

THE AUTOMOBILE TRADE IN ST. JOHN

FORD CARS IN USE AT FRONT STANDING THE TEST WELL

Ford, Ont., July 10.—A special War issue, handsomely illustrated in colors, has just been published by the Ford Motor Company of Canada, Limited, in place of the regular June issue of the Ford Times, and the book is attracting wide attention all over the Dominion, where it has been circulated. Fifty thousand copies were printed to cover the regular list of Times readers, but the special edition has made such a hit that the company is making arrangements to print a second edition. By way of contrast it may be added that the largest other magazine circulation in Canada is figured at 40,000.

Every British colony which sent an expeditionary force to the battle front in Europe carried with it an equipment of Canadian-made Ford cars. The

machines are working mainly in Red Cross and rescue work; and being light and easy to handle, they are proving exceedingly useful under all sorts of conditions in connection with the field hospitals.

The contingents from Canada, Australia, New Zealand, South Africa, East Africa, Hong Kong and many smaller places all carried along Ford cars. Some of them were purchased by the respective governments, some were bought and donated by private citizens and a few were given gratis by Ford dealers and distributors.

Nearly a hundred men from the factory and branches of the Ford Company left with the Canadian contingents as officers, privates, hospital men, chauffeurs and engineers, and a few of them have died for their King and country. Several hundred Ford

employees in England are at the front. Material and photographs for the War issue were obtained from every British colony and in fact from all the continents of the world except South America. Some of the articles were written by the Ford boys at the front while under fire. In view of the fact that the Ford is vastly in the majority among the motor driven vehicles in this "gasoline war" there was an abundance of interesting material.

THE JITNEY

Whether the jitney has come to stay is still a subject for discussion in motorist circles. One thing is certain however, the five cent auto ride has made a decided hit with the public in most Canadian cities.

Under the title "The Jitney" the following rhyme appears in the May issue of Goodyear Tire News (published by the Goodyear Tire and Rubber Co. of Canada, Limited), which illustrates the popularity of these vehicles, in a rather amusing way:

The festive jitney gaily glides providing cut-rate auto rides and cheats the undertakers; while folks throw out their liver pills and dope for other bad-air pills and break the cure-all fakers. For air at thirty miles an hour forced in our lungs by engine-power beats all the blamed physicians, good ozone plus a Jitney bus may make the railway magnates cuss but heals our dispositions. The family dons their opera wraps, disdains to hang on street car straps and signals for a motor, when mother goes to do her shopping street cars pass her without stopping; Jitney drivers tote the kiddie visit motorists now piled in some wheezy motor screw their hearts aglow with pleasure, while father lights a big cigar, steps in a passing Jitney car and goes to lunch at leisure. The funny papers turn their wit upon the pleasure-giving jit, to help fill up a "colyum"; but jokesters write their funny rhymes and still dig up their unspent dimes to swell the Jitney's volume. The traffic cop whose stately arm once shielded passing folks from harm is driven nearly frantic and wishes with a sultry oath that Jitney cars and drivers were deep in the Atlantic. Directors of street railway lines advise the use of heavy fines and gasp in consternation when Mr. Common People seems quite satisfied with gas machines for rapid transportation. "The World do Move" a poet said, the world has moved, the poet's dead; but let's not be surprised, if coming back when Gabriel blows, we find the world's wiped out its woes by being Jitneyed.

ORGANIZES MOTOR RESERVE CORPS.

The United States is at peace and hopes to continue so, but it is learning from the experience of the nations now at war. Motor service has come to be an established arm of military operations and the United States Army is carefully studying the capabilities and the best methods of utilizing this service in case of future war.

Realizing the importance of this service the automobile men of Los Angeles have formed a Motor Corps Reserve, pledged to actual service in the field in case of war. This organization is a pioneer in America and almost unique in the world. The idea is likely to spread over the country and should this government become involved in a conflict with a foreign power, the support which such an organization can place at the disposal of the nation will be a powerful auxiliary.

The corps will have no organized connection with the national guard but as a private volunteer organization is pledged to render its services to the government whenever needed. Each member must be a driver, a mechanical expert and a trained marksman. Regular military drill will be a part of the program. The members will be trained in all kinds of warlike activities called for by such a corps in actual war.

Military men connected with the army view the movement with great favor. They readily perceive the great advantage to the country in having at command an organized body of trained men with their own cars and equipment all furnished at their own expense and ready for immediate action.

LOW HUNG CARS SAFER.

In the Salt Lake City Tribune appears an appreciative discussion of one of the guiding principles in the construction of Oldsmobiles from which the following extract is taken:

"It is doubtful if any motor car manufacturing company in the country has given more attention to effecting exactly the right combination of 'safety first' and power and speed in an automobile, than the Oldsmobile Company in manufacturing its big 55 Olds and the new Light Four Olds.

"The advantage of a low hung car is best appreciated when making turns at high speed or touring over country roads.

"This 'safety first' factor combined with power and speed, is one of the biggest features now figuring in the heavy sale of Light Four Oldsmobiles reported by the Randall-Dodd Auto Company of Salt Lake."

FOURTH BUILT WITHIN YEAR

Another Ford Branch has been built in Winnipeg, costing \$250,000.

Winnipeg, Man., July 10.—The fourth assembling plant and service station of the Ford Motor Company of Canada, Limited, to be built within a year will be put in this city, ground to be broken at an early date. The newest Ford building will cost around \$250,000 and will resemble the branch buildings completed this spring in Toronto, London and Montreal. It will replace an older branch building now being used here.

General Manager G. M. McGregor, of the Ford Company, has been in Winnipeg recently completing the legal work in connection with the transferring of the title.

This move marks but another step in the policy of the Ford Motor Company of Canada, Limited, to maintain first class branch buildings and assembly plants and service stations in every large Canadian city.

Assembly of Ford cars for all Manitoba territory will be done in Winnipeg when the building is completed. Parts will be shipped from the factory at Ford, Ontario, in a knocked down state to be assembled in this city later. This assures Winnipeg and surrounding territory of direct factory service.

The home factory is up against a problem. It is already the largest automobile manufacturing plant in the British Empire, with an output of a car every three minutes—still this does not supply the demand. The only logical way to increase production is to erect assembly plants where the demand is the heaviest.

WHERE OTHERS FAILED.

A prominent gentleman of Baltimore whose official position makes the withholding of his name advisable, is thus cordial:

"I want you to know that I am so well pleased with my 1914 Oldsmobile that I would not change it for a car of another make, because the car is just a year old today, and during this period operated over 12,000 miles without giving the slightest trouble. Repairs amount to practically nothing.

"I had some very unsatisfactory experiences with two other cars and I purchased the Oldsmobile in the hope that I would be free of the troubles and annoyances experienced with the other cars. The Oldsmobile justifies every claim you make for it."

HIGH MILEAGE RECORD.

On June 26th, 1908, Louis E. Fitzsimmons of Waterbury, Conn., bought a Model M Oldsmobile Touring car. In a recent communication to the company, he conveys the information that this car has run more than 105,000 miles. He expects it to make 15,000 miles this year and considers it good for another 100,000 miles.

HAS JOINED THE STAFF OF THE OLDS MOTOR WORKS.

Walter Von Zimmerman, for four years identified with the National Cash Register Company as a salesman and later as an agent, has joined the sales force of the Olds Motor Works.

DISCIPLINE IN AUSTRIAN ARMY OF LOW ORDER

Papers Found on Prisoner Show Commanders Are Worried Over Lack of Order.

An official note issued in Rome on June 11 contained the following:

"Documents found on Austrian officers taken prisoner show that the Austrian commanders are much perturbed by grave facts which have occurred on various fronts to the prejudice of the discipline of their armies. For the repression of desertions they have made special rules, which show to what unheard-of police methods they are obliged to resort in their armies. Thus, for instance, deserters are prosecuted as criminals, and they are liable not only to conviction in default but their property may be sequestered and they may be deprived of all civil rights. The Austrian Supreme Command has further provided severe penalties for deserters or cowards who are captured and for numerous cases of men who attempt to escape by feigning or provoking illness.

"There are also many well-authenticated facts proving that both in the Carpathians and in the Italian theatre of war indiscipline and administrative

injustice are rampant in the higher ranks which are suffering in consequence from widespread suspicion and mistrust. These have spread to the civilian population as the result of the measures restricting personal liberty which have been taken by the authorities in their apprehension of attempts at espionage or rebellion. The military commanders, especially in the theatre of war, are empowered to impose such restrictions."

HOTEL ARRIVALS.

Reyal.

Thos S McCas, New York; W E Bell, Toronto; H H Dalton, Halifax; R W Broshen, Bangor; Mrs R Walker and son, Fredericton; Geo J Metzler, W W Hutton, J R Harris, Halifax; Ed C Calender, Ottawa; N Morrison, Amherst; Geo E MacDonald and wife, New Glasgow; R P Dickson, Moncton; L E Sherman, Deep Brook; W Tilton and wife, New Haven; H Jarvis, Mont-

real; T W Harmer, E T Easton, Boston; A F Kierstead, Fredericton; D S F Wadsworth, Boston; S O G Pickman, New York; R G Saunders, River Glade; Edna P Arburg, New York; J R Judson and wife, Arlington; L M Pierce and wife, Boston; Mrs I V W Schenak, Miss H O Schenak, Newark; N J; C M Hudson, Sheldac; E H Foster and family, New York City; Mrs D Swift, Ottawa; F E Anderson and wife, St Louis; Mrs H A Baker, Mrs J L S Hutchinson, Saskatoon; Mrs W M Connachey and daughter, Calgary, Alta; E S Blake, New York City; F A Taylor, Halifax; Edgar W Hall, Dover, N H; J M Johnson, Boston; Mrs L E Ryan, Boston; J E Kavanaugh, New York; Robt N Bell, Denver, Col.; Mrs W C Bartlett, Mildred Masterton, Boston; Jos M Masters, Fall River; Gilbert Sumner, Taunton, Mass; R Eastwood, New Glasgow; E J Kelley, Farnham; S Helitz, Halifax; C A Flaherty, Boston;

G M Stearns, Megantic, P Q; J W Brantley, Chatham; J K Oswald, Montreal; J K Scammell, Westfield; P A Kerr, Brantford; E L Philips, Halifax.

Victoria.

D Keith, Fredericton; C N Crowe, Bridgewater; W A Bailey, Pettitcodiac; Geo T Gray, Woodstock; John McAdam, Fredericton; J C Gillespie, F L Landers, Truro; D A Seaman, Moncton; A S Reading, J W Mann, Fredericton; Edw F Gregory, New York; Miss Ritchie, Boston; F L Tuttle, Moncton; Miss Edith Dudgeon, New York; Chas A Garneau, Quebec; E M Cooney, Brownville Jct.; J R Cooney, LeRoy Cooney, Boston; J T Brinnage, Ottawa; Z Garneau, Quebec; Edgar Ehrigott, Yarmouth; J B Carr, Campbellton; A W Ghat, New Glasgow; R P Gorham, wife and child, New Mills; John H Finlay, Sumner; Geo T Gray, Woodstock; A F Vanwart, Esvandale; J E McAuley, Lower Millstream.

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These motors are highly efficient in operation and will withstand severe overloads for short periods without injury.

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Ford

Ford Touring Car

Price \$590

Prices of Ford spare parts have been reduced an average of ten per cent. A Ford touring car may now be bought, part by part, for but \$38.87 more than the price of the car ready to run. Another big slice off the "after cost" of motoring.

Buyers of Ford cars will share in our profits if we sell 20,000 cars between August 1, 1914, and August 1, 1915.

Runabout \$540; Town Car \$840; F. O. B. Ford, Ontario, with all equipment, including electric headlights. Cars on display and sale at St. John Branch, Main 2804.

Ordinary Tires End Where "Traction" Commence

After every other tire has had its say, Dunlop Traction Tread is still on the "long distance" line because what are featured as special points in some other tires come under the head of "Taken-for-granted" in Dunlop Traction Tread. In other words, where ordinary non-skids end, Dunlop Traction Tread commences in earnest.

Dunlop Traction Tread costs us more to make. Knowing this fact, you may ask why we advertise this tire instead of "Special," "Cross-Groove," "Wire-Grip," "Rubber-Studded," or Plains, all of which are made in the Dunlop factories, and give good service.

We advertise "Traction" because it is our leader—our Sunday suit as it were—because we believe no other tire can march out a record of successes which can touch it. Where can you—in all the wide world—find a tire record like this?

Dunlop Traction Tread introduced to Canadian motorists in 1911 as a distinctly new idea anti-skid tire.

It went across the continent on Pathfinder Aug.—Oct., 1912—a marvellous trip of road mastery.

With a world market to choose from, voluntarily selected by Braunwarth, Inc., New York, in 1913, as the best tire in the universe.

During 1914 no less than three foreign countries made a bid for the "Traction" agency.

Sales of this one type of tire alone, by 1915, sufficient in total to equip every automobile in Canada.

"Most Envied Tire In All America"

You can simply find no equal for the Traction record, because there is no equal to the Traction Tire.

SAFETY was an uncertain factor in motoring till Traction came.

SKIDDING lurked near in motoring till Traction came.

MILEAGE was "short" on the market till Traction came.

PUNCTURES were ever-present till Traction came.

DUST was a bane to motoring till Traction came.

LOOSENED TREADS made tire service costly till Traction came.

And with the coming of Traction came a great increase in the number of cars driven by women. It standardized motoring. It made certain what would be eliminated in tire trouble and exactly what help autos would get from tires in making the journey comfortable and pleasurable.

You have not done justice to your car unless you have introduced it to Master Dunlop Traction Tread. 1,500 agents located in every part of Canada will see to your tire wants, on request. At least one of our agents is located in your town, and you can make sure he is reliable or he wouldn't be selling the Dunlop line.

Dunlop Traction Tread is our leader, but we also make Dunlop "Special"—(the regular type of non-skid)—"Cross-Groove," "Wire-Grip," "Rubber-Studded," Plains, and the famous lines of Red and Grey Tubes.

Dunlop Tire & Rubber Goods Co., Limited

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