

## Governor Pugsley Opens Largest Automobile Show Ever Held in Maritimes

**Says the Automobile Has Played an Important Part in Building of Better Roads—W. J. McAlary Demonstrates Vastness of Canada's Automotive Industry—R. A. McAvity Declares St. John is Logical Site for Manufacture for Export—Many Beautiful Cars on Display.**

The inaugural exercises in connection with the largest motor show ever held in the maritime provinces, took place at the armory last evening when his honor, Lieutenant-Governor Pugsley, formally opened the exhibition. Up to a few minutes after 8 o'clock the great building was only partly lighted. Then, suddenly, a full flood of illumination spread through the building as the orchestra began to play the National Anthem. The company of representative people who were present stood at attention until the orchestra had finished, and as the last strains of the music died away, W. J. McAlary, president of the Automobile Trades Association, Limited, and R. A. McAvity, president of the Commercial Club, walked out on the balcony, accompanied by Lieutenant-Governor Pugsley and his aide, Major William Vassie, M. C.

Mr. McAlary explained that the show had been arranged by the distributors rather than the manufacturers of automobiles, as was usual in other places. It was being managed by the Commercial Club. He dealt briefly with the development of the automobile business during the last twenty years and pointed out that it was today one of Canada's greatest industries.

Mr. McAvity declared that St. John had great natural advantages that fitted it to become a site for manufacturing automobiles for export trade. He said that in Great Britain and the other British nations overseas there was a potential market of more than 400,000,000 people with a preference for British-made goods. This was the opportunity of the Canadian manufacturer.

Governor Pugsley voiced the hope and the confidence that those now in power at Ottawa and those who would follow them would carry forward the work of developing this port.

He indicated how the automobile had been a factor for progress in the province, calling attention particularly to the great improvements that had been made in the roads. He trusted that it would be possible for the minister of public works to continue to carry forward his vigorous policy.

If the result of the inauguration of hydro-electric development in New Brunswick was, as it ought to be, to furnish cheaper power to the people, then it would impel the province forward on the pathway of progress.

In conclusion, the governor expressed the hope that large numbers, not only from the city but from outside places as well, would visit the show and be convinced that they would feel well repaid in so doing.

Miss Blenda Thomson sang a solo during the formal ceremonies. When these were over the audience dispersed through the building to the several booths examining the cars and the accessories there displayed.

The exhibits have been plainly but tastefully arranged. In the sixty or more cars there are many that evoke the unreserved admiration of the observer because of their grace and beauty. All of them are sleek and shining and the ensemble constitutes an engaging collection.

The show will be continued during the remainder of the week with a special programme each evening. B. M. Hill, provincial road engineer, is to speak on Good Roads this evening; Miss Blenda Thomson will sing and an orchestra will play several selections. The management has decided that dancing may be enjoyed on the balcony each evening.

**W. J. McAlary.**

W. J. McAlary, president of the St. John Automobile Trades Association, in his opening remarks, called attention to the great development in the automobile during the last twenty years. The assembly of the cars in the show, he said, was valued at about \$100,000. The automobile in its development had become a great competitor of the railway, now that people were using the motor-car to tour from place to place in the country.

The automobile industry in the United States was second in importance, and in Canada it was but little behind. The figures for 1920, which he felt would be surpassed this year, showed that there had been 97,868 motor vehicles made in 1920 by the ten companies belonging to the Automobile Industries of Canada. These had a capital investment of more than \$43,000,000 and their production values totalled \$83,880,864.

In the entire industry in Canada at the busiest season there were 21,940 on the payroll and a total of \$23,846,240 was paid in salaries and wages.

For the entire industry in Canada there was a capital investment of \$97,128,869 and a production value of \$157,120,837.

In the distributing end of the business, as distinguished from the manufacturing, there was in Canada in 1920 5,522 automobile dealers with a total of 43,024 employees who received in wages \$56,022,000.

The number of persons dependent on the automotive industries was 87,560 and on the retail trade 193,464 or a total of 282,224 persons dependent on the manufacture and sales of motor vehicles in Canada.

The export trade was becoming a dominant factor in the automobile business, Mr. McAlary said. He could not give complete figures but a company with which he was connected was exporting about 100 cars a day. From February 1 to 18, 494 cars were shipped through St. John.

**R. A. McAvity.**

Mr. McAlary then introduced R. A. McAvity, president of the Commercial Club.

"It has been a great privilege and pleasure for the Commercial Club to be associated with the St. John Automobile Trades Association in the promotion and management of the show," said Mr. McAvity. "I would like to take this opportunity of pointing out the possibilities of developing St. John as an export point for the automotive industry, which, by the way, is the second largest industry in the world."

"Canada enjoys a considerable export trade," he continued, "but it has not yet

scratched the surface of the markets of the United Kingdom, or of our sister overseas dominions, South Africa, India, Straits Settlements, Australia or New Zealand. In these dominions alone we have a market of over 400,000,000 people who show a marked preference for British-made goods.

"This industry comes under the provisions of preferential tariffs. The restrictions of imports into the United Kingdom alone, of American cars, has already operated to the advantage of Canada by forcing American manufacturers to establish themselves in Canada in order to protect their export trade. This is clearly demonstrated in the case of the Ford corporation. I am given to understand that forty per cent of the output of their Canadian plant is for export trade, and that they consider this export trade more or less the backbone of their business."

"St. John is the logical point for manufacturers seeking export trade to locate; from a geographical standpoint St. John equals Liverpool."

"This port is served by two great transcontinental railways."

"St. John has cheap power available which should be immediately accepted, and which in itself is a decided inducement."

"We have a location which is not equalled in Canada for export trade, and more particularly where water transportation affects the raw material."

"If St. John received such recognition as it expected to receive under Confederation, we should at this date be receiving the benefits of a realization rather than an anticipation."

"In conclusion, I can only express my faith in a future St. John, which will not only realize the anticipations of my generation, but those of our forefathers at the time of Confederation."

**Lieutenant-Governor Pugsley.**

Mr. McAlary, in introducing Lieutenant-Governor Pugsley, said that his honor had done more for St. John than probably any other man.

Governor Pugsley, after complimenting both the speakers who had preceded him, went on to say that, upon looking back at what he had been able to accomplish for the port of St. John, he would say that he never asked for or obtained any more than what the city was entitled to from the hands of the people of Canada. St. John was a natural port of the great dominion, a land of vast expanse, great resources, and inhabited by an intelligent people.

When he had entered public life in the federal arena he had realized, the governor said, that no country could be great unless it had its ports open winter and summer and available at all times. Canadian trade was then going through a foreign port and he had determined, so far as possible, to put an end to that injustice.

He had blazed the pathway, the governor said, and he looked forward with hope and confidence to those now in power and to those who would follow them to carry forward the work which it was his privilege to commence at this great port.

Speaking of the automobile and its bearing upon the prosperity of the country, Governor Pugsley said that it was a benefit to transportation and a factor in providing an excellent system of roads. Automobile owners in the province last year had paid nearly \$300,000 to the provincial treasury, all of which amount had been expended upon the roads. The improvements were of benefit not alone to the drivers of automobiles but to everybody whether he owned a car or not.

Nothing was of more benefit to the farmer than good roads, which, in the marketing of his goods, enabled him to effect an economy both in time and in money. He had been informed that sixty per cent of the New Brunswick automobiles were owned by farmers, and he regarded this as a remarkable evidence of the intelligence and progressive spirit of those who dwell in the rural communities.

Fears had been expressed, and possibly were well grounded, said his honor, that the minister of public works would be unable to carry forward his vigorous road policy. He sincerely trusted that such would not be the case and that the minister would be able to go on with the work he had been doing.

It was a matter of sincere regret to the people of the province if the vigorous policy were curtailed.

The inauguration of hydro-electric development in this province, said Governor Pugsley, was a great event. If the result should be, as it ought to be, to result in cheaper power for industries, cheaper light for the people and cheap power for the farmers to enable them to drive some of their equipment by electricity, then hydro-electric development would send the province forward on the pathway of progress.

He trusted that arrangements would soon be made to give the people power at as cheap a rate as people in other provinces were able to purchase it.

The governor warmly advocated the preservation of the fish and game resources of the province and the encouragement of United States tourists to New Brunswick. He was much pleased with the suggestion of L. B. Knight regarding the proposed fish and game preserve lying between the C. P. R., the Bay of Fundy and the St. Croix river.

He said that tourists to the neighboring state of Maine had left about \$40,000,000 in the state in one year. There was no reason in the world why, if the people of St. John and of New Brunswick were alive to the enormous resources of the province, American tourists should not come, not only by hundreds or by thousands, but by tens of thousands to enjoy the climate and the sport of this province.

In conclusion, the governor trusted that the people not of the city alone but from outside places as well would attend the automobile show. They would surely be delighted and go away feeling well repaid. He then formally declared the motor show open.

**The Exhibits.**

The Maritime Pique Motor Company has an exhibit of three cars, a Lakewood seven-passenger touring car, a Jewett five-passenger touring car and a Model 644 five-passenger sedan. An interesting



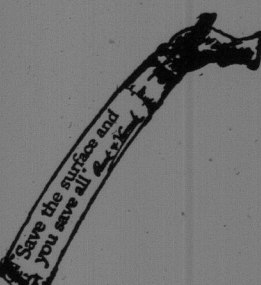
TAKE A SMOOTH, CLOSE-GRAINED PIECE OF WOOD AND PAINT IT WITH GLIDDEN ENDURANCE PAINT. USE ONLY A LITTLE ON YOUR BRUSH AND NOTICE ITS EXTRAORDINARY COVERING QUALITIES. GLIDDEN ENDURANCE PAINT IS ECONOMIC IN USE.



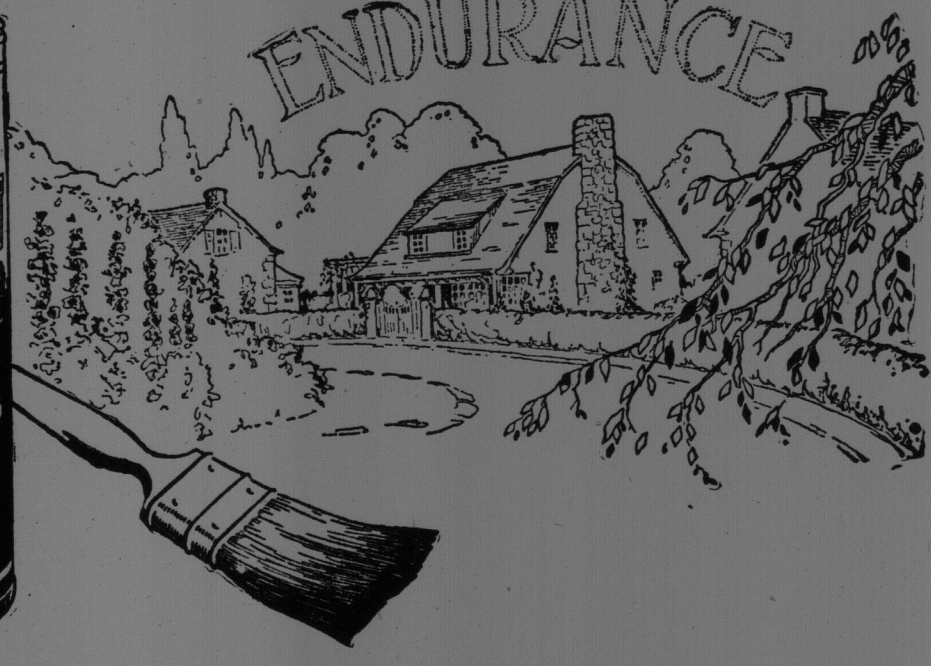
SMELL THE PURE LINSEED OIL IN GLIDDEN ENDURANCE PAINT. RUB A LITTLE BETWEEN YOUR THUMB AND FINGER. NOTICE THERE IS NO SUGGESTION OF ROUGHNESS OR GRITNESS. GLIDDEN ENDURANCE PAINT IS CAREFULLY PREPARED AND FREE FROM ALL ADULTERANTS.



FEEL THE SMOOTHNESS OF GLIDDEN ENDURANCE PAINT. RUB A LITTLE BETWEEN YOUR THUMB AND FINGER. NOTICE THERE IS NO SUGGESTION OF ROUGHNESS OR GRITNESS. GLIDDEN ENDURANCE PAINT IS CAREFULLY PREPARED AND FREE FROM ALL ADULTERANTS.



FEEL THE SMOOTHNESS OF GLIDDEN ENDURANCE PAINT. RUB A LITTLE BETWEEN YOUR THUMB AND FINGER. NOTICE THERE IS NO SUGGESTION OF ROUGHNESS OR GRITNESS. GLIDDEN ENDURANCE PAINT IS CAREFULLY PREPARED AND FREE FROM ALL ADULTERANTS.



# Stands up to time and test.

"ENDURANCE" is not merely a trade name—it is a description of the character of the paint that bears it. For GLIDDEN ENDURANCE PAINT endures.

The eating, corroding effect of rain and wind, the heat of summer, the frosts of winter or the acid laden smoke of the cities has little effect upon it. It spreads easily and evenly, filling cracks and crevices with an all-protecting coat. It is more than just a paint—it is an insurance against depreciation.

Buildings painted regularly with ENDURANCE PAINT are proof against rot and rust. They retain their fresh appearance and the passage of time does not lessen their value. Upkeep, the bugbear of property owners, is reduced to a minimum through the regular use of this sturdy, weather-resisting paint.

— Start Painting Now —

Add to the beauty as well as the life of your home. The spring winds have dried out the woodwork and will help the paint to dry quickly. Better repaint today than repair tomorrow.

Glidden Paints, Varnish Colors and Insecticides and Ripolin Enamel are sold by all high class Hardware, General, and Departmental Stores.

THE GLIDDEN CO. LIMITED, 327 GRAIG ST. WEST, MONTREAL  
TORONTO MONTREAL WINNIPEG

# GLIDDEN

EVERYWHERE ON EVERYTHING  
PAINTS-VARNISHES-COLORS-INSECTICIDES

feature of their exhibit is a huge tire, 40

number of cars of display of any exhibit in the building. Their eight Studebaker cars include a Big Six seven-passenger touring car and sedan, special five-passenger touring car, four-passenger coupe and two-passenger roadster, and Light Six five-passenger touring car, three-passenger coupe and three-passenger roadster.

Six Chevrolet cars are exhibited by the Parlee Motor Sales Company, including a four-passenger coupe, a five-passenger four-door sedan, a five-passenger touring car, Baby Grand special touring car, sedan and roadster.

The McLaughlin Motors show seven cars. They are a Master Four five-passenger touring car and sedan and three-passenger coupe, and Master Six five and seven-passenger touring car, five-passenger sedan and four-passenger coupe.

Five Dodge Brothers cars are shown by the Victory Garage and Supply Co., Ltd., including a five-passenger sedan and touring car, two-passenger roadster, one-half ton screen body truck and one and a half ton truck.

The Motor Car and Equipment Company has an exhibit of five cars. They are a Hudson seven-passenger touring car, five-passenger coach and four-passenger speedster and Essex five-passenger touring car and coach.

The display of the Great Eastern Garage includes two Cole Aero Eight, a seven-passenger sedan and seven-passenger ultra tourster. This company also shows McColl Brothers, Ltd., line of Red Indian motor oils and Gearline grease.

The Southern New Brunswick Motor Sales Co., Ltd., has a Chandler seven-passenger touring car and a line of automobile accessories, including tires, wind deflectors and other specialties.

**Accessory Lines.**

The Carriage Company exhibit a line of Sunoco motor oils.

and touring car, two-passenger roadster,

C. J. Morgan & Co. in their exhibit show Exide storage batteries and other accessories.

The Folberth automatic windshield cleaner is shown in action in the display of K. A. Brown.

The Fuller Brush Company exhibit includes twenty different kinds of brushes, all for use in connection with cleaning and polishing of automobiles.

W. H. Thorne & Co., Ltd., have a practically complete line of automobile accessories on display. This includes Royal Oak tires, Wonder Worker repair goods, spotlights, wrenches, Champion and A. C. spark plugs, Glidden outfits and Black and Decker electric drills.

The Willard storage battery and its parts make up the exhibit of the Willard Battery Service. Included in this is a new battery encased in hard rubber instead of wood.

**Old-timers.**

Among the interesting features of the show is an exhibit on a platform in one corner of the building showing a carriage and an automobile of a very advanced age as compared with the latest of the modern car. This automobile is owned by William Fox, of Blagdon, and was built by John J. Jefferson, of Kenosha, Wisconsin.

**RAMSAYS ARE NOT SEPARATED**

(Special to The Telegraph.) London, April 3.—The Canadian Press is authorized by high authority to say that there is no vestige of truth in the story appearing in the United States papers to the effect that Lady Patricia Ramsay and her husband have for months been practically separated and are living apart.

# OLD CHUM

Canada's Favorite  
Pipe Tobacco

The Tobacco  
of Quality

In  
tins  
and  
packets