

# London's Big Annual Motor Show Proves An Unqualified Success

## REDUCTIONS IN PRICES BRING MANY BUYERS

Improved Models and Better Materials Appeal To Motorists.

SALESMEN SANGUINE

Visitors To Exhibition Pleased With Way They Are Treated.

London's automobile show of 1921 was designed so that people could not resist buying and the plan has worked out.

To overcome the skepticism in the public mind as to final revisions in prices, and to introduce buying in the face of the general business depression, it was necessary to go to unusual lengths in creating buying appeal. The London Automotive Dealers' Association, forewarned with this knowledge, went far beyond the bounds of the average year's show and it has been rewarded.

Attendance at the armories ran far ahead of last year's mark while buying is also ahead of 1921's mark and compares favorably, particularly in the low and high priced field, with last year.

Eleven thousand three hundred and sixty-two was the number of paid admissions to the show yesterday. According to Mr. Kirby, show manager, this is over 3,000 more paid admissions than was registered in any single day last year.

Hesitancy has been experienced in the medium price field, ascribed in the main to speculation on the retroactive price to be announced by one of the big producers, but there are evidences of strong buying in this field seeing that this uncertainty is cleared away.

Show For Business.

Dealers say it is a "business" show in everything that word conveys. Satisfaction is expressed at the volume of sales, at the interest of attendance, and with the practically definite assurances of buying with the appearance of driving weather. London is a city which in summer is alive with motor cars. In winter a large number of its cars hibernate. The show is being held in the late stages of the hibernation period with zero weather prevalent. It is not the season when anyone here feels the urge of the road. It is the time, however, when dealers are as to what a car will be driven in the driving weather, and many a salesman at the show is treasuring a card which is as good as a sale two months from now.

The effect of price indecision has been overcome to a large extent by the introduction of special paint jobs, and specially equipped cars, which make a buying appeal that cannot be overcome by a deviation of slight sums of money in cars of other manufacture. Except where cars are to be used almost exclusively in everyday business life, there is a movement toward individuality in motor car possession which finds its best expression in the special paint and special equipped car. When it is considered that these cars mean the expenditure of \$100 to \$200 over the price of the standard model of similar make, it can be seen that the price appeal is losing some of its potency.

See Big Buying.

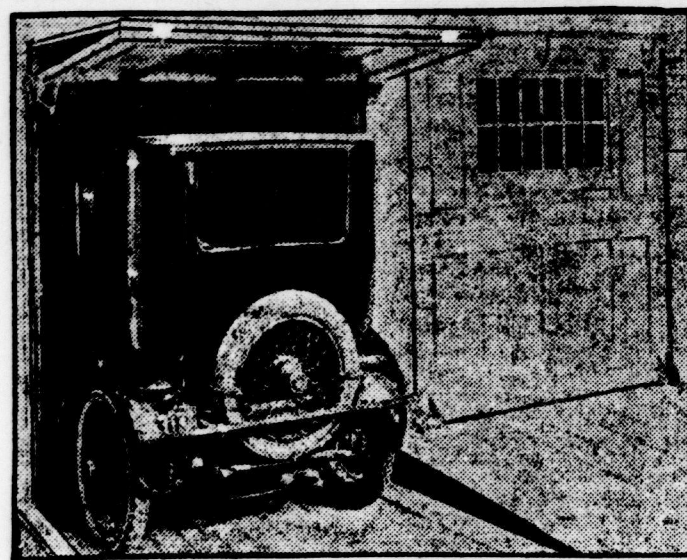
Judging from indications at the London show it may be expected that 1922 will witness a distinctive movement on the part of the city buyers toward cars, expressing personal tastes in paint treatment and refinements. There is almost a visible effort on the part of manufacturers to encourage this, particularly as to roadsters and cars for light use.

Dealers see in the attendance at the London show and glean from inquiries a fundamental buying desire which presages good business in 1922.

Tight here it may be said that the salesmen are sanguine over the prospects of good business during the year, particularly over business developing as a result of the show. There is a wholeheartedness in their treatment of a visitor, and in their interest in seeing him buy right (one of their cars), which gives the impression that dealers have been successful in keeping up their staffs to a point where genuine co-operation may be expected in the battle for business. Also there is no tendency to knock the car "you are driving now." No one could leave the show with the feeling that a real honest effort has not been made to sell them.

A number of the exhibits have their prices printed on imitation license tags and it makes an attractive presentation of the "bad news."

## Car's Weight Opens Garage



Orville C. Johnson, of Aurora, Ill., has invented a self-opening and self-closing door for private garages. The car's weight on a platform forces

## LIFE OF TIRES DEPENDS ON AIR AND EXERCISE

Insufficiently Inflated Tubes Suffer Most From Rough or Muddy Roads.

GREASE AFFECTS RUBBER

[BY J. L. MIDDLETON.]

"If I'm designed you lordings' slave, To satisfy his mind, Why does he not consider me And stop that awful grind? Alas, why am I subject to His cruelty or scorn? Or why has man the will and power To make his servants mourn?"

"Many and sharp the numerous cuts Inflicted in my frame! More prominent they seem to be When in the mud and rain! But I suppose they only knew What grief by me is borne— Man's inhumanity to mine— Makes countless thousands mourn!"

—With apologies to Robert Burns.

OBSERVING the number of automobiles running along our streets, you would never think for one moment that the numerous tires equipping those cars could—each and every one of them—tell a heart-rending story of how their masters have ill-used, kicked and abused them.

Did you ever stop to think how cruel masters are? Many of them never think they are "driving" these helpless creatures to an untimely end—the junk pile. Standing in a repair shop some time ago my attention was diverted to one of these poor wretches that had been rolled in, all battered and cut, to be examined by the tire doctor. As I belong to the motor world it naturally impressed me very much, and when a favorable opportunity presented itself I broke the temporary silence.

"Well, old man, had an accident?"

"Oh, no!" responded A. Tire. "Just wear and tear. So they say."

"The pen is mighty. Relate your life story—I may be able to help your brothers in misery."

"Well, I shall be glad to, if it will help some of my kin," it responded and continued as follows: "I was born last September, and arrived in London full of ambition. I was put on a nice show rack, which afforded me much pleasure, watching the different slave-masters come in and look me over. But as I was very anxious to get started to work, I envied all the other tires going out on different cars, and wondered how long it would be before I would be the lucky one."

Squeezed and Pounded.

After a while a merry looking gentleman came along and following a little argument with my boss, I was rolled from the rack into the garage, and from then my active life began. They attempted to squeeze me on the rim, but I was so stiff, having had no exercise, they could not get me on. They pounded me on the sides with a heavy hammer, leaving big bruises all over my body. For nourishment I need food. Like an underfed child, my strength diminishes if I am deprived of it. My food is the cheapest thing in the world—AIR—but my master only gave me half the amount I needed, and expected me to carry the heavy load without any kick. He was unaware that I was underfed, never having studied my requirements. My food—AIR—needed to be measured out to me, but as my master had no gauge, he merely gave me what he considered sufficient, and afterward a good kick on my body to satisfy himself that I had had enough.

"Everybody Happy."

Everybody was feeling happy and gay—excepting myself—when we set out for a town 30 miles away. I felt the load very heavy, but made up my mind I would do the very best to support it, which was really intended for my brother—Oversize. We returned at midnight, and although I looked well after the journey, I felt exhausted and my body was badly bruised with stones. The next morning found me much weaker. My master cranked up the car and drove off again without giving me any refreshments, only another kick. This continued for several weeks until I felt I must give up, but being made of the real stuff, I kept struggling along. Day and night, I carried my thoughtless master over rocky roads, regardless of the knocks and bumps which I received. These little things would never have worried me had I been well-fed—

the tracks for the street cars, but I think when in the city I use them as much as the street cars do. I am not particularly fond of it, but what can I do? I am aware of the nasty cuts I get, but I cannot tell my master.

Let us turn for a moment to another page in my life story. If you wanted a house built, would you call on your tailor? Certainly not. Yet that is exactly what they do with me. For weeks I have been mispending my precious time on a rim entirely unsuited for me. I am of the straight wall type and the sharp edges of the clincher rim have hurt me terribly. Then cuts along my side are the result of this.

Now, my kind friend, I have related to you the most important events of my life. But you will doubtless wonder why I am in this dilapidated condition. Before you leave me I will tell you about it.

About two weeks ago while running along the country road at about twenty miles per hour a big rock suddenly loomed up in front of us. The speed we were traveling indicated to me that I could be prepared to receive a terrible jolt. On we sped. I felt like a man leaping over a precipice to certain death, but still did not flinch.

"Then I Collapsed."

Crash! The impact was terrific. My poor body shook under the terrible strain, and I felt that my day's work was done. Although I was badly injured, we kept on going.

Glass Cuts Painful.

During my travels I have had a great deal more to encounter than this. If there is one thing more than another that I detest it is broken bottles. I have no objection whatever to a man drinking as much water as he can get, providing he buries the bottles some other places than on the main road. It is bad enough to undergo a surgical operation, and receive proper nursing, but to leave the cuts neglected, inviting dirt and water, is something more than I am able to tolerate. Water may be all right to drink, but it doesn't help me any.

Another thing I strongly object to is a man driving me against the curb, and knocking his wheels out of alignment, then expecting me to live the allotted span. Nothing draws my end nearer as I am compelled to "wobble" along like an intoxicated man until the limit of 500 miles is reached—and my life ekes out despairingly.

"A Little Air Helps."

Stones are really objectionable! If there were no stones there would be no roads, but they cannot be considered very annoying if my body is strengthened a little with air. You see I bounce over them without feeling hurt, as the pressure reinforces my carcass. Otherwise, I feel soft and yield to these violent blows inflicted on me, and my inner soul is unable to assist me.

An automobile would be a dangerous thing were it not equipped with brakes, but venturesome drivers rely upon them too much, and apply them with such force that I am compelled to skid over the road, tearing my skin unmercifully. Sometimes a little adjustment would relieve my troubles considerably, lengthen my days, and save a doctor's bill.

Everybody has their likes and dislikes. Nobody likes to wallow in the filth and dirt, but I am "Queen of the Earth." I love to roam over nice mud roads, or clean asphalt, but I decline to associate with oil and grease. I am contrary to the scriptural because I hate my enemies. If my master values me, and wishes me to live long upon the land, he will keep me apart from these destructive foes.

Don't Play on Tracks.

The street railway companies lay

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## LATEST FEATURES MARK "LONDON SIX"

Improvements Are Result of Close Study of Auto Industry.

There are many details of refinement on the 1922 cars which are the results largely of better production methods and a putting into actual practice much of the vast amount of information obtained by the engineers of the industry during the war.

On looking over the London Six chassis at the Auto Show one cannot but be impressed with the strength of the frame, which is made of cold pressed steel, beam 7 3/4 inches deep; flange from 2 to 3 inches, with four rugged channel cross members giving strength where it is absolutely essential to have it.

Another good feature is the propeller shafts and universals—No. 1, no damping, no oiling, no squeaking, no rattling, insuring practically a level drive.

Then the springs—semi-elliptical, of full chrome vanadium steel. The extra long and practically flat rear spring gives real riding comfort.

The wheels on this fine local product are of the laminated wooden disc type, with a demountable rim, stability, resiliency, and at the same time they give the car a very dignified appearance.

Conversing with the manufacturers, they stated: "We are sanguine over the prospects of good business during the year, particularly over business developing as a result of the show. Not a prospect has left our exhibit without the feeling that a real, honest effort has been made to sell him."

## CHAINS USELESS IF PUT ON WRONG

Wear Out Tires Quickly When Clamped Too Tightly.

CHAINS will not do away with all chances of skidding but they will reduce the danger to a minimum.

Careful driving will do the rest. Muddy and wet pavements during cold weather produce greatest danger of skidding. Chains, therefore, are almost indispensable for staid at such times.

If the motorist has only one chain, it should go on the left rear wheel, to avoid damage when stopping or starting at the curb. The second chain should go on the other rear wheel.

Chains put on wrong will cause considerable harm to the tires. If they are too tight they will cut into the fabric and shorten the life of the casing. They should be allowed to "creep" so as to cause even wear all around the shoe.

The chains should be put on so that the clamps are at the back. Thus they are drawn around with a whipping motion which keeps them closed. If the chain is reversed the clamps have a tendency to open.

A special repair tool and extra links should be in every motorist's equipment. Broken links may be removed on the road without necessity of taking the chain off the wheel.

As soon as the roads are dry, chains should be removed. They should be hung up and painted with a mixture of cylinder oil and kerosene to keep them from rusting.

## VARY MEANING IN TERM "FULLY EQUIPPED" CAR

Many Dealers Quibble Over Types of Accessories Included in Sale.

SPECIAL LENS EXTRA

London Man Refuses Bill For Change Necessitated by Quebec Law.

Catalogues, advertisements and the statements of salesmen practically universally offer a car at a given price f. o. b. the factory, "completely equipped." A few years ago cars were sold with almost nothing on them that was not absolutely necessary to their actual running. Even windshield, tops, lamps and horns were extras. At the other extreme today, many come with power-driven pumps and clocks and some even have cigar lighters and smelling salts, which shows that there are various interpretations of what complete equipment means.

It does seem, however, that any car selling at over a thousand dollars, or at any price for that matter, should not be advertised as completely equipped, without without qualifying that statement.

A London man a few days ago bought a limousine car and was asked by the salesman if he expected to drive it over in Quebec. Answering that he did occasionally, he was advised that he could not go with the lamps at present on his car. Naturally he said he didn't want the car until it was in shape so that he could take it into Quebec, and he got it equipped with lenses that made that possible, but also with a bill for the lenses. And who will say that he was not justified in refusing to pay the bill? Certainly a dealer that would quibble over so small an item, as compared with the car cost, would be quite as short-sighted as a man selling a suit of clothes and demurring over sewing on a loose button gratis before turning it over to the customer.

It is decidedly time that dealers and manufacturers get together and see to it that cars sold comply with the laws of the provinces into which they are going, and even adjoining provinces, and arrange somehow to have it covered in their selling price. A man does not like to find, after buying a trunk or a suit case, that he has got to pay fifty cents extra for a key so that he can use it.

When all of the Canadian provinces have uniform laws, and may that day be hastened in its coming, there will be no excuse for manufacturers not completely equipping their cars.

in the sense that they are legally usable the moment they are turned over to the buyer at the established price.

BUMPS By Shock Absorber. FOR SALE

One—car, with a piston ring. Two rear wheels, one front spring. Has no fenders, seat made of plank; Burns lots of gas, hard to crank;

Carburetor busted halfway thru; Engine missing—hits on two. Only 3 years old, 4 in spring; Has shock absorber 'n ev'thing. Ten spokes missing, front axle bent; All tires punctured—not worth a cent. Got lots o' speed, runs like the deuce; Burns either oil or tobacco juice. If you want this car, inquire within— Helluva good car for the shape it's in.

Most popular car of France is the Citroen, costing 3,500 francs.

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



Note the Men Who Drive McLaughlin-Buicks As a Class They Investigate Before They Invest.

McLAUGHLIN BRANCH HOUSE Bathurst & Richmond Sts.,

Get the thrill of a new driving delight

THE NEW

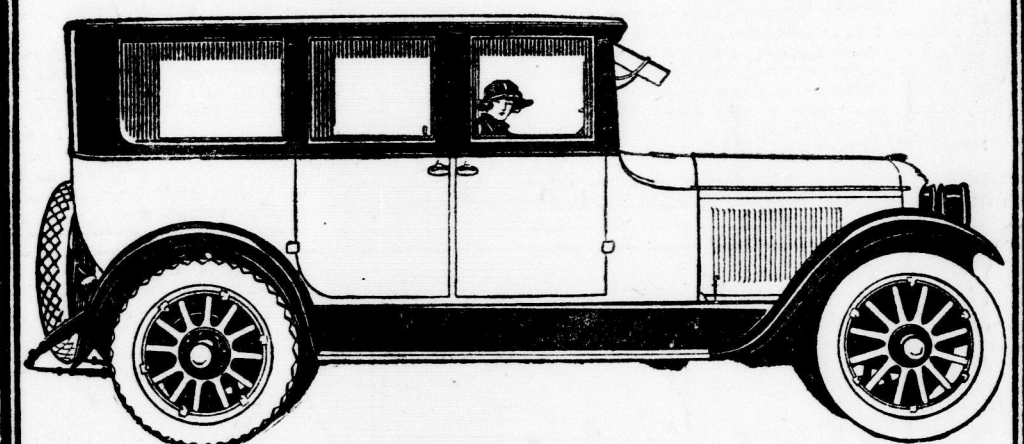
# Gldsmobile

## TWIN FOUR

SEE THIS NEW MODEL AT THE MOTOR SHOW.

# PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA



## The World's Finest Sedan Reduced \$900

THIS is the first time you have ever been able to buy a Sedan like this for less than \$5,000. In every detail of appearance and comfort it matches cars costing \$1,000, \$2,000 or \$3,000 more. And it outperforms them all.

All Paige Models, both 6-66 and 6-44, have undergone the same sweeping reductions as the 6-66 Sedan. Paige cars are today a rare investment opportunity. The new low prices are truly sensational.

Judge for yourself. See the complete Paige line and look for the double advantage of increased quality and decreased price.

The New 6-66 Prices

6-66 Lakewood, 7-Pass. Touring	\$3,360
6-66 Larchmont II, Sport type	3,450
6-66 Daytona, 3-Pass. Roadster	3,775
6-66 Sedan, 7-Pass.	4,785
6-66 Limousine, 7-Pass.	5,065
6-66 Coupe, 5-Pass.	4,675

The New 6-44 Prices

6-44 Touring, 5-Pass.	\$2,235
6-44 Sport type, 4-Pass.	2,425
6-44 Roadster, 3-Pass.	2,235
6-44 Sedan, 5-Pass.	3,350
6-44 Coupe, 4-Pass.	3,050

All Prices f.o.b. London.

## HODGINS & FERGUSON

88-72 York Street. Paige Distributors. Phones: Sales 1257; Service 1208. Cord Tires, Standard Equipment On All Models. Dealers Desiring Territory Kindly Communicate With Above.

## BEAUTY OF THE SKIN

is the natural desire of every woman, and is obtainable by the use of Dr. Chase's Ointment. Pimples, blackheads, roughness and redness of the skin, irritation and eczema disappear, and the skin is left soft, smooth and velvety. All dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample free if you mention this paper.

Dr. Chase's Ointment

Be Sure and See Us Relative To Solving Your Transportation Problems

## UNIVERSAL MOTOR SALES

Former Ford Dealers