

YOUNG WOMEN ARE FAST TAKING UP THE MOTORCYCLE.



LUCILE ADAMS
She is just a pretty little 17-year-old girl who knows the pleasure of riding a motorcycle. She likes to take long rides in the country with the Columbus College Motorcycle club and she likes to ride on country roads. But no matter where she rides she carries her companions with her, and enthusiasm is a big part of it. For like her sister, Miss Dolores, Miss Lucile Adams believes in motorcycleing for girls.

CADILLAC CAR GENERATES POWER FOR ITS OWN USE

Of all the cars that are being shown at the Auditorium, the Cadillac is the only one that is being demonstrated by its own power. The other cars are being demonstrated by the means of auxiliary motors and dynamos with current supplied from feed wires in the building. The Cadillac chassis is equipped with a high power storage battery, which operates the self starting device. When the engine is once started, the power supplied by it is reappplied to the storage battery, which is constantly being recharged. The mechanism of the Cadillac operates like an endless chain, each part having the function of doing its own work and helping the others also. J. P. Merrill of Detroit is demonstrating the features of the Cadillac chassis.

Beauty of Design is Most Valuable Asset of Autos

"Among the high-grade cars mechanical efficiency in the various makes is about the same," said W. H. Ennos, designer of the H. H. Franklin Manufacturing company. "Because of some peculiar phase of his construction one make of car may be more particularly adapted to certain conditions of driving than another, but all high-grade cars can be depended upon to give satisfactory service. A factor which has been much neglected by American builders now begins to play a very important part in the selection of an automobile. The development of beauty in body design is rapidly becoming to be one of

the great necessities, if not the greatest, of modern motor car building. American builders have been rather slow to admit this fact, but an interesting comparison is found in the development of body design among the best foreign makers. There practically everything is special. The automobile manufacturer does little more than supply the chassis and then the car is turned over to a body maker, who endeavors to meet the requirements of the individual purchaser. Indications are that the same condition of affairs may soon be reached here, and the custom made body will appear on cars that are sold by the manufacturers of the higher grade motor vehicles. The indication of this trend at present is in the demand for a high development of body beauty in the so-called stock cars. The time is rapidly passing when rudely developed bodies can be passed off on a purchaser.

MANY ARE INTERESTED IN THE DANNY ELECTRIC CAR

"This car is becoming more interesting every day in the electric car for all around utility," said Bert Murphy, local representative of the Detroit Electric, yesterday. "There was a time when the average man looked upon the electric car exclusively as a woman's car. This is no longer true, however. While men still, of course, use the big gas cars for touring and spending, more and more business men are becoming converted every day to the use of the electric for business. The electric car, enclosed and heated in winter, is the ideal car for the business man to use in his business errands about the city. The car can be left standing in front of office or club any length of time without any danger of freezing."

Baum gives a free sample of

B-Brite automobile polish for the asking at the automobile show



Then YOU be the judge



Present this coupon at the Baum exhibit on the east stage at the Auditorium, properly signed. You may have a tin, gratis, of this wonderful polish. Polishes every metal and is harmless to varnish.

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ALCO-1912

\$4,500 to \$7,350. A Better Car Was Never Made.

The door by a concealed electric bulb. Knowing from their experience that a locomotive is strongest only at its weakest point, the builders of the Alco put every single part that goes into the car through an individual analysis both in chemistry and physics laboratories—an analysis that few cars receive.

American Locomotive Company

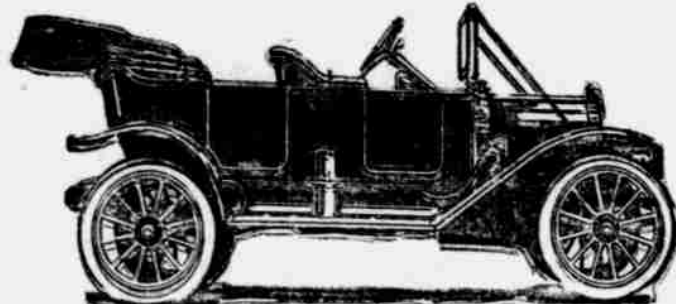
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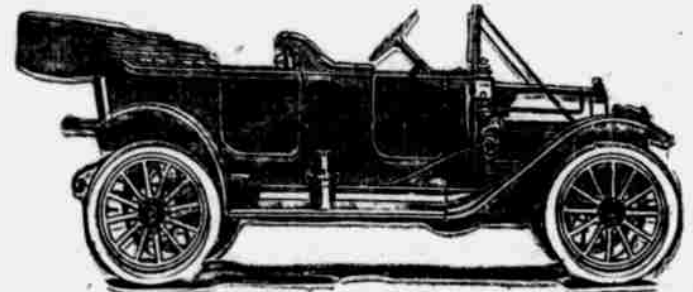
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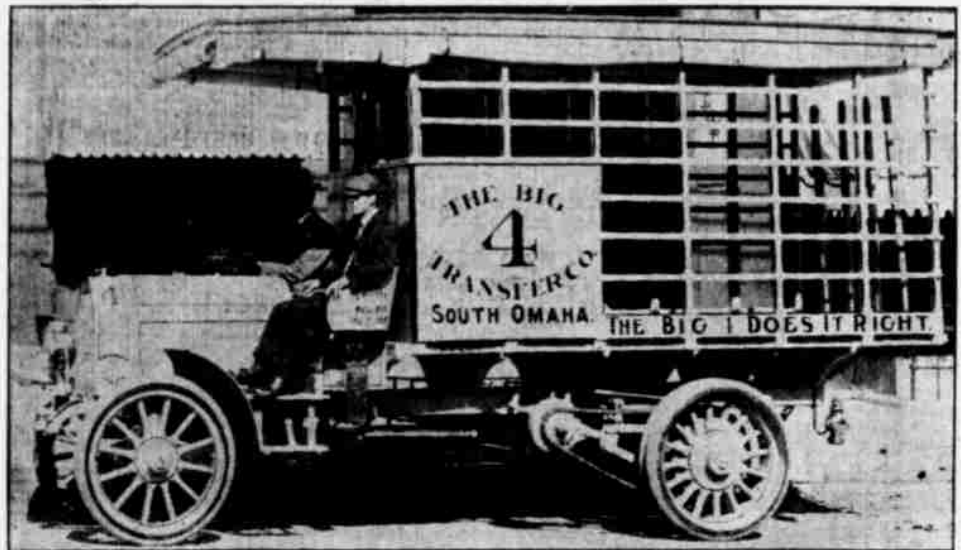
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The Big 4 Transfer wrote us on Jan. 29, 1912, as follows:

The Avery Four-Ton Truck put in service June 5, 1911, is the source of a great deal of satisfaction to ourselves and customers. The big truck makes the trips in one-third the time our teams do. The past thirty days has shown its efficiency under extreme conditions—very bad roads, heavy snows, extreme cold weather.

The Avery Truck run close to schedule, while on the other hand our horse service was severely crippled and caused us considerable expense.

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