

HEALTH ENHANCED BY LONG JOURNEY

Expert Advises People to Recuperate by Taking Long Automobile Tours.

THOUSAND-MILE TRIP TEST

Motorists Are Cautioned to Maintain Reasonable Speed, Have Light Machine and Provide Basket Lunches.

To test the merits of the motor car as a health producer, W. Earl Flynn, well-known health expert and lecturer,

or four suitcases, will hold all the necessary changes, and make your baggage easy of access when reaching hotels. The nerves will be benefited if care is used to find stopping places for the night where a bath may be had each day.

A well stocked lunch basket should always be on hand, enabling one to stop anywhere for meals, eating in some shady place. Plenty of green vegetables and fruit should be used. When stopping, exercises should be indulged in, especially for the eyes, upper back muscles, legs, feet and neck. Muscles should be thoroughly exercised, as there is quite a tension.

50,000-MILE CLUB POPULAR

Owners Give Testimony of Durability of Sturdy Machines.

Fourteen more owners of Maxwell cars have made oath of mileage in excess of 50,000, increasing considerably the number of gold medal members of the 50,000-Mile Maxwell Motor Club. In all sections of the country owners of these cars are making sworn statements of the service they have received and the indications are that the number of medals which the club must award will be several times as great as the officers anticipated.

An analysis of some of the applications shows many instances of unusual service. For example, Frederick E. Palmer, of Brookline, Mass., bought two second-hand Maxwell cars and

NUMBER BIG ITEM

Production Must Be Large to Maintain Executives.

MARKETING COST IS HIGH

Manufacture of Automobiles Must Be on Scientific Basis With Maximum of Service to Purchasers of Cars.

Although C. G. Arnold, manager of the Pacific Motors Company, which has the Oregon agency for the Oakland, is strongly opposed to over-production, and has always been a "conservative" in the matter of the number of cars built in any one season, still he believes that a comparatively large pro-

PORTLAND MOTORISTS START ON LONG OVERLAND JOURNEY IN MAXWELL MASCOTTE.



DR. AND MRS. A. BERTSCHINGER IN MAXWELL CAR.

Two Portland motorists, who have no fear of the inconveniences suffered on a long automobile trip across the continent, started for the East last week in a new Maxwell Mascotte, the type of car which made such a creditable showing in the recent Santa Monica road race. The Portland people will tour leisurely, stopping here and there as their fancy dictates, and taking short side trips frequently. The started out over the old Oregon Trail.

who is touring the United States in a motor car for the purpose of testing its effects on the human body, has come to the belief that it cannot be beaten for its health-giving properties. In speaking of the motor car in its relation to health, Mr. Flynn prefaced his remarks with the following features as those that are the result of using automobiles.

Good for insomnia.
Good for reducing weight.
Good for tired brain.

You cannot keep your mind on business and drive an automobile.
On long trips everyone should learn to drive. It is interesting, and distributes the work.

"It has been claimed by some authorities that the automobile is responsible for sick nerves," he says. "Teaching people how to get well and keep well being my profession, I was naturally interested in the subject, but had no opportunity to try it out to my satisfaction. I have driven a number of years on short trips of 100 to 500 miles, but did not feel any bad effects. I have taken nervous cases out on these trips with beneficial results, so I concluded that the writers had reference to automobile trips covering greater mileage. As my home is in California and the roads being so good and fair weather most of the time, I did not think that this was a sufficient test on which to base my opinion."

Thousand-Mile Trip Planned.

"While in Indianapolis I decided to take a thousand-mile trip, or more if necessary, having as my objective point Duluth, Minn. Included in my party were three women lecturers, as I thought this would be a good test, for two of them were considerably overworked, tired out and I decided to make not less than 100 miles a day and some days to ride a longer time, making 200 miles, believing that at the end of the trip I would have a fair idea as to the effects on the nerves.

"After the trip had been decided upon, the next step was to make it as pleasant and helpful as possible. To do this the car to be used was of the utmost importance. I have ridden in all kinds of cars, both heavy and light, good and poor, and my experience suggested the lighter weight car. In California, where we have mountains to climb and some sand to encounter, I found the light car an advantage.

Fine Roads Found.

"When we went to take a joy ride in Berkeley, Cal., we usually select Los Angeles as our objective point—500 miles. As we made the trip in the car I used in two days, without any trouble, loaded with five passengers and heavy baggage, and as friends who had made the tour said there were four things I had to encounter—hills, mud, sand and rough roads—I naturally selected the same car that had objective point—500 miles. We had made the trip in a surprising short time, without anything to worry us.

"As to our physical condition, we all felt fresh and rested. Our nerves were in fine condition, and we were ready in the morning for another day's spin. The appetite for it increases as the days go by. I would advise any person to take 1000 or 2000 miles outing in a good machine, not trying to cover over 100 or 150 miles a day, avoiding the extreme heat in the middle of the day, riding early and late, not trying to speed, taking a steady gait, so that the scenery can be enjoyed, and taking as little baggage as possible.

"A good automobile truck, one that is dust and water proof, holding three

with each one he qualified for a silver medal by making 30,000 miles.

Dr. E. R. DeLong, of Gelsers Mills, Pa., arrived at a total of 54,000 miles. He swears that he averaged 40 miles a day driving his car entirely in his country practice of medicine.

William H. Patten, of Canastota, one of the oldest motorists in Central New York, now in his 76th year, has driven his Maxwell over 100,000 miles. Mr. Patten is the inventor of a new carburetor and most of his tours have been made for test purposes.

Every owner of a Maxwell car is eligible for membership in this mileage club and medals are awarded as fast as the owners adduce proof of the distances they have driven.

AUTO ON SOUND BASIS

POLITICAL POT NO DAMPER TO TRADE, SAYS AGENT.

Record Sales Answer to Men Who Predicted Bad Spring for Motor Car Dealers.

Calamity howlers who predicted a dull spring for the automobile trade, on account of the Presidential nominations, have been sorely disappointed, according to the opinions expressed by the motor car dealers. Not only have the past few months been productive of a goodly number of sales, but they will go down in automobile annals as forming the most successful season that the motor vehicle men have yet experienced.

"Political agitation does not seem to have had a dampening effect on the automobile business in general," said F. W. Vogler, a prominent dealer, last week. "It was freely forecasted by the pessimists that this spring would be the bloomer for the motor car trade. Truth is it has been just the contrary. Record sales have been the rule the country over and this applies with full force to Portland and the rest of the Northwest."

"People who doubt the stability of the automobile business are giving fewer each year. To the men in the trade the fact that there are no doubting Thomases is a source of wonder. How long will it be before the whole public accepts this industry as one of the most stable and important of the universe? That is the rank it deserves."

"Like many other of the world's great industries, the automobile has taken a long while to receive just recognition. The fact that it is proving itself a business men can enlarge their life is evidence that it is something more than merely a means of enjoying life. By the use of the motor car business men can enlarge their business, while the delivery wagon and the motor truck are now fast replacing the horse as a means of transportation in all the large commercial centers."

"The fact that this is Presidential year will not have any depressing effect on the automobile business, judging from the past season. The motor car industry is on too firm a basis to be affected by political conditions, any more than other world industries."

Morrow Now Sales Manager.

George S. Morrow, well known to the automobile trade of the Northwest, has been appointed retail sales manager of the Oldsmobile San Francisco branch. Morrow placed new agencies for the Oldsmobile in Tacoma and Seattle and was in Portland frequently during the past few months. Heretofore he has been special traveling representative of the Oldsmobile Motor Works. He has been identified with the automobile business in the sales department for several years and is one of the most widely known and popular men in the trade.

Harris on Sick List.

C. B. Harris, sales manager of the Covey Motor Car Company, is suffering with a severe attack of la grippe. He has been unable to attend to his work for several days and probably will not be on the job again for two weeks.

duction is a decided benefit to the automobile buyer.

"Of course, there are limits in both directions, to the producing end of the motor car industry today," said the Oakland exploiter recently. "The buyer about not necessarily think that because a certain firm is turning out so many hundred cars a month, this particular car is the one for him to purchase. Neither should quantity production stand in his way when it comes to making the final decision."

"It would be impossible to build the medium priced machine of today as well as it is being built without fairly large production, for in buying raw material in large quantities it is only natural that better prices can be obtained. This is the first saving for the manufacturer, and also results in a saving for the buyer."

"Another feature which is seldom considered is the fact that high salaries, competent men must be at the heads of the various departments of the successful automobile manufacturer to insure the building of a high grade product. This is necessarily true with the concern which builds but 500 machines a year, as well as with those which turn out from 5000 upward. Just this one and seemingly insignificant item has already caused the downfall of more than one small manufacturer."

"Large production makes the standardization of all parts almost an absolute necessity. Each part must fit accurately, in order to save time. The value of the standardization of parts to the purchaser is well known, for it has been widely discussed ever since the birth of the industry."

"The cost of marketing cars, to the manufacturers who build them in large quantities, is also reduced. Placing the machines on the market is a big item in the final cost of the motor car, and when this cost is materially reduced the consumer reaps a big benefit."

"Another feature which should appeal to the prospective buyer of a motor car is the number of branch service stations and agencies maintained throughout the country by the manufacturer. The builder of many cars, naturally, has more such branches and agencies than the smaller manufacturer. This particular feature is of great benefit to the tourist, for it insures his receiving the best attention along the route of his motor travels from the dealers who handle the particular make of car he is driving."

"Service has come to be a potent factor in the automobile business. The life of an agency depends, to a large extent, on the service extended to owners. If the service is poor, the owners will begin to howl, and as soon as you have a bunch of dissatisfied owners your business will fall off."

"Trailing off the service and production question to the matter of business in and around Portland, Mr. Arnold had nothing but optimistic predictions for the sales outlook.

"Business has picked up surprisingly during the past few weeks," he said, and I can see no reason why business should not increase at the same rate for the next four months. Some dealers may find the going pretty rough, but the Oakland line has been doing a consistently good business ever since."

SEATTLE TRADE FLOURISHING

Garbe Says Tacoma Race Meet Will Be Banner Event of Week.

C. E. Garbe, manager of the Seattle branch of the Studebaker Corporation, came to Portland last week for a conference with his chief, L. H. Rose, who is at the head of the Studebaker automobile interests throughout the Northwest.

Garbe, who was connected with the Portland branch for a long time, declares business to be flourishing in and about Seattle. He says that none of the dealers in the Potlatch city have any cause for complaint and that the automobile business is the most prosperous ever known.

"Thousands of people will go from Seattle to Tacoma to the automobile race meet there July 5 and 6," said Mr. Garbe. "The meet is an assured success. It will be one of the biggest motor speed events ever held in the West."

WINTON CHANGES FEW

NEW MODEL WILL NOT DIFFER RADICALLY FROM 1912.

"Restful Riding" Machine Keynote of 1913 Car—Low Maintenance Record Is Cited.

That the 48-horsepower Winton "Six" is a standard product is evidenced in the announcement made last week by C. S. Mantell, manager of the Portland Motor Car Company, that it is to be continued for 1913 without a single radical change. This model was first marketed in June, 1911, at which time the Winton concern became America's first maker of six-cylinder cars exclusively. From year to year details have been perfected, and in 1911 the wheel base was lengthened, but at no time since its introduction, five years ago, has the change undergone any radical corrections.

"Not satisfied with simply producing a comfortable car, American manufacturers are seeking to get a 'restful riding' machine. This will be the keynote of the 1913 Winton campaign. Every detail of springs and spring suspensions, of seating facilities and contours, of cushions and upholstery has been carefully worked out. Luxurious seating promises to be one of the big points in all the higher grade American cars for 1913."

"The body design is free of evidence of striving for effect, and lends itself becomingly to the 138-inch wheel base of the chassis," said Mr. Mantell, in discussing the new model. "Operating levers and door handles are inside. A new type of glass front, with ventilators in the base, is equipped on specification."

"The Winton self-cranking motor is now on its sixth year. Compressed air supplied by the motor puts the pistons into motion before the spark takes place. Accordingly, shocks resulting from starting on the spark and from the use of priming types of self-starters are avoided."

"Other features include the Winton-Stromberg carburetor, Bosch or Eiesmann magneto, with battery for starting, ball-bearing multiple disc clutch, four-speed, selective transmission, three-quarter elliptical rear springs, demountable rims, 36 by 4 1/2 tires all around and electric dash and tail lights with lighting battery."

In evidence of an automobile's durability and the low maintenance cost of some operators, Mr. Mantell pointed to the record of several Winton cars in the service of individual owners, covering a total travel of 744,000 miles at a sworn repair expense of 21.3 cents per 1000 miles.

Maxon Touring California.

J. E. Maxon, head of the Portland-Detroit Auto Company, is on a tour of California in a Warren "40." He is accompanied by Mrs. Maxon. The War-

Studebaker

The \$800 Studebaker-Flanders "20"

The Studebaker-Flanders "20" has a tremendous price advantage.

No other car, offering as much value, approaches its price.

Think for a moment what you get when you buy a Studebaker "20."

It is a real car, modern throughout in design and construction, large enough, and so powerful that you will never find road conditions in which your Studebaker "20" cannot spin its wheels.

The motor is a marvel, very speedy, quick to pick up, flexible, the kind of a motor a driver grows to like and have full confidence in.

The Studebaker "20" transmission system is of the standard three speed type, any car speed you wish up to 55 miles an hour. The rear axle is remarkably well designed

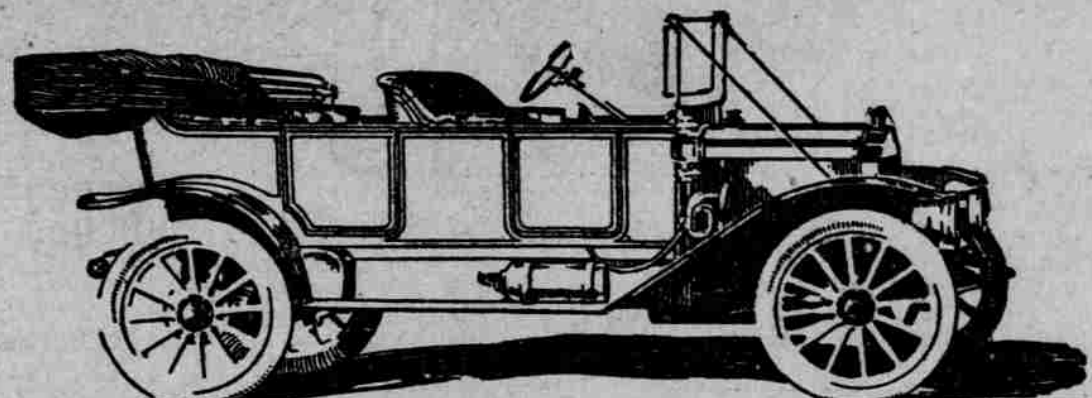
and built, giving the best of service.

Every Studebaker "20" body gets 17 coats of paint and varnish, which are properly rubbed and aged. If you take care of your car, your Studebaker body will equal any automobile body on the market.

These are some obvious points which show the car's value.

But the deeper you go into the design and manufacture of the Studebaker "20" the better you will like it. We watch every detail.

Every Studebaker "20" is built not only for the first mile but for the 20,000th mile. In those qualities which make for endurance and lasting satisfaction, the Studebaker "20" is incomparably first. Why? Because it is Studebaker-built, and Studebaker always builds that way.



Studebaker-Flanders "20" Touring Car, \$800, f. o. b. Detroit. Equipped, as above, with Top, Windshield, Prest-O-Lite Tank and Speedometer, \$855.

Ask our dealer for the new Studebaker art catalogue or send to us for it.

The Studebaker Corporation

Detroit, Michigan

L. H. ROSE, NORTHWEST MANAGER.
Portland Branch
Chapman and Alder Sts.

Seattle Branch
2301-3 Second Ave.

Tacoma Branch
1129 Tacoma Ave.

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ren agent will return to Portland in about two weeks.

Motorcyclists Make Progress.

GRESHAM, Or., June 28.—(Special).—Joseph P. Schmitt and A. G. Neils left here recently for a motor-cycle trip to New York. They have left Los Angeles for their ride across the desert and are headed for El Paso, Tex. From there they will go to New Orleans and thence up the Atlantic Coast to New York.

Electric Chair Interferes With Court Docket

Merchant With Fine Vein of Humor Rigs Up Decey for Lawyers and Electrocutes Legal Attaches.

AFTER serving 32 years in Wethersfield prison, Connecticut, under a conviction of second-degree murder, John Warren, 74 years old, was pardoned and released a few days ago. Warren had never ridden on a trolley or steam train, although he kept well informed of the march of civilization and current events during his imprisonment.

As he walked out of prison, the aged convict was met by Warden Garner and his first few hours of freedom since 1889 were enjoyed in Warden Garner's big Columbia Cavalier motor car.

Warren's prison life left few traces of his half-century incarceration. His figure is erect and plump. While his hair is white, his face has been bronzed by outdoor life and shows few wrinkles. Four brothers of almost the same age and are still living in the vicinity of Wethersfield, and his first trip from Wethersfield was a visit to them.

Pardon came to Warren unexpectedly. From the Civil War to 1909 numerous efforts to obtain his release resulted in failure and he had about given up hope when he was invited to take a ride around Wethersfield in the Columbia car.

Warren says that he regrets that he must return to the only form of transportation which he had previously used and he made plans to harness up an old horse and drive out into the country "to see how it looks."

REGAL MAN IS OPTIMISTIC

Factories Preparing for Heavy Sales Coming Season.

With the past year having proved the greatest sales breaker for the motor-car dealers, automobile agents throughout the country are preparing for the banner season of the industry, according to F. L. Pierce, representing the Regal Motor Car Company in the West. Mr. Pierce arrived in Portland last week on his first trip over the Northwest territory and will endeavor to place an agency for the Regal understanding car in Portland before departing. He succeeds Bert Bingham as Western

factory representative of Regal company.

"Motor car dealers, especially those of the West, are finishing the most successful season known to the trade," said Mr. Pierce. "There are few dealers in California who got along with their 1911 estimate, and I understand on good authority that the same conditions apply to the Northwest. Now the dealers are getting ready for a great season."

"They have good reason to. The automobile business has not really started; it's just beginning. More sales will be made during the 1913 season than the

dealers dream of. There is no evidence that the increase in the sale of motor cars will not continue through the next year; on the contrary, every indication points to a larger gain in sales."

Mr. Pierce recently returned from an extended trip through the East and says that automobile factories are being enlarged to take care of the anticipated demand for 1913. The Regal Company, according to Mr. Pierce, will increase its output considerably.

British imports of cars, about half of which come from the United States, reached \$5,335,000 worth last year, against \$3,835,000 in 1910 and \$3,320,000 in 1909.



If you Ford it—you'll cut the world in half, double the length of your day, and increase your pleasures tremendously. Your debt to yourself will never be paid until you drive a Model T. It's the one car that completely fulfills its purpose—without excessive expense.

Seventy-five thousand new Ford Model T's will go into service this season—a proof of their wonderful superiority.

All Fords Are Model T's—All Alike Except the Bodies

Ford Model T Touring Car, 4 cylinders, 5 passengers, fully equipped, f. o. b. Portland,	\$785
Ford Model T Torpedo, 4 cylinders, 3 passengers, fully equipped, f. o. b. Portland,	\$685
Ford Model T Commercial Roadster, 4 cylinders, 3 passengers, removable rumble seat, fully equipped, f. o. b. Portland,	\$685
Ford Model T Town Car (Landaulet), 4 cylinders, 6 passengers, fully equipped, f. o. b. Portland,	\$1075
Ford Model T Delivery Car, capacity 750 pounds merchandise, fully equipped, f. o. b. Portland,	\$815

Ford branches and dealers in all cities, towns and villages are at your elbow with Ford Service for Ford Owners

Ford Motor Car Agency

Phone, East 645, 2117—East Eighth St. and Hawthorne Ave.

E. E. SLERET, Mgr.