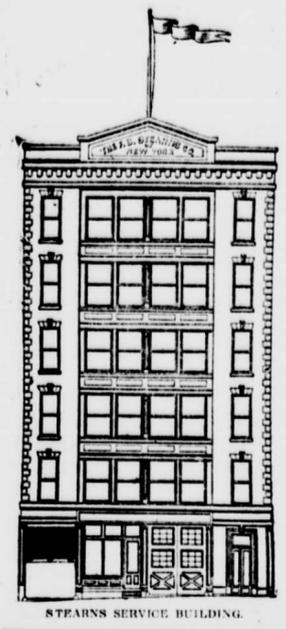


NEW STEARNS BUILDING.

Working on Service Plant in West Fifty-Fifth Street for Cleveland Company.



In addition to a machine shop there will be a body building department, trimming and upholstery department, and a paint shop.

DON'T CALL IT A GAME.

Because It's Not, It's Business, Says Shepherd of the Matheson.

W. C. Shepherd, president and general manager of the Matheson Automobile Company, doesn't think some folks have of calling the automobile business a game.

When prominent officers of automobile companies, department heads, salesmen and employees refer to their business as a 'game' it is only natural for the public to draw an unfair inference toward the business as a whole.

The Cadillac Motor Car Company is in receipt of a bit of information from F. C. Hall, the Cadillac dealer at Brownwood, Tex., about longevity of a Cadillac car.

Mr. Hall says that about eight years ago he bought a single cylinder Cadillac, one of the first built, and put it into livery service.

After this car had been in use some eighteen months Mr. Hall sold it for \$400.

Mr. Clinton, the Fiat sales manager, has appointed the E. J. Thompson company Fiat representatives for Pittsburg and vicinity.

The Thompson firm is a carriage building concern. The company has a 1911 model 35-horse-power Fiat fitted with an elaborate limousine body, built in its own shops, at the Pittsburg automobile show.

Mr. Clinton recently appointed two other Fiat agents. The representative of the 'master car' at Minneapolis will hereafter be the Electric Carriage and Livery Company, which will establish its own branches for the sale of Fiats at St. Paul and Duluth.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

AUTOMOBILES.

Stearns THE ULTIMATE CAR

The New Series Models Are Here

The spring series of Stearns cars have been received. The new models include many body and chassis refinements, and are completely equipped with top, wind shield, electric lamps, Gilbert Continental rims, etc.



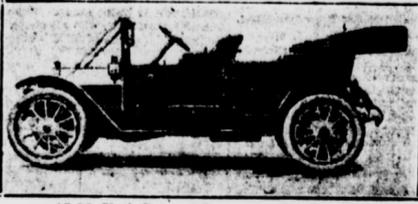
30-60 Chain-Drive Toy Tonneau Runabout

Among the new models is a 30-60 H. P. chain-drive toy tonneau runabout with vestibule front.

Except for the refinements noticeable in the new series this car is practically a duplicate of the Stearns which holds THE UNCHALLENGED 24-HOUR RECORD—1253 MILES.

We have on display one of the new 15-30 5-passenger touring cars. This car is also of the vestibule type and is one of the most striking of the entire line.

We are in a position to offer Stearns purchasers more body options than ever before. Vestibule or open bodies may be secured in either touring or toy tonneau runabout models, on both 15-30 and 30-60 chassis.



15-30 Shaft-Drive 5-Passenger Touring Car

In the latter, shaft or chain drive is optional, the 15-30 being shaft only. This gives purchasers a choice of four body styles and three chassis from which to choose.

The new series models retain all the characteristic Stearns features of power, speed and durability. Nothing has been sacrificed to secure the more graceful lines and detailed refinements.

"It Takes a Stearns to Catch a Stearns"

THE F. B. STEARNS COMPANY

of NEW YORK

Broadway at 57th Street

Broadway at 57th Street



More Than 200 Paize-Detroit Dealers.

Harry M. Jewett, president of the Paize-Detroit Motor Car Company, in discussing the condition of the automobile business, says: "While many automobile manufacturers have predicted an overproduction of cars this year, we believe that this will not be the case."

"Our company is only two years old and was not very well established at that time, and consequently a great many of the makers seemed to think we were too optimistic in our attitude."

This was due to the fact that we have a car with a large amount of reserve power, of low weight, equipped with a variety of well designed bodies, selling at a low, popular price.

How Much Air in Your Tires? The fact that the plentiful and inexpensive air contained in a tire regulates its carrying capacity is the best of reasons for measuring the tire's air holding capacity.

Mr. Thompson, the Electric Carriage and Livery Company, which will establish its own branches for the sale of Fiats at St. Paul and Duluth.

WHEN LANGUAGE FAILS.

Take Your Man Out for a Ride, Says Ford Agent, Then He'll See. H. B. White, European manager for the Ford Motor Company, is a firm believer that actual demonstration is the quickest and most effective method of selling a motor car.

The salesman's long line of argument and comparison with other makes of cars may do all very well as the preliminary to a sale, says Mr. White, but for speedy results take your prospect out for a ride.

On account of the light weight of the Ford car, foreigners are as a rule being used to the heavy makes of European cars, doubtful of the strength of the Ford. When a prospective buyer enters the Ford sales room in Paris he looks over the Ford car in sceptical manner, views its light construction and then compares it with the heavy foreign car.

The Magneto's Part in It.

We are proud of the work being done by Remy magnetos upon the fast stock and special speed creations, and while we like to boast of this work, it is admitted, says Fred E. Moscovitz, sales manager of the Remy Electric Company, that some of the statements of the parts makers are enough to make us stop short occasionally in our praise of Remy magnetos in connection with racing and hard touring.

Saurer Truck's Long Trip.

The use of the motor truck to expedite the transfer of army supplies has been carefully worked out by army officials, and with a large measure of success.

By way of further demonstration of the adaptability of the motor truck for loads that have to be quickly made and over long distances, the manufacturers of the Saurer motor trucks have undertaken a unique test.

Aim of the Consolidated Motor Car Co.

The Consolidated Motor Car Company of Cleveland is a corporation organized under the laws of the State of Ohio, which now controls the Royal Tourist Car Company and the Croxton Motor Company of Cleveland and the Acme Body and Veneer Company of Rahway, N. J.

Warner Auto-Meter for Italian Car.

The committee sent to America by the makers of the Italian Fiat to investigate speed and distance indicators have made their report and that foreign car will henceforth be equipped with the Warner auto-meter.

SPLITDORF

SUPREMACY CINCHED

World's records, 15 clean cut victories by stock and non-stock cars, and second and third positions galore, were the direct accomplishments of SPLITDORF MAGNETO equipped automobiles during last week's beach racing at Jacksonville, Fla.

Following the sweeping victories at Los Angeles, Cal., when 6 firsts, 6 seconds and 4 thirds were taken by SPLITDORF MAGNETO equipped cars in two days' track racing—the winning of the Panama-Pacific road races at San Leandro, Cal., by a 4-cylinder National equipped with a SPLITDORF MAGNETO—7 firsts, 5 seconds and 3 thirds secured by SPLITDORF MAGNETO equipped machines at New Orleans, La.,—the absolute supremacy of SPLITDORF MAGNETOS is truly cinched.

Such a racing record has never before been equalled by any type of magneto. Louis Disbrow clinched the flukeless record of the young season of 1911 by driving his SPLITDORF MAGNETO equipped Pope-Hartford to victory in the 300-mile race at the Pablo Beach, Friday afternoon, establishing world's records for the 50 miles, 200, 250 and 300 mile marks.

Howard Wilcox established a new world's record for stock cars by driving his SPLITDORF MAGNETO equipped National a mile in 40.32 secs. and his time of 3 min. 56.82 secs. for 5 miles in a SPLITDORF MAGNETO equipped National, in the 450-inch stock class, was faster than was ever driven by a car of that class.

Jenatzy's 250 H. P. Mercedes—the only car in existence to beat the straightaway mile time of the Blitzen Benz—was beaten by the SPLITDORF MAGNETO equipped 60 H. P. National, driven by Howard Wilcox in the five-mile free-for-all.

Louis Disbrow drove his SPLITDORF MAGNETO equipped Pope-Hartford to victory in the hour race for 450-inch Class E cars, and his winning distance of 84 miles is a world's record.

"A motor car is just as good as its ignition system" is the truthful statement of our competitors, and the makers of the SPLITDORF MAGNETOS have been, and always will be, ready to stand by it. Cars equipped with SPLITDORF MAGNETOS have literally swept the boards in competition, as the records clearly show.

SPLITDORF MAGNETOS supply the demand of racing drivers, as such men as Chevrolet, Wilcox, Disbrow, Burman, Aitken, Basle and Merz have discovered to their advantage, and SPLITDORF MAGNETOS can supply the demand of every user of a pleasure or commercial motor car, an aeroplane or a motor boat, where perfect ignition at all times is necessary.

Why not investigate? as 190,000 present users have done to their absolute satisfaction.

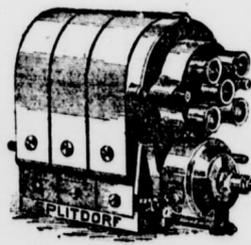
You may have magneto trouble. Let us send you a book that will help you out.

Write for our Magneto catalog.

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DETROIT 368 Woodward Avenue
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NEW YORK 1679 Broadway
LOS ANGELES 1225 South Oliver Street
London Paris Turin Brussels Johannesburg



CARHARTT CARS BIG CARS LUXURIOUS CARS

Advertisement for Carhartt Cars, featuring two models: THE CARHARTT 30 and THE CARHARTT JR. Text describes their features and availability.

Advertisement for National 40, featuring the slogan 'WINS As Usual' and 'Excess Power for Any Emergency'. Text describes the car's performance and availability.

Students Visit Rambler Factory. Sixty students of the University of Wisconsin and a body of men from the Central Y. M. C. A. of Chicago visited the big Rambler factory at Kenosha last week to study those methods by which Rambler cars are made.

Philadelphia Devises a New Use for Commercial Vehicles. A Philadelphia user of Garford trucks has developed an original use for them. His business is that of expressman between the big city and its suburbs.

Large advertisement for Buick Motor Cars, featuring the slogan 'The Standard by which all automobiles must be judged' and 'Buick Motor Cars'. Text describes the quality and reliability of Buick vehicles.