing as auto mechanics who perhaps ought to be between the handles of a wheelbarrow. They know very little about a car, and their skill is only a bluff, so the car owner suffers.

Every Tom, Dick and Harry cannot fix a car. It requires a reasonable amount of skill. A car is a finely adjusted machine. Its construction represents the highest engineering skill in the world today, and when it is put in the hands of an inexperienced operator it is subjected to a considerable amount of abuse. It requires mechanical skill to put a car back in shape again, and the skill is not, in a great many cases, available.

It might not be a bad policy to have every auto mechanic, or at least a certain portion of the men,

in a system of examination. We will admit make skilled people. Men may read in books sufficient to enable them to do the work required in a thorough manner. Examinations, however, would be a step toward bringing about a better class of garage mechanics who would give to the public the service to which the public is entitled. This better service would mean a better feeling in the business as a whole; it would make the car owner more satisfied, and there would be more cars purchased, and consequently more tires and accessories sold.

Oldsmobile

The Best Looking Car
The Best Finished Car
The Best Riding Car
The Best Performing Car

The Most Car for the Money

See the New Oldsmobile Models at the Western Fair.

W. R. SIMPSON

COR. KING AND TALBOT STS.

PHONE 45.

Sept. 9, 12, 14, 16

Ford Owners—

WE will continue to give service on all FORD cars as heretofore; also we will maintain a full stock of "GENUINE" FORD REPAIR PARTS, and we solicit a continuance of your patronage, assuring you our constant endeavor will continue to be

"SUPER-FORD SERVICE."

Reliance Garage, Ltd.

GRAY-DORT

Learn the Truth About Cars

YOU can get the truth about motor cars at the Exhibition—the truth about performance, appearance, value. Because there you can see them side by side.

That's the way we want you to see the Approved Gray-Dort.

We want you to compare it with the highest priced cars in the show. We want you to compare it with cars in its own price class.

We want you to examine the chassis, the finish, the equipment.

Then you will know why the Gray-Dort has become the accepted car of the light car field.

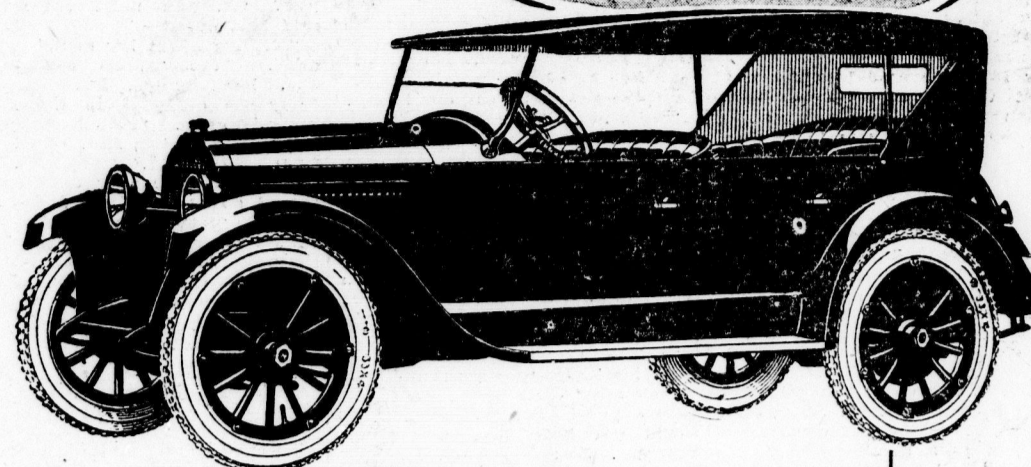
See It at the Exhibition Ride in It Any Time You Wish

Gray-Dort Motors, Limited

Chatham, Ont.

The "Class" of the Light Car Field

The Motor that Improves with Use



Enjoyable Motoring

—that is absolutely free from care

THE Willys-Knight motor, highest development of the Knight sleeve-valve principle, delivers a smooth, ceaseless, silent flow of power, greater than the power of any other engine of its size and weight. Free from the troubles common to poppet valves, it turns carbon, that deadly enemy of most motors, into a friend and ally which builds up its power, so that it improves with use.

The car is especially designed to match the motor in long life and distinction. Its sturdy steel chassis beats off jolts and jars and holds the body permanently free from rattles and squeaks.

The Willys-Knight is fleet, comfortable, responsible—and a sound investment.

J. W. McLAUGHLIN Willys-Knight Dealer

345-349 Dundas St., London.

"ASK THE MAN WITH THE WHITE HAT"

WILLYS-KNIGHT

CHEVROLET

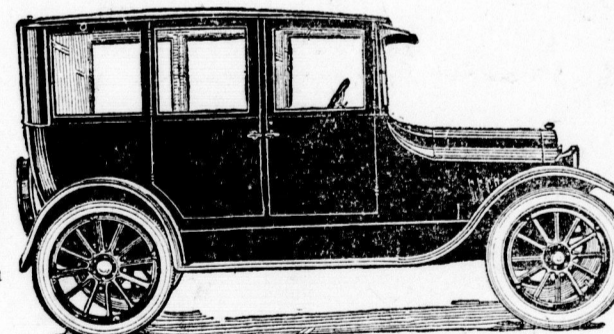
The Cheapest Fully-Equipped Car In the World

Our exhibit will not be at the Western Fair this year. There will be a full showing of all models at our own well-decorated show rooms.

490—4-pass. Coupe.

\$1295

f.o.b. London



490—4-Door Sedan, \$1320, f.o.b. London.

490—Utility Coupe (3-passenger)

\$1105

f.o.b. London

At no time have we had such a variety of models to choose from as we have at this season. Five different passenger models in the 490 line and the standard and special models of F. B.'s.

With the new improvements, the 490 models are really the ideal car. Owners' records have proved that Chevrolet models are giving from 29 to 39 miles per gallon, and the balance of their upkeep cost is comparatively small.

Little need be said for F. B. models. All who have seen the new Special Roadster and Touring car are delighted not only with the appearance, but the

wonderful performance of these cars.

There is a closed model to meet any requirement. The five-passenger Sedan is ample for a family car. The four-passenger Coupe is convenient in case of company.

The Utility Two-Passenger Coupe is ideal for the salesman, doctor, or nurse. There is ample room for three passengers and a luggage compartment with a total space of fourteen cubic feet, ample to accommodate a steamer trunk and other baggage.

The closed models are all equipped with Fisher bodies, the same as supplied for cars costing two and three times the price of the Chevrolet.

Count the Chevrolets.

Investigate Before You Buy.

Ontario Garage & Motor Sales, Ltd.

397-401 DUNDAS STREET.

S. H. Rowed, Manager.

PHONES 5459-2431.

The Home of Satisfactory Service.

Storage for your car.

Arrange to meet your friends here.

When shopping have your parcels sent here.