

# THE AUTOMOBILE TRADE IN ST. JOHN

## The Social Function Of The Motor Car

Families, Desiring to Keep in Touch With Their Circle of Friends, Fall Back on the Motor's Assistance.

Long ago the woman who entertained cleverly realized what an aid the automobile could be. Today it has become almost a necessity to her happy social life. And in most instances the woman's social life means that of the entire family. She sets the tone; the others follow. This is because she realizes better than they how important friends

are and how essential the amenities of social intercourse. While the busy, bustling man of affairs cares little for the life of "pink" teas and receptions nevertheless he wants his friends. And the laws of hospitality say that friends should be entertained. So he welcomes his wife's automobile as a social ally which helps her toward better entertaining. The ways in which it aids her to a richer social life are innumerable. First it fulfills the literal meaning of the word "entertain." What more ideal entertainment on a hot summer's evening than a quiet ride through the parks? For the pleasure of the children and young people it is particularly suited. Clean and wholesome, it most admirably fills their social needs. Then it offers a quick and depend-

## Automobile Development in 1915

able means of getting from "here" to "there." You rarely select your friends because they live near you. They are usually people who have some interest in common with you. Their homes may be scattered all over the city. To rely upon the public conveyances means that you will see them rarely. With an automobile you can pay them frequent calls. It is the woman of the family who must arrange all those perplexing little details which go toward perfect entertaining. Here again her automobile is an indispensable aid—clipping off minutes and hours from necessary errands. Formerly it required masculine strength to handle an automobile. But so effectively have inventors and mechanics labored that she finds it easy to run herself. Today even the big touring car has its electric starter and its low throttling mechanism. But by far the biggest service which the automobile renders the modern woman is the social prestige which it brings to her and her family. Not social prestige of the snobbish sort, but the social prestige which comes from a proper pride in both family and self—a desire for better things. Prof. Scott says "A couple of generations ago the average family was working to keep out of the poorhouse. Today they are working to buy a touring car."

Wide-awake successful people—the kind who want and get motor cars—are more attractive to us than those who fail. We care more for their approval. We are more interested in what they say and do. In short, we want to be classed among them. The social worth of a car, not only for the woman but for every member of the family is amazing. And the social side of life is the real side.

### NOVA SCOTIA STARTING MUCH ROAD IMPROVEMENT

Something over six hundred thousand dollars will be spent during the present construction season in Nova Scotia, on new road construction, needed repairs, and maintenance. The province has been materially assisted by the Dominion Government in securing the above amount. There is also over thirteen thousand dollars received from automobile license fees in the province which can only be used for road improvement, so that many miles of existing highways will be completely rebuilt or resurfaced, and hundreds of miles of earth and sand-clay roads will be put in the best of condition.

**OIL FOULED**  
Spark plugs that are oil fouled may be cleaned easily by boiling them in washing soda solution.

**Better Value for the Money is Now Offered—Four Hundred and Thirty-five Thousand Cars Turned Out Last Year—Three Quarters of them are Built in Detroit.**

(Prepared by F. W. Coombs.)  
During the past year the automobile business has shown great strides in the development of the industry, chief among which might be named the development of the six cylinder motor, the introduction of the eight cylinder motor, the high stroke-bore ratios, block-cast, unit power plants, spiral bevel drive, better spring suspension, lower weights, smaller tire and maintenance costs.

Better equipment is offered at lower price. The average car today sells in the United States for \$2,005.00, lower than at any time in the history of the industry. Yet the car of today is more comfortable, easier riding and has more to offer in the way of comforts than ever before.

Bodies are handsomer, larger and more comfortable, the clean moulded lines have been developed during the year. Side lamps have been eliminated. Dash and rear vacuum tanks with a decided dropping of the frames tend to bring the bodies lower. Better upholstery has been provided. Electric lighting and starting can be had on cars costing as low as \$900.00, and the one-man top with side curtains adjusted from the inside of the car, which make for greater comfort and convenience.

It is interesting to note that in 1902, when the automobile industry may be said to have become a commercial proposition, less than one thousand cars were manufactured, to four hundred and thirty-five thousand during the year ending June 30th, 1914, the latter having a value of \$425,000,000. These cars reach the public through the medium of 16,000 dealers scattered from Texas to Newfoundland. Attention is called to the fact that 47 p. c. of the cost of the automobile is in the labor.

About 75 per cent. of the automobiles produced in America are manufactured in Detroit. There has been a gradual lessening of the automobile manufacturers from 1911, with 270, to 1915, with 150, who have lessened the number of chassis manufactured from 364 in 1911 to 225 in 1915, a majority of the makers making several bodies to fit the same chassis, all of which means lessened manufacturing costs.

Average wheel base has increased from 114 inches in 1911 to 123 in 1915. Average tire size is now 34 x 4, the same average size as it was in 1910. Block castings have jumped to supremacy, 67 p. c. of all automobiles being now so manufactured. Thermo siphon cooling has increased, air cooling is used by only one car. Single ignition is increasing, displacing the dual. Pressure oiling is growing owing to the increase in high speed motors. Electric equipment is lighter and more efficient.

The average horse power per car is less, the highest point being reached in 1912 when the average was 33.6 S. A. E., for 1915 the average is 29.9 S. A. E. Disc clutches retain their popularity, 51 p. c. of all automobiles being so equipped against 44 p. c. of cone, the balance being clutches of various patterns.

Transmissions are generally stronger due to the increasing of the width of gear teeth and better materials. Unit power plants are now represented on a majority of cars, while the four speed gear box shows a slight falling off.

Spiral bevel gears are meeting with great favor, owing to the absence of noise and the ease of adjustment. About one half of all cars take the drive through springs, the torque tube and radius rods taking the drive in the remainder, about equally divided. Springs of almost every conceivable type are used, the newest type being known as the cantaliver, for which many advantages are claimed. Wire wheels gain slowly. Under the seat gasoline tanks are less, rear tanks are increasing due to the introduction of the vacuum feed, which is really a gravity feed. Dash tanks are increasing, almost double the number of automobile manufacturers using it to 1914. Control features have been improved, the centre control being almost universal.

70 p. c. of 1915 automobiles use the I head motor, the remainder being divided among the T head, the T head and the sleeve type. The Canadians own 56,000 automobiles, the United States, 1,750,000 of which over 500,000 were sold during the past year, which gives one an idea of the tremendous hold that the automobile has on the public, there being absolutely no indications that would indicate any falling off of sales during the coming year, but rather the reverse, even in spite of the world wide disturbance in trade conditions.

Much has been done during the past year by the different manufacturers to develop, to the highest point, the automobile. What the coming year will bring forth no one can say. Sufficient it is to know that in 1915 automobile we have all that the best engineering skill can give us in the way of comfort, appearance and mechanical excellence, at the minimum cost and lowest maintenance expense that we have ever known, the development of the automobile during the past few years will always remain one of the wonders of the world.

## OVERLAND PEOPLE FIND BUSINESS GOOD

Recovery is rapid, from conditions brought about by the European War.

Of particular interest to the students of business conditions are some facts relating to the Overland business in the East, where financial conditions have been reputed to be especially bad. In New York City 145 per cent. more Overlands have been required to meet the demand since the start of the fiscal year, on July 1. In Washington the increase is 125 per cent; in Boston 110 per cent, and in Philadelphia 70 per cent.

A little farther to the West, Cleveland shows a healthy increase of 130 per cent; Pittsburg follows with 80 per cent and Toledo 60 per cent. In the middle west, Chicago, which as the third largest of the 4,000 Overland dealers, shows a growth in sales of 64 per cent.

Kansas City, the second largest Overland distributing point, is using half again as many cars as it did during the same period of last year. Milwaukee is running one-third ahead of its record of a year ago.

The Overland figures show a surprising volume of good business in the motor world, and bear out the state of business optimists, who declare that the recovery from conditions brought about by the declaration of war in Europe, is growing stronger every day. In order to provide space for the manufacture of the Overlands needed to meet the demand, a large addition to the plant is being erected. When completed, the new structure which is 1,000 feet long, will be one of the largest factory buildings in the world.

**MONTREAL ASSOCIATION.**  
The second annual meeting of the shareholders of the Montreal Automobile Trade Association was held this week at the Windsor Hotel and 45 members of the local auto trade were present.

The president, Mr. Geo. J. Sheppard, gave the shareholders the annual report which dealt with the detailed history of the associations for the past 12 months. The most encouraging part of the report was the showing of a net profit of the 1915 motor show of \$2,000,000, and the association is very rightly proud of this great and arduous feat. More especially at a time when every other city in the British Empire had called their show off owing to the European war troubles.

The treasurer reported a substantial balance on hand and the election of officers was very keenly contested, resulting as follows: Mr. Geo. J. Sheppard, president; Mr. W. Jennings, vice-president; Mr. R. F. Girwood, treasurer; Mr. Geo. Prim, secretary, and Messrs. C. M. Bennett, M. J. Gadois and Max D. Besse as directors. Mr. T. C. Kirby was also re-engaged as manager.



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**Ford Touring Car**  
Price \$590

Your neighbor drives a Ford—why don't you? We are selling more Fords in Canada this year than ever before—because Canadians demand the best in motor car service at the lowest possible cost. The "Made in Canada" Ford is a necessity—not a luxury.

Runabout, \$540; Town Car price on application. "Prices F. O. B. Ford, Ont." All Ford cars are fully equipped, including electric headlights. No cars sold unequipped. Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914 and August 1, 1915.

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The Light Six

7-Passenger Phaeton  
3-Passenger Roadster



## THERE ARE NEVER ENOUGH FIRST-CLASS CARS IN THE SPRING

They always run out, as you know. Last year many Hudson enthusiasts had to take second choice. Thousands waited weeks for delivery. This spring, despite trebled output, there will be more delays. Choose your car now, whatever class you are seeking. The leading car has more orders than cars each spring.

Two things are certain: If you buy a class car you will want a Light Six, the latest and coming type. Your first choice will be Hudson.

### Hudson—the Ideal

Hudson stands out as the class car in Light Sixes. Its supremacy appears at a glance. It shows in beauty, finish, luxury and refinement. It shows in lightness—2870 pounds. It shows in every part of the chassis.

Hudson is designed by Howard E. Coffin, who created the Light Six type. It marks his latest achievement.

This Hudson model is a four-year result. Two years were spent on it before it appeared. Two years have been spent in refining it.

Hudson is built by the leading builder of class cars. Its prestige gives it permanent value. A year after buying the Hudson will be worth more than any other car in its class.

### 12,000 Road Tests

But the greatest fact is that Hudson is known to be free from mistakes. Over 12,000 Light Six Hudsons are

running. In twelve thousand hands they have covered at least 30 million miles.

You know this car is staunch. You know that it hides not a weakness or error. Any owner around you will tell you.

Remember that the Light Six involves a new-type motor. Weight-saving has required changes in every part. New materials were necessary, special steels, much aluminum.

It saves half on tire cost and fuel over old-time Sixes. But, like any new type, it must prove itself faultless.

Hudson has done that. In another year other Light Sixes may have given proof of their staunchness. But today the Hudson is, by all odds, the safest investment in this type.

Prove these facts now, while the car can be promptly delivered.

7-Passenger Phaeton or 3-Passenger Roadster, \$2,100 f. o. b., Detroit. Duty paid.

HUDSON MOTOR CAR CO., Detroit, Mich. With every Hudson goes the exceptional Hudson service. Let us explain how we keep these cars in tune.

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**Motor Car & Equipment Co., Ltd.**  
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NEW SHOWROOMS, 45 PRINCESS ST.

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NEW DUNLOP PEERLESS HEELS  
BUY HEELS TO-DAY FROM YOUR DEALER

\$50 each month are paid for phrases of 10 words or less relative to Dunlop Heels. The point is to ask for the Pink Slip, which is always enclosed with the heels.



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## PROVING That There Is Extra Mileage in

## "Dominion" Nobby Treads

A cross section of the average non-skid tire will show—beyond question of doubt—that once the tread is worn through the tire is practically done. On the other hand, a cross section of a "DOMINION" Nobby Tread tells a story which—

### No Motorist Can Afford To Ignore

Note the thickness of those big, sturdy knobs—made of the toughest rubber stock that human ingenuity can devise—and then note the thickness of the rubber base between the bottom of the knob and the breaker strip. That tells the story of extra mileage—meaning that when the tread is worn smooth you practically get the mileage of a full weight, plain tread tire. Do you know of any other tire that is made like this?

It Won't Pay You to Experiment When You Can Get Nobby Treads and be Sure of Greater Mileage.

**DOMINION RUBBER SYSTEM**  
Canadian Consolidated Rubber Co., Limited