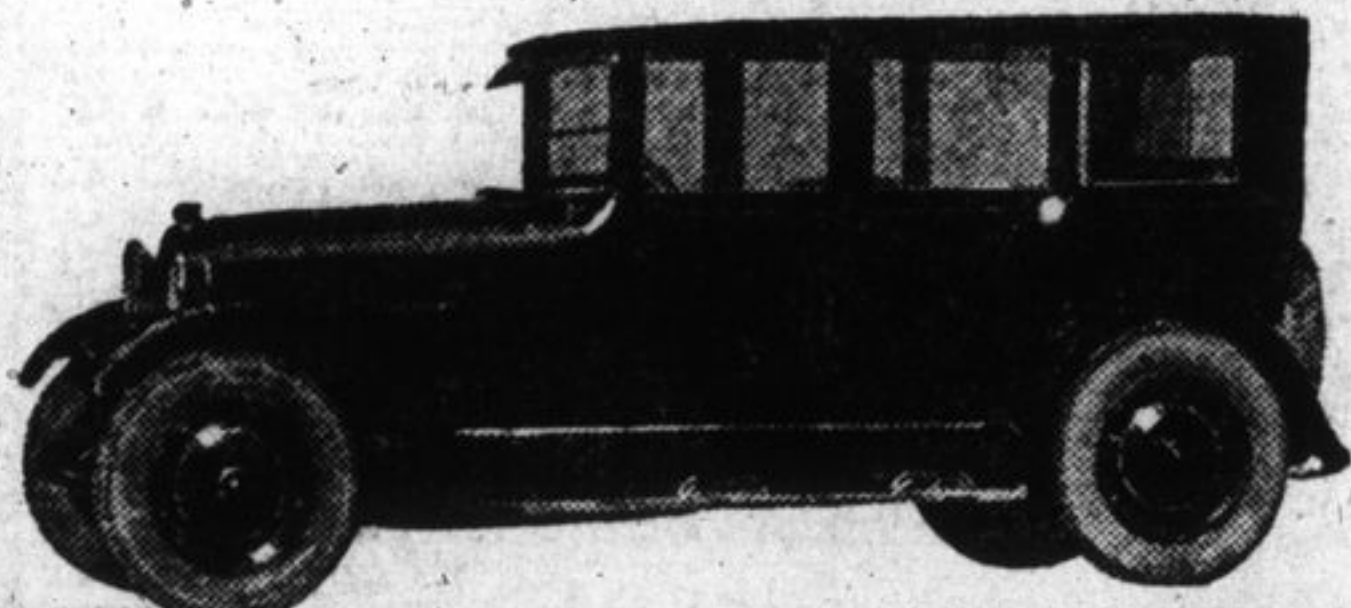


**REO SALES MANAGER POINTS OUT
BALLOON TIRE ADVANTAGES**



"The progress of motoring comfort and satisfaction has been dependent upon the achievements of tire engineers, and the tire engineers' latest development, balloon tires, emphasizes this fact more than any of their previous achievements, revolutionary as they have been," says R. C. Rueschaw, Sales Manager of the Reo Motor Car Company.

"The balloon tire gives the motorist an average mileage per hour not attainable before except with dangerous spurts at racing speed, and a truly indescribably greater degree of comfort and safety on all kinds of roads," says Rueschaw.

"The balloon tire is not merely a still larger over-size tire. It is a cord tire, of course—but its design is a radical departure from that of the ordinary over-size tire.

"The balloon tire—also known as the low pressure air-cushion tire—is larger in section and rounder than the ordinary tire. Its carcass is much more flexible. Its contact with the road is much greater. Most important, its air is carried at very low pressure—only half,

or less than half, than of the usual cord equipment.

"The first, and outstanding advantage of the car equipped with balloon tires is that you can travel over rough, winding, and otherwise troublesome roads without slowing down below normal speed, thus greatly increasing mileage per hour without speeding.

"With them you can often average 30 miles per hour all day long without ever having the speedometer read above 35. Balloon tires also furnish an indescribably greater degree of riding comfort.

"The greater road contact provided by balloon tires promotes safe driving because it lessens the tendency to skid and makes braking action quicker. The cushioning effect of the low pressure air keeps the chassis delightfully silent. Balloon tires lower still more the already remarkably low maintenance cost of Reo cars.

"Because of their larger section and low-pressure air, balloon tires absorb irregularities in the road from which high-pressure tires have to rebound.

"The result is that in most cases roughness and projections in the road are obliterated as far as the occupants of the balloon-tired cars are concerned.

"If the irregularities are great, they cannot be entirely absorbed but they are so toned down and cushioned that there are no sharp shocks or jolts.

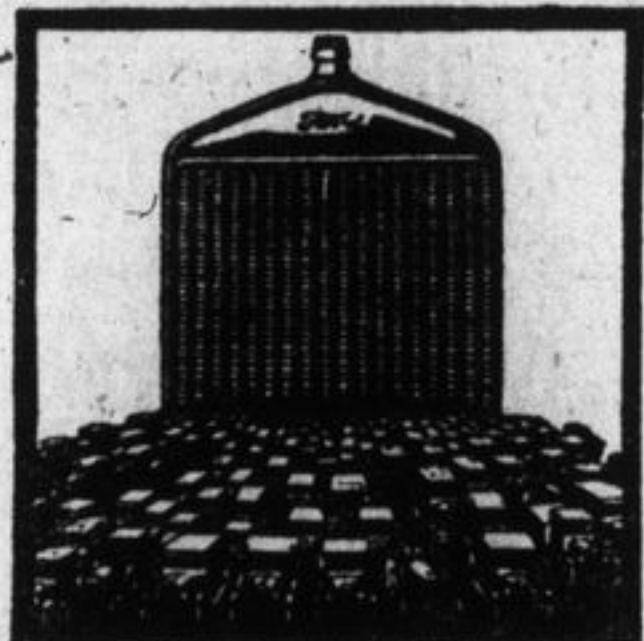
"So great is this cushioning effect that balloon-tired cars take the ordinary rough road with the same speed as the pavement. They have even been driven over the ties of railroad tracks with little discomfort to the occupants of the car.

"An important resulting advantage is that the driver of balloon-tired cars does not have to "pick" his way between chuck-holes, ruts and stones because he soon finds that it makes very little difference whether he hits or misses them.

"Balloon-tired cars offer greater traction and braking control to the driver. Because of their large area of contact they greatly diminish the tendency to skid on wet or icy pavements. They increase remarkably the stopping-power of the brakes. With them it is easy to get out of street-car tracks and ruts. With them you can drive through sand, snow and mud that would stall a car equipped with high-pressure tires.

"At ordinary speeds, and higher, they steer just as ordinary tires do. In gravel, sand and mud they make steering easier because they go over instead of plowing through.

"They keep the car from being deflected when it hits obstacles such as ruts and ridges from which high-pressure tires have a tendency to rebound and send the car off at an angle."



Why Ford Predominates

Many Reasons From Many Users

If you were to ask the next fifty Ford owners you meet why they prefer Fords, you would get a wide variety of answers.

Some would say, "Because they seem never to wear out;" others would answer, "Because they cost so little." Many would reply "Because I can get service anywhere;" and just as many, "Because it is the only car I can afford to own."

All would tell you, "Because they

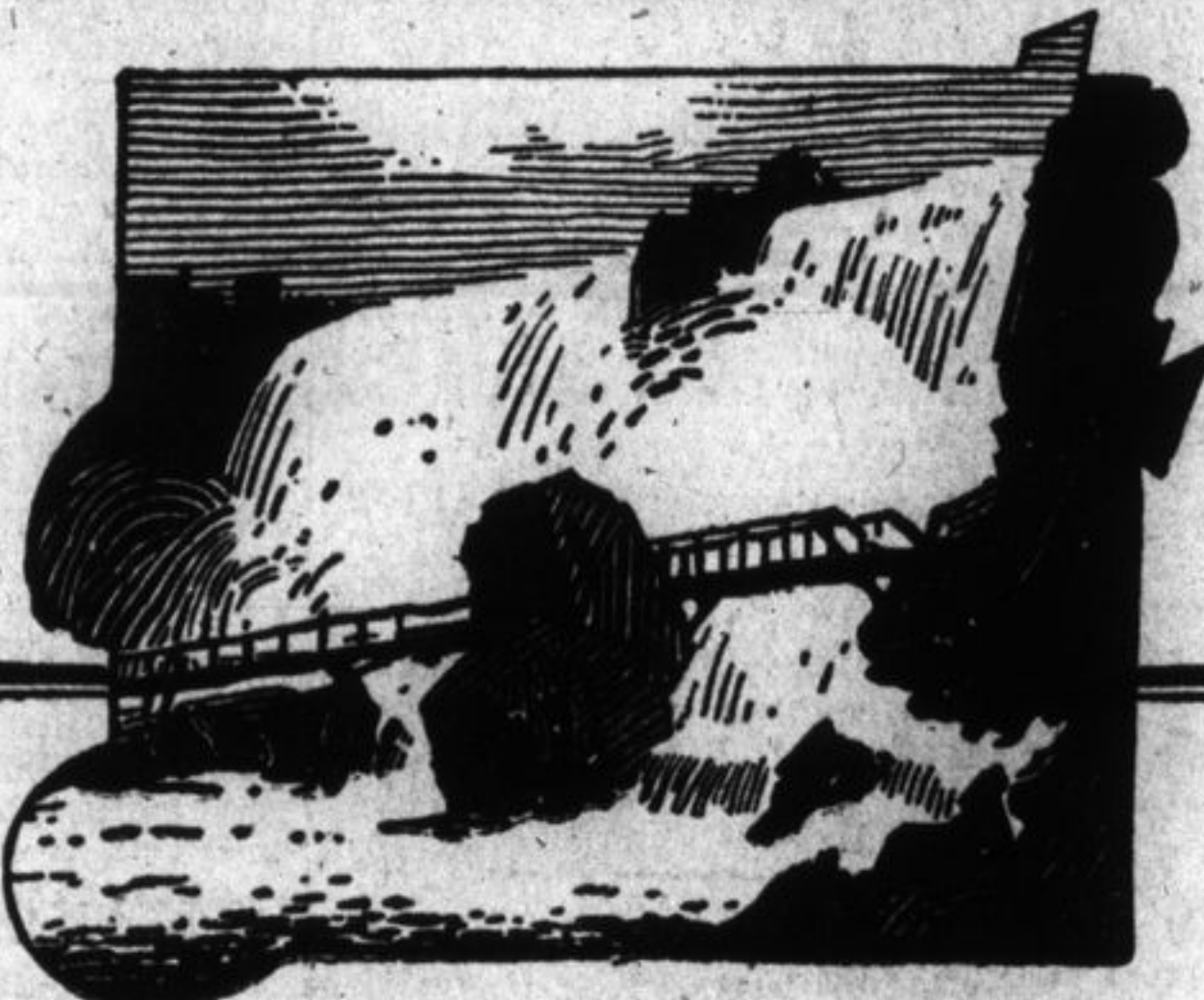
master a bad road in any weather," a woman driver would respond, "Because I can drive it so easily." From the fleet-owners you would hear, "Because I can buy two or three or four Ford Trucks for the price of one big truck.

Wherever you might inquire you would hear expressed these basic reasons why Ford predominates—why, year after year, Ford sales equal the total sales of all other cars combined.

See Any Authorized Ford Dealer



CARS • TRUCKS • TRACTORS



They compare all waterfalls with Niagara as they compare all automobiles with McLaughlin Buick



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McLAUGHLIN-BUICK

CANADIAN ICELANDERS.

Getting a Place in Art, Literature and Exploration.

Iceland is getting a place on the Canadian map, in the diverse fields of exploration, art and literature. Stefansson, the Manitoban of Icelandic blood, has been known for years for his explorations in the Arctic regions, a work which he abandoned a few days ago by announcement from California. His services in charting new lands and waters and in making the world acquainted with the riches he had observed have given him a place of first rank among Canadians pioneering in the wilderness.

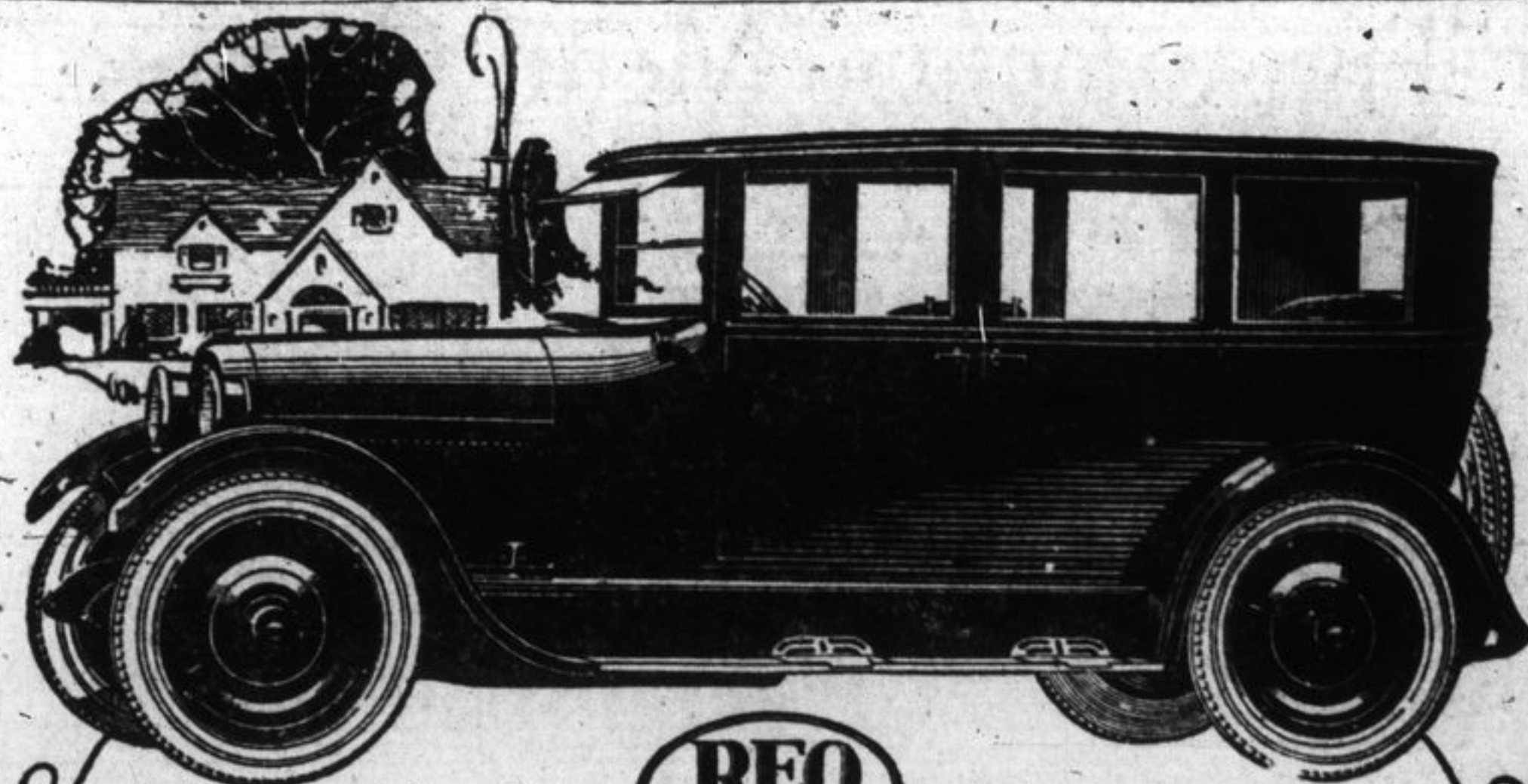
Two other Canadian Icelanders are cited by Austin Bothwell, writing in the Literary Digest International Book Review. "Emilie Walters," Mr. Bothwell writes, "born in Winnipeg of Icelandic parents, has at the early age of thirty made an international reputation as an artist. His 'Spring Blossoms' is hung in the Art Institute of Chicago."

The other contributor to the honor of the race is Mrs. Laura Goodman Salverson, who was in childhood a playmate of Emilie Walters, and who has attracted high praise in recent months by her novel, "The Viking Heart." This story, we are told, was accepted by the publishers after seeing the first 18,000 words. "It was written in three months, and it has the virtues springing from the concentrated ardor of its making, a passionate sincerity, a glow, a verve."

"The Viking Heart" is drawn from the racial story of the author herself. It tells in moving style the experiences of some of the Icelandic families who came to Canada in 1872 and settled on the broad plains of Manitoba and have grown into prosperous and estimable citizens. Touching some of the characters and incidents, Mr. Bothwell writes:

Borga is a magnificent figure; she would have been a fit bride for a Viking. She is the protagonist in the central action which the original name of the story, "The Price of Country," epitomizes. Canada to her is but a farm and a house thereon, won by heartbreaking toil, until her brilliant young surgeon son Thor gives his life to save another's in the mud of Paschendale. How the bitterness in her heart is softened is told in moving fashion. It is the finest bit of writing in any Canadian novel—except, perhaps, the chapter-telling of the birth of Thor—in its restraint and in the insight into the human heart which it displays. The scenes where Bjorn sobs out his grief, where Borga enters her son's room to come out and take up the common task once more—these are unforgettable.

And then there is Finns—or, when she is in her best dress, Mrs. Johnson—she is a most amusing, a most lovable character, with her quaint sayings, her downright candor and sterling kindness. The characters live; one feels one knows them well. They talk as people do talk, they act as people do act. Yet the story is not a direct transcript from life; its realism is "unfallingly poetic." It illustrates admirably Joseph Conrad's fine definition of a novel as "a conviction of our fellowmen's existence, strong enough to take upon itself a form of imagined life clearer than reality."



Powered with a Famous Six-Cylinder Engine

CLOSED car comfort for winter is augmented in the Reo Sedan by extremely practical and superior mechanical features such as:

Famous Reo Six Engine, full 50 h. p. delivering ample power at low engine speeds so as to master icy pavements or snowdrifts, rutted roads or deep gravel.

Quick Starting, due to improved ignition—giant intake valves in head—thermostatic carburetor device automatically giving richer mixture to cold engine—highly efficient carburetor and intake manifold with rapidly warmed hot spot.

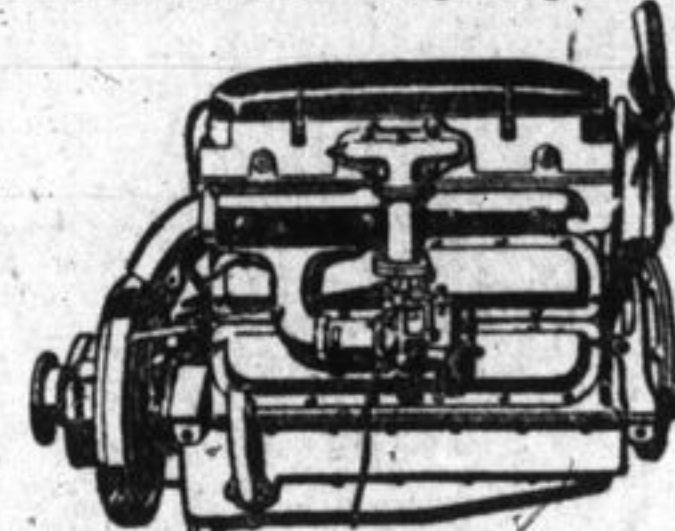
Carbon-Free Valves, kept so because of extreme size permitted by placing intake valves in head and exhaust valves at side.

Gases completely scavenged after each explosion. Tight, three-ringed pistons keep oil out of firing chambers.

Positive Lubrication, insured by Reo self-cleaning plunger pump which forces oil to circulate at all temperatures. Lubrication of valve mechanism controlled by automatic thermostat.

Minimum Oil Dilution, because of quick starting and tight fitting aluminum alloy pistons running in glass-smooth cylinders. Each piston carries three rings to resist passage of raw gasoline in starting.

Jam-Proof Starter, driving through chain to stub shaft. Can not lock with fly-wheel nor fail to engage because of chilled grease. Extra powerful to spin engine against cold oil.

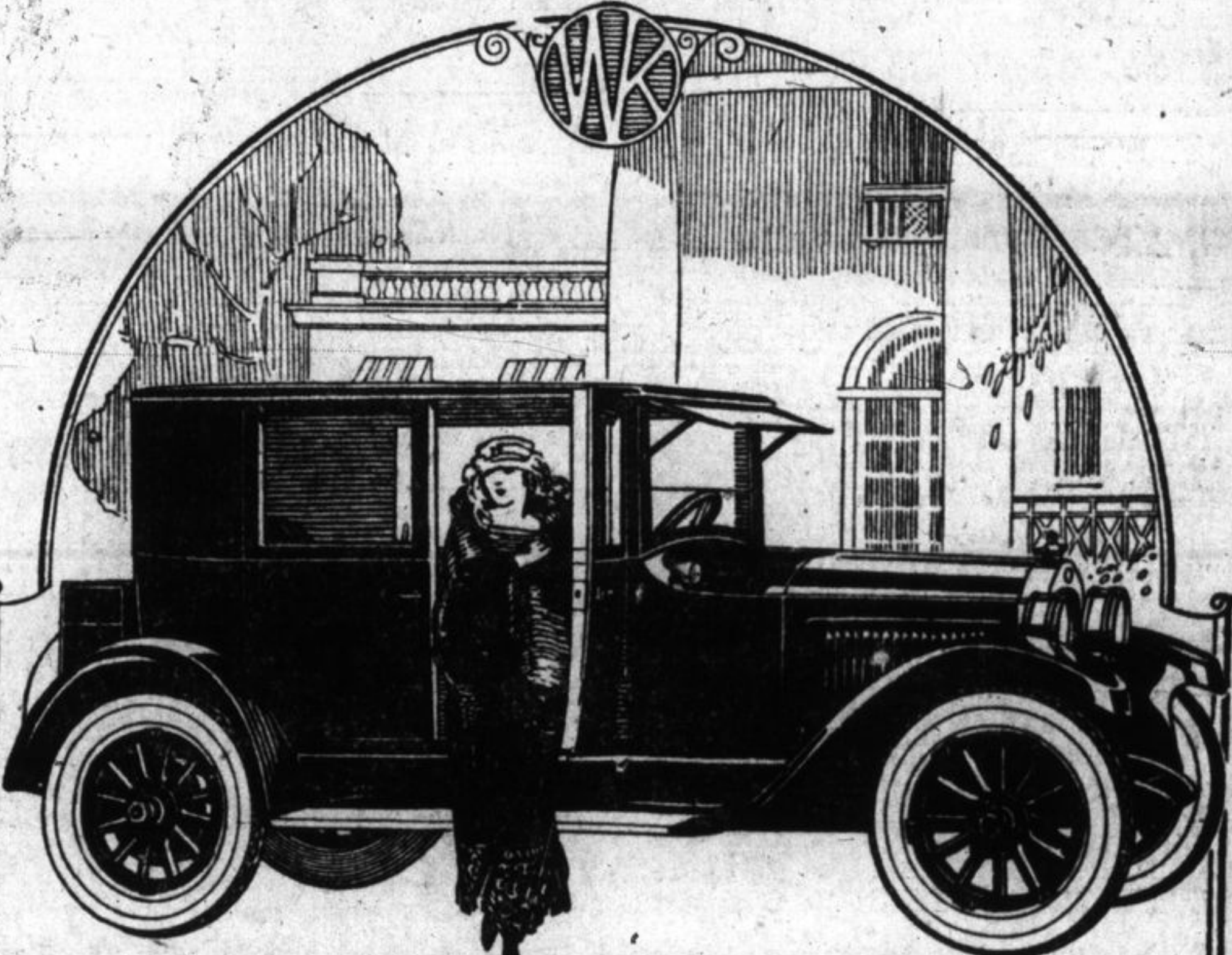


Cradled in a rugged inner frame, engine, radiator and transmission are protected from road shocks and strains. Their weight is skillfully placed to give phenomenal road balance.

Reo valve placement shortens the engine to 40 inches, permitting an unusually spacious front compartment. Both brakes and clutch are controlled by two pedals, eliminating hand brake lever.

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REO MOTOR CAR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO



**WILLYS-KNIGHT
Coupe-Sedan De Luxe**

An Unique Creation of Grace and Charm—of exquisite lines and beautiful curves. Inside, a deep-cushioned haven of cosy comfort, done in long grain Spanish upholstery. Doors both front and rear to make it easy for any occupant to enter or leave without crawling over seats or feet.

Greatest of all features is its marvelous Willys-Knight sleeve-valve engine, which actually improves with use! Great power, silky and lithe as a panther. Great economy in gasoline, oil and upkeep. No valves to grind. Carbon literally aids compression. Owners report 50,000 miles and more without need of a single engine adjustment.

All previous notions of closed car values seem dwarfed and ancient when you come face to face with the Willys-Knight Coupe-Sedan—every inch the car for your money! Get a demonstration—today.

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