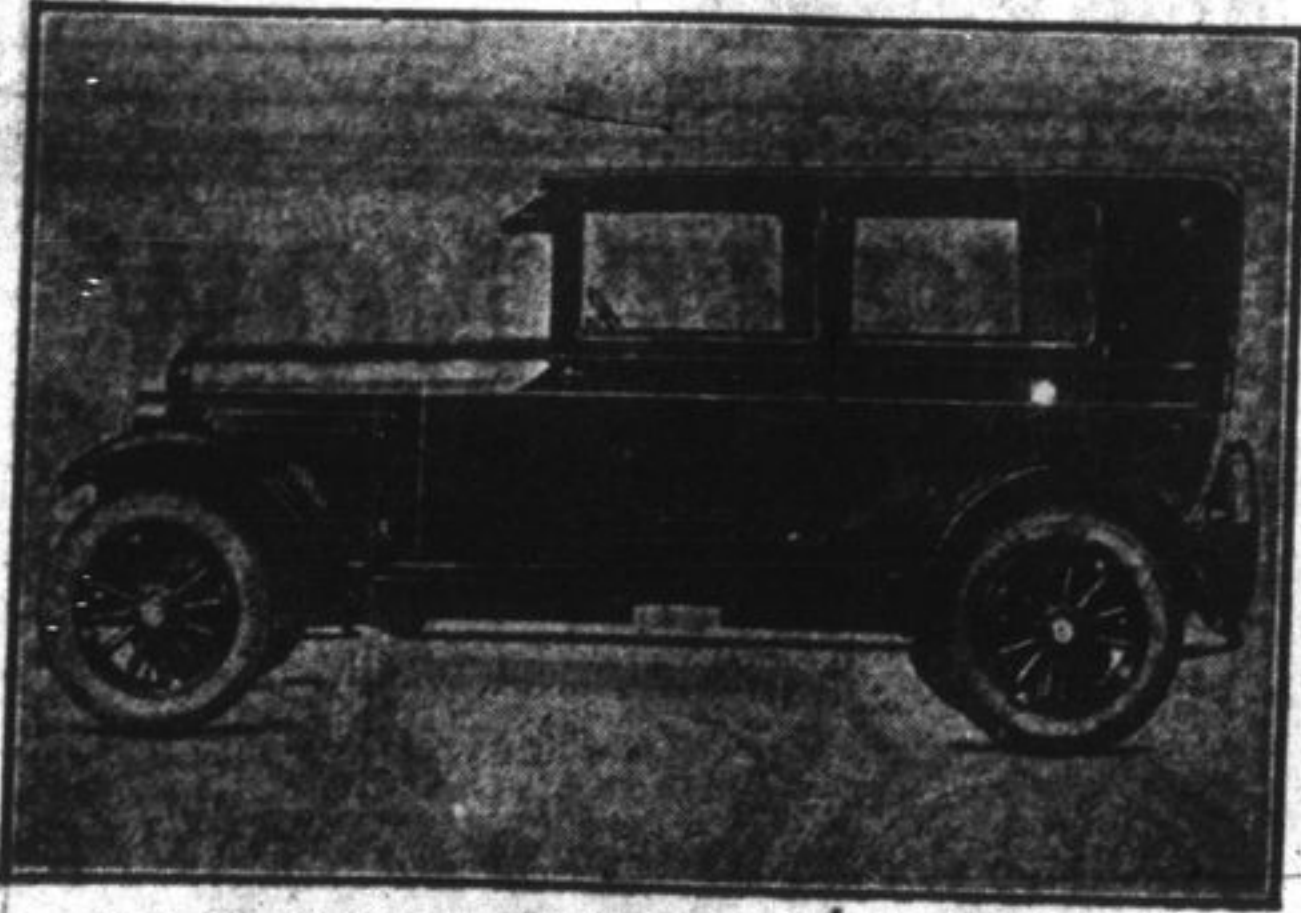


OVERLAND SIX PROVES SENSATION OF SEASON

The Prices Are Within Reach of the Large Class of Buyers.



The New Overland Standard 6 Cylinder Sedan

The new Overland Six opens a new chapter in the low priced six-cylinder field, and already indications are that new production and sales records will be established early in the season. This unusual Six was built to meet the requirements of that large class of car owners who have longed for the smooth operation of a reliable six-cylinder motor, combined with real closed car comfort, at a moderate cost not beyond their means.

Engine is of 3-inch bore with a 4-inch stroke, L-head type. Oil and water pumps, a heavy crankshaft, with light reciprocating parts, Chadwick type interchangeable main bearings, are some of its outstanding mechanical features.

base, long enough for beauty and easy riding qualities, at the same time short enough for easy handling and parking. Both are splendid examples of the new vogue in motor car body construction. Smart streamline bodies—they are both belted at the waistline by custom-designed beading.

The car is capable of better than fifty-five miles per hour, maximum speed, and acceleration tests have shown it to be considerably better than the average of cars of much higher price. At a sustained speed of 30 to 35 miles per hour, gasoline consumption has shown the very high average of 23 miles to the gallon.

Keep Your Brakes Dry.

External four-wheel brakes, being exposed, naturally cannot escape becoming wet when driving for any distance on a rainy day. They should be applied frequently during the course of the run so that the linings will not get waterlogged.



The Imperial

A Score of New Results Emphasize The Difference

If a year ago the Chrysler Six had been merely another new car, its first-year production of over 32,000 cars—the largest ever recorded—would not have been required.

But the Chrysler Six is an entirely new type of car, built on a new kind of engineering which produces results radically different from any yet registered.

The difference of Chrysler engineering is emphasized by the fact that its 3-inch motor develops 68 horse-power, a speed of more than 70 miles an hour and 24 miles to the gallon of gasoline.

The difference is further emphasized by the fact that you can drive comfortably at 60 miles an hour over cobbled streets, that side-sway is eliminated, that it possesses an oil-filter to cleanse all motor oil as the car runs and an air-cleaner for the carburetor.

Everything that Chrysler advanced design means in the operation, comfort and high quality of a motor car will be made clear in a half-hour's driving. We are eager to prove that Chrysler is the best built car you ever drove.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

CLARK BROS.
371 King Street. Telephone 2357f.

CHRYSLER SIX

MATERIALS PRODUCERS WELCOME STRICT CODE

Reo Purchasing Manager Finds High Standards Required Are Not Questioned.

"In order to maintain the reputation for high quality in the products of our shops, it is necessary for us to be most particular about the raw materials we buy," says G. E. Smith, purchasing manager of the Reo Motor Car Company. "The reputation for quality building has been unquestioned for more than 20 years now, and we are more careful than ever to keep it above the possibility of a doubt."

"One of the first prerequisites of fine quality in a finished product is the highest quality in the raw materials used in the manufacture of the product. When it is remembered that ninety-five per cent of every Reo car is actually manufactured from the raw material within the Reo shops, the importance of getting nothing but the best of materials is clearly seen. For Reos, nothing but such highly specialized parts as carburetors and electrical systems are purchased in their finished forms."

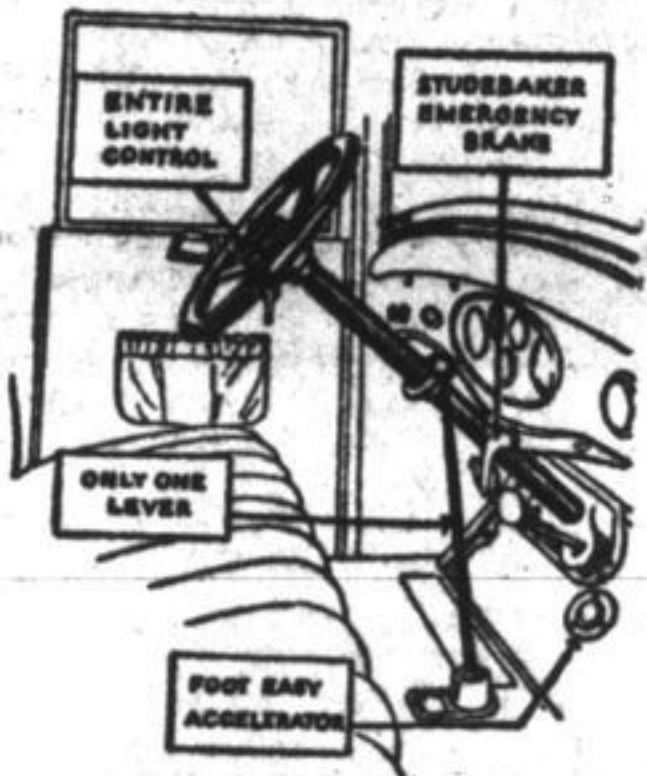
"In order to get the very best of all material that is ordered, it has been necessary for us to draw up a strict code of standards and specifications, one that makes it the job of the materials producer to deliver nothing but the finest stock obtainable. This code is enforced with thorough inspections to which the material is subjected on delivery before being sent to the production department. Needless to say, it is necessary to reject a shipment now and then; but such occurrences are very infrequent."

"It might be expected that in setting up and enforcing such a strict, ironclad code of standards and specifications, we would bring on ourselves the most cordial hatred of all materials manufacturers, but that is not the case. At least, we are never allowed to learn of the dislikes if they exist."

"A part of our buying policy makes it necessary for us to be sure that our specifications are thoroughly understood, and that the limits beyond which all material will be rejected are clear."

"It is worthy of note that the longer we buy from any particular company, the less likely does it become that we will have to reject any delivery. They soon come to learn that when we say our standards are ironclad, we mean just that. And strange as it may seem, these materials producers actually seem to welcome hard and fast limits within which their materials must lie."

CAR CONTROLS



Once, levers stuck out all over an automobile. Controls were scattered all over the dash, on the instrument board, under the wheel and anywhere else the imagination might dictate.

No longer. Congested roads mean that the lighting control must be on the steering wheel, at finger tips, so the driver need not take his eyes off the road just at a critical time, to dim his headlights.

The extra emergency brake lever took up the most important 10 per cent of driver's space. Now that's gone, giving the space back. The lever projects out from under the instrument board, out of the way, grasped more readily than before.

Instead of a high pedal for the foot accelerator, best practice now has it half a sphere, so the foot can be applied from any angle and may rest comfortably on the footboard.

Drivers should insist on these conveniences.

CITIES WANT SHARE OF GASOLINE TAX

Means That City Motorists are Taxed Doubly for City Pavements and Rural Roads.

The demand on the part of cities for a share of the provincial gasoline tax is not confined to Ontario, but is very general throughout the country and, indeed, the continent. Quebec is agitated by such a demand. On this score the Montreal Star, under the caption, "A Fair Proposition," editorially declares:

"Montreal is interested just as keenly as Toronto in securing from our provincial government a share of the tax on gasoline. This city has to maintain its own streets without any help from the government. The great majority of the tax on gasoline for the coming financial year will be paid by Montreal owners of automobiles. Yet, under present proposals, not a cent of that tax will come to Montreal in any shape or form. It will all be expended on roads outside this city—roads the Montrealer uses no more than other inhabitants of the province, if as much, for the major portion of the revenue from the three cent tax is destined to find its way to road work in districts far removed from Montreal Island and environs."

"Already Montrealers are mulcted in a double tax, being compelled to pay one tax to the city and another to the province, though what claim the province has upon Montreal amusements it would be difficult to discern. There are other forms of

taxation, too, that bear with wholly unreasonable harshness upon the citizens, and from which they derive no benefit. The Star has so often drawn attention to the likeness of this city to a milch cow for Quebec that it may seem wearisome reiteration, but this matter of a gasoline tax, not a nickel of which is to be devoted to our own roads, or our own interests, does seem adding one more wholly unjustifiable burden upon a community already heavily weighed down with taxation, both direct and indirect. Surely the provincial government might allocate a certain percentage of the new levy on gasoline for the use of the city and its immediate approaches."

Accounts for Skipping. Motorists who have been told to drive with the accelerator frequently make the mistake of paying too little attention to the hand throttle. Failure to consider the latter accounts for much of the inability to get smooth performance from the car without slipping the clutch or coasting over the low speeds. With the hand throttle set for mere idling of the engine there is naturally a break between this speed of the engine and the minimum speed at which it pulls the car in high gear.

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We give special attention to Dry and Wet Storage. Specializing in Auto and Radio Batteries at reasonable rates. Just phone 375. We call and deliver.
G. McDougall Battery Service
119 CLERGY STREET (Near Princess)

U. S. NOT REPRESENTED IN SOVIET MOTOR TRIALS
London, April 18.—European representatives are watching with interest preliminaries for this year's international motor trials to be held in August under auspices of the Soviet government. While it is not likely that any cars made in the United States will participate, it is quite probable that several Americans will be on hand to make note of what transpires, so as to be able to report to their respective factories.

A committee has been formed in London to arrange for British participation, the chief object of which is to test the suitability of foreign made cars in Russia and to familiarize potential purchasers with types of motor cars at present not well known in the Soviet Republic.

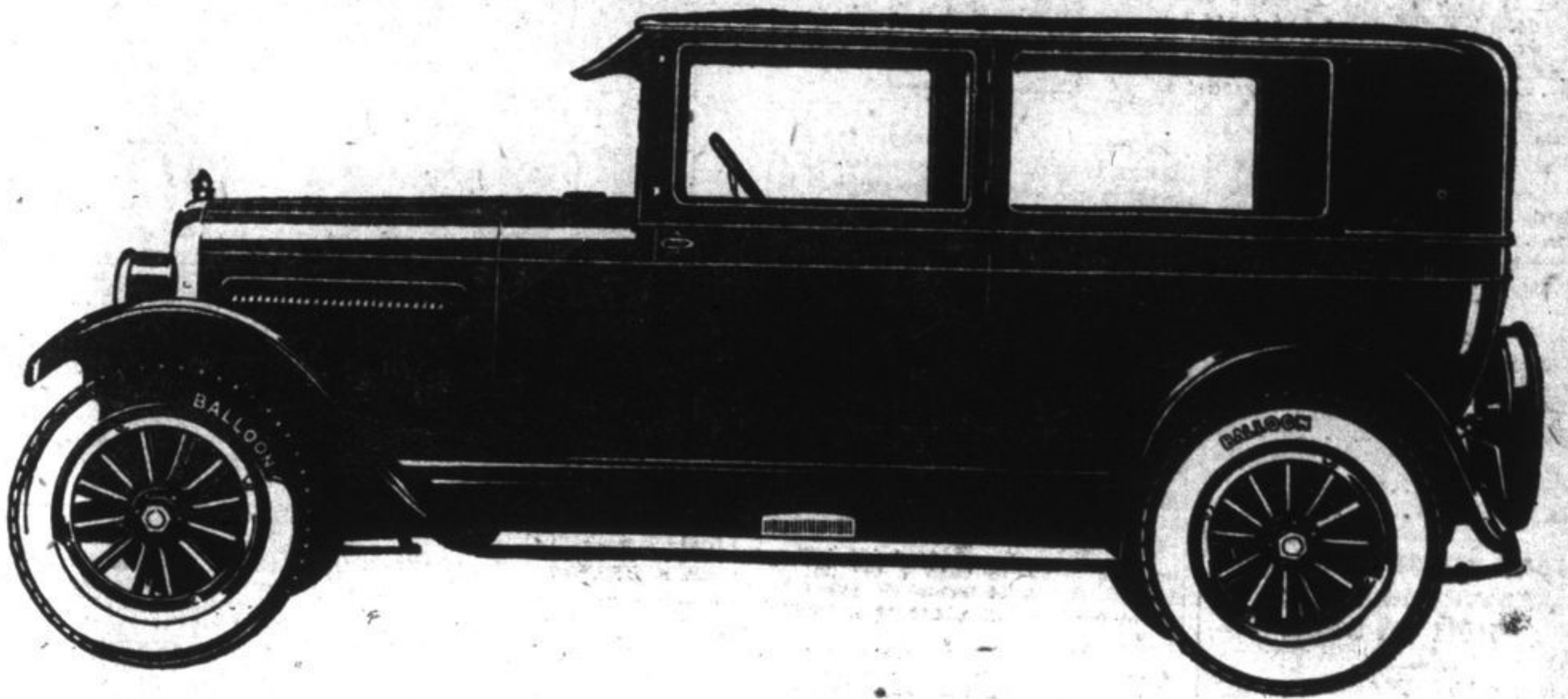
Automobile dealers of France and Germany are also planning to take part.

All types of capes are being stressed, some with fitted shoulders, and other circular models, and in all lengths and materials.

See the New **OVERLAND SIX**

\$1400

F.O.B. Factory Toronto, Taxes Extra



The Engineering Surprise of the Year... A Powerful Six without a rival near its Price

It is an accepted fact that the new Overland Six is the most brilliant engineering achievement of the year. A new delight to the eye! A new thrill to drive! A joy to ride in! A revelation in six cylinder economy—today the most talked about car in Canada.

People say it far outclasses any other car in its price field... in charm of design... in beauty of finish. People are actually thrilled with its acceleration on hills and with its flashing response in traffic. The new Overland Six outclasses other cars in all of these things because of its advanced engineering.

You should see the New Overland Six—and don't deny yourself a good ride. Then judge how precisely Willys-Overland has sensed and gratified the ideal of those who seek style and distinction without extravagance.

Standard 2-door Sedan, \$1,400; De Luxe 4-door Sedan, \$1,635. F.O.B. Factory, Toronto. Taxes extra.

ARTHUR CALLAGHAN
210-214 Wellington Street, Kingston.

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NOTICE TO CAR OWNERS
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