

VIEW OF BUYERS OF AUTOS IS TAKEN

H. W. Curtis Discusses Perfection and Features of Various Machines.

PLACE GIVEN NOVELTIES

Opinion Is Voiced That Purchasers Seek Mechanical Attainment and Equipment Excellence First, "Experiments" Next.

BY H. W. CURTIS.
Do automobile purchasers buy intrinsic values or features in the present day and age?

The automobile must be listed among the seven modern wonders. Those who have been with it since its initial year can truly appreciate the almost miraculous growth and development of the automobile and the industry at large. The advancement has gone by leaps and bounds until today one would not recognize a vehicle of a decade ago as being so closely allied to the present modern vehicle.

Along the same line can be considered the building and selling of the automobile. The plans and schemes to attract the buyer have undergone the same radical changes, and today the question with the automobile manufacturer is this: Has the automobile purchasing public reached a point where features, novel equipments, etc., are given primary consideration and the essential, vital mechanical factors secondary importance?

Features Now Exploited.
Some manufacturers believe the public is now buying the novel features and conveniences—novelty, tested, mechanical values. This viewpoint is reflected in the advertising of some concerns. The novel features are given wide publicity. Salesmen talk these features. Cars, many of them, are sold because of these new and unproven features.

I believe I voice the opinion of the Apperson brothers when I say that, despite the extensive publicity campaigns setting forth the merits of cars, the majority of purchasers of automobiles buy mechanical perfection and excellence in preference to equipment of the superficial and untried type.

This opinion is founded on the personal experience of the Apperson brothers for the last 26 years in the automobile field. The proof lies in the growth of the company and the yearly increase of sales in every part of the country.

To explain this, one must remember that when these men began building automobiles they had one central, dominating thought. That was to make cars that were mechanically perfect. They wanted to create each mechanical and vital part so that when it proved itself to be the best and most conducive to reliability, durability and service of the unit car it could be standardized.

Ten Years' Work Tells.
After 10 years of progressive building they achieved what they claim to be a mechanically perfect car. Many of the vital parts, their construction and location, have now been adopted by competitors. The company recognized their merit a long time ago.

Although the company always kept up to the times in motorcar equipment and put on cars the features that seemed to fit the automobile purchaser's demands, they have always remembered that, logically, this was a secondary matter. Beautiful clothes are admirable things, but the big thing is the human—and the vital thing is the heart and lungs. That was their contention in automobile building. They wanted the "vital insides" right, and have made them right. The public, they found, bought these cars because of their proven mechanical perfection.

Plans Toward Ideal.
For the last 10 years, the second decade of the building of Apperson cars, the factory has turned all its energy toward refinement. They have worked toward an ideal in motorcar design. The mechanical parts were perfected and standardized 10 years ago.

A few years ago, when they felt confident that their arguments and demonstrations of inherent worth and proven quality would always sell their cars, they took a radical step. They decided to abandon season's models. They had standard models, perfect as mechanical values were concerned.

It seems an imposition on the public to declare a car out of date at the end of a year's service. Many are ready to buy a new model when the improvements were small and unessential. Hence it is that the Apperson company does not issue yearly models, but stalls improvements and refinements as soon as they prove their worth.

Auto Club Notes

The week just ending has been an exceedingly busy one at the clubhouse. Nearly every day there have been several dinners, dancing and card parties, given by members.

The bridge luncheon given the early part of the week by Mrs. James E. Appleby, in honor of Mr. Appleby's mother, was an exceptionally pretty affair. Those present, besides the hostess and Mrs. Appleby, were: Mesdames Johnson, Yates, Baldwin, Stuart, Watkins, Clemens, Barnes, Whiting, Kinsey, Trenkman, Hiddle, McCredie, Lindsey, Berger, J. C. Hare, W. D. Hare, Goddard, Jones, Freeman and the Misses O'Neil, Teck and Appleby. Six tables of bridge were played, Mrs. Yates winning the first prize and Mrs. Baldwin the second prize.

Mr. and Mrs. Wilbur P. Reid gave a dinner party for nine in honor of Mr. Reid's mother's birthday. The table decorations for this party were a combination of large red tulips and peonies. The feature of this dinner was a large birthday cake decorated with red rosebuds and candles.

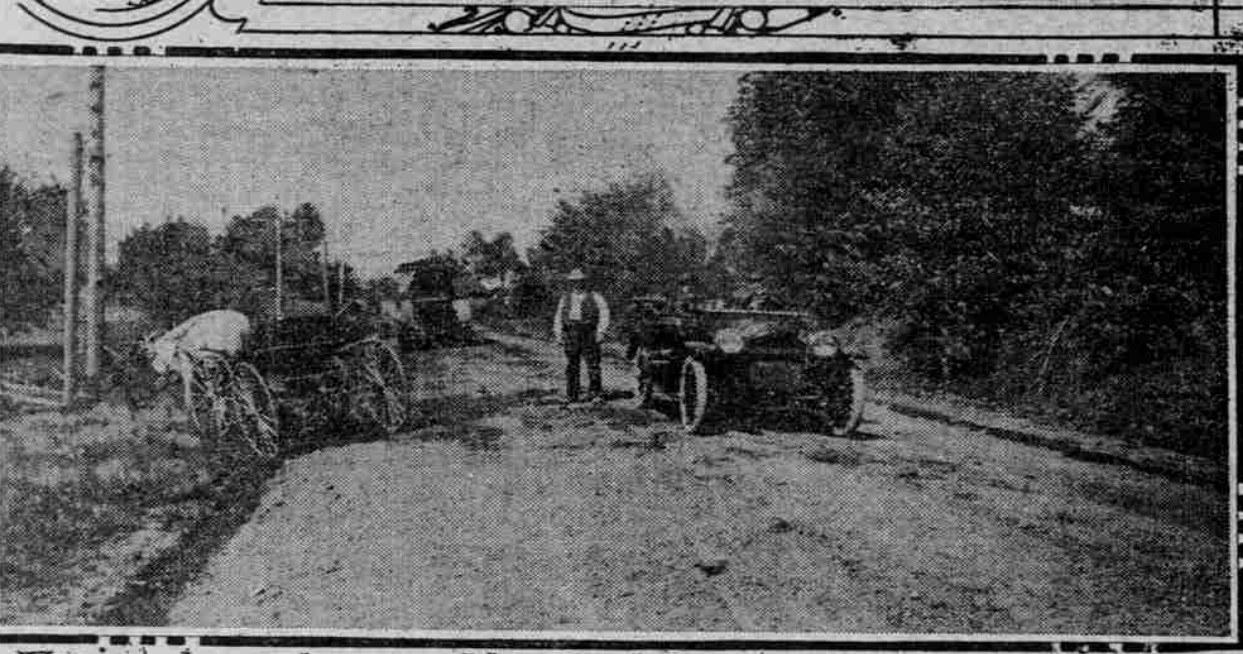
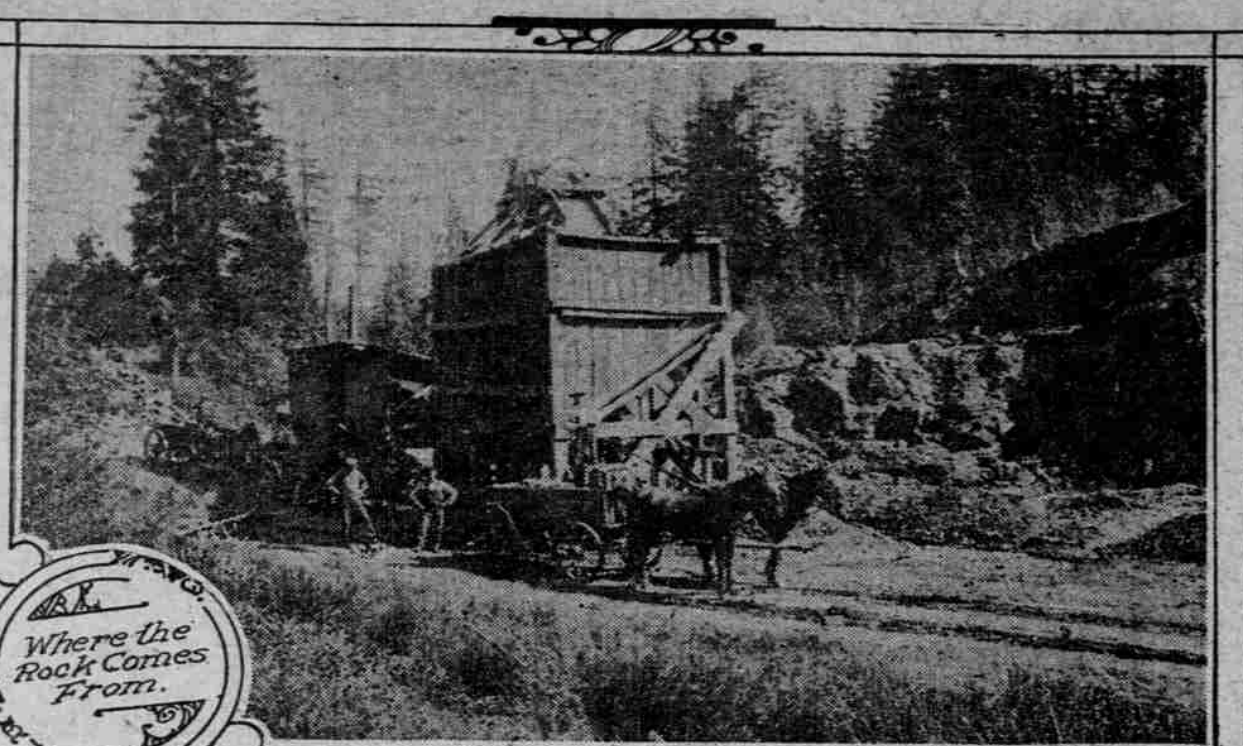
Mrs. H. P. Barnhart entertained 13 friends at a card party Thursday afternoon.

The coming week promises to be just as busy as last week, as the Clatsop County Automobile Club expects to hold its annual banquet at the clubhouse. The Cotette Club also expects to make use of the clubhouse and grounds and one of the leading college fraternities is making arrangements for a banquet at which there will be about 50 places reserved.

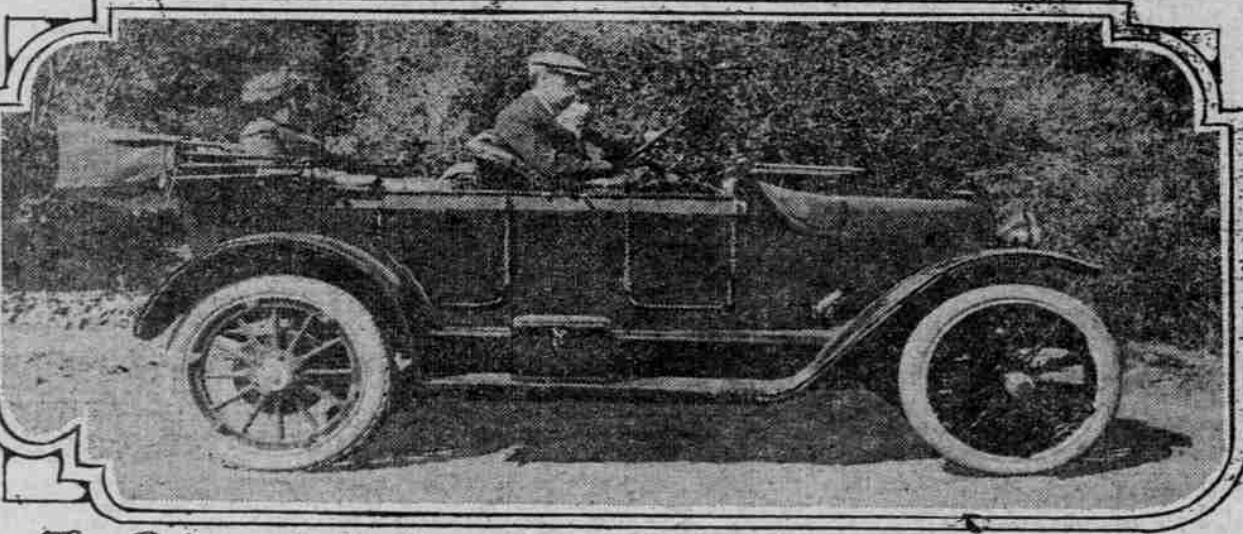
Mr. Appleby, chairman of the house committee, and Frank E. Watkins, chairman of the entertainment committee, have been working together arranging for a series of entertainments for the summer.

To all the lovers of the rhododendron it will be interesting to know that these beautiful flowers will be in bloom before long and that the roads as far as Rhododendron are, at present, in a fair condition.

OLD-TIME BUGBEAR STRETCH ON BOONE'S FERRY ROAD BEING CONVERTED INTO WIDE MACADAM.



Formerly an impassable stretch.



The Briggs-Detroit Car D.R. Friegel at Wheel.

Instead of what was little better than a cow trail with a width of about 9 feet as a maximum, there is now, through the activity of the County Commissioners and Road Supervisor White, a fine section of 1.3 miles along the Boone's Ferry road. This particular stretch, it will be remembered, always has been bad when the rest of the road is good and when this is finished by May 20 the whole road will be in fair condition. Practically the road had to be rebuilt as there was no base. Among other roads where work is being done by Mr. White or is under consideration to start as soon as possible are the regrading and rebuilding of the Taylor's Ferry road from the city limits to West Portland schoolhouse. On this grading already has started with five wheel scrapers working the base for grading and macadam; the road from Fulton Park to Hillsdale for the same; the road from West Portland going west and part of the Stevens road.

Recently some representatives of The Oregonian were taken over this road on an inspection trip by D. R. Friegel in his Briggs-Detroit car, which in all probability, will be handed in Portland shortly.

NEW CITIZENS COME

Victoria Couple Arrive Here to Live After Long Auto Ride.

SOME GOOD ROADS FOUND

Mr. and Mrs. G. B. Taylor Travel in McLaughlin Buick—Longest Single Drive Is 125 Miles From Tacoma to Castle Rock.

Portland gained two new residents this week, and as a result may boast of something brand-new in automobiles, a Canadian assembled Buick, sold in the Possessions under the title of the McLaughlin Buick. The people in question, Mr. and Mrs. G. V. Taylor, of Victoria, B. C., arrived in Portland Wednesday, after a journey beginning at Vancouver Sunday afternoon, and covering a distance of 412 miles.

Mr. and Mrs. Taylor have resided long in Victoria, but have come to Portland to make their home, Mr. Taylor having accepted a position with the Wiley B. Allen Company.

The rather remarkable journey, concluded here, really began at Victoria. "Daisy," the name of the 30 Buick roadster owned by the Taylor family, after having been driven 10,250 miles on Vancouver Island, was shipped by boat from Victoria to Vancouver.

The log of the interesting trip to Portland shows that the road conditions from Vancouver, B. C., to Blaine, the port of entry into the states, a distance of 27 miles, were good. Good roads were also encountered from Blaine to Bellingham, and the travelers declare the roads from Bellingham to Seattle excellent, while the greatly improved and almost rebuilt Pacific Highway from Seattle to Tacoma made pleasant automobilizing.

Travel Impeded by Road Building.
The roads from Tacoma, across the prairie to Roy, thence to Rainier and to Centralia, provided good going, but from Centralia to Chehalis, it was necessary to take a roundabout road through the outskirts of both cities on account of the torn-up condition of the Pacific Highway, which between these two cities is being hard surfaced at the present time.

Toledo was reached without difficulty, but south of Toledo extensive work in rebuilding the highway is in progress and rough roads were encountered.

Three and a half miles south of Toledo the travelers found it necessary to

abandon the ferry and take the ferry from the river back to the Pacific Highway.

Between Toledo and Kelso many mudholes were encountered, as well as between Kelso and Kalama. Rough roads were encountered on account of the unsettled condition of the roadway now being rebuilt.

Road on Way Here Found Worst.

From Kalama they ferried across the river to Goble. The first five miles

SCHEDULE OF DISTANCES BETWEEN EUGENE AND ROSEBURG, WITH AVERAGE RUNNING TIME.		
6.8 Eugene	5.5 25	4:08 A. M.
5.8 Springfield	4.9 20	8:25 A. M.
9.5 Goshen	5.2 20	8:42 A. M.
14.7 Creswell	5.1 21	9:15 A. M.
19.8 Walder	1.4 05	9:30 A. M.
21.2 Seginaw	2.4 05	9:35 A. M.
24.1 Cottage Gr.	2.9 05	9:50 A. M.
0.0 Cottage Gr.	1.2 05	9:58 A. M.
1.3 Saltham	3.2 15	10:52 A. M.
4.5 Divide	1.9 05	10:10 A. M.
18.4 Constock	5.9 20	10:15 A. M.
18.2 Rainier	7.9 25	11:42 A. M.
23.9 Yoncalla	14.9 40	12:04 A. M.
25.2 Oakland	2:40 P. M.
41.1 Subtriland	5.5 40	2:40 P. M.
..... Ferry
48.4 Winchester	2.7 10	4:20 P. M.
52. Eldonover	1.2 05	4:20 P. M.
54.5 Roseburg	4:25 P. M.

south of Goble, on the way to Portland, was the worst stretch of all road encountered. Huge mudholes had been filled with logs and timber and the road was almost impassable.

The travelers had one puncture only. Mr. Taylor declared upon his arrival that he had not opened his tool kit since leaving Vancouver.

No attempt was made to establish a record on the journey. Stops were made at Blaine, Seattle and Tacoma, to visit friends for several hours. The longest ride made was from Tacoma to Castle Rock, a distance of 125 miles.

"Daisy" is the second Buick owned by Mr. Taylor. Mrs. Taylor declares enthusiastically that if they buy 40 more cars, all will be Buicks.

Ashland Would Change Limit.

ASHLAND, Or., May 16.—(Special).—The City Council has been petitioned to repeal that section of the automobile ordinance which prohibits motor cars from being left standing longer than 10 minutes in the "choke" district on the Plaza. Certain other phases of the same ordinance relating to speed features it is also sought to have modified, since a County Judge and a head of visiting Elks have been hailed before the city authorities, business men have decided that the strict enforcement of the ordinance is working to the injury of the city.

Don't start out in the morning until you are satisfied that your battery has been fully charged.

TOUR DATE JUNE 29

National Reliability Test to Be From Chicago to Boston.

MOTORS NOT TO BE HALTED

Contestants Will Be Divided Into Three Classes for Trophies—Certificates of Merit Will Be Given Run to Take 65 Hours.

WASHINGTON, May 16.—(Special).—For the start of the National reliability tour of the American Automobile Association this year which for this occasion will be a day and night nonmotor stop run from Chicago to Boston, June 29 has been selected officially.

Managed by the Chicago Automobile Club, the run will be under the direct supervision of the A. A. A. touring and contest boards and Chairmen Frank X. Mudd and Richard Kennerdell have jointly agreed upon the conditions governing this quite unique contest.

The contest board has provided a stock car definition which will call for registration of the different models by the manufacturers, and this will require number of cylinders, bore and stroke; make and model of magnet; make, model and size of carburetor; size, wheel base and such equipment as starters, lighting, shock absorbers, horns, etc. The stock car definition is a simple registration not requiring the technical committee to visit factories.

Three Classes Made Up.
The contestants will be divided into three classes. One will be for stock cars listing over \$1200, for which the prize will be the Glidden trophy; another for stock cars listing under \$1200, with the Anderson trophy going to the winner; and a third class of nonstock cars entered by private owners with the possession of the A. A. A. artistic touring trophy as the incentive. Certificates of merit will be awarded to every competing car finishing the run without stoppage of the motor.

The run will require approximately 65 hours, starting from Chicago at 2 o'clock Monday, June 29, and reaching Boston at 12 o'clock on July 2. The schedule calls for 26 miles per hour between sunrise and sunset, 15 miles per hour between sunset and sunrise the first night, and 18 miles per hour between sunset and sunrise the other nights. Controls will be established at Bryan, O., Cleveland, Buffalo, Sy-

Free From Road Troubles

For convincing evidence of "Oakland" power, simplicity and freedom from "troubles on the road," note the large and increasing number in use in Portland this year, especially by drivers among the fair sex.

Be observing. Think this over. In selecting your car don't fail to take advantage of everything that will contribute to your comfort, convenience, pleasure and profit.

One of the most popular Oakland models is

A New Light

OAKLAND SIX

You should see it. It has a stream line body of much beauty, with wide doors, deep upholstering, extra pockets and every known refinement. The drive is left side, center control. The famous Delco starting, lighting and ignition system is used.

Ask for demonstration. We want to prove to you that this model is entitled to consideration and that it has every right to be called "The Car With a Conscience."

Other sixes and fours. A wide range of body designs and horse-power ratings. Prices \$1150 to \$2600 F. O. B. factory. All cars fully equipped.

Gerlinger Motor Car Co.

Washington at King Portland, Oregon

Pick your favorite Portland hill. If you know what other Sixes will do—let us convince you by actual test that the 6-48 Oakland will do better.

racuse, Albany, New York City, Springfield and Boston.

Boston to Be Rendezvous.
With Boston as the concluding point of the run, that city will be a popular rendezvous for many motorists who will participate in the A. A. A. mid-summer gathering which will take place in the White Mountains. This latter event calls for assembly at Bretton Woods on the morning of July 4, and from the great amount of interest already taken in both events, it is a certainty that they will prove quite notable in the season's motor calendar.

Any inquiries in reference to either event can be directed to Frank X. Mudd, chairman A. A. A. touring board, Fisher building, Chicago, Ill., or Richard Kennerdell, chairman A. A. A. contest board, 437 Fifth Avenue, New York City.

The Cab Driver's Humor.
From Punch.
Old Lady—Does your horse ever shy at motors?
Cabby—Lor' bless yer, no, lady; 'e didn't even shy when railway trains first come in.

HAYNES

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