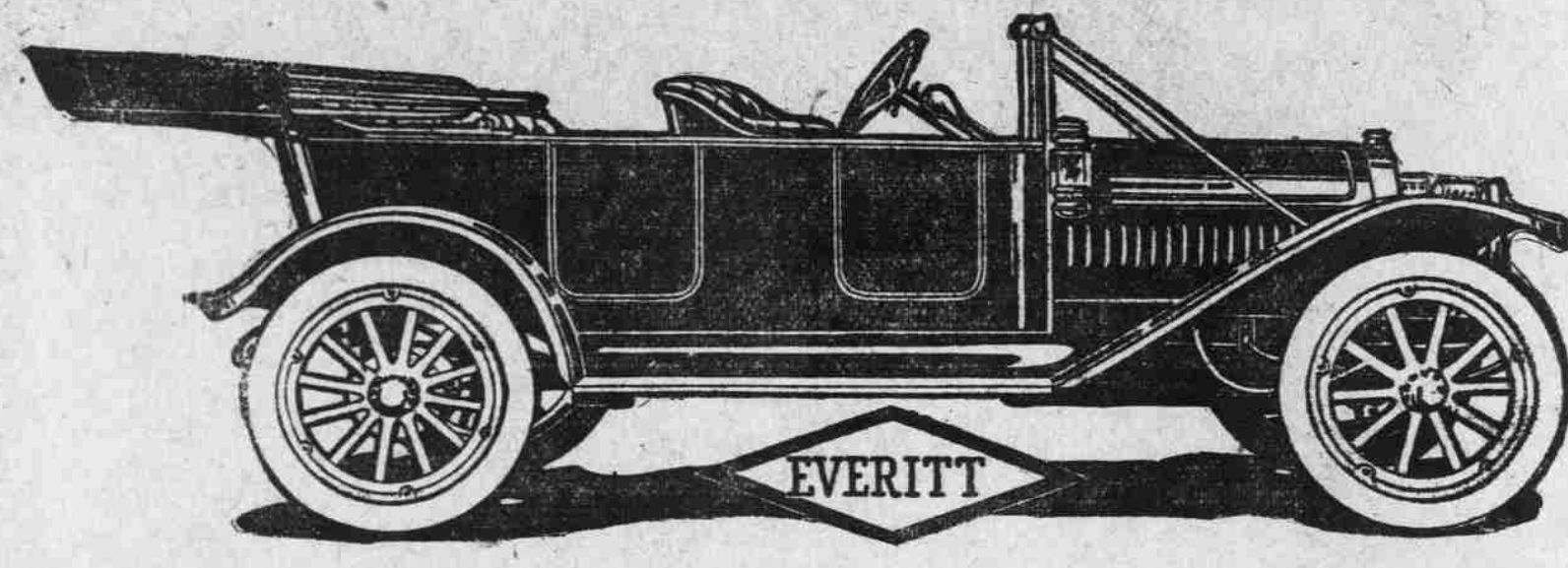
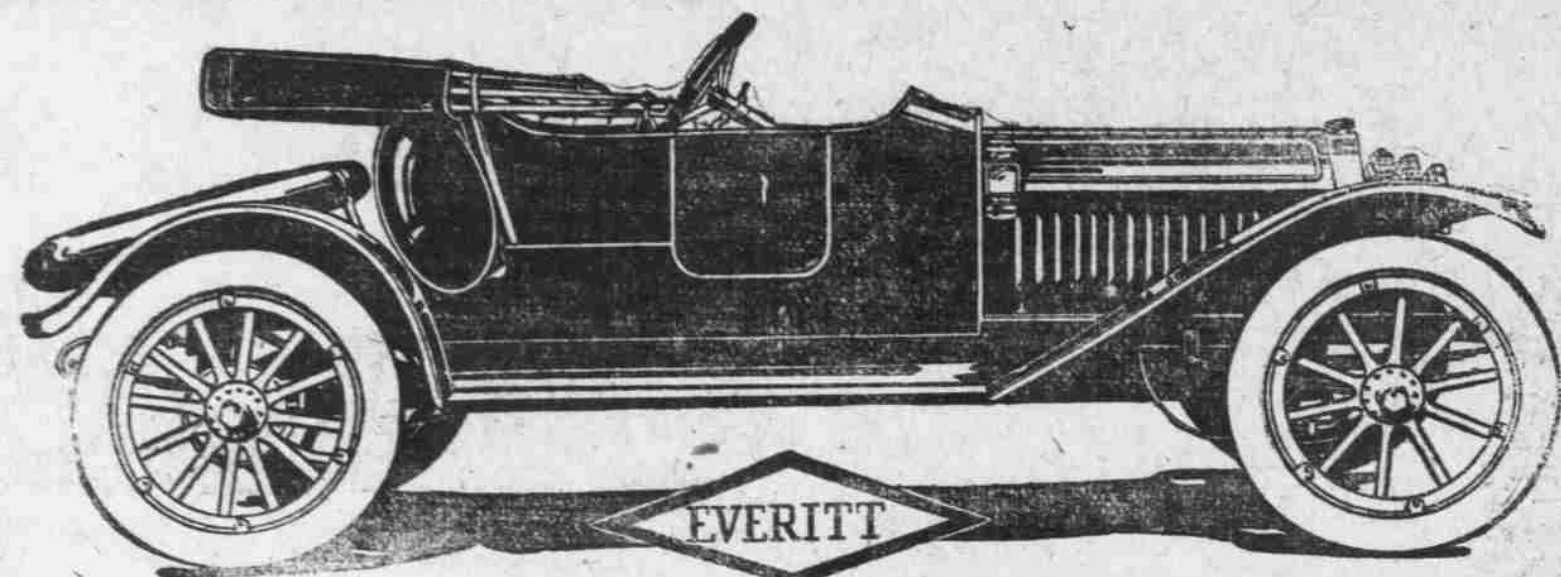


The Self-Starting Everitt "Six" at \$1,850. The "36" at \$1,500. and The "30" at \$1,250. Furnish the Most Remarkable Automobile Values Ever Offered

These are the cars that the whole trade has been talking about, ever since their announcement, early last summer. It is generally conceded that such exceptional values have never been seen before. Think of a splendid "Six,"—equal to the best you know—a big car of 127 inch wheel base, 36 by 4 inch wheels and tires, demountable rims, self-starting, and fully equipped for \$1,850! The new "36" is practically a duplicate design of the four-cylinder type, on a 115 inch wheel base; this "30" a standard \$1,500 car, for \$1,250.



EVERITT

The new Everitt cars are built from the finest chromenickel steel obtainable. They have every mechanical and practical advantage. Their construction is by the latest automatic machinery, every part being made in one factory. Their design includes such features as a bloc-type, long-stroke motor; genuine cellular honey-comb radiator; double-drop frame; self-starter; straight-line, fore-doored bodies and complete equipment at list price. There is nothing on the market which compares with these

cars, in efficiency and value, at anywhere near the prices named. These are the cars it would pay you to sell. They are cars you can stand back of, and guarantee to your customers, for they will make good under all conditions. The line is complete—from the splendid "Six" at \$1,850, to the standard "30" at \$1,250. Every Everitt car will show an extreme of service and durability, possible only to a perfect piece of machinery. Write today for our agency proposition.

The Everitt "Four-36"—\$1,500, Fully Equipped.
115-in. wheel base; 34x4-in. wheels and tires; demountable rims; en-bloc, long-stroke motor; 36 h. p.; enclosed valve; self-starter; dual ignition; straight-line, fore-doored bodies; top, wind-shield, prestolite tank, speedometer, extra demountable rim, carrier, robe and foot rails, 5 black-enamelled lamps, horn, tools and repair kit included. Two, four and five-passenger bodies.

The Everitt "Thirty," \$1,250, Fully Equipped
110-in. wheel base; 34x3 1-2-in. wheels and tires; quick detachable rims; en-bloc, long-stroke motor; 30 h. p.; dual ignition; straight-line, fore-doored bodies; top, wind-shield, generator, 5 black-enamelled lamps, robe and foot rails, horn, tools and repair kit included. Five-passenger and roadster bodies.

THE AMERICAN MOTOR CAR CO., Distributors

203-5 S. Church St.

Charlotte, N. C.

Will Exhibit at Auditorium Feb. 26-27-28

MOTOR TRUCKS FOR FIRE DEPARTMENTS

Propose of Charlotte purchasing a fire auto truck, it will interest the city executive board, as well as the Charlotte Auto Dealers' Association, to know that not only in New York, but in other large cities, including Boston, London and Berlin, fire motors promise soon to displace completely all fire vehicles drawn by horses. By the 1st of March, 1912, New York City expects to have installed 150 motor-driven vehicles, costing \$750,000. These machines will include all kinds of fire apparatus—pumping engines, hose wagons, hook and ladder trucks, tenders and general utility vehicles. The present type of steam pumping engine will be gradually eliminated and motor-driven machines will take its place in all districts where, because of the absence of high-pressure water service, pumping is necessary. By the 1st of September New York, notes the Dallas (Tex.) News, already had twenty-nine motor-driven vehicles in her fire department. Of these nineteen were merely cars for the use of employees of the department; the others were fire vehicles proper and include four hose wagons, a steam engine, water tower and four general utility trucks. Fourteen other vehicles had been contracted for. On Oct. 2 the existing equipment of the city was assembled for public exhibition in front of the City Hall in the Mayor's presence. A writer in the New York Evening Post describes the cars in vermilion and the apparatus in nickel and cream, as making "an interesting and imposing spectacle," giving "an intimation of a new day, and hose wag-

ons will travel by gasoline, and the time-honored fire horse will be known only in books." The mayor made a personal inspection of the apparatus. The writer gives as follows a pleasing account of some of the incidents of the occasion:

"The passing regime was represented, however, by the two veterans of the department. The Abbot and Brentwood, two chestnut horses, who, though they have served twenty-five and eighteen years, respectively, in the department, still arch their necks and prick up their ears at the sound of the gong. The Abbot does service now on a fuel wagon, while Brentwood is still one of a steamer hitch. They appeared today with karlands hung about their necks, and while their presence might have been twisted about in some way to prove the mechanical order of things was better, it could not have impressed the romancer that way. For, as everybody knows, the handsome horses in the fire department have been one of its distinguishing features for a half century of more. Mayor Gaynor stopped to pat the horses. He rubbed their noses as earnestly as if he had been at a country fair. As he turned away a photographer asked him to repeat the nose rubbing. The mayor went back and placed a hand on Brentwood's mane.

"Chief Kenlon had his back turned, or what happened just then never would have happened. Seventy-two firemen, who had been standing at attention during the inspection, sprang to their positions on the apparatus and got into action, eighteen engines began thrashing, and some of the drivers sounded their sirens. The Abbot and Brentwood began careering around like small boats in a high wind, and the mayor in his high hat executed some quick steps out of the way. He went up a step higher on the city hall plaza and held up his hand as a signal to turn off their noise. When this had been done the noise was rubbed for ten seconds while the motion-picture man turned his

Boston, Tex.

In Boston a complete substitution of motor-for-horse-drawn apparatus has been recommended; eventually horse-drawn apparatus will be eliminated. The city now has two horseless fire engines. It is proposed to add nearly fifty other pieces of motor apparatus—fifteen motor runabouts, three motor-driven combination wagons, twenty-three hose wagons, six ladder trucks. The Fire Commissioner believes that the proposed expenditure of \$165,000 "would be justified by the large gains in efficiency." The chief gain will be in the greater distance covered—more than twice as much in the same time. The saving in maintenance "would be at the rate of \$50 for one-horse apparatus and \$100 for two-horse apparatus, and probably more." But against this saving there would be "the largest capital charge distributed over the use of the life of such apparatus, which costs considerably more than horse-drawn apparatus." The total annual increase, however, in the opinion of the Commissioner, would not exceed \$20,000.

Other American towns are rapidly adopting motor apparatus. One of these is Springfield, Mass., another is Savannah, Ga., which, after trying an auto engine for about a year, has recently placed an order for twelve motor vehicles.

FIRST LA GRIPPE, THEN BRONCHITIS.

Such was the case with Mrs. W. S. Bailey, McCreary, Ky. "My wife was taken down with a severe attack of la grippe, which run into bronchitis. She coughed as though she had consumption and could not sleep at night. The doctor's medicine gave her no relief and I was advised to try Foley's Honey and Tar Compound. The first bottle gave her so much relief that she continued using it and three bottles effected a permanent cure." Mr. W. S. Bailey says he is prepared to answer all inquiries promptly. Bowen's Drug Store.

DOG SELLS FORD MACHINE

The Los Angeles branch of the Ford Motor Company has the distinction of making a sale of one of their runabouts through a dog, says an exchange. Dean Mosher of the Mosher Rubber Company has a small black water spaniel, that answers to the name of "Keno." Some time ago Dean owned another make of car and Keno was in the machine from morning until night; later the car was sold and while the faithful Keno yielded from the temptation of accompanying the machine, yet it seems he was never the same.

With the view of purchasing a car Dean strolled over on Olive street one day last week with Keno at his heels; after looking over several makes of cars he walked by the local home of the Ford. A new shipment of these cars had just been received, and as Dean was about to pass a runabout Keno jumped up into the front seat and no amount of persuasion, threatening or coercion on the part of his master could induce the dog to leave the car. Finally Dean called a salesman, a demonstration followed, a few points were explained. Mosher wrote the check and he and Kemp drove down to his place of business in their new Ford, both happy in the thought that they could discriminate between a good and a bad motor car. Manager Graves of the Ford branch has placed an order for a handsome collar for Keno, that will be tendered him as soon as it is made. On it will be an inscription that will bespeak of the canine wisdom shown by Keno when he persuaded his master to buy a car of this make.

If Marguerite wants a letter, can can.

KING GEORGE USES A FORD FOR HUNTING

A King does not go hunting like Teddy in a khaki suit and with a string of dusky porters to tote the camp outfit. He must retain the gorgeousness and the pomp of his high position, even in the jungle, for the natives must never suspect that the potentate ever relaxes the dignity of his office.

There was a fine illustration of this when King George went up into Nepal to shoot tigers, after the great Durbar in Delhi. His advance was like the advance of a conqueror. Car loads of provisions and equipment preceded him as far as the railroad reached into the wilds. And where the rails ended, the loads were disembarked and reloaded—not on the elephants of historic fame, but on automobiles. Thus they were transported into the hinterland to the mighty camp that was to receive the king.

It was cruel traveling over the rough paths of the jungle country. The deep ruts of the rainy season had baked to stone-like hardness, and in many places between the camp and the end of the railroad the roadway had to be slashed out with knives and axes through the creepers that obstructed it. In places there were no roads at all, and the machines had to be their own pathfinders—not only the first automobiles that had crossed these wilds, but even the first wheeled vehicles of any sort to tempt the jungle fastnesses.

The cars that ousted the elephants from their time-honored task were conglomerates. Long before the king set out for India in his yacht Medina work began on them. The Russia Engineering Works (Limited), of Calcutta, received the contract. They took the Ford chassis and built upon it special bodies, long and narrow, that could get through the crowded defiles and that had no jutting corners to catch upon the tropical creepers. Each car carried a full equipment of spare tires for the chief danger lay in punctures from thorns in the way.

Native Indians were employed as drivers. Dressed in the traditional garb of the Mahout they rode their new mounts as full of pride as though they were guiding "My Lord Two Tails." Exchange.

FLYING MEN FALL

victims to stomach, liver and kidney troubles just like other people, with like results in loss of appetite, backache, nervousness, headache and tired, listless, run-down feeling. But there's no need of feeling like that as T. D. Peebles, Henry, Tenn., proves. "Six bottles of Electric Bitters," he writes, "did more to give me new strength and good appetite than all other stomach remedies I used. So they help everybody." Its folly to suffer when this great remedy will help you from the first dose. Try it. Only 50 cents at W. L. Hand & Co.'s.

Auto Factories And Trade Secrets

Despite the freedom with which most automobile manufacturers welcome visitors to their plants, it is well known to the more intimate circles of the trade, that each factory organization has its trade secrets. Thousands of persons are piloted each year through the mazes of the big plants of the Studebaker Corporation, in Detroit. In fact, a refusal has never been given to anyone who has shown a genuine desire to see them. Studebaker manufacturers, even, have always been welcome, and many of them have availed themselves of the chance, spending several days in a thorough inspection. Studebaker dealers by the thousand have made the rounds.

In all probability, few of the visitors noted, however, that there was one Studebaker factory toward which the guides never led them. That was the former home of the Ford Company, now known in the Studebaker organization as plant 10. No outsider, no employee of the other Studebaker plants, even—unless he has a pass from the chief engineer—ever sees the interior of this building, back of the offices. Every door is protected with an iron grating and guarded by a Cerberus who lends an unsympathetic ear to those who vainly try to get in without the necessary credentials.

Plant 10 is the Studebakers' laboratory and its entire space is given up to the three departments of that laboratory—chemical, physical and experimental. The Studebaker engineering force is quartered on one floor. The immense drafting room is a prominent feature. Metallurgists and specialists of national fame are grouped in the long row of private offices.

The machine shops house the pick of the workmen of the Studebaker plants. Attached to it are famous drivers who now and then pilot an experimental car, embodying some new principle of engineering, out of the gate for a test on some rough country road. And the discerning eye readily notes that even the hoods of these cars are padlocked against possible scrutiny by the curious.

The whole establishment is the result of a manufacturing policy that decided, early in the history of the firm, to accept the word of no steel manufacturer, regarding the qualities of his output.

Every shipment of bar steel designed for use in the E-M-F "30" and Flanders "20" is sampled and put to a searching chemical test, the apparatus available for which would arouse the envy of any university professor. The slightest variation from the established formula causes the immediate rejection of the whole shipment.

The physical laboratory is probably the most interesting to the layman. Here stands a great battery of powerful machines, especially designed for testing steels against the strains of twisting, pulling, rubbing and vibration. Silently and without apparent effort, one of these machines will take a bar of steel and pull it apart in the middle. Another

will twist it until it breaks. The third will vibrate it in a way that multiplies many times the strain of use on the hardest road. The limit of flexibility is determined by another machine. All of them register automatically the amount of misuse beyond a question what sort of steel is best for each different part of a motor car. Alloys of chromium, vanadium, silicon, nickel and manganese are used in the manufacture of each E-M-F "30" and Flanders "20." Each is prepared according to rigid formula.

To the motorist, the experimental department of the laboratory would probably be the most interesting. Here is a complete automobile factory in miniature, which makes cars for the use of the Studebaker Corporation only. In these cars are incorporated innovations and inventions which have appealed to the Studebaker engineers as worthy of trial in actual service. Hundreds of these have been tried and found wanting. A few have been, from time to time, added to the regular Studebaker models, after surviving tests which proved their value.

Cars that will not be seen in the market for years to come are here being built, tested and altered.

Of course, secrets like these are jealously guarded from business rivals. The Studebaker laboratory is working solely for Studebaker interest. News of any of its achievements is given first to its dealers, when some important change in the line is to result, and then the general public hears about it through the advertising department.

MAGNIFICENT AUTO PAGEANT

"Undoubtedly it is the most magnificent pageant that has ever turned out in the Southwest," said George W. Baker, chairman of the automobile committee, as with glistening eyes he looked backward over the more than a thousand machines that were in line during the viaduct parade last Thursday, says the Dallas News.

"And," he continued, "not only is it the most magnificent pageant that has ever been seen in the Southwest, but it is the largest number of automobiles that have ever been congregated at one time south of St. Louis. Assuming that these automobiles cost on an average of 1,200 each, the turn-out here today represents in cash not less than \$1,200,000."

—Born to Mr. and Mrs. T. W. Kendrick, No. 307 North Graham street, son, T. W., Jr.

Take Notice!

The Mechanics Perpetual Building & Loan Association
ON SATURDAY, the 2ND DAY OF MARCH, Will be the beginning of the

59th Series

Of the largest and most progressive association in the State, having over 30,000 shares on its books and over \$1,250,000 in assets. Come one and all help make this the largest series in its history.

R. E. COCHRANE, Sec. & Treas.

J. H. WEARN, Pres.