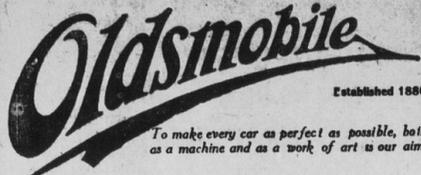


# THE AUTOMOBILE TRADE IN ST. JOHN



**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. Apointments 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 wide U-shaped doors (23 inches).
- Circassian 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

## New Models Out Early This Year

**Business Advantages and Curiosity of Public Responsible, Olds Official Explain.**

A growing tendency on the part of automobile manufacturers to introduce new models earlier than they once did and thus gain the advantage of the profitable spring and summer selling periods for their new product, is an interesting development of the last year or two.

Aunt, the beginning of the business year for many manufacturers, formerly was considered as the most opportune time for bringing out new cars but automobile concerns generally now seem to be making an effort to launch their new models in June or in the midst of the brisk buying season.

Whether this is due to pressure brought to bear by the general public is open to doubt, although it is reasonable to suppose that in their desire to see the new things in automobiles before buying those who are in the market for cars, heretofore have delayed purchases until August, which otherwise might have been made in May or June had the new styles appeared at that time.

Compliments in this regard to the Olds Motor Works which announced its 1916 line, consisting of a Four for immediate delivery and an Eight for delivery in August, three months earlier in the season than their 1915 cars were introduced. It is argued that the introduction of new models earlier in the season than formerly is a great advantage to automobile dealers since the dealers can more effectively create a local market for a new machine in the spring than in the late summer or early fall. Moreover in the case of the Olds Company their new models were announced sometime in advance of actual production, which was an added advantage to dealers, who must necessarily begin several weeks ahead if they are to buy intelligently for handling a new car.

"What probably constitutes a record in the motor car industry was established by the Olds Company in producing our 1916 Four," declares E. Ver Linden, Factory Manager. "Shipments of the new model began just ten days after the last car of the preceding series was shipped. Ordinarily considerable time elapses while preparation for the production of a new model in an automobile plant is under way."

## OLDSMOBILE FACTORY IS SWAMPED WITH ORDERS

**Dealers Offering Premiums to Get Cars to Fill Demand—Production to be Enlarged.**

The general revival of trade is being reflected in the business of the Olds Motor Works, which finds itself over-run with orders beyond its capacity for production and delivery. Ever since the first day of April it has been necessary for the manufacturers to turn away orders for Model 42 Oldsmobiles and at the present time the factory output is sold for fully a month ahead. This demand is specially exhibited in the orders for Roadsters, the last allotment of which was completely sold before the factory began its production—this in spite of the fact that the number of Roadsters produced was exceptionally large. Practically all Oldsmobile Dealers are entirely sold out of cars at this time and dealers have been communicating with each other and, in some cases, actually offering bonuses for cars.

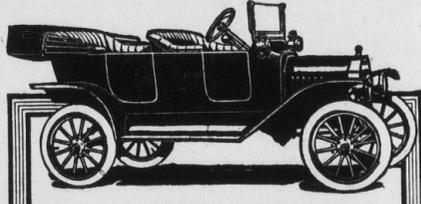
"Our factory, operating in the light of past experience, taken unawares and snowed under with orders," says E. Ver Linden, Oldsmobile Factory Manager. "Had we anticipated such a rush of business our plans would have been made to meet the expansion of the market."

Mr. Ver Linden states that plans are now under way to meet the flood of incoming orders for cars.

## Automobile Owners...

Start the season of 1915 with a set of new tires. We allow you \$1.00 an inch for your old ones in exchange for new ones of first class quality only.

**Imperial Garage & Motor Co.**  
27-33 Paradise Row  
Phone Main 2478 St. John, N. B.



**"MADE IN CANADA"**

## Ford Touring Car Price \$590

The best that money can buy—is the labor that goes into the Canadian Ford. Our workmen are the highest paid motor car mechanics in the British Empire. This means dollars saved in after expense to the man who drives a Ford "Made in Canada." Because the Ford car is built right.

Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914, and August 1, 1915.

Runabout \$540; Town Car \$840; F. O. B. Ford, Ontario, with all equipment, including electric headlights. Cars on display and sale at St. John Branch, Main 2806.




**Premier Gasoline**  
HIGH GRADE MOTOR

**more power on the hills**

**More miles per gallon**

Dealers everywhere, or at any of our branches throughout the Dominion.



**THE IMPERIAL OIL COMPANY Limited**  
Made in Canada

## Canada's Industrial Pay-Roll is \$5,000,000 Week

**Ford Workmen Have Large Share in This—Highest Paid in British Empire.**

Ford, Ont., June 11.—The highest paid automobile workmen in the British Empire are without doubt the employees of the Ford Motor Company, of Canada, Limited. Following the recent adoption of a minimum of \$4 per day for Canadian employees, it is figured from wage reports that they are getting approximately three times as much as the average of all Canadian workers.

Canada has 20,000 factories giving employment to 600,000 workers. Wages amount to over \$260,000,000 annually or \$5,000,000 per week. This is really

## LARGEST ELECTRIC SIGN

Ford, Ont., June 11.—The world's largest electrically lighted sign is being built for the Ford Motor Company of Canada, Limited. Even in Montreal and Toronto and the other metropolises, there is no larger. King street's best will now have to be contented with second place.

With letters fifteen feet high, the sign will read "Ford Motor Company of Canada, Ltd." and will be 450 feet long. Each of the letters will be white, faced with black, so that the sign will also figure as an attractive daylight sign. It is to be mounted on top of the company's 750 ft. machine shop along the waterfront of the Detroit river. The sign will be in full view of all freight and passenger traffic on the river, both Canadian and American. Through this channel passes the heaviest tonnage of any of the world's waterways—more than through either the Suez or Panama Canals.

The sign will be made in Canada and work has already started building the steel framework to hold it in place.

## ENTERTAINMENT AT WELSFORD IN AID OF RED CROSS WORK

**Good sum realized and interesting programme enjoyed—Clarendon Lodge I.O.G.T., entertain Nerepis brethren.**

Welsford, June 10.—Little Miss Frances Howe, the three-year-old daughter of Mr. Frank Howe, met with a painful accident on Friday morning last, which might have proved fatal; a heavy gate falling on her in the farm yard, which resulted in one of her legs being badly bruised below the knee. Dr. Lewin is attending to the little one's injuries.

Miss Eileen Colston, of St. John, who had been spending a short visit here the guest of Miss A. T. Nason, returned home last Monday.

The work in connection with the new bridge at Armstrong's Corner is going ahead well. It is understood the bridge when completed will be a fine structure and a great improvement on the old one.

It is rumored that the task of road repairing will soon be commenced. Already some of the notices in connection with the statute labor, etc. are posted up in some parts of the parish.

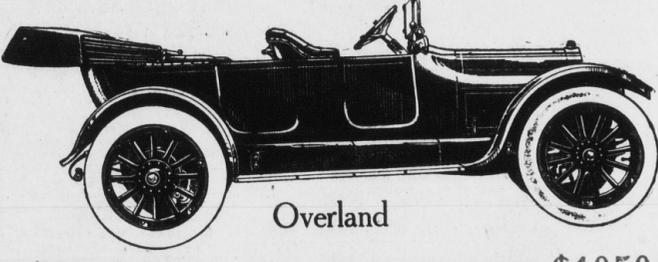
Miss Elsie Colston, of St. John, was the guest at the Rectory over Sunday last.

At the regular meeting of the Clarendon Lodge I. O. G. T. No. 446, held on Saturday evening last at the Clarendon Hall, the members received a visit from 26 members of the Salmon Rock Lodge, Nerepis. After the routine business of the lodge was over the visitors and members of the Clarendon Lodge went through a nicely prepared programme of songs and recitations as follows:

Song..... Miss Violet Johnson  
Recitation..... Mrs. D. Hair  
Song..... Miss Violet Johnson  
Song..... Mrs. Howard Johnson  
Song..... Mr. Edward Ogden

The visiting members also gave a splendid programme of songs and recitations, the following taking part in the programme: Mrs. Titus, Miss Crandall, Mr. Crandall, Mr. Arthur Hart, Mr. Phillip Nace, Mr. Harry Blagdon, Miss Hazel King, Miss Reta King, Mr. Titus, Mr. Sharp, Mr. Frank McKenzie, Mrs. King, Mr. John Kuppee. Addresses were delivered by Mr. D. W. McKenzie and Mr. Gregg.

A vote of thanks was tendered to the visitors, after which refreshments were served. The singing of the National Anthem brought a very enjoyable evening to a close, the Nerepis members having to hurry away to



**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  
Phone Main 1969

**POLICE COURT.**

The case of Stanley Brown, charged with assault on Mrs. Matilda Bleakney, was stood over until today in the police court.

Arthur Winter, charged with drunkenness and disorderly conduct, was given a lecture and allowed to go.

Henry Adams, charged with wounding Samuel Brotherton, was remanded.

**BELGIAN RELIEF FUND.**

The Belgian Relief Fund has been augmented by the receipt of the following subscriptions yesterday:

G. Y. S. C. E., St. Stephen's church, Black River, per Archie McNaughton.....\$ 5.00  
Residents of McAdam Junction, per Mrs. George J. Green..... 68.00  
R. H. Dockrill..... 5.00

catch the train homewards. Clarendon Lodge hopes to return the visit soon.

Mr. John Wilson, of Petersville church is again ailing.

Mrs. Robinson Scott, of Summerhill is ill. Dr. Lewin being in attendance.

Mr. and Mrs. W. F. Sutton, of Summerhill are receiving congratulations upon the arrival of a fine baby boy at their home. Both mother and child are doing well.

The Red Cross social held last evening in the Orange Hall, Welsford, was much enjoyed, and despite the very unfavorable weather during the earlier part of the day, there were quite a number present. A very nice programme of instrumental and vocal music was gone through. Miss Dorothy Bayard acted as accompanist in her usual pleasing manner, whilst Mr. Hetherington delighted the audience with his violin solos. The proceeds amounted to \$29.25. Great praise is due to Mr. E. C. Armstrong who, to a great extent, got the social up assisted by others. Refreshments were served.

The winner of the Work Bag on exhibition in Mr. H. W. Wood's store was Mrs. Phillip E. McKenzie. The sum of \$3.40 was realized for the Red Cross fund in the guessing competition.

The St. Luke's Sewing Circle met this afternoon at the Rectory. Next week the members meet at the residence of Mr. and Mrs. Wm. Howe.

The meeting under the auspices of the Loyal Orange Lodge was held at the Orange Hall at Welsford this evening. The chaplain acted as chairman. The speaker for the evening was Mr. F. J. Wilson, representative of the Grand Lodge. Those present listened to a very able, clear and eloquent speech on the "Principles of the Orange Association."

**COOLING WASH—STOPS ITCHING**

Just a touch of this mild, soothing wash, the D. D. D. Prescription, will give you instant relief from your burning, itching skin and absolute protection from all summer skin troubles. D. D. D. is a scientific compound of soothing oil of Wintergreen and other healing elements.

Don't fail to try D. D. D. for any kind of summer skin trouble. It will give you welcome relief. A generous trial bottle for 25c. Ask also about D. D. D. Soap.

E. Clinton Brown, Druggist, St. John, N. B. D. D. D. is made in Canada.

**REGIMENTAL FUND.**

The following subscriptions to the regimental fund for the 26th Battalion were received by Mayor Frink yesterday:

John Kimball and Son.....\$25.00  
Mrs. John Keeffe..... 5.00  
Brunswick Chapter, I. O. O. F. E..... 50.00  
H. W..... 1.00  
W. M..... 3.00  
G. Waring..... 1.00

**OBITUARY.**

Mrs. Lizzie B. Kierstead. Many friends in the city and in Kings and Queens counties will learn with regret of the death of Mrs. Lizzie B. Kierstead, which occurred yesterday morning at the home of her son, Ira B. Kierstead. She was sixty-four years of age, and leaves three sons, Ira B. of this city, A. Penton of Fredericton, and Guy G. of Hampton; one sister, Mrs. D. W. Johnston of this city; and three brothers, W.

**PROBATE COURT.**

The will of Dr. John Robertson McIntosh has been probated. Deceased gives all his estate, both real and personal, unto his wife, Miriam J. McIntosh, and nominates her as executrix, who is sworn in as such. Real estate consists of Coburg street, valued at \$10,000; personally, \$42,000; life insurance, \$33,000; total estate, \$85,000. Messrs. Baxter & Logan, proctors.

**Auto Accident.**

H. J. Anderson received a severe shaking up yesterday when an auto in which he was driving with J. F. Trifts went over a bank near Renforth. Mr. Trifts escaped injury but Mr. Anderson will be confined to the house for a few days. The car was badly damaged.