

NEWS IN THE AUTOMOBILE WORLD

Willard

Let Us Charge It

When you have your storage battery charged here, you don't come back in a few days and tell us it's dead. We fill it to capacity.

OTTIE S. MCINTYRE
Sole Agent for New Brunswick - 54 SYDNEY ST.

Free inspection of any battery at any time.

Michelin Tires . .

The best in the long run

Imperial Garage & Motor Co.

Phone Main 2478.

27-33 Paradise Row

C. E. Mawhinney E. J. LaPierre

Ford Touring Car
Price \$530

Ford Runabout
Price \$480

Ford Town Car
Price \$780

The above prices include Ford, Ont., effective Aug. 2, 1915. No speedometer included in this year's equipment. Other cars on display and sale at St. John Branch, Main 28.6.

Ford

BISHOP SHOT BY PRIEST WHO REFUSED HIM APPOINTMENT

Winona, Minn., Aug. 27.—Right Rev. Patrick B. Heffron, bishop of the Winona Roman Catholic diocese, was shot and seriously wounded today by the Rev. Father A. L. Lesches, a priest, for whom the bishop had refused to procure an appointment. The bishop was shot once through the right lung and once in the hip. Physicians said he would recover unless complications set in. Father Lesches was arrested. Bishop Heffron was sitting reading in his library when Father Lesches entered and fired twice at him with a revolver.

The priest then returned to his room at St. Mary's College and locked himself in. He was arrested soon after by a sheriff, who forced entrance at the point of a revolver.

Father Lesches had been spending the last week at St. Mary's College, diocesan headquarters here, seeking an appointment which Bishop Heffron had refused to give him. Father Lesches is 46 years of age, of French birth, and came to this country in 1893.

Willard

OTTIE S. MCINTYRE, Agent.
Service Station, 54 Sydney Street.

HAMILTON, ONT. MAN TO COMMAND THE FIRST MACHINE GUN BATTALION

Hamilton, Ont., Aug. 27.—Major Walter Stewart of the 91st Highlanders, will have the honor of commanding the machine gun battalion, the first of its kind raised in the British Empire.

Hamilton received this honor in recognition of its generous gift of two hundred machine guns. The junior major will be Captain R. Moodie, also of the Highlanders.

WIFE DISAPPEARED 8 YEARS AGO, SKELETON FOUND NEAR HOME

Winnipeg, Aug. 27.—Over eight years ago on the evening of May 24, Mrs. William Chambers disappeared from her home near Cloverdale, northern Manitoba, leaving her husband and five small children. Yesterday the bleached skeleton was found by a wheat cutter seven miles from her home, and Mr. Chambers identified it as the remains of his wife by the wedding ring which he had given her.

CUT PRICES AND INCREASE OUTPUT FOR 1916 SEASON

The beginning of the 1916 automobile season is marked by the announcement of a \$60.00 reduction on all Ford cars, with the probability of a substantial increase in the coming year's output. This generous cut became effective on August second, and is in harmony with the policy of the Ford Motor Company of Canada, Limited, to make the price of the car as low as possible, while still maintaining the established high standard of quality.

These lower prices were made possible in part by the increased manufacturing capacity of the factory at Ford, Ontario, and the increased facilities provided by the new assembling plants at Toronto, Montreal and London.

The lower prices have already resulted in increased sales. For example, at the Winnipeg Ford Branch, during the first four days that the new prices were in force, 50 cars were delivered and orders were taken for 40 more.

More and more the light strong motor car is becoming a utility instead of a luxury. It is expected that this will be a bumper year for Ford cars in Canada. With a good crop yield in view this fall, the expectations of the automobile producers are more and more than likely to be fulfilled.

MANY SEEK TO IMPROVE TIRES

Goodyear Company able to use very few of thousands of suggestions it receives.

"The modern pneumatic tire appears to be a pathetically frail and untrustworthy structure if the letters we receive every day from inventive geniuses may be taken as a criterion," says Boston branch manager, Walter Bliss of The Goodyear Tire & Rubber Co. of Akron, O.

"The ignis fatuus of a perfect tire, non-puncturable and indestructible, is most alluring to minds of inventive trend. We receive daily suggestions and plans of safety valves, patent tubes, spring heels, tire air-cooling systems, armor-plate treads, and an endless procession of cure-alls for tire troubles.

"A large number is submitted by persons who are unfamiliar with tire construction. Ninety per cent of all the thousands of inventions offered us deal with a puncture-proof tire, the usual recommendation being that of a metal tread or a metal strip inside the tread. As a matter of fact, puncture-proof qualities, in comparison with other qualities which are imperative, are a minor point in tire construction, and are usually obtained by sacrificing some other desirable quality. Our investigations show that on a basis of 100 per cent for direct wear on a tire, eleven per cent will represent expense caused by punctures. With well-made tires the puncture evil is no longer a bugbear to the motorist.

"We take the time to answer each communication, giving the ideas advanced careful consideration, irrespective of the merits of the device offered. If the idea is faulty, we try to show the sender just wherein his suggestion cannot be used, and encourage him to write again. We have found that sometimes a person unacquainted with the technicalities of the subject, by reason of having a broad perspective rather than intimate knowledge, may hit upon very valuable ideas which the trained expert may overlook.

"But after examining the thousands of suggestions in improvements, the present pneumatic tire that we know, seems superior to the schemes for improving it, and the prospects are excellent for its remaining so for an indefinite period. We are able to use about one in every two hundred suggestions furnished us."

AUTOS SPREAD NEWS QUICKLY

Toronto, Ont., Aug. 27.—Automobiles are a necessity for the larger news papers to convey the news promptly to the people in these days of hurry and impatience, according to H. J. Maclean, manager of the Toronto World, who says that a small light truck is ideal for the work. The World has been using a Ford truck for some time to deliver papers, and so successful has it proven that Mr. Maclean states he intends to get rid of his two large trucks and substitute Fords entirely.

AUTO CASES IN COURT.

Edward O. Lahey was fined \$10 for allowing his automobile to stand in King street east without lights on Wednesday night. He pleaded guilty, but explained that the batteries were weak and as there was an electric light directly across the street he was not able to keep the lights burning. The fine was allowed to stand.

A case against Henry Colwell for passing around the corner of Sydney and Union streets recently without sounding the horn of his automobile, and also for reckless driving, was set aside until Monday. Henry Garnett and Samuel Gilbert testified. The former told of the automobile coming around the corner and striking two wheels and throwing him out. He said he sustained injury to his back.

Willard

OTTIE S. MCINTYRE, Agent.
Service Station, 54 Sydney Street.

TARIFF CHANGES IN NEW ZEALAND

Super Tax of 50 p. c. on all Imports from countries hostile to Great Britain.

Wellington, New Zealand, Aug. 27.—A super-tax of fifty per cent. on all imports from countries hostile to Great Britain was announced today by the Minister of Finance, Sir Joseph Ward, in introducing the budget in parliament.

A number of tariff schedules are to be raised. Automobiles, chassis and bodies are to pay ten per cent. ad valorem, and kerosene and petrol eight cents a gallon.

U. S. WARSHIP LEAVES BEIRUT WITH REFUGEES FROM THE HOLY LAND

Washington, Aug. 27.—The scout cruiser Chester has left Beirut, Syria, with 450 refugees from the Holy Land, according to a report today to the Navy Department. No details were given. She has previously carried refugees to points of safety.

WHITE STAR LINER BALTIC AT LIVERPOOL

New York, Aug. 27.—The liner Baltic arrived at Liverpool at 4 p. m. today, according to a message received here by the White Star Line. The Baltic sailed from New York August 18, carrying a 16,000 ton cargo.

MERGER OF LAKE STEAMSHIP LINES

Chicago, Aug. 27.—William J. Connor, of Buffalo, N. Y., who arrived here on his yacht today, said that Lake shipping men were considering in a preliminary way a merger of Lake steamship lines, affected by the Interstate Commerce Commission's ruling divorcing railroads and steamboat lines into a \$20,000,000 corporation controlling forty vessels.

WHAT GOOD SERVICE MEANS TO THE TOURIST.

In the majority of cases time is an important asset to every motor tourist. He plans a trip and counts on having so much time here, so much there, if he is held up it means a change in schedule and maybe some sights omitted.

To make it easier for tourists as far as storage batteries are concerned, the Willard Storage Battery Company have issued a list of more than 400 service stations where expert attention to charging and repairs may be had. A person may be driving any one of the 141 makes of cars equipped with Willard batteries. Suppose his generator is charging too much or too little. Or perhaps he needs some distilled water for the battery. No matter what route he traverses he will find a Willard service station within easy driving distance.

By referring to the list, such a station may be located easily and no time is lost in making inquiries or attempting to make adjustments which require an expert.

ONE THIRD OF MANITOBA CARS ARE FORDS

Winnipeg, Man., Aug. 27.—According to the registration of automobiles for the Province, which is being kept at the Parliament Building, about 32 per cent. of those in use in Manitoba are Ford cars. Over 7,000 machines have now been registered this year. The last 1,000 cars showed an even greater percentage of Fords. Out of these the returns indicate that 425 were Ford cars.

SERVICE THROUGH THE WHOLE YEAR

DUNLOP TREAD

And a service you are proud to tell your friends about. Notice the number of Traction "spares" that are not in envelopes on the car, but out in the open wearing the "V" smile that won't come off. Pride in possession accounts for this—the desire to have the car look its best.

Dunlop Tire & Rubber Goods Co., Limited
HEAD OFFICE—TORONTO
Branches in leading cities
Makers of Tires for Automobiles, Motor Trucks, Motorcycles, Bicycles and Carriages, Rubber Belting, Packing, Hose, Hoses, Mats, Tiling, and General Rubber Specialties.

Studebaker

MORE QUALITY PER DOLLAR

The 1916, 40 horse power 7-passenger "Four," and 50 horse power 7-passenger "Six" are as essentially high in quality as it is possible to build a motor car.

In the face of the exceptionally low price at which these cars are offered, \$1150 for the "Four," and \$1350 for the "Six," it may be difficult to convince you of this fact, but never before in America or Europe has such quality been offered at so low a price.

By four years concentration on the design and manufacture of these automobiles Studebaker has been able to perfect manufacturing methods and to develop economies second to none in the industry.

Studebaker buys raw materials, equipment and tires in huge quantities and for cash, and therefore at the lowest possible prices.

By building its Canadian and foreign product in its Walkerville plant Studebaker has been able to effect still further economies.

See the car. Ride in it. Try it on the steepest hills, or on the roughest roads and you will be convinced of the great value offered in the Studebaker 1916 cars.

STUDEBAKER CORPORATION OF CANADA Limited
WALKERVILLE, CANADA
Made in Canada

Forty Horse Power 7-Passenger FOUR \$1195

Fifty Horse Power 7-Passenger SIX \$1395

J. CLARK & SON, LTD., St. John, N. B.
The Lounsbury Co., Ltd., Newcastle, N. B.
J. H. Berrie - Hillsborough, N. B.

Willis Pianos and Players

MADE IN CANADA

Endorsed by the World's Leading Musicians

Have attained an unpurchased pre-eminence which establishes them as peerless in tone, touch, workmanship and durability.

WILLIS & CO. LIMITED - Manufacturers
580 ST. CATHERINE STREET, W., MONTREAL, P. Q.
Branch Houses and Agencies from Ocean to Ocean

Has Qualified
Lieut. John R. Gale, teacher in grade X in the High School, has returned home from Halifax, where he has been for the last few weeks taking a course of additional instruction in infantry training. He qualified for captain's rank, besides qualifying in the machine gun course.

STEAMER SEIZED.
The British tank steamer Tamapa was seized and held recently at San Francisco by Ellery Stone, assistant United States radio inspector, after she had put to sea with only one wire less operator aboard instead of two as required. The maximum penalty for the offense is a fine of \$5,000.

Delegates Home
Local delegates to the municipalities convention, which has been in progress during the last few days in Fredericton, returned home Thursday night and yesterday. Among those who came home were J. King Kelley, G. G. Murdoch and Dr. G. G. Melvin.