

THE AUTOMOBILE TRADE IN ST. JOHN

STUDEBAKER NEW MODELS OUT

Price Reductions Announced that are Startling to Motoring Public—High Standard Maintained.

By announcing for 1916 a seven-passenger, 40 horse-power four at \$1,195 and a seven-passenger 50 horse-power six at \$1,395, Studebaker has once more startled the motoring public. And once more Studebaker has proved that quantity production, scientific manufacturing methods, and a wealth of manufacturing experience can reduce prices and yet maintain high standards of quality.

That these are high grade cars in every essential will be evident from the most superficial examination, and the specifications as given by the engineering department indicate that the quality is even higher than with last year's cars. They show that finer steels have been used; that the upholstery is of the highest grade of leather the market affords; that the finishing operations have been increased to twenty-five in number, while numerous other details of manufacture are still further indicative of quality.

Yet despite all these improvements, and changes, the prices have been radically reduced in comparison with those of last year. No four of this size and power has ever been offered at anywhere near the price of \$1,195. No seven-passenger, fifty horse-power six ever came within hundreds of dollars of the new price of \$1,395.

The new cars illustrate more conclusively than ever the accepted Studebaker policy of dignity in design. The Studebaker has never gone in for un-

usual lines, believing that the public does not care for cars that follow the fads of style that each new season sees.

According to this year's cars, Studebaker has adhered to its customary lines, simply improving them in some slight details that add to effect. The lines of the hood merge into the cow, and the cow itself has been made longer. The crown fenders are of a deeper design than ever and cling more closely to the curves of the wheels, and the lines of the entire car flow in unbroken curves from the radiator back to the tail-lamp. Grace is the dominant note of the whole design, and while the new cars are larger than ever and more massive in looks, they are among the handsomest cars that have ever been produced.

One of the notable features of the cars is the new unique arrangement of the seats. The driver's seat, for example, is shaped so that both the driver and the passenger riding with him have separate seats. This is a change that owners who drive their own cars will greatly appreciate. The tonneau is roomier than ever, and the auxiliary seats are of entirely new design developed by Studebaker within the last year. Instead of folding back against the sides of the car or up against the back of the front seat, they sink down into recesses in the floor, completely disappearing when not in use. And thus extra room and ease of entrance

A MILLION DOLLARS IN NEW BUILDINGS

Spent in past year by Canadian Ford Company—In Montreal, Toronto, London and Ford, Ont.

Ford, Ont., July 15.—With the opening of its new factory additions here this month, the Ford Motor Company of Canada, Limited, has completed a building plan in which over a million dollars have been spent within the past year. Beside the factory addition, this includes new branch buildings and assembly plants at Montreal, Toronto and London.

All of these buildings have been completed since the first of this year. The Montreal building, costing \$250,000, opened its doors on January 23. The Toronto branch building cost over \$225,000 and was opened late in February. It is one of the handsomest commercial buildings in Toronto. The London building cost \$140,000 and was ready for use March 15th. Now the home factory addition at Ford, Ont., which involved an expense of \$300,000 is practically completed.

The building of the present addition to the Ford plant added about 130,000 square feet of floor space, bringing the total space up to more than nine acres. The service department is the first to be installed in the new building. Several of the executive departments will follow in a few days. These will occupy the commodious quarters on the sixth and fifth floors of the new section. There are many modern improvements, including new lunch rooms for both men and women employees. A novel feature will be a motion picture theatre, and all factory visitors will be shown, in an interesting and descriptive Ford car in the process of manufacture, the Ford system of assembly by means of a mechanical conveyor, and other subjects.

years ago of the Princess who was destined to wear a crown as Italy's Queen.

If ever a princess was born for the conquest of hearts it was surely Princess Nicholas's third daughter, Helena, who in early childhood, was described to a friend by a lady of her father's Court as "the most adorable little girl you ever saw—a dark-eyed, black-haired fairy, the very incarnation of sunshine. Her father simply worships her; she is the pet of the palace and the idol of the people."

With her brothers she was always the favorite sister, sharing all their games and romps; and when she was old enough, accompanying them on their hunting excursions among the mountains, "bounding like a chamois from rock to rock among the loftiest crags and peaks and revelling in the high air, the free life."

And when she was not with them, she loved to be her father's companion in his informal rambles among his people; or, basket

on arm, to carry sunshine and comfort into the houses of the poor and the sick.

Thus through the happy, careless years Helena grew to lovely young womanhood, the fairest of all Nicholas's beautiful daughters—divinely tall, with the carriage of a queen and the supple grace of a fawn; her daintily-poised head crowned with luxuriant hair, black as midnight forest depths; her oval face, with its exquisitely-chiselled features, lit up by glorious eyes, black almost as her hair. And to these physical perfections she added a richly-stored mind. She was a highly accomplished artist and musician, linguist and poet—but her greatest charm was an unaffected simplicity allied to a winsomeness which captivated all hearts.

Such was the Princess Helena when one day in 1895 she was taken by her father to the opening of the great exhibition at Venice, little dreaming, no doubt, how fateful that visit was to

prove, for it was while attending a gala performance at the theatre that Italy's future king, then Prince of Naples, first set eyes on her. So spell-bound was he by the vision of girlish loveliness which he saw in an opposite box that, it is said, he seemed unable to remove his eyes from it during the whole performance.

Two days after this fateful meeting Helena returned to her native mountains, but not before she had discovered Victor Emmanuel's secret and a responsive love had begun to stir in her own heart, and when a few months later she met her prince again at Moscow, she had an answer ready to the question which she knew he would ask. "Thus it was that one autumn day in 1896 the Montenegrin Princess said a tearful adieu to the little principality she loved so dearly, and as Victor Emmanuel's bride—the loveliest ever won by a prince of the house of Savy—blossomed into a queen-to-be.

—Strathpey Herald, Scotland

HENRY PARLEE BURIED AT APOHAQUI THURSDAY

Apoahqui, July 16.—The funeral of Henry Parlee took place from his residence at 10 o'clock Thursday afternoon. Rev. Mansuet Shewen held service at the home and gave a very comforting and appropriate address. "Peace, Perfect Peace," and "Will the Circle be Unbroken," were softly sung by the choir. At the close of the service the procession formed and wended its way to the cemetery at Waterford, nearby the boyhood home of the deceased, where the remains were interred in the family lot. The very large attendance at the last sad rites gave evidence of the respect and esteem in which the deceased was held, being one who had a friend in all who had formed his acquaintance. The floral tributes were very beautiful and consisted of "A Broken Circle" of carnations and verbenas from the family, a large spray of purple orchids and carnations from Mr. and Mrs. Edward Parlee. Other handsome bouquets were white peonies and roses from Mrs. J. P. McAuley; pink and white roses from Mrs. Harley S. Jones; Sweet William from Mrs. Herbert S. Jones; peonies and roses from Miss Sarah Sharp; white roses from Mrs. I. V. Wright. Those from outside here to attend the funeral were Mr. and Mrs. Wm. Long, Harvey Bank, Albert Co.; Mr. and Mrs. Melbourne Carr, John Munroe, Mrs. Henry Long, Mrs. Wm. Buchanan, Robert Parlee, all of Newton; Mr. and Mrs. Edward Parlee, Sussex. The immediate family was present except two daughters, Mrs. Wendell F. Colburn of Haverhill, Mass., and Miss Ethel of St. John.

Mrs. Herbert S. Jones spent Wednesday in Sussex with her husband, Major Jones, prior to his leaving for Valcartier on Thursday, 16th. A large number of the village residents were in Sussex on the 15th to bid adieu to their relatives and friends in the 50th Batt.

Master Harold Small, son of Mr. and Mrs. Frank S. Small, is quite ill with pleurisy and pneumonia. Their friends wish him a speedy recovery.

Herbert Wright of Jones Bros., is enjoying a week's vacation in Fredericton.

Arthur Vanwart, Fredericton, has returned home after a few weeks spent here with his aunt Miss Fenwick.

Mrs. Percy L. Folkins spent a few days of this week in Sussex.

Miss Mildred Kierstead, St. John, is the guest of her aunt Mrs. Adam Murray.

Miss Eleanor Starkey of Boston is spending a few weeks with Mrs. John Little.

Mrs. Harley S. Jones and daughter Marjorie returned last evening from Hampton where they have been spending a few days with Mrs. M. H. Parlee.

BATH NEWS

Bath, July 16.—The congregation of the Johnville R. C. Church, and the new R. C. Church here, held their annual Picnic, the day was ideal and a very large number of people took the opportunity of visiting Bath and for to have a pleasant day's outing to attend, and their hopes and expectations were not disappointed.

Music was furnished during the day by the Hartland band.

Many of the teachers resident here are home for their vacation, viz. Miss Edna Giberson, Miss Lella Giberson, Miss Bora Barker, Miss Ethel Simms, Miss Curiald Kerr, Chatham, one of the teachers of that town, is spending a few days the guest of Miss Maude Commins at the home of Dr. and Mrs. M. E. Commins.

The house and barn of Carey Gee, of Summerfield was totally destroyed by fire, caused by lightning in the storm of Sunday afternoon last. His loss is a heavy one, only being partly covered by insurance.

Mrs. J. L. Shaw is spending a few weeks with her daughter at Easton, Me.

The trustees of this place have engaged Thomas Pickard for Principal and re-engaged Miss Maud Stanlake for Primary School for next year.

R. F. Bromley and Mrs. Bromley and children, left for their home at Guelph Ont., on Thursday last, Mr. Bromley having been Potato Inspector at this point since beginning of the new year, for the Ontario government.

The recent rains raised the water in the river to about spring freshet height, no particular damage was caused, but considerable quantities of logs were floated down.

The farmers have finished the work on the potatoes, while the acreage is not so large as last year, the plants never looked better at this time of year.

Preparations are now being made for having which will be in many parts next week and the crop, with few exceptions for winter killing of clover never looked better.

Fred Boyer and Mrs. Boyer, of Victoria were callers here yesterday, having motored up via of Hartland and Florenceville.

THE QUEEN OF ITALY

The three Montenegrin princesses, whom I often see, are very beautiful and charming girls. I like quite best my heart to Helena, the youngest and also the loveliest of them, who is perfectly sweet and fascinating, with the prettiest manners and such a clever little head and tongue. This wrote Queen Victoria from the Rivers thirty

New Canadian Price \$85

FORD CAR OWNERS HAVE AN

Apelco Electric Starter INSTALLED NOW

Imperial Garage & Motor Co.

Phone Main 2478
27-33 Paradise Row
C. E. Mawhinney E. J. LaPierre

Oldsmobile Established 1880

To make every car as perfect as possible, both as a machine and as a work of art is our aim.

Model 43—1916

We wish to announce the arrival in this city of the new 1916 Model 43 Oldsmobile. Demonstrations begin immediately. Appointments by telephone.

Oldsmobiles have this attraction always—they are quite out of the ordinary. So with Model 43. Totally new, greatly improved, very distinctive, it compares favorably with \$3,000 and \$4,000 cars.

A surprising thing is the price, \$1,560.

Features that will delight you:

- Long wheelbase—120 inches.
- Long buoyant springs, underslung rear.
- Large body; restful as a divan.
- Extra width U-shaped doors (23 inches).
- Cross-stair Walnut dash and steering wheel.
- Deep cushions; high body sides.
- Solid Aluminum running boards and toe board.
- Powerful Valve-in-head motor.
- The famous Delco starting, lighting and ignition system.
- Stewart Vacuum gasoline system.
- A Big De Luxe Car—in materials and workmanship fully up to the high standards set by the famous Model 42 (its predecessor) yet priced \$275.00 lower.

New Brunswick Motor Car Company
Cor. Charlotte and Duke Streets

TRUST POSLAM TO HEAL THE WORST ECZEMA

Poslam deserves the confidence of all who seek a remedy for Eczema and itching skin. Not only does it possess known merit and ability to heal, but it is absolutely harmless and no injury can possibly result from its use. Has eradicated thousands of stubborn Eczema cases, many of years' standing, and should bring its successful work for you; repeat its immediate relief, stopping all itching and showing improvement every day. Use Poslam for any surface disorder.

If ordinary toilet soaps irritate, try Poslam Soap, medicated with Poslam and superior for daily use, Toilet and Bath.

For samples, send 4c. stamps to Emergency Laboratories, 32 West 25th St., New York City. Sold by all Druggists.

ACROSS THE CONTINENT

As one motorist pointed out the other day: "Why don't you people say more about Dunlop Tubes? I've used them from the drop of the hat, and think they are as important as your tires in the success of a trip." That's true. Dunlop tubes deserve half of the tire credit for the great pathfinder scoop of 1912. Imagine the quality of a tube which could run from Halifax to Vancouver without even being pumped up a second time! Dunlop Tubes can be had grey or red and are always put up in boxes.

Awarded the D.C.M.

DUNLOP TREAD

SEAL OF QUALITY TRACTION

The Distinguished Conduct Medal of Great Britain came as recognition for special service in the present war.

The D.C.M. of Motordom came as recognition for special service in the present war—on skidding. Dunlop Traction Tread set the pace in 1911, and below we explain how "The Master Tire" earned the award.

Dependability

"There in the pinches" is characteristic of Dunlop Traction Tread—the only tire which you see running with freedom without chains on wet asphalt.

No matter what kind of roads meet the motorist, he gets perfect traction with "The Master Tire," which is just another way of saying he is free from delays and tire troubles at all times.

This factor of dependability—preventing skidding and ensuring safety—more than any other sent Dunlop Traction Tread to the front; made it outlast, outserve, outsell every other tire. Have any self-starter you like, but you'll be glad in times of peril that you have Dunlop Traction Tread as a self-stopper.

Capacity

What motorist can examine the general offering in anti-skids without being convinced he could walk blindfolded into any garage and with a bare touch—the sense of safety in the finger-tips—pick out the tire he would entrust on the car to be driven by his wife and daughter, the tire that had the most resistance built into it, the tire where the tread gave every evidence of being moulded in to stay?

You can measure tires up by quality or quantity and the result will always be the same. Traction's records of successes are like those "V's"—they stand out from all the others. Don't take our word for it that Dunlop Traction Tread predominates in Motordom; take the evidence on the road.

Mileage

Every portion of Canada has contributed its quota of exceptional mileage and splendid averages on Dunlop Traction Tread. But surely nothing could more clearly indicate Traction's wearing ability than the memorable transcontinental trip of 1912! The fact that the tires used were from regular stock speaks volumes for "The Master Tire's" capacity to achieve glorious results with seemingly insurmountable odds. It stands to reason that the special construction of Dunlop Traction Tread, while ensuring safety, also ensures mileage. A tire that does not skid will not wear down quickly. It is a certainty that the two virtues go hand in hand. We have sufficient testimonials in our possession from Canadian motorists to prove conclusively that Dunlop Traction Tread is unbeatable as a mileage giver.

Across the Continent

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On Dunlop Tubes

Dunlop Tire & Rubber Goods Co., Limited
HEAD OFFICE AND FACTORIES: TORONTO.

BRANCHES: Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, N.B.

Makers of Tires for Automobiles, Motor Trucks, Motorcycles, Bicycles, and Carriages, Rubber Baking, Packing, Hose, Heels, Mats, Horse Shoe Pads, Tilling, and General Rubber Specialties.