

WOMAN BUYER IS MOST CONSIDERED

Automobile Salesmen Say She Is Final Word in Selection and Purchase.

MAKERS NOW CATER TO SEX

Woman Is Biggest Force in Business, Says Man Who Has Sold Machines for Many Years—“Wake Up” Is Now Worker's Slogan.

While man produces the money that has placed the automobile industry twenty-second in the rank of world industries, it is woman who decides in

bodies and parts, is not near so high in amount of value of products as most people imagine. It ranks 22d on the list in point of aggregate value of products.

The following statistics of the many lists cited by Mr. Broadwell shows how it stands:

Slaughtering and meat packing	\$1,370,368,000
Foundry and machine shop products	1,228,475,000
Lumber and timber products	1,156,129,000
Iron and steel, steel works and rolling mills	987,723,000
Flour mills and grist mills	882,584,000
Printing and publishing	731,876,000
Cotton goods, including cotton	628,392,000
Clothing, men's, including suits	585,077,000
Boots and shoes, including out-lets	512,788,000
Woolen, worsted and felt goods, and wool hats	485,178,000
Tobacco manufactures	416,995,000
Car and general ship construction, and repairs by steam railroad companies	405,901,000
Bread and other bakery products	396,865,000
Iron and steel, blast furnaces	391,429,000
Clothing, women's	384,725,000
Smelting and refining, copper	378,806,000
Liquors, malt	374,739,000
Sugar and molasses, not included	327,874,000
Ice and frozen foods	270,249,000
Butter, cheese and condensed milk	271,558,000
Paper and wood pulp	267,637,000
Woolen, worsted and felt goods, and wool hats	245,202,000

Salesmanship is considerable of a hobby with the Detroit manufacturer. He has made it his life's study and his manner of analyzing it shows the thoroughness of his labors.

“While the automobile business gen-

IN AUTO IS ECONOMY

Commercial Saving Actual Result of Motor Dray.

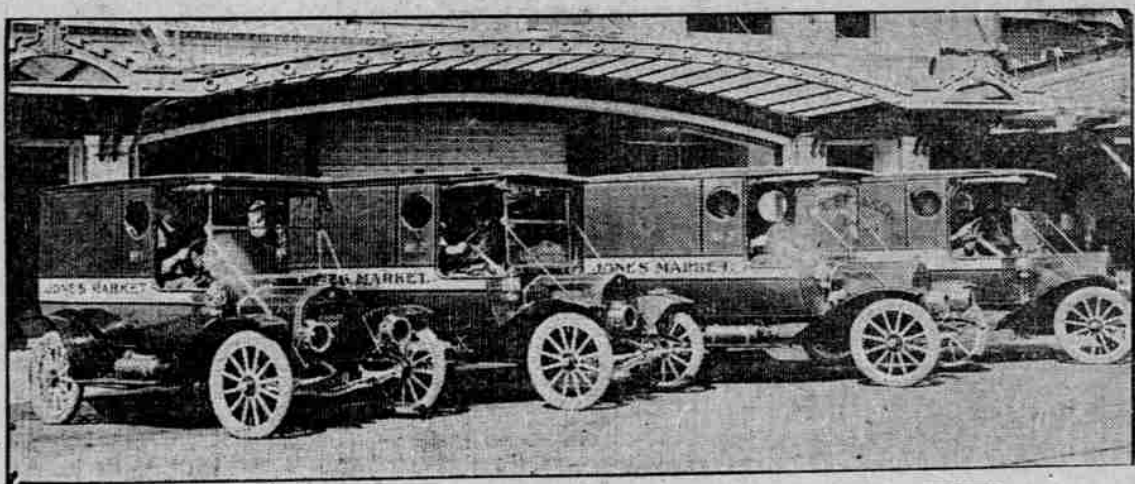
PORTLAND REALIZES FACT

W. J. Jones, Meat Merchant, Shows by Comparison Increased Cost of Making Delivery With Horses. Appearance Counts Much.

Motor delivery is proving a dominant factor in the commercial activity of the country's leading cities. Its influence as yet has been limited in the West because the business men this side of the Mississippi have been loath to swap the tried and conservative horse and wagon for the chugging buzz wagon.

Ever since the advent of the motor truck and the light delivery automo-

PORTLAND MERCHANT SPREADS DOCTRINE OF MOTOR CAR DELIVERY THROUGH CITY.



AUTOMOBILES THAT HAVE MADE M. J. JONES A CONVERT TO MODERN SYSTEM.

the selection of the car. The advent of the self-starter, the electric lighting system, numerous refinements in body construction and added accessories brought into play this season, all came at the insistent demand of the feminine force for a wider latitude in motor car construction.

“Woman,” said E. H. Broadwell, vice-president of the Hudson Motor Car Company, of Detroit, “controls 90 per cent of all pleasure car sales.”

There was no hesitancy in his voice when the Michigan sales expert made the statement. He has arrived at that belief after exhaustive study and careful notation of reports from leading automobile men the country over.

“Woman is the biggest force we have to contend with in the automobile business,” said Mr. Broadwell, who is making a trip around the country sizing up the situation in order to prepare for the heavy business that will come all motor car dealers expect this year.

“If the car does not appeal to the woman, the makers might just as well quit the business or else build a different car. Without the approval of the feminine portion of the public, a car's popularity never will be widespread, unless, of course, it is a very cheap machine.”

That is the reason why the leading manufacturers have adopted the self-starter, electric lights and deep, luxurious upholstery. The women demand it; they insist on refinements and new ideas that would make the gasoline car simple to operate. Of course, these things would have come anyway, but it is doubtful if they would have been brought into general use for several years if it were not for the stand taken by the women.

erally is on a sound and stable basis, there are many things that must be overcome,” said Mr. Broadwell. “The average automobile salesman is not up to top-notch standard.”

Equipped Car Makes Appeal.

“When a man enters an automobile establishment intending to buy a car he is prepared to spend \$11,000. That is the average. Think of the attention this customer would receive were he to enter a mercantile house prepared to spend the same amount. Think of his reception by a jeweler, a clothing merchant, a grocer or a hardware man. They would lavish time and courtesy on him.”

“Not so with the average automobile salesman, however. They take him in hand in the manner a haberdasher would handle a customer buying a set of collar buttons. They do not show the proper consideration.”

Turning on the fact that the majority of manufacturers now are sending the cars from the factory fully equipped, Mr. Broadwell declared that selling a machine otherwise always appealed to him in the same sense as buying a suit of clothes without the buttons.

“All cars of the future will be sold completely equipped,” he said. “We give the buyer everything he can possibly be entitled to and all that is necessary to operate the car. The only thing that is left is an extra tire. And why should we? You wouldn't think of expecting a free pair of trousers when you bought a suit.”

More than 25,000 freight cars will be needed during the 1913 season to ship the cars going out of Detroit. Each car, Mr. Broadwell said, will carry an average of three motor cars. Detroit manufactures less than half of the automobiles made in the United States.

STUTZ MODELS ARRIVE

NEW FOUR AND SIX-CYLINDER CARS CREATE BIG STIR.

Increase in Horsepower Only Notable Mechanical Change in Machine

“That Made Good in a Day.”

Late models of the sturdy Stutz, “the car that made good in a day,” have arrived. No cars of the present season attracted more attention here than did the four and six-cylinder machines exhibited at the salesrooms of the Stutz Motor Car Company. Built low and having the distinctive appearance of speed demons, the four and six-passenger autos gained considerable attention while being driven about the city.

Because of the prominence Stutz cars attained in recent years, they were first put on the market, those interested in motor cars naturally wanted to see the latest designs in Stutz construction. No other cars were the cars unloaded than a crowd of prospective car purchasers crowded around for demonstrations. The four-cylinder model was sold almost immediately on its arrival, while the larger car found an owner in a short time.

L. H. Mann and Frank Finger, of the Stutz Motor Car Company, are making their debut together in the Portland automobile field. Both men are well known here. Finger has been here continuously for several years, acting as salesman for several prominent dealers. Until recently, Mann was with the Packard organization in New York.

“The new series, both four and six, are beauties,” said Mr. Mann, in commenting upon the 1913 line. “The six has a 48-horsepower motor, the four a 30-horsepower plant. All cars are finished in the most luxurious manner and are bound to create a sensation wherever they appear.”

“Harry Stutz, whose design of a car that could make such an instantaneous hit, has proven his ability, has retained in the new series the tried and true features of the first Stutz cars. In the new six he has developed the highest type of motor car comfort and refinement. No improvement beyond an increase in power, was needed in the mechanical part of the car, so he concentrated on the body design.”

These cars are comfortable and roomy. The unsightly bulge in the body lines necessary to accommodate three passengers in the tonneau are not incorporated in the Stutz, which comes in a roadster, four-passenger and six-passenger models. Self-starter and electric lights are used throughout.”

Consult John F. Jewell reports that in order to cope with the increasing commerce and importance of the port of Vladivostok it is stated that two new ice-breakers have recently been ordered by the government, and that the same will be built at the Russian works in the Baltic.

ble, Portland has been the leading city of the Northwest in adopting them. While in a few cases they have not proven as economical as the salesmen boasted, in the vast majority of instances those who have changed to the power wagon are loud in its praise and have profited by its use.

Recently W. J. Jones, who conducts a large meat market here, sold his horses and wagons and invested in four light delivery motor cars. Three of the quartet are Studebakers and the other a Lippard-Stewart.

Mr. Jones gives enthusiastic testimony in favor of the automobile. He has kept an accurate account of the expenses of the new system for the first month. Surprising as it may seem to some people, the maintenance cost of the motor cars, as compared with the horses and wagon, shows a good credit to the former.

Cost Really Light.

With inexperienced drivers at the wheels of three of his cars, the operation cost of the four machines amounted to slightly more than \$200. Mr. Jones declared he can reduce this considerably, as his drivers gain in experience and he gets his delivery system down to a more scientific basis.

When horses were in vogue at the Jones establishment, eight animals were needed to make deliveries. The horses cost him \$25 a month each for board. Then there was the shoeing expense, which amounted to approximately \$2.50 a month for each animal. There were six wagons to keep up and six sets of harness to look after. This was an expense of about \$35 a month. Each horse, according to Mr. Jones, averaged him \$200. The wagons cost him \$235 apiece.

The expense of feeding his horses, then, amounted to \$200 a month. The shoeing came to \$27, and he was out \$35 each month for wagon and harness repairs. In all, he was out \$500 a month. By using motor delivery, one driver has been eliminated. This means a saving of \$60 a month. His total expense amounted to approximately \$429 a month.

Investment Not Tremendous.

His investment is not such a tremendous one when compared to the money he had tied up in wagons and horses. At an average price of \$2000 each, his horses stood him in \$1600. Six wagons cost him \$1850. Six sets of harness, \$210. This brings the total up to \$2160. His three Studebaker cars cost him but \$2700.

Always an ardent supporter of the horse, being a lover of the noblest of bred and a fancier of speedy equines, it was no small task to win Mr. Jones over to the modern method of delivery. Studebaker salesmen, by showing him the records and testimonials going to prove that the motor car is more economical and in every way more satisfactory, since it does not require a driver, however, he has become an enthusiastic missionary in the work of changing Portland's delivery service.

Competition Demands Service.

“Competition almost demands that merchants motorize their delivery service,” said Mr. Jones. “With motor cars it is possible to make early and frequent deliveries and also to cover a much wider territory. Business naturally increases, the automobile being a profitable advertisement for the merchant.”

“From my personal experience with motor delivery wagons, I can recommend them highly. They are economical for one thing, and they make a better appearance for the business man and bring him in trade that he could not possibly handle otherwise. The cars I am using have been a revelation to me. It is simply impossible to appreciate the real value of the light delivery automobile until one has put it into use.”

New Factory Head Named.

S. H. Humphrey, for many years prominently identified with the automobile industry, has been appointed factory manager of the Oakland Motor Car Company, of Pontiac, his duties to commence at once. Mr. Humphrey assumes this position just in time to take full charge of the production of the 1913 line, which is now well under way. He is especially enthusiastic over the Greyhound, the Oakland six-cylinder car, which is the big feature of their new line. Mr. Humphrey has had an extensive experience as a manufacturer of automobiles. He was with the Peerless Motor Car Company for seven years.

Refrigerator cars, cooled by ammonia machines operated by internal combustion engines utilizing petroleum for fuel, are being built for a German railroad.

1913

Buick

Automobiles Now on Exhibition in Our Showrooms

A 25 Horsepower Two-Passenger Roadster.....\$1060.00
A 25 Horsepower Five-Passenger Touring Car.....\$1185.00
A 30 Horsepower Two-Passenger Roadster.....\$1250.00
A 30 Horsepower Five-Passenger Touring Car.....\$1435.00

To Arrive October 15th

A 40 H. P. 5-Passenger Touring Car, electrically lighted \$1800

All prices are for cars fully equipped F. O. B. Portland.
All 1913 Buick automobiles are equipped with self-starters and are nickel trimmed.

“WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM”

Howard Automobile Co.

MEL. G. JOHNSON, MANAGER

Phones Main 4555, A 2550 Seventh and Couch Streets

RADICAL CHANGES CEASE

TOO FREQUENT ALTERATION NOT NOW APPROVED.

C. D. Hastings, General Manager of Hupp Company “Stands Pat” on 1912 Fundamentals.

The idea of making many changes in design every year does not meet with the approval of the officials of the Hupp Motor Car Company. Speaking on this question and commenting on the 1913 Hupp cars, C. D. Hastings, general manager of the company, says:

“Practically the only radical changes we ever made came at the time of last season's shows. Then it was that we made known that great advance in automobile engine construction, the long-stroke motor. We were the fore-runners with this feature, and that we had secured a valuable innovation has been proved not only by the success of our cars, but also by the general unanimity of other manufacturers in adopting this type for their 1913 line. The reason why the long-stroke motor has become standard is because it increases the pulling power.”

It was a revelation to the public as revealed at that time was also

unique. The construction we adopted enabled us to get our car closer to the ground than any other that did not use the underslung style. The body was built with long, low, straight lines, the advantages being a minimum of side sway and of wind resistance. It also helped in pulling power, speed and mileage a gallon of gasoline. It diminished the possibility of skidding and made it almost impossible for the car to turn over.

“In our 1913 line we stand pat on these features, because they have completely demonstrated their permanent value and their popularity. We have, however, added numerous refinements and bettered our equipment. We believe that, as in the first year of Huppmobile history, so in 1913 this car will remain unique.”

“The standard color of our cars is black; the trimmings are black and nickel. Among the new features of the equipment are a mohair top with envelope, Jiffy curtains, a rear shock absorber and a prest-o-lite tank.”

“The line for 1913 includes the ‘32’ touring car, ‘22’ roadster, fully equipped, chassis and specifications same as touring car; the ‘29’-horsepower runabout, fully equipped, and the Huppmobile ‘32’ delivery, fully equipped, chassis same as touring car enclosed panel body, carrying capacity 800 pounds. This latter car is an absolutely new feature of the Huppmobile line.”

“The Huppmobile roadster promises to be a peculiarly successful car and it is proving popular with the people who really require a car of higher price. It is racy in appearance, has a special

top and a turtle-back, dust-proof compartment in the rear that gives distinction to the design. This compartment is very desirable, as it can be used for luggage, extra tires or equipment.”

“This roadster has been entered in the four principal reliability runs this summer: The Farm and Ranch tour at Dallas, Tex.; the Wisconsin Dealers' reliability run, the Little Golden tour of the Northwest from Minneapolis to Winnipeg and return, and the Buffalo reliability run of over 800 miles. In every one this car has had a perfect score. In the Minneapolis to Winnipeg run it won the Minneapolis News trophy as the best car of its class. In the Buffalo run it won the touring car trophy in competition with many cars of higher price.”

Foss Selling Studebaker.

Genial “Dad” Foss once again is a member of the Studebaker sales force. “Dad” is roaming around the territory keeping the agents in good humor and helping them close sales. Last week he returned from a “dry” section. When he got back he wanted Manager Brown to shift him so he can stay in the “real” place.

Pierce Cars Due.

Joy reigns in the camp of the Pierce-Arrow headquarters here. Manager Colter received definite assurances yesterday that a shipment of cars will arrive here tomorrow. This will be the first of the 1913 models to reach Portland.

Wanted Fifty Second-Hand AUTOMOBILES

GIGANTIC AUCTION SALE

Monday, Oct. 21st, at 12 A. M.

Bring us your old car and we will auction it off at our gigantic auction sale for the benefit of those desiring to sell their old used cars for cash and apply the money on a new 1913 model.

Don't Miss This Opportunity!

The greatest sale ever contemplated in the history of Portland.

LOOK!

Sale Starts at 12 A. M.

MONDAY, OCT. 21st UNDER THE SUPERVISION OF THE

STODDARD-DAYTON AUTO COMPANY

86 TENTH STREET, PORTLAND

SEE THE

1913

STODDARD DAYTON

Automobiles

690 Washington Street

Stoddard-Dayton Auto Co.

E. E. Gerlinger, Gen. Mgr.