



A HIT BIRD FLUTTERS



IT'S quite amusing to note the attitude taken by foreign countries toward the New York-to-Paris race. France, of course, can be excused—more or less—for her sudden burst of outrage against the great crimes which we low, deceiving Americans have committed upon her representatives. You see, the French manufacturers saw in this race a big opportunity to stimulate an American market to loosen up their overstocked factories. The only thing necessary was to win the race—a foreordained fact—and then would come the *real* work of filling orders.

So, of course, since it was an American car that put all their plans to foil by beating them so badly, it is almost to be expected that in order to save their name in their own territory, the French should now come down heavy on America. Besides the excuse that their interests are in peril of being sorely affected, it is also a known fact that, as an English editor puts it, "France never could take a beating."

England too, is very skeptical. The English press (which only reflects public opinion) always has been envious of America and American progress ever since the signing of that little slip of paper back in '76 which so forcibly invited England to mind her own business. We shall make no further comment upon this foreign attitude, but will reproduce below clippings from two papers that were called to our attention. The first is taken from "Motor," published in London, March 31st. The second comes from the pen of a French editor, published in Les Sports, Paris:

"THE NEW YORK-PARIS FARCE"

IT was not to be expected, after having been so thoroughly beaten in the New York-Paris contest, that there would be much enthusiasm in Paris over the fantastic journey that "Le Matin" imagined and organized. Now that the American car has reached San Francisco, and the others are scattered from 600 to 1,600 miles in the rear, the "race" is being more than criticised in Paris—it is being cursed. It is but another example of the

oft-repeated statement that the French cannot take a beating. There is nothing extraordinary in a motor run from the Atlantic to the Pacific; it has been accomplished scores of times, even by single-cylinder machines. Everybody knows the difficulties that must be overcome and the type of machine that is best fitted for the journey, yet because he made the mistake of being wrongly equipped, one of the French contestants has descended to round abuse of everything in connection with the event, and the Parisian Press is rating "Le Matin" for having put on foot an event which has only served to glorify the United States motor industry.

ENTHUSIASM IN NEW YORK



VALDEZ BAND WELCOMING THE THOMAS CAR

THERE is immense enthusiasm in the United States in the New York-to-Paris race, as the writer, who has accompanied the competitors some portion of the distance, has had opportunities of observing. Returning to Paris, nothing is heard of the competition that is in any way to its credit. Should the American car succeed in reaching Paris, which is exceedingly doubtful, there will certainly be no "glad hand" held out, unless the foreign colony supplies that organ."

(Says the Parisian editor:)

"The American car has triumphed because its ignorant, ill-equipped and unskilled rivals have had breakdown upon breakdown. The lesson of Peking Paris ought to have been sufficient for us; now it is New York-San Francisco, a defeat in the only country in the world in which French automobile commerce is increasing. At the bottom, all the interest of the trip lies in this journey to San Francisco; afterwards it is a succession of boats and of journeys in British Columbia and Alaska, where there is nobody to see the competitors and where they can do no harm except to themselves. But a defeat in the United States—and defeat is but a feeble word—a defeat in which our best car is dead heat with the last, cannot but be deplorable to the name of France.

"I am certain that Motobloc and De Dion are not proud of the fact that they have been beaten by an American car that in this country we should place in the second class, by an Italian car which is not in the first rank, and to be dead heat at the rear with a German that has just entered the automobile industry. Happily the Grand Prix is coming, and the Thomas car is engaged in this great event. Then, I am certain the American car will be brought down to its correct level. It is sad, however, to have to wait for the Grand Prix to save the French industry from the evil effects of the round-the-world tour."

Draw your own conclusions.



MR. W. S. CLOUD WHO WILL REPRESENT E. R. THOMAS COMPANY ABROAD

THE THOMAS CAR ABROAD

MR. W. S. Cloud of London has just signed up with this Company to control the entire sale of Thomas products throughout Great Britain.

Now, we feel just a bit puffed up over this arrangement for two good simple reasons. In the first place, it means that we're taking a big step toward spreading. Once on a time European manufacturers managed agencies in this country and didn't even consider American makers as in competition with themselves. That was while the auto industry was very young on this side, and there was no big demand here for the motor car. But American ambition, American thrift and American progress sent the foreigner back to his own ports—and now, we're turning tables and invading his own home with our product. The survival of the fittest, every time!

The other excuse for our indulging in this little portion of—well, we'll call it conceit—upon this special occasion, lies in the fact that Mr. Cloud should choose the name "Thomas" for the headline over his door. Mr. Cloud is well known in London motoring circles and is credited with having an extensive knowledge of the motor field, its conditions and possibilities in England. That he should consider the Thomas car as the fit product for him to represent and push abroad, is in itself a fact quite significant. It means Mr. Cloud recognizes that not only is the Thomas car the leader in its own country, but also that it offers chances for a big business in Europe, and in competition with all there is in the industry there.

Mr. Cloud has purchased his demonstrating cars and is to begin selling at once. Our make of Taxicabs being so much superior to those used on the streets of London, our new agent will find a big field for that end of the game. We're sure there's a fine future in this new venture, and it's the very best of wishes for the very best of success that we're sending with the first shipment, now on its way Europeward.

At any rate Mr. Cloud is surely starting in right. He has requested us to send him booklets, posters, catalogs, cuts, etc., for some real publicity. He also asked us to supply him with plate pictures of the New York-to-Paris race which are to be shown on the sheet at London's most popular vaudeville theatre—and changed once a week.

The leadership of the name "Thomas" isn't going to be limited to America. In Europe as well as in this country it's a case of "I want the best"—or in other words, it's "the survival of the fittest."

THE THOMAS AND THE SALESMAN

HAD an interesting talk with Mr. George Kerr the other day. Mr. Kerr is a traveling salesman for the big meat house, Jacob Dold Packing Co., of Buffalo. This company is trying out a new scheme of sending its men over their territory in motor cars.

When this idea was first put into practice, the company wanted to make a trial with one car, and they ordered a low-powered and priced machine. This machine didn't "make good"—rough roads and all kinds of weather weren't taken into consideration. But they had faith in the possibility of adopting the method successfully, and therefore ordered another machine of different make. The result was the same.

After having tried out four machines without success, Mr. Kerr finally persuaded the company to pay a bit more and get a Thomas 4-60 Flyer. They did. The first cost was more than that of the other machine—the cost now is half. And the scheme is working satisfactorily!

"I can cover a great deal more territory now with my Flyer," said Mr. Kerr, "than I ever dreamed of covering by railroad or any other method before. I visit little inland towns not reached by rail, and spin from one to the other in less time than it takes to tell. I never waste time waiting in depots or trying to make connections, but visit my man, transact my business, perhaps take my customer out for a little ride, and then—off for the next town.

"Beside enabling me to do a deal more business and in less time, the machine is also saving money for the company. The only expense is for gasoline and other necessities, which represents nothing compared to former railroad expense. All in all, the scheme is working fine and after a bit more testing, we will be in the market for 10 Thomas Flyers."



MR. GEORGE KERR IN HIS 4-60 THOMAS FLYER

ANOTHER THOMAS SUCCESS

THE following appeared in a recent issue of the Washington, D. C., Times—merely another bit of proof of what "Thomas" means.

"Plowing through mud on roads pronounced impassable by owners of horse-drawn vehicles, and over which no automobile has yet traveled, J. W. Pilling recently drove a Thomas Flyer to Annapolis and back.

"The return trip was made in ten hours, which is in itself good time for this run over the frequented roads, and which is remarkable in view of the route taken by Pilling. Some of the by-ways traversed by the Flyer, according to the driver, would be worthy of the New York-to-Paris contestants. Several stretches had been abandoned and no repairs had been made for a decade."



MR. AND MRS. WALKER OF CALIFORNIA

THOMAS ROADSTER TOURING EUROPE

WE had the pleasure recently of a visit from Mr. and Mrs. Walker of California, who stopped at the factory to direct the equipping of their new 4-60 Roadster, with which they are going to tour Europe.

Mr. Walker purchased his Flyer from Mr. Brinegar of the Pioneer Auto Co., San Francisco, and is one of Mr. Brinegar's best customers. He spent four days with us and expressed himself well pleased with the car he purchased and also with his visit.

Mr. and Mrs. Walker will tour England, France, Germany, Austria and a portion of Switzerland in their Thomas machine. In speaking of his trip Mr. Walker said, "I selected a Thomas car because I don't think there's any other machine made that will do all that I will require of it as well as the Thomas. Somehow, when taking a long trip, I feel uneasy in another machine. But I've a big faith in the 'Thomas,' and I'm sure that my wife and I will have time in Europe to enjoy the trip and see the sights, rather than spend it in repairing our car."

The best judge of an automobile is the man who uses it—he judges by results!



DECORATIONS FOR RECEPTION OF THOMAS CREW IN THE COURT HOUSE VALDEZ, ALASKA

INVITATION TO VISITORS

TO view the various stages of automobile manufacture is most interesting. A trip through one of the leading factories of the country—thoroughly equipped, and operated only by professional hands—is an educating experience that will lay long in memory.

Of late, we have taken many outside visitors through our big factory, explaining as we go along and doing our best to "give 'em a good time." Whenever one of your customers, prospects or owners is passing through Buffalo, urge him to take advantage of our offer.

Give him a letter to us and let us know when to expect him. We want all Thomas owners to feel that they are within our ring of friendship—to have confidence in us as well as our product. We're really only one big family—our interests are all mutual—therefore, we want you to extend the courtesy of our guidance through the Thomas plant to all who care to view it. We promise it to be "worth while."

NAME "THOMAS" STRONGLY ESTABLISHED IN SOUTH

IT appears now that the speed of the six-cylinder Thomas Flyer which won the big Savannah race in Georgia, was even greater than first reported. Mr. J. F. Kiser of Atlanta, who entered the car in the race, claims that his Thomas made the entire run of 180 miles in exactly 180 minutes, and in this course there were 170 turns, forty of which were at acute angles.

The car used was a stock car, having already been sold in the regular way to a private party. No tires were changed and not a single adjustment was made, either before, during or after the race.

The good work of Mr. Kiser's car had a big effect upon the South. "Thomas" reigned supreme everywhere. Judging from the size of his recent orders, Mr. Kiser was well repaid in actual business as well as profitable publicity.

To win the American heart all you need do is "show" them. Prove your statements—back up your talk with facts and figures—and you're a rightful heir to American friendship!

How do you like the cup?



CUP WON BY SALZMAN AT SAVANNAH

THE TIME FOR ADVERTISING

NOW'S the time for your publicity. Spring's here in full bloom, and the little hills and pretty roads are once again softly calling to the auto owners to get out their cars, clean and brush and look over—and perhaps decide to order a new machine.

It's up to you to be there when they make the decision. It's a corking good scheme, specially just now, to keep your name before the buying public—when they're thinking *automobile* they should think *you* at the same time. The mere mention of your name connected with "Thomas" appearing to a man at the right time is likely to turn a good customer your way.

The Pioneer Auto Co. of San Francisco are certainly taking advantage of the benefits of timely publicity. Referring to our offer of posters to the dealers, they telegraphed us the following:

E. R. Thomas Motor Co.:

Your letter sixteenth express immediately three hundred posters for bill-boards San Francisco Oakland must be here May first.

PIONEER AUTO CO.

It's their intention, as we understand it, to bill all San Francisco and Oakland with their name and the posters, and to do some pretty tall publicity work. We strongly believe in publicity and have big faith in the benefits derived through it. For this reason we'd be more than glad to receive several dozen telegrams such as the above.

If you're in for advertising don't forget we're glad to give our help.



GIVE CREDIT WHERE IT'S DUE

HAVE you noticed lately the big manufacturers who are scooping up glory over the fact that *their* cars piloted America's champion, the Thomas Flyer, in the New York-to-Paris race? You know—those big concerns whose cars undertook so important a mission as to *lead the way* in the history's greatest feat of automobile venture.

Yes indeed; and more than one holds high laurels because *his* car cleared the pathway—broke the ice, as it were, at certain points for the leader in the race. Sure enough, and was it not Wondergrate's car that even *beat*, think of it, *BEAT*—America's champion on the road—crawled up to it and suddenly got *ahead* of it? Just think, went faster than the leader!

Of course, Wondergrate had had his car in a shop over night—he will admit that it *had* been cleaned and oiled and tested before accomplishing this great feat—and it is barely possible that the driver of the champion *was* reserving power for the few thousand miles before him; etc., etc., etc.—but, even so, was it not a most *wonderful* stunt?

Now, when we take out our little scales and weigh all these things up carefully, isn't it quite apparent that the Thomas car's beginning to be looked up to? When competing manufacturers write, in the copy of their advertisements, that their cars did even



VIEW OF KEYSTONE CANYON, VALDEZ-FAIRBANKS TRAIL

vowed that he would bring out the best and finest car in the *world*. This was not merely the emission of a bundle of vocal sounds. He, and the fore he had gathered around him, got down to business, rolled up their sleeves, ordered gallons of midnight oil and then *worked*. The vow was ever before them. The aim they had in view was a great one; and from that day to this, nothing was spared that would aid in accomplishing the big purpose of the E. R. Thomas Motor Company.

And as a result, what have we?—Was there ever a motor *car*, here or abroad, more popular than the running Thomas Flyer? Has any car ever received such wild, enthusiastic welcome and cheering as has America's champion, the Thomas Flyer? But wait—cheering doesn't count;—popularity comes through publicity! Then just look at figures! The Thomas car reached Chicago twenty-four hours ahead of its nearest competitor;—Cheyenne, five days before its nearest competitor;—San Francisco, *ten days* ahead of the next best machine. And while all the other cars were still covering American soil, the Thomas Flyer was trying out the track in Alaska. What is the *only* conclusion?

Thomas leads! There's no getting away from it, *Thomas leads*. The goal for which we set out is right before us. We've shown the world, and in response, the world—well we just *can't* seem to catch up to orders!



LOOKING UP HEAD OF KEYSTONE CANYON, VALDEZ-FAIRBANKS TRAIL

as much as pilot the way for a short distance for the Thomas Flyer, what else can we conclude other than that the trade itself (always the last body to *admit* anything) now recognizes the name "Thomas," as its leader?

Various auto concerns are making a big blow about *their* doings in this New York-to-Paris race. While we're in the mood, let's ask why, if their cars could do these wonders, *they*, themselves, didn't enter the race in the first place?

The Thomas is America's only representative. *We* have faith in our cars. Plenty of small, petty races, tours and hill climbs are being won every day by the cheapest kind of machines. But when the call came for an American entry in the *real* contest—a run that meant *business*, that would test the ability of a car to the very *extreme*—how many gallant manufacturers offered to disclose their real merits? How many had such a faith in their cars that they were willing to take the chance before the *whole world*? The echo answers "Only one." Thomas!!

When he first began making motor cars, Edwin Ross Thomas



MT. M'KINLEY ST., VALDEZ, ALASKA