

KING AL OF SPAIN RIDES IN A KNIGHT

Car So Well Liked by Foreign Monarch that He Placed Second Order.

NO QUIBBLING ON PRICE

For the second time within a period of three months, King Alfonso XIII of Spain has shown his preference for American built automobiles, by purchasing his second Willys-Knight touring car from the Willys-Overland company of Toledo, O. This latest order is significant in view of the fact that only a few days elapsed between the arrival of the king's first Willys-Knight and the issuing of instructions to duplicate the shipment at the earliest possible moment.

Repeat orders from foreign buyers reach the Overland factory with almost every mail. This in itself, it is asserted, is not unusual, as the moderate priced Toledo product is sold in practically every civilized city in the world.

And America Leads

The quantity-production methods of manufacture which are responsible for this country taking the lead in the automobile industry have enabled a few of the large American producers of high grade cars to sell cars abroad, at the price of which cannot be equaled by the small European manufacturer.

The price feature of American built cars has generally been believed to be the only reason why foreign buyers take them in preference to their own home products. But when one of the crowned heads of Europe, like the king of Spain, buys two Willys-Knights, it is said to be quite obvious that the price has nothing to do with his choice. His great wealth would enable him to fill any number of garages with the highest priced cars in the world if he so desired.

Performance is what King Alfonso looks for in a car and it is asserted that it speaks well for the ability of the Willys-Knight, when a foreign ruler orders his second car of this type.

Hupmobile Branch Managers Hold Big Meeting at Detroit

The semi-annual meeting of the Hupmobile branch and district managers was held at the Detroit plant last week. The report from the four Hupmobile distributing branches and the twelve selling districts of the country reported business more thriving than it has been in several seasons and every indication points to an even greater demand for cars than has been anticipated. If the reports from the Hup men are a correct indication of the business for this season, the manufacturers will not be able to meet the demand by at least 50 per cent. This is the first season that no cars have been stored by the big factories and very few dealers have machines on hand, so that by the middle of May it looks very much as if the old condition will prevail in the automobile business, when it was necessary to order a car a month or six weeks in advance in order to secure it.

The unusual part of this demand for automobiles is indicated by the Hup business during the nine months of its present with twelve months of its last selling season. Every section of the United States is ordering cars in larger quantities and the property is in all parts and in certain sections.

Barney Oldfield Likes King Car

Barney Oldfield, race pilot, likes the multiple cylinder motor car. He specifies that he likes the eight-cylinder King. His endorsement is prized by the manufacturer.

Oldfield during the recent race meets in southern California jumped into an eight-cylinder King one day and was so favorably impressed with the performance of this make of motor car that he wrote the following letter:

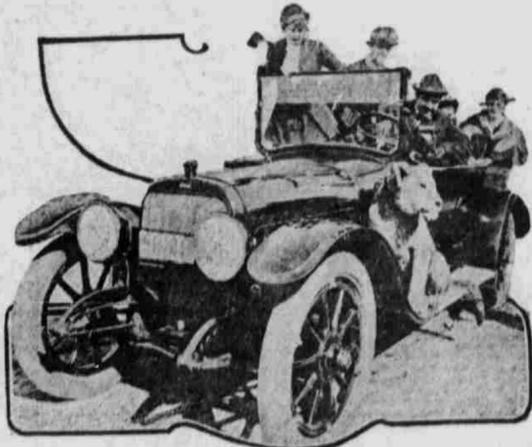
"I have just been wheeling one of your new Kings. It is some job. No wonder King has made so big an impression—it's a good product. Are you are using Firestones? That's a boy. You know me. 'BARNEY OLDFIELD.'"

He Had Qualified

A stranger in an Indiana village thought he noticed a man in the town by attending service in the local church. At the conclusion of a lengthy talk, the minister announced that he should like to see the man.

PANHARD OIL advertisement with logo and text: "You have always heard Panhard was the best oil. Let us tell you why—drop in at the store or write for booklet."

Chandler Auto Used in the Movies



The "Only Girl Company" plays Universal City with a Chandler Six. From left to right: Ann Walker, Elsie Baird, R. C. Herndon, manager, "The Only Girl Company," Ruby Allen and Martin Stanton, photographed on the "hot" dangerously close to one of the leading citizens of Universal City's animal quarter.

Non-Stop Car is to Help Uncle Sam

The non-stop Maxwell, famous after the recent 2,022-mile grind without a single halt of the engine, has taken up a new job. It is now an auxiliary—and an important one—to Uncle Sam's fighting forces along the Arizona-Mexico boundary line.

Shortly after the conclusion of the non-stop test in southern California a few weeks ago, Charlie Miller, district representative for the Maxwell Motor Sales corporation, took the toll-scarred champion and started for Arizona. Enroute the machine was an object of interest everywhere and more than lived up to its record by establishing new inter-city speed records all the way to the Mexican line.

At Douglas, which is in the western center of military activities along the international boundary, Miller's ride of triumph was interrupted. A dusty-looking army officer, without any formality,

stated that he needed the Maxwell to travel to a point fifteen miles across the desert.

Miller wasn't a bit in favor of losing his bus. In fact, he told the officer so in a few well-chosen, Arizona words. "All right, if you're such a poor patriot, I guess we'll just have to confiscate your machine," was the reply—but it was enough to make the Maxwell man something like mad.

"A poor patriot, am I? Well, if that's the way you feel, just take this car, and inside of ten minutes I'll have six more Maxwells here to take you to Mexico City and back. Why didn't you tell me it was for federal service in the first place?"

Miller was as good as his word. In a short time a whole fleet of Maxwells, none of which had seen less than 10,000 miles of Arizona stage service, were carrying nine troopers at a load to the new camp. The non-stop champion led the march and Miller drove it just as roughly over the desert bumps as though it were a brand new car. Instead of one that had already seen 20,000 miles of travel in less than five months.

Cadillac First Car Over the New Southern Highway

Laying out the route of the new Southern National highway, from San Diego, Cal., to Washington, a Cadillac eight recently made the 3,000 miles in twenty-six days.

The expedition was planned and executed by the Cahillo Commercial club of San Diego, for a preliminary survey, or path-finding tour, over a transcontinental route which will be open to motor touring all the year round. When the new highway is realized, it will traverse eight states—southern California, Arizona, New Mexico, Texas, Arkansas, Tennessee, North Carolina and Virginia, with a Gulf division proposed through southern Texas, Louisiana, Mississippi, Alabama, Georgia and South Carolina. San Diego will be the western terminus and Washington, D. C., the eastern.

Whur Hall, a magazine writer who made the trip in the road-finding Cadillac, says that if the good-roads movement, now sweeping the south, continues to gather impetus, it is only a question of months when the bad stretches will be surfaced.

The new highway gives tourists a chance to visit the Grand Canyon of Colorado, traverse stretches of desert, the copper country of Arizona, and takes him through the real south. However, desert running is made easy for motor cars, especially between the Imperial valley of California and the Colorado river. Here engineers have devised a double plank trail for automobiles, so that the motorist glides smoothly over sands that baffle pedestrians and horses.

In spite of the fact that route makers encountered a week or ten days of rain, the Cadillac made the record time of twenty-six days for the 3,000 miles. Those who made the trip were B. H. Burrell, engineer in the federal bureau of roads; W. B. Gross, San Diego; B. H. Taylor, who drove the car; Wilbur Hall, and Colonel Dell M. Porter, Clifton, Ariz., president of the Southern National Highway association.

This is the second path-finding tour in which a Cadillac eight has recently figured, the other one having been the run from Chicago to Miami over the proposed Dixie highway.

Bearings of Cars Are Subjected to Most Severe Tests

"The more one sees motor trucks and automobiles in service," said B. G. Koeber, general sales manager of the Hyatt Roller Bearing company, "the more one wonders at the perfection which their construction has reached."

"This thought was brought forcibly to my mind several days ago when a great motor truck went by. A large chain was fastened around each rear wheel to give traction, and the vehicle was bumping along over the pavement. I wondered whether people realized the strain those countless bumps exerted upon parts of the truck mechanism, especially the bearings."

"If you start to think about it, you will realize how terrific these shocks are. The truck and its load are carried up when the wheel is passing over the chain and then are dropped down suddenly upon the axle and the bearings. Given though it has all this to contend with, the truck mechanism is ready to work practically every day in the year."

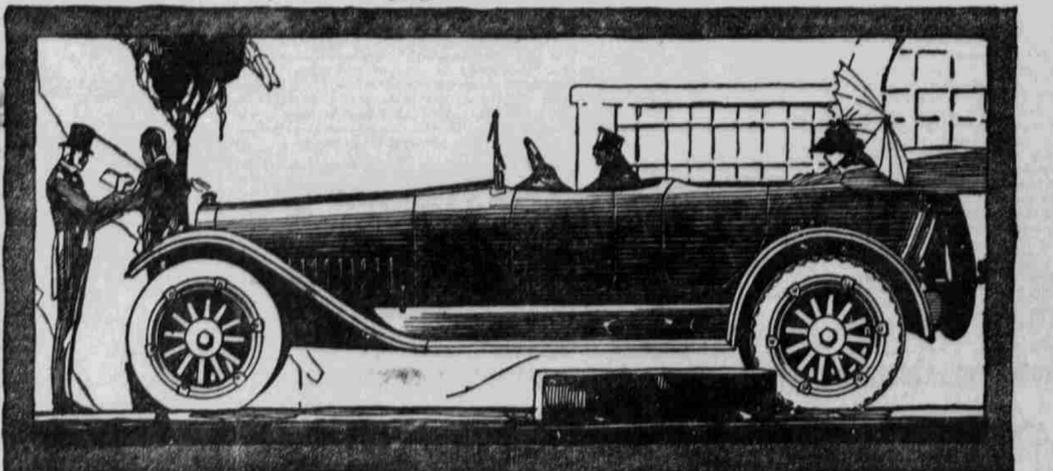
Fined for Driving Fast, Although He Is Told by Sheriff

To be ordered by the sheriff and chief of police to drive an automobile at full speed and to be fined later for speeding is the rather queer predicament which befell M. D. Stone, Marmon dealer in Richmond, Va., some time ago. It seems that a negro accused of assaulting a young white woman was thought to be in danger of violence from a mob, Stone, driving a Marmon 34, was requested by the chief of police to drive at full speed from Petersburg, Va., to Richmond, Va., where the negro would be held in safe keeping. It is said that Stone made the distance in less time than had ever been known before and reports give it that he was going at almost a mile a minute clip. The judge in fixing Stone \$25 and costs, said that there was no cause for the car being driven at high speed after arriving in the city, as there was no danger at that time.

METZ advertisement featuring a roadster or touring car. Text includes: "For roominess the METZ excels in the light car class. Then, too, its long wheel base, full elliptical springs and spiral shock absorbers give it further parlor car comfort, and it hugs the road as no other light car does." METZ COMPANY, 2056 Farnam St., Omaha, Neb. Phone Doug. 6187.

OUR APRIL 15TH MODEL DESIGNED AFTER THE SHOWS

Mitchell \$1325 F. O. B. RACINE For 5-Passenger Model



257 Cars in One

We now have the Mid-Year Mitchell, completed after the New York Show. Combining all the best new ideas that were shown there. Designed by experts who first compared 257 of the latest models, to embody their best in one car.

The car rides ruts as a boat rides waves. This, to women, is the most appealing feature found in any car this year.

Each great designer, every season, contributes new ideas to cars. The Mitchell designers contribute their share. At the New York Show—in January—all these new ideas appear. No one car has all of them. One designer has excelled in one feature, one in another. The ideal car of the season would be a composite car. And that's what we offer in this new-model Mitchell.

30-Year Service The Mitchell, we believe, holds the record for service. Six Mitchell cars that we know of have averaged 164,372 miles each. That means over 30 years of ordinary service. And all are running daily. The Mitchell is distinguished as being the choice of the ablest engineers. We have a long list to send—on request—of great engineers who have chosen the Mitchell. The Mitchell is long, roomy, impressive. Its wheelbase is 127 inches. It has a power tire pump, reversible headlights, ball-bearing steering gear, gasoline primer on instrument board, and many other features which make this car a favorite with men.

The Best-Liked Ideas

Some new ideas were fizzes. Some were immensely attractive. On each one our experts secured the motorists' verdict.

They picked out the lines which were voted the handsomest. They chose the new features which men and women liked best. Then they completed this new model to come out in the spring, and combine every last-minute feature in body and equipment.

This never was done before. This New Mitchell, therefore, is a show in itself. It shows all the

approved ideas. You will find it by far the most interesting car on exhibit.

Exclusive Springs

This is the only car which has the Bate cantilever springs. They offer ease of riding which was never known before.

You will never believe what a difference they make until we take you over a stretch of rough road.

26 Extra Features

Because John W. Bate Saves Us 20%

The New Mitchell has 26 extra features—things you want in a car—which other cars don't offer. Most of these are exclusive to Mitchell. And no car at any price has more than four of them.

We invite you to see these extras. Judge for yourself what each one means. Judge how much you would miss it. When you see 26 of them in a single car, we think you will want that car.

Due to 10,000 Savings

Those extras are paid for out of 10,000 savings made by John W. Bate, the efficiency expert.

Our buildings—covering 45 acres—were designed by him. He has equipped them with 2092 time-saving machines of the most efficient sort.

In this model plant—where every second is saved—we build 98 per cent of this New Mitchell car. We build it for half what it would have cost in our factory of 1910. We build it for 20 per cent less, we believe, than any other factory could build a like car.

Those are the reasons for these 26 extras. They are due to John W. Bate. Any man who sees them will have new respect for factory efficiency, carried to the farthest limit. Come, let us show them to you.

Attainment

To build a motor car of light weight, attractive appearance and low operating cost; to equip it with every device for comfort and convenience; throughout to instill a value and character that we could be proud to endorse with our name and reputation; and to offer such a motor car at a price made possible only by scientific manufacturing and a great volume of business.

This ideal, conceived almost thirteen years ago, has been the guiding influence in the destiny of our institution. Its soundness is established by our success and the great good will earned by the Maxwell car.



- One chassis six body style
Two-Passenger Roadster, \$635
Five-Passenger Touring Car, 655
Touring Car (with All-Weather Top), 710
Two-Passenger Cabriolet, 865
Six-Passenger Touring Car, 915
Five-Passenger Sedan, 961
Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit



C. W. Francis Auto Co. 2216-18 Farnam Street Phone Douglas 853

Mitchell Motor Co. Racine, Wis. U.S.A. \$1325 F.O.B. Racine For Five-Passenger Touring Car or Three-Passenger Roadster Seven-Passenger Touring Body \$15 Extra New Mitchell Eight, \$1458, F. O. B. Racine

Mitchell-Turner Motor Co. Racine, Wis. U.S.A. J. T. STEWART MOTOR CO. 2048-52 Farnam Street Phone Douglas 138