

CITY AUTO DEALERS SURE SQUARE DEALING AIDS SUCCESS

TAKES PRIDE IN CANADIAN AUTO

H. L. Cole Secures Large Number of Orders For London Six Machine.

PLANT IS IN LONDON

Praises Rapidity of Organization Work of London Motors, Limited.

On his return from an extensive tour of the Maritime Provinces, H. L. Cole, sales manager for the London Motors, Limited, in that section of the Dominion, described industrial conditions there as practically normal.

Mr. Cole takes pride in his capacity as sales manager, in being able to distribute to the Canadian automobile trade, a car designed by a Canadian, W. R. Stansell, and built in London, Canada, by Canadian workmen. He was the first private owner of a London Six, the product of the plant, and exhibited it throughout the southeastern part of Canada.

"There are several fundamental requisites in cars which are expected by Canadian motorists," declared Mr. Cole, "the first being a well built car and one giving good service; second, well balanced car; third, an easy driving and economic car of operation; fourth, a fine looking car. I can truthfully say I have never found these qualities in any other car to such an extent as we find them in a car that is produced right here in London. Invariably a car with such qualities as are found in the London Six are only to be found in the highest priced cars.

"In the few months of sales endeavor spent in the east, we have booked bona fide orders to date for 117 London Six cars of the various models, and the prospects for the months of April and May indicate a heavy volume of business from the eastern provinces. Knowing the conditions as I do in the east, it is not a question in my mind as to how many cars we can sell, but the question is, can we produce fast enough to meet the demand. I am fully convinced from what I have seen during the last few days that preparations are being made for a large production during 1922.

"My present visit to the plant of the London Motors, Limited, has been an inspiration to me. When I left London last August, taking back with me to the east the first production car delivered by this company, there were many things within the company's plant yet to be accomplished before production could be reached. There were extensive renovations needed in the factory's various departments and a multitude of other details to be taken care of, and it looked to me like a full year's job to accomplish these things.

"I return now to find that W. R. Stansell and his staff have simply accomplished in this brief time what looked to me like the impossible, and the most gratifying thing to me today is in the fact that I know when cars are ordered from our eastern dealers these cars can be shipped on decidedly short notice and according to schedule. I believe that through the efforts of our sales organization, coupled with the energetic support of W. R. Stansell's leadership in producing 'Canada's Quality Car,' the staff employed at present should be increased many times within the next few months."

The chief purpose of Mr. Cole's present visit to the plant of London Motors, Limited, is for the arranging of an early consignment of cars to the east.

A BRUSH FOR SPOKES.
Two bottle-cleaning brushes, removed from their handles, joined together and fitted into one handle so that the brush ends form a narrow V, make a very efficient brush for quickly cleaning the spokes of the artillery wheels of a motor car.

THE DIFFERENTIAL'S USE.
The function of the differential in automobiles is to give flexibility to the axle, through which the power is transmitted to the wheels. When the car is turning a corner, the outside wheel travels farther than the inside wheel, and the difference is taken care of in the differential by an arrangement of bevel gears and pinions.

TWAS NEVER THUS

BY CAVENAUGH

Tells How Motorists Can Obtain Full Mileage From Gasoline Used



WARN DRIVERS NOT TO "SLIP" CLUTCH

Experts Claim Starting Second Gear Is Also A Bad Practice.

BAN UNNECESSARY WEAR
Clutch Should Always Be Allowed To Engage Gently.

THE person who habitually slips the clutch is courting danger. He increases the wear tenfold so that finally it will hardly hold at all. Then some day he will need it badly to pull him out of a tight place and it will fail entirely.

The purpose of the clutch is to connect the engine to the transmission and to disconnect it, at the will of the operator. This is necessary, particularly for shifting gears, to prevent grinding or stripping. When allowed to engage it should always be done gently so as not to break some part of the transmission.

This caution applies particularly to the low speed when starting the car from a standstill, as the strain is then excessive. As the clutch is engaged the accelerator pedal is depressed slightly to give the engine sufficient power to carry the load. As the clutch takes hold it must do so smoothly, speeding up gradually until it moves at the same speed as the flywheel. It is evident from this that the clutch slips first and holds afterward.

Slipping in this manner is a necessary evil that causes the lining to wear out in time. The length of time may be long or short, depending on the driver. One of the most serious faults is to drive with the foot on the clutch and the brake pedal. The clutch is partly released by this practice causing almost constant slipping and the car will lack speed. To overcome this the driver feeds more gas causing the engine to overheat and also wasting gasoline.

Intentional slipping is also disastrous if continued. It is usually due to a disinclination to shift gears. The car is approaching a block in the traffic, which will probably open if we do not arrive too soon, so we slow down slightly.

We have choice of several methods. If we throttle down too far the engine will stall. If we shift to second speed it may delay us, and then many drivers dislike to shift gears, apparently for no other reason than that they dislike to, forgetting that gears were placed on the cars for just such occasions.

A third method is to allow the car to coast by throwing out the clutch

and then engaging it again. This gives an intermittent motion to the car to which they object, but it is nevertheless superior to the following method (and the last one that should be employed): This consists in slipping the clutch, driving the car at a speed intermediate between high and second. This should never be done; either stay high and stop when the obstruction is reached or else drop into second gear.

Another example of slipping the clutch is where the driver tries to make a hill on high gear, but finds he cannot quite do it. Instead of shifting to second speed, he crowds the engine all he can and then slips the clutch slightly. Another practice to be condemned is starting on second speed. The first speed is provided for just such use, and it strains the mechanism severely, wearing the clutch, to start habitually in second speed.

Take good care of the clutch, prevent slipping either through wear or intention, and you will be repaid a thousandfold.

KNOCKS.

The knock produced by a loose piston pin is considerably lighter than a crankshaft knock and is most noticeable when the engine is running idle with the throttle nearly closed. The only remedy for the knock is to repair the pin or bushing or both. This knock, however, does not indicate so dangerous a condition as a crank shaft or connecting rod knock.

SPRING ADJUSTMENT.

When two or more leaves of a spring break it is not advisable to install new leaves without resetting the spring. If the spring is used for some time its set is different from the new leaves installed, and the effect results in another broken spring.

CARE OF BATTERY.

Never put acid into the battery. A storage battery can only be charged by a direct current. When charging the positive wire of the charging current must be connected to the positive of the battery and the negative to the negative. Charge slowly.

Gasoline is not as plentiful as water, and never will be. It is a problem, therefore, to get as many miles as possible out of every gallon consumed. A few fundamental principles, if properly observed, will help to increase the efficiency of the motor.

First of all it is important to see that the power plant is tuned up. The compression must be good in each cylinder; the ignition system and its auxiliaries, the spark plugs, should be working properly. The mixtures of most cars are too rich. This means that gasoline is being wasted and the engine subjected to excessive and unnecessary carbonizing.

After making sure that the engine is operating at its best, take the car out on a good smooth road and see how it coasts. If the tires are not properly inflated, if the front wheels are out of alignment, or if the brakes drag, the car will be found to come to a stop much quicker than it should after the power of the motor is cut off.

This indicates all too clearly that gasoline is being wasted, to say nothing of the unnecessary wear on the tires (if they are too soft or the wheel alignment is faulty), or on the brakes (if they are dragging), or both. For wastes go together, and one leads to

and causes others, from the motorist's standpoint.

Another common way in which fuel is wasted is to permit the engine to idle when the car is standing still. Most engines, with throttles closed, will run idle at about the same r.p.m. as when driving the car at a speed of ten miles an hour. Hence, when the motor is idling, somewhat less than the same quantity of gasoline is being consumed as when the car is traveling ten miles an hour over average roads. Thus the wastefulness of this practice becomes apparent.

It is ordinarily wise to let the engine idle a moment or two before starting the car, but to let it idle for any long time when it is not necessary is economically wrong.

REPAIRING A FUEL LINE.

The usual method of repairing a broken gasoline pipe is to slip a piece of rubber tubing over the broken ends. Such a repair is often unsuccessful because the rubber tubing cannot withstand the vibration of the pipe for any length of time. A more satisfactory repair may be made by winding a short piece of tape about the broken ends of the



JUST ONE WEEK
March 25 to April 1

For one week only we are going to give some one the chance to buy an extra good used car at their own price.

We have a 1921 Chevrolet Touring in our showroom, it has been thoroughly overhauled and the tires and finish are good. We have been asking \$600 for this car, now we want your bid and regardless of who or what the highest bid is, it goes. Come in and look it over then fill out the Form below.

Ontario Garage and Motor Sales, Ltd., London, Ontario.

Please enter my bid of Dollars for Chevrolet Touring now on display in your show room. Said car to be awarded to the highest bidder at 8:30 p.m., April 1.

If my bid is successful I agree to pay either all cash or 50 per cent cash and balance in not more than six monthly instalments with usual charges for interest, insurance and brokerage.

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Address Phone

ONTARIO GARAGE AND MOTOR SALES, LIMITED
S. H. ROWED, Manager.

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ANNOUNCING OLDSMOBILE NEW PRICES

Four Cylinder Touring	\$1,475
Four Cylinder Roadster	\$1,475
Four Cylinder Coupe	\$2,145
Four Cylinder Sedan	\$2,295
Twin Four Touring	\$2,395
Twin Four Roadster	\$2,395
Twin Four Coupe	\$3,145
Twin Four Sedan	\$3,325

W. R. Simpson

DISTRIBUTOR.
781 DUNDAS ST. PHONE 45.

DON'TS

TO AVERT AUTO ACCIDENTS.

- Don't speed.
- Don't fail to give arm signal properly before making turn.
- Don't try to steal the other fellow's right of way.
- Don't cut corners.
- Don't turn in the middle of the block—anywhere.
- Don't fail to give arm signal on leaving curb or when slowing down.
- Don't fail to give strict attention to the road and to other cars—inattention to driving duties causes many accidents.
- Don't drive on the wrong side of the street.
- Don't try to beat a street car to an intersection—it is dangerous to yourself as well as to pedestrians and other motorists.
- Don't pass a standing street car.

PREVENTING BRAKE SLIPPAGE

The most common cause of brake slippage is oil on the brake bands. This oil makes its way from the differential housing to the brake drums in most cars. To clean off the brake bands, squirt kerosene on them freely. This will serve to dissolve any grease or oil and will give the bands greatly increased gripping power.

CARE AFTER REBORING.

An old car fitted with new bearings, reground cylinders, new rings, etc., should be driven slowly for at least 500 miles.

EXTRAS.

Every car should carry an additional fan belt, one or two tires with tubes, spark plugs, electric bulbs, fuses, a can of cylinder oil and some grease, an assortment of bolts, nuts and washers, and valve stems and plungers. Anti-skid chains and a tow line should be included in the list.

Used Cars of Quality

Here are four excellent buys. If you are looking for a real good automobile, take your choice.

- CHALMERS SEDAN
- OLDSMOBILE TOURING, 4 CYLINDER
- OLDSMOBILE TOURING, 8 CYLINDER
- DODGE ROADSTER

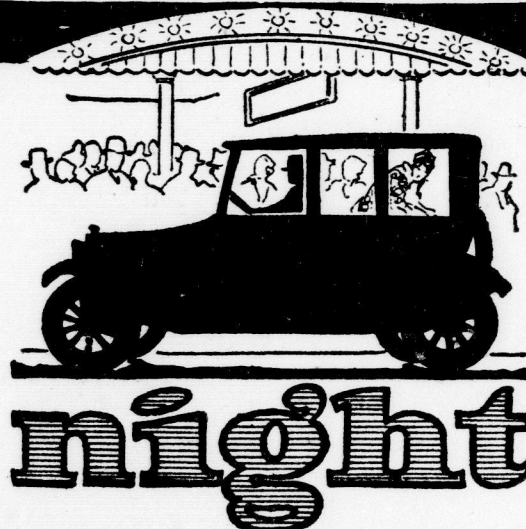
These cars are all mechanically correct and will be sold on a thirty-day guarantee.

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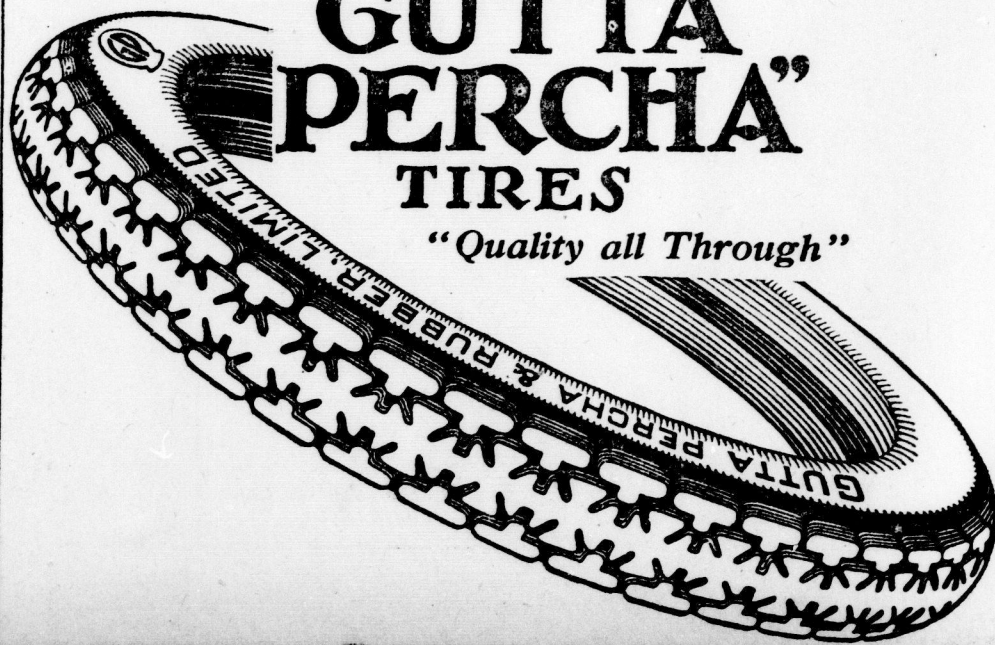
PHONE 45.



Night—the hour for relaxation and gladness. All dressed up for the Theatre, the Bridge Party or the Dance. The Sedan newly polished and running smooth as sailing—the last word in comfort. What a time for a blow-out! Wouldn't it take all the joy out of life? In fair weather or foul, changing tires in darkness is not a fit job for a man in his best toggery; and, yet, that's what will happen if you do not disarm Accident by Precaution. Equip your car with "Gutta Percha" Tires—they carry on, unfaltering, through all weathers and circumstances, day or night, on all cars and on all roads.

"GUTTA PERCHA" TIRES

"Quality all Through"



ANY TIME you drive into our garage you are assured of three important things—first, that whatever is done to your car will be done right by a trained mechanic who knows your car thoroughly; second, that it will be done according to a Ford standardized practice for doing that thing in the quickest and best way; and third, that if any replacement is required it will be made with a genuine Ford part. These three things mean that the repair will be permanent, not merely temporary. You are assured also of courtesy—and of an honest standardized price, O. K'd by Ford—that you, as well as your car, will be treated right.

Reliance Garage
"Super" Ford Service