

DODGE CARS STAND UP TO EVERY TEST

For Five Years Have Made
Good in Every Particular.

IMPOSSIBLE TO FILL
ORDERS COMING IN

Was the Car Chosen by U. S.
Government for Staff Use
by Army During Great War

When Dodge Brothers covered their connection with the Ford Works, they did so with the intention of manufacturing an automobile which in construction and price would be the logical step for a Ford owner who wished to make a change to something better; for the man who was "fed up" with driving a large, expensive car and wanted a smaller car giving comfort, and economy in operation and upkeep. The mere announcement that Dodge Brothers intended to make a new car, with their name, reputation and skill behind it, brought in thousands of orders for the car from all over the continent. Prior to any details as to price being known, and even before a model of the car was turned out, such was the enviable reputation of these two Dodge Brothers, that orders for over 40,000 cars were received.

Such was the start some five years ago. Since then over 400,000 Dodge Brothers Motor Cars have been fabricated and yet today the factory is still some 50,000 cars behind actual sales. Despite the fact that Dodge Brothers' Works have been constantly extended and now cover some 90 acres of ground, despite the fact that some 30,000 employees turn out between 500 and 600 Motor Cars each day, the demand continues to outstrip the best efforts of the factory.

The cause is not far to seek. It is, briefly, that from the first automobile turned out, down to car No. 450,000, Dodge Brothers' Motor Cars have demonstrated their ability to "stand up" under every kind of usage and under all conditions, with the minimum of repairs and replacements. All followers of the automobile game are quite familiar with the fact that the United States Government chose Dodge Brothers' Motor Cars as equipment for the Staffs of the American Expeditionary Force both in France and in the camps at home. The reputation the cars made for "indestructibility," both on the shell-torn roads of France and while doing duty in the training camps in America, is history. Dodge Brothers' Motor Vehicles "stand up" because nothing but the best materials to be obtained are used in their construction. A drop forging is put in place of a casting, wherever this can be done. Tinkering bearings throughout, eight of them in the rear axle alone. Practically the entire car—axles, springs, wheels, frame, body, upholstery, motor, etc., is made in the Dodge factory under expert inspection. No chance for any outside manufacturer of any of those parts to send in a batch of components not up to standard, as might possibly happen if parts were brought from outside. One of Dodge Brothers' Motor Cars is quite as good as the next, same material, same careful inspection, same attention to detail.

Another important feature of the Dodge is the beautiful and durable enamel finish. The body, fenders, cowl and hood are pressed steel, dipped in enamel and passed through a thermostatically controlled heat room, where the enamel is baked on. This is then rubbed down and the process repeated four times. The result is a finish which lasts for years. No matter how much mud one of these cars has accumulated, put it on the wash-stand, a good wash and polish bring out the original lustre of the enamel as good as new.

Dodge Brothers manufacture six types of bodies on the one chassis. Sedan, Coupe, Touring Car, Roadster, Screen Body Business Car and Panel Side Business Car. The latter two are express delivery vehicles and, as with the other types, the factory is quite unable to supply the demand for these handy, economical commercial jobs.

The Victory Garage & Supply Co., 92 Duke Street, this city, are Dodge Brothers' Direct Dealers for New Brunswick; and associate Dealerships have been arranged as follows:—

Victoria Garage, Moncton.
Lawlor & Barry, Newcastle.
Lawlor & Barry, Campbellton.
J. F. Rice & Sons, Edmundston.
Maguadavic Garages, St. George and St. Stephen.

During the year Associate Dealers will also be appointed in Fredericton, Woodstock, and Bathurst, so that a very complete Dodge Service throughout the province is promised. Each one of these dealers will carry a full line of replacement parts, and road

signs will be placed conspicuously on all highways leading into their towns, informing drivers of Dodge Cars where they can go for their Service.

ENLISTING BOYS AND GIRLS IN THE FIGHT

School Children of Southwest
Manitoba to Aid Fighting
Grasshoppers.

Winnipeg, Man., April 16.—Every boy and girl attending school in the rural districts in the southwestern corner of Manitoba will be enrolled in one vast vigilance committee in order to combat a recurrence of the grasshopper plague this year. The government is supplying the poison to combat the insects free of charge. The municipal councils have been given statutory authority to take whatever steps may seem fit under the circumstances as may arise in order to cope with the pests.

"BILL RAISERS" BUSY AT VANCOUVER, B. C.

Vancouver, B. C., April 16.—The demand for American currency here has been taken advantage of by clever "bill raisers." Many American one-dollar banknotes artistically designed to represent hundred dollar bills have been picked up by the authorities.

Pressed glass is an American invention.



Cravenette
Rainproof Cloth
For Two-Service Clothes

When you choose materials for coats, suits or gowns, buy cloth that you can wear on wet days or fine.—"Cravenette" Regd. Showerproofed English Gabardines, Imperials, Tweeds and Coverts. There is a wide range in differing weights, which make useful and modish garments. A great variety of cloths are continually being "Cravenette" Regd. Proofed.

A coat of the staunch Bradford Gabardine, "Cravenette" Regd. Proofed, for instance, wears well, looks well, and is thoroughly comfortable as a waterproof as well as a Spring and Fall Overcoat.

If your dealer cannot give you genuine "Cravenette" Regd. Showerproof cloths, with the Trade-Mark stamped on the goods, write us.

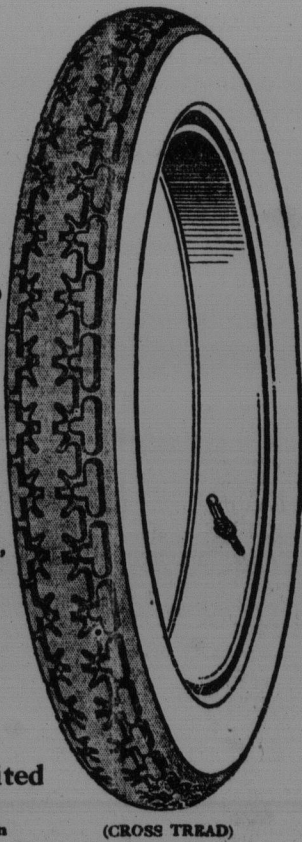
THE CRAVENETTE CO., P.O. Box 1934, MONTREAL, Que.

NOT by secret formulae, but by selected, tested materials, and better workmanship, have "Gutta Percha" Tires won the phrase—"The Tires That Give Satisfaction." The motorist, who has his car equipped with "Gutta Percha" Tires, travels with a light heart—he knows his tires will "stand up." Motoring is an exhilarating pleasure when the mind is free from the thought of tire trouble.

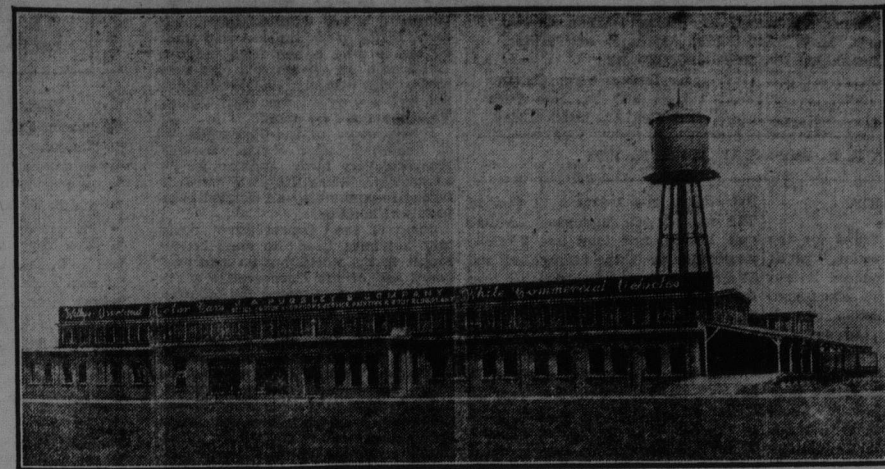
"GUTTA PERCHA" TIRES

"The Tires That Give Satisfaction"

Gutta Percha & Rubber, Limited
Head Offices and Factory, Toronto
Branches in all leading Cities of the Dominion



(CROSS TREAD)



36,000 SQ. FEET OF CONCRETE FLOOR SPACE AND PRACTICALLY FIRE PROOF. TOWER IN BACK. GROUND CONTAINS 30,000 GALLONS OF WATER, 65 FT. IN HEIGHT.

AT YOUR SERVICE

At our Glen Falls plant you will find one of the largest and best equipped Garages in the Dominion of Canada for the prompt and efficient repairing or rebuilding of all makes of Motor Cars and Commercial Vehicles in charge of skilled mechanics divided into separate departments as follows:

Storage Battery and Electrical Repair Dept.

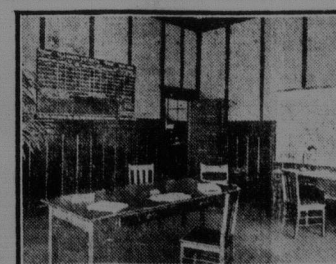


A VIEW OF BATTERY ROOM.

This dept. is in charge of expert electrical men and completely equipped with the most modern electrical instruments including the famous Amber device for quickly finding short circuits, etc. in wiring, generators, magnetos, coils, starting motors or other vital parts of a car, and which we are prepared to remedy on short notice. This dept. is also equipped with a complete battery charging and repair equipment with a full stock of parts for repairing or renewing plates, etc. on all makes of batteries.

Commercial Truck Body-Building Plant

This department is well equipped to undertake the construction of all kinds of commercial bodies such as open express, panel delivery, stake, and dumping, and we usually carry in stock standard bodies to fit such trucks as the Ford One Ton. The best grade of material is used and we will be pleased to send literature to interested parties.



SALES OFFICE.

We feel sure that all will agree that our facilities are unexcelled and it is the ambition of the entire staff in this new plant of ours to build up a lasting reputation for prompt service and efficient workmanship.

J. A. Pugsley & Co., Limited

Established 1906.

OFFICES AND SERVICE PLANT GLEN FALLS, N. B.

'Phone Main 3171. Private Branch Exchange Connecting All Depts.

Motor and Chassis Repair Department

Our machine and repair shops for the overhauling, repairing and rebuilding of all parts of the motor car or truck chassis is completely equipped with many special time-saving tools for the use of our men assigned to specific work as on axles, motor, carburetor, clutch, transmission, radiator, etc. The building in which it is located is exceptionally well lighted and of fireproof construction, making for better workmanship and safety for the owner's car. To those owners who do not reside in the city we would suggest that you send us such parts as motors, etc. by express or freight for necessary repairs.



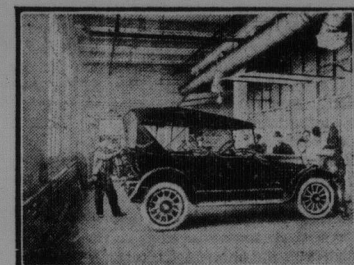
VIEW AT ONE END OF STOCK ROOM.

We Carry at All Times a Very Large Stock of Parts and Accessories and which We are Increasing as Rapidly as Unsettled Conditions at Factory Permit.

WE INVITE INSPECTION

of our premises and we will be pleased to show car owners and others through the various departments.

Motor Car and Truck Painting Department



VIEW OF PAINT DEPT.

Our paint shop which is the largest and best equipped in Eastern Canada is of dust-proof construction and being steam heated to a high temperature we are able to use the very best English varnish which is not usually possible in the ordinary shops. Special equipment is provided for automobile painting and when cars are finished they are sent to the mechanical dept. to be tested before owner receives delivery. The men in charge have had many years' experience in some of the best shops in this country.

Car and Truck Storage Dept.

We have some ten thousand square feet of cement floor space available for winter car storage for owners and dealers who have not sufficient space at exceptionally low rates considering the special services rendered, and a big saving is also effected in cost of insurance and freedom from damage to car through careless handling or dampness. Rates quoted on application.