

AUTOISTS BLAMED FOR COST OF FUEL

Clement Studebaker Declares Motorists Owe Big Debt to Oil Companies.

TRADE BALANCE DISPLACED

Sales of Gasoline, Formerly By Product, Said to Exceed Amount of Direct Product, Forcing Readjustment of Prices.

That the cost of gasoline rests, to a great extent, on each individual motorist, and that motoring in general is under a deep obligation to the big oil companies, is asserted by the late Studebaker, its first vice-president of the Studebaker Corporation.

"I have recently noted several articles quoting automobile manufacturers and others as deprecating the recent increase in the price of gasoline," said Mr. Studebaker. "Some have even professed to see, in the advance, a menace to automobile popularity and industry. As a matter of fact, the difference amounts to but a fraction of a cent for each mile per car and should not, in a season's running of 5000 miles, exceed a total of \$25.

"On the other hand, it is high time that motordom should consider the debt it owes the big oil companies, without whose magnificent organization motoring would never have achieved its present popularity.

"Before the internal-combustion motor, gasoline was virtually a by-product, on sale at central stations for perhaps 10 cents a gallon. The cost of delivery fell on the buyer and often amounted to more than this figure. The oil companies were glad to sell the gasoline at almost any price, for this enabled them to manufacture at a profit greater quantities of oils, greases and lubricants. While this condition prevailed, the buyers of the staples paid a large share of the motorist's fuel bill.

Tables Are Turned.

"But gasoline motor cars multiplied and eventually the demand for fuel equaled that for the other products. A year or so ago, the old balance was reversed. Now the demand for gasoline greatly exceeds that for the staple oils and greases. And, in place of the old method of distribution, the oil companies have established a system which covers the entire country, bringing to the door of each garage a refined product which has often traveled thousands of miles. When one considers the cost of drilling, pumping, transportation, refining and delivery, it is not surprising that there is no manufactured product sold as cheaply as gasoline. Even at its present price, it costs the consumer less than an equal quantity of most brands of spring water.

"When the demand for gasoline came to exceed that for the other crude-oil products, the manufacturers faced a dilemma. They could not produce gasoline and throw away the other products; such a process would have made the fuel prohibitive in cost. To advance the price of gasoline and to lower the price of the other products was the only available means of retaining the balance. So now we pay more for gasoline and less for oils and greases.

"As a matter of fact," Mr. Studebaker continued, "we have all wasted gasoline; it has been so cheap. A little economy will hurt none of us.

Owners Are Blamed.

"Automobile manufacturers have built wasteful cars—cars with motors much larger than necessary; cars that lacked efficiency. But the manufacturer is seeing the light. The recent New York show emphasized a new tendency—a tendency toward motors that yield more in miles to the gallon. But these cars will fail to save gasoline unless their owners do their part.

"Just as a wasteful car raises the cost of gasoline, so every motorist who fails to make his car efficient makes fuel cost more. Owners of automobiles owe it to each other to start a complete effort, keeping track of gallon-miles, watching carburetion, learning the art of controlling a car more by the clutch and less by the brakes. A campaign along this line will save gasoline and do more than balance the recent increase in cost.

"Our office files contain hundreds of letters from tourists who have averaged from 15 to 25 miles a gallon on ordinary country roads, and a car should yield at least 15 miles a gallon in city traffic, where there are many more starts and stops. If motorists generally would regard these averages as standard, and would strive to exceed them, the condition would be immediately relieved.

"The cost of gasoline will advance no further than the necessities of the oil companies' production require. These necessities are, to a large degree, in the hands of motorists themselves."

BUICK MANAGER OPTIMISTIC

Mel Johnson Confident Auto Business Here Is Due for Boom.

There is nothing the matter with the automobile business in Oregon, and from business indications, prospects of the greatest year in the history of the state for the sale of automobiles are most encouraging, said Mel G. Johnson, manager of the Howard Automobile Company, after having entertained three of his out-of-town agents last week.

Otto J. Wilson, of Salem, visited the Buick headquarters and ordered three cars, containing 12 Buicks, to be shipped to Salem at the earliest possible moment. Mr. Wilson has already had two cars, and is expected to have sold the available reputation of having sold an order for a "30" Buick roadster and a "40" Buick touring car for two of his customers.

Charles R. Seguire, Buick agent for Malheur County, residing at Ontario, also spent part of the week at the local establishment, and brings most flattering reports of prospects from his territory.

Motor Truck Effects Great Saving in Expense

Experiment Made in Arizona Is Notably Successful.

RECENTLY an Arizona copper company installed, as an experiment, a six and one-half-ton motor truck. The car has been operated between Yucca and Copperville, Ariz., a haul of 27 miles, and a careful observation was kept of its performances.

The results far exceeded expectations, the cost a ton for the haul being reduced from \$15 to less than \$5. Numerous deep sand washes must be crossed, and several miles of grade from 10 to 18 degrees must be negotiated, but the truck has proved itself equal to the occasion.

The following operating figures indicate the cost of each trip:

Gasoline, 10 gallons at 20c.....	\$ 2.00
Oil, 2 quarts at 25c.....	1.00
Grease, one pound.....	12
Driver, 1.5 days at \$40.....	60.00
Total visible expense.....	\$63.12
Interest on investment at 8 per cent.....	2.11
Depreciation at 10 per cent.....	2.67
Repairs.....	2.25
Total.....	\$70.15

Average cost a trip for upkeep and expense.....\$22.38
 Cost a ton a trip.....\$15.00
 Former cost a ton.....\$30.00
 Showing a saving of.....\$15.00
 The saving to the company on each trip over that of the wagon haul is \$52.50. With the completion of the company's new mill, permitting haulage from the mill to the railroad, the truck will show a much greater economy, as practically all the transporting will be on a descending grade.

AUTO CHUG CHUGS

CRITICAL examination of late models shows the trend of motor-car designing and discloses the tendency toward the following:

Six-cylinder motors, complete equipment, full electric equipment, long stroke, block-cast motors, demountable rims, longer wheelbase, longer springs, larger tires, counter control and left-hand drive, deeper upholstery, clear running boards, three-quarter elliptic springs, cowl dashboards, cowl gas tanks, dirtproof construction, improved lubrication systems, quietness of mechanism, "silent" worm for camshaft drives, magneto worm driven and nickel trimmings.

Material progress was made during 1912 in the production of the electric automobile. The output reached 10,000, including both passenger and commercial vehicles, divided in 6000 pleasure cars and 4000 trucks. It is expected that the production will be doubled this year.

Mel Johnson, rotund and carefree manager of the Howard Automobile Company, hasn't the slightest anxiety over the fact that feet soon will be shaved from the building his firm now occupies. Manager Johnson declares there are several buildings now rented by automobile dealers that can be leased advantageously. Although the city is cutting off 10 feet from the two-story structure, the owner refused to reduce the rent proportionately, and Manager Mel is casting his eye about for a suitable location.

Commercial car salesmen are going to have further competition. The International Harvester Company has established a retail automobile department here and soon a force will be out after the business of local merchants. Economy of maintenance and simplicity of operation are points advanced for the high-wheeled Harvester by George W. Craven, who thinks Portland business men will take to the International product when they learn what a really good piece of machinery it is.

E. E. Gerlinger, of the Gerlinger Motor Car Company, left last week for the East. He will attend the Chicago show and the several manufacturers he represents before returning to Portland.

Rebuilt cars will be an important factor in the automobile business here in a short time. Already the larger companies have established rebuilt car departments. Neato & McCarty, Lombard and Cole distributors, were among the first to do this. Their second-hand car business is under the management of R. G. Hunter, whose experience in the automobile business has been varied and long. Hunter believes he has several points of advantage over his competitors and has proven his ability by going out and selling the rebuilt stock.

There is a buzz of excitement in automobile racing circles in the East, the rumor being current that Ray Harroun, who won the first annual 500-mile international sweepstakes with a Marmon, is superintending the construction of another "Yellow Jacket," which will be entered in the five-century classic. If Harroun comes out with another Marmon "Wasp" the star pilots had better look to their laurels.

The American Automobile Association has found one firm supporter in the ranks of the manufacturers. He is George M. Dickson, general manager of the contest board of the three A's, and declares that any attempt to organize insurgent associations will result in dismal failure. That may be, but there are several wide-awake automobile men in Southern California who are willing to attempt it.

P. J. E.

Declaration of Policy OF THE MAXWELL MOTOR CO.

(INCORPORATED)

To the Automobile-Buying Public:

THE MAXWELL MOTOR COMPANY has acquired by purchase and free from debt the assets of the late United States Motor Company, consisting of the following plants equipped for the manufacture of automobiles and automobile parts and accessories.

THE MAXWELL-BRISCOE PLANTS at Auburn; Maxwell-Briscoe plants at Tarrytown, N. Y.; Maxwell-Briscoe plants at Newcastle; Brush Manufacturing Company's plants at Detroit; Alden-Sampson Company, Detroit; STODDARD-DAYTON COMPANY'S PLANT at Dayton, Ohio; the Briscoe Manufacturing Company, Detroit; THE COLUMBIA MOTOR COMPANY at Hartford, Conn., and twenty-four branch houses established in various cities throughout the country.

ALSO THE ORGANIZATION AND BUSINESS of the Flanders Motor Company of Detroit. THIS AMALGAMATION IS AS IMPORTANT as any yet consummated in the automobile industry. The Maxwell Motor Company, as now constituted, starts with clean slate, a cash working capital of three million dollars, no bonded debts, no mortgages, plants free and clear, and with assets, facilities and personnel equal to any other similar organization. The Maxwell Motor Company is now prepared for business.

WE STAND ON THE THRESHOLD OF TOMORROW and have no interest in the past save to give service to owners of cars manufactured by the plants we have acquired. That responsibility is established and assumed for all time. Our business now is the manufacture, the distribution and the development of popular types of motor cars requisite to supply the universal demand.

CIVILIZATION REQUIRES an efficient, durable, low-priced vehicle for its transportation and its pleasure. It will be the policy of the Maxwell Motor Company to meet these requirements even to the minutest detail. We have the experience, the ingenuity, the capital and the equipment to achieve these results, and we pledge ourselves their accomplishment.

SO MUCH IN BRIEF to the public, all of which has for its direct object the establishment of an absolutely flawless organization throughout the United States.

To the Dealers Selling Maxwell and Flanders:

THIS CLAUSE IN OUR DECLARATION is as vital as State rights and must have equity for its basis.

SEVERAL HUNDRED MAXWELL DEALERS have applied to handle the complete line of motor cars manufactured by the Maxwell Motor Company, the sixes and fours. To these dealers we say in the open territory it is our intention to have the full line of cars handled by one dealer.

PRESENT MAXWELL AND FLANDERS DEALERS will be given consideration and an opportunity to handle the new line of cars manufactured by the newly organized Maxwell Motor Company, providing that a readjustment of territory and other conditions can be brought about. Here are three illustrations:

FIRST—IN TOLEDO the dealer who is selling Flanders cars and the dealer who is selling Maxwell cars combined their interests and thus acquired the sale of the complete line. In other instances the same arrangement between Maxwell and Flanders dealers in the same town has been effected with gratifying results and mutual benefit.

SECOND—IN DETROIT, where the Maxwell Motor Company had acquired a branch house, we turned over to the Flanders dealer all the good will and the business being done by the complete line of cars and a profitable and extensive repair parts business.

THIRD—WE ARE READY to make similar arrangements with

either Maxwell or Flanders dealers so that they may acquire these rights and privileges in connection with the complete line in many other important cities throughout the United States, wherever the United Motor Co. formerly operated Branch Houses.

TO FURTHER OBVIATE CONFUSION and insure a proper readjustment of the territory of Maxwell and Flanders dealers so that each may enjoy the full benefits through the sale of our complete line of motor cars, each individual dealer should address himself to the manager in charge of sales of the Maxwell Motor Co. in his individual district. These sales managers are located in the following cities:

RALPH COBURN, BOSTON DISTRICT; P. J. Pollock, Chicago District; C. G. Jackson, St. Louis District; O. W. Klose, Minneapolis District; C. S. Wright, Kansas City District; J. W. Shelor, Dallas, Texas, District; J. M. Opper, Omaha, Neb., District; Branch House, Atlanta, Ga., District; C. F. Redden, New York District; E. G. Oliver, Philadelphia District; A. Burwell, Jr., Charlotte, N. C., District; E. M. Green, Pittsburgh District; F. B. Willis, Indianapolis, Ind., District; Chas. Booth, Memphis, Tenn., District; D. S. Eddins, Denver, Colo., District; C. R. Newby, San Francisco District; J. S. Conwell, Southern California District; L. H. Rose, Portland, Oregon, District; C. F. Stewart, Des Moines, Iowa, District.

THESE DISTRICT SALES MANAGERS have been selected from the former Maxwell-Briscoe Motor organization and from the Flanders Motor organization.

To the Present Owners of Maxwell, Stoddard, Everitt and Brush Cars:

WE NOW ADDRESS OURSELVES to the more than one hundred thousand owners of Stoddard-Daytons, Brushes, Everitts, Columbias, Sampsons and Maxwells now in use. While not legally obligated, the Maxwell Motor Company does recognize the moral obligation to every owner of a car made by the above-mentioned concerns, all of whose plants we have acquired.

A COMPLETE FACTORY representing an investment of more than one million dollars in buildings, machinery, jigs, tools and fixtures, located in Newcastle, Indiana, the center of population of the United States and the center of ownership of these hundred thousand cars, has been set aside for the purpose of manufacturing and supplying the repair parts necessary to cater to owners.

IN ADDITION TO THIS central manufacturing repair parts factory, service depots, all of which will carry a complete line of repair parts, have been established in the following cities: Boston, Chicago, St. Louis, Minneapolis, Kansas City, Dallas, Omaha, Atlanta, New York, Philadelphia, Charlotte, N. C., Pittsburgh, Indianapolis, Memphis, Denver, San Francisco, Los Angeles, Portland, Oregon. These service depots will be operated under the supervision of the district sales managers of the foregoing cities.

REGULARLY APPOINTED DEALERS of the new Maxwell Motor Company will have the preference on the repair parts business of the earlier model Maxwell motor cars. The system will be comprehensive, the deliveries immediate, and any order can be filled. All dealers throughout the United States, therefore, can secure repair parts from these service stations or from Newcastle, Indiana, direct.

To the Prospective Buyers of Our New Models:

WITH A CAPACITY OF FIFTY THOUSAND CARS per annum, we are in a position to supply the buying public with the four types of motor cars now in general use:

- MAXWELL SIX—Model 50 (Seven Passenger Touring Car, \$9,350), (heretofore Flanders Model).
- MAXWELL SIX—Model 40 (Five Passenger Touring Car, \$1,550), (heretofore Flanders Model).
- MAXWELL—Model 35 (Four Cylinder Five Passenger Touring Car, \$1,085).
- MAXWELL—Model 25 (Four Cylinder Five Passenger Touring Car. Price to be announced).

THIS QUARTET WILL ENABLE THE BUYER to select from a range of from five to seven passengers, and from four

to six cylinders, and from 25 to 50 horsepower, completely equipped in each case with top, wind-shield, speedometers, lamps and horn. The sixes are electrically self-started and lighted.

IN RESPONSE TO PRESENT DEMANDS for the season of 1913 we are manufacturing the regular Maxwell Model 22 (a three-passenger roadster), the regular Maxwell Model 40 (a five-passenger touring car) and the popular Stoddard-Dayton Models 30, 38 and 48.

THE MODEL 48 STODDARD will be equipped with electric self-starter and electric lights, Gray and Davis System, for \$200.00 extra.

DELIVERIES on all of these Maxwell and Stoddard Models, can be made at once.

The Question of Immediate Delivery:

IN THE PAST, CUSTOMERS HAVE SUFFERED from misrepresentation on the part of manufacturers as to delivery dates, and dealers have been put to endless inconvenience and financial embarrassment because of conditions beyond the control of manufacturers.

THEREFORE, WE STATE to the customer and dealer alike that deliveries cannot be made on the Models 35 (four cylinder) and Models 40 (six cylinder) until March, 1913; on Models 25 (four cylinder), June, 1913.

THIS IS DUE TO THE FACT that the big Dayton plant will not begin shipment on the first lot of five thousand cars until March 15th, and the plants at Detroit on the shipment of the first lot of five thousand Model 25, May 15th. Deliveries on Maxwell Model 50 (six cylinder) can be made at once, as the Flanders plant at Detroit is operating on full time.

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THE MAXWELL MOTOR COMPANY
 General Executive Offices: Woodward Avenue, Corner Warren, Detroit, Michigan, U. S. A.

FOUR-CYLINDER CAR GOES

Automobile Men Now Making Six-Gauge Machine.

In looking over the 1913 automobile catalogues one is greatly impressed with the almost wholesale abandonment of the four-cylinder car in favor of the six by nearly all the high-grade automobile manufacturers.

The cause of this remarkable movement is due to two important facts: First, the unceasing demand of the greater flexibility, power and luxury; and, second, the inability of most manufacturers to supply these demands with the existing types of four-cylinder motor.

The increase of wheelbase, heavy torpedo body styles, full-floating axles, heavier frames, electric lighting and starting systems and very complete touring equipment, which are required in the high-grade cars of today, have added seriously to their weight, with a consequently greatly increased demand upon the engine's flexibility and power.

The conventional type of four-cylinder motor as built by most manufacturers has become absolutely unequal to the task and has therefore been forcibly discarded in favor of the six for this purpose.

There are a few four-cylinder motors, however, which by reason of their special design are extremely flexible and efficient, and have therefore been able to hold their own with the six-cylinder cars of the same class. In spite of these severe conditions, such a type of motor is that made by the Knox Automobile Company, of Springfield, Mass., who are still building a high-grade four-cylinder car in addition to their two six-cylinder models.

There are still a large number of motorists who prefer a good four-cylinder motor to a six, provided they can secure the power, flexibility and comfort necessary for satisfactory service.