

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

Rainier

"THE PULLMAN OF motor cars"

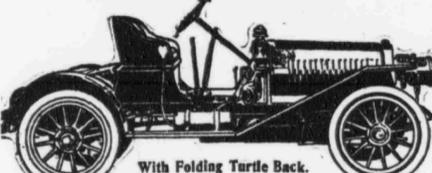
"Rainier Touring Car."



Price \$4,250, Complete.

Pure gold needs no refining. The simple but entirely efficient mechanism which so popularized the Rainier in 1906 as to carry its sales beyond those of any other high grade car offered in New York City is essentially unchanged in the Rainier to-day, while the beauty of the Rainier car for 1907 has been enhanced by the new convex body, giving greater luxury and comfort to passengers.

"Rainier Road Racer."



With Folding Turtle Back. Price \$4,000.

Rainier reputation had preceded the Rainier Racer; and this compact sixty-mile road machine justifies expectations. Two or four passengers; rear seat converted to turtle-back when not in use.

"The Rainier Guarantee" is a non-evasive business contract, meaning exactly what it says: "Free of Repairs for One Year."

THE RAINIER CO., BROADWAY, Cor. 50th St., N. Y.

Representatives in All the Principal Cities.

AUTOMOBILE NOTES.

The greatest danger in driving an automobile, and especially on crowded streets and on wet and slippery pavements, is the side slip, or skidding as it is commonly called. Unquestionably more disastrous accidents are caused by this dangerous sliding than from any other source. The makers and makers of automobile accessories have been striving ever since the advent of the automobile to solve this problem. Some devices will throw the front wheels into the air, others will throw the rear wheels into the air, and in many cities local laws prohibit the use of metallic devices coming into contact with the pavement.

The latest invention is the Midgley tread, which the Hartford Rubber Works Company is producing and which is said by knowing ones in the trade and drivers to be the complete solution of the skidding and traction problem.

The Hartford company has succeeded in manufacturing right into the tire itself four endless coils of spiral wire in the flat tread, the top of the coil being flush with the wearing surface. With most anti-skidding devices the period of efficiency is short, and within an unreasonable time they become useless as a non-skid.

The Midgley tread on the contrary improves with constant use, because as the top of the coil wears through you have a series of inverted staples, the points of which grip firmly the road surface.

Moreover, the wire coils are so arranged that they cooperate with the rubber and thus subtract nothing from the resiliency of the tire. This not only absolutely prevents skidding but it adds to the life and wear of the tire. In the case of leather non-skidding tire covers heat is generated and shortens the life of the rubber.

The Midgley tread, unlike other appliances, is hardly noticeable. The Hartford company furnishes this tread in either its Hartford Dunlop or Hartford Clincher tires, and also furnishes it in millimeter sizes, exactly fitting the rims of all types of foreign cars.

Glancing back a few years, one cannot help but marvel at the strides made in the handling of machines by the retailers of this city. When one compares the palaces which house practically all the well known machines to-day with the shacks that were used for the same purpose only a few years ago the result is truly astonishing. Charles A. Duerr of C. A. Duerr & Co., agents for the Royal Tourist, commenting on conditions of the early period, states that they were not only crude, but it looked at the time well nigh impossible to bring out of the chaotic state by which the retail business was surrounded.

The Royal Tourist establishment on upper Broadway is typical of the modern automobile store, and that the automobile business can be run on a business basis, just as well as any other commercial enterprise. The excellent showroom, wherein are displayed all the latest models of the great Royal Tourist factory at Cleveland, seemingly has no connection with the big garage of the line, modern repair shop in the building, so well as it is laid out. Everything is system here, no noise, no confusion, all is in harmony. The Royal is the only car of this class, C. A. Duerr & Co. now handle, and it has proved itself worthy of their undivided attention. It is only a matter of a few years ago when this concern handled five different makes of machines, but they threw them all overboard excepting the Royal, for the new famous Royal Tourist. This season C. A. Duerr & Co. have gone a step further and have introduced the Royal Tourist, a machine guaranteeing it for one year. Already a large number of 1907 Royals are on trial service, and the reports from the owners are so glowing that the Duerr company's repair shop will be a dull place this season.

An interesting story is reported as having been during the past season by Manager Paul Lantz of the Royal Tourist, New York city. Since November 1st, Mr. Lantz's Royal Tourist has been driven over a thousand miles, and has been driven over a thousand miles a day, during the severest winter New York has known for years. The tires were put on on November 1st, and it was not until April 1st that new tires were necessary for the rear wheels. The front wheels are still equipped with the old tires, and in a more severe test than that on any country road.

Considering the inclement weather of the past week, we have no cause to complain on the score of the Royal Tourist. It is a machine that has proved itself in New York and immediate vicinity. In fact the sales made during the last few days, in which the Thomas 60 horse-power predominated, have more than fulfilled our expectations. We cannot see that there is any cause for the rumors that are being circulated in some quarters, that this season will see an overproduction of automobiles. They can be only accounted for by the fact that the buying public is placing orders for machines that have been secured through the last of many and some times unconnected. In other words, the investigation will show that these cars

IMPORTANT TO AUTOMOBILISTS.

To the Public:--

The HARRY S. HOUPPT COMPANY, agents for the THOMAS cars, have decided to keep their salesrooms open evenings, in order to give the busy man who cannot get away during the day an opportunity to look over their cars more carefully than he could in a hurried visit. They are showing a full line of both Sixty and Forty Horse Power Touring Cars and Runabouts. They cordially invite you to spend an evening with them.

We Have for Immediate Delivery

Four 60 H. P. Touring Cars	\$4,000.00
One 40 H. P. Touring Car	2,750.00
One 40 H. P. Runabout	2,750.00
Two 1906 Fifty H. P. Touring Cars, perfect condition	2,000.00

We can take a limited number of orders for 70 H. P. Runabouts, 30 day deliveries, price, 4,000.00

THE HARRY S. HOUPPT COMPANY,
Sixty-third Street and Broadway,
Tel. 3716 Columbus.
Manufactured by E. R. THOMAS MOTOR CO., BUFFALO, N. Y.
MEMBERS A. L. A. M.

There are good, sound, and logical reasons why the

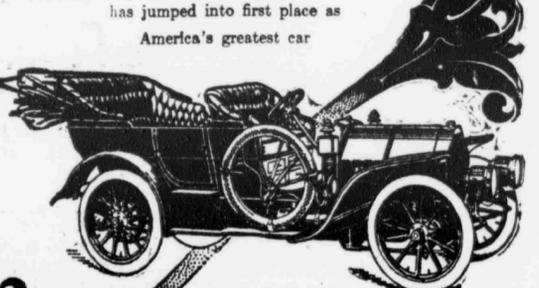
Type XV

50 H. P.

Pope-Toledo

\$4,250

has jumped into first place as America's greatest car



It is the one 1907 American car that stands out against the entire field as embracing every feature of the world's very best and latest practice in design, material, alloyed steels, ball bearings, workmanship and finish. If we have omitted one single thing that would make it a better car, we don't know what it is. An hour's ride will tell you more than we could in ten pages of this paper. Demonstration can be arranged to suit your convenience.

A. G. Southworth Co., Inc.
1733 Broadway, New York
342 Flatbush Ave., Brooklyn

Pope-Toledo Pope-Hartford
Pope-Waverley Electrics
Pope-Tribune

"The car without a fault"

The MARTINI

POWERFUL SAFE NOISELESS ELEGANT

Made in Switzerland—Built to climb mountains.

Call at your own convenience, and let us show you that this car embodies more original, valuable features than any car in the world.

DEMONSTRATION ANY TIME.
IMMEDIATE DELIVERIES.

MARTINI IMPORT CO.

239 WEST 50th ST. (near B'way). 'Phone 1953 Col

WE OPERATE A FULLY EQUIPPED MACHINE SHOP.

Call or send for handsome illustrated catalogue.

average of twice a day since he has been here, a word of the trips being made in very fast time.

He will establish his headquarters in Paris at the Hotel Regatta.

Arrangements have been made between Milton Robbe, general manager for the Actors' Benefit Fund Fair, and the Wyckoff, Church & Partridge concern, whereby the latter are placing on their stand in the Metropolitan Opera House a Babcock electric sign. This will be raffled off during the course of the fair, tickets selling at \$1 apiece.

John Lurie, proprietor of the Auto Supply Company, has just received a new importation of the latest foreign lamps and searchlights. In addition to the customary brass finish many of these have a satin gun-metal and oxidized finish. Included in the importation are numerous novelties for limousine cars, among which are some attractive dome lights.

Among the orders received last week for Truffaut's Hartford short-shorts was one for fifty sets from Julius Bludrin, a Brooklyn dealer.

R. O. Chisholm, representative of Wyckoff, Church & Partridge, called last week for Paris on the Kaiser Wilhelm der Grosse to superintend the delivery of the C. G. V. cars which the Wyckoff, Church & Partridge concern has sold for delivery abroad.

45 H. P. \$4,000

ROYAL TOURIST

GUARANTEED FOR ONE YEAR

Built on Sound Engineering Lines.

Strong, Swift, Silent, Simple, Sure.

45 H. P. whenever you want it.

LUXURIOUS TONNEAU. 7 SUPERB SEATS.

In its general appearance, details of construction, ease of operation and absolute safety the 1907 Royal stands a perfect type among the hundreds of styles of automobiles manufactured to-day. It has no superior—anywhere—at any price.

BUT AFTER ALL
it's what the
OWNER SAYS

The following letter, just received, is typical of what the 1907 ROYAL TOURIST is doing in the hands of owners under actual road conditions every day:

MR. CHAS. A. DUERR, New York, April 8, 1907.
2122 Broadway, New York City.

1251 15th St., Washington, D. C.

Having obtained a higher power machine than I ran last year I made an investigation of several standard makes and finally decided on the Royal Tourist. With reference to the 1907 Royal Tourist that you delivered me last month my lighter shows 1,112.6 miles including a run made yesterday, April 7th, of 1906 miles. The car ran absolutely perfect and it did not make any difference whether we were making 5 miles, 60 miles, or anywhere between, and the hills did not bother us any more than level ground.

Congratulating you on the machine you are handling, I am, yours truly,
(Name on application.)

Nothing hysterical about this—but a plain statement of fact—just what you want to know if you are in the market for a motor car.

ASK ANY ROYAL OWNER.
IMMEDIATE DELIVERIES.

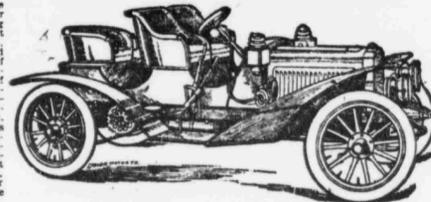
We have established in conjunction with our sales agency an up-to-date rental department. The cars in this service are modern high grade gasoline machines, equal of any in private use. Terms reasonable. Satisfaction guaranteed.

A FEW 1906 ROYAL TOURISTS TAKEN IN TRADE. ALL IN A 1 CONDITION. AT BARGAIN PRICES.

C. A. DUERR & CO., Inc., 2122-6 Broadway
NEAR 70th ST. SUBWAY STATION

LOZIER

40 H. P. RUNABOUT \$5,000



All the desirable features of our regular touring car chassis, but with lighter body, smaller tires and minor changes of this nature desirable in a car of this type. A handsome—speedy—high class gentleman's runabout. Two rumble seats may be quickly attached, or a comfortable two-passenger rear seat substitutes this, converting the car into a comfortable tourabout.

40 H. P. Touring Cars, \$5,000. Make an appointment for demonstration.

ONE 1906 LOZIER CAR—the only second hand Lozier car for sale in New York. ONE 14-20 H. P. Renault Touring Car.

High grade MARINE MOTORS for cruising yachts, 40 and 55 H. P.

THE LOZIER MOTOR COMPANY
55th St. and Broadway. (Member A. L. A. M.)
Agent, Newark, N. J., Lankrum-Smelter Automobile Company, 17 Bank St.

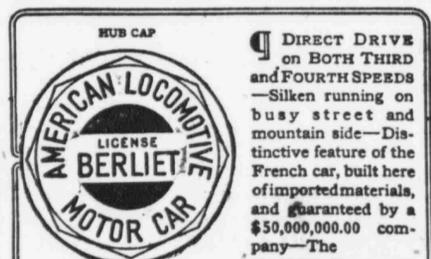
FIAT

"Italy's Famous Car"

THE HOLTAN CO.

Broadway & 56th St. Telephone, 4740 Columbus.

The One Great Stride of 1907



American Locomotive Motor Car

Berliet

DIRECT DRIVE ON BOTH THIRD AND FOURTH SPEEDS—Silken running on busy street and mountain side—Distinctive feature of the French car, built here of imported materials, and guaranteed by a \$50,000.00 company—The **BERLIET**

American Locomotive Automobile Co.
Factory, Providence, R. I. 1886 Broadway, N. Y.

The New

Midgley Tread

Anti-Skidding Device



Any one who has ever driven an automobile knows how uncanny, dangerous, and expensive it is to "skid" or "side-slip." Numerous devices have been invented to prevent this, but until the advent of the New Midgley Tread, as illustrated above, nothing has been devised that did not have almost as many objectionable points as desirable ones.

The Midgley Tread or wire grip, as illustrated, has been thoroughly tested under all conditions. It will not skid on wet asphalt or macadam. It will even hold on ice.

Briefly to describe, four endless coils of spiral wire are embedded in the flat tread, but as you will observe from the cuts, the top of coil is flush with the wearing surface.

With all other anti-skid devices the period of efficiency is short and within an unreasonable time they become useless as a non-skid. The Midgley Tread form of non-skid improves with constant use, because as the top of the coil wears through you have a series of inverted staples, the points of which grip firmly the road surface.

The wire coils are so arranged that they co-operate with the rubber, thus subtract nothing from the resiliency of the tire. While this construction prevents skidding, it adds to the "life" and wear of the tire, instead of working the opposite way as most devices certainly do. For instance, the "wire grip" does not retain the heat in the tire, as in the case of leather non-skidding tire covers. Whenever heat is generated faster than it can be carried away under speed, the friction deteriorates and shortens the life of the tire as a whole.

The Midgley Tread is not unsightly, as extra, temporary appliances always are; in fact it is hardly noticeable. It is as effective as the best chain non-skid arrangement, with none of the latter's particular drawbacks or dangers. Chains not only throw more or less mud, but many accidents have resulted from a sudden breakage.

Built into the tire in such a way that the coils cling to the rubber in the heavy outtread, we know of no reasonable strain sufficient to tear the two apart.

Insist on having your car equipped with the Midgley Tread fitted to either Hartford Dunlop or Hartford Clincher Tires.

We can furnish Hartford Clincher Tires with Midgley Tread in millimeter sizes or exactly fitting the rims of all types of foreign cars.

The Hartford Rubber Works Company
Hartford, Conn.
New York Branches: 88 Chambers St. - 1796 Broadway

AUTO OVERSTOCK; BARGAINS!

Owing to the bad weather recently we offer Limousines, Landaulos, Runabouts and Touring Cars at SURPRISINGLY low figures. We are OWENERS ANXIOUS to sell! IT WON'T last long. ADVISE—NOW!

Six Pierce-Arrows, like new; seven Locomobiles; six Oldsmobiles; four cylinders; Runabout and Touring; Winstons, Panhards, Nationals, Maxwells, Cadillac, Autocars, 1906 four cylinder; seven Thomas Piers, 1907 to 1909; Mercedes, \$1,250 to \$2,000; seven Pope-Hartfords, 1906, 1907 to 1909; four Northern Tourists, 1900, 1901, 1902, 1903, 1904, 1905, and many other unusual opportunities. Descriptions cheerfully given.

Limousine Factory—Linden Expert Mechanics, Ten Carriage and Body Builders, Fourteen Painters, Trimmers, Expert Tire Men, etc., making the best and largest equipped establishment in Manhattan, 100 Limousine and Landaulo bodies ready. Also Touring and Runabouts made and in stock.

BROADWAY PLAZA EXCHANGE BUILDINGS
247, 249 W. 47th, and 1790, 1792 Broadway.

AUTOMOBILE ROAD MAPS

Of New England, New Jersey and New York by districts. Complete, accurate, and convenient. Sold by dealers or by mail. Descriptive catalogue free. L. H. BIGELOW & CO., 62 Broad St., New York.