

FARMERS FLOCK TO BIG NATIONAL AUTO EXHIBIT

Right-of-Way in Avenues At Premium, So Dense Is Crowd.

ENTERTAIN BUSINESSMEN

Crowds, crowds, and still more crowds testify daily at the National Motor Show of Western Ontario, now on its third day at the London armories, to the high degree of popular interest that centres around the new 1922 models, the cars that embody the ideas that the best automobile skill and engineering ability can produce.

Wednesday a noticeable increase in the attendance of many visitors from out of town was shown. Farmers are decidedly more than a sprinkling. In the packed avenues that run around the showroom, where the people are so dense that right-of-way is at a premium.

To place their models to the best advantage, and to complete their decorations has taken some time, but

now the dealers have their respective booths adorned in a greater perfection of good taste.

Question of Lines.
A general acceptance among the makers of certain fundamental rules essential to grace of line and curve, is demonstrated by the standardization in line of chassis model. Ostensibly, the manufacturers have hit upon certain principles that may be considered basic in the structure of bodies.

Now all attention is directed to the feeling of the motors from annoying mechanical difficulties.

Development of styles in automobiles has been as striking as the first automobiles—for instance, the first one that appeared in the growth of the industry itself. If you have a picture of one in whatever town you lived in about two decades ago that created such a sensation, you will be amused at the contrast in its styles as compared with the motor car of 1922. The old styles were picturesque, to say the least, although it hardly can be said that their lines were anything to brag about by way of beauty. The modern cars, set as they are in the London armories this week in the artistic environment of an automobile show, are things of beauty and joy—if not forever, for a long, long time.

Thus, photography indicates clearly that the designs in automobiles have gradually changed from the crude, ungainly, wagon-like conveyance of the so-called good old days, to the trim, classic lines which grace

the up-to-date cars.

Not So Much Change.

But styles in automobiles have not changed so much within the last few years. It therefore may be concluded that something akin to masterpieces have been produced by these artists, whose business it has been to design the lines of automobile bodies. In other words, it might be hinted that the point of saturation in styles of motor cars has been reached.

There are practical reasons why styles in automobiles today are more like the laws of the Medes and Persians—unchangeable. For one thing, it costs the manufacturer a lot of money to make a change. New patterns, that are expensive to produce, must be made, adjustments must be accomplished in the factory where production takes place, and in the office where the sales and advertising policies are worked out.

Then, too, persons come to recognize a certain make of car by the lines of its body. Thus, the style of such a car comes to have a value similar to a trade-mark. To change the style is to lose this asset in whole or part, depending upon how great the change.

Standard Style.

There are a few standard types of cars, such as touring, runabout, coupe and sedan. Not so long ago it was the style to ride in a touring car with the top down. An attempt was made to make riding under such conditions more bearable by the use of linen dusters and colored goggles. In those days a trip of any considerable length was indeed an event. This was especially true if a rain-storm came along, and it seemed feasible to put up the one-man top, now nearly everyone rides with the top up all the time, and usually in much greater comfort because of this fact.

Such conclusions are the deductive result of a cursory review of the exhibits at the armories.

Club Night.

Wednesday night was club night at the show. Special provision was

made for the reception of businessmen's clubs. Of course, in one direction the executives have seen to it that provision for everybody to rest and refresh themselves was on hand during all the week. The tastefully decorated tearoom of the Campbell Becher Chapter of the I. O. D. E. in the west end of the armories, is always a place where, if too much beauty tires the eye in the exhibition hall, one may turn for relaxation, refreshment and repose.

Thursday night will be dealers' night, and the many different car dealers of the district will be in town to look over the show.

The 1st Battalion Western Ontario Regiment Orchestra provided music Wednesday night, as before, rendering a program of exceptional merit. Miss Muriel Jackson was the soloist, and the accompanist was Miss Lenore Coughlin.

RUGGLES FINDS BIG FUTURE FOR TRUCK INDUSTRY

There is no reason for having anything other than an optimistic view of the future, asserts Frank W. Ruggles, president of the Ruggles Motor Truck Company.

"It is true," said Mr. Ruggles, "that the public is going to buy trucks—must buy them if they are going to continue in business—but they are not going to pay unreasonable prices. Businessmen today are looking closely to costs, and the truck that can show them the greatest saving on transportation is the truck that will get the order."

AUTO STOLEN FROM FRONT OF THE GRAND

Archibald McNeil, R. R. N. 1, Croton, reported to the police Wednesday night that his Chevrolet automobile was stolen from in front of the Grand Opera House between 8 and 10:15 o'clock. The car carried license number 68315.

CADILLAC PLANT IS ONE OF BEST

Great Manufacturing Institution in Detroit Regarded As Industrial Wonder.

The Cadillac plant at Detroit, to which manufacture of the Cadillac was transferred in 1921, is generally recognized as one of the finest manufacturing institutions in the country. It was built to the Cadillac ideal of precision building, but is of such magnitude that while accuracy in manufacture is safeguarded in every way, large scale production is carried on to meet the Cadillac demand.

The site is one of the best in Detroit, being on three railroads and yet close enough to one of the main artery streets of Detroit—Michigan avenue—to assure the employees every convenience in getting to and from their work.

Slightly more than 49 acres of ground are included in the plot, and the factory itself has a floor space of 55 acres, or 2,500,000 square feet.

The factory buildings are most modern in every way, the walls being almost entirely of glass to assure maximum light, as well as complete ventilation.

Steel, concrete and brick are used in the building. The equipment is the latest word in machine tools, many machines having been specially designed to produce Cadillac parts.

The buildings are in two groups. In the manufacturing section parts of the Cadillac are made and go to the assembly plants, where the complete car is made, finally tested and sent to the shipping department.

The entire institution is laid out to assure maximum efficiency in handling material and manufacture. Raw material enters at the west end of the plant, is distributed to the proper department, is processed, goes into the assembly department and becomes part of a Cadillac car.

And this great plant isn't all. While the Cadillac car is now built in this plant, there are five other Cadillac plants producing various parts. The total number of employees is now more than 7,000.

TO FACE TRIAL FOR HARWICH SHOOTING

Ed. McKerrall Given Six Months For Breach of O. T. A.

[Special To London Advertiser.]
CHATHAM, Feb. 8.—Ed. McKerrall, charged with causing actual bodily harm to Garnet Everley in a shooting affray which took place on the former's farm in Harwich Township recently was committed for trial in the county criminal court by Magistrate Arnold this morning.

To a charge of having liquor on unauthorized premises, McKerrall pleaded guilty, and as it was a second offence he was sentenced to six months in jail. During the hearing of this morning Mrs. Everley gave evidence, as did also Chief Peters of the county police, and Provincial Detective Finlay Lowe. Garnet Everley, the victim of the shooting, who is now able to walk around, also gave evidence. McKerrall appeared before His Honor Judge Stanworth this afternoon.

Reaches Chancery Stage.
The long-standing litigation of Bruce F. Bradley vs. The Bally Tobacco Company and George Jasper, has now reached the chancery stage, after passing through the supreme court of Ontario, the court of appeal and the supreme court of Canada.

The plaintiff is laying claim for the difference in the price of tobacco sold in March, 1921, after the defendant had refused to take over the balance of a crop of tobacco as agreed upon in a contract. The plaintiff sold his tobacco for 6 cents a pound, and is claiming the difference between that price and 30 cents a pound—the contract price. The case is being watched with much interest by tobacco growers in Western Ontario.

May Build Exchange.
The executive of the Western Ontario Winter Fair Board is convening in this city Saturday afternoon next, to discuss the erection of a livestock exchange in this city. The approximate cost of such a building, which would include an arena in which livestock sales could be held, is stated to be in the neighborhood of \$60,000.

NARROWLY AVERT DOUBLE TRAGEDY

RIDGETOWN, Feb. 8.—What might have proved a double tragedy took place shortly after noon today, when Robert Graham, son of Mrs. J. Anger, Erie street south, who has been suffering with an illness for some time, and who was suddenly seized with a temporary fit of insanity, attacked his mother with an axe, badly cutting her about the arms and face. Mrs. Anger, who was in the house, rushed to his wife's aid, and was attacked by the enraged man, who evidently had concealed a table fork on his person, which he used as a weapon, stabbing Mr. Anger in both eyes, also cutting him severely about the face. Mrs. Anger, while not seriously hurt, is badly bruised.

Mr. Anger was rushed to Chatham Hospital, where an effort will be made to save his eyesight.

DEMAND PRESENT WAGE EXTENDED

BERLIN, Feb. 8.—The municipal employees of Berlin today voted to continue their strike unless the municipality agrees to extend the present scale of wages to the end of December, instead of to June, as proposed by the arbitration court.

OPPOSE STAY OF GENOA MEETINGS

LONDON, Feb. 8.—It is unlikely that the French government's request for a three-months' delay in the opening of the Genoa conference will be met by Great Britain. It was stated in official circles today.

There are no objections to a delay of a week, or even a fortnight, it was said, but so far as Great Britain is concerned the solution of the problems to be considered at the conference would not be benefited by months of preliminary investigation.

INDIAN RIOTERS CONTINUE WORK

LONDON, Feb. 8.—Indian volunteers burned the police camps and the records contained therein at Purich Behar, and at Orissa, on the Bay of Bengal on Feb. 3, according to a statement issued by the India office this evening.

Disturbances are also reported to have occurred on the occasion of Tribeni Mela Fair, resulting in the arrest of five volunteers. The police were stoned, and some of them received slight injuries.

GERMANY MAKES THIRD PAYMENT

PARIS, Feb. 8.—The German government today made its third payment of 31,000,000 gold marks to the Allied Reparations Commission, in accordance with the ten-day payment schedule recently adopted by the commission at Cannes, according to an announcement by the "Temps."

Salvation Army has 26,181 bandmen, 751 day schools and 41 naval and military schools scattered all over the world.

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.

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SEE THE OAKLAND AT LONDON MOTOR SHOW.

Motor Show Week—February 4th to 11th AT THE ARMORIES

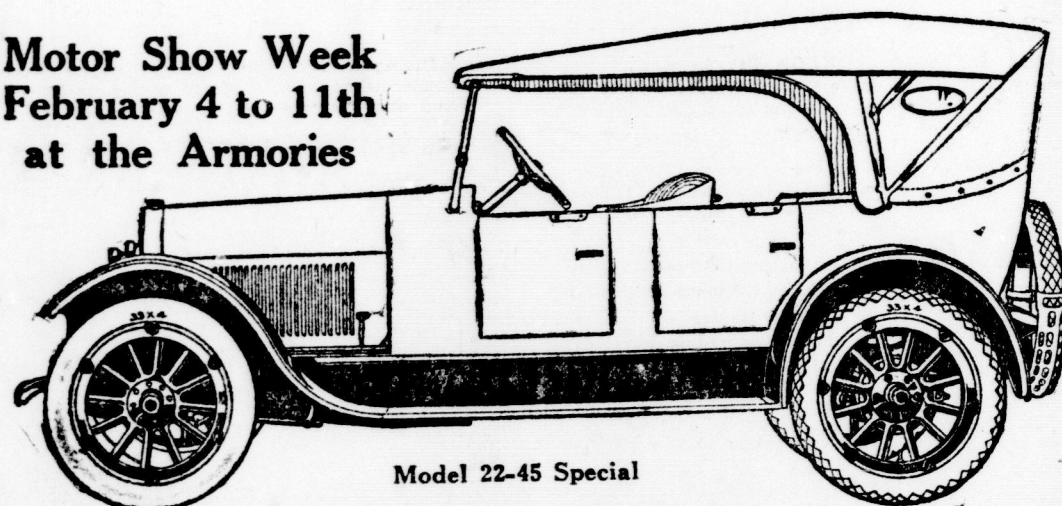


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At the Motor Show McLaughlin-Buick Cars enjoy the unique distinction among cars of the better class, of being actually Canadian-made. That is to say, that the parts for McLaughlin-Buick cars are not merely assembled in Canada, but are made from the raw materials by Canadian workmen.

The motors, axles, and all heavy parts are made in General Motors plant at Walkerville, Ont. The chassis are assembled at the Oshawa plant, where the bodies and tops are built, the fenders, skirts and lighter metal parts made,

and the cars upholstered, painted and finished according to McLaughlin-Buick generation-old standards of coach-building.

It is because McLaughlin-Buick cars are made in Canada that they display that superior quality of workmanship and finish in every detail, that is typical of Canadian products, a quality not surpassed in any country, and that has made the McLaughlin-Buick known throughout the length and breadth of this land as "Canada's Standard Car."

MASTER SIXES

22-44 Special Three Passenger Roadster	\$1965.00
22-45 Special Five Passenger Touring	\$2050.00
22-46 Three Passenger Coupe	\$2095.00
22-47 Five Passenger Sedan	\$2145.00
22-48 Four Passenger Coupe	\$2195.00
22-49 Special Seven Passenger Touring	\$2245.00
22-50 Seven Passenger Sedan	\$2295.00

MASTER FOURS

22-34 Special Two Passenger Roadster	\$1340.00
22-35 Special Five Passenger Touring	\$1375.00
22-36 Three Passenger Coupe	\$1395.00
22-37 Five Passenger Sedan	\$1445.00

All Prices F.O.B. Oshawa, Ont. Sales Tax Extra.

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THE MOST BEAUTIFUL CAR IN AMERICA

The World's Champion Now Costs Over \$800 Less

EVERY car in the famous Paige 6-66 line has been tremendously reduced. You can now buy the World's Champion Car for the price of an ordinary car.

Never before has a car made the impressive record of the Paige 6-66 in 1921. The Daytona Model 6-66 holds all the world's stock chassis speedway records from 5 to 100 miles. In owners' hands the 6-66 has been just as impressive in speed, pick-up and hill-climbing.

In spite of a cut of about 20% in price, the Paige 6-66 you buy today is a better car than Paige ever built before.

The New 6-66 Prices	The New 6-44 Prices
6-66 Lakewood, 7-Pass. Touring, \$3,360	6-44 Touring, 5-Pass. - - - \$2,235
6-66 Larchmont II, Sport type - 3,450	6-44 Sport type, 4-Pass. - - - 2,425
6-66 Daytona, 3-Pass. Roadster - 3,775	6-44 Roadster, 3-Pass. - - - 2,235
6-66 Sedan, 7-Pass. - - - 4,785	6-44 Sedan, 5-Pass. - - - 3,350
6-66 Limousine, 7-Pass. - - - 5,065	6-44 Coupe, 4-Pass. - - - 3,050
6-66 Coupe, 5-Pass. - - - 4,675	All Prices f.o.b. London.

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"Dunlop Cords, with Dunlop Extra Heavy Service Tubes make the ideal tire equipment for every car, any place, and in all weathers.

"Some two years ago I purchased two Dunlop Traction Cord Tires, 32x4. Since placing them on my Columbia Car I have covered 18,500 miles. In view of the almost uninterrupted service they have given, and still are giving, I feel it is my duty to inform you of the great satisfaction I have received from their use. Also, I must congratulate your Company on the high standard of quality that is put into the manufacture of tires, to enable them to give such service."

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