

MOTOR CARS FOR WOMEN

Autos Are Now Built Expressly to Accommodate Lady Drivers.

"The advent of the woman motor car driver and enthusiast is one of the most important developments that has occurred in the automobile business in recent years," was the comment of John N. Willys, President of Willys-Overland, Limited.

"In fact, the active participation of women in any proposition is a noteworthy event, as Adam and other millions of men since his time have acknowledged."

"To make a motor car which could be driven with equal facility by men or women, has long been the aspiration of automobile engineers and the incentive to automobile manufacturers to spend millions of dollars in experimental work."

"As long as the usefulness of the automobile for the women of the house stopped for the day with the departure of the man for his business duties, the field was restricted; but build a car that can be operated by any member of the family, and a wonderful field of new prospects is opened."

"While they could not possibly anticipate the far-reaching effect women motorists would have on the whole industry, a few instinctively felt that once automobiles were refined and simplified so women could drive, they would become personally interested in motor cars and the market would be increased just so much."

"To appreciate just how this method of reasoning on the part of the motor car manufacturer has worked out, just stop where you are and watch the procession of machines passing by."

"You will notice more women driving automobiles to-day than ever before. On the busiest streets, on the boulevards, in the small towns, and on the country roads far from home, you will find women—thousands of them—driving all kinds of motor cars with as much confidence and skill as any man."

"The automobile has brought greater contentment into the lives of women than possibly any other one thing in recent years. It has shattered the shackles of custom which kept them in the narrow confines of the home, entirely dependent upon men, and has opened up a new world filled with a welcome variety of constantly shifting scenes and new experiences—a world of better health, wholesome recreation, confidence, convenience, independence, joy, pleasure and contentment."

"The fact that the automobile means so much in the daily lives of



THE CLEVER DANCING CHORUS IN THE MUSICAL COMEDY DELIGHT "SEPTEMBER MORN," COMING TO THE GRAND

women, is the reason why their ideas and preferences are one of the most important factors to be considered in marketing motor cars."

"It has only been within the last year or so, however, that motor car manufacturers have appreciated this fact, but now they are spending millions of dollars in advertising to carry the message of their car direct to the women of the nation."

100,000 CARS MADE IN FIRST 22 MONTHS Dodge Brothers Establish Remarkable Record for Progress in Short Period.

Dodge Brothers recently turned out car No. 100,000, and the event was celebrated at the big plant in Detroit by taking motion pictures of the final assembly of the car.

Dodge Brothers have been reticent in making public, production figures, and with the exception of those in the trade who were close to the situation hardly anyone realized that this concern had had such an astonishing growth. Dodge Brothers produced their first car on a commercial basis on Dec. 4, 1914, and by reaching 100,000 now in less than two years they establish an entirely new record in the motor car industry.

The concern is now producing on a large scale and the 60 odd acres of floor space of the plant are being added to by the construction of new buildings.

The evidence of the great growth of the company is further emphasized

by the fact that when the drawings for position in the automobile shows of 1916 at New York and Chicago were made recently, Dodge Brothers were found in fourth place in the industry in volume of business. This was an advance in one year from eighth place to fourth place.

Car No. 100,000 is going to have quite an eventful time. It was shipped to the Henshaw Motor Co., of Boston, which had applied for the car months ago. There will be a public reception at which many officials will welcome the car, and it will be escorted about the city by the first Dodge Brothers' car received in Boston. It is the latter which has earned the name of "Preparedness Car," by its trip through New England in the interests of proper preparedness.

FIXED CARS HE DISLOCATED

Ingenuous Knave in New York Had New Scheme of Money-making.

Quite recently patrons of a well-known New York restaurant, who were in the habit of leaving their cars unattended outside, uncovered the methods of a new kind of practical joker—new because he was practical.

It appears that almost every day some one would have trouble in getting his car started. After he had tinkered for a few minutes an obliging mechanic would stroll up, proffer his aid, and have the engine running in no time.

Two actors happened to compare notes one day and found that this incident had occurred to both of them. They immediately became suspicious, and on leaving the restaurant saw their man working on a car a short distance down the street. By quick action one of them pounced on him and caught him.

He was the obliging mechanic, and after his arrest it developed that he had deliberately disconnected portions of the car's electrical systems, and then had collected substantial rewards from puzzled owners for services rendered in starting the machines.

Judging from a bulletin from the Automobile club of Maryland, the trick has been played before elsewhere.

"With the opening of the theatres, the club will again have uniformed watchmen stationed at them, whose duty it will be to assist members and friends in locating a suitable place for the parking of their cars, and informing them of the requirements of the law with regard to dash lights burning, proper position of rear license tags, etc."

"They will also record the time of arrival and departure of the cars, their contents, extra tires and any defects in the way of leaking radiators or gasoline tanks, flat tires, etc., will be noted on a tag and fastened to steering wheel of the car."

"They are instructed to give motorists any assistance required in getting their cars started."

"This service is absolutely free, tips being entirely optional with the members, but they must not be solicited by the watchman."

In very big cities it is doubtful whether such a service could be given by the club, except at high cost. There is no reason, however, why the theatre and restaurant managements should not provide it for a nominal fee.

VANESSA

(From our own correspondent.) Geo. Robinson and Frank Baker spent Friday night in Brantford. Mrs. Milton McKellen is spending a fortnight with her sister at Gladstone.

H. F. and Mrs. Henry spent Sunday with relatives in Canboro. Mrs. William Ripley of Hamilton, spent a few days with relatives here. Nathan and Mrs. Proper, also George and Mrs. Robinson spent Sunday in Waterford.

Mrs. E. Birdsall is spending a few days with her daughter, at Birtch. Ray Patterson's little boy had the misfortune to have three of his fingers cut off last week.

Mrs. Lewis and family, spent Sunday with J. P. and Mrs. Henry.

MOUNT VERNON

(From Our Own Correspondent.) Considerable relief was felt when a car-load of coal reached the village this week, and our coal dealer, Mr. W. H. Biggar, proceeded to distribute it to his many patrons. Mr. Biggar expects more to arrive soon and with continued mild weather we trust there will be no further anxiety.

The Presbyterians are holding anniversary services in the church on Sunday, when the Rev. Dr. Gandier, principal of Knox College, Toronto, will preach. Music of an appropriate character will be given by the choir, assisted by others.

Capt. the Rev. S. E. McKegney, of the 215th Battalion will conduct the service at All Saints' church on Sunday afternoon at 3 o'clock, when there will be a celebration of the Holy Communion. The new rector, Rev. Mr. Jennings, will take charge of his new parish, All Saints' and St. John's, the first Sunday in December.

Mr. James Young, who is retiring from farming will soon have his new house ready for occupation. Mr. Chas. McKay was in the village for a day or two before starting on his trip to Newfoundland and other Eastern points.

Two of our young pupils of the Mt. Pleasant school, Miss Anna Lloyd-Jones and Miss Hilda Briggs received from the secretary of the Paris Fair Board, cash prizes, awarded for writing, in the competition for Brant county pupils.

Those who patronize the Lake Erie and Northern Railway, would like to

see a station or some kind of shelter before cold weather sets in. Also we would like to see about a dozen more of our eligible young men in khaki.

ECHO PLACE NEWS

Mr. Geo. Smith, Mr. Barton Sen and Dr. Devereaux are enjoying their annual trip to The Happy Hunting ground.

Miss Muriel Westbrook was calling on old friends in this place last Sunday.

Mr. Charles Bowden is still very ill at his home on James street.

Mr. and Mrs. Sibbie and Miss Myrtle Sibbie spent Sunday with Mr. and Mrs. McIrvine.

Mrs. Plant of Hamilton and Mr. and Mrs. Allison of West Brantford called at Mr. Bowden's last Sunday.

Echo Place ladies are cordially invited to the prayer meeting, which meets at the home of Mrs. Marlett, Wednesday afternoon at three thirty.

Mr. and Mrs. Douglas spent Wednesday in Onondaga.

Ladies Institute meets Nov. 17th, in the Echo Place School.

The firm of T. Kemper, of Galveston, Texas, has been removed from the British blacklist.

Daniel Lindsay, New York, accused as an automobile speeder, died suddenly from worry.

A carload of Argentine corn arrived yesterday in Peoria, the heart of the great Illinois corn belt.

The Lehigh Valley Railroad has called into use cars made 20 years ago to relieve the coal famine.

J. S. Hamilton & Co.

Canadian Wine Manufacturers.

Brantford

Our Wine Sales Show a Big Increase Since Sept. 16

Many persons think that we cannot sell them direct from our Wine House here, but that order must come through some Montreal firm. This is not correct. We can sell you direct, but in not less than one case, or five gallon lots.

We have a good Port Wine at \$4.00 a case, while our "St. Augustine," an excellent Wine, 8 years old, only \$5.50 for one dozen reputed quarts or \$1.80 per Imperial gallon. War tax stamps are included in these prices. We have a score of other brands, all excellent value.

Buy a dozen and entertain your friends with pure juice of the grape.

J. S. Hamilton & Co.

CANADIAN WINE MANUFACTURERS.

44 - 46 DALHOUSIE ST., BRANTFORD

ES

plet is ready. It possible points of forming many new ones.

detail much has been improved upholstery true of the cushions at spring construction shifting is easy and required. A steel ne, reinforced at every tures great strength, e car is ample.

ic lighted oil feed is A speedometer standard equipment, dash. Non-skid rear

ual features and never Chevrolet price.

R COMPANY

NTARIO

antford, Ont.

DA"

of Charge to Any Point in Ontario

Days More

order within ten days, we can guarantee Liquors in time for Christmas cheer. Send now. It implies no obligation on your prompt and proper delivery, if you confirm

order, we will pack goods, addressed to them in our warehouse, further from you by December 18th, we without any cost of liability of any kind to

ave but 10 days more. Order NOW and in-supply reaching you in time.

Wines and Liquors

from the Distillers and Wine-growers in own brands as: artell's Brandies, John De Kuyper and llands, Gordon's and Burnett's Gins. r, Bulloch Lade, Dewars, Kilmarnock, King George, Usher's and Black and rry Wines, Clarets, Burgundies, skies.

ermouths and Liqueurs.

OTCH WHISKIES

	Per Case	Per Bottle
ary Quarts	\$12.00	\$1.10
Impl. Quarts	15.00	1.50
10 Years Old	15.00	1.40
15 Years Old	18.00	1.75
20 Years Old	21.00	2.00

IRISH WHISKIES

Quarts	12.00	1.10
bl. Quarts	16.00	1.50
al" Pure Malt	17.00	1.50

BRANDIES

	13.00	1.20
	16.50	1.50
	24.00	2.25

INS AND RUMS

	10.00	1.00
	10.00	1.00
Quarts	15.00	1.10
rdinary Quarts	12.50	1.25
Large Quarts	17.00	1.50

ADIAN WHISKIES

Ordinary	\$ 9.00
Special	9.50
	11.00
	12.00

MINIMUM SHIPMENTS

6 Bottles; other goods, 4 Bottles. Dozen bottles or more are packed and ready to ship.

only 10 days more in which to place orders for Wines and Liquors for Christmas. Or if there are some special brands not mentioned, write us for prices.

REFERENCES: E. C. ANDRICH, also

The Canadian Bank of Commerce

A. Wilson Co., LIMITED

85 and 87 St. James Street, MONTREAL

to the Dominion Government more than others for Customs and Excise duties.

ss Out You May Require It.

BRANT MOTOR CO.

Agents for the following cars.

Dodge Bros. Motor Cars

Touring and Roadster\$1,100 and freight
Winter Touring and Roadster \$1,335 and freight

Hupmobile

Touring and Roadster ...\$1,650 and freight

Maxwell Cars

Touring\$ 850
Roadster 830
Cabriolet 1235
5-Passenger Sedan 1400
6-Passenger Town Car 1300

All Cars f.o.b. Windsor

Wright Truck Attachment to convert Ford car into ton truck, \$425 and freight.

Every facility for Washing and repairing Cars in an up-to-date manner.

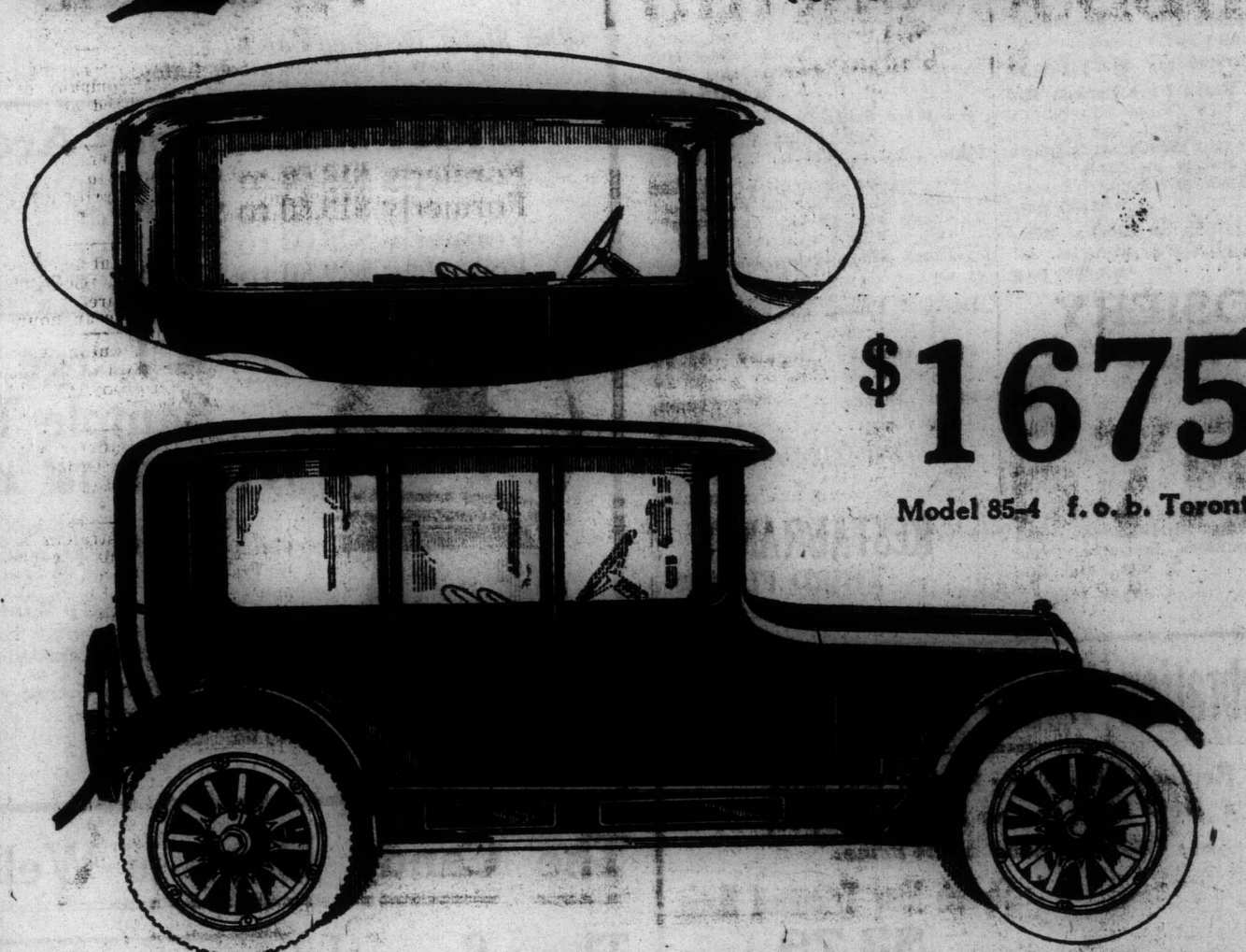
GARAGE AND SHOWROOM

39 DALHOUSIE STREET

Bell Phones 370, 515, 2253 Automatic 270

Overland Touring Sedan

(Springfield Type)



\$1675

Model 85-4 f.o.b. Toronto

Closed Car Luxury—Open Car Freedom Combined—at a Moderate Price

Here is the first full size Touring Sedan ever offered at a moderate price. It fills a long felt want.

Undoubtedly the car that is both a closed sedan and an open touring car, easily convertible on the instant, is the ideal year-round, every-purpose family car.

When closed this car affords perfect protection against cold, wind, rain or snow.

When open, it is free to every friendly breeze that blows. And the change can be made either way, easily, quickly.

And either way it is a beauty with lots of style and absolutely free from any suggestion of makeshift.

It has the famous 35 horsepower Overland motor now in use in more automobiles (over 250,000) than any other motor of anything like as much power.

Large 4 1/2-inch tires, long 112-inch wheelbase, and long cantilever rear springs make it a luxuriously easy riding car.

See us at once and arrange for one of these luxurious cars—\$1675.

Same model, six cylinder, 35-40 horsepower, 116-inch wheelbase, \$1855.

Three Passenger Touring-Coupe—four cylinder \$1465, six cylinder \$1645.

Jas. A. Low, Dealer Bell 1201 Both Phones. Auto 201 15 Dalhousie St

Willys-Overland, Limited

Head Office and Works, West Toronto, Canada