

UP-KEEP IS ARGUED

Rambler Manager Says it Is Up to Driver Himself.

TALK BY RICH ONES BANE

Wealthy Owners, Who Joke About Big Repair Bills and Do Not Have to Care, Cause of Misapprehension, Says Dealer.

Buying automobiles is just as much a business proposition as buying a typewriter or an adding machine, in the opinion of G. W. Nelson, manager of the Rambler Auto Company.

There are cases when a prospect hesitates about investing his money in a car, for he fears that the cost of upkeep will be more than he can afford. Stories of how it cost one man \$150 a month to operate a machine and take care of the chauffeur have reached his ears no doubt. He hesitates, imagining that these expenses will have to be incurred by him.

The people who do this, however, belong to the wealthy class and in many cases own cars whose original cost runs up into the thousands and which are in constant use from early morning until late at night. They do not care what it costs to maintain a machine.

For the man of moderate means who contemplates purchasing an automobile of medium price, which he plans to operate himself, comparisons are out of the question. To a great extent, the cost of upkeep of a car depends on the owner and driver. He can make the cost low or high, depending entirely upon the use to which he puts the machine. It cannot be expected that a car which runs on an average of 75 miles per day, seven days in the week, and this is a high average for cars in city use—can be maintained for the same amount as the car used about 40 miles a day. This latter figure about equals the mileage that a car covers in an ordinary day's usage.

The streets or roads on which the car is driven and the manner in which it is handled in bad spots also have much to do with determining the cost of maintenance. High speed driving and reckless turning of corners are great helps to big repair bills. Like a good many other cars, the 1913 Rambler was built so that the average man can run it himself easily—thereby eliminating the expense of a chauffeur. Indeed, I believe that the majority of owners think driving is half of the fun of motoring.

USE OF RECORD FORMS AIDS

B. F. Goodrich Tire Co. Provides Plan for Truckmen Free of Cost.

Of the hundreds of motor trucks in use, there is hardly an owner that isn't interested in keeping an accurate daily record of the upkeep cost of his trucks. For the want of something better, many owners have devised records of their own more or less complete in form. Probably the most accurate and complete forms for keeping daily records of motor truck upkeep costs is printed and distributed free to motor-truck owners and persons interested in motor-truck upkeep costs by the B. F. Goodrich Rubber Co., Akron, O. This record system consists of two complete but very simple forms. One is a card for the driver's record showing trips made, mileage, the record of tires, load pounds carried, the oil, gasoline or electricity consumed per mile each day. The larger form for the office files in a monthly report made up each day from the driver's daily report card.

The Goodrich record forms are so complete that an owner can tell at a glance just what his trucks are costing him each day, including wages of drivers and helpers.

These daily report forms were first made and used by the company to keep an accurate record of the upkeep costs of their trucks in its tire and rubber business at its factory in Akron. The forms are so complete and correct many "leaks" in the daily upkeep costs of their motor trucks. Many truck owners throughout the country are finding the Goodrich forms a great aid in keeping an accurate record of truck upkeep costs.

2 FORDS SOLD EVERY MINUTE

Output of 200,000 Cars Requires Fast Work by Salesmen.

A statistical fiend of the Ford Motor Company has been performing feats with figures again and comes forth with a declaration that during the months of April, May and June Ford salesmen will sell 20 more than two cars per minute, every working minute of those three months.

The estimated sales for the three months, which were really exceeded in April, are 75,000 cars. In the three months there are just 27,440 minutes—that is, working minutes—figuring eight working hours to each day. This gives the average of more than two cars per minute.

Calculating from the angle of hours in a year, the Ford Company will sell 22 cars per hour this year, counting 11 Sundays, holidays and nights. There are 8760 hours in a year of 365 days and 22 cars per hour must be sold to dispose of the 200,000 cars which will be manufactured in the company's fiscal year, which ends in October.

CHANGES ARE ANNOUNCED

American Motors Company Augments Sales Force.

Important changes are announced by the American Motors Company of Indianapolis in its sales organization. D. B. Williams, who for the last two years has occupied the position of advertising and publicity manager, has resigned, that position to become district sales manager, with headquarters at Louisville, Ky. G. L. Moskovic, formerly assistant advertising manager, takes his place and E. H. Sherwood, formerly with the Mercer Automobile Company, of Trenton, N. J., becomes assistant sales manager.

With the addition of Mr. Sherwood and the various changes in the sales and advertising organizations, the makers of the Unrelaxing now would appear to have an even greater efficiency in their sales department than has characterized the company in the past.

TEXAS ROADS ADVANCE NOTED

Improvements Over Long, Desert-Like Stretches Marked.

Two years ago he who had made the trip by automobile from Dallas or San Antonio, Texas, to El Paso was hard to find, says Dr. Charles G. Percival, of New York City, who has just completed a seven weeks' tour of the Lone Star state. Two years ago I was one of perhaps half a dozen persons who had ever driven over the route, so tough

was it, owing to the continual up grade, the desert-like condition of the country and the absence of water and shelter.

Today in spite of the scattered population, this long stretch of trail over 800 miles, has been signboarded in perplexing corners and the bad stretches of sand filled in with clay and gravel and some of the worst grades cut down. So much good work has been done on this formerly impassable route that the trip is no longer a bugaboo. When one considers the vast area of the State of Texas and its limited population such good roads work is worth a Carnegie medal.

"AVOID OLD WIRE" IS ADVICE

"At Any Rate, Test Ignition Wire With Care," Says Grossman.

"When having your car overhauled this Spring don't permit any of the old ignition wire (cable) to be used again" is a piece of advice from Emil Grossman, manufacturer of the Red Head spark plugs. "If you do have to use the old cable, examine each piece carefully and see if there are any breaks at the sharp ends. Rubber cable is therefore the best to use for the reason that it will reveal cracks caused by age that would otherwise be unnoticed."

Make sure that the cable is firmly attached to the coil, magneto, timer, battery and switch before taking your car out after the long winter rest. Clean up and brighten all terminals and connections with very fine emery cloth or scrape them so as to remove all foreign substances which have gathered and which will interfere with the proper functioning of the ignition system.

MANY WANT \$9-AUTOS

MANUFACTURERS LEARN DEMAND IS BIG.

Low Price Advertised, However, Is Result of Error on Part of Printer.

One compositor, accustomed, perhaps, to years of "atleting type," placed a decimal point, the smallest character in his case, in the wrong position. One proofreader, who doubtless had read millions of words of "copy" in his lifetime, overlooked the mistake. That was all. A small matter, one would say, but a mighty important one for the people who were most concerned—the business firm in whose advertising copy the error occurred.

The mistake was made in "setting up" a page advertisement for the R-C-H corporation, of Detroit, in the composing-room of one of the well-known automobile trade papers. It was not discovered until the entire edition had been run through the presses and copies were on the fastest mail trains, bound for every part of the United States. But it was discovered as soon as the trade paper came into the hands of its readers.

In every mail delivered at its Detroit factory, the day after the trade paper was published, the R-C-H Corporation heard of that mistake, by which its car was advertised for \$9 instead of \$900, the regular price. The first day nearly 100 letters were received in which were enclosed checks, drafts and postoffice and express money orders for \$9—and a request that the car be shipped at once. This continued for weeks.

Beyond necessitating the writing of a score or more of letters in which to return the checks, drafts and money orders, the mistake caused no trouble at the factory. Anxious bargain hunters were assured that on several occasions the courts have ruled that such a ridiculous and patent mistake was in no way binding on the advertiser; friends were thanked for their interest, and the incident was closed.

The return from that single mistake was an important object lesson for us, in that we had an excellent demonstration of how closely the advertising cost of the R-C-H is followed," said President J. F. Hartz, of the R-C-H Corporation, commenting on the occurrence. "Though that misplaced decimal point cost us a dollar or two in stationery and postage, it was a thousand times more valuable to us in showing that the people are interested in our car to the extent of reading our advertisements closely and that we have a host of friends all over the country. We received telegrams from San Francisco, Portland, Denver and Salt Lake City warning us that a mistake had been made in our advertisement."

HUPMOBILE HAS RECORD

OVER THREE HOURS CUT OFF OF CALIFORNIA RUN.

Automobile Covers Distance Between Los Angeles and San Francisco in 14 Hours.

No less than three hours and five minutes were cut off the record for the valley route between Los Angeles and San Francisco on April 22 by E. W. Johnson, of Fresno, Cal., driving a Hupmobile "32."

Johnson drove the little car through in the remarkable time of 14 hours flat, averaging approximately 40 miles an hour. The best previous record for the trip, which has been essayed for record purposes by virtually every car sold upon the Pacific Coast, was 17 hours and five minutes. This record, which stood for more than two years, was made by a much larger car than the Hupmobile.

According to the San Francisco papers, which make much of the achievement of the Hupmobile, Mr. Johnson says that the record was due directly to a perfect freedom from mechanical difficulties. The only stop on the way was due to a spark plug wire jarring loose, and this was fastened again in five seconds.

Many swollen streams were encountered between Los Angeles and Bakersfield, and these were forded on the high. The maximum speed attained on the trip was 37 miles an hour. Mr. Johnson figured to hold his average at 40, but when conditions made it necessary to slow up he made it up on the next good stretch of road.

The start was made from the Times building in Los Angeles at 4:30 o'clock A. M. and the car landed at the office of the Hupmobile dealer in San Francisco at exactly 8:39 o'clock that evening.

It is considered on the Coast that this record will stand for some time.

Monroe Auto Club Active.

MONROE, Or., May 17.—(Special).—The Monroe Auto and Good Roads Club is an organization just formed here of auto owners and farmers who are vitally interested in the good roads movement. The membership has already assumed encouraging proportions, and indicates success for the movement. C. J. Ralls is president and manager and W. J. Ford, of the Monroe State Bank, is treasurer. A start was made Monday with the road grader and drags, on the road between here and Corvallis. It is hoped to secure the co-operation of the Corvallis Club in making this important 17-mile strip of road one of the finest in the state.

Every Argument is a Smasher for

Goodrich Tires

Best in the Long Run

Goodrich Tires are an advantage to any car they are on.

The makers of practically half the entire 1913 output of automobiles realized this when they bought Goodrich Tires to equip the cars they are making. You can get Goodrich Tires put on any car you buy or own if you specify them.

Goodrich service comprehends so much more than the mere making of tires that you should familiarize yourself with it.

Goodrich tire users and dealers find Goodrich service stations always ready to co-operate with them.

A Goodrich Route Book, mapping and detailing the tour you plan, will be sent you free—whether you use Goodrich Tires or not.

The Goodrich folders telling how to avoid the common tire injuries will be sent you free, without regard to the tires you use.

Goodrich service in its broadest sense is for the betterment of motoring.

But it is the service that Goodrich Tires themselves give their users which emphasizes the fact that Goodrich Tires are best in the long run.

There never has been a "bad year" with Goodrich Tires. One reason is that there are forty-three years of rubber experience in every one of them. Your dealer will supply you with the Goodrich Tire you need.

The Goodrich principle of unit molding was a development of our twenty-seven years of experience in rubber manufacturing preceding our making of the first American clincher tire—sixteen years ago.

That principle has never needed changing. All Goodrich Tires are made by our unit molded method. Whatever style of Goodrich Tire is best suited for your needs it's the same kind and quality as all other Goodrich Tires. Each Goodrich Tire is molded into a unit. Body and tread are one. The thick, tough tread, being of the tire and not merely put on it, naturally does not slip or peel.

The extra sidestrips of pure rubber reinforce the Goodrich Tire where the strain comes and eliminate the chance of rim injuries.

The whole tire wears uniformly. There are no weak spots or dead places because of over-vulcanizing which cooks the life out of rubber.

Unit-molding—the Goodrich single vulcanization—takes that danger away.

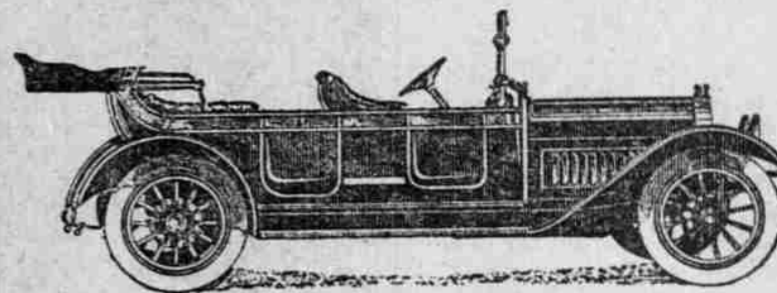
Fortify your own judgment with that of the makers of so many of the oldest and best known cars, as well as the enthusiastic recommendation of thousands and thousands of satisfied users, and specify Goodrich Tires for your own car.

The B. F. Goodrich Rubber Co.
Portland Branch—325-327 Burnside St.
Factories: Akron, Ohio
Branch Houses and Service Stations in All Principal Cities. Dealers Everywhere

There is nothing in Goodrich Advertising that isn't in Goodrich Goods

HAYNES

Art and Beauty in All Models



Electric Lighting
Electric Starting
Demountable Rims
35x4 1/2 Tires
12-inch Upholstery
All the 1913 Refinement

Haynes Model 24, 5-passenger, 4-cylinder. \$1950
Haynes Model 23, 5-passenger, 6-cylinder. \$2650

Ask Us for Demonstration

Paquet Auto Sales Co.

Hawthorne Avenue at East Eighth Street
Phones: E. 1373, B 1514

Settle the Auto Question Once and for All—

Not only for this year, but for next year and years after.

Don't think it's necessary to purchase a new car every year.

Get a car that will be new and up-to-date for years to come.

That means a Mighty Michigan Forty.

It's present popularity is due to its PERMANENT FEATURES—a guarantee of its PERMANENT popularity.

Note the following features—they are only found on high-priced cars. Just read them carefully—you will then see why the Mighty Michigan Forty is the leader for 1913 and years to come.

Four-speed transmission—not the usual three. Left-hand drive, instead of the awkward right. Center control—in easy reach of the hand. Electric self-starter that really starts. Electric flush side lights and headlights—not the customary tube and match affair. 118-inch wheel base with 4 1/2-inch tires. Extra wide, flexible 3/4 elliptic springs. Turkish cushions—14 inches deep and 50 inches wide. And so on down to the minutest details.

1913 Models Now Ready for Delivery and Service at \$1850 F. O. B. Portland

Michigan Auto & Buggy Co.

Portland branch, 369 Hawthorne Ave.; W. A. Wildrick, Mgr.
Seattle branch, 1423 Tenth Ave.; John F. Campbell, Mgr.
Tacoma branch, 742 Commerce St.; W. A. Shumaker, Mgr.



No Hidden Values

SO-CALLED value when hidden is doubtful. The value is visible if it is there. Otherwise it isn't there. Don't buy an uncertainty.

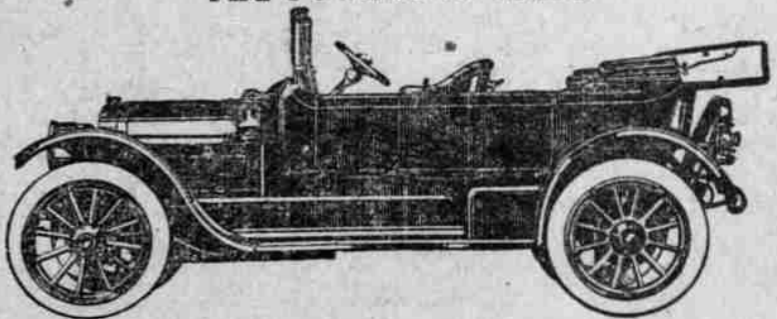
IN THE APPERSON you plainly see the value. We use the 2-inch crank shaft, whereas most others will not exceed 1 1/2-inch. This shaft runs on 5 bearings. In only three other cars has the crank shaft more than 3. THE APPERSON axle shaft measures 1 3/4 inches; only a few exceed 1-inch.

LIGHT WEIGHT

THE APPERSON is the lightest-weight car for the developed horse power. We use expensive materials, whose strength is in quality rather than in bulk. The crank case is made of 30 aluminum against others' 60 malleable. The axle shafts are made of chrome nickel steel and the cam shafts are from high-grade drilled rod stock.

THESE values are not hidden—they are too essential. Where is the hidden value in cars that can not compare favorably with these features? Can you tell? We don't even hide our desire that you buy an

APPERSON
JACK RABBIT, THE CAR WITH
THE POWERFUL ENGINE



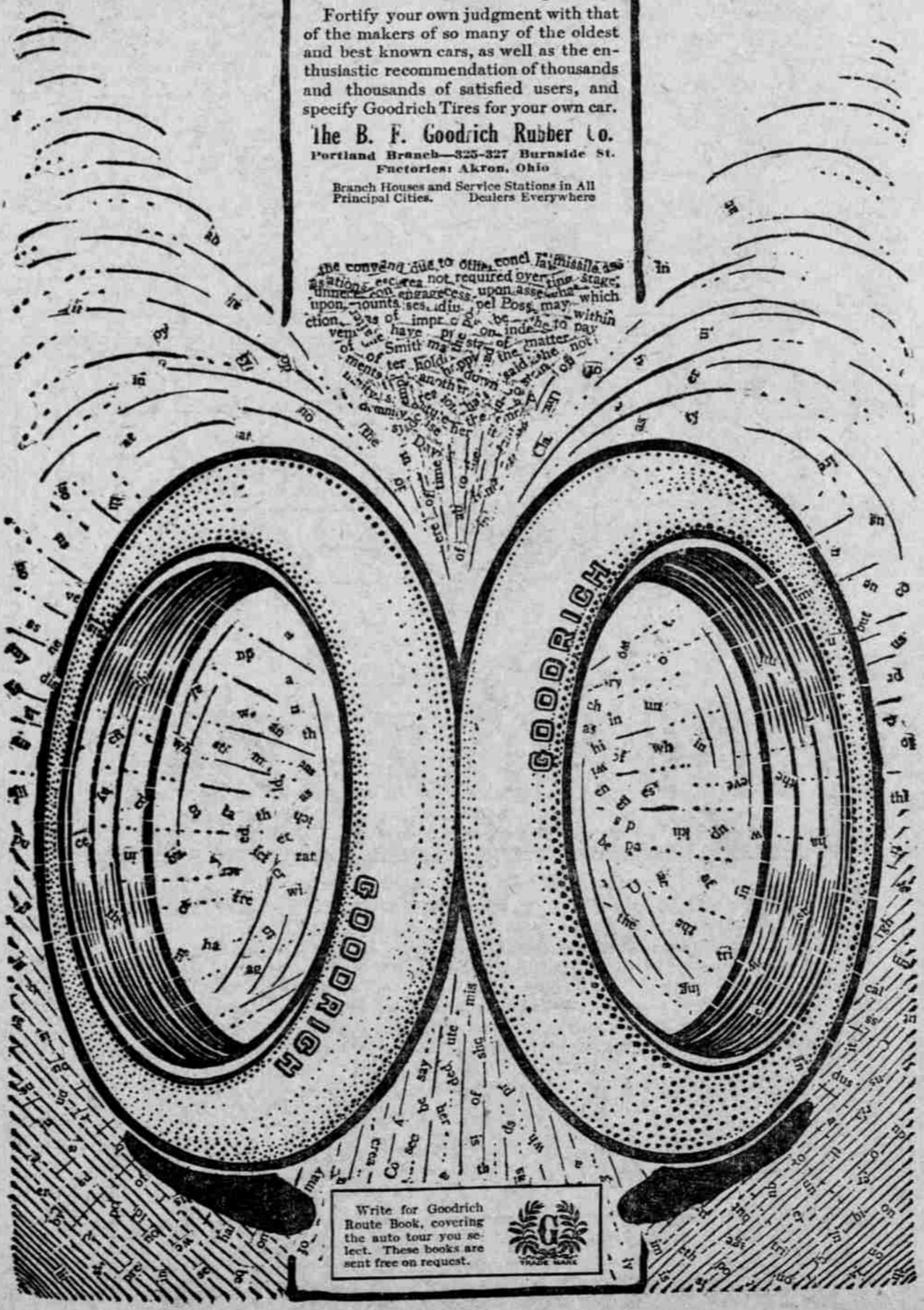
45 H. P. TOURING CAR FOR FIVE, PRICE \$1950.
45 H. P. ROADSTER FOR TWO, PRICE \$1950.
55 H. P. TOURING CAR FOR FIVE, PRICE \$2350.

Gray and Davis electric starting and lighting system. All prices f. o. b. Portland.

APPERSON BROS. AUTOMOBILE COMPANY, Represented at

BRALY AUTO CO.

H. W. Curtis, Sales Manager.
OUR AIM—TO SATISFY EACH INDIVIDUAL PURCHASER.
31-33 19th St., Near Washington, Portland. Phone—Main 4886, A 3881.



Write for Goodrich Route Book, covering the auto tour you select. These books are sent free on request.