

RECORDS WILL GO IN THESE RACES

Famous Circuit at Sheepshead Is in Finest Shape for Fast Time.

SOME FINE SPRINTS

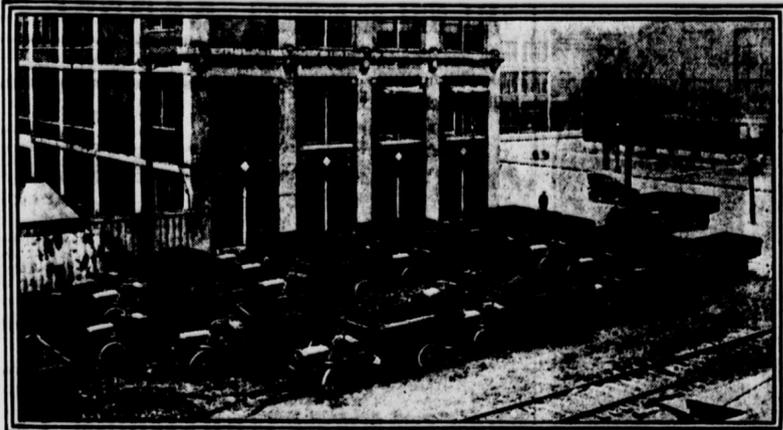
Sheepshead Bay Speedway, conceded to be the fastest automobile race course in the world, promises to eclipse all previous records for fast time this season, according to Edward Thompson, manager of the track, the circuit is in the best of condition, and if new records are not established it will be to the credit of the track.

"It is without a doubt," said Mr. Thompson when seen at the Speedway yesterday, "the fastest circuit in the world. This fact was established when the famous Benji was set a stranger to the drivers. It will be remembered that in the running of the Astor Cup, the first race staged, Gil Anderson in a Stutz took up a world's record when he completed the two mile course at a speed of 102.56 miles an hour for 50 miles. This record hardly stood long enough for race goers to recognize it, when Benji crashed the new mark by going 105.22 miles an hour for 100 miles in a Peugeot.

The proof that records will be forthcoming this season when a better acquaintance is recognized between driver and track is that the Blitzen Benz was piloted over the course at the rate of 116 miles an hour. This time was made when the car was not in the best of condition, and now that the Blitzen has been overhauled and "tuned up" for a speed trial, it would not surprise me to see the machine doing 120 miles an hour in competition. A 116 mile an hour clip was also accomplished by a Sunbeam.

Barney Oldfield has written the management of the Speedway offering to wager \$5,000 that he can drive his Christie over the two mile board circuit in a minute or better. "It's the fastest car in the world," quotes the modest Barney, "and I only want the chance to prove it on my May race meet." Of the four races scheduled for the opening day the Metropolitan Trophy is the longest, which asks the cars to go 150 miles. The other events will be the Queens Cup, for 50 miles; the Coner Island Cup, at 20 miles; and a consolation event for non-winners, the William Kemble Cup, a 10 mile dash. Cash prizes amounting to \$20,000 will be awarded the winners.

Mobilization of Packard Trucks for Mexico.



Packard motor trucks for the U. S. Army in Mexico are shown here assembled for shipment within 14 hours after receipt of the order from the Government. This fleet of 28 trucks is in addition to the 28 transport trucks and one repair shop vehicle sent to the border by the Packard Company on March 23. The first Packard transport division is now carrying supplies and army equipment along the line of communication between Columbus, New Mexico, the army's operating base, and Casas Grandes, Chihuahua and points beyond. In the rapidity with which Government orders have been filled and shipped in these two instances, the Packard Company has set new records for industrial preparedness.

QUAKER CITY TIRES SATISFY.

Are as Purely Tempered as a Watch Spring.

The history of automobile tire making has been marked with many refinements and improvements, but practically all effort was in the direction of increased mileage until the discovery by the Quaker City Rubber Company of Philadelphia of a secret and exclusive method of tempering the rubber, a treatment that not only adds strength and endurance, but also increases the shock absorbing properties of rubber with consequent comfort to passengers and savings in car upkeep cost through the absorption of vibration. Tempered rubber is unusually adhesive, a factor of great value in preventing slip separation and in creating an inseparable bond between the tread and the carcass. Tempering prevents the tread picking out or chipping and

BIG PREMIER CORP.

HAS FINE PLANS

Experienced Men Will Build Quality Car in Immense Plant at Indianapolis.

With a factory site of forty acres and more than 200,000 square feet of floor space, constituting one of the most ideal plants in the motor car industry, with exceptional financial strength and facilities for conducting the manufacture and sale of a large volume of motor cars, and with an organization of such calibre that the quality of the product will immediately establish it in the front rank, the new Premier Motor Corporation of Indianapolis is ready for business.

It has taken literally months to complete the organization, but the work has been capably and efficiently handled and the roster of Premier officials, directors and departmental heads stimulates confidence in the big Indianapolis factory's ability to merit quickly an important place in the industry, and to maintain it.

The Premier Motor Corporation starts with a capital stock of \$2,500,000. Large volume production of quality cars is the intention.

The initial steps of the Premier Motor Corporation comprised the purchase of all assets and good will of the Premier Motor Manufacturing Company, the purchase of the assets and the good will of the Mals Motor Truck Company and the purchase of the mammoth factory and forty acre tract formerly owned by the T. B. Laycock company in Indianapolis. The entire plant has been rehabilitated and adapted to meet the demands of a big, modern factory doing a big, modern business.

J. C. Flower, president and general manager of the corporation, announces the personnel of the organization as follows: Officers—J. C. Flower, president; Frank E. Smith and E. W. Steinhart, vice-presidents; C. E. Jones, secretary; H. L. Thompson, treasurer. Directors—George Woodruff, president of the Illinois Bankers Association and president of the First National Bank, Joliet, Ill.; Harry L. Thompson, secretary of the Gerlach-Barklow Company, Joliet, Ill.; Theodore R. Gerlach, vice-president of the Gerlach-Barklow Company, Joliet, Ill.; Charles F. Jensen, president of the Vanguard Manufacturing Company, Detroit, Mich.; Frederick W. Woodruff, vice-president of the First National Bank and vice-president of the Woodruff Trust Company, Joliet, Ill.; Joseph F. Flowers, Joliet, Ill.; and Edward W. Steinhart, Indianapolis. Department Heads—P. D. Stubbs, di-

GOODYEAR REPAIR MANUAL.

Company Recognizes Value of Well Informed Repairmen.

Perhaps the most comprehensive contribution to trade literature bearing upon the repairing of tires is the new Goodyear Manual of Tire Repairing, now being issued to recognized tire repairmen, by the Goodyear Tire and Rubber Company of Akron, Ohio.

It is primarily a manual discussing the materials, equipment and methods of application necessary to the complete success of the tire repairman, and is intended to assist him in the promotion of his business. All the facts and illustrations used in the manual are based on the standard practice of the extensive repair department at the Goodyear plant, which is maintained, not alone for tire repairing, but to discover through experimentation and practical work new and more efficient methods and materials. The whole scope of tire repairing is fully covered, from the use of gums to fill tread cuts to the rebuilding and vulcanization of tires.

The functions of gums, fabrics, air bags, cement, valve patches, etc., are fully described and their uses in repair work explained. That Goodyear repair materials cost no more than materials of lower quality is set forth, and improved machinery, efficient methods and enormous production given as the reasons for Goodyear quality selling so reasonably.

PAGE PREPAREDNESS PAYS.

Many Mitchell Cars Are Delivered to eager Buyers.

"Having cars to deliver is a big advantage these days and Mitchell buyers are fortunate, as the Carl H. Page Motors Company bought and stored many automobiles during the winter months to be ready for spring orders," says J. A. Clark, local division manager. "This business preparedness has been rewarded recently, as our firm delivered to buyers sixty-eight Mitchells in the nine day period that ended last Wednesday evening. These orders included some that came from dealers in the Page selling territory, but mostly the cars went to owners in this city, Brooklyn, Newark, New Haven and Philadelphia.

The big day was Saturday, April 1, when ninety vehicles were put into the hands of purchasers. Thirty-two deliveries were made in the five previous days of that week. Five cars each day was the record for last Monday and Tuesday, but the number for Wednesday was seven."

OVERLAND PLANT BREAKS RECORD

Manufactured and Shipped 47,465 Cars in 3 Months, 20,000 in March.

It was disclosed in a report submitted by officials of the company to John N. Willys, president of the Willys-Overland Company, that all previous production records had been broken at the close of business March 31.

This three month statement shows a total of 47,465 cars manufactured and shipped. The month of March just passed leads with a total of nearly 20,000 cars—19,780 to be exact. This is compared with the March, 1915, production of 7,600 cars and shows a gain of 12,775 cars in a single month.

Still more remarkable is the fact that the number of cars shipped in the three months period January 1 to March 31 comes within a thousand cars of equalling the entire yearly production of 1914. In twelve months time, with increased manufacturing facilities, production figures are nearly tripled, a manufacturing and marketing achievement that has yet to be equalled in any industry.

The report of the first quarter shows them maintaining a production schedule of 200,000 Overland and Willys-Knight cars for 1916, and marks a new era in the quantity production of cars of this class and price.

With the completion of new factory additions the Overland will possess the facilities for building 1,000 motor cars every twenty-four hours. The daily production is more than double the number of cars that were produced during the entire year of 1907, when the Overland car first made its appearance.

The phenomenal growth of the Toledo concern is attributed largely to the high quality system of quantity production methods which have been in vogue at the Overland since its inception. By producing cars in large numbers they have not only reduced manufacturing costs to a minimum but they have been able to offer popular priced cars of a fineness of workmanship which the public has come to associate with cars of far higher price.

CONTRASTS AMONG BUYERS.

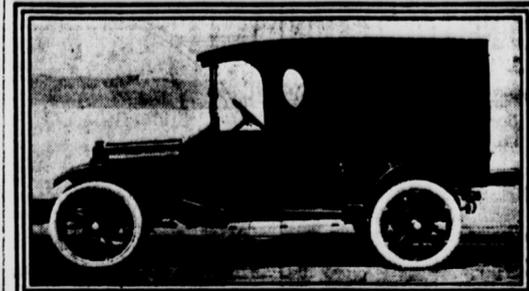
S. S. Toback Tells of Several Interesting Types.

It has been said that next to getting married and buying a home the most important thing the average man does these days is to buy an automobile. The purchase of an automobile represents a large initial outlay for many men and is an event of tremendous importance to them. But others, who get what they want when they want it, and do not consider the cost very seriously, regard the whole affair from an entirely different angle.

"It is interesting to observe the contrasts among buyers," says Samuel S. Toback, president of the A. Elliott Randall Company, local distributors of the King Eight. "Perhaps the two most exacting buyers I ever heard of were concerned more with the fittings of the car than with motor matters. One of them, a retired judge, bought a limousine and insisted upon having it equipped with two speedometers—one for the chauffeur on the instrument board and one for himself inside the body where he could keep his eagle eye on it. And that was not all, for within easy reach there was also a button which sounded the warning signal. It was generally predicted at the time of this sale that the old gentleman wouldn't keep a chauffeur very long if he insisted upon sounding his private signal every time he suspected there was danger. Sure enough, such was the case. Then there was the man who bought a high priced chassis and told the salesman he wanted a body that would gracefully carry a much prized trophy on the rear. He sent the trunk a most peculiarly shaped affair, worth probably \$50, to the salesman so that an \$1,000 body could be built around it. He said he just couldn't bear to part with the trunk, which he used on another car for a year. It was a hard body job, but the man paid well for it."

"Now comes a customer of the least exacting type. He had about decided to buy a car other than a King, but when he found that he would have to wait too long for delivery telephoned one of our salesmen in this wise: 'If you can have a King Eight at my front door to-morrow morning at 10 o'clock, fully equipped and provided with a chauffeur, I will buy it. The car was there, the new owner wrote his check on one of the fenders, bundled his family into the tonneau and went on a two thousand mile trip through the State. And he didn't have the least bit of trouble with the car—not so much as a flat puncture.'

Dodge Commercial Car Has Arrived.



Here is the first of the Dodge Brothers' commercial cars received by the Colt-Stratton Company, Broadway at 57th street. The price of this car is \$950 delivered here. The Fletchmann Company, the large yeast manufacturer, placed the first order with the Colt-Stratton Company for several of these cars.

MOON CO. HAS NEW ROADSTER.

Meets Demand of Those Who Like Something Distinctive.

The peculiar development of the automobile to suit the needs of motor enthusiasts is illustrated by the Riverside Club roadster that is being put out by the Moon Motor Car Company.

While this type of car may be said to be somewhat "freakish," Stewart McDonald, vice-president of the Moon Company, says it has come to stay.

"The Riverside Club roadster is a natural development for those who ordinarily want a car for one or two persons, but who occasionally wish to carry a few extras," McDonald says. "For the man of sporting proclivities, for the club man and for theatre use, this type meets a distinct demand. The car attracted a great deal of favorable attention from automobile men at the Chicago show this spring."

The appointments of this roadster are said to be the most expensive of any car of the type selling under \$2,000. The body is designed for the Six-44 chassis.

EMPIRE TIRES ARE TOUGH.

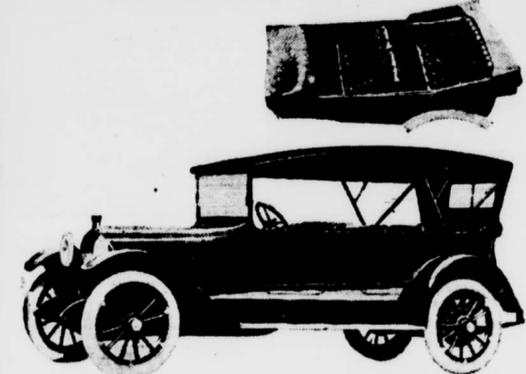
Have Been Proved in Usual Hard Tests.

Red rubber for Empire tires was not picked for its color. It won its victory only after a series of the most exhaustive tests by the company at the factory and by users on the road.

Moreover, the mileage is not in the color. It is in the material, and the durability of the material proceeds from the special process of manufacture. Resiliency, endurance, road grip and gritty toughness have been worked into the Empire Red by the makers, and it is this that have won the enthusiastic praise of motorists all over the country.

There was no original bias on the part of the Empire company when the experiments with red rubber were started. The company was making a most successful gray tire. But tire making was not the only Empire output. A great success had already been scored with Peerless red tubes. Red rubber was used for these because it had developed greater toughness in service. This suggested the logical thought that the same toughness applied to tires might mean additional mileage.

This Hupmobile Seats Nine Comfortably.



"One of the most popular of the Hupmobile models," says Charles E. Riess, the local Hupmobile distributor at 1600 Broadway, "is the seven passenger touring car. This car is beyond question one of the finest and most luxuriously furnished open cars on the market to-day. The body is full stream line and of the racy European type. Comfort has been the keynote of the construction of this luxurious car and the seating arrangement is very unique, as it really has a capacity for nine passengers.

"From the photograph one will note that the auxiliary seats when open for use fit closely together and furnish room enough for three persons. These auxiliary seats, unlike the ordinary type of folding seats, are fully upholstered, with springs in both back cushions."

GOOD HEADLIGHT DIMMER.

Overcomes Danger of Collision at Small Expense.

Nearly every State in the Union has passed or is passing laws going away with blinding headlights on automobiles. There have been many attempts to remedy this dangerous feature of motor-ing—all more or less successful, but most of them expensive.

One of the most practical, as well as economical, is the Glare-Off. This device consists of a metal shield placed inside the glass of the headlights. Its action is to cut off and reflect all rays, which ordinarily reach the eyes of the approaching driver or pedestrian down the road ahead, where they are needed.

It complies with all State regulations and will do much toward eliminating accidents due to the blinding glare and banking in fog which confuse not only the approaching driver but the driver of the car whose lights are not controlled by such a device as Glare-Off lights. The device is made in a great variety of colors and colors and to fit any lamp on the Glare-Off Company, 1777 Broadway.

\$1 Per Pair—Prepaid—All Colors.



OBEY the LAW Spend a Dollar and Save a Fine!

The laws now in force or those being passed insist upon non-blinding headlights. Compliance with the law, the safety of yourself and the public, demand a device like

GLARE-OFF LIGHTS

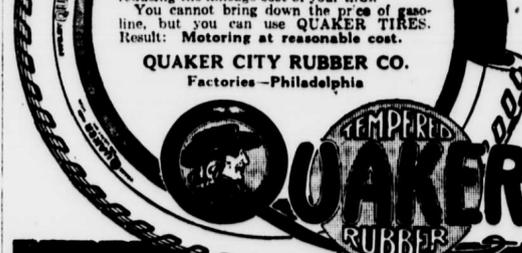
MADE OF METAL. Comply with all State regulations. Send all light rays downward on the road where they are needed. Will not blanket in fog nor blind the oncoming driver. Ask your dealer or send one dollar for pair—giving size of glass and color of car.

Mfg. under U. S. Patent. GLARE-OFF COMPANY, 1777 Broadway, New York City

Low Mileage Cost vs. High "Gas" Price.

You can equalize the high price of "gas" by reducing the mileage cost of your tires. You cannot bring down the price of gasoline, but you can use QUAKER TIRES. Result: Motoring at reasonable cost.

QUAKER CITY RUBBER CO. Factories—Philadelphia



Study this dissected tire. Note the sturdy tread, the special binder strip, the thick, resilient cushion, the multiple plies of Sea Island cotton duck.

The tire you buy ought to be at least as good as the money you pay—100% value.

The amount paid for a tire and the results secured form the only real standard of cost. On this basis, QUAKERS are

MILES CHEAPER

The saving QUAKERS effect is twofold—excess mileage and the reduction of car upkeep cost by the reduction of shock through tempered rubber. And that means greater comfort for passengers.

A single QUAKER will prove our case. Make the test.

See the local Quaker Dealer. Name and address on request to QUAKER CITY RUBBER COMPANY, New York City, 207 Fulton Street.

Large advertisement for the Overland Six car. Features a large stylized logo for 'Overland SIX' and a photograph of the car. Text includes: 'An exceptional car—built to meet an exacting demand', 'The six cylinder motor—in its perfected state—is the engineer's answer to the demand of the automobile enthusiast—the extremist if you will.', 'The perfected six cylinder motor is capable of a faster pick-up and a smoother flow of power than is possible in a four.', 'But not all sixes are superior to all fours.', 'We build fours that are superior to many sixes.', 'And our only purpose in building a six is to satisfy with Overland finality that extremist demand for well nigh miraculous motor performance.', 'The Overland Six is a big, roomy, luxurious, seven passenger car with a motor of unusual power, smoothness and flexibility.', 'But the price is only \$1145—much lower than any other car of its size and class.', 'Such a low price for such a superlative car is possible only because the Overland Six is part of a huge production.', 'In fact Overland production is easily double that of any other builder of cars of like class.', 'So in buying the Overland Six you not only secure a car of very unusual performance—', 'But you get the advantage of the economies possible only in the production of cars on so vast a scale.', 'While the prices of established sixes are advancing, and those recently announced are on a higher price level, the Overland price remains at \$1145.', 'It is so clearly dominant value among sixes of its size and class, that the demand is taxing even our large capacity.', 'Today is an Overland Six opportunity which can hardly last. See us now and book your order.', 'C. T. SILVER MOTOR CO. 1760 BROADWAY, AT 57TH ST. Tel. 700 Circle.', 'YONKERS: 1 Manor House Sq. Tel. 6240 Yonkers. BROOKLYN: Bedford Ave. & Prospect Pl. Tel. 9185 Prospect. BRONX: 140th St. & 8d Ave. Tel. 9812 Melrose. NEWARK: Broad & Commerce Sts. (Opp. Post Office) Tel. 6430 Market.', 'The Willys-Overland Company, Toledo, Ohio. "Made in U. S. A." \$1145 Model 86—f. o. b. Toledo'