

PRICES OF AUTOMOBILES DOWN

Automobile Industry Is Boon To Small Towns; Building Up Country

Claude Sanagan, Overland Advertising Manager, Throws Some Sidelights On Prospects For This Year—Pays Tribute To Motor Show.

London certainly knows how to put on a motor show, according to Claude Sanagan, advertising manager of Overland, Limited, Toronto, who was a guest at the National Motor Show of Ontario, held in the armories last week. "It certainly is a better show than last year and those in charge of the arrangements are deserving of credit," he said.

Speaking generally of business conditions for this year, Mr. Sanagan is optimistic, especially for the automobile industry. "There is one thing," he said, "we are not going to get business by wishing for it. We've got to get out and dig for it and in order to get it the question which must first be determined is whether or not the business is there to get."

"As T. A. Russell, president of Overland, has said, we know the life of a motor car is from five to six years. By that time the machine is generally worn out and the owner has got his money's worth. Anybody who has ever had a car won't do without one if he can possibly help it. And in this regard it is permissible to look for complete replacements. Five or six years ago, statistics show, automobile registrations in Canada took a decided jump. This amounted to an increase of 45,000 cars over the previous year. If we eliminate all the new owners that will be secured this year we still have the chance of making a bigger sales record than in 1921. This shows that the business is there and it is only a question of getting busy and getting out after it."

"Then, take the case of new owners. There was a time when the people were not sold on the idea that a car was a utility. To-day they are not sold on the idea of the desirability of owning a car, but the fact that motor cars to-day are a distinct utility. The point has been reached now where a man feels he can afford to buy. He has been brought closer to this than ever before by the fact that prices have been greatly reduced."



S. H. ROWED, the aggressive manager of the Ontario Garage and Motor Sales.

"It can be generally said that every motor car on the market to-day will get you there and back! That was not the case a few years ago. This, coupled with the fact that motor cars are easy to drive and that women are more and more driving their own cars, speaks of the future prosperity of the automobile industry."

Returning to the motor show, Mr. Sanagan said that Willys-Overland was well pleased with the results achieved. Not only were several sales closed, but real prospects were secured. The benefit of the show, he pointed out, was that it gave the buyer a chance to inspect all makes of cars, an advantage which could not be secured in the individual showrooms.

CAMOUFLAGE.

In the hands of an English automobile company the Ford has become a distinctive sport car model. On the basis of the standard chassis some startling bodies have been constructed. Changes include lengthening the frame and setting it closer to the ground; fitting a gasoline tank, supplied with a vacuum system, at the rear, and the addition of disc wheels. An electric lighting and starting system, a small collapsible top, copied from those usually seen in the most expensive machines, and a sport windshield make the transformation complete.

MOTOR DEALERS LAUD THE SHOW

Second Annual Banquet at the Tecumseh House

SPEAKERS OPTIMISTIC An Event of Exhibition Which Closes This Evening

Coming as the crowning event of the most successful motor show ever held in Western Ontario, the second annual banquet of the Automotive Dealers' Association, held in the Tecumseh House last night, was marked by a spirit of optimism and good-fellowship. Speeches delivered by outstanding business men of the city and of the Dominion reflected the co-operation which has been developed of late between manufacturer and dealer and presaged phenomenal sales of cars during the year 1922.

Two hundred and fifty dealers and their friends attended the banquet, which began at 11 p. m. When the sumptuous repast of eats, which included everything from vulcanized olives to self-starting cheese with oysters had been completed the toasts held sway till well on into the dawn of to-day. Consequently when the dealers stepped on the accelerators of their vehicles this morning the only traffic ahead of them were the rumbling milk wagons.



J. M. HUNT, district manager of Dunlop Tire and Rubber Company, who took an active interest in everything relating to the London Motor Show.

A REO SYMPOSIUM ON SUCCESS

Recent publication of the annual statement of the Reo Motor Car Company is just another reminder of the wonderfully consistent growth and outstanding success of the conservative old Lansing concern. As is usual in such cases, others seek the key to that achievement and here are the reasons as the various Reo executives see them.

Donald E. Bates, treasurer, who handled the first dollar received for Reo and all the hundreds of millions since, says: "Reo financial standing—which is one of the strongest in the world—is due to our policy of conducting a cash business; to the practice of our sales department contracting only with distributors and dealers of sound financial standing and of the highest personal integrity; and to buying for cash and discounting our obligations promptly."

"Buy right," sums up all that Purchasing Manager Smith has to contribute to the symposium—"Buy Right." "Harry C. Teel, factory manager, attributes a large part of Reo success to the pleasant relations that have always existed between the rank and file of workers and the executive heads. This in turn is due to the exceptionally high class of men Reo employs—practically all Americans—and ninety per cent. of whom own their own homes."

"An order is never an order unless the dealer can pay for it and you know he can sell it to the customer," is Sales Manager Rueschaw's summing up of a successful sales policy. "We do not ship on monthly allotments and so do not have Reo cars or speed wagons waiting on sidings for drafts to be lifted."

Richard H. Scott, vice-president and

general manager, sums it all up by saying: "The success of Reo is all attributable to the organization; and mainly to the fact that when once a man has been found, or developed, to do a job well, that man is kept and given a chance to do that job better than any new man could do it."

UNUSUAL FEATURES IN CHEVROLET

The value of Chevrolet "FV" models is the result of long and successful experience in the production of quality motor cars at low prices. It represents many usual and exclusive features of design, construction and equipment. Among these is the long stroke valve-in-head motor for which Chevrolet "FV" models have become especially famous. Its cylinders have no side chamber where carbon can gather or the force of combustion be wasted. The explosion of gasoline vapor is confined to the piston head. As a result, more than ordinary power is developed and less gasoline is used. In addition to this combination of power with economy, Chevrolet "FV" motors have great flexibility and are very responsive to the throttle. They afford an unusual speed range. And this is especially appreciated both in city traffic and on country roads.

Simplicity and accessibility of construction add to the dependability, long life and ease of adjustments in these power plants. Throughout the rest of the body and chassis, balance is secured by strong rather than heavy materials, and an even distribution of weight over the entire frame. This results in further saving of both fuel and tires. A special spring arrangement insures easy riding.

Both open and closed car bodies are of very smart design. In fact their appearance has largely contributed to the popularity of the "FV" model. In both these types great roominess has been provided, and at the same time the effectiveness of the streamline design has been preserved.



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Made in Canada at Belleville, Ontario

Demonstrated at the London Motor Show as standard equipment on 90 per cent. of the cars on exhibition.

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carrying a full line of all parts and equipment. We are prepared to give first-class service to pleasure, commercial cars and trucks.

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For a Limited Time Only---

WE WILL DISPOSE OF ALL NEW

Briscoe Touring Cars

IN STOCK AT \$1,250

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174 FULLARTON ST. LONDON.

Just Why We're Glad

We're glad we had a Motor Show in London. We're glad to have met so many good citizens of London and vicinity who patronized London's own Motor Show.

We're glad to know our fellow dealers found the show profitable; glad to know they all sold cars this week.

And, naturally, we're glad to have sold some cars ourselves, and that so many visitors to our display arranged to have the new series OVERLAND demonstrated for them in the near future.

We're glad 1922 looks so good to US.

Frank McLachlin

86 - 90 KING STREET - LONDON.

Vulcanizing By Experts Pays--

SEE CLINGER

London's Rubber Man

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Watch this space each week-end

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68-72 YORK ST. Phone 1257.

Oakland "6"

ANOTHER DEALER OPPORTUNITY

The new Oakland "6", comprising Touring, Roadster, Sedan and Coupe models, will be ready for distribution March 1st.

Our dealer proposition will interest you.

WRITE, PHONE OR WIRE.

Oakland Motor Car Co. of Canada, Ltd.

Subsidiary of General Motors of Canada, Limited, Oshawa, Ontario.

SEE THE OAKLAND AT LONDON MOTOR SHOW.

See The Good Maxwell and Chalmers Motor Cars

The Hit of the London Motor Show

Universal Motor Sales

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