

PRICES OF CARS DON'T KEEP PACE WITH HIGH COSTS

Automobile prices are not keeping pace with the now popular high cost of living...

It is true a number of makers have seen the necessity for adding a little to the prices of their cars...

During the last three or four years prices of automobiles have dropped materially...

Taking these facts into consideration, it is not an exaggeration to say there has been a double drop in prices within the last few years.

It is this fact, coupled with huge outputs, that has been responsible for the building up of the automobile business into one of the top-notch industries of the country...

BODY BUILDING TAKES ITS PLACE AS MODERN ART

Despite the fact that coach building was a trade centuries old when the first motor car was evolved...

It was largely because of the clumsiness of existing body designs that the first successful cars were heavy cars with powerful, wasteful engines.

Although manufacturers felt the need of the light limousine and the sedan, still for years it was believed impossible to build them.

Great strides have been made in the art of body building within the last few years and a number of manufacturers have solved the problem to their own satisfaction.

Springs of the Car.

The problem of how to properly oil the springs of the car is one which has bothered the automobile owner who takes an interest in caring for his machine.

Then with a long nosed oil can, the tip of which has been flattened somewhat to allow of its entering between the spring leaves...

This method, it has been found, will get the oil in under, and not merely on the outside edge of the leaves.

In connection with springs, it might be stated that their care is of the greatest importance especially when touring through the country.

Another aid to spring-saving is the placing of rubber "bouncers" on the centre of the lower half of the springs.

Most cars have some sort of provision for radiator covering. Some of them have a set of four buttons, two at the bottom of the radiator shell...



Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which the Willys-Overland organization has aimed for the last eight years.

This achievement in a word is the completion of the gigantic Willys-Overland organization to a point where a comprehensive line of automobiles can be made and marketed under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and comprehensive line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—

- one executive organization
—one factory management
—one purchasing unit
—one sales expense
—one group of dealers
—to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$930 Light Four to the beautiful Light Six Sedan at \$2220.

They include also the big, handsome Willys-Knights from the Four at \$1800, to the super efficient Eight at \$2730.

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

Overland Sales Rooms Arthur W. H. Callaghan, Dist., 210-214 Wellington St. Phone 1410

Overland Light Four Models

- Roadster, 104-in. wheelbase \$ 910
Touring, 106-in. wheelbase \$ 930
Sport Model—Country Club—(Illustrated) \$1050

Overland Big Four Models

- Roadster, 112-in. wheelbase \$1170
Touring, 112-in. wheelbase—(Illustrated) . \$1190
(See also Ck and Cars)

Overland Light Six Models

- Roadster, 116-in. wheelbase—(Illustrated) . \$1360
Touring, 116-in. wheelbase \$1380
(See also Closed Cars)

Willys-Knight 7 Passenger Models

- Four Cylinder Touring, 121 in. wheelbase . \$1800
Eight Cylinder, 126-in. wheelbase (Illustrated) \$2730
(See also Closed Cars)

Overland and Willys-Knight Closed Cars

- Overland Big Four Coupe, 112-in. wheelbase \$1750
Overland Big Four Sedan, 112-in. wheelbase \$2080
Overland Light Six Coupe, 116-in. wheelbase \$1940
Overland Light Six Sedan, 116-in. wheelbase (Illustrated) \$2220
Willys-Knight Four Coupe, 114-in. wheelbase \$2210
Willys-Knight Four Sedan, 121-in. wheelbase \$2730
Willys-Knight Four Limousine, 121-in. \$2730
All prices f. o. b. Toronto and subject to change without notice.

Willys-Overland, Ltd. Head Office and Works West Toronto, Canada

CARE OF CAR IN WINTER WEATHER IS ALL-IMPORTANT

Motorists Should Make Use of a Good Anti-Freeze Formula—Some Hints That Will Be Found Valuable.

Cold winter weather means that the motorist has something additional to watch in the care of his car. He stands chances of having his water circulation system cause trouble unless he gives it proper attention.

Standing out of doors in the cold weather will turn a motor refractory, unless there is an anti-freeze mixture in the water system. It is most essential that motorists make use of some formula, such as is given herewith, in order to insure it against freezing.

of them have a set of four buttons, two at the bottom of the radiator shell, and two about half way up the sides of the radiator, so covering may be attached.

In the Motor Age notice on anti-freeze solutions, those makers who commended alcohol solutions only included Buick, Maxwell, Mitchell, Overland, Kissel, Marmon, Peerless, Haynes, King and Case.

Another matter of winter care of cars is to see to it that the battery electrolyte is kept up to the proper gravity. At between 1.28 and 1.30 it is hardly likely to freeze.

Calcium chloride and other soluble salts, which have always figured in the antifreeze solutions suggested by motor authorities are not recommended because of harmful effects on metals.

By low test gasoline, which increases difficult starting, missing fire, inefficient running for some time after the engine is started and fouling of spark plugs.

cold weather is a medium heavy grade or often a comparatively light oil.

PEANUT OIL REPLACES LARD Has Been Tried in Spokane—Brought From Japan. The use of peanut oil as a substitute for lard has been introduced for the first time to the Spokane trade.

75,000 pounds of the oil, arrived a few days ago from Yokohama, Japan. "The peanut oil is mixed with talow in place of cottonseed oil in our compound," said Fred Stanton of the Stanton Company.

Some men talk more religion in ten minutes than they practice in ten years. Some men are like silver plated knives—they look bright but are of ten dull.



The Rock City Tobacco Co. Limited