

THE AUTOMOBILE TRADE IN ST. JOHN

Oldsmobile Eight Is Announced

Prompted no doubt by the success of their "42" has met with during the past year, the Olds Motor Works are making still further advances in the moderate price field, announcing for the 1916 season two light weight cars, an Eight and a Four, both weighing well under 3,000 pounds.

It was thought that the Company might produce four cylinder cars exclusively this season, in view of the strong demand experienced for such a car, consequently the announcement of an eight was in the nature of a surprise to dealers, as well as to the public generally. The decision to produce an eight cylinder car grew out of the fact that during the spring months, the company found an active market for their big Model 55.

The new Oldsmobile Eight, which gives every promise of being one of the most sensational cars yet developed by the Olds Motor Works, embodies the factors of economy, efficiency and refinement in a high degree. Although definite mechanical details of the car have not yet been announced by the manufacturer, the motor is understood to be of V-type construction, containing certain original features not incorporated in any other motor of the same type now in use in American cars.

By producing both their eight cylinder and the eight cylinder cars simultaneously, and in large quantities, a great saving was effected in the purchase of materials, with the result that it was found possible to produce the cars at an unexpectedly low first cost.

The introduction of the Oldsmobile Eight is considered important in that it enables the public to obtain an eight with high class workmanship and refinement at a price considerably under that which the Company formerly received for its four cylinder cars.

Shipments of Model 43, the four cyl-

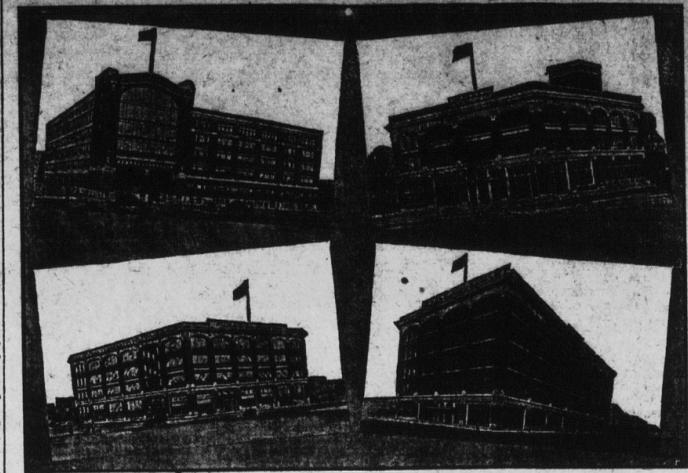
inder Olds, are now in progress and complete mechanical specifications are available. The general lines and details of the "49" Oldsmobile were adhered to, but a wheelbase of 120 inches gives the car a considerably longer appearance with a more sweeping contour, and allows greater space for passengers. In the touring car, for example, the ignition measures 47 1/2 inches from rear seat to front seat, back to the clutch pedal. The doors have the uncommon width of 23 inches. The body sides are high and the cushions placed somewhat deeper in the body, so that on the whole considerably more riding comfort for passengers is afforded.

A four cylinder motor of the valve-in-head type, developing over 30 h.p. on block test, is employed; bore 3 1/2, stroke 5 inches. Working parts are completely covered with an effective metal silencer. Cooling is effected by a centrifugal water pump. Gasoline is drawn by a vacuum system to the carburetor from the gasoline tank, which is situated in the rear of the car. The Delco electric system, with a single unit for starting, lighting and ignition, is again used.

Three-quarter elliptic, underslung rear springs are declared to give exceptional riding qualities, with a low center of gravity, which is also desirable. A three-quarter floating rear axle with helical bevel drive gears is used in company with the Hotchkiss drive, and is said to contain the salient features of the full floating type axle.

Wheels finished in natural hickory, with non-skid tires, front and rear, are a feature. Running boards and toe boards are made of solid cast aluminum. Instruments are mounted flush on an attractive dash of Circaonian walnut, which contains two lockers for touring requisites, such as goggles, gloves, smelling salts and the like.

Ford Motor Co. of Canada, Ltd.



These buildings were put up by the Ford Motor Company of Canada, Limited, within the last year, and represent a part of that Company's aim to have first class branch buildings and assembly plants in every large Canadian city from ocean to ocean. Left to right they are: Factory addition at Ford, Ontario; London Branch, Montreal Branch, and Toronto Branch.

The Willys Overland Co. Build New Factory.

The Willys Overland Company is a typical example of how a successful business can be built up by giving people what they require and offering them in exchange for their money full measure of motor car service, comfort and reliability. The company has just completed an addition to their already large plant which will be perhaps the largest single factory building in the automobile business. The addition of this building with its seventeen acres of floor space gives this company a wonderfully complete plant with a total floor space of seventy-nine acres, which is a larger area than many of our New Brunswick farmers have under cultivation. This great organization has built itself up from a small beginning to its present commanding position on sheer merit alone. Indeed no concern at the present time can continue year after year doubling and trebling its output and increasing its capacity, unless the article it offers the public is thoroughly reliable and gives a little more for the money than can be obtained elsewhere. At the present time Overland value is not a mere catch-phrase, but is based on the definite indisputable economies of production in large quantities. From time to time as the business will permit it many additions, each as large as an ordinary factory plant, had been made.

Special equipment and special machinery has been required and it is interesting to note that many of the

largest and most modern special machines in existence are installed in the Overland factory. Special departments have grown up to meet the demand of up-to-date manufacture. The Overland drop forging plant is the largest and best equipped plant in the automobile industry. It is capable of turning out such large forgings as a whole front axle. The majority of car manufacturers have to buy their drop forgings or at least purchase the dies for making them. Again, in the body manufacturing department are special presses for stamping the sheet steel for the bodies, one of these being the largest of its kind in use. So throughout the different departments huge production has meant that the very latest methods are used in the manufacture of parts. This has required the use of specially-designed machinery and tools, each unit performing its particular operation better and more economically than is possible under ordinary methods.

In its first year in business this company made but four hundred cars, whereas at the present time with its new factory building completed it has a daily capacity of six hundred cars, more than the entire numbers manufactured in its first year. This is a striking illustration of the steady advance in the demand for automobiles throughout America and is a great tribute to the Willys Overland Company itself and proof of the reliability and popularity of the Overland car.

H. A. LOZIER RE-ENTERS AUTOMOBILE INDUSTRY WITH NEW ORGANIZATION

Harry A. Lozier, who has not been actively connected with the automobile industry since his retirement from the Lozier Motor Company, in 1912, is about to enter the field again at the head of a new organization for the manufacture of motor cars.

For sixteen months Mr. Lozier has been quietly and industriously perfecting his plans and the work of organization is now complete, the character and design of the car settled and ample capital secured. Some inkling of Mr. Lozier's intentions has spread abroad and because of his prominence in the industry great interest has been manifested. Many inquiries have been made as to the exact nature of his new enterprise. The various details, however, will not be given out just yet, and no further announcement as to the location of the new plant, the source and amount of the capital or the price and character of the car will be made at this time.

Enough is known, however, to warrant an assertion that the car Mr. Lozier's new company will manufacture will be something of a sensation, for while it will exhibit no freakish innovations, it will illustrate the latest trend in motor car engineering, and will combine modernity and luxury at a price that should give it an immediate and extensive market.

While Mr. Lozier is mum at this time on details, it is significant that so far as policy is concerned, his new company will not differ materially from the Chandler Company, of Cleveland, which is made up of the men who comprise Mr. Lozier's own organization when he was president of the Lozier Motor Company, and who left a few months after Mr. Lozier laid down for the Lozier Motor Company in 1911, but was not permitted to carry out, made a sensational success.

Mr. Lozier states that no decision has been reached relative to a corporate name for the new company, which he has just organized, nor has the name of the car been definitely settled.

IMPORTANT ADVERTISING CHANGE.

The MacManus Company Changes its Name to Conform to Present Personnel.

At a meeting of the stockholders and directors of The MacManus Company, Advertising Agents, on Monday, it was voted to change the corporate title of the organization to The Power, Alexander & Jenkins Company.

The change in name does not indicate any change whatsoever in the personnel of the company.

In fact, the organization remains exactly as it has been heretofore, and there will be no change in the character and policy of the business.

The action was prompted merely by the fact that the name "The MacManus Company" has not for some time represented the personnel of the organization—the present officers, directors and stockholders having purchased the assets of the Company over three years ago.

The name of the company was well known in the advertising field, however. It had standing and reputation back of it—and it has been retained up to this time for that reason.

Recently, however, it has been felt that the interests of the Company would be better served if the corporate title represented the personnel of the organization—hence the change.

The new corporate title, The Power, Alexander & Jenkins Company, includes the names of the men who are responsible for the success the organization has enjoyed during the last three years. They are men who are well and favorably known in the advertising field, and their names at the head of the company, insure a continuation of the rather exceptional advertising service for which it is noted.

The officers of the company are: William & Power, president; Kirk E. Alexander, vice-president and general manager; W. Hadden Jenkins, Jr., secretary; and Charles E. Will, treasurer. The directors are the officers and Louis Ling, Welmore Hodges and Geo. P. Fletcher.

The Power, Alexander & Jenkins Company, succeeding the MacManus Company, was organized as an Ohio corporation and was first located in Toledo. About six years ago the headquarters were removed to Detroit. Three years ago the present holders bought out the old stockholders. The Russell Motor Axle Company; and a company, which is the largest advertising agency between New York and Chicago, has handled and continues to handle the advertising business of a large number of national accounts. Numbers among its present clients: The Ford Motor Company, both the American and the Canadian corporations; the Paine-Detroit Motor Car Company; the Consolidated Car Company, manufacturers of the Abbott-Detroit motor cars; The Henderson Motorcycle Company; the Dayton Engineering Laboratories Company, manufacturers of the Delco electric starting, lighting and ignition system; the

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Ford
THE UNIVERSAL CAR

Overland

\$1050 STARTLING DEVELOPMENT \$1050

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