

NEWS IN THE AUTOMOBILE WORLD

One-third of All Cars In Canada Are Fords

In Each of the Nine Provinces Ford Leads All Others.

Ford, Ontario, Sept. 11, 1915—More than one-third of the total number of automobiles in all the Dominion of Canada are Ford cars, according to the complete registration figures for the year 1914. The exact figures are 21,456 Fords, or 38.08 per cent of the total number of cars of all makes. These figures, however, have been materially increased in the present year, for since then, 13,155 more Fords have been sold in Canada, and undoubtedly the proportion to other makes is still as great, if not greater.

In tabulating the registration of Canadian-owned automobiles some interesting facts were revealed. For example, Fords lead all other makes in each of the nine provinces. The largest number of Fords is owned in Ontario, where 10,143 were registered up to October 1914, or 42.1 per cent of all the cars in that province. This is 8,642 more cars than the next make, which had 6.2 per cent of the total. Three hundred and forty-seven different makes are represented in the Ontario registration.

Over half the cars in Saskatchewan are Fords. The figures show 2,775 Fords, which is 55.4 per cent of the total. The next largest make numbered 425 cars.

Quebec, according to these figures, came next with 2,422 Fords, or 34.3 per cent—the next in rank numbering 494 cars. In Manitoba 31.8 per cent of all cars were Fords and the total number was 1,237, greater than the nearest competitor.

Alberta had 1,884 Ford cars, 37.4 per cent of the total number registered. This is 1,187 greater than the nearest competitor. In Nova Scotia 33.2 per cent were Fords and New Brunswick was no far behind with 30.2 per cent. In the former province the Ford led its nearest competitor by 253 cars, while in the latter province it was 169 cars in the lead and had more than twice this number of cars in use. In British Columbia the Ford was ahead of its nearest competitor by 785 cars and had 23.3 per cent of the total number of cars in use.

The figures for British colonial territory are not so complete, but the Ford appears to have been more than holding its own. In South Australia, 5,689 cars were registered up to May 17th, 1915, and of these 24.6 per cent were Fords, outnumbering the next largest make four and a half times, while the Fords in use were greater in number than the next seven makes put together. In Tasmania there were 192 cars registered of which forty-one per cent were Fords. All these figures have been greatly increased during the past year by large shipments of Ford cars into this territory.

It is estimated that nearly one-half of the total number of motor cars now operating in the United States are Fords; over 300,000 of these were sold during the past year. To date more than 500,000 Fords have been sold in all parts of the world. So when one scans the actual figures the statement, "Wherever you go you see a Ford" is seen to be no idle boast.

STUDEBAKER PROMOTES OLLIER He becomes a Vice-President and Director of Corporation and Director of Sales.

At a recent special meeting of the Studebaker Corporation, L. J. Ollier was elected a vice president and director. Mr. Ollier has advanced rapidly in the Studebaker service and his present promotion takes him from the position of sales manager to a vice presidency that carries with it the duties of director of sales. Having shown his ability as a bicycle salesman, in 1899 Mr. Ollier was assigned the responsible post of department manager of the Western division of the American Bicycle Company. He later became manager of the Chicago retail branch, and when the company put on the market the Waverly electric and the Toledo steamer they were sold in Chicago by Mr. Ollier's department.

Mr. Ollier associated himself in 1902 with the agency for Peerless automobiles. After that he became Chicago manager for the Cadillac Company and assisted in the formation of the Chicago Auto Trade Association. Larger opportunities presented themselves when Mr. Ollier went with the Ralph Temple Auto Company as sales manager. This firm dealt both in foreign and American cars. Here for the first time in the history of the business owners were insured a year's inspection and service. Mr. Ollier then went to California as a pioneer in the automobile accessory business. As a jobber he operated stores in Los Angeles and San Francisco.

Recognizing the importance of the Pacific Coast field, the Studebaker Corporation determined to put in charge of its sales force west of the Rocky Mountains the best equipped man it could find. The man was L. J. Ollier. He was made special field representative for California, Nevada and Arizona. Later he opened the Los Angeles

GOODYEAR TIRE GAINS More Auto Makers Adopt It for Original Equipment of Their Cars.

"During the twelve months ending July 1, Goodyear held and strengthened its place as a tire company which equips more automobiles than manufacturers of other makes," says C. W. Seiberling, vice-president of the Goodyear Tire & Rubber Company. "For 1916 not only have all manufacturers' contracts, held previously, been continued, but such high grade cars as Packard, Hudson, Jeffrey, Locomobile, Mitchell, Franklin and others have been added. As the great automobile industry has squared away for real growth, it has become evident that automobile tires, like other commodities expected to give service, must be sold upon merit and performance."

"Motorists, since they have obtained a voice in the original tire equipment on their cars, are more discriminating than ever before in their selection of tires. In a time when competition is keener than ever, with many tire manufacturers eager for a share of this

business, the fact that Goodyear tops the list of number of cars equipped, speaks volumes for the prestige of Goodyear tires and the favor in which they are held by motorists.

"It is interesting to note that Goodyear tires not only equip a larger percentage of all new cars than any other tire, but also that more different manufacturers use them. This means a wider distribution. As Goodyear sells tires to nearly every manufacturer in the country, large or small, there is scarcely an automobile dealer who does not get some Goodyear tires on the cars he handles. This naturally creates a demand for renewals of our tires, as a tire which has given satisfactory service is bound to create a demand for renewals of the same make."

production of crude rubber, which indicates the magnitude of our operations in the tire field. We confidently expect that our automobile tire production for this year will be well over the two million mark."

age Battery Company has established a complete factory branch in San Francisco. This branch is located at 1433 Bush street. Besides having adequate facilities and properly trained men to care for individual battery repairs and general service work, this branch will supervise all Willard service stations in their expert service backed by factory representatives who are working in the owner's interest to promote more efficient battery performance.

ACCOUNTS OF THE PATRIOTIC FAIR

Seaside Park venture proved highly successful --The financial statement

The following is the complete financial statement of the Patriotic Fair held at Seaside Park.

Glendon H. Allan, chairman, in account with D. C. Clark, treasurer.

Receipts	
Lancaster Red Cross, supper	176.31
Soldiers' Comforts, Mrs. Fraser and Mrs. Belyea	168.43
Daughters of Empire, Mrs. W. E. Earle	52.80
Pie auction, Mrs. N. P. McLeod	166.55
Candy and fruit, Mrs. J. A. Donaldson	150.45
Fish pond, Mrs. J. T. Dalton	152.60
Sale of tickets, Mrs. Appleby	205.62
Pike, Mrs. Anglin and Mrs. Hetherington	2,217.34
Cash, Wilcox Box Co.	25.00
Cash, A. F. Randolph	25.00
Cash, H. M. Hopper for Street Railway	10.00
Cash, Luther Jordan	5.00
Sundries	320.29
Total	\$3,675.39
Paid	
As per vouchers	1,155.67
Paid C. B. Allan for Patriotic Fund	2,519.72
W. E. Scully, Chairman	
D. C. CLARK, Treasurer	
H. COLBY SMITH,	
DR. F. L. KENNY,	
DR. MCCARTHY,	

Finance Committee. I have examined the vouchers and account of the Patriotic Fair and found them correct.

R. DOLE, Auditor.

RED CROSS SOCIETY AND CONTRIBUTIONS

Lady Tilley acknowledges receipt of many donations for the work.

Lady Tilley as treasurer of the New Brunswick Provincial Branch of the Canadian Red Cross Society, begs to acknowledge with thanks the receipt of the following contributions for the purchase of hospital supplies and for general Red Cross work:

Balance of city grant	\$500.00
N. B. Pharmaceutical Society	300.00
Chatham Red Cross Society	100.00
Sprout L.O.L., Collina, N. B.	50.00
Salisbury Red Cross Society	40.00
Burnt Church Red Cross Society	35.00
Proceeds of tea held by ladies of Morna, per Mrs. F. S. Thomas	35.00
Rolling Dam Red Cross Aid	25.00
Proceeds of picnic given by Methodist S. School, Killburn Creek	25.00
Mrs. E. W. Northrup, Belleisle	22.00
Epworth League, Cararthen St.	4.00
Methodist Church	1.00
Ladies' Missionary Society Cararthen St. Methodist Ch.	1.00
Mrs. M. A. McLeod, Coburg St., St. John	3.00

Amount of collections at intercessory services held in parish of Hammond River 10.35
Geo. M. O'Neill, Belleisle 4.25
L. H. Brown, Brown's Flats 1.00

Permission having been received to install a few more New Brunswick beds in the Duchess of Connaught Hospital, Cliveden, Eng., the following contributions have been received for that purpose:

Salisbury Red Cross Society	\$50.00
Sunday Schools, Parish of Wickham	50.00
Albert, N. B. Women's Institute	50.00
Arcootook Jet, Red Cross So.	50.00
United Women's Institute, Hillsboro	50.00

Owing to the generous response to the appeals for Red Cross funds, Lady Tilley has been enabled to forward since the first of July, the sum of \$2,093.46, to the Central Council at Toronto. The call for funds, however, grows more insistent each day, and with the coming winter large sums of money will be needed to meet the constantly increasing demands. Contributions may be sent to Lady Tilley, 223 Germain street, St. John, N. B., Treasurer of the New Brunswick Provincial Branch Canadian Red Cross Society, and subscribers may rest assured that whatever they may send will be most gratefully received and used to the best possible advantage in this great work of ministering to the sick and wounded.

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

Ford Touring Car Price \$530

Ford Runabout Price \$480

Ford Town Car Price \$780

"MADE IN CANADA"

The above prices 1-1-15, Ford, Ont., effective Aug. 2, 1915. No speedometer included in this year's equipment, although cars fully equipped. Cars on display and sale at St. John Branch, Main St.

MORE STRENGTH PER POUND

The new 1916 Studebaker 40 horse-power "Four" and 50 horse-power "Six" are giants in power.

Studebaker by perfecting design, by using the highest grade steels, has been able to obtain economical power because great strength has been secured with minimum weight.

The 40 horse-power, 7-passenger "Four" weighs only a little over 2600 pounds.

The 50 horse-power, 7-passenger "Six" weighs only a little over 2900 pounds.

Try the quick, responsive, flexible power of the 1916 Studebaker on the steepest hills and roughest roads.

STUDEBAKER CORPORATION OF CANADA, Limited
WALKERVILLE, CANADA

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

Forty Horse Power \$1195
7-Passenger FOUR

Fifty Horse Power \$1395
7-Passenger SIX

AUTUMN EXCURSIONS TO BOSTON

Very Low Rates.

In order that the people of New Brunswick and the Maritime Provinces may enjoy a beautiful autumn trip at little expense, the International Line has made special low rates effective from September 10th to October 6th; tickets good for 30 days from date of purchase.

Boston is wonderfully historic and rich in traditions. This is the time of year to see its beautiful suburbs and its many points of interest, and an opportunity to enjoy a delightful trip at unusually low fares.

FAIR SEASON IS ON.

Some Fine Exhibits Being Shown this Year—Motor Car Especially Popular.

Exhibits of the "blue ribbon colt" or the "prize porker" at the Fall Fairs around Canada this year have nothing at all on the automobile exhibits for popularity. The Fair season is with us again and nearly every one is having its motor display in some form or other, which is always crowded.

Some Fairs are even introducing auto races and hill climbing contests and the like, but the main interest seems to be in the all-around farm utility of a good machine. Each year the proportion of the motor car output that goes to the farmer has increased enormously until the manufacturers now figure the ruralists as the very best market.

More Ford cars have been sold to farmers, probably than all other makes combined, and the Ford Motor

Company of Canada, Limited, estimates that about 22,000 of its cars are being used on the farms in Canada. Notwithstanding this large total, they are figuring that the coming year's output will find larger market than ever among the farmers, and it is likely that many thousand more machines will come into use of the soil tillers within the next few months, when they will be cashing in on their big harvests.

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

FAMOUS PICTURES

There are two distinct points to the picture shown herewith.

1. The Buffalo sees in the Traction "V's" a likeness to his own foot-marks—thinks the old form has become the new through the process of time.

2. Inset on a strip of his own prairie, the buffalo gazes over the changes which have taken place in the passing of the years—once his haunts were a wilderness, now they are the home of high buildings, swiftly moving vehicles, and "Traction" Auto Tire marks over the road.

The artist's idea, also, was to show by inference the preponderance of "Traction's" in other words, their universal acceptance by motorists. The "V" trail is as general as roads themselves. In fact, wherever an auto goes, you will find evidence that "Traction's" have gone before.

\$100 in gold for the best stories about this and the other "Famous Pictures." The stories to be written by Canadian-born children, under fifteen, whose parents, brothers, sisters or relatives own autos, motorcycles, bicycles equipped with one or more Dunlop Traction Road Tires.

T. 189

"MY HOW MY TRAIL HAS CHANGED!"