



AUTOMOTIVE SECTION

BUY YOUR CAR NOW.



SEEK MEANS TO CHECK THIEVES

Hope To Develop Satisfactory Method of Marking Frames and Engines.

Inventors Work Overtime To Find Effective Auto Identification System.

It is recognized generally that one of the most effective ways of identifying stolen automobiles and minimizing the danger of their being stolen would be the adoption of a method of numbering engines and frames which would make it impossible to change the numbers without leaving indications that such a change had been made.

At present, stamping plain characters on several parts of the engine and other units of the chassis seems to be the most satisfactory way of guarding against having numbers changed by automobile thieves or gas pirates, as they are called. Several automobile companies are now using this method.

It is realized, however, that if a simple means of numbering iron or aluminum castings can be developed which will make it impossible for the numbers to be changed or leave indications that they have been changed, it will be a real solution of this important problem.

Offer Reduced Rates.

The National Automobile Underwriters' conference submitted to the National Automobile Chamber of Commerce an offer of a 20 per cent reduction in automobile theft rates, provided satisfactory methods of numbering engines and frames should be perfected. This offer was submitted by Charles Clifton, president of the National Automobile Chamber of Commerce, to the Society of Automotive Engineers.

Mr. Clifton stated in his letter to the engineers' society that "The automobile industry feels that there is nothing more important for the future."

SAYS FARMERS BUY OLD AUTOS

Used Car Serves Rural Residents in Many Ways.

Models Change So Often That Parts Salvaged Are Useless.

Where do old automobiles go when they die?

What is the end of this never-ending stream of automobiles that pours into London?

You rarely see a really old car in London. Cars seem to reach a certain age and then disappear like Elijah. Are they taken up to some gasoline paradise for the reward of long and faithful service?

In the opinion of large dealers less than 50 per cent of old cars are now going to the wreckers. There isn't enough profit in the old metal and used parts to make the car wrecking business a lively one. The metal in an old car wouldn't bring in more than \$5. And models are changing so rapidly that by the time a car is old enough to be scrapped, the parts that can be salvaged are outmoded and worthless.

As a matter of fact, the automobile trade has discovered that the majority of the old cars are going out to the country to die. They are passing away out behind the barn, like an old horse, or a worn-out binder.

This is no reflection on the rural automobiles. The assembly of motor cars at a country church on a Sunday morning, when not a horse-drawn vehicle is to be seen, and the church driving-sheds stand empty, is one to make a city man's mouth water. But out to the country the old cars go. A farmer can't resist a big, powerful-looking machine at \$250 or \$350, even if it is a little worn. The ratty look of a car that would make it a joke in the city doesn't mar it for hard labor in the country.

When it breaks down the farmer can take out the engine and use it to run a saw or a feed-chopper. Farmers will often buy an old, worn-out car to experiment with before buying the new one they have been looking at and thinking about for five years.

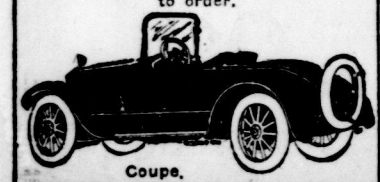
Large numbers of farmers have, in addition to their good cars, an old skate of a car that they have picked up, which they keep for mucking out the winter roads and for certain dirty kinds of haulage for which their good car cannot be used.



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.



Coupe.

of the industry, provided it can be done, than providing means of marking both frames and engines and thereby saving tremendous sums by reductions in insurance, as proposed. It is important that we know at the earliest possible moment whether or not we have talent enough to develop a satisfactory engine and frame marking.

The work on developing a satisfactory method of numbering engines and frames were assigned by the council of the society to two committees, one made up of engineering representatives of passenger-car manufacturers and the other made up of the engineering representatives of engine manufacturers. More than 20 suggestions have been received to date and are, at the present time, being tested to determine their relative merits. Further suggestions are desired and should be sent to the Society of Automotive Engineers, 29 West 39th street, New York city.

"What the industry is reaching out for is something that will bear the test of the crook and we do not seem to have found it," Robert A. Branigan, manager of the patent department of the National Automobile Chamber of Commerce, has stated in this connection. He has proposed that the society depart from its rule of not considering patented ideas and consider anything and everything that offers a probability of solving the problem.

The reduction proposed by the National Automobile Underwriters' conference is 7 1/2 per cent if an indelible marking system is perfected for either engines or frames, and 20 per cent for both. Some of the methods proposed which are now being tested are these:

Castings numbers on the crankcase; concentric expanded discs; a special alloy cast in the crankcase; a checker-board system; a small thin fin cast on the crankcase on which numbers could be stamped (the numbered fin would be broken off by the dealer and held for the purchaser); raised number-plates welded to the frame; armor-plate number-plates riveted on, using two or more rivets which enter into the frame construction; fairly large numbers embossed deeply into the frame; small holes punched or drilled into the frames at places where the frames would not be weakened.

Other methods are numbers inset under a glass cover in a spring-socket or other accessible casting or forging in the frame assembly, a thin plate, with the number embossed on it, held in a frame or riveted or blind-screwed to the car frame; a thumb-print system; an armored plate riveted into position, with special seals placed over the rivets, case-hardened plugs or plates bearing the numbers, fastened into the frame or engine with blind screws.

or some other such devices; a series of embossed nickel plates set some-where in the frame or in the engine in such a way that they could not be removed without tearing down the engine or frame, nickel b-ing ad-vocated as it is not easily affected by the acetylene torch.

GREAT LAKES TOUR.

In a letter to headquarters of the Grand Trunk from a prominent Australian traveling through Canada, he refers to his trip through the Great Lakes, via the Northern Navigation Co.'s steamer Noronic (Canadian National-Grand Trunk route) as follows: "The trip through the lakes is to be strongly recommended. There is no doubt that the Navigation Companies of the Pacific and the Atlantic have much to learn in catering to the comfort of passengers from the Northern Navigation Co." This coming from one who has traveled through all parts of the world.

ALWAYS KNOW WHERE CRANK IS

New Owner Wastes Time and Money When Engine Stalls.

Discovers Main Trouble Is Caused by Corrosion of Battery Terminals.

A MOTORIST who had just bought a used car, and a good one, one night found himself half-way home on a lonely road when he had a blow-out. He stopped to fix it, and in doing so naturally shut off the engine.

When the job was done he put his foot on the starter pedal, but somehow it would not make the connection. It would not turn the engine. So he went to the tool box for the crank, but it was not there. Evidently it was in the rear locker. The previous owner had the key; he remembered now that he had forgotten to get it from him. He tried the pedal a few times more, but without results. Then he jacked up one rear wheel and tried to start the engine that way, but he couldn't budge it. He tossed the jack in the tonneau and started for a farm house.

Grasped Crank Handle. Eventually he found a farmer with a car and got him to tow him. In his haste to get away he had tossed the jack into the tonneau. When he arrived home, after a painful time worrying for fear he would stall his engine again, and have to obtain another tow, he reached into the tonneau for the jack, so that his might put it back into the tool box. But in the darkness he grasped, not the jack, but the crank

handle! It had been lying there in the darkness all evening, and was not in the locker as he had assumed. What could be more logical? The starter pedal worked irregularly, evidently, and so the crank handle was kept handy. That explained its presence in the tonneau. Why hadn't he thought of it before? Because he had assumed that the crank was in the rear locker.

To cap the climax, an amateur mechanic who liked to do fool things because he never believed in taking things for granted, and knew that logic wasn't worth more than so much when it came to finding automobile trouble, examined the offending starter pedal. He pushed it all the way down to the floor, yet it did not close the switch. Nor was there any way to reach it from underneath without taking off the mud pan. The owner was right on those points. But he wondered what would happen if he gave the pedal a vigorous pull before he pushed it. He tried it. It worked. And it turned out that whenever the pedal exhibited this trouble it could be

cured by pulling up on it. In an instance of ignition failure it developed that the breaker points were badly worn. Under the circumstances it caused considerable expense and trouble to install new points, as recommended by the diagnostician. But the engine ran little better thereafter. Eventually it was discovered that the main trouble was caused by a corroded connection at the battery.

Did Not Sound Right.

A motorist had just had his car filled with gasoline on a cold morning. In starting up the engine back-fred. A did not sound quite right under the hood. There wasn't anything he could quite put his finger on, but he had an idea that something was wrong. He opened the hood and found the engine on fire. Some sand close by quickly extinguished the flames. A half minute later would have been too late. He obeyed his intuition. He did not take things for granted. When the thought of a fire flashed across his mind he did not dismiss it as impossible.

GOOD YEAR
MADE IN CANADA
CORD HOSE
For lawn and garden
Sold by Hardware and Department stores

Dependable Champions
For Every Engine Everywhere

Tested in 350 Engines

Over three hundred and fifty makers of Autos, Trucks, Tractors, Farm Engines, Motor Cycles, Motor Boats and Aeroplanes have tested all makes of spark plugs and selected Champions as factory equipment.

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

Champion Spark Plug Co. of Canada, Limited

Windsor, Ontario



Champion AA-53 For McLaughlin cars, and engines requiring a 1/2 in. long plug. Now 85 cents.

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.

The Lawyer will Argue in Favor of GUTTA PERCHA TIRES Because

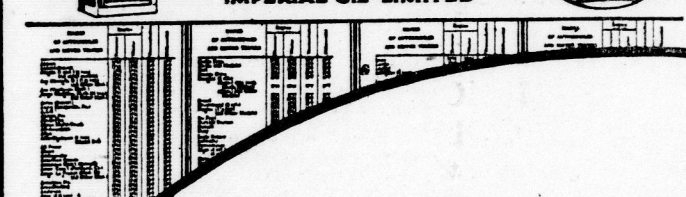
—He knows that before the Bar of Truth and Justice, "Gutta Percha" Tires stand on their honest merits.
—He knows that "Gutta Percha" Tires are free from the faults so many other tires are accused of.
—He knows the good record "Gutta Percha" Tires have made and relies on their reputation to secure the Court's favorable consideration.
—He knows that their character stands unimpeachable in the light of evidence. Their showing of long service, strength and endurance and the satisfaction they have given thousands of motorists who have travelled in comfort and peace of mind on "Gutta Percha" Tires, vindicate them—absolutely.
—He knows, the Judge knows, the Jury knows, you know—everybody knows that "Gutta Percha" Tires are acquitted of every charge ordinarily laid against tires.

"Quality all Through"

Gutta Percha & Rubber, Limited
TORONTO, CANADA.

Chart of Recommendations For Automobiles

IMPERIAL OIL LIMITED

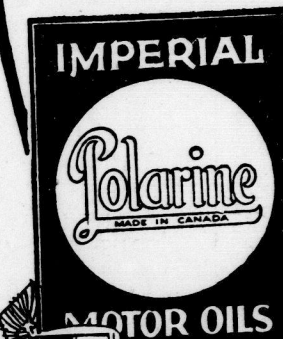


Like a Doctor's Prescription—

Buying just any oil "by the quart" without considering its fitness for the lubrication of your car is much the same as buying medicine "by the bottle" without regarding the ailment to be treated.

Engine design; the duty the engine performs; the operating speed; the lubricating system employed; the piston clearance; the carbon tendency; the type of cooling system and many other factors directly affect lubrication.

All of these factors are incorporated in every recommendation which appears on the Imperial Chart. You get proper lubrication and it costs you less when you use the right grade of Imperial Polarine Motor Oils.



IMPERIAL OIL LIMITED

Manufacturers and Marketers of Imperial Polarine Motor Oils and Marketers in Canada of Gargyle Mobiloil

Made in five grades for the proper lubrication of all makes of automobiles, trucks and tractors.