

# THE AUTOMOBILE TRADE IN ST. JOHN

**Ford Car Owners  
HAVE AN  
Apelco Electric Starter  
INSTALLED  
Price Complete \$100**

**Imperial Garage & Motor Co.**  
Phone Main 2478  
27-33 Paradise Row  
C. E. Mawhinney E. J. LaPierre



## THERE'S POWER IN EVERY DROP

Motor boat owners as well as motorists have come to know the difference between an inferior or blended gasoline and

**Premier Gasoline**  
HIGH GRADE MOTOR

Premier is uniform in quality; a straight-distilled, homogeneous, refinery product—not a mixture or a blend. That is why it gives you more miles per gallon and makes frequent carburetor adjustments unnecessary.

Dealers everywhere or at any of our Branches throughout the Dominion.

**THE IMPERIAL OIL COMPANY Limited**



### REAL ESTATE RECORDS

**St. John County**  
W. H. Belding to H. M. the King, \$25, property at Musquash.  
A. L. Belding to H. M. the King, \$50, property at Musquash.  
Mary E. and F. Del. Clements to Fanny D. wife of J. S. MacLaren, \$1, property on Coburg street.  
Maria V. Fownes (widow) to J. R. McLeod, \$4,000, property at St. Martins.  
F. B. Godin to Mt. Pleasant Heights Co. Ltd., \$25,000.  
James Hargrove to H. M. the King, \$10, property at Musquash.  
T. E. Hicks to W. C. Brown, \$125, property at Simonds.  
Ida E. Komlensky, wife of L. S. Komlensky, to L. B. Mayer, \$1, property on Portland street.  
Samuel Linton to W. G. Miller, \$1, property at Lancaster.  
Mt. Pleasant Heights Co. Ltd. to R. W. Queen, \$1, property at Mt. Pleasant.  
Heirs of S. S. Wilnot to G. E. Day, \$1, property on Douglas avenue and Bentley street.  
**Kings County**  
James Crisp to C. F. Tilley, \$1, property at Westfield.  
George Currie to Elizabeth Wowler, \$50, property at Westfield.  
W. J. Earle to J. J. Hutchings, \$350, property at Springfield.  
Rieta N. Higgins to H. H. Brewer, \$1, property at Westfield.

Robert Nicholson to Atkan Lockhart, \$830, property at Studholm.  
Wm. Pugsley to Caroline Williams, \$200, property at Robbsey.  
C. E. Steeves to Joseph Chapman, \$500, property at Havelock.  
Heirs of Isaac Thorne to Melanor Thorne, \$1, property at Havelock.  
C. F. Tilley to H. H. Brewer, \$1, property at Westfield.

### REXTON

Rexton, June 25.—A very enjoyable time was spent Wednesday evening at a surprise party held at the home of Mr. and Mrs. Howard Parkhill. Dancing was much enjoyed to the music furnished by Prof. R. Goldie. Cards and other games were also indulged in. Among those present were Mr. and Mrs. W. A. Martin, Mr. and Mrs. E. J. Hutchinson, Mr. and Mrs. Robert Little, Mr. and Mrs. John Dickinson, Mrs. James Price, Mrs. J. H. Kelley, the Misses Estella and Emma Langgan, Miss Dixon, Alice and Jennie Jardine, Helen Carson, Emma Short, Gertrude Price, Jessie Buchanan, Miss Pugsley and Messrs. Everett Price, J. Dewar, L. J. Robichaud, H. Glencross, E. J. Poirier, S. Lungrin. Mr. and Mrs. T. G. A. Parkes have returned from their visit to Montreal and intend going to England shortly. Miss Jennie Jardine who has been attending Normal School, has returned home after spending a few days with St. John friends.

## "Somewhere in France"



This picture of half a back axle, one wheel and a Goodyear tire shows "all that was left of an automobile struck by a shell somewhere in France." A laconic story, this recital of the few known facts. But imagination refuses to stop there. Racing onward, it seeks to fill in the questionable blank space. To whom belonged the vanished car of war? What was its errand? Was it a Red Cross ambulance bent on its perilous duty? Or did it carry a grim general and his aides, hurrying over the once smooth and peaceful highways?  
Qu'en sabet? as the Spaniards say. All we know is that an obliterating shell burst "somewhere in France."

## Many Municipal Cars

Canadian Cities Use 15 to 50 Automobiles Each — Toronto Leads with 59—Machines Save Money in Government Work.

When several Canadian cities ventured timidly to try out an automobile in municipal affairs a few years ago, they were criticized for extravagance. It is interesting to note in contrast that now every city in the Dominion of any size is using motor cars and many of them from fifteen to twenty-five—Toronto as high as 59. Automobiles have undeniably passed the experimental stage and established their value as time and money savers over horse-drawn vehicles.  
Montreal, Toronto, Calgary and scores of other Dominion cities can tell much of motor car efficiency. In the last three years Montreal has almost completely motorized all its civic departments and last year it purchased five Ford cars for the police and Board of Public Works alone. Five departments in Montreal now use the automobile exclusively. They have 13 large pieces of apparatus and 13 small cars. The city's accountants figure that this motor equipment saves the city \$3,000 a year, and they also have cost figures in detail to show that some of their automobile trucks are equal to six double horse teams.  
Toronto leads all the other cities in the number of cars needed to do its work with its total of 59. Of this number 47 are Fords, distributed as follows: Railway and bridge department, 1; architect department, 2; water department, 2; purchasing department, 4; health department, 1; roadways department, 5; property department, 3; street cleaning department, 3; parks department, 3; fire department, 1; Hydro-Electric Commission, 15; harbor board, 3; school board, 3. These cars are all figured by the municipal authorities as profitable investments and actual savers of the people's money. They serve the city much better, cheaper and more reliably than horses.  
Calgary has twenty-three automobiles in its various departments, including one seven-passenger car, seven five-passenger cars, fourteen two-passenger cars and one police patrol. Sixteen of these are Fords, used in the various city departments. When contractors handled Calgary's paving they used from six to eight cars, but the city department is doing practically the same amount of work with two Ford cars. The health officer and chief sanitary inspector use Fords. The park department has a Ford car, and the superintendent of public works also has one to keep in touch with the work under his control.  
The electric light department has effected a considerable saving by the use of four cars. One is converted into a small truck for installing meters, and from 2,500 to 3,000 meters are handled during the year at a considerable saving over the horse and wagon method.  
Winnipeg, Regina, Edmonton, Saskatchewan, Vancouver, Hamilton, Windsor, London and St. John have all followed suit in using motor cars and scores of smaller cities are getting machines in smaller quantities.  
Alberta's government has found 22 Ford cars necessary, 10 being used by the board of public works and the others by the agricultural department, telephone, provincial secretary and department of municipal affairs. In Regina, the Saskatchewan government uses 11 Fords for sheriff, jailor and the weeds, highway and architectural departments.  
The Dominion government uses a large number of Ford cars and the various provinces are rapidly motorizing. So valuable have the motor cars become that the question is no longer "shall we buy automobiles?" but rather "How little can we leave to the horse."

## FOURTH WITHIN A YEAR

Another Ford Branch Building going up in Winnipeg — Costing \$250,000.

Winnipeg, Man., June 25.—The fourth assembling plant and service station of the Ford Motor Company of Canada, Limited, to be built within a year, will be put up 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 assembling 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

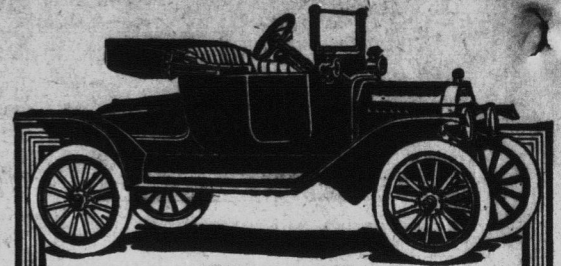
at Ford, Ontario, in a knocked down state to be assembled in this city later. This assures Winnipeg and surrounding territory of direct factory service.  
The home factory is up against a problem. It is already the largest automobile manufacturing plant in the British Empire, with an output of a car every three minutes—still this does not supply the demand. The only logical way to increase production is the erect assembly plants where the demand is the heaviest.

## THE JITNEY

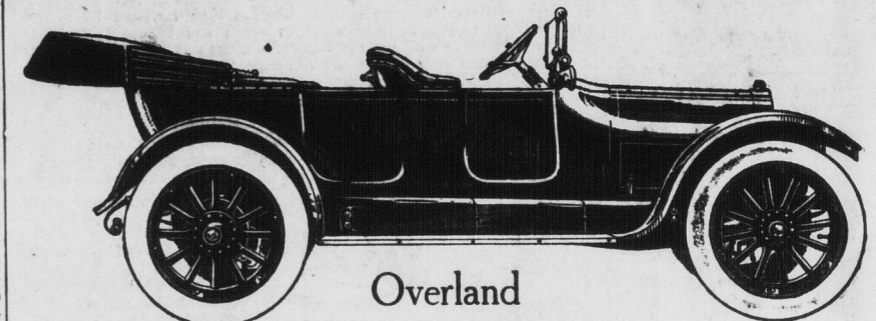
Whether the jitney has come to stay is still a subject for discussion in motorizing circles. One thing is certain, however, the five cent auto ride has made a decided hit with the public in most Canadian cities.  
Under the title "The Jitney," the following rhyme appears in the May issue of Goodyear Tire News (published by the Goodyear Tire & 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 ills, and break the cure all fakery. 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 magnets cuss but help fill up a "column"; but jokesters write their funny rhymes and still dig down their opera wraps, disdain to up their uspent dimes to swell the

## NEW BUYER IN RAPTURES

John S. Devereux of Babyshore, N. Y., in a letter under date of February 26, 1915, gives his opinion of the Oldsmobile in this wise:  
"While I cannot pretend to be an accomplished motorist yet, the many superior features of the Oldsmobile continually strike my eye. The "cast in" grease cups and oil wells first struck my attention when oiling up. The accessibility and large size of all these openings too, are an immediate boon to the patient putterer about the car. Then the model of the gas tank, its large vent for pouring in gas and the means of easy opening are far in advance for utility. The radiator water funnel with handsome cap is fine and no time is lost in pouring in. The motor, I can only say, starts off with what to me sounds like a chant; it is so perfectly balanced and in harmony. The ignition, and that "blend" on many cars, the carburetor, are never guessed at, as they are never even in evidence, but always quietly at work, doing their duty and doing it perfectly like a well trained horse."



"MADE IN CANADA"  
**Ford Runabout  
Price \$540**  
Lock a man up and he withers. It takes the sunshine and fresh air to preserve perfect health. The Ford has opened up the great, invigorating out-of-doors to the Canadian of moderate means. More than fifty thousand Canadians are using the Ford profitably—both for pleasure and business.  
Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914, and August 1, 1915.  
Touring Car \$590; Town Car \$440; F. O. B. Ford, Ontario, with all equipment, including electric headlights. Cars on display and sale at St. John Branch, Main 2806.



## Overland \$1050 STARTLING DEVELOPMENT \$1050

The Willys Overland Co. after six years of preparation and perfection of facilities in which the annual capacity of their plant has been increased from 5,000 to 100,000 cars, finds it possible to produce a high grade, powerful, up-to-the-minute car to be sold for \$1050. A car of this size, power and type has never before been offered for less than \$1400.

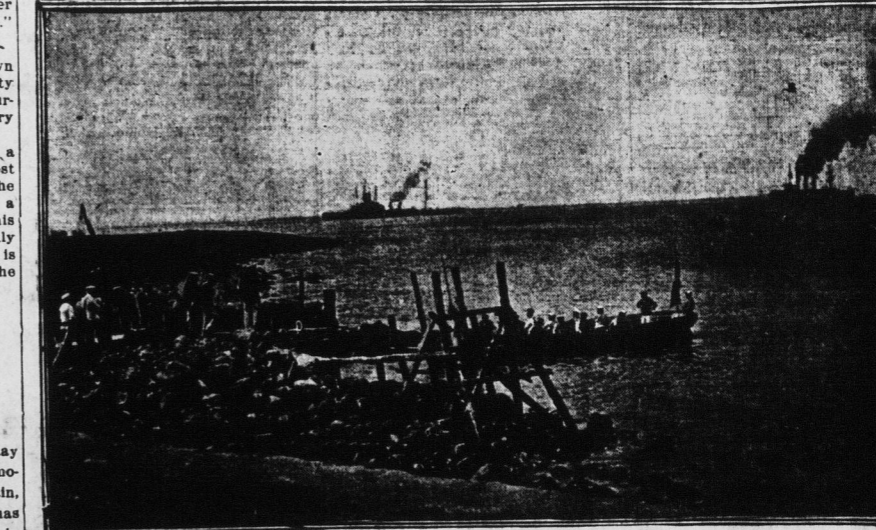
**SOME CAR** 35 H. P. Motor, 5 bearing crank shaft, electric starting and lighting, high-tension magneto ignition, 33 x 4 tires non-skid on rear, demountable rims with extra rim, one-man top, full streamline body, deep divan upholstery.

## NOW HERE

CARS ON EXHIBITION NOW AT OUR SALESROOM

**J. A. Pugsley & Co.**  
45 Princess Street

## AN INCIDENT ATTENDING THE SINKING OF THE DRESDEN



British doctors and sick-berth attendants going ashore to Juan Fernandez to attend the Germans after the Dresden had been sunk off that island on March 14, 1915, are shown in this picture. The British boats are also shown picking up wreckage.

hand 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 her. The kiddies visit movies now piled in some wheezy motor scow, 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-jiving jit, to 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 jitneyized.  
For Soldiers' Comforts  
Mrs. E. E. Church, treasurer of Soldiers' Comforts Association, wishes to acknowledge receipt of the following subscriptions:  
Employees of G. E. Barbour Co., \$22.90; Mrs. Phillip Palmer, \$1; employee Jas. Robertson Co., \$10; Mrs. John Koeffe, \$2; Mrs. Wm. Vassie, \$5; Mrs. L. J. Seidensicker, \$1; Mrs. H. E. Wardroper, \$1; Mrs. F. A. Peters, \$1; Mrs. E. T. Sturdee, \$1; George McAvity, \$6; Mrs. W. K. McKean, \$2; Mrs. H. A. McKean, \$1.