



ORPHANS' DAY IS JULY 22

Automobile Club Completes All Arrangements for Annual Outing

"Will you lend your car for Orphans' Day?" "Why, sure." Such is the response that the Winnipeg Automobile club has received from over 70 owners of cars to date. There are still some more cars needed and if you are not already in the line up, get there and help give the little ones pleasure for a couple of hours on the afternoon of July 22 from 1.30 p.m. to 3.30 p.m.

which marks a really popular car of today, the automobile has reached the stage where the most people can afford it and the most people must have it to carry on their industrial and social activities. The transition of the motor car from the designs of the early day to the simple, powerful and regular vehicle it is now, has not been an easy, gradual development. This has been true mainly because the motor car was a new invention which sprang into instant favor as soon as it was developed. As a matter of fact, every one was too busy in the early days of the industry trying to supply the demand, to perfect the cars. Of late years, however, the far-sighted manufacturer has recognized the necessity for turning out a standardized product, one that will give the greatest return of service and satisfaction for the money invested. That is why freak mechanical devices are no longer found in the popular car.

TRADE NOTES

Packard's New Six. Speed tests of Packard six-cylinder cars at Indianapolis produced impressive results which have just been made public. A "3-38" fully-equipped touring car completed 62.4 miles within the hour and a "5-48" with the same equipment completed 70.4 miles within the hour. The performance took place under

visually special representative for a short time with the same company.

Leaves National.

Paul Peter Willis, who kept the reputation of the National car and its world's record victory in the Indianapolis 500 mile race alive until the record was finally broken in the race this year, has apparently decided that with the record gone he is better in other fields, so has joined Thompson-Carroll-Trip, an advertising firm of Cleveland, in which he will have an interest.

More Territory.

L. A. Van Patten, New York representative of the Saxon Motor Car company, has been given additional territory, including five of the northern counties of New Jersey. Twenty-seven dealers now handle the Saxon in the metropolitan district, and with the additional territory, this number will be increased to thirty-three.

Double Sales.

The sales of Franklin automobiles have so increased during the past year that twice as many cars are being turned out at the factory today as were a year ago. The number of employees has increased steadily until the weekly payroll now exceeds that of the H. H. Franklin Manufacturing Company of Syracuse, N.Y., at the highest point it has been in several years. There will be no slack season during the summer, instead many parts of the factory will work a night shift.

Rush for Chandlers.

Visitors to the Cleveland plant of the Chandler Motor Car company during the past few days have witnessed the unusual sight of "top speed" production during the so-called dull season. Motor car makers generally prepare for the slack months of June and July by laying off their workmen, but the Chandler company has been compelled

complete car that leaves an impression of elegance and stability.

A Fonseca has taken delivery of a new 4-cylinder 1915 Lozier and Maxwell 25 have been delivered to Dr. Kenny and George Gordon.

ITEMS OF INTEREST

Dawson Getting Better.

Latest advices from Indianapolis state that Joe Dawson, the Marmon driver, is getting on fine. He is still in bed, and will be for some time, but suffers no pain, and has gained 10 pounds in weight since the great race, and his terrible accident, which it was reported that five vertebrae in his back were broken. He now now turn over on his side. The superficial ribs torn from his back have healed. Dawson says that he will be in the race again next year, and Charles Erbstein, the lawyer of Chicago, who entered him this year, says that with his backing in the building of a 100-horse power car for next year in an endeavor to stop the foreigners.

The Difference in Drivers.

It is said that the difference in drivers is the difference of several years in the life of a horse, and it is equally true that the difference in drivers of an automobile is the difference of several years in the life of that automobile. A driver who is a master mechanic as well as a master of the road, will take pride in the internal mechanism of his machine, from the engine back to the differential. He will see that all of the bearings are perfectly adjusted; that they are always filled with the most suitable lubricant for reducing friction; that all of the nuts and bolts are in place and are kept tight and snug; that the tires are well filled with air and are of equal pressure; and by seeing to all of these details, he will insure a long life for his machine.

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Chicago has put a ban on dazzling headlights, and the violation is being taken all over the country.

Carnival Celebration.

Greater New York is to have a monster automobile carnival, a centenary celebration to be held next September and October. This celebration, which is to commemorate the 100th anniversary of the founding of the city, is in the hands of the Greater New York Automobile Club, which was practically the beginning of automobile in America, is in the hands of a state commission. Last week Governor Glynn signed a bill appropriating \$100,000 as the basis of a fund to insure the success of the celebration. To this will be added an appropriation from the city, also public service corporations and business interests. A portion of this fund will be used to illuminate and decorate the main thoroughfares of Manhattan for the various parades, including the automobile parade and carnival. It is intended to make this surpass any automobile carnival ever held in this country.

Cyclecar Contest.

The first National endurance run for cyclecars has been dated for Sept. 6, 7 and 8 from Newark, New Jersey, to Atlantic City, via Philadelphia, and returning via Troy, Pa. The National Cyclecar Association of America will have charge of the event.

Tire Limits.

"Heavy tire expense is not, as many people suppose, a necessary evil," says Arthur Holmes, vice-president of the Franklin Automobile company. "Ask the average man who has owned an automobile and he will say, 'find some way of cutting down tire expenses and tire troubles.' The average man—with all he knows about automobiles—has not learned that tires are not a necessary evil, when he should know that if the tire is large enough, it would last its natural life the same way as any other part of the car. Tires have an elastic limit beyond which it is not safe to work them. Cars can be so designed that the tires are not stressed beyond this elastic limit and thus will give the same factor of reliability as other parts of the car."

Noted Driver Dies.

Isidor Wormser, who in the early years of automobile racing, was known as a fearless driver of racing cars, died of pneumonia last week in Saspel in the French Alps. Wormser was one of the first "big boys" and he took part in many of the classics of 10 and 12 years ago.

Still Feels Young.

Arthur Lumsden, one of the stars in cyclecar racing in the late eighties and early nineties, now manager of the B. F. Goodrich Co.'s factory in France, says that in spite he feels quite as fit as a fiddle. Spooner also says "I feel as I did in the old Pullman road race days when I said I would catch you at Grand Crossing and did, but I am afraid that were I to start for Paris, I would not get half-way to 18th street. Do not infer from this that I am a decrepit old man as I keep young by chasing the little golf ball every week-end."

Old Lady Driver.

Mrs. Mary Burt, of Arrington, Ill., who is 80 years of age, has just purchased her second motor car. She has chased her second motor car, which she drives many miles annually, making long-distance tours. Men are strictly taboo and the two women are always alone. Mrs. Burt is said to be the oldest woman driver in the west.

Russia to Hold Odd Contest.

An endurance contest will be held in Russia the latter part of August. It will be a run of 2,000 miles and is the Coupe de l'Empereur. The contest is conducted by the Grand Army of the Empire and the Russian Automobile club, for the purpose of ascertaining the motor car which will be the most durable under Russian road conditions. The prize winner will receive an order for 250 cars; second prize is 150 cars; third prize is 100 cars, and the fourth prize is fifty cars.

Horn Must Be Sounded.

When a motor car and a horse-drawn vehicle are going the same way and the motorist wants to pass the other vehicle, he must sound his horn or give some warning of some kind before going ahead. This is practically what Judge Dromole, of the Essex county general court, said in a decision entered in the case of Charles F. Tapping, a farmer, residing in South Ontario, against Charles H. Fuller, a motorist from Union, Ont. On a dark night the farmer and the motorist were travelling in the same direction on a narrow road. The motorist, with his headlights on, was passing the farmer. The latter's horse became frightened, ran away, damaged the farmer's wagon and itself. The court ordered the motorist to pay \$350 damages to the farmer.

NEW 1915 LOZIER HAS ARRIVED

The first of the new six cylinder 1915 Loziers was received on Wednesday by the Winnipeg Garage, agents for Manitoba. It was sold within five hours of its arrival. The Lozier adds a notable example of the latest mechanical features of modern automobile construction. The body is

a seven passenger, streamline of particularly fine lines and has seating accommodation for seven passengers in the tonneau. Two of the rear seats are fitted to disappear entirely when not in use, giving ample room for three passengers and for luggage when touring. The features of the new Lozier is the lamp equipment. The side lamps have a special light glass on the underside which throws a light on the running board. The headlights are fitted with dimmers for use when the car is running in the city and every other fitting is of the highest possible class, making a complete assembly that leaves nothing to be desired from the viewpoint of comfort or utility.

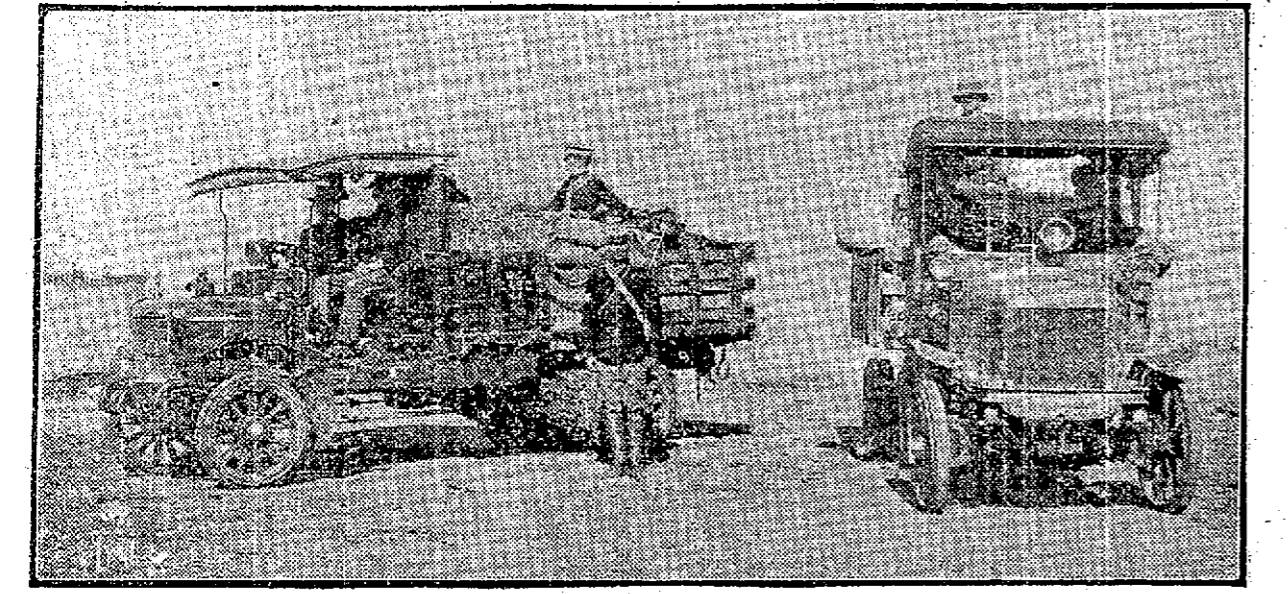
Converts the Farmer.

An average farmer can pull mud patiently with a team for indefinite years. But let him buy an automobile and he gets forward in good road civilization three generations in three months. A few years ago the call for good roads was confined to a few hoarse voices crying in the wilderness. They were calling to the farmers to prepare a way to get the grain to town. They might have been shouting to this day had not the town man caught an auto. Previous to this town auto the town man looked on the country roads question as he did on missions in China—strictly the other fellow's business. It is different today. And the auto did it.

From third to first place among the states of the union in mileage of improved roads will be the record of Ohio in a few more years if the present programme is continued. The two states surpassing Ohio in percentage of improved roads are Rhode Island with 43.1 per cent and Massachusetts with 40 per cent. Ohio has 34 per cent of its highways improved.

Carl G. Fisher, father of the Lincoln highway movement, has launched a plan for the improvement of the Michigan road from Indianapolis to South Bend, where it would connect with the Lincoln highway. This would be a central and southern Indiana people an outlet to the Lincoln highway.

Forced Sale of AUTOMOBILES. Have for sale Five Brockville Atlas Cars manufactured by the Brockville Atlas Motor Company, Brockville, Ont., 35 H.P., latest type, long stroke Kutenber motor, 115-inch wheel base, 35 x 4-inch tires, fully equipped, roomy, five-passenger cars. In order to get money are forced to sell these cars below factory cost; regular price, \$1,550 F.O.B. Brockville; selling price \$1,100. T. B. BLACK, THE ROYAL GARAGE, FURBY STREET. FREE PRESS WANT ADS. BRING BEST RESULTS.



An interesting feature of the recent military camp at Sewell was the 18th Army Service corps mechanical transport section under the charge of Sergeant Jack Darwen, Winnipeg agent for the Commer motor trucks. Last

year was the first year that motor trucks were used at the Sewell camp and they proved so useful that a special section of the Army Service corps was detailed this year to take care of the transport work. The above picture shows two of the Commer trucks

starting out with their load of kits for the infantry and fodder for the cavalry. The daily mileage made by these trucks in the hands of the Army Service corps was about 60 and no trouble was experienced throughout the whole time they were in service.

way, Kennedy street, Portage avenue, Main street to north car barns.

To Fort Garry.

On arrival at the north car barns the duties of the automobile owners will cease and the Winnipeg, Selkirk and Lake Winnipeg Railway company will take up the work of bringing pleasure to the lives of the little ones for a red letter afternoon, as through the courtesy of Manager Phillips the company has donated the cars free of charge, and will transport the children to the historic old fort where in the old days the red man provided and the fur traders met to barter the results of the winter's trapping. Many will be the tales conjured up in the minds of the older boys by their close proximity to the old scenes and they will be able to inspect the massive walls, with their loopholes for rifle fire, and dream they hear the war whoop of the savage red man before he came under the dominance of the white and ceased to play the part on the stage of Manitoba that he used to when the wilderness had never known the tread of the white trader or the crash of the firearm killing same in such a way as the red man had never dreamed of being killed. All this will be possible for the youngsters by the co-operation of car owners with the executive committee of the Winnipeg Automobile club and their readiness to spare their car for two hours. Get in line and send in your car number to the secretary.

official observance of the Automobile Club of America and the results certified. Both cars were standard with the exception of muffler cut-out, spark plugs, wire wheels and tires. They were in condition for fast work, having been driven to Los Angeles and back by Packard engineers.

It is difficult for the layman to realize the full significance of the results but disinterested experts have expressed the opinion that the showing made at Indianapolis marks another distinct advance in motor car engineering. A beautiful Detroit electric is exhibited on the City Light and Power stand at the exhibition. Oxy acetylene welding is an interesting exhibit at the big fair by the I.I.W. Welding company. Fine displays of motor accessories are being made at the exhibition by the John MacAvic company, Phillips and Windrum, W. Hulse and the Winnipeg Radiator company. And an automobile being displayed at the exhibition by the Consolidated Bicycle and Motor company. Harley Davidson motorcycles for commercial purposes form an interesting display at the exhibition. A fine exhibit of white commercial motor vehicles is on show at the industrial exhibition.

Fred J. Wagner, the official starter, will withdraw from the Ajax Grieb Rubber company immediately to give his time to the publication, Motor West, which he recently acquired by purchase. Mr. Wagner will remain in the east looking after the business of the publication, and will continue his farm at Smithville, Long Island.

E. E. Schwartzkopf, who was head of the Manhattan Automobile Club, and previous to that publisher of Automobile Topics, has been made sales manager of Gray and Davis, Boston and Detroit, having been pre-

to greatly increase its manufacturing force to keep pace with sales.

"The automobile industry has a reduction in price in the 1915 Chandler Six made in a big chain of daily newspapers two weeks ago, has brought results that have fairly snowed us under," said C. A. Erbstein, vice-president and sales manager of the Chandler company. "In common with other makers we expected to pass through the usual slowing up in manufacturing activity during the summer months, but the dull summer period has been entirely eliminated for us by the results of our 1915 announcement."

Moves to Detroit.

Roy E. Marcotte, who has for the past two years had charge of the advertising of the Canadian plant of the Studebaker corporation, with offices in Walkerville, is now located at the Detroit office. Mr. Marcotte will continue handling the Canadian advertising, and will also assist in the publicity work at the Detroit plant.

Why Gasoline is Cheaper.

The battle of the gasoline hosts is proving a money-maker for the thousands upon thousands of motorists of New York and New Jersey, for gasoline may be found at as low a figure as nine cents a gallon all through New York and New Jersey is on sale at every road house at as low as 12 cents. The battle is between the Standard Oil company and the Gulf Refining company and the price dropped from 20 cents to 9 cents in a week.

Demand 1915 Models.

Early demands for 1915 models, made by the dealers throughout the country, are so far in advance of last year, according to a well-known travelling man and student of motoring, as to be very noticeable. Those makers who have sold their 1914 output are in receipt of a liberal number of requests for the new models.

May Change Plant.

Hopes that all the Studebaker Corporation plants are to be gathered at South Bend, Ind., are stirring that city, the report having been given circulation following conferences between the Studebaker officials and representatives of the company's banking connections in New York. Studebaker officials will not make any statements one way or the other.

Motorists' Library.

"A Little Journey Through a Great Factory" is the title of a new book volume issued by Gray and Davis Inc., manufacturers of the well-known electric self-starting lighting systems and leading lamp manufacturers of America. This is an excellent piece of typography, and is of interest because the book describes and illustrates the magnificent machinery and plant. This is one of the finest industrial buildings in the world. It contains every machine, and will add to the knowledge of how electric starting-lighting systems are manufactured.

Has Norwalk Agency.

The agency for the Norwalk cars has been taken by I. C. Craig for Manitoba. The Norwalk is practically a newcomer in Winnipeg, as only one has been seen here before and that of a much earlier model than the present season's model, which is distinctive and handsome car with the appearance of being in the \$5,000 class, but selling at a much lower figure. It is fitted with the Vulcan electric gear shift, giving four speeds forward and reverse, direct drive being on third speed. The action of the electric gear shift is such as to make the car extremely simple to operate and control, and the motor is so sweet that the speed on high can be dropped as low as three miles an hour without any signs of laboring on the part of the engine.

The most approved modern design and the upholstery and fittings are all of the best possible quality, making a

The Extra Millions Spent on Goodyear Tires. Let No Man Charge You Higher Prices For Tires Not Made Like These. Note the Result. Goodyear tires have come to outsell any other tire in the world. And this year—after millions of these tires have been tested—their sales jump 55 per cent. Never before have so many men discarded other tires for Goodyears. Sold at Prices Others Cannot Meet. But these costly tires are this year selling below 18 other makes. Many tires cost one-fourth to one-half more. Not an extra-price tire excels the Goodyear in any way whatever. Not one embodies any of our four exclusive features. Not one has attained, in the test of time, such prestige and such sale. Our lower prices are due to increased output. They are due to efficiency, to modern equipment. The same modern methods and equipment are employed at our Bowmanville factory as at Akron. Every dollar of higher price means extra cost per mile. Don't pay it. You will get in Goodyears all the value that anyone can give you. And any dealer will supply them if you say you want Goodyear tires. THE GOODYEAR TIRE & RUBBER CO. OF CANADA, LIMITED. Head Office, Toronto. Factory, Bowmanville, Ont. WINNIPEG BRANCH. 41 PRINCESS STREET. Phone Garry 456.

Ford. Boston's Mayor has endorsed the Ford for city service. So has John Wanamaker, prince of merchants. The shrewdest business men choose the Ford because it gives the biggest return per dollar invested. It's small only in purchase price and cost to keep. Runabout \$600. Touring Car \$650. Town Car \$900—L.O.B. Ford Ontario. Complete with equipment. Ford Motor Car Co., of Canada, Ltd., 81-85 Water Street, Winnipeg.

EAST, WEST, SOUTH, NORTH. Motorists may come and go different directions, but their tire wants are all the same. Sooner or later every motorist encounters the obstacles which lead other motorists to seek and find the one solution. ANTI-SKIDDING. The "buttoned" tires having failed to deliver, the big corrugation tire is selected. The series of "V's" grip the road like a traction engine, each "V" cleaning the road for the next "V" to work upon. NO PUNCTURES. The "buttoned" tires having failed to prevent punctures, the big corrugation tire is selected. The inch high anti-skid tread keeps nails, etc., away from the "puncturable" tread proper of a tire. MILEAGE PLUS SAFETY. The "buttoned" tires having failed to keep up continuously, the big corrugation tire is selected. It set the record in 1912 of making the first and only Canadian Transcontinental trip.