

Presenting **Pal-Car**
ABC
(PATENT APPLIED FOR)

to the Youth of America

The Bicycle — youth's transportation — has for many years, been incomplete. The rumble seat for a pal, and a baggage compartment have been missing. Danger lurks in carrying bundles under the arm, and in the illegal practice of "towing" a pal on the handle bars.

Safety at Last — with Pal-Car

Even when
pavements are
slippery, you
can ride
safely with a
Pal-Car — and
carry a load.



It's extra
weight is
scarcely
noticeable to
the Bicycle
Rider.
(only 25 lbs.)

LIGHT — STRONG — SAFE
LEFEBURE CORPORATION

ORIGINATORS, MANUFACTURERS AND EXCLUSIVE DISTRIBUTORS

CEDAR RAPIDS, IOWA, U. S. A.

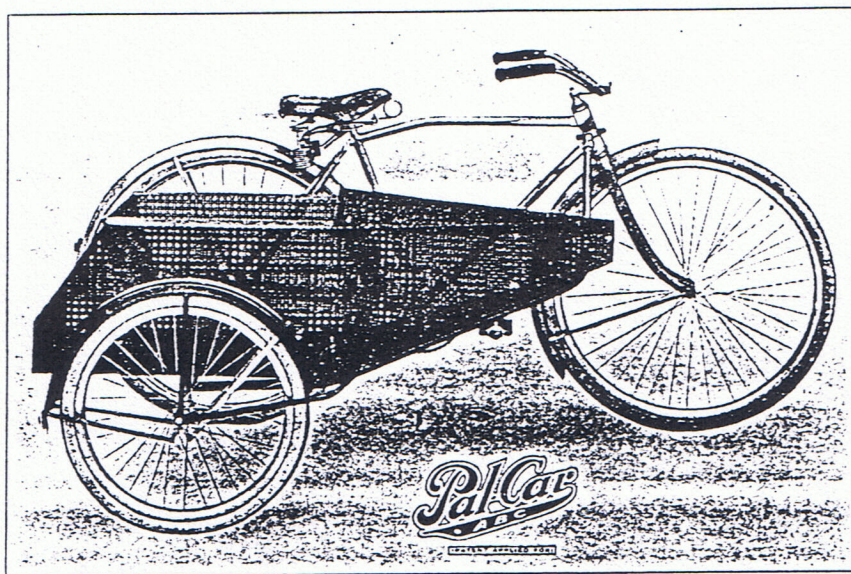
SOMETHING NEW - the 0

PalCar
ABC

(PATENT APPLIED FOR)

Gives cycling a new thrill. The safety factor is not the only good feature of Pal-Car. The new sensation of having Pal-Car running alongside like a shadow provides cycling with a new joy that must be experienced to be appreciated. "Ask the boy who owns one."

The
hit
of
the
Century—



What
the
Cycling
World
has
waited
for—

LIGHT — STRONG — SAFE

Fits any ordinary bicycle—boy's or girl's—Easily attached with adjustable clamps—and just as easily removed.

Runs like a shadow—No noise—No drag on bicycle frame.

Length 48 in.-Width 14 in.-Weight 25 lbs.

DEALERS:--Write For Prices. You Need Pal-Car.

Carry a load, ride safe

Original Side Car for a Pal

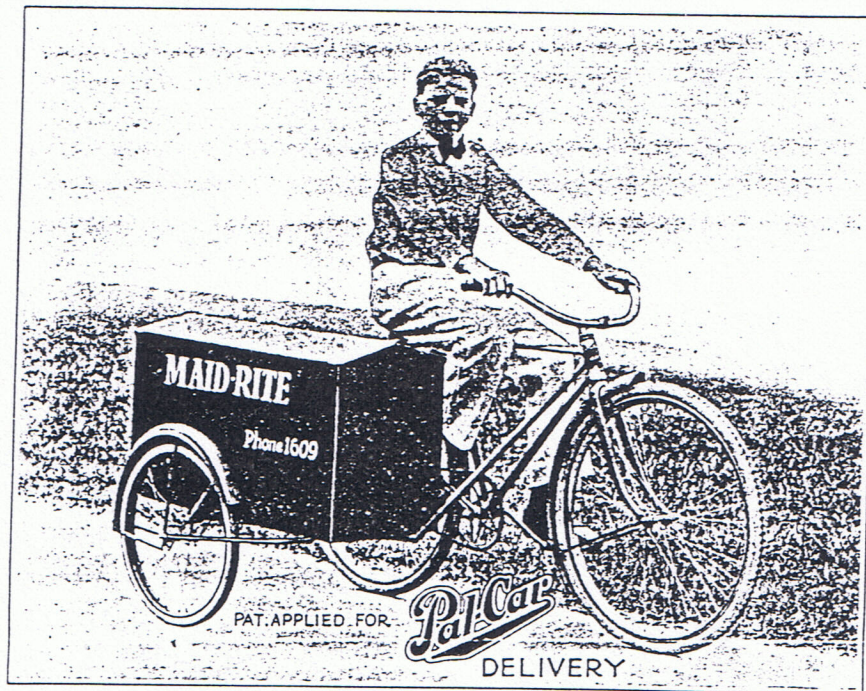
Pal-Car

DELIVERY

(PATENT APPLIED FOR)

There is a distinct market in every community for Pal-Car Delivery outfits. The boys who own a Pal-Car Delivery have no trouble finding jobs for it. They will never lack for pocket money. Just think what Pal-Car will mean camping, fishing, shopping. Pal-Car Delivery has a thousand uses. See back of this circular for suggestions to dealers.

Answers
the
demand
for
Something
New—



Push
Pal-Car
and
Pal-Car
will
push
you—

A strong delivery side car that fits any standard bicycle. Frame has adjustable clamps at three points of suspension.

Body of sheet steel with ample space for "ads" on sides and ends. Keeps goods clean—Thief proof too.

Length of body 30 in.-Width 14 in.-Height 18 in.

Easily attached or detached. Weather proof lid.

DEALERS:--Write For Prices. Pal-Car Needs You.

afely with PAL-CAR

LEFEBURE CORPORATION. MANUFACTURERS. CEDAR RAPIDS. IOWA. U. S. A.

Pal-Car Pointers for the Bicycle Dealer

THE BICYCLE RIDER—

It is estimated that there are 10,000,000 bicycles in use in the United States. One concern sold over 300,000 last year and claims it was a slump from the year before. The legitimate field, therefore, is selling Pal-Cars to bicycle riders who are a ready-made market for Pal-Car. These are your best customers.

NEWSPAPER CARRIER BOYS—

Many newspapers have several hundred routes and depend on boys to put the papers on the front porches of their subscribers promptly every issue. A boy with a route of a hundred or more subscribers often finds it impossible to carry enough papers in his sack, and has to make several trips back to the office. Newspaper circulation managers will recognize in Pal-Car a remedy for this constant source of trouble. They will buy Pal-Cars and sell them to their carrier boys on easy weekly payments or offer them as prizes.

LARGE FIELD FOR NEW BICYCLE CUSTOMERS—

Pal-Car enables the boy or girl who does not know how to ride a bicycle to ride one safely. It eliminates possible broken arms and other bruises often experienced by learners. Many parents will purchase bicycles for youngsters with a Pal-Car attachment who would not do so otherwise.

AUTOMOBILE AGENCIES—

Work your automobile dealers to offer Pal-Car with every new car sold amounting to over \$1,000.00. One automobile dealer in each community can be given this plan exclusively.

GROCERS, DRUGGISTS AND OTHER MERCHANTS—

find Pal-Car a profitable investment for delivery purposes. The bicycle dealer who will call on these stores can sell them Pal-Cars with very little effort.

BAKERIES, DAIRIES AND ICE CREAM MANUFACTURERS—

will often purchase Pal-Cars and use them as a prize for the boys collecting the most wrappers, milk bottle caps or some other scheme, or they will agree to sell them to the boys on easy weekly or monthly payments providing the boys agree to carry their advertising on Pal-Car. A large source of business awaits Pal-Car dealers in this field.

CLOTHING STORES—

will often purchase Pal-Car for deliveries, and to offer as a prize in their boys club for sales promotion purposes. We have several suggestions for such plans.

MEAT MARKET DELIVERY—

Most every meat market can increase its trade by being able to give their customers prompt deliveries and many of them employ boys with bicycles. Delivery Pal-Car will appeal to them for obvious reasons. A bicycle equipped with Pal-Car is not easily stolen. A delivery boy can keep a padlock on his Delivery Pal-Car and prevent packages being stolen while he is making deliveries. The advertising value of having the name of the market on the sides and ends of Pal-Car is worth the cost of the outfit.

FOR PRIZES AND PRESENTS—

Nothing would make quite as big a hit as Pal-Car as a prize or as a gift. Every red blooded American boy owns a bicycle. Push Pal-Car for birthday and holiday gifts and for prizes in contests, clubs and organizations who are often looking for something unique and attractive to offer. Ask our Adv. Dept. for literature and order blanks for sales promotion plans.

GIRL BICYCLE RIDERS—

can use Pal-Car as well as boys because Pal-Car will fit a girls bicycle the same as a boys. It gives cycling a new thrill. Don't overlook the girl cyclist field for Pal-Car sales.

ORDER SAMPLES TODAY

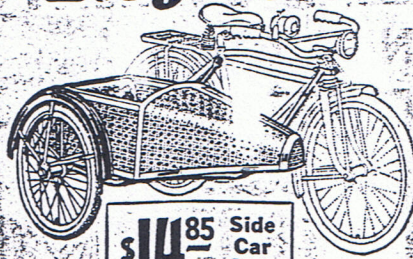
We will furnish you folders illustrating and telling about Pal-Car—signs for your windows—cuts for your newspaper. In fact give you every possible sales help the minute you order sample Pal-Car.

LEFEBURE CORPORATION

MANUFACTURERS

CEDAR RAPIDS, IOWA, U. S. A.

Bicycle SIDE CAR



\$14.85 Side Car Only

- LOOKS like a motorcycle side car.
- Fits any bike using 26 or 28-inch tires — attaches easily.
- Carries passenger and parcels.
- Parcel compartment under the seat.
- Strong, yet very light. Weighs only 37 lbs.
- Length of body, 46 inches, width of body only, 14 inches, width from bicycle to outside wheel 29 inches.

Now You Can Carry An Extra Passenger

What a convenience! . . . Just what you've wanted and at Sears low price you can afford it. The bicycle side car is perfectly balanced and makes riding safer on slippery turns. The car is red lacquered, made of sheet steel stamped out to resemble woven reed . . . light and strong. The seat is upholstered in leatherlike fabric. The frame is of steel bicycle tubing with clamps to attach

front and back of bicycle and at rear hub. The side car has a 21-in. wheel with ball bearing hub, equipped with 24x1½-inch COMPANION tire. Full crown mudguard. A comfortable, convenient carrier that is made to last as long as your bike! (Bicycle not included.) Shipped from factory in Northeastern Illinois. Not Mailable. No. Prepaid. Shpg. wt., 61 lbs. **\$14.85**
2 SKM1327½

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New Watch Case Type Tire Gauge for All Tires



Length 48 in. Width 14 in. Weight 28 lbs.

**A LIGHT, STRONG, SAFE SIDE-CAR
FOR BICYCLE.**

Fits any ordinary bike. Easily attached with adjustable clamps. No drag or strain on bicycle frame. Runs like a shadow. No noise. Body of openwork sheet steel, with permanent lacquer finish to match bicycle. Maroon, Blue, Green.

LIST PRICE \$30.00
(F. O. B. CEDAR RAPIDS, IOWA)

Dealers Discount

50%

**SPECIAL OFFER -- IF YOU
WILL ORDER SAMPLE PAL-CAR NOW DE-
DUCT AN EXTRA 5% FOR CHECK WITH
ORDER--(NOT OTHERWISE).**

**EXTRA DISCOUNT TO JOBBERS AND DEAL-
ERS WHO ORDER IN DOZ. LOTS OR LARGER
QUANTITIES.**

— PROMPT SHIPMENTS —

Pal-Car
A.B.C.

PATENT APPLIED FOR

**THE HIT OF THE YEAR!
EASILY WORTH THE PRICE**

ASK ABOUT
ICE CREAM CONE
SALES OUTFIT



Length of body 30 in. Width 14 in. Height 18 in.

Here's the outfit you have been wishing for—a light, strong, delivery sidecar for your bicycle. Easily attached or detached. Frame has adjustable clamps at three points of suspension. Body of sheet steel with weather proof lid. Lacquer finish to match bicycle. Ample room for ads.

Colors—RED, BLUE, GREEN, Etc.

The boy who wants to earn money, will appreciate the possibilities of Pal-Car Delivery. Economical delivery for small merchants now a reality with Pal-Car.

LIST PRICE \$30.00
(F. O. B. CEDAR RAPIDS, IOWA)

MANUFACTURERS' GUARANTEE

We hereby guarantee Pal-Car to be free from defects in material and workmanship and to replace any defective parts promptly upon return to factory.

PAL-CAR SALES COMPANY
CEDAR RAPIDS IOWA, U. S. A.

Bicycles in England

THE Canadian Press Association in a recent dispatch from London, says:

"Although the number of motorcars in Great Britain is increasing at the rate of almost 100,000 a year, the ordinary bicycle, is still the preeminent wheeled means of locomotion on the roads of the country. It is estimated that between 9,000,000 and 10,000,000 bicycles still are in use, including thousands of tandems and quite a few tricycles. The tandems and tricycles are generally given an airing Sundays and bank holidays.

"Oxford and Cambridge probably boast more bicycles than any other community, taking population into consideration, for the reason that they are largely used by the students of those two universities. The same sort of attached basket which housewives and delivery boys use elsewhere to carry meat and vegetables are used in the two university towns by the students to carry the classics.

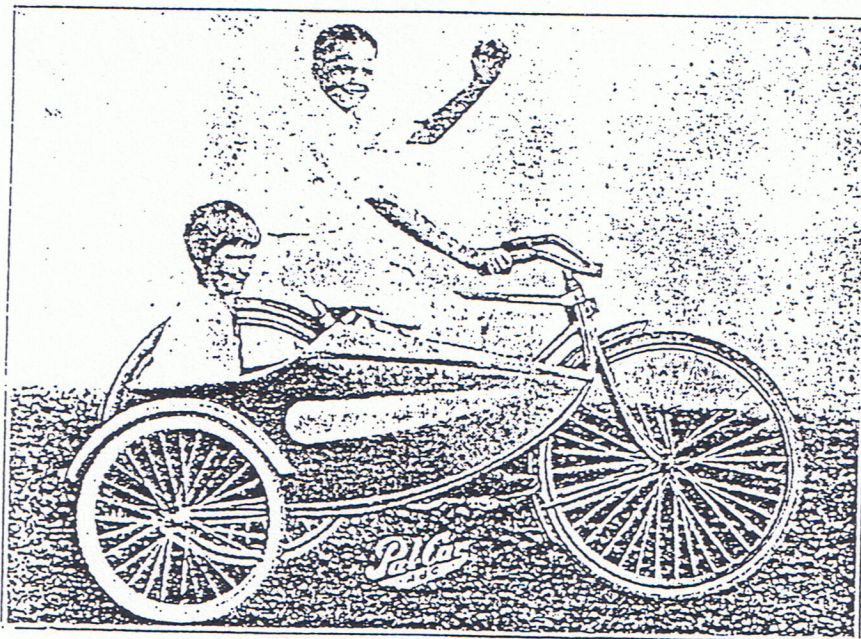
"With the drop in the price of small cars has come a falling off in the number of motorcycles. There were 6,979 fewer of these mechanically propelled means of locomotion on the road in 1930 than in 1929.

"The total number of automobiles, motorcycles, goods vehicles and motor hackneys (cars plying for hire) on the roads in 1930 was 2,287,325, only a ninth or tenth of the mechanically propelled traffic to be encountered on American roads. But as against the 120,000,000 population of the United States must be reckoned the 44,000,000 in this country.

Sidecar for Bicycles

THE Central Aircraft and Supply Co., Iowa City, Ia., has introduced to the trade a practical sidecar for the bicycle.

The new member of the cycle field is called the Pal-Car and can be used for carrying packages, newspapers or a pal.



New Pal-Car, or bicycle sidecar, of Central Aircraft and Supply Co., Iowa City, Ia.

It can be attached and detached from the bicycle easily and rapidly. The Pal-Car weight is 18 pounds and the weight is suspended so that it is equally distributed and is attached to the bicycle frame by rubber lined attachments.

Engineers of the company claim that the Pal-Car is far more easier to handle than previous cycle sidecars, which formerly were modeled a la motorcycle sidecar.

Andre J. Michelin

ANDRE JULES MICHELIN, French tire manufacturer, sportsman and philanthropist, died at Paris on April 4 at 78 years of age. Mr. Michelin, with his brother, Edward, started with the manufacture of bicycle tires in 1888, founding the Michelin Tire Company that year. He has remained as the company's commercial director.

He was a leading figure in the automobile industry in France and was also interested in the development of aviation, donating the Michelin Cup for aviation contests and at one time was president of the Aero Club of France. The company maintained a factory at New Brunswick, N. J., but that was closed last September.

M. Michelin was born in Paris on Jan. 16, 1853, and was educated as a civil engineer. He married a Mlle. Wolff. His tire factory was at Clermont-Ferrand, capital of the department of Puy-de-Dome.

He was a chevalier of the Legion d'Honneur, Officer d'Academie and honorary president of the Aero Club of France.

Police Add Hendersons

THE Illinois State Police have just purchased 50 more Hendersons, making a total of 334 Hendersons, practically all of which are in every-day service.

Dealer John Bice recently delivered 26 Hendersons to the Detroit Police Department.

Cycle Exports

DURING the month of January a total of 332 motorcycles, valued at \$79,971 were exported from the United States. Cycle parts and accessories valued \$45,701 were also exported. By countries with the numbers given in parentheses the amounts follow:

Austria, \$535 (2); Belgium, \$2,080 (1); Czechoslovakia, \$8,815 (40); Denmark, \$4,285 (20); Finland, \$6,226 (26); France, \$259 (1); Germany, \$7,230 (25); Greece, \$251 (1); Hungary, \$1,334 (6); Netherlands, \$5,986 (27); Poland and Danzig, \$2,415 (10); Portugal, \$939 (4); Soviet Russia in Europe, \$479 (2); Sweden, \$1,705 (58); Switzerland, \$8,096 (33); United Kingdom, \$300 (1); Yugoslavia and Albania, \$268 (1); Canada, \$4,880 (20); Mexico, \$225 (1); Cuba, \$893 (4); Haiti, \$267 (1); Argentina, \$1,609 (6); Brazil, \$2,039 (8); Uruguay, \$780 (3); Venezuela, \$206 (1); British India, \$2,481 (9); Java and Madura, \$1,135 (5); Japan, \$25 (2); Philippine Islands, \$160 (1); Siam, \$2 (1); British West Africa, \$273 (1); Mozambique, \$233 (1); Porto Rico, \$600 (4).

During February the motorcycle exports were valued at \$114,626, 478 machines being exported. Cycle parts and accessories, except tires, exported were valued at \$59,410. By countries, the number being given in parentheses, motorcycle exports follow:

Belgium, \$5,356 (19); Czechoslovakia, \$2,782 (11); Denmark, \$15,234 (68); Finland, \$7,265 (31); France, \$258 (1); Germany, \$5,760 (23); Greece, \$3,847 (1); Netherlands, \$3,064 (14); Poland and Danzig, \$3,094 (13); Rumania, \$493 (2); Soviet Russia in Europe, \$866 (2); Spain, \$1,274 (5); Sweden, \$15,377 (65); Switzerland, \$1,284 (5); United Kingdom, \$32 (1); Canada, \$8,068 (32); Guatemala, \$492 (2); Mexico, \$1,354 (5); Cuba, \$27 (1); Dominican Republic, \$456 (2); Argentina, \$611 (2); Brazil, \$645 (3); Chile, \$456 (2); Colombia, \$419 (1); Ecuador, \$268 (1); Uruguay, \$1,259 (6); Venezuela, \$1,619 (5); British India, \$1,366 (6); China, \$1,397 (6); Java and Madura, \$3,768 (28); Japan, \$13,735 (60); Kwantung, \$1,200 (10); Philippine Islands, \$1,327 (3); Soviet Russia in Asia, \$2,920 (10); Union of South Africa, \$2,439 (10); Egypt, \$56 (2); Hawaii, \$78 (1); Porto Rico, \$1,433 (6). Total, \$114,626. Number, 478.

Motorcycle Exhibits

THE French section of the International Colonial Exposition, which will open at Vincennes, a suburb of Paris, in May of this year, will contain a stand for motorcycles. There will not be a motorcycle salon at Paris this year, and the French manufacturers consider the stand at the Colonial Exposition as a sort of a substitute. Other countries may, if they choose, include motorcycle stands in their own national exhibits.

Fisk Hours Increase

THE Fisk Rubber Company recently increased its production schedule to 7 days a week, adding one day.

The step is due to seasonal activity based on anticipated increased driving and demand for tires. The plant has been working four days since early February.