

In the Automobile World

Re-fit Now!

DOUBLE STRENGTH

HIGH MILEAGE



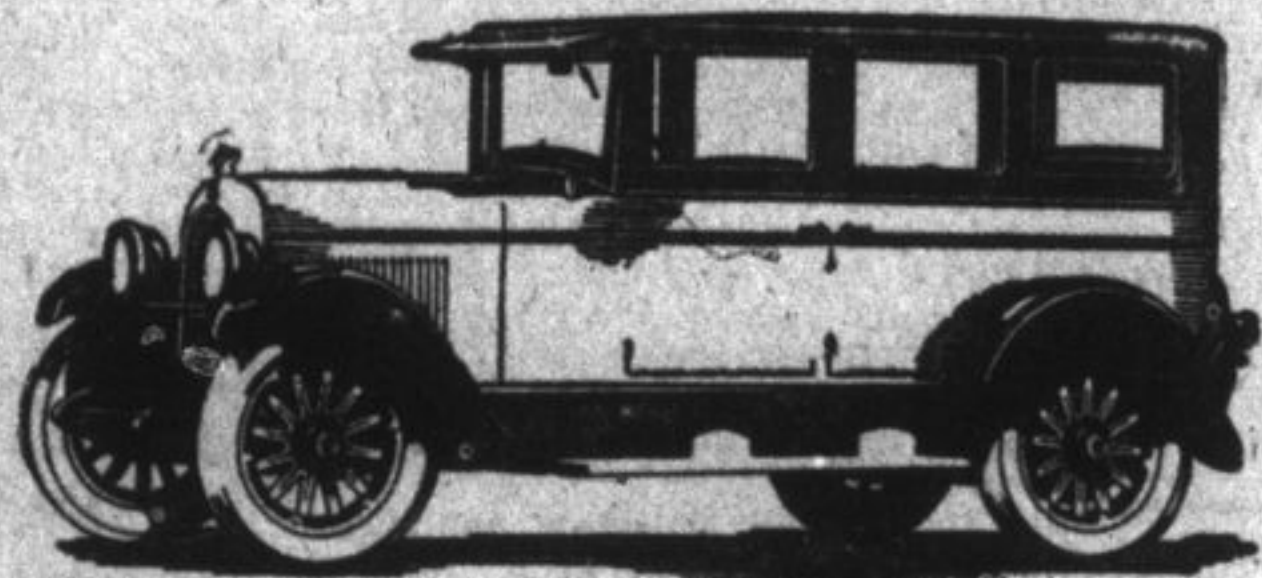
Suitable Types — Suitable Prices



There is an efficient Dunlop Official Service Depot in your locality to co-operate with us in filling your demands to your entire satisfaction.

Tire Advantages.
Tire equipment is of vital importance to the automobile purchaser. To insure tire quality commensurate

with its product, the Willys-Overland Company is providing full four-ply and six-ply balloon cord tires on all Willys-Knight automobiles.



Chrysler "70" Sedan

Chrysler "70" Performance Tells How Great is the Difference

The most conclusive endorsement of the inbuilt quality of Chrysler "70" is given by men and women who for years drove the costliest cars that America and Europe could produce.

These men and women have unhesitatingly expressed preference for Chrysler "70", discarding their bulky and cumbersome

equipages for the verve of Chrysler performance, Chrysler compactness, Chrysler roadability and the magical ease and comfort of Chrysler operation.

We are eager to demonstrate these qualities—found only in Chrysler "70"—which appeal so convincingly to those who know and appreciate true motor car superiority.

CHRYSLER "70"—30 miles per hour—1 to 25 miles in 7 1/2 seconds—60 horse-power—hydraulic four-wheel brakes.
CHRYSLER "30"—25 miles per hour—30 miles in 10 seconds—2 1/2 to 25 miles in 3 seconds.
CHRYSLER IMPERIAL "40"—As fast as money can be had—100 horse power for 5 to 7 passengers—40 horse power—30 miles per hour.
All models equipped with full balloon tires.

We are pleased to extend the convenience of three-year payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.
All Chrysler models are protected against theft by the Federal patented car numbering system, pioneered by and exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER "70"

CLARK BROS.
371 King Street. Telephone 2357f.

Moderating Excessive Radiator Activity

Overcooled Engines Increase Winter Driving Troubles

MOST MOTORISTS know that fuel efficiency, oil economy, smoothness of operation and minimized engine wear are not attainable unless the circulating water is kept hot and that this condition is not realizable in cold weather, if the radiator is allowed to operate at its full activity. If economical operation is to be secured, the heat dissipating powers of the radiator must be restrained in winter.

Carelessness in Heat Conservation

These facts are however ignored by very many—perhaps by a majority of motorists—and a large proportion of the cars that are in service during cold weather seem to be run as if it were mid-summer, so far as controlling radiator activity is concerned. The loss of fuel and the annoyance due to this careless or ignorant disregard of temperature conditions is in the aggregate stupendous.

Keeping The Radiator From Radiating

In the winter, loss of engine-developed heat, through the radiator should be as nearly as possible prevented, both during the warming up and standing idle periods and it should be reduced while the car is in operation. Covering the radiator front to prevent the contact of cold air and the passage of the fan draft through it is the most effective way of reducing the loss of heat, but covering the radiator top and the whole hood is helpful. Motorists are recommended never to leave their cars standing in cold weather with the radiator-front unshielded, as hard starting, waste of fuel, oil dilution and "rough" engine operation are greatly aggravated thereby. Form the habit of leaving the radiator covered, when the car is garaged for the night and of leaving the shield in effect during starting and warming up.

Thermostatic Regulation

The radiators of cars which are fitted with thermostatic valves, controlling the water flow, are entirely cut out of action until water temperature rises to the point where their services are needed, but this form of automatic water temperature-control is not in very general use.

Attachable Radiation Controls

Other forms of radiator activity-control are as follows, all of which are attachable to most cars: The well-known padded-hood cover and radiator front curtain, which is effective, but not readily regulated from the driver's seat. The dash adjusted, manually operated shield, of the Venetian blind type made of inter-connected slats—a very effective arrangement, but subject to human forgetfulness and consequent overheating effects and finally the attachable front of the foregoing type, but thermostatically instead of manually operated, and thus automatically adjusted and proof against the operators' negligence.

COLLISION AFFECTS STEERING



O. M. G. writes: The other day, I accidentally ran the right front wheel of my car into the curbstone while slowing down to leave a passenger and it seems to me that the car has steered rather crankily ever since. When this happened the car was barely moving and I cannot see that any harm was done. What if anything do you think was damaged?

Answer: The tie-rod, that connects the two front wheels, may have been bent by the collision, thus throwing the wheels out of alignment, which is bound to affect the steering. You better test the wheel for parallelism. This is done by turning the hand wheel until both forward wheels are as nearly as possible in line with the corresponding rear wheels and then measure the distance between them at the front and at the back. These distances should be practically equal but the former should be about one-quarter inch less than the latter. Both wheels should point downward and toward each other by the same amount. The right wheel, when jacked up, should run true unless it was sprung in striking the curb.

INCOMPLETE CLUTCH RELEASE

L. W. writes: The clutch of my car does not fully release and thus causes considerable grinding of the gears. In attempting to engage them to start from rest, but it does not jerk the car, when it is engaged. What can be done to correct this?

Answer: Are you sure that the pedal does not strike the foot-boards, when it is pushed fully forward? It should not do so and, if you find that it does, the set-screw on the arm of the clutch-shaft, should be adjusted in, so that the pedal will strike it somewhat earlier in its forward travel. This multiple metal disc clutch runs in oil and unless the oil used is thin—a half and half mixture of kerosene and engine oil—the discs will stick together and drag, especially in cold weather.



AUTOMOBILES SHOULD BE USED AS PLACE OF RELAXATION

Next to the house he lives in, a man's automobile is one of the most

important purchases of his life, and there is a good deal of similarity between the two.

Not only does an automobile represent a considerable investment, but the average car is utilized by some member of the family nearly every hour of the day. In order to get the fullest satisfaction from utility, therefore, it is a good plan to apply the same principles in choosing an automobile that one would in choosing a house.

In the first place he should be sure he can spend long hours in it with perfect comfort. It should be, indeed, a place of rest and relaxation.

GAS AND OIL GAUGES SHOULD BE WATCHED

Ammeter Also Should Not Be Ignored by Any Motorist.

The gauges are placed upon the instrument board for a purpose, and it is well to watch them. When the gasoline indicator shows a low state of the fuel tank, a stop at a filling station may prevent a walk. The ammeter tells whether the battery is charging. The oil gauge shows whether the engine is getting proper lubrication. It does not tell how much oil there is in the motor, but if the hand fluctuates violently, it is a good idea to make an examination.

Buy European Cars.
American auto manufacturers are slowly losing the hold they had on the Greek motor market. During the last years of the war and a few years following, American made cars had almost exclusive sale in Greece. However, during the past few years, French and Italian manufacturers have been successful in introducing their cars in that country.

Autoists More Careful.
Automobiles killed 36 persons per day during the month of February, the lowest record in 14 months, according to an estimate by C. E. Robb, statistician of the National Safety Council. Seventy-four per cent of the victims of the automobile accidents were pedestrians and 17 per cent of the pedestrians were under 15 years of age; 37 per cent of them were over 55 years of age.

One Car For Six.
There is now one motor vehicle for each 5.8 persons in the United States. California has only 2.9 persons for each motor vehicles, while Iowa has 3.6, Nevada 3.7, Kansas 4 and Oregon 4. At the other end of the list is Alabama with 12 persons per vehicle, but this state ranks among the highest in increase during the year.

Still Another Record

First came January—greatest in Dodge Brothers history!

Then February—another record month!

And now, at the hour this is written, reports from all parts of Canada clearly indicate that March not only surpassed every previous March but piled up the greatest record of sales EVER achieved by Dodge Brothers great organization.

An overwhelming expression of public confidence in Dodge Brothers and in the goodness and value of the car they build!

Experience has taught more than 1,600,000 motorists that Dodge Brothers product stands alone and unparalleled in solid dollar-for-dollar worth.

Thirty thousand new owners a month are finding everything they value most highly in a motor car!

Long Life — Dependability — Exceptional Riding Comfort — Good Looks, and Smoothness of Operation.

And they also find SAFETY in the all steel body construction, double-strength steering unit, and a chassis made brute-staunch with more pounds of drop-forgings and chrome vanadium steel than in any other car in the world, regardless of price.

Touring Car . . . \$1095 Coupe \$1170
Roadster 1095 Sedan 1235
F. O. B. Toronto, Taxes to be added

M. OBERNDORFFER
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DODGE BROTHERS MOTOR CARS

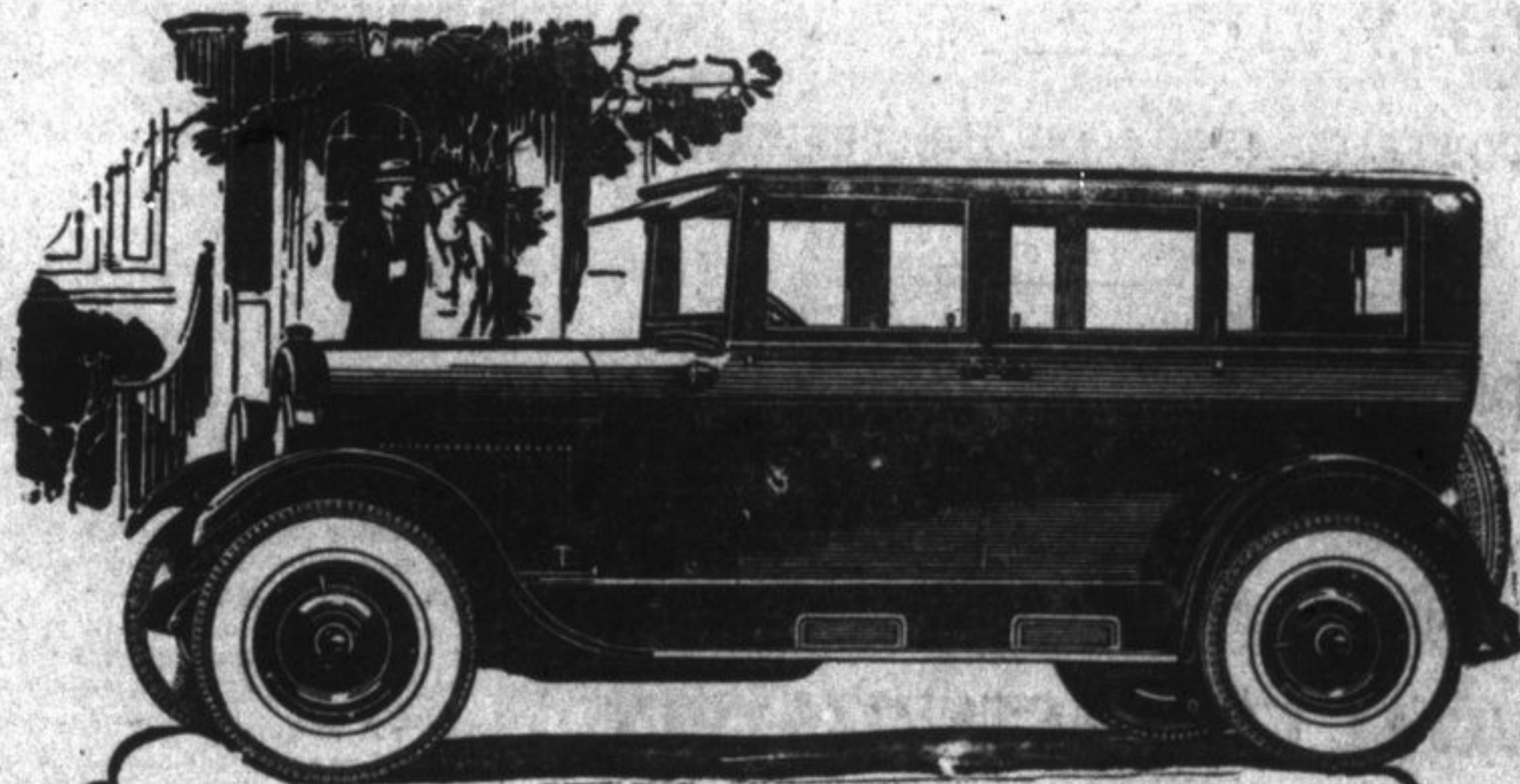
MADE IN CANADA

Watch "White Lines."
White lines are painted on highways to warn motorists of curves, hills and intersections. Careful motorists will observe the warning by keeping to the right of the curve and hill lines and slowing up at an intersection where so warned. It is not, however, a violation to cross the line unless the operator of the motor vehicles attempts to do so in passing a motorist proceeding in the same direction on a hill or curve

where the view is obscured for 200 feet ahead.

Venice Bars Autos.
The city of gondolas is to remain auto-free, according to recommendations made by Giovanni Guarati, minister of public works. The minister said that he would not authorize the enlargement of a railway bridge connecting Venice with the mainland for the use of automobiles.

Clear Hood of Snow.
Before starting the engine after the car has been standing out in falling snow it is important to brush the snow off the hood. Failure to do this is responsible for a large percentage of dull hoods in spring-time. Cold hoods with warm motors are a bad enough combination for any paint job without keeping the hood covered with snow until the metal has been heated.



Reo "Series G" Sedan

INSTITUTIONAL soundness ~ ~ the most reliable corps of trained factory workmen in the industry ~ ~ manufacturing self-containment which eliminates parts makers' profits.

These are some of the factors that have made it possible for Reo to design, manufacture and sell the Series G Sedan at a price never before associated with a full-sized, four-door sedan or similar quality.

Boyd's Garage
129 Brock St.
Phone 1000

REO MOTOR CAR COMPANY OF CANADA, LIMITED
Windsor, Ontario