

The Melbourne Theatre



The Photo Play House Beautiful



We have Exclusive Rights on all Features and show nothing but the highest class productions such as Cleopatra, with Helen Gardner; Resurrection, with Blanche Walsh; Camille, with Sarah Bernhardt; Oliver Twist, with Nat C. Goodwin; the Star of Bethlehem or the Birth of Christ.



Always a good clean show for ladies and children.

Eugene Levy, Prop.

Geo. M. Teel, Mgr.

2nd and University Sts.

MOTORING

WOMEN IN MOTORDOM.

By Frank T. White

"Woman demanded and has been accorded her place in motor-just as she has demanded and been given nearly everything necessary to her comfort or well-being."

"Because of her unfailing success in taking what she desires, man has wrought a revolution in the motor car industry. Because of her, the day of complete equipment for automobiles was materialized and she may sit back now in complacent satisfaction having accomplished an important achievement."

"There is not an automobile manufacturer or dealer today who would dispute the statement that woman is one of the largest factors in the task of selling cars. In a majority of cases, it is the persuasion of his wife, sister or sweetheart, that settles for a man the question which car he will buy when making his first purchase. And the number of women drivers of every class, size and style of car, is growing by leaps and bounds. Therefore, it is no more a question of whether or not it is natural that the desires and needs of the woman must be considered in manufacturing and marketing a car."

"In these days the gasoline automobile manufacturer who produces a car without a reliable self-starter loses much business. A woman cannot and should not be expected to crank a motor every time she wishes to drive. To them a motor that requires hand cranking is a relic of those barbarous days of automobiledom. Therefore, all high grade cars are equipped with self-starters. Without a speedometer, to tell how fast and how far she goes, the top of the windshield to protect her from the sun, storm, wind and dust, and all the other appliances which go to make up complete equipment on the new car, the average woman will feel that she is being cheated. And her aversion to the car without such equipment is not a mere whim; it is a good sound, sensible attitude. There is more reason for extra cost of equipment on an automobile than there is for extra cost for buttons on clothing."

A SPEED INDICATOR FOR AUTOMOBILES.

The Chief of Police of Los Angeles, California, has recommended to the police commission that an ordinance be passed requiring all automobiles in that city to carry a speed indicator to warn the driver and the public, as well as the police, when speed regulations are exceeded.

The invention which has been thoroughly tried out by the police department is an electric lighting device to be placed on the front of the car. It contains three lights, a red, a white and a green, placed one above the other, and the mechanism that switches on the current to the various lamps is connected with a speedometer shaft. When the car is making ten miles an hour or less the white light shows; at twenty miles an hour, the green light is thrown in; at twenty-five miles an hour, the red lamp is lighted, and at speeds in excess of this, various combinations are flashed on. Thus an officer can tell at a glance just how fast an automobile is traveling by night and can make arrests if necessary.

Mild: "Why don't you take your eye off that woman in the box?"

"Meek: "Because I think she should have something on her."