

A Maritime Industry Which Has Rapidly Grown to National Proportions.

(Continued from page 6.)
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of the company is a minimum output of 1,000 cars per year with an increased production of carriages, wagons, and sleighs.
 The business really comprehends several distinct lines of manufacturing—blacksmithing, painting, upholstery, machine work and woodworking. It is not the intention at present to manufacture motor engines, but as the duty on each engine is about 35 per cent. it is apparent that when the output reaches 1,000 motor cars it will be worth while installing the necessary machinery to save more than \$100,000 per year duty. Up-to-date machinery will be installed in the new works to supplement the equipment transferred from the old factory where the power plant and much of the present machinery was recently renewed.

A 20 acre site has been secured at Amherst, near the centre of the town and on the main line of railway. The main building proposed will be about 450 x 60 with five wings 120 x 60 beside power house and lumber sheds. A double siding has been arranged to bring in raw material and take away finished products. Construction is to be commenced immediately and is expected to be completed by December.

The advent of these works to Amherst will probably increase the population of that town sufficient to pass the 10,000 mark necessary to obtain city charter.

In the first year in the new plant the company will employ about 200 hands and this number will be increased according as help is educated in the skilled work which the company demands. There is no reason why in

year and 24 hours a day and carry from three to four times the load of a horse, thus effecting 25 p.c. to 40 p.c. saving.

The great cities of Europe and America are using the motor truck in connection with their fire departments. In London it was recently decided to add 211 self-propelled fire fighting appliances to replace horse drawn vehicles. The New York department employs 150 motor driven vehicles costing \$750,000. Berlin is equipping its fire department with motor apparatus. In Boston a complete substitution of motor for horse drawn apparatus has been recommended. Many cities in France have adopted the automobile sweeper and the automobile sprinkler. In Versailles a single motor does the same work daily as 8 horse drawn sprinklers, an economy of 60 p.c. The automobile sweeper cleans 11,000 square yards hourly, the work of 4 ordinary horse sweepers an economy of 50 p.c. In the United States the number of motor trucks used in business, exclusive of light delivery wagons, is 20,000 with an aggregate value of fifty million dollars. The modern business man has to figure his profit on certain lines and among the important problems is that of satisfactory and economical delivery.

EXPORTS AND IMPORTS AND POSSIBILITIES FOR OVER-SEAS BUSINESS.

Canada was the heaviest customer of the United States during the year 1911, for automobiles, the amount of money going across the border for machines being \$5,021,043. During 1910 Canada purchased autos from the United States to the tune of \$5,549,998 and this was an increase of 100 per cent. over 1909.

The establishment of motor works in the Maritime Provinces will help to keep this money at home. And there is no reason why we should not be a competitor with the United States. At present the domestic demand is all the Canadian factories can handle comfortably. Still Canada has been able to do a little export business, half the consignments going to Australia, where the Canadian motor car is extremely popular. The United States takes a few of our cars. The total export of machines last year from Canada was 900. There is a good market for Canadian cars in the British Isles, there is no doubt. The total number of cars shipped from the United States during the last calendar year were 15,807 of which 4,987 came to Canada, 4,021 went to the British Isles, 2,476 to British Oceania, 1,116 to South America, 813 to Asia and 420 to France. It will be thus seen that the British Empire is the greatest customer the American manufacturers have, over two-thirds of the automobile exports of the United States going to the Empire. During last December Great Britain bought no less than \$638,000 worth of automobiles from the States, surpassing the Canadian total for the month of \$412,313.

Despite the increase in the number of cars manufactured in Great Britain, the statistics issued by the British Government, show that foreign-made cars still find a ready market in the British Isles, and that the export of English-made automobiles while growing, is behind the import of foreign cars.

Canada has an immense "over seas" field to fall back upon, to cultivate. Besides the British Isles there is Australia, where our machines have now a fast hold, there is New Zealand, the West Indies, South America and even France.

SOMETHING ABOUT AMHERST.

Amherst, the new home of the Nova Scotia Carriage and Motor Car Co., Ltd., is recognized as the leading industrial town in the Maritime Provinces. Its industries have grown from small workshops to great manufacturing plants, which send their products to the four quarters of the globe. It is on the main line of the Intercolonial Railway, half way between Halifax, Nova Scotia and St. John, New Brunswick, in close proximity to extensive timber areas, and is without doubt an ideal spot for the location of new twenty acre plant of the N. S. Carriage and Motor Co., Ltd. In ten years the population increased from 4,917 to 9,700 and its railway freight receipts in the same period from \$156,139 to \$450,502.10. The total exports last year were seven million dollars. The question of power has been successfully grappled with and all an industry has to do is to attach its machinery to the power supplied direct from Chignecto (where it is generated at the mouth of a coal mine from refuse coal), and the factory is at once in operation. On account of its numerous industries, skilled workmen make Amherst their permanent home, and good men are always procurable when needed.

A board of directors composed of practical and successful men is a great help to any business. The N. S. Carriage and Motor Co., Ltd., is particularly fortunate in this respect. The directors are:—

N. Curry, President Canadian Car and Foundry Co., Ltd., Director of the Bank of Nova Scotia.
 Hon. M. G. Winter, of M. & G. Winter, St. John's, Nfld.
 G. A. Moulton, Secretary Canadian Investors, Ltd., and director Scotia Foundry Co., Ltd., Halifax.

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Percy C. Black, President Amherst Boot & Shoe Co., Ltd., Amherst.
 J. W. McKay, Managing Director N. S. Carriage and Motor Car Co., Ltd.
 John W. Regan, Manager Canadian Investors, Limited, Director Wentzells Limited, Halifax.
 Hector McInnis, K. C., director Bank of Nova Scotia. Vice-President Eastern Trust Co., Halifax, N.S.
 J. H. Douglas, President Douglas & Co., Ltd., Amherst.

W. H. Tennant, director Maritime Investors, Limited, Amherst.
 H. W. Wentzell, President Wentzells Limited, Halifax.
 D. C. McKay, sales manager, N. S. Carriage & Motor Car Co., Ltd., Kentville, N.S.

Lt.-Colonel Ernest F. Wurtelle, Chartered Accountant, Quebec, P. Q.
 The McKay brothers are not only members of the board of directors and managers of the business, but are the largest shareholders and are also the securities issued to provide new capital. Messrs. McKay have taken preferred shares in the company in full for their assets showing their great confidence in the future of the company.

FADS.

BY H. L. RANN.



A fad is a deep-seated but a fluctuation which attacks people about the time they begin to associate with the treacherous hair dye and the irritating porcelain tooth. It is a descendant of the old-fashioned hobby, but is more expensive and painful in its operation. A man used to be able to entertain a hobby like perpetual motion or E. P. Roe's works without being followed around by sight drafts, but it costs more to take a fad into your home and keep it in good working order than it does to maintain a hired girl in the state of affluence demanded by the union. The physical culture fad is one which makes the interior of the home look like a Y. M. C. A. gymnasium, and is designed to make two biceps grow where none grew before. It is accompanied by a text book showing what the human form would be like if it had not been interrupted by highballs and the straight front corset. The "old bath fad" is a variety which is intended to keep a man's circulation from falling several degrees below par, and is pursued with great abandon by people whose feet never get warm enough to blister anybody. The fresh air fad is a species of delirium which enables its devotees to sleep in the teeth of an open window and a bed which is laid with four inches of iridescent hoar-frost. The sleeping porch fad is one strongly recommended by the medical fraternity, whose members, however, prefer to sleep in company with the apoplectic team radiator and the silk robe de nuit. This fad requires a good deal of arm work in the form of sleeping bags, arctic wool mittens and super-heated soundstones, and in order to enjoy it properly one should begin to make about 7:00 p.m. The no breakfast fad is a deadly delusion which is generally accompanied by a some feeling and the playful presence of the close-coupled hicough. There are 7,844 other fads which we have not time to mention, all of which are designed to cause some thing which would get along better if it were left alone.

Hr. Grace Notes.

A number of our citizens are asking it according to law for contractors to have the sidewalk fenced off for repairing purposes, and, leaving the scaffolding there, undertake other work in a different part of the town? The citizens' opinion is that when such work is undertaken, and when the pedestrian is inconvenienced, the work should be pushed to a conclusion as soon as possible. This and similar happenings show the pressing need of a Town Council or some such body to govern affairs of the town.

That brings to our mind another matter we intended to refer to. In many parts of the town the streets are littered with cans, stones, iron hoops, &c. A gentleman going west a day or so ago stepped into a wire hoop of a flour barrel and in saving himself from being thrown to the ground twisted his foot so severely that he was compelled to have the injured member attended to. A lady also tripped in one of these dangerous things, and falling heavily to the ground broke her spectacles and injured her face considerably. In the absence of a Town Council, would the Road Board make an effort to have the streets cleaned up? St. John's has a "clean-up" day now, let us do something on the same lines. Nature has given us a beautiful town, let us do our share.

Messrs. Walsh and M. Leary, contractors, are just now putting the finishing touches on a house recently remodelled by them for Mr. Ron Shanahan, Riverhead. The old Shanahan homestead has been so altered and beautified by these men that it can now compare favourably with any house in town. Messrs. Walsh and Leary have several other contracts in town and are determined to do their share towards building up Harbor Grace. Mr. Walsh has had many years experience in town, while Mr. Leary has worked at the same business in Boston for a number of years. We wish them success.

CORRESPONDENT.
 Harbor Grace, May 13.
 ASK FOR MINARD'S AND TAKE NO OTHER.

The Popular London Dry Gin is
VICKERS' GIN
 D. O. ROBLIN, Toronto, Canadian Agent
 J. JACKSON, St. John's, Resident Agent

A. & S. RODGER LOT A. & S. RODGER
Manufacturers' ODDMENTS
 Great Values.
Curtain Ends & Odd Curtains,
 A Few Pairs Among the Lot.
 Just the opportunity at Spring Cleaning for the good Housewife to drape the windows for about quarter that she usually pays.
A. & S. RODGER.

You Should be COLLARED by
 Fits Well, Looks Well and Wears Well.
 Price: 17c.

 THE "ARA-NOTCH,"
 Two Heights, 2 3-8 and 2 1-8. Price: 17c each.
 There is real satisfaction in "ARROW" COLLARS.

The K&A Store
 The Young Man's Store.
 G. F. KEARNEY,
 J. M. ATKINSON,
 Telephone 726.

JUST ARRIVED
 A NEW LINE OF BABY CARRIAGES

Pullman SLEEPERS & GO-CARTS.
 All the Best Makes and Latest Designs. Almost every variety of Cart is to be found in this Splendid Assortment of ours, and the Styles have been particularly well selected. Prices range from
\$2 90 to \$30.00. Outport Orders Promptly attended to.
U. S. PICTURE & PORTRAIT CO., COMPLETE
 House FURNISHERS.



SCOTIA.
 style of vehicle. Then he to Quebec looking for new. Result of first full year's cons. 1909, \$37,949.35 net

looked like success, but it was for these ambitious brothers there were other fields to conquer. D. C. McKay tackled Manitoba, tackled Saskatchewan, he tackled the products of the factory were being all over the Maritime Province and the West Indies. Result for 1910, \$22,860.45 net

new styles of carriages and have been introduced but one particular, the manufacture of a low flat farm wagon with axle, deserves particular mention. The old company had been able to make this wagon which would be particularly suitable to orchardists and transportation of apples in barrel for some reason did not take to work. The McKays took it up, characterized energy and it has become very popular with farmers in the Annapolis Valley. All the wood and every part of the vehicle is made in the factory. When the new Amherst are occupied it will be able to sell the buildings and site at Kentville to advantage.



MR. J. W. MCKAY,
 Managing Director Nova Scotia Carriage & Motor Car Co., Ltd.

were acquired at a bargain. It is possible that the old factory operated exclusively for the manufacture of sleighs and other vehicles for which there is an ever increasing demand.

present the factory turns out 15 models of automobiles, 115 carriages and wagons and 22 types of sleighs. Motor cars are made from a \$1,000 car to magnificent luxurious 45 h.p. car, unexcelled anywhere. The latter cars have been sent for Halifax this year.
 Attention is devoted to carriages of which the McKays are a particular study and they are making a number of trucks and motor taxicabs this year. They are ready for delivery a motor car for Wentzells, Limited, and the leading wholesale grocery firm in the Maritime Province. This will be the practical of motor delivery in that the firm are also figuring on fitted fire apparatus for two buyers of motor vehicles find advantage to place their orders with N. S. Carriage and Motor Car Co. because they can get a design to suit their particular needs and if anything goes wrong with a car it is only a matter of a few hours to send to the factory to replace the parts.
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NATHANIEL CURRY
 EASTERN TOWNSHIP ROAD BUILDING
 MONTREAL.

April 9th, 1912.

Canadian Investors, Ltd.,
 Halifax, N.S.

Gentlemen:—

I have your favor of the 6th, inst., asking my opinion as to the future prospects of the Nova Scotia Carriage and Motor Car Co., to be located at Amherst.

I consider this Company is doing a wise thing in locating at Amherst and getting practically all the business men of that place financially interested. This, of itself, would mean success for any legitimate enterprise. Amherst men pull together and have long and successful experience in manufacturing. There is a great future in Canada for the Automobile, also the Motor Truck for freight purposes.

I understand that the above Company has an excellent management, and I see no reason why this industry should not in a few years be one of the largest and most prosperous in the Maritime Provinces.

I have consented to go on the Directorate, and will be glad to assist the enterprise in any way that I can.

Yours very truly,

N. Curry

carriages. There is a slight disadvantage in western freights which is trifling however, on carload lots, but it is more than offset by Maritime advantages. Maple, birch and other native woods which are principally used in carriage construction can be bought here for \$10 per thousand less than in Ontario. Iron and steel are obtained in Sydney or Great Britain, but in any case are laid down here cheaply. Water transportation enables the company to import fine woods at low freight rates. There is a large market in other parts of the Empire and the United Kingdom for Canadian motor cars which can be shipped from Nova Scotia at an advantage. On the opening of the Panama Canal a cheap freight rate will be available to British Columbia.

The result of the operations for 1911 was \$50,848.07 net profits and as already stated the profits on work in hand for 1912 will not be less than \$80,000.

It takes no great stretch of imagination to see that under the same management the business can be made to expand and grow and that the stocks and bonds of the N. S. Carriage and Motor Car Co., Ltd., are certain to rank among the most attractive securities in the country. This is the opinion of Mr. N. Curry quoted earlier in this article.
 The new plant at Amherst will be one of the finest carriage and automobile factories in Canada and of the largest capacity. The ultimate aim

five years from 1,000 to 1,500 hands should not be employed.

Orders for the full twelve months of the present business year ending November 30 next are already booked and are sufficient to keep the Kentville factory running full time. Since December 1st, 1911, the beginning of the business year the plant has been working its fullest capacity and large shipments of finished goods are now going forward.

There is business enough in hand to pay the interest on the bond issue of the new company and to pay 7 p.c. on the preferred stock issue and leave a surplus equal to 5 p.c. on the common stock which goes along as a premium. This common stock is bound to increase in value every year. Money invested in the securities of the company cannot fail to give splendid returns.

The McKay brothers have contracted to serve the new company for a period of five years and in a signed letter Messrs. McKay estimated net profits for 1912 as \$90,000 and for 1913 at \$160,000, with a further increase in subsequent ordinary years.

The company has the best facilities for placing its output promptly. It has agencies in Montreal, Edmonton, Calgary, Saskatoon, Varden, Moosejaw, Winnipeg and other western Canadian towns.
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