

Now Is the Opportune Time To Have Your Car Overhauled

ALL SERVICE garagemen may look alike to you. For a quick repair, perhaps seemingly unimportant in itself, you are tempted to stop at the first place you come to. From where you sit behind the wheel you cannot see what is back of the Ford Service Man—why he should be able to put many a mile more into your Ford, while another may take many a mile from the service you should get from it. Come to us and see what distinguishes the Ford Service Man from his brothers down the road—what is back of him, and back of your Ford.

WE USE GENUINE
FORD PARTS.

Reliance Garage

Super Ford Service.

MANY motorists in London, like in other cities in Canada and the United States, run their cars all winter. This winter has been particularly conducive to the operation of motor cars, but at best winter driving is a severe test for any automobile. Cars which have been run in cold weather require overhauling before spring, and now is the time to have it done. Garages and shops are not overloaded, and better work will be done if the owners do not ask for rush jobs.

By sending your car in now you can benefit a number of mechanics who are

working on short time. If your car needs painting, the same advantages apply. Delay accomplishes nothing in this connection, and the owner who neglects having his car overhauled and painted now may lose. In the first days of spring, when every motor car owner wants to get out and drive, he wishes to have his automobile in fit condition for the road. If he has it attended to during the slack season, he is ready; if not, the shops and garages are rushed with work, and he must await his turn.

Even if your car does not need overhauling or painting, you should at

least have the tires examined. If you have driven the car continuously since the cold weather set in, this precaution is essential. Frost, ice and rough roads shorten the life of tires, and delay only increases the menace.

The firms whose announcements appear on this page are prepared and anxious to overhaul and paint your car. The majority of them have the equipment and manpower to handle work at high speed the year round, but an abnormal rush can overwhelm the best-equipped plants in the world. Give these firms a chance to give you real service.

PERSONALITY BIG BUSINESS FACTOR

THERE are plenty of cases to prove that it is the man behind a business which makes it successful, and that it is not the town nor the times or any other thing which is often blamed for success or lack of it. In the backwoods of Ontario there is a small crossroads store which pays the owner a profit of \$2,000 per year, although there are towns around with many stores which should be just as good.

Out in Saskatchewan there is a little town store which does an annual business of about a quarter million dollars, drawing trade from all over the country, taking business away from towns and cities near by, and which has the big mail order houses chased out of the local field.

Over the border line, in "Ford" County, Detroit controls the auto industry to a great extent. Chicago holds the meat packing industry. And so it goes. Why? For no other reason than that men with determination made it so. It all reverts to the men behind the business. No, it is not the location nor the times. It is you. He gets the business who goes after it. Go after it.

URGENT SERVICE AS BUSINESS KEYNOTE

"SERVICE," said a prominent London businessman, "is to be the keynote for success in the motor car business for 1932."

"You'll have to sell more service," he said. "Your business is getting down to the foundation of service on the cars in the hands of the owners. You in favor of every man, banker, lawyer, doctor, laboring man, in this country having a car—under certain conditions. We can't get away from it—every man's heart is set on owning a car."

"But dealers must look for prospects, not to the man who can afford to pay for a car, but to the man who can afford to maintain it. Every dealer will find his own best results, as well as the most pleasure in his business, when he sells only to the men who are going to be able to maintain their cars."

Beware of overpriming the engine.
Never overload underinflated tires.

First motor car exhibited was a "freak" in a circus.
Latest German automobile looks like a submarine.

JOHN CAMPBELL & SON

75 TO 81 KING STREET.

Auto Painting and Trimming

SLIP COVERS, ENGINE HOOD COVERS
SPRINGS REPAIRED.

Special Auto Tires 1,000 Only

FABRIC AND CORD TIRES

30 x 3 1/2 Non-Skid FABRIC.
Guaranteed 5,000 Miles **\$9.99**

30 x 3 1/2 Non-Skid CORD.
Guaranteed 8,000 Miles **\$16.49**

TUBES, 30 x 3 1/2.
Guaranteed **\$1.69**

OTHER FABRIC TIRES

Guaranteed 5000 Miles

32 x 3 1/2 Non-Skid **\$15.49**

31 x 4 Non-Skid **\$15.69**

32 x 4 Non-Skid **\$18.99**

33 x 4 Non-Skid **\$19.99**

34 x 4 Non-Skid **\$21.99**

ALL SIZES, FROM 28 x 3 TO 40 x 8, AT CUT-RATE PRICES.

TERMS—Cash with order or C.O.D. Subject to examination. Express charges prepaid to any part of Ontario or Quebec on shipments of \$25 or more.

RIVERDALE TIRE CORPORATION

369 TALBOT STREET.

PHONE 2246.

--- THE --- London Battery and Tire Repair

Cor. York and Talbot
Phone 6151

We have the most up-to-date Battery and Tire Service Station in Western Ontario, and extend to you a cordial invitation to visit our new Service Station—Corner York and Talbot.

WE ARE THE OLDEST BATTERY COMPANY DOING
BUSINESS IN LONDON—WE SELL THE BEST
MAKES OF BATTERIES AND TIRES.

PHONE 1414W.

SHOP 342 RIDOUT.

Gordon D. Kilmer

HIGH GRADE
AUTOMOBILE PAINTING

Formerly with Studebaker and Cadillac Companies.

If anything should go wrong with your Motor you would take your car to the best mechanic.

Why not exercise the same forethought in your painting and have the best—especially when the best will not cost you any more?

Cars priced according to size and condition. Now is the time to put your car in—first-class work takes time. Why not come and see me? I feel confident that the visit will more than repay you.

ALL WORK GUARANTEED.

UP-TO-DATE GARAGE

Night Repair Service

PHONE 6486M. 364 DUNDAS STREET.

We specialize in Repair Service on commercial cars and trucks. Expert mechanics and satisfaction guaranteed on all work.

BODIES AND FENDERS BUILT AND REPAIRED.

Expert service on starting, lighting and ignition equipment.

Oxy-Acetylene Welding and Cutting—Carbon Removed by Oxygen Process—Radiators Repaired and Rebuilt.

Service and Economy

And when we say a car will be ready at a certain time—we mean it.

PROMPT SERVICE—Faultless quality of our work and accessories, and reasonable prices—have built up for us a long list of satisfied customers.

We can repair any make of car. Bring your trouble to us.

Martyn's
Auto
Service

348 Talbot St. Tel. 927W



Radiators,
Fenders
and
Bodies
Repaired

If you have a real bad Radiator, Fender or Body Job, consult us. We are experts on those lines.

NEW CORES FITTED IN ANY RADIATOR.

Windshields, Gas Tanks and Headlamps made like new—WE KNOW HOW

Rego Radiator Repair

(Over Hodgins & Fergusson.)

H. G. KAISER, Manager.

68 YORK STREET.

PHONE 4184W.

Tire Repairing Rightly Done Is An Art



We offer you a fully-equipped shop, in charge of men with years of experience.

Our organization, experience and product have proven their fitness to survive through all kinds of competition. The wisdom of connecting with a company that has consistently produced a high-grade product is very plain.

ART WILKES

LONDON TIRE REPAIR DEPOT.

345 WELLINGTON STREET.

London Silverware Plating and Repairing Co.

PHONE 7018J.
LONDON.

128 CARLING STREET.
ONTARIO.

GOLD, SILVER AND NICKEL PLATING—TEAWARE
REPAIRING A SPECIALTY—CLEANING
AND REFINISHING STOCK.

Automobile Accessories Renicked
and Refinished

Use the KEMP Metal Wheel

FOR ECONOMY.

The Kemp Metal Auto Wheels are not spring wheels, and their construction is not based on doubtful theories, but is an embodiment of simple mechanical parts resulting from careful consideration and tests extending over a number of years.

They excel in safety, durability, easy riding action, cleanliness and appearance, and are not subject to climatic and weather conditions, as are wood wheels. No shrinkage, splintering, warping, and the strength of steel to resist strain. They enhance the appearance of any car. Used on all fire trucks in Toronto—Guaranteed for life. And they only cost \$5 per set of four more than ordinary wooden wheels.

INVESTIGATE TODAY!

Western Ontario Distributors

122 RICHMOND STREET.

PHONE 4256W.

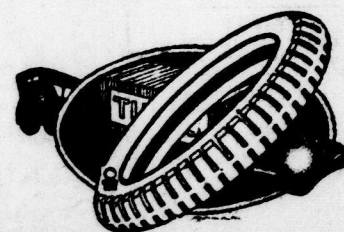
Vulcanize and Save

Car owners who have wornout tires around can, by bringing them to our plant, have them vulcanized so that many extra miles of travel may be had from them. It will pay you to bring your tires in and let us look them over. Our plant is fully equipped with modern vulcanizing machinery, and our workmanship is excellent.

NEW AND USED TIRES, ALL SIZES, FOR SALE.

ONTARIO
USED TIRE
SALES

339 TALBOT ST.



GABRIEL SNUBBERS

THEY KEEP YOU
ON THE SEAT

Gabriel Rebound Snubbers for every car—make rough roads smooth.

Also Zenith Carburetors

For every model car. Makes a new car out of your old one. More power on less gas.

THOS. A. TERRY

Distributor.

150 FULLARTON STREET.

LONDON, ONT.

Shop Phone 534.

Residence Phone 4917.