

AUTOMOTIVE SECTION

BUY YOUR CAR NOW.

SEES PERIOD OF PROSPERITY IN AUTO INDUSTRY

Expert Believes Conservative Buying Will Be Feature of New Era.

CAR DEMANDS INCREASE

Manufacturers Forced To Speed Up Production To Meet Requirements.

DETROIT, April 21.—Prosperity just as great as any ever enjoyed by the automotive industry is on the way.

Prosperity for general business is coming.

The greatest period of depression ever known has passed, and improvement is noted on every side today.

The clouds are lifting, and with the bright days of spring at hand, bygone troubles will be forgotten in the hurry and bustle of a renewed business. The coming prosperity will not mean, however, wild extravagance such as have been known in the past. The lesson has been learned. Conservation will rule in the future as it has not always done in the past. Losses, which have been so enormous as to pass comprehension, must be made up.

The total losses of the automobile and truck makers, the parts and accessory makers and tire companies will total far more than any man today knows. Reports of the companies for last year's operations are being made known daily now, and many are far above anything supposed possible. That the automobile makers have pulled through is testimony to the real greatness of the world's third largest industry, to the real necessity of the motor car and motor truck to business.

Today, the automotive industries, after their bath of fire, are coming forth stronger and better than ever, never more to plunge into wild extravagance. Business as it comes will be taken care of, but few, if any of the makers, will endeavor to spread their operation to meet any inordinate demand for cars. Rather they will take all of the business that it is possible to handle with their present facilities, and no more. The lesson has been learned, and is not to be forgotten. Immense manufacturing facilities only partly used spell losses on part-time production or limited production.

Sudden return to prosperous conditions is no longer looked for, although some reports of the manufacturers tell of really startling increases in production for March over the figures originally set. These additions to prospective production schedules for the month were not camouflage with most of the makers, according to the parts men who supply materials.

And when the question arose as to the present rush being camouflage or a spur it was found that releases on material were given under a 90-day clause instead of 30 days, as has been the rule. Hitherto the makers have been so cautious that they were unwilling to take any chances on the future, and they have steadfastly refused to place orders for more than 30 days ahead. That they are now giving specifications for the 90-day period is encouraging proof of the confidence of the makers in the present situation.

It may be said that there are in-controvertible evidences to be found that spring will see an activity far beyond anything known since the

start of the business slump. For instance, one manufacturer who had plans to manufacture for storage, and at the rate of 100 cars per day, has been unable to keep ahead of his sales department.

Another maker who scheduled originally 2,800 cars for March was forced in the first week of the month to send forth demands for materials for 5,800 cars. Another started modestly as a schedule for 30,000 cars for March, April, May and June, and demands compelled an increase to 52,000 cars. Another announced that 1922 would show fully 400 per cent greater production than 1921. Still another, and a new maker at that, was compelled to jump production figures from 4,500 to 12,000, with every prospect that the latter figure would not meet the demands.

One of the makers of high-grade cars puts the figures for 1922 at 20 per cent above 1921, and this maker has a good year behind him on which to base an increase. One of the great group makers has already shipped twice as many cars as at the same time last year.

It is the steady improvement which is most desired, and not the rush of business, for the manufacturers are not at all prepared to take care of the latter. They have so steadily maintained their attitude of conservatism that parts makers and accessory makers have been unable to secure a line on prospective business for the year, and so, have not gotten ready. The men who supply the material are praying for moderate but steady gains, that they may get under way to take care of the new business. They state that it will be impossible to keep pace with inordinate demands at this time, as working forces must first be organized, and that is done, after so great a period of depression, slowly at the best.

Workmen, trained to their work, have shifted locations, and have entered other lines and almost new forces, in some instances, must be trained. A like situation really exists with the car makers, or will exist, for Detroit, as an instance, has lost more than 70,000 workmen, according to reports of the association, who keep track of such things. These men have drifted away to other parts and to other vocations, and there has been left largely, in the so-called army of unemployed, the scum, pan-handlers mostly, who are last to be given work, naturally.

It has been stated as a fact that cars today are better built than ever before. And for this there is a reason. The makers have exercised the most careful selection in trimming down their forces, and none but the best men have been retained for steady employment. As many men are added and mingled with the good men retained, there must come some careless work, and makers are compelled to hire and fire until they have gained organized quality workmanship of the masses. That is a hard problem.

Buyers who purchase their cars to come when confidence in the future returns. Buyers are still coy in the face of general business conditions, but the attitude of the manufacturers is evidence that they, the makers, feel that the revival in business in other fields is at hand. They bank on nothing but certainties nowadays and take no chances, and they look for the steady improvement in business which is just what is sought.

The reports from around the country state that the parts trade has jumped 30 per cent within a month. This is indicative of the average gain made in manufacturing. The inquiries for still greater increases are the most encouraging

Kerosene Inefficient Cleanser, Say Engineers

Regular Engine Oil Best to Flush Crank Case.

KEROSENE used to be a good standby on which motorists depended for cleaning their engines.

Now come oil engineers with the declaration that kerosene causes a loss of 18 per cent of the total lubricating capacity of an automobile.

So, instead of using kerosene to flush out the crank case, those who have studied this phase of motoring say the drained case should be cleaned with fresh engine oil.

More Economical. That costs more money, and arouses a bit of suspicion, when it is known that this advice comes from the oil companies. But their engineers have the figures to prove that, in the long run, the new method is the more economical.

Engines that have any form of splash lubrication have oil troughs and pockets in which dirt of the kerosene used for flushing is sure to remain. In some cars, say the oil engineers, the kerosene retained in this way represents 18 per cent of the total lubricating capacity of the car.

It is safer, therefore, to use the regular kind of engine oil. The crank case should be drained about every 1,000 miles in summer, and every 500 miles in winter. Every

time the change is made, the case should be flushed with engine oil instead of kerosene. No Waste. The oil used for this purpose can be put to other lubricating uses.

Regular cleaning of the crank case means longer life for the engine. The carbon that accumulates there in a season's run is enough to wear down the bearings, pistons and cylinder walls in a short time.

Right of Way Rules In Western Ontario

At any street or intersection the right of way belongs to any vehicle approaching from your right.

In meeting another vehicle pass on the right, and when you overtake one pass on the left.

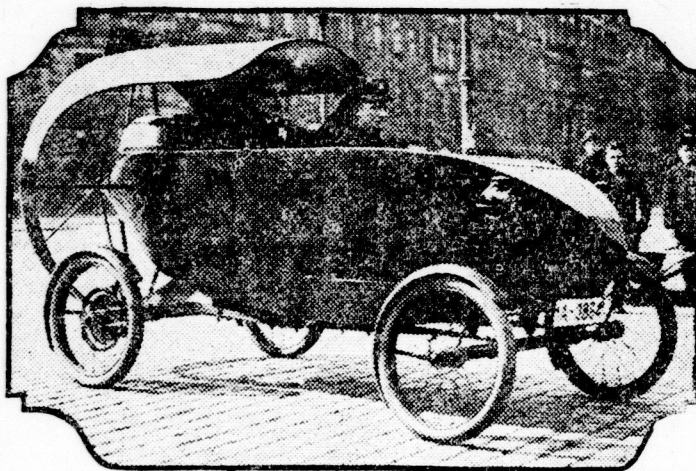
Slow moving vehicles shall keep as near the curb as circumstances will permit.

At regular cross walks, on any street, the right-of-way of pedestrians should be recognized.

Unnecessary noise or the use of muffler cut-outs is illegal. In case of accident or collision of any kind, always stop and give your name and address to the person concerned.

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The change is made, the case should be flushed with engine oil instead of kerosene. No Waste. The oil used for this purpose can be put to other lubricating uses.

Regular cleaning of the crank case means longer life for the engine. The carbon that accumulates there in a season's run is enough to wear down the bearings, pistons and cylinder walls in a short time.

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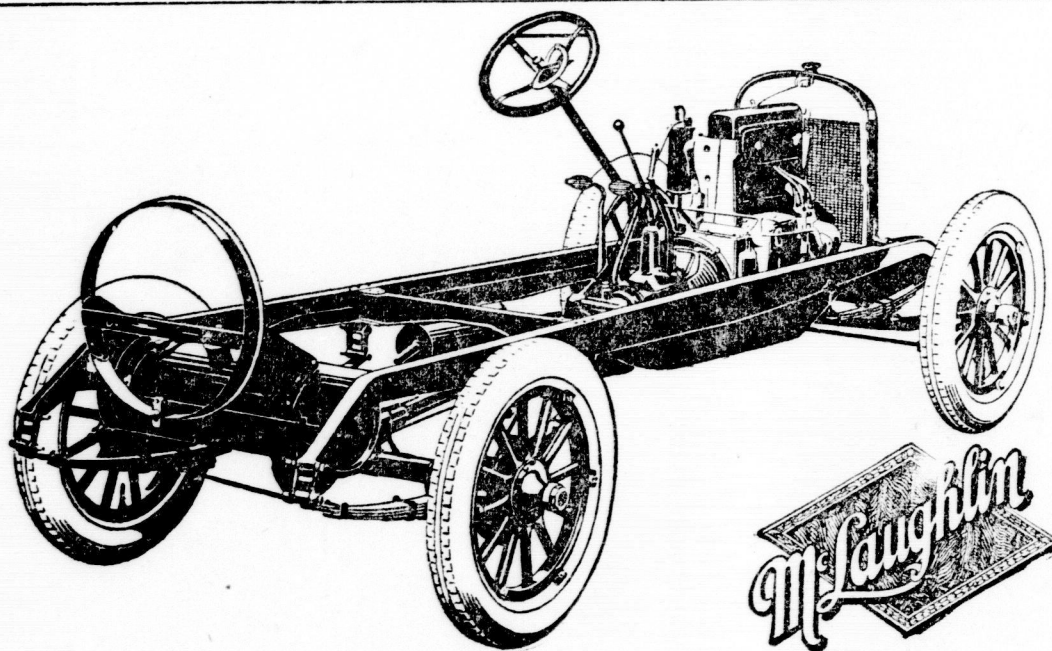
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McLAUGHLIN-BUICK

PLAN TOUR OVER KING'S HIGHWAY

Michigan Pikers Propose To Visit Canada Again On 1922 Trip.

Consider 1,600-Mile Run From St. Ignace To Ottawa.

Although the plans for its 1922 good roads tour "Around Lake Michigan," July 7-20, were only recently announced, the Michigan Pikers Association has already been importuned to consider another international tour, into Canada, for 1923. Dr. P. E. Doolittle of Toronto, president of the Canadian Good Roads Association and honorary vice-president of the Michigan Pikers Association, has made the suggestion of a third tour into Canada.

Dr. Doolittle is anxious to have the Michigan "Pikers" conduct the major portion of their 1923 tour over the "King's Highway," which is being promoted from Halifax to Vancouver. A portion of this highway, due to the topography of the north shore of Lake Superior is in the United States, from Sault Ste. Marie, Mich., to Grand Marais, Minn., via the Upper Peninsula's longest road, M-12, from the "Soo" to Ironwood and then across Wisconsin, to Duluth, skirting the south shore of Lake Superior, then north-eastward to Fort William and Port Arthur.

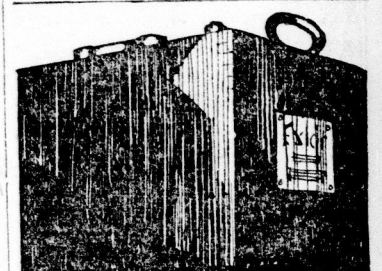
North From Detroit. If the M. P. A. executive decide to accept the suggestion the "Pikers"

will tour north from Detroit and cross the international boundary into Canada, at the "Soo." Then the route lies eastward over the 1920 route of the Pikers to North Bay, Ont., and then southeastward to Ottawa. Between North Bay and the Canadian capital, is 55 miles of road, which the Dominion government will improve this year to permit the tourists' passage next summer. This leg of the route follows the Ottawa River, the water trail used by Champlain when he discovered the great lakes. From Ottawa the tourists would travel west to Peterboro, Toronto and Windsor.

The "King's Highway" link of the tour would be the stretch from a point north of St. Ignace, Mich., across the border and east to Ottawa. The total mileage would be around 1,600 and the tour could be made in two weeks. Definite action will be taken at the next meeting of the M. P. A. officers and directors, according to President Capt. W. S. Gilbreath. Capt. Gilbreath declared some time ago that he was strongly in favor of the proposed 1923 international tour, as suggested by Dr. Doolittle.

London Truck Entered. The first entry for the 1922 tour around Lake Michigan, which has as its northern object the Michigan Copper Country, has been made by the Ruggles Motor Truck Co. The

Ruggles Company is designing a special truck to carry baggage for the Pike tourists. The body will have three decks for baggage and a capacity of 110 suitcases. It will be mounted on a two-ton chassis and travel at passenger car speeds, as the truck has a maximum rating of 45 miles an hour. The entry was made to President Gilbreath by the general sales manager, and the body has been designed by A. G. Boone, chief engineer.



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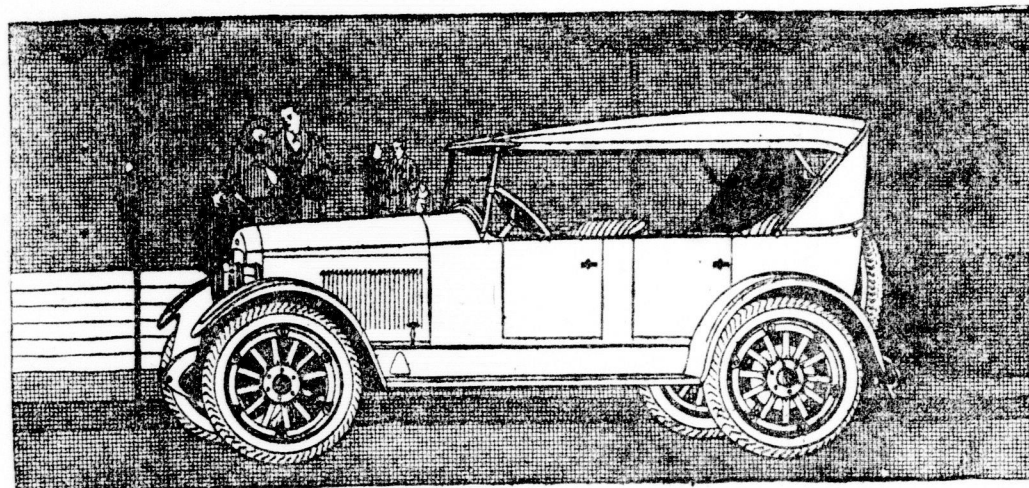
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And now that the Jewett Six is available at \$1,610 F. O. B. London, there is no reason why you should not have a six. No longer need you put up with the lesser abilities of a four when at this low price you can have not only such performance but also such strength and stability as is yours in the Jewett Six.

Paige-designed and Paige-built the Jewett is above all things a quality automobile. The 50 horsepower, 6-cylinder motor—larger and stronger than that used in any other car in its price class—is built complete in the Paige shops. It is the perfected output of a manufacturing institution that for years has built powerful, smooth-running, capable power plants.

Study the flow of this mighty power as it is delivered in the Jewett chassis back through clutch and gear, drive

shaft and axle and you will find every essential unit remarkably strong and capable. Here is the sound, sturdy construction that will stand up under the hardest work. And it will last the longer in the Jewett because the inherently balanced, smooth-running six does not jerk and vibrate.

This Six of remarkable performance and unusual strength is available at this low price because of the unusual position of the Paige-Detroit Motor Car Company. With no bonded indebtedness, with great financial strength, with complete facilities, with a rapid turnover of capital, this company was able in producing a new six to take full advantage of the present materials market and to offer you real quality at a price never before possible in a really high-grade six-cylinder automobile.

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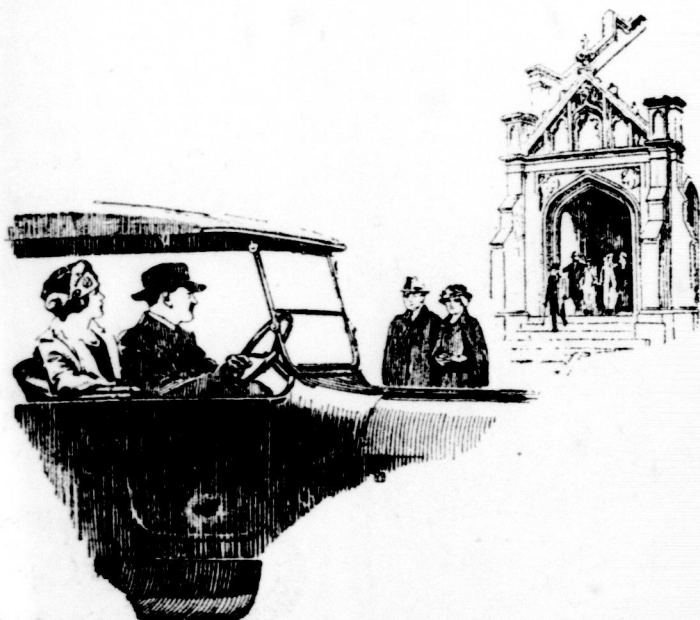
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