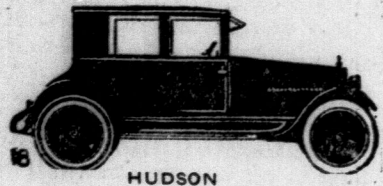


1923 PRICES ON CARS AT MOTOR SHOW

Hudson

Prices F. O. B. London



7-Passenger . . . \$2,300
Sport Model . . . 2,250
Coach 2,400
Sedan 3,300

Essex

Touring \$1,600
Cab 1,745
Coach 1,800



A. H. BURROWS

York St. Near Talbot.

Phone 2172-M.

Dealers Predict Big Season As Motor Show Nears End

Steady Demand For Cars Is Expected—Sam Rowed Finds Exhibitors Have No Complaints To Offer.

Most of the dealers who have cars at the motor show regard it as a great success. Though there has not developed from the show any great number of cars sold, still there have been a large number of prospects inspecting the cars, both from the city and amongst outside people. As one salesman put it today: "These motor shows are pretty much a matter of advertisement. It's not that we sell so many cars, but rather that we meet a number of new prospects, get into closer touch with them, and not only are able to impress our product on them, but also learn from them the ever-changing needs of the public and are able to gauge more accurately the pulse of the motorist."

Another point in favor of such a show as the one that is just drawing to a close, according to another dealer, is that outlying salesmen who are situated in the country often get their prospects to come into the show, where they see more models than the country man may have in stock, some model perhaps that they have seen only in a catalogue, and the actual fact of getting into it and going over all its good points with the salesman in the show helps to

complete the sale. Shows like this constitute quite a strain on the man who has to be all the time on the outside, who is constantly on the watch for interested prospects and who meets the keenest kind of competition hour by hour. Although the show is open till ten o'clock this evening, most of the men in charge of the cars regard today as the finish of their period of service and are more or less glad that the week is over.

The general outlook for the coming selling season is distinctly good is the view of every dealer seen today. Not that they are expecting any selling boom or any great expansion in production, but that they are looking forward to and preparing for a steady and more than average demand both for the cheap car and for the higher priced motor.

Mr. Russell of Toronto, who opened the show, voiced the same opinion, not just in the narrow point of view of the outlook of his own firm, but in the general business proposals and prophecies of the whole automobile world.

The officials of the London Automobile Dealers' Association are enthusiastic about the show. Sam Rowed, the president of the association, stated that "The show has been the best we ever had in London. It has undoubtedly been a great incentive to future business, quite a number of sales have been made, and in every way the automobile men of the city have reason to be proud of a great show. There has been a greater attendance than last year. I cannot say just at present how many more visitors we have had, but I can assure you that there have been at least four or five hundred more than last year. As to the comfort and arrangement of the show, I have just been round all the boys, asking them if they had any complaints to make or any suggestions to offer as to ways in which the show could be bettered, and they had neither complaints nor suggestions."

"We had the able and courteous assistance of the police and fire departments," they had officers in the building all the time, and they also assured me that the show had been conducted in every way in a safe and well-ordered manner.

Questioned as to the future prospects of the industry for the coming year, Mr. Rowed echoed the sentiments of the other dealers who had been asked the same question during the day.

"Yes," he said, "the prospects seem good. We are all, I think, looking to a year of steady and balanced business. Nothing like the boom that we have seen some years, but at least a year of prosperity."

The salesmen celebrated the end of their efforts in the armories by a great dinner last night in the Teccumseh Hotel.

They did not start until eleven, but what they lacked in time they made up in jollification.

On the program of the dinner there was a clause to the effect that no speeches were to be allowed except on payment of a fee of \$10 and at the discretion of the president, and the banquet committee was indicated in this terse phrase: "No one responsible."

The creed of this happy crowd of carmen is most aptly contained in the verses that were printed on the last page of their program:

Men Are Men.
Business is business, but men are men,
Working, loving and dreaming;
Tolling with hammer, brush or pen,
Rottering, planning, scheming.

Business is business, but he's a fool
Whose business has grown to another.
His faith in men and the golden rule,
His love for friend and brother.

Business is business, but life is life,
Though we're all in the game to win it;
Let's rest sometimes from the heat

COMMITTEE APPROVES CONSTRUCTION WORK

Brydges Street Pavement and Sewers To Cost Nearly \$66,000.

Members of the industrial area committee approved the laying of an 18-foot pavement, sanitary sewers, and a water main on Brydges street in the industrial area. The pavement and sewers will cost approximately \$66,000, City Engineer Brazier estimated. The water main extensions will cost \$16,000, but the public utilities commission will not lay the pipes unless an annual revenue of 10 per cent of the cost is guaranteed.

However, before the recommendation for the improvements is sent on to the city council, the committee will seek the opinion of the chamber of commerce. Mel. Cater, chairman of the committee, was invited to attend the directors' meeting next Tuesday.

At the next meeting of the committee, Engineer Brazier will be asked to submit an estimate of the proportion of the work in the area section, and how it generally will be borne by the ratepayers of the world.

It was pointed out that Walkerville, Windsor and other places had prepared their industrial areas before seeking their industrial areas before seeking London and other places, which had only waste land as an attraction. London, it was pointed out, had many of the natural advantages to offer, but London had to compete against cities from Windsor to Montreal, as agents for American concerns seeking locations in Canada, always toured the entire province from east to west.

ARABIAN REBELS FLEE BEFORE ITALIAN TROOPS

Revolt of Chiefs Against Authority Precipitated Conflict.

Associated Press Despatch.
Tripoli, Feb. 10.—Arabian rebels in eastern Tripoli are fleeing before the advance of three columns of Italian troops under Generals Grazier, Pizzari and Belli. The Italians have employed 2,000 camels, 3,000 horses and 100 automobiles to bring up supplies.

The Italian troops are having difficulty in advancing because the route to the interior lies across a desert. Rebellion of the chiefs of the hinterland against the Italian authority precipitated the present colonial war.

OBJECT TO CATALOGUE PURCHASES IN ONTARIO

Associated Press Despatch.
Quebec, Feb. 9.—That a vigorous campaign will be conducted throughout the Province of Quebec against the purchasing by catalogue in other provinces, and particularly in Ontario, was announced last night at the annual meeting of the Quebec branch of the Retail Merchants' Association of Canada by Joseph Savard, who was re-elected president.

Mr. Savard pointed out that the Province of Quebec sent ten million dollars to Toronto every year in purchases by catalogue. There was no legal step which could be taken to stop such a flow of money out of the province, but there was a good chance of stemming the tide by a campaign of education, he said.

and strife
And try to be friends a minute.
Let's seek to be comrades, now and then,
And slip from our golden tether;
Business is business, but men are men,
And we're all good pals together.
—Anonymous.

APPROVES AGREEMENT ON DEBT SETTLEMENT

U. S. House of Congress Votes Favorably On Adjustment of British Obligation.

Associated Press Despatch.
Washington, Feb. 10.—Approval of the British debt settlement agreement was voted late yesterday by the House, 291 to 44.

The vote was an amendment to the existing United States funding statute, which not only would specifically approve the agreement reached with the British Government, but also would authorize the United States debt commission to make settlements "similarly but not more favorable in terms" with other debtor nations.

The amendment will be formally transmitted to the Senate tomorrow, and immediate consideration of the finance commission is planned. The time of the Senate action, however, still is problematical.

There was no effort in the House to attach a soldiers' bonus rider to the legislation, and attempts to amend it otherwise failed. Representative Hudspeth, Democrat, Texas, sought to change the interests to be paid by Great Britain from 3 per cent for the first ten years, and three and one-half per cent thereafter, to a flat four and one-fourth per cent, but his amendment was rejected without a roll call.

DODGE BROTHERS MOTOR CAR

Roadster	\$1,360
Touring	\$1,390
Business Coupe	\$1,560
Business Sedan	\$1,880
Type A, Sedan	\$2,270

With Five Cord Tires and Bumper.

Screen Business Car	\$1,300
Parade Business Car	\$1,440
Commercial Chassis	\$1,080

Prices Include Delivery and Taxes.

W. J. CHISHOLM
DISTRIBUTOR.
478 RICHMOND STREET, OPP. GRAND THEATRE.

The DURANT Car

DURANT SIX	DURANT FOUR	STAR		
Sedan	\$3,600	\$2,050	Sedan	\$1,060
Coupe	\$3,400	\$1,975	Coupe	\$ 960
Touring	\$2,400	\$1,425	Touring	\$ 715
Roadster	\$2,350	\$1,425	Roadster	\$ 655

S. H. GALLAGHER

DISTRIBUTOR
189 KING STREET, LONDON.

CADILLAC

Touring, 7-passenger	\$5,510	Sedan, 5-passenger	\$6,185
Phaeton, 4-passenger	\$5,510	Landau Sedan, 5-passenger	\$6,275
Roadster, 2-passenger	\$5,510	Suburban, 7-passenger	\$6,275
Victoria, 4-passenger	\$5,740	Limousine, 7-passenger	\$6,720
Coupe, 5-passenger	\$5,820	Imperial Limousine, 7-pass.	\$6,850

REO

Sedan	\$2,950	Phaeton	\$2,500
Coupe	\$2,850	Touring	\$2,300

Prices f. o. b. London. Spare Tire, Fire Cover and Front Bumper included.

J. C. BEEMER & COMPANY, Limited
SHOWROOM AND GARAGE: 127 QUEEN'S AVENUE, LONDON.

CHEVROLET

Superior Roadster	\$780
Superior Touring	\$795
Superior Utility Coupe	\$1,015
Superior Touring Coupe	\$1,235
Superior Sedan	\$1,245

Prices F. O. B. London, Including Tax.
Also Cord Tires On Closed Models.

Ontario Garage and Motor Sales

397 DUNDAS STREET. PHONE 5459

McLAUGHLIN-BUICK

MASTER FOURS.

Model 23-24 Special 3-Passenger Roadster	\$1,415	Model 23-36 3-Passenger Coupe	\$1,820
Model 23-35 Special 5-Passenger Touring	\$1,435	Model 23-37 5-Passenger Sedan	\$2,165
Model 23-35 Regular 5-Passenger Touring	\$1,370	Model 23-38 5-Passenger Touring Sedan	\$2,060

These prices are f. o. b. London, including sales and excise taxes.

MASTER SIXES.

Model 23-41 5-Passenger Touring Sedan	\$3,090	Model 23-48 4-Passenger Coupe	\$3,030
Model 23-44 Special 3-Passenger Roadster	\$1,925	Model 23-49 7-Passenger Touring	\$2,385
Model 23-45 Special 5-Passenger Touring	\$1,955	Model 23-50 7-Passenger Sedan	\$3,530
Model 23-47 5-Passenger Sedan	\$3,165	Model 23-54 Special Sport Roadster	\$2,610
Model 23-55 Special Sport Touring	\$2,695		

Prices quoted on Six-Cylinder Models are f. o. b. London, and include sales tax and excise tax. Also Spare Tire, Tube and Tire Cover.

McLaughlin Motor Car Company Ltd.
305 RICHMOND STREET, LONDON. PHONE 2873.

A Real Car

We are proud of the improved Gray-Dort. It's the most worthy product we have put on the market in all our 75 years of successful vehicle manufacture. You should see this car before deciding on your new car.

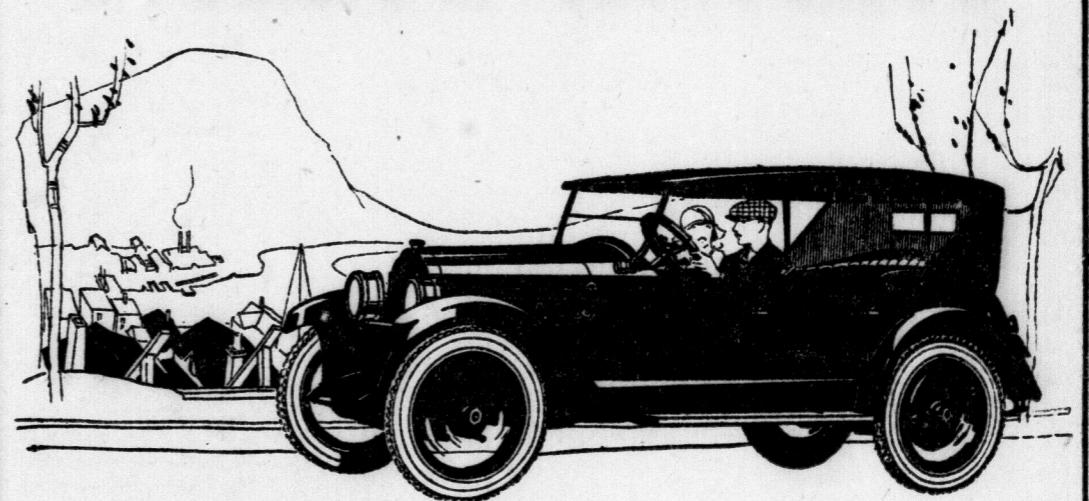
Gray-Dort Motors Limited
Chatham, Ontario

24 models of open and closed four and six cylinder automobiles from \$695 to \$2500 f.o.b. factory, taxes extra.

SEE IT AT THE MOTOR SHOW

GRAY-DORT

WILLYS-KNIGHT



Newer-Finer-A Car of Tremendous Mileage

The Day of the KNIGHT is here

5-Passenger Chassis	
Touring	\$1,750
Roadster	1,750
Coupe	2,450
Coupe-Sedan	2,350
Sedan	2,600

7-Passenger	
Touring	\$2,050
Sedan	2,950

F.O.B. Toronto Taxes Extra

WONDERFUL mileage—the experience of thousands of Willys-Knight owners everywhere—results from a motor that improves with use; that at ten thousand miles shows actually more horsepower than at five hundred.

And here—in the new, finer and smarter Willys-Knight—is greater assurance of superlative motoring than ever.

Rugged, adjustable front axle is equipped with eight Timken bearings. Simple, safe steering; easy brake and clutch; power for any emergency; ample room for five people.

Here is every operating convenience wanted by the most fastidious owner.

J. W. McLAUGHLIN, 345-7-9 Dundas Street
WILLYS-OVERLAND LIMITED, TORONTO, CANADA