

## BRITISH WIN IMPORTANT SUCCESS

London, July 15.—The British offensive was resumed today. The war office announced that at one point the Germans were forced back to their third line positions. More than two thousand prisoners were taken.

Paris, July 15.—A violent artillery duel, in progress in the fleur sector, the war office announced today. A German attack on a trench northeast of the Avoucourt redoubt was repulsed, the official statement asserts, and German attempts to undertake attacks in the Apremont Forest were checked by a curtain of fire.

London, July 16, 12:40 a.m.—Further important successes on the German second line have been gained by the British, according to the official communication issued at midnight. The British captured the whole Delville Wood and repulsed a strong counter-attack.

"North of Bazentin-Le-Grand our troops penetrated the German third line at the Bois de Faureux, in which we obtained lodgings. In this neighborhood a detachment of the enemy was successfully accounted for by a squadron of dragons, guards—the first opportunity for mounted action afforded the cavalry since 1914.

Petrograd, July 16, via London, 5:25 p.m.—Russian troops have captured the town of Baburt, in Turkish Armenia, by assault. This information was given in an official statement, issued by the Russian war office today. Baburt is 65 miles north of Erzerum, and about 30 miles south of the Black Sea port of Trebizond.

## THE CITY SCHOOLS

Explanatory Letter From Mr. Manning of the Board of Trustees

To the Editor of the Times:

Sir, Your editorial of last week referring to the Monday meeting of the school board was misleading in some particulars, in that you did not seem to understand the position taken by active members of the board. Will you kindly allow me some of your valuable space in order to place school matters in St. John correctly before the public?

The Schools Act allows a maximum assessment of \$150,000 with any further amount required for interest on debentures and for repairing and furnishing school buildings. The amount asked for this year by the school board was \$180,424, which includes \$24,427.50 for coupon interest and only \$6,000 for repairs.

Every child knows that expenses are very much higher than in former years and are increasing, so that money does not go so far in repairs as it did. Having no way of increasing our allowance for repairs except by increasing the amount asked for from the city and the commissioners being unfriendly to such a request, much has had to be left undone. It is true that the school board went to the legislature seven years ago and got an addition of \$20,000 added to the limit to which they might assess, but after careful consideration we put this whole amount of increase into teachers' salaries, as it was absolutely the first opportunity we had to do any sort of justice to a notoriously underpaid profession.

This was a God-send to them, but it did not help out the board in the care of their buildings. St. John has twenty-three school buildings, many of them old and with their original roofs on, and

needing much repairing every year. If they go unrepaired for several years, it means waking up some day to find a great big expenditure needed to get even again, and will mean much bitter criticism.

Again, all our schools are crowded to the limit and past it. Three (Alexandra, Dufferin and LaTour) have each two extra rooms boarded off from their exhibition halls to hold the surplus and more children are yearly coming forward. This year we have passed the 8,000 mark. Halifax, with about 150 more children, is spending this year \$60,000 more on schools than St. John. Montreal, Toronto and Quebec spend about 60 cents of every tax dollar on schools. St. John spends 46 cents, and grows at that. The average citizen has been taught that our school board is spending too much money. It is not true. We have not had enough! We need three new school buildings right away. We cannot keep bright, clean, sanitary, up-to-date schools for 8,000 pupils unless we are prepared to spend more on them. Streets and their maintenance are costing St. John this year \$111,000. They do not compare in importance with the education of our generation of citizens. We should be ashamed of our 46 cent rate, which can only appeal to those who have no children, or who, having them, patronize private schools.

Now, I am jointly responsible for the condition of Victoria, Victoria Annex, Centennial, Manual Training and Domestic Science and King Edward schools. To put these in proper repair there are needed new roofs, new iron work, a new boiler, new hardwood floors, new ceilings, new sanitary, new radiators, new blackboards, etc.; then, lastly, paint and new painting and varnishing. Rather a large order, but it is all needed and needed right now. Do you know how the repair fund for the year was spent? The repair fund this year to do any or all of this work on these particular schools? \$1,150. How far do you think

this will go at present price of labor and materials? The fire escapes on the Centennial school are in a deplorable condition, yet every year it has to wait. The only remedy for these conditions is a more generous grant to our city schools. The time has come when we are trying to do his whole duty to find so much misunderstanding on the part of the public and the press and such a lack of sympathy at city hall.

Thanking you, sir,

Yours sincerely,

JAMES MANNING.

MIDNIGHT CASUALTY LIST

INFANTRY.

Wounded—Michael Muzer, Chatham (N. B.).

MOUNTED RIFLES.

Previously Reported Missing, Now Unofficially Prisoner of War—Thomas I. MacDonald, 180 South street, Halifax (N. S.); Charles McRae, Rodney street, West St. John (N. B.); John E. P. Tacey, 42 Richmond street, St. John (N. B.).

The roc, a fabulous bird often referred to in the "Arabian Nights," was believed to be of such enormous size and strength as to be able to carry even elephants in its talons.

## FERROZONE

Will Give You Appetite and Good Digestion

Ferrozone will in one week give you a splendid appetite, and will so improve digestion and assimilation that full benefit will be derived from everything that you eat. There is nothing like Ferrozone to create a keen healthy relish for food for the blood, and a tonic for the nerves and brain. To those leading a sedentary life it is a perfect boon.

The reverend Dennis O'Brien, D. D., the well known Evangelist says of Ferrozone: "I have pleasure in saying that I have found Ferrozone a remarkably good preparation. It keeps up one's appetite, cures nervousness and sleeplessness, and perhaps is the very best tonic I have used. Being in the form of a chocolate coated tablet, it is both pleasant and convenient to take and is well worthy of my highest recommendations."

This is an example of the way people of the world who have used it, and should be convincing evidence of its unusual merit. It is warranted to cure indigestion, dyspepsia, lost appetite, rheumatism, kidney and liver troubles, catarrh and all other diseases arising from impairment of blood or nerve tone. Refuse to accept a substitute for Ferrozone. Every druggist sells it 50c. per box, or three for \$1.25.

## BERLIN REPORTS

## BRITISH LOST SHIP TUESDAY

British Admiralty Brands German Announcement as False Italian Destroyer Sunk by Austrian Submarine.

Berlin, July 15, via wireless to St. John.—The admiralty announced today that on July 11, German submarine sank a British auxiliary cruiser of 7,000 tons.

"On the same day German submarine of the British coast sank three British patrol boats. The crews were captured, and one cannon was taken.

False Says British Admiralty. London, July 16.—Replying to the German admiralty announcement of yesterday that a 7,000 ton British auxiliary cruiser and three guardships were sunk

in the North Sea July 11 by German submarines, the British admiralty today stated:

"There is no truth in the report of the sinking of an auxiliary cruiser and the guardships were armed trawlers."

Italian Destroyer Sunk. Berlin, July 15, by wireless to St. John.—The sinking of an Italian destroyer by an Austro-Hungarian submarine was announced in an official statement issued today from Vienna. The announcement follows:

"An Austro-Hungarian submarine on the afternoon of July 10 sank an Italian destroyer of the Indomito type. One of our naval air squadrons bombarded effectively military establishments and the railroad stations at Padua. The aeroplanes returned unharmed, although they were shelled heavily by anti-aircraft guns."

The Indomito, laid down in 1912, was 289 feet long, displaced 880 tons, and was armed with one 4.7½ inch gun four 12-pounders, and two torpedo tubes.

## IF ALL PLAYED OUT,

## TRY THIS PRESCRIPTION

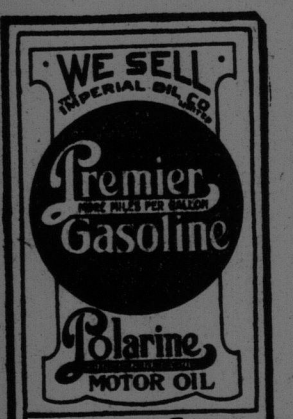
When that overpowering weariness and a never-rested feeling comes over you, it shows some serious disorder is undermining your health. The cure is simple. Build up the system and nourish the body back to health by pure wholesome blood.

The one sure means of doing this is with Dr. Hamilton's Pills. They are a marvellous aid to appetite, convert all you eat into nutriment and thus build-up material. A weak body is supplied with new nerve fibre, hardy muscle and firm flesh. Lasting good health is sure to follow. If you really want to get well and stay well, use Dr. Hamilton's Pills, 50c. per box at all dealers.

He—"May I kiss you just once?" She—"No." He (unabashed)—"Then, how many times?"

## ARE YOU HAULING AN EXTRA BURDEN?

You are, unless the vital points in your motor are properly lubricated with a reliable, durable oil.

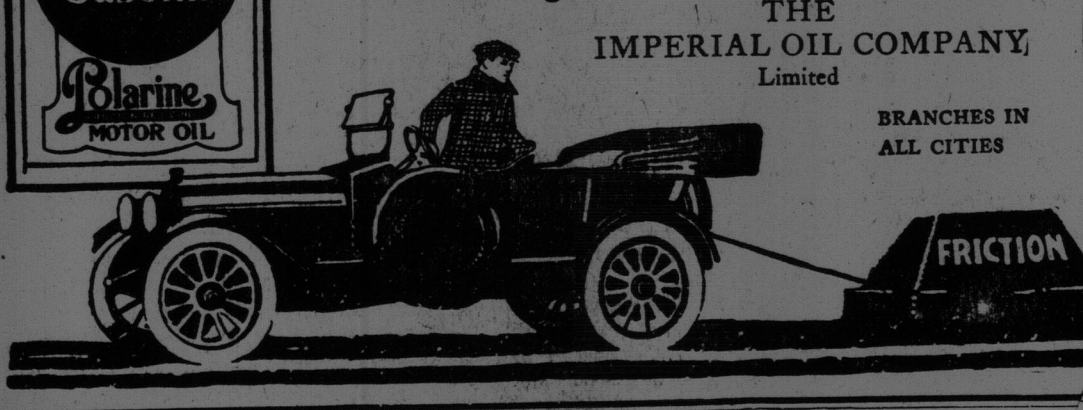


**Polarine**  
FRICTION REDUCING MOTOR OIL

is a durable oil. It stands up under the heat of the cylinder so that it can be used over and over again with little or no loss of lubricating efficiency. Buy Polarine and Premier Gasoline under the "Red Ball" sign.

THE  
IMPERIAL OIL COMPANY  
Limited

BRANCHES IN  
ALL CITIES



## AUTOMOBILE STOCKS

are making more money for the investor than any other stocks on the market. Had you invested a few hundred dollars at the beginning with Ford, Hupp, the Reo, Saxon, Chalmers, Paige-Detroit, Chandler, White or any of several others, you would have a tidy fortune today.

Today the automobile industry is established along permanent lines and today it is paying bigger profits than ever before in the history of the business. It is a solid fact, however, that the big money has been made by those who had the foresight to get in on the ground floor with a newly established company. It is very true that some large profits have been made on the Stock Exchange during the past few months, but it is equally true that much larger profits have been made by those who bought these stocks when they were first put out and the companies were being organized.

We are the largest exclusive dealers in automobile securities in the country. We do not handle any other stocks or bonds. We devote our entire time and attention to the automobile security market. For that reason we believe that we are in a better position to furnish facts and information and advice regarding automobile securities than any other brokerage or banking house in the United States.

Within the last few months Willys-Overland has advanced \$130 per share.

Reo has advanced over \$30 per share.

Chevrolet was selling for less than \$100 a few months ago, and is now over \$200 per share, and if you had bought Paige-Detroit you would have more than doubled your money.

The above advice is worth while and can be verified through any broker.

Regardless of the merit of other automobile securities, we today advise the purchase of Emerson.

We urge all of our clients and readers to act promptly, for the price is on the eve of a big advance.

ROBERT P. MATCHES & CO., Inc.

Successors to C. R. BERRY & CO., Inc.

310-313 Newport Bldg., 68 Devonshire Street, Boston, Mass.

Please send me catalogue, photographs and full information regarding an investment in the Emerson Motors Company.

Name.....

STREET.....

CITY.....

St. John (N. B.), Times-Star, July 15 and 17.

## SPECIFICATIONS

MOTOR—3 3-4x4, cast en-bloc.

RADIATOR—Thermo syphon cooling.

TRANSMISSION—Selective type, three speeds forward and one reverse in unit with motor.

CLUTCH—Multiple disc.

CONTROL—Centre lever operated by right hand, on transmission direct.

IGNITION—Distributor in connection with battery.

CARBURETOR—Float feed.

GASOLINE—10 gallons capacity.

FENDERS—Covered.

LAMPS—Two head and one tail.

HORN—Electric.

TOOLS—Tool kit, jack, tire repair kit and pump.

THE EMERSON MOTORS COMPANY is incorporated with a capital stock of one million shares, each of a par value of \$10.00. Three hundred thousand (300,000) shares of this stock is 7 per cent. preferred, but at the present time all the Preferred Stock is in the Treasury. The Treasury also holds at present two hundred thousand (200,000) shares of the Common Stock. The company has no debt, has a substantial cash treasury and is actively engaged in manufacturing its first cars at its factory in Long Island City, New York.

DEMONSTRATING CARS ON DISPLAY IN NEW YORK CITY TODAY.

The Officers and Directors include:—

Willis Geo. Emerson, Chairman Board of Directors.

I. A. Campbell, President (formerly Treasurer and General Manager of the Imperial Automobile Company).

R. C. Hupp, Vice-President (formerly Vice-President and General Manager of the Hupp Motor Co. and automobile engineer of international repute).

George N. Campbell, Secretary and Treasurer (formerly Secretary and Factory Manager Imperial Automobile Co.).

M. S. Shanks, Assistant Secretary (formerly Secretary of the Hupp Motor Company of Detroit, Mich.).

George B. Gifford, Director (General Manager of the Standard Oil Company, 26 Broadway, New York, N. Y.).

Jesse R. Leonard, Director (Director Columbia National Bank, Pittsburgh, Pa.).

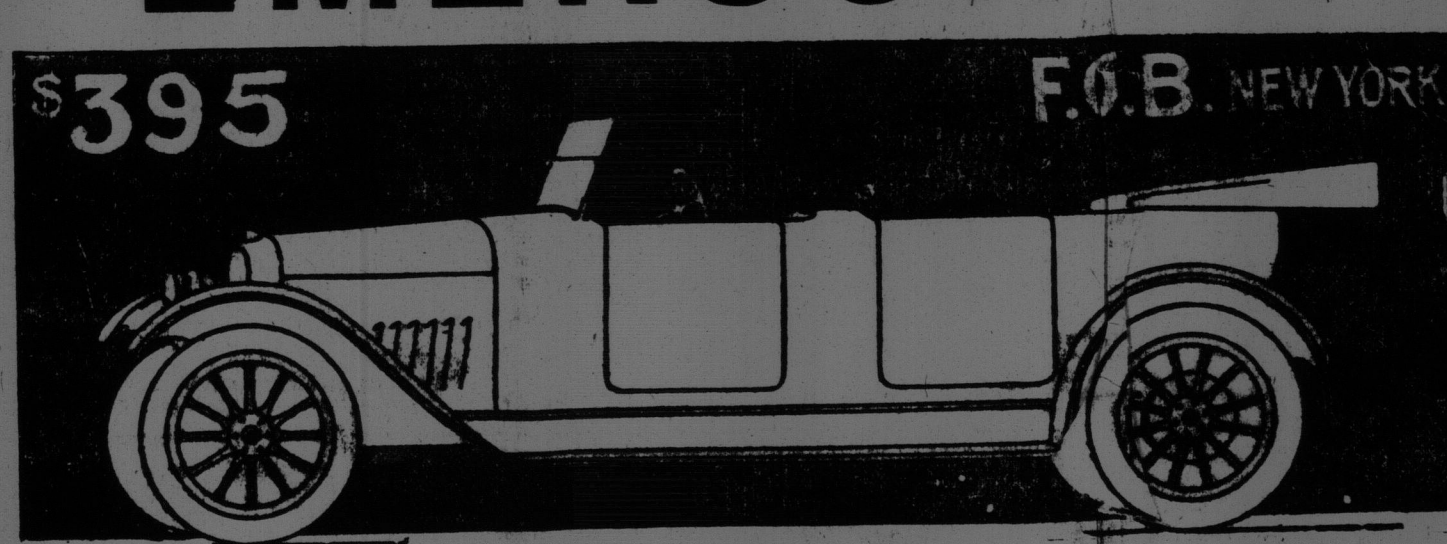
Amos H. Stevens, General Counsel (Travelers Insurance Company), also General Counsel Stutz Automobile Company.

In addition to these the Advisory Board contains the names of many men prominent throughout the United States in the banking and business world.

The books of this Company are audited every month by The American Audit Co.

This new five-passenger touring car, to sell at the low price of \$395, is the result of Mr. R. C. Hupp's many years' experience.

## THE EMERSON "FOUR"



## The Lowest Priced 5 Passenger Car in the World

110-INCH WHEEL BASE

## AUTOMOBILE PROFIT SHARING

You Can Share in the Enormous Profits Now Being Made in the Manufacture of Automobiles. Read Every Word of this Announcement Whether You Have \$20 or \$20,000

## YOUR OPPORTUNITY

During Mr. Hupp's long experience in the automobile world, and in the course of the evolution of the automobile industry for the past fifteen years, during which period his fame has become international, he says, after carefully checking everything over, that this new creation is without question the most perfect in design, durability and line of any low-priced automobile ever made.

It is well known that Mr. R. C. Hupp's approval and opinion of this new car is eminently worth while. He started with the Oldsmobile in 1902. At that time the car was sold at \$850, when other automobiles were selling from \$2,000 up. Mr. Hupp was graduated from the Oldsmobile Works to the Ford Company, in 1908. Through Mr. Hupp's knowledge and experience while making the lowest priced automobile in the world, with the Oldsmobile Works, he became one of the factors with Henry Ford in the production of the first 800 Ford runabouts. In 1909 Mr. Hupp and associates organized the Hupp Motor Car Company, producing a car at \$750 which at that time was lower in price than the car which the Ford Company was turning out, as the Ford Company had advanced the price of their cars to \$975.

Under Mr. Hupp's management the Hupp Company sales jumped from 390 cars the first year to 5,000 cars the second year, and an original investment of less than \$10,000 grew to a cool million dollars by 1912, when Mr. Hupp disposed of his interest and retired from the company, owing to the fact that he did not agree with the policy of his associates in bringing out a higher priced car.

This same year Mr. Hupp organized the R. C. H. Corporation, manufacturing and selling a touring car that was lower in price than any other car made except the Ford, and the very first year produced 8,000 cars, and had contracts with dealers for 19,000 additional cars, making a total sale of 27,000 for the first year.

Mr. Hupp has also had some experience in manufacturing higher priced cars, but his hobby has always been, and it has been his aim and ambition, to make and sell the lowest priced car in the world. For fifteen years he has concentrated upon this one dominant idea, and at last has perfected a car so cheap to buy and so economical to operate that it can be owned and used by practically every family head in this country.

This new design, approved by Mr. Hupp, is the result of fifteen years' effort to make a low priced car and a car that can be operated at 40c cost and that will stand up and give a greater service for the money than any other automobile made. It is a purest form of body, with all late improvements, and with only a 2c. cost to the public at large, but will prove a most satisfactory method of transportation suitable for the man or woman in any walk of life. While there will particularly appeal to those of limited means because of its low price, yet its graceful lines, ample room and economical expense of operation will create a car demand among every class.

An itemized estimate of those of manufacturing and marketing these cars, based upon a production of 30,000 cars per annum, beginning 1917 indicates a net profit of \$800 per car, after making a liberal allowance for the cost of manufacturing, selling, and overhead expense, etc. After allowing the 2 p.c. dividend on the entire issue of Preferred \$3k, it indicates a net profit of \$1,800,000, or sufficient to pay dividends of 30 p.c. per annum on the Common Stock, besides setting aside \$460,000 to surplus. The figures are based on an estimate carefully compiled upon who know the automobile business and successful in the industry.

This new car should average 20 to 27 miles or more to a gallon of gasoline, and the present high price of gasoline in itself is a good argument in favor of the use of this car.

The profits in the automobile industry are too well known to require comment. The iv of experiment has passed. Today the industry, behind largest in the United States, is on a substantial and highly profitable basis. The greatest profit is made in the manufacture of low-priced cars. The demand for the car that we propose to build is apparent to everyone. The cost of manufacture has been greatly worked out, and after proper allowance has been made for the increased price of raw material and other exigencies that may arise, there yet remains a net profit of \$800 per car, based upon an annual production of 30,000 cars. That this profit can be and should be increased by the in-

creased production is self-evident. That the sale of the Preferred Stock at par will insure a sufficient capital to enable this company to go on a profit-making basis seems an assured fact. That the Common Stock will soon become more valuable than the preferred seems inevitable.

The Company proposes to adopt the most modern business methods, paying cash as it goes, and pursuing a conservative, business-like administration. The most progressive methods of manufacturing, and selling will be adopted.

We own and offer for sale a very limited block of the Common Pre-Organization Promotion Stock at \$6 per share. The par value is \$10, and the stock is fully paid and non-assessable. If you act promptly you can buy any number of shares from five (5) to five thousand (5,000) at \$6 per share. Simply fill out the coupon below for the number of shares you want and mail it with your remittance by check, draft or money order. If you send currency be sure and register the letter.

Certificate of stock issued in your name will go forward to you by registered mail. We believe that you will see this stock selling at twice this price within the next few weeks. Immediate action is necessary if you desire to obtain any of the stock at this very low figure.

Fill out and mail the coupon below today.

ROBERT P. MATCHES & COMPANY, INC.

Successors to C. R. BERRY & CO., Inc.

310-313 Newport Bldg., 68 Devonshire St., Boston, Mass.

I enclose herewith \$..... of the Pre-Organization Promotion Stock of the Emerson Motors Company at the special price of \$6.00 per share (par value \$10.00) fully paid and non-assessable.

NAME.....

STREET.....

CITY.....

OCCUPATION.....

St. John, N. B., Times-Star, July 15 and 17