

AUTOMOBILE MAKERS CATER TO COMFORT OF MILADY IN 1922 MODELS

Lavish Fittings, Together With Luxurious Upholstery,
Enhance Appearance of Latest Contributions
To Motordom.

FASTIDIOUS feminine tastes in motor cars can be suited this year. A visit to the popular salons and automobile showrooms makes one quite bewildered with the variety of models found there.

There are high cars and low cars; enormous cars and wee ones; the most elaborate equipment that fortune can attain and the stripped chassis that appeals to the more sportive temperaments. Never has there been such an array of subtle accessories that make the interior of a car the epitome of luxury. And never has the roadster or racer for women been so practical.

The designers here have had a large order for this season. Much has been said about the economic tendency of Canadians because of hard times, so the designers have been charged to take all that into account. They have, therefore, divided their attention between those who look upon tomorrow as another day and those who do not. It is such a joy to them to let their imaginations run riot—to produce something really new and distinctive. At first it was said that they complained a little at this new Canadian attitude of saving for the future. They argued that the foreign designer would throw up his hands and say it could not be done—that art could not hold sway when one had to keep an eye on the expenditure, but adaptability conquered, and the result is all that the most exacting could desire.

The producers, too, have had a hand. Perhaps it was the pinch of hard times that overcame the automobile manufacturers along with other industrial enterprises, that caused old Mother Necessity to bestir them, for never before has there been such uniformity of purpose. This year's cars show that all have been bent upon turning out the very best that the resources and their factories can produce. Even in the standard cars of less expensive makes the workmanship is far ahead of anything shown in former years. The cars priced at from \$300 to \$2,000 have any number of new features.

Many New Leathers

Take leathers, for instance. No one would have believed a few years ago that there could be such a variety. The natural assumption was that where leather had to be on a car it was, but there was little question as to what kind it would be. There was plaid of perhaps two or three grades, and Spanish or Moroccan leather if one wanted to be really dashing. Not more than half a dozen choices in all. But now a great book of leather samples is provided. They range from the more familiar leathers to those formerly used only for milady's handbag, and some new grades, all with most intriguing new names. On the really smart car one finds very interesting combinations of these leathers, serving, in addition to a utilitarian purpose, a decorative one as well, for a clever combining of leathers is pleasing and adds to the smart appearance of a car.

But a serious rival to leather in the enhancement of the closed car is the hardware. Here, indeed, the manufacturers have shown their

mettle. There is the abundant choice of bone, mother-of-pearl, ivory, Sheffield silver, brass and aluminum, or any combination of them. Cut glass is also an attractive addition to the hardware fixtures. In fact, the custom body builders have come to realize that the variety of products for these accessories has been far from exhausted, and once realizing the resources at their command have become quite reckless in turning out distinctive designs. The use of brass is perhaps the newest and most unusual departure. It gives such a lavish appearance to the car that it bids fair to be extremely popular. One smart town car seen recently had the entire hood of brass, which was also used liberally in the trimming and hardware. With the latter old ivory was used, the creamy tint blending beautifully with the gold. The car, which was hung low, was painted a soft French blue, which was further set off by the deep tan interior. Another car which will soon be seen on the streets of London is of delicate grey, with the interior of the same tones and fittings and hardware of solid silver.

Bright Tints Favored.

The sombre tones so much in favor during the past few years seem to have lost caste. The smart cars are painted in brighter tints and the interiors either match them or are of contrasting shade, but equally bright. No longer does milady choose her motor car with neutral tones so that the interior will match any gown she may wear. A car is much too important in her life to have it an uninteresting means of transit. It is now selected with greatest care and, if need be, her gowns are made to fit the car. After all, the smartly dressed woman favors a certain color during an entire season. It may be the color of the moment, according to the decree of fashion, or it may be her own favorite color—quite the one for her and incorporated by her in various tones throughout her entire wardrobe. With all this settled and definitely in her mind she turns to the selection of her car and considers it with equal care, making clear to the designer her desires so far as color is concerned, and working out with him the details on that preface.

Air-Cushion Seats.

Many new ideas have been introduced this year in the way of comfortable seats. In the more expensive cars air cushions are shown resting on the more substantial ones of horsehair and leather. These are covered either with a delicate grade of leather or other material. They are also used as back rests and are detachable, only fastened into place by decorative straps. The foot rests, now considered a necessity, are rendered more decorative than before, and in practically all the high-priced cars extra pillows are furnished, either of the same material and design as the cushions and footrests or of contrasting material and color. Some of these are of silk and very elaborate. The seat in some of the limousines is fashioned after a comfortable arm-

WILLYS VISIONS BIG YEAR AHEAD

Claims Buyers Holding Back
For Price Cuts Satisfied
Bottom Reached.

"The automobile as an accepted vehicle celebrated its twenty-first birthday in 1921. The automobile industry found that this age of majority brought new problems of business adjustment and in solving these problems the industry made its most notable advances in placing sales and production methods upon sounder foundations," said John N. Willys in a recent interview with Frank McLachlin, the London representative of this popular priced car.

"So well has the automobile trade met the difficulties of readjustment during 1921 that the world today can continue to look to motor car manufacturers for the best in transport. "Naturally, in reaching conclusions on the production plans for 1922 officials of the companies in which I am interested directly have given me my more specific data. My contact with the leaders in the industry has given facts confirmatory to the information gathered by the sales executives of the Overland interests."

"The opening of 1922 sees dealers' stocks lower than they were a year ago. There are several explanations for this. It should be recalled that following the first price cuts in automobiles in September, 1920, manufacturers did their utmost to stabilize the market for at least the first half of 1921. As a result many of the most popular cars offered to the public in 1921 carried a price guarantee up to June 1. This was a guarantee to the public and to the dealer, but it resulted in a slowing up of sales because the belief gained circulation that cars should not be bought until after June 1."

Big Replacement Trade.
"But there is a great replacement trade that normally should have been felt in 1921 that will be evident this year. Moreover, prices have been readjusted. The new series Overland sells at the lowest price for which an Overland ever sold. And most cars are today at a 'bright price.' Buying power is felt on every hand right now in more pronounced form than in months past. "Automobiles are better built because several factors entering into their production have been strengthened. Some of these factors are: "An appreciation by labor that future sales mean future jobs and that future sales are best assured by doing the very best work on every car turned out."

"A willingness by labor to work to closer mechanical limits. A willingness by the employer to provide systems of inspection that prevent poor work and eliminate costly scrap. "Closer inspection of raw material at sources of supply. "Refinement in design by which fewer moving parts are employed. Use of better and newly-developed materials."

"Improvements in working machinery and tools and a betterment in progressive methods of work. Time is the great factor in this division of improvement and it is by saving of time that more value can be placed in the finished product."

chair, with a large arm rest well padded. In a few of the models these arm rests can be raised and fit comfortably into the back of the seat. Some even disappear completely and may be used or not, according to fancy.

Artistic Trimmings.

Only in the standard cars are the vanity cases boldly shown. Even when the vanity cases are at the side of the car within easy reach of the occupant they are arranged, so that they disappear into the side and are neatly concealed by some clever device. The trimmings of inlay of mahogany with other rare woods in various combinations are becoming popular. These seem to fit in well with a motor car and are less tiresome than some trimmings that have been used in the past.

Among the less expensive cars there seems to be more attention to the artistry of line. These models are hung low, after the custom-made models of a few seasons back, and have greater length. A great deal of interest is shown in these moderate-priced cars. Special stress will be laid upon them at the second National Auto Show which will be held in the Armories beginning Monday.

This show promises many interesting and educational features and there will be an exhibition of car designs, new and original, tending to visualize how art can best be applied in the designing of bodies.

MAKE ARMORIES REAL FAIRYLAND

The decorating contract for the 1922 London Motor Show has been awarded after very keen competition to the local firm of J. Gammage & Sons.

The decorating scheme as arranged upon is a most elaborate one. A false ceiling will be built up of branches of fresh green smilax and huge bunches of cedar. These will be fastened together and sewn onto wire stretched across the ceiling at widths of one foot apart. This will make a solid ceiling representing spring.

A huge special express car will be needed to bring these forty crates of smilax direct from California where they are being gathered and packed specially for the London Motor Show.

The walls will be covered with bunting, flags and imitation ferns with a quantity of fresh smilax and cedar grouped at various points. The windows will all be draped to give a certain effect. The entrance will also be specially treated and when the elaborate extra lighting system is installed the entire building will not be recognized as it will look more like a fairyland.

Racing a cold engine will not heat it up. Systematic attention lengthens a car's life.

NEW CADILLAC HIGHLY REFINED

Many Improvements Noted in
New Type 61.

One of the outstanding features of the London Motor Show will be the showing of the new type 61 Cadillac automobiles.

To a casual observer the two most notable and outstanding changes in the new type Cadillac are the lowered center of gravity of the car and the enlarged, higher hood and radiator.

The lowered center of gravity shows a marked effect on the roadability of the type 61. It is declared that the new models cling to the road, affording the driver complete mastery even in the roughest going. The radiator is higher and shoulders have been raised and rounded to conform to a more graceful design. The change of radiator shape is reflected in a hood of more liberal dimensions. The improved front end has been designed to give a more distinguished appearance and to convey an impression of greater power. The increased beauty of design is apparent in the sweep of fenders and all exterior lines. The rear quarters of enclosed bodies have been changed from sweeping curves to slightly rounded corners in line with the trend of advanced designs.

In the new models all cars seating five passengers or less now have the full length wheelbase of 132 inches and improved seating arrangement. The eight cylinder Cadillac engine has been even further developed and refined to provide more efficient starting in cold weather, greater power and more economy in operation. These results have been chiefly obtained through the new Cadillac carburetor with two-inch intake. Thermostatic controls, attached to the auxiliary air valve springs and throttle pump, automatically enrich the mixture when the engine is cold.

The refinements and improvements in appointments are numerous, ranging from the walnut steering wheel to the instrument board. The roofs of all enclosed bodies are of a new soft type of construction which deadens sound. The Phaeton and Five-Passenger Sedan are equipped with a trunk rack which fits between the tire carrier and the rear of the body. The body itself is protected by six vertical strips of polished aluminum, adding a touch of smartness to the rear view.

The portion of the rear axle housing which incloses the driving gears has been reduced in size to permit the use of smaller wheels with practically no reduction in road clearance. The hood is of sheet aluminum which is lighter and more serviceable than steel.

Two new body styles have been added to the line—a Two-Passenger Coupe and a Five-Passenger Coupe. In size, seating arrangement and compartment space the Two-Passenger Coupe is much similar to the Roadster, with all the advantages of the enclosed body types. The Five-Passenger Coupe is well adapted to the use of professional men and women drivers. Entrance to the rear seat is afforded by tilting the bucket seat on the right side.

DRIVE EASILY, ECONOMICALLY

Refinements in Hudson Make
1922 Models Stand Out
From Others.

Though the lines and the engineering fundamentals of the Hudson super six remain unchanged, a number of refinements in the 1922 series make the car easier to drive, and more economical in operation and maintenance.

Improvements in the carburetor and the intake manifold result in an efficient use of low-grade gasoline. Not only will the car start and operate in cold weather more effectively, but the formation of carbon is greatly decreased.

To make the car more convenient to drive, the entire front compartment has been re-designed, so that starting, driving and gear shifting require a minimum of effort. The shape of the instrument board has been altered so that there is more knee room for passengers, and the instruments are conveniently and pleasingly grouped.

Hudson appearance, always distinctive, has been improved by especially handsome deep crown fenders. The aprons and splash shield are highly useful as well as handsome. The newly designed fenders act as mudguards, too.

For added ease of driving, the clutch has been lightened in its action, the gear shift lever has been lengthened and placed close to the driver's hand; the pedals are not only more easily operated but are located more conveniently as well; new weather stripping endows the windshield with complete protective qualities, and steering has been made a lighter task by a change of gear ratio.

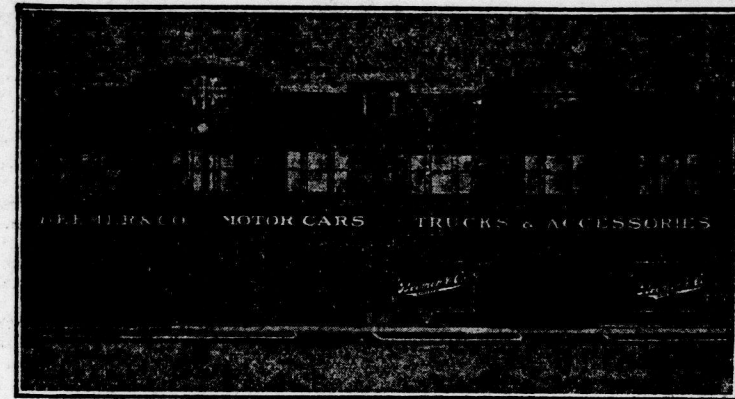
The characteristic Hudson lines remain almost unchanged, but small refinements in body design serve to bring out and emphasize its harmonious and distinctive lines.

Hudson now uses a new type oiler for chassis lubrication. They are an exclusive feature. Their purpose is to simplify that part of the maintenance of an automobile which is most objectionable to the owner—frequent lubrication. It is the standard form of lubrication maintenance possible.

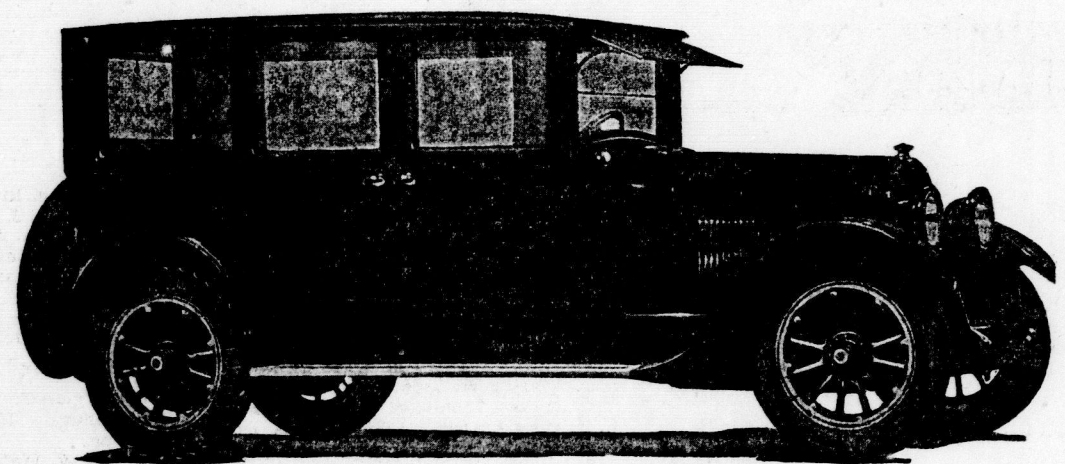
A. H. Burrows' exhibit at the show includes the Hudson phaeton, the touring limousine, the coupe and the sedan. In the general impression of clean design and value they give, they follow the traditions of the 110,000 Hudsons which the public has bought since the development in 1916 of the patented super-six.

STOPS FUEL SPLASHING.
A full gasoline tank means splashing of the fuel through the vent in the filler cap. To avoid this, a U-shaped copper tube should be soldered below

the vent in the tank. Filled with fuel, the tube acts as a seal, while there is no interference with the passage of air from the outside.



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