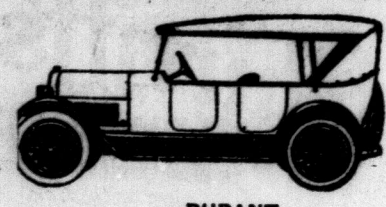


MOTORS SHOWN AT THE MOTOR SHOW THIS WEEK



DURANT - STAR At the Motor Show

Immediately to the left of main entrance in Armories

DOWNTOWN

189 KING STREET, LONDON

Two feature cars at London's Motor Show. We invite an inspection of them.

Durant Motor Sales and Service

S. H. GALLAGHER, Distributor.

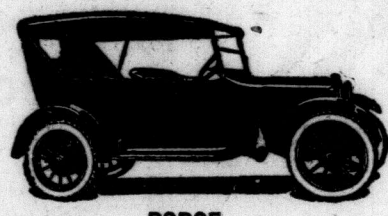
H. E. BLACK, Sales Manager.

DODGE BROTHERS MOTOR CAR

The new models of the Dodge Brothers Motor Cars are on display at the Armories—north-east corner of left centre section, also at our showrooms, Richmond Street, opposite Grand Opera House.

W. J. CHISHOLM DISTRIBUTOR

478 RICHMOND STREET



DODGE

NEW MODELS DELIGHT EYE AS MOTOR SHOW OPENS

London's Third Annual Exhibition Bigger and Better in Every Respect Than Preceding Ones—T. A. Russell of Toronto Reviews History of Industry.

When the doors of the London Motor Show opened at 8 o'clock last night they uncovered an array of glittering cars, a representative magnificence in motor creation that delighted the eyes of an enthusiastic crowd of visitors anxious to get a first peep at 1923 models.

The most inveterate motor show habitue could find nothing to complain of and much to admire in London's third great motor show. Long lines of highly-polished bluebloods greeted the onlooker, attended by demonstrators eager to point out the merits of their specialties. Before the close of the parade a number of cars had been sold and merchants agreed that the first evening of the exhibition augurs well for its success.

Show Manager Sam Rowed officially proclaimed the show open at 8 o'clock from the balcony of the large structure. He expressed appreciation of the keen support of the exhibition as indicated by the crowd that turned out for the initial display. The success of the motor car industry was closely allied with that of the province and London. By their hearty support of the show Londoners showed that their interest in progress was not wanting. Mayor George Wenig distributed eulogies among the various dealers responsible for the showing and recalled the days when he was commercially interested in automobiles. He said the exhibition reflected greatly to the credit of the citizens by whom it was sponsored.

T. A. Russell, manufacturer of the Russell motor car and the first promoter of the industry in Canada, followed his worship. He delivered a brief summary of the automobile industry from its inception until the present time. The show, he said, was the only one of its kind within the Western Ontario peninsula and vied for the honor of being Canada's most representative exhibition with Toronto and Montreal.

Mr. Russell dwelt at some length on the tremendous boon to society and commerce the motor car has afforded. It speeded the wheels of industry, brought an undreamed-of measure of happiness to residents of rural communities as well as citizens. Before the birth of the self-propelled vehicle farmers were compelled to negotiate long distances by horse and

carriage. The motor car had eliminated distance, saved time, given comfort and pleasure. Commerce had been revolutionized, leisure had been made the privilege of the many instead of the few as formerly, and convenience had become a popular element in society through the evolution of the automobile.

As soon as the speakers finished the W. O. R. ten-piece orchestra played selections for the remainder of the evening.

The change that had come over the armories since yesterday afternoon, when the exhibits were still in a disorganized state, speaks well for the efforts of the committee. Everything was regular, all cars in their places, and the great area was tastefully decorated with a wealth of colorful hangings and banners. Even the most particular inspector would find it difficult to choose one from that unexampled collection. Some of the body designs were novel in their departure from the conventional.

New accessories were attached to the bodies and illustrated by demonstrators. All acquisitions, the most exacting motorist could demand were there in profusion. Electric heaters, special cushions, hat and coat hangers and even a small phonograph were included.

The ancient Oldsmobile was the cynosure of interested glances. When it arrived this morning it was dilapidated indeed, but after it had been given a party scrub and embroidered with explanatory signs it presented a very satisfactory picture. The vogue for closed cars was emphasized by the preponderance of that sort on display. Despite predictions of sensational color schemes, the shades on practically all were extremely sombre. One azure-colored car and a couple of reds stood out prominently against a background of their more conservatively decorated competitors. Yellow, white and all other easily distinguished colors are apparently taboo.

No radical improvements in mechanism were noticed, the majority being vitally interested in design, general appearance and size. The aristocrats of the road were, of course, the most popular with the crowd, but the many new features in the less expensive varieties were, too, favorably discussed.

Members of the I. O. D. E. were on deck purveying flowers for charity, and a refreshment booth loaned color to an already colorful show.

In the annex the accessories held out and attracted a good deal of attention. The show will continue every day this week until Saturday evening.

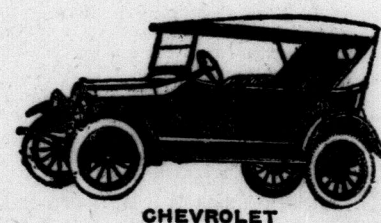
The 1923 Chevrolet is even better than ever before.

At the Motor Show

In the south-east corner of Armories.



CITY SHOWROOMS
South-west corner of Dundas and Colborne Streets



CHEVROLET

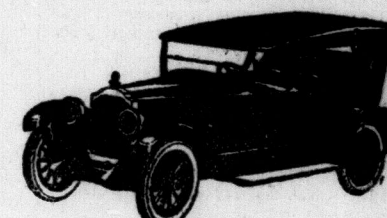
Ontario Garage & Motor Sales, Limited

S. H. ROWED, Manager

PACKARD AND STUDEBAKER

Ask the man who owns one

This is a Studebaker year.



PACKARD

A visit to the Show would not be complete without time spent at this exhibit

At the Motor Show

Immediately to the right of main entrance

CITY SHOWROOMS
86-90 King Street

Frank McLachlin

Phone 8

MITCHELL

"a flow of power"

The Mitchell line in all its beauty, is on display in the Armories on the aisle, left-centre, opposite main entrance, and at showrooms, Fullarton, near Richmond.



MITCHELL

W. C. Morrison

154 and 156 FULLARTON STREET, Near Richmond.

SEE THE WILLYS-KNIGHT AND OVERLAND CARS

At the Motor Show

These two popular makes of cars are given a fine representation at the show. Particular attention is directed to the Willys-Knight Coupe-Sedan—Something entirely new and unique, the car that created such storms of approval at the big American shows. Exhibit located centre of extreme south section, opposite centre aisle.

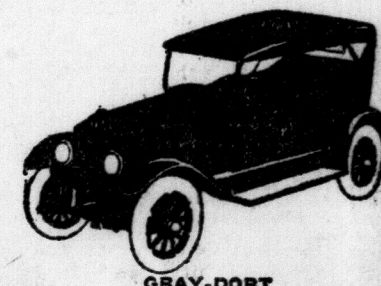


OVERLAND

J. W. McLaughlin

345-7-9 DUNDAS STREET
LONDON

SENSATIONAL New Gray Touring AND New Dort Six

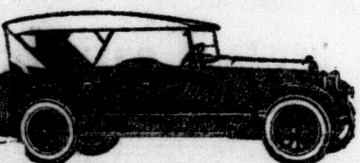


GRAY-DORT

Worthy the attention of all prospective motor car purchasers

See These Cars
At the Motor Show

Through main entrance, turn to right, and you'll find them in the left hand corner space.



CADILLAC

Be Sure and See the CADILLAC and REO CARS

Entire west end of Armories is taken up with a wonderful showing of these two popular makes of cars. A visit to the Show would not be complete if you failed to see this fine exhibit.

J. C. BEEMER & CO., Limited

SHOWROOMS AND GARAGE

127 QUEEN'S AVENUE.



FORD Cars will be on display at the Motor Show—Look them all over—Then order your Ford

At the Motor Show

Through main entrance straight ahead to south aisle, on right hand side of aisle

CITY SHOWROOMS

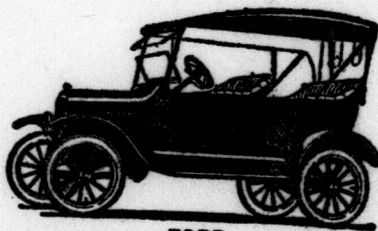
781-783 Dundas Street

London, Ontario

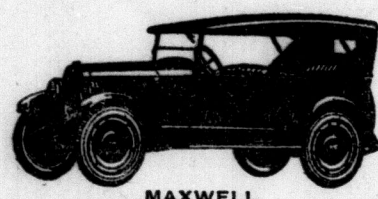
See the miniature of our new showrooms under construction.

MIDDLESEX MOTORS LIMITED

J. D. ISAACS, President.



FORD



MAXWELL

The Good Maxwell The Chalmers Six The Franklin Six

At the Motor Show

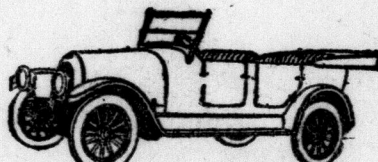
Straight through main entrance to south aisle and look to the left.

City Showrooms—354-360 Clarence Street

Universal Motor Sales

J. J. Gilmore

Phone 2714



FRANKLIN

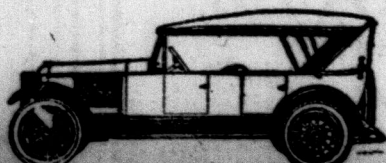
PAIGE Motor Cars

The car that gained its reputation by its beauty of design, and its performance. On display at Motor Show and in our Salesroom.

TENNENT & WILKINSON DISTRIBUTORS

68-70 YORK STREET

LONDON, ONTARIO



PAIGE

At the Show
north-east corner
of Armories

Be sure to see the Jewett line. The same cars that created such a furore at the New York Show are shown here.

Public opinion of the McLaughlin-Buick performance has awarded McLaughlin-Buick its leadership.



Complete McLaughlin-Buick line at Motor Show—south-west corner of Armories, or our showrooms, Richmond Street.

