



AUTOMOBILES



PLAN LONG BICYCLE RACE

Two Teams to Enter Upon Transcontinental Race.

NO MONEY TO BE FURNISHED

Each Man Must Leave New York Without a Cent in His Pocket and Earn Expenses All the Way.

NEW YORK, April 26.—For the first time in several years a transcontinental bicycle race will be held this year, with two competing teams representing New York clubs. It is planned to begin the race on May 3 from the city hall, when Fred Scherrer and Walter Wiley, composing the Caribou team, will leave with a twenty-four-hour handicap on George McAdams and Ernest Higgins, riding for the Army team and members of the Century Road Club association.

So far much interest has been shown by other clubs in the city, and it is possible that other teams will be sent away. The Caribou team will be accompanied by many members of the Caribou club as far as possible on the first stage of the trip, and on Sunday, May 4, the association team will be escorted by the First Battery, mounted, and members of the Century Road Club association.

The association team has long been in training, as the race proposed has been the subject talked over by the competitors for nearly a year. On a former attempt to cross the continent in record time Higgins and Wiley rode as far as Utica, N. Y., when, through a collision with an automobile, Wiley broke his arm and both riders were compelled to return home. A little feeling has since arisen between them and now both riders have their own teams and will compete against each other.

Keeps at It. Ernest Higgins has for a long time been a factor in the road racing game and has never really stopped riding while taking up other sports and joining Battery D, field artillery, National Guard, New York. Higgins has also just returned from a trip to Washington, D. C. Higgins' team, McAdams, is well known among athletes on the west side and has a long string of victories to his credit. McAdams has also been a winner in road races, and both riders are confident that even with a twenty-four-hour handicap to surmount success will be theirs in the end.

ECONOMY IN USE OF TRUCKS DEPENDS ON THE TIRES

On the tire as much as anything else depends the actual worth of a truck or other delivery vehicle. This is the unanimous opinion of truck owners everywhere who have kept account of their truck expense according to Local Manager R. L. Harpham of the Firestone Tire and Rubber company.

If your tires fail to protect the truck from the bumps of travel—if they allow the grinding weight of the truck and load to be carried entirely by the chassis and springs, expense and repairs must of necessity pile up.

There was a time when motor trucks were of light weight and were used for light deliveries only. All that was necessary then to have car protection and tire service was to make highly resilient tires, and form it through the tubing machine.

But all that is changed. Trucks have become heavier and their loads enormous. A molded tire, such as was made several years ago, would grind away and shred to nothing in a short time. It couldn't stand the burn of road friction or the crushing weight of the load.

This molded class of tire is still used for the light vehicle. But it has required all the designing genius, as well as the closest study in the Firestone laboratories, to evolve tires which will care for the heavy loads.

For heavy service the tire must be dense, must have sufficient resiliency to protect car mechanism and yet must be tough enough to give the most mileage possible.

Own Your Own Garage Buys itself in One Year Gives a Lifetime of Wear

RUBY PORTABLE STEEL BUILDINGS for every purpose are fireproof, weather-tight, inexpensive, indestructible. The one best portable building made. Private Garages, Cottages, Show Houses, Storage Houses, Tool Houses, Work Shops, Engine Houses, Contractors' Buildings, Railway Buildings, Volving Booths, Etc.

W. G. TEMPLETON, Special Representative, 110 Bee Bldg. Omaha, Neb. AUBURN CARS 2559 Farnam St. The Most for the Money W. T. WILSON.

New Era in Motor Cars for the Women

That the woman in the family has considerable influence in choosing the car has long been an axiom in motoring circles.

This year, she will not only help choose the car, but in many instances drive it a considerable portion of the time. For one thing, women have learned considerable about cars through discussions among the male members of the family and are more familiar with the operation of an automobile than a few years ago. But the greatest factor, perhaps, is the greater ease and convenience which new improvements have made possible.

The Midland Motor company report many sales of cars, which will be driven by women, as well as the men of the family. The new Midland is equipped with left-hand drive and center control. With left-side control a woman need not step into the slush or mud in entering the car. Her guests in the front seat can step directly to the curb with but a short step, and in these days of tight skirts this is an item not to be overlooked.

NEW AD MANAGER FOR FIRESTONE TIRE COMPANY

Edward S. Babcox, formerly advertising manager of the Yawman & Erbe Manufacturing company, the world's largest makers of filling systems, Rochester, N. Y., is now advertising manager of the Firestone Tire and Rubber company, Akron, O., largest exclusive tire and rim maker.

Mr. Babcox is well known in advertising circles, having done very effective work for the Yawman & Erbe company and having addressed many publicity and business organizations during the last few years.

AUTO FACTORY CELEBRATES ITS FORTIETH ANNIVERSARY

The Thomas B. Jeffery company, Kenosha, Wis., manufacturers of the Cross Country motor car, will this year celebrate the fortieth anniversary of its entrance into the manufacturing field.

Although Thomas B. Jeffery, the founder of the business, opened his first work shop on South Water street, Chicago, before the Chicago fire, this place was destroyed, so the nation-wide reputation of the Jeffery products dates back just forty years. For twenty-eight years Thomas B. Jeffery was associated with R. P. Gormully in the manufacture of the Rambler bicycle and other kindred

INDUSTRIES, WHILE FOR THE LAST TWELVE YEARS THE THOMAS B. JEFFERY COMPANY, AN OUTGROWTH OF THE OLD GORMULLY & JEFFERY COMPANY, HAS BEEN MANUFACTURING RAMBLER MOTOR CARS AT KENOSHA.

The original work shop on South Water street, Chicago, occupied one room. From this modest beginning one of the two largest concerns in the bicycle industry was hatched.

In 1900 the Jeffery factory occupied but 5,000 square feet of floor space. Today it has 104 acres of ground area and twenty-five acres of floor space. The present head of the company is Charles T. Jeffery.

HUPMOBILE SALES CHIEF ON TRIP TO THE COAST

R. G. Neighbors, sales manager of the Hupp Motor Car company, left Wednesday night for the coast on his annual trip of inspection through western territory. Mr. Neighbors will visit Denver, Salt Lake City, Phoenix, Ariz., Omaha, Los Angeles, San Francisco, Portland, Spokane and Washington.

"Last year," said Mr. Neighbors before leaving, "I visited the west just about the time when the season of the new Hupmobile '32' with the radical long-stroke motor was at its height."

INTEREST IN AUTOMOBILE TOURING IS REVIVED

A marked revival in popular interest in motor car touring events is being seen this season all over the country, according to W. McKay White, advertising manager of the Marion Motor Car company, who visited C. W. McDonald of the Marion Automobile company early last week. Mr. White is chairman of the touring committee of the Indiana Automobile Manufacturers association and will have charge of one of the most important tours of the year.

SLANE TAKES CHARGE OF WOODS ELECTRIC HERE

Carl L. Slane of Chicago has taken charge of the electric department of the Drummond Motor company and will hereafter push the Woods electric in Omaha. Mr. Slane is one of the best known electric men in the country and has been successful in handling the Woods electric in Chicago.

EVERETT MEN'S LONG TRIP

One of the first long trips of the season has just been made by Albert Burke, a brewer of Everett, Wash., who is back at his home after a tour of mountainous California in his Studebaker '25." In more than 2,000 miles, Mr. Burke says, his car never faltered. The electrical starting and lighting apparatus proved itself as perfectly efficient as the other mechanical features, and not even a puncture marred the outing.

AUTOMATIC CRANKING FACTOR IN ECONOMY

"In addition to increasing the efficiency and comfort of an automobile, a dependable cranking device is a material factor in gasoline economy," says George Reim of the Cadillac Motor Car company.

"In driving around the city much of the fuel is consumed while the engine is running idle. At least such is the case when the car is not equipped with an efficient automatic cranking device. In city work, a driver rolls up to the curb, jumps out, makes a brief call and is off again to the next place. He often makes many such stops in a day. If he has no automatic starter he will let the engine run because he does not want to undergo the annoyance and the labor of cranking. To go through that operation ten, twenty, or more times a day entails a great deal of energy and consumes time. Therefore, he lets the engine run idle so that he can step in and drive away without loss of time and without the outlay of physical effort.

"If, on the other hand, his car is equipped with a dependable cranking device, he will stop his engine, no matter how brief his call may be, because he knows that all that is required to start it again is to press the button. Consequently the car so equipped is consuming no gasoline during these frequent stops and has that much advantage in fuel economy over the car that must be cranked by hand."

NEW HUDSON SIX MASTERS THE FAMOUS "SPORT HILL"

Guy L. Smith, the Hudson dealer, lately was advised of an unusual feat performed by the New Hudson Six at Bridgeport, Conn.

The car on high gear easily climbed the famous "Sport Hill" which has been the scene of numerous hill climbs and probably is the best known in that section of New England. The big car starting at four miles an hour at the bottom finished at the top at thirty-five miles, in high all the way. The hill is about a mile long with stiff grades and many turns, and few cars make it on high gear unless they have a running start.

Novel Farming Implement.

When a roller was needed to complete the practice diamond for the Studebaker team in the Detroit Manufacturers' league, the factory's experimental department devised an agricultural implement, the like of which was never before seen. An axle, slipped through a row of twenty flywheels, each weighing seventy pounds, was the solution. The result was amazingly effective.

amazing Indian motordom. Much of his trip was over a native trail which often became little more than a path through the jungle. The cable did not state whether the feat was done in a '25' or '32' model.

Figures Too Large.

Due to a typographical error a report has gained circulation to the effect that the total of business of the Ford auto factory for the six months was 78,470 cars, valued at \$147,000,000. This last figure is obviously an error. It should be \$147,000,000.

BUILD HEAVILY THIS SEASON OF SIX-CYLINDER CARS

With the awakening of the public to the greater flexibility of the six-cylinder motor and its increasing favor, due to the smoother riding qualities on American roads, this year sees a remarkable demand for this style of car.

The Midland Motor company of Moline, Ill., realizing the trend of favor, have made a strenuous effort to meet it, with evident success. It may be added, their modern plant has been enlarged 4,249 square feet at Moline and, with one exception, they will be this year the largest builders of little six-cylinder cars in the country.

GOODYEAR REDUCES TRUCK TIRE PRICES ONCE MORE

"There will be another 10 per cent reduction in truck tire prices," says C. W. Martin, manager of the motor truck tire department of the Goodyear Tire and Rubber company, Akron, O. "This cut will take place immediately and is the second cut which has occurred since the first of the year. This reduction is made possible not only by reason of our increased manufacturing facilities, but also by the recent drop in the price of crude rubber."

OHIO ELECTRIC ENDORSES MOTZ CUSHION TIRES

"We have always used the highest grade of materials that money can buy in every branch," says R. A. Griefen, president of the Ohio Electric Vehicle company of Chicago, "and therefore we have adopted the Motz high efficiency cushion tire as part of our standard equipment."

Sets Record for India.

Thwarted by a collision with a buffalo on his first attempt, P. C. Sawyer, Studebaker representative in Bombay, tried again and drove the 1,300 miles from his home to Calcutta in seventy-nine hours.

OWE THEIR LIVES TO HUPMOBILE STAUNCHNESS

To plunge, in an automobile, over at almost perpendicular embankment, a least seventy-five feet high, to remain the whole time in the machine, which turned completely over twice and landed upside down with wheels madly spinning, in the air, and escape with hardly a scratch, was the experience of Mr. H. T. Henderson and G. E. Elliot of Lethbridge, Alberta, recently in a Hupmobile.

It's an Inter-State Six You've Bought the Best

The honest worth of the Inter-State Six meets and defeats the best values of competition—The Inter-State Six is a final achievement in motor car building.

If you are going to buy a car you must in justice select the Inter-State because of the dollar-for-dollar value it offers you—No car of higher cost can offer you the same sterling worth; and

Only in the Inter-State will you find a car that includes every consideration for service, comfort and convenience.

6 Cylinder—45 H. P.—132-Inch Wheel \$2750 Base—Electrically Started and Lighted

Interstate Automobile Company

310 South 18th Street

Built by THE INTER-STATE AUTOMOBILE COMPANY, Muncie, Indiana.

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1100% Increase!

That Figure Represents the Amazing Increase in Sales of Imperial Cars Since Our Initial Year

Vital Facts for You

In the purchase of an automobile, you should be guided by these vital facts: The history behind the car. The experience and skill of its builders. Its claims to public approval. Its service to owners.

Behind the Imperial are 25 years of pleasure vehicle building—a priceless preparation for our later work in the motor propelled vehicle field.

Automobile experts, undisputed leaders in their fields, build Imperial cars in one of the largest, individual automobile factories in the world.

As proof of public approval and service rendered: Our sales have increased 1100 per cent since the advent of the Imperial!

That is the highest and most conclusive endorsement we can offer you.

These are some of the indisputable reasons why you should investigate the Imperial before you purchase a car.

Reason for Imperial Growth

Every Imperial is constructed with infinite care. Every part is built perfect in itself—perfect in its relation to every other part. You will find a maximum of power, strength, durability and service in every Imperial. The extremely desirable qualities of comfort and beauty have been developed to a point of perfection.

Every Imperial owner has enthusiastically praised "Imperial Quality and Service." This word of mouth message, backed by the car's proven efficiency, has sold thousands of Imperials—increased our sales by leaps and bounds.

Where We Excel

Imperial Motors: Creates surplus power—runs silently—is simple—every useless part eliminated—assures accessibility—vitality important to you. Is vibrationless—adding to life and service of car, to the comfort of the occupants.

Unit Power Plant: Clutch, transmission, motor and control levers combined in unit power plant with a three point suspension. Keeps vital parts in perfect alignment.

Body: Distinctive beauty of design—long, graceful, sweeping lines. Every advancement conducive to beauty and comfort incorporated.

Safety: Application of proven engineering principles has resulted in the development of this essential factor to the highest point in Imperial cars.

Better Quality—Lower Price

Our vast factory facilities, our experience and knowledge, our factory spirit of co-operation, make it possible to offer you at a very moderate price, a car that surpasses in constructional values and consequent service, machines that sell for at least \$1,000 more. This is true of the five types of cars we build. Highest quality—most moderate price.

Imperial

Imperial "54"—Seven-Passenger Touring Car. 50 H. P. 6-cyl. car in three; 44-inch bore; 13-inch stroke; 117-inch wheel base; 104 1/2-inch tires. Electric Starting and \$2500 Lighting System. Complete equipment.

Imperial "44"—Five-Passenger Touring Car. 40 H. P. 4-cyl. car in pairs; 44-inch bore; 12-inch stroke; 122-inch wheel base; 104 1/2-inch tires. Electric Starting and \$1875 Lighting System. Complete equipment.

Imperial "34"—Two-Passenger Roadster. 40 H. P. 4-cyl. 44-inch bore; 12-inch stroke; 114-inch wheel base; 104 1/2-inch tires. Complete equipment. \$1285

Imperial "54," "44" and "34" electrically started and lighted

Get in touch with our dealer in your locality at once. Write or phone, and he will gladly send an Imperial to your home or office for a demonstration. Ask for our distinctive and comprehensive Imperial Catalog.

Bradley, Merriam & Smith Council Bluffs, Iowa.

IMPERIAL AUTOMOBILE CO. Factories: JACKSON, MICHIGAN

Imperial "54" Large, roomy roadster design, same constructional features. \$1650

Imperial "34" Five-Passenger Touring Car. 40 H. P. 4-cyl. 44-inch bore; 12-inch stroke; 114-inch wheel base; 104 1/2-inch tires. Complete equipment. \$1285

Imperial "32" Two-Passenger Roadster. 40 H. P. 4-cyl. 44-inch bore; 12-inch stroke; 114-inch wheel base; 104 1/2-inch tires. Complete equipment. \$1285

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