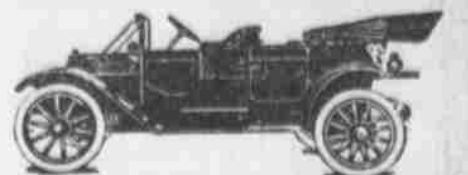


AUTOMOBILES



Automobile Agent Has Thrilling Ride

Mexicans, either federal or insurgent, were not the only people who took long chances in the recent revolution which resulted in the overthrow of the Maderist government and the death of the president and vice president. There was at least one American whose life was several times at stake and who escaped unharmed—only to utilize the experiences through which he had passed as an asset in his business.

This man was H. Geoffrey Fletcher, Mexico City, representative of the American Motors company of Indianapolis, Ind., who, in a recent letter to his firm, tells of a thrilling midnight ride of several miles with a motor car load of Mexican refugees and federal soldier's carbines pressing against his side. He tells, too, how, when the fighting was over, he made the same trip on an investigating tour, and struck on an excellent means of demonstrating the superiority of under-slung automobiles; a road so rough that even crawling over it at a snail's pace in the daylight, showed a thousand and one opportunities for a wrecked car.

PACIFIC COAST CLASSIC PLANNED FOR JULY FOURTH

The attention of the automobile world is already being attracted to the road race from Los Angeles to San Francisco, to be run July 4, and which will be the most important event of its kind in the west this year. This is a contest that has been held frequently under varying conditions or route and the like and it is now regarded as a standard test for automobiles contending for honors in the west.

The first official entry for this spectacular race is a Cadillac, entered by Don Lee, the Pacific coast dealer. The second is also a Cadillac, entered by S. A. McKee, who has previously achieved some startling performances. The contest is an undertaking of large nature, necessitating the work of several committees of a number of weeks. The exact route has not yet been determined, but will be either the coast or the inland, or valley route. Business men in the various cities are clamoring to have their cities included on the trip and are offering many inducements.

AUTO EXPERIMENTAL STATION IN PARIS

From the designing room of the Mitchell-Lewis Motor company in Racine, Wis., has gone out to the penniless inventors of Europe as well as the "industrial dreamers" of France, a message that conveys good cheer and the certainty of fortune to the man who develops or devises something that will

make for the betterment of the motor car industry.

Realizing that the home of Peugeot, De Renault, Charron and other geniuses might at any time produce another who could put a distinctive mark upon the industry if his ideas were encouraged, the Mitchell people have established an experimental station in Paris.

Trucks for Buses.

Eight of the largest motor trucks in the world, fitted with huge omnibus bodies, have been built by the White company of Cleveland, O., for the Pittsburgh Auto Transit company. They will be placed in service in the Smoky City on May 1. The bodies, which strongly resemble street cars, were built by one of the largest street car builders in the country. The design, however, is such that they are more comfortable in riding.

MOTOR FADS AND FANCIES.

Flat limousine cases with folding side flaps are new and rather an improvement over the old styles. They come in all colored lathers.

For luncheon use there is a new three-quarter nickel vacuum carrier or jar. It has a glass inset and will keep the contents hot or cold for several hours.

Air cushions for extra use come in several shapes this year, with silk, leather or linen covers. The self-filling pillows are perhaps the most to be desired.

For men there is a stunning new dust coat made of Panama cloth. It is in a modified raglan model with an overlap shoulder seam, which gives the effect of a Gibson tuck.

A new coat of white chinchilla cloth is in a long raglan model with drop sleeves.

The rever collar, cuffs and half belt are of black velvet finished with large white pearl buttons.

Leather sewing emergency cases fold flat to drop into the rail pocket and contain all fittings needed for darning and other mending that is likely to be needed on a long trip.

Very stunning coats are being made of bengaline cloth, with the collars and cuffs embroidered in self-colors to match the silk. The three-quarter draped models are popular for limousine wear.

Women's changeable silk dust coats are very elaborate affairs this year and may be had in a number of good models. But they are a bit too dressy for a regular outing trip.

By far the lightest luncheon baskets of the season are those fitted with aluminum utensils. The baskets are square, with double leaf covers at the top. The

two bottles have snap covers. There are two sandwich cases and one salad carrier.

Motorcycle Notes.

The Indianapolis Humane society has purchased a motorcycle for the use of its humane officer.

The street railway company of St. Joseph, Mo., has purchased a motorcycle for use in its trouble department.

Six hundred and thirty-three members were added to the F. A. M. during March, making a total membership of 20,794.

Toronto, Can., postoffice authorities are considering the adoption of motorcycle vans for collecting mail.

Although the owner of two large touring cars, M. M. Belding, president of the Belding Bros. company, prefers

to ride a motorcycle on his jaunts about his winter home at Palm Beach, Fla.

Oregon and Washington have been added to the list of states forming local F. A. M. organizations.

It is announced that official collectors of F. A. M. memberships must now have a certificate signed by the secretary of the F. A. M. before they are authorized to collect any money for dues.

One school district of Minnesota has purchased a motorcycle for the use of the teacher in the agricultural department. He uses the motorcycle in visiting the farmers in connection with his school work.

Three highpower motorcycles have been added to the Minneapolis police department for use in the outlying districts. The chief of police says that an

emergency call coming from the farthest district can now be answered within ten minutes.

F. S. Redding of Spokane, Wash., superintendent of county authorities, has been supplied with a motorcycle on which to make the tours of investigation.

Deputy Sheriff Hill of Madison county, Tenn., not only uses a motorcycle in running down criminals, but he mounts them on the front of his machine and takes them to jail.

"I have ridden my motorcycle 2,000 miles and have had no mechanical trouble whatever," says George A. Beverance of Ware, Mass. Mr. Beverance also says that on examining his machine after riding this distance, not a single part showed the least sign of wear.

BUICK

The Best Designed and Best Finished Moderate Priced Car

Price \$1050, Fully Equipped

The Buick model 25 is the only truly high grade five-passenger touring car selling for less than \$1250. It rides so much easier and is so much better made and better finished than other cars sold at near its price that it has proved a very popular model.

The Buick motor, with its valve in the head construction, develops more power than any other motor of like size.

Let us give you a demonstration.

Nebraska Buick Auto Co.

Lincoln Omaha Sioux City

BUICK

The World's Largest Builders of Six-Cylinder Automobiles

New HUDSON "Six"

Why a Six?

Every automobile buyer should ask that question if he is paying more than \$2,000.

The Six is as flexible as a steam engine. It rides with the smoothness of flying.

It is motor luxury supreme—no vibration, no jerking, quiet and comfortable, that more than doubles the distance you can travel in a day without fatigue—qualities you immediately recognize in a Six.

And Why a "54" HUDSON

Motorists who know see in it the qualities which only Howard E. Coffin and his associates—48 all told—were able to build into it.

They have not produced a Six by merely adding two cylinders to a good Four. A good Six can't be built that way.

These 48 specialists, experienced in all the details of motor car building, trained in 97 European and American factories, started out to build a Six without being hampered by old manufacturing equipment and old ideals.

They had a new conception, the result of a combined wider knowledge than was perhaps ever before centered upon the designing of a motor car.

Laymen will have their ideas as to how automobiles should be built but think you any one less experienced than these experts could build better?

You naturally have more confidence in the diagnosis of a skilled physician than you would in the conjectures of a hundred laymen. Put equal reliance in these 48 motor experts.

Their reputation is staked on the "54" HUDSON. That is a sufficient guarantee for most buyers.

But there also are HUDSON Sixes in every section. They are doing the most abusive service that any automobile regardless of cost ever did. And they are standing up.

HUDSONS don't disappoint.

The "54" HUDSON has electric lights. It is electrically self-cranked. The famous Delco system, patented, is used. Every motor car luxury is included, speedometer, clock, top, curtains, rain-vision windshield, demountable rims, twelve-inch upholstery, etc. Equipped with a five-passenger Phaeton body, at \$2450.

At \$1875 you can obtain the HUDSON "37"—designed by the same engineers that built the "54"—and pointed to as the "Four-cylinder masterpiece."

See the Triangle on the Radiator

GUY L. SMITH

2205-07 FARNAM STREET, OMAHA

This monogram on the radiator stands for all you ever wish in a motor car.

Your Chalmers Is Worth \$1000 More but Costs Only \$300 to \$500 More

When you order a suit of clothes you don't select the cheapest. Price is not your sole standard—but quality, looks, style, wearability. For these you are glad to pay a little higher price.

When you buy or build a house the cost is not the only thing considered. You want it well built, attractive, comfortable, permanent. And you are willing to pay a fair price for what you want even though you know cheaper houses can be bought.

The same thing is true—or should be—in buying a motor car.

Do not decide the car question on price—but consider carefully what you get for that price. Chalmers car will cost you \$300 to \$500 more than some other cars, but it is worth to you at least \$1000 more.

It is worth that much more because of the extra value it gives.

Extra value in dependable service. Chalmers cars built in Chalmers shops last longer than most cars. Eleven Chalmers cars have been driven 1,020,400 miles. Thousands of others, some

in their 4th or 5th year, have been driven 50,000 to 75,000 and are still giving satisfaction.

Extra value in comfort. Nowadays people ask more of a car than merely to run. Chalmers cars, with big, roomy bodies, Turkish cushions, 11-inch upholstery, long flexible springs, big wheels and tires give you perfect riding comfort.

Extra value in looks. Chalmers cars are beautiful cars. Cars you can be proud of in any company. \$4000 and \$5000 cars have no better lines or more perfect finish.

Extra value in satisfaction. It's poor economy to "save" a few hundred dollars on a motor car which you won't take permanent satisfaction in driving. Many have tried it. They have "saved" money and gained costly "automobile experience"—and have finally purchased cars of the Chalmers grade.

Why not purchase now the car you are sure to want later. Give us an opportunity to show you the Chalmers is worth \$1000 more but costs only \$300 to \$500 more.

Stewart-Toozer Motor Co.,

2044-46-48 Farnam Street, - - - - - Omaha, Neb.

Electric Lights Electric Starter

Dreadnought Moline No. 40, \$1950

Holds the World's Record for Reliability

The one UNDISPUTED CHAMPION for the past four years in the WORLD'S GREATEST and most gruelling road contests.

The DREADNOUGHT MOLINE has demonstrated time and again the superiority of construction and the construction of its mechanical details.

This insures you 100 per cent value.

Because of this, you owe it to yourself to investigate this wonderful car, which is built by a factory that KNOWS HOW.

Completely equipped, electric starter and lights, \$1950. Write for catalogue or phone for demonstration.

Moline Automobile Co.

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