

# AUTO SPELLS END TO MUCH WORRY FOR THE FARMER

Monotony and Drudgery of Old Days Now Things of Past Wherever Car Has Come Upon Scene.

The first question a farmer will ask about a motor car is, "Will it pay financially?" says A. A. Graham, Stevens-Duryea dealer.

If he means by "will it pay?" that he will get back in dollars and cents, first cost, interest on the investment, upkeep, and time he puts in keeping his automobile in condition—no. But the same would apply to the farmer's home, to his good clothes, to his good table and other needs of modern civilization.

The farmer, as a rule, when he puts his money into neat furniture, good clothes, good houses or good outside necessities or conveniences on his farm, does not get his money back. Sometimes by erecting a good house on his farm he may be able to sell it to advantage and make it pay, and sometimes he might be his own chauffeur and engage in the auto livery business and make his auto pay in dollars and cents, but these are exceptions and not the rule.

**Modern Conditions Different.**  
Then how are automobiles going to pay? The farmer's life is, at the best, frequently full of drudgery and monotony; even those who count their acres by the hundreds, if they are making a success in their line, cannot get rid of a certain amount of monotony, and it is this monotonous, day in and day out grind more than anything else that causes the farmer to break down in middle life. His wife at 40 often looks as old as her city sister of 55, while his children drift cityward where they invariably live up more than they can earn.

To the modern farmer these days are passing. He realizes that he must not put all his dividends back into working capital, such as land, stock, etc., and leave a great fortune for his city children to law over. But, if he takes more than a narrow interest in his family, he finds he must make the farm home as near ideal as possible, and he puts his money into modern living just as a city brother does. With his modern home and equipment, there must follow the motor car.

He finds that after using the automobile like the modern home, the waterworks, electric lights, telephones, etc., he cannot get along without it; that a 30 minute "spin" after a good hard day's work gives him and his family renewed energy for tomorrow; that his whole family takes a new interest in life; that they get through their tasks in better shape, and that some of the druggist's bill is less, a doctor's services are not needed nearly so much.

**Motor Car Is Solution.**  
He finds that hired help, both on the farm and in the home, are less difficult to get and keep, and that they will take more interest in their work if he does not forget them once in a while in his "spins," and also his less fortunate neighbor in this world's goods seems to have a better opinion of him if he remembers him occasionally. He finds as the years come and go that his family does not think farm life such a drudgery after all. That his boys take more interest in farm stock and farm work, and somehow the city does not seem nearly so attractive as it once did. In view of these facts, it is apparent that the motor car, more than any other one thing, will help solve the farmer's problems. The land owning man who is running ahead of the game every year is the man who stays on the farm, and buys a motor car. By so doing he keeps on the farm the brain and brawn which belongs to it, and thus finds that the motor car pays.

## 1913 LOCOMOBILE IS REAL BEAUTY

Many New Features Added to Cars, Declares Local Dealer.

"The announcement of the 1913 Locomobile contains much of interest to the ever growing number of motoring enthusiasts," says McCarthy, local dealer, who has just returned from the east. "An examination of the 1913 models shows that not only do they retain the Locomobile fundamentals, with certain refinements, but, also, that greater attention than ever before has been given to those features tending toward greater luxury, comfort and convenience."

"Three models will be built for 1913, the Six '48', the 38' Little Six, and the four cylinder '30'. These will be furnished in touring, torpedo, limousine, landaulet and roadster bodies. All have been redesigned, and the changes made on the '38' follow closely those made on the '48'.

"The attention of the observer is naturally first attracted to the newly designed straight line, flush side bodies, which are beautiful in appearance, and



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## New Representative for N. W. Field

A. H. Brown Arrives in Portland to Take Charge of Business of Studebaker Corporation; Spokane Branch Is Included in the Field.



A. H. Brown, factory head of the Studebaker Company in northwest.

A. H. Brown, the new factory representative of the Studebaker corporation for the northwest, who succeeds L. H. Rose, now with the Everett people, arrived in Portland last Monday morning from Spokane, where he had been in charge of the Studebaker branch, and assumed the management of the Portland establishment. Mr. Brown is a well-made man of about 35 years and shows by his makeup and conversation that he is very much alive to the automobile situation. His promotion in the automobile game has been very rapid since he became connected with the E. M. F. Flanders organization. Graduated from Dartmouth college in 1899, Mr. Brown entered the woodware manufacturing business, where he remained for three or four years when he entered the service of the Warner Instrument company.

Marked ability soon won him the managership of the Boston office of the Warner company, where he remained until becoming connected with the Studebaker corporation in the early part of 1911. Mr. Brown was in charge of the retail department of the Philadelphia store of the corporation for several months when he was transferred to



G. C. Nichols of local Studebaker branch, who has been named manager of Spokane branch.

Indianapolis, where he was put in charge of the wholesale department of the branch. About one year ago the Studebaker people decided to make Spokane a direct branch instead of a branch of the Portland establishment, and Brown was selected to take charge of the Spokane territory, where he remained until sent to Portland to assume charge of the northwest. It has now been announced that the Spokane branch will also be under the supervision of Portland. Mr. Brown promoted G. C. Nichols, who has been assistant manager of the Portland branch for some months, to the managership of the Spokane branch and Mr. Nichols left Wednesday to take up his new duties. C. A. Lindsay, who was made sales manager of the Portland branch some months ago, has been retained in his old position by Mr. Brown. The organization as left by Mr. Rose has not been disturbed as yet, and few changes are expected.

Charles N. Weaver, San Francisco manager of the Studebaker corporation, and L. J. Joller, Los Angeles manager, are expected in Portland the first of the week to confer with Mr. Brown on their return from the factory regarding the 1913 policy of the Studebaker people on the Pacific coast.

Incorporate several very novel features evolved by the designers, together with the most advanced ideas of both here and abroad.

"All bodies, including the closed types, are fitted with an aluminum cowl dash, which unites the long sweeping lines of the body and the straight lines of the hood in a very harmonious manner. The emergency brake and gear shift levers have been placed inside, leaving the lines of the body unbroken, this effect being further emphasized by using concealed door hinges and door handles.

"The equipment of the 1913 Locomobile is most complete. It includes a glass front so designed as to be an integral part of the car and also a newly designed cape top. The cars are fitted with a well known electric lighting system, which has proven unusually effective and reliable. Current is supplied for the head lights, side lights, tail light, hand light, and in addition, in the closed cars, the dome light, corner reading lights and the pillar lamps. The battery is carried in a cradle under the floor boards, leaving the running board free, while the control switch and

junction box are located on the dash.

"A disco starter for starting the motor has been installed, the gas for starting being obtained from a gas tank which is to be carried across the rear of the frame. Included in the equipment is an air pump for use in inflating the tires, cleaning the motor, upholstery, etc. This pump is driven from the front end of the countershaft and is in operation only when needed, there being a clutch which cuts it off the shaft at other times. Sufficient hose is provided to reach all tires."

### CONGRESSMEN VISIT DEMOCRATIC NOMINEE

(United Press Leased Wire.)  
Sea Girt, N. J., July 20.—Governor Woodrow Wilson spent this morning in drafting his letter of acceptance of the Democratic presidential nomination. This afternoon 200 congressmen are expected to arrive on a special train to visit the nominee. A reception to them will be held on the lawn and veranda of the "Little White House."

# Now is the Time to Buy a

# Studebaker

This is just the season of the year when motoring can be enjoyed to its fullest extent.

And the car that will give you this motor enjoyment unhaunted by doubt, misgivings or the bogey of high upkeep cost, is the Studebaker "20."

You can buy a Studebaker "20" blind-fold. The name has been a synonym for quality for over 60 years and eliminates any element of chance.

The quality of the Studebaker "20" is equal to that of any car made, irrespective of price.

We know, because every part of Studebaker cars is manufactured in our own plants—guaranteeing to us what we guarantee to you.

The good appearance of your car is another essential to motor enjoyment.

Note the just pride that every Studebaker owner takes in the style and good looks of his car.

You can always pick a Studebaker.

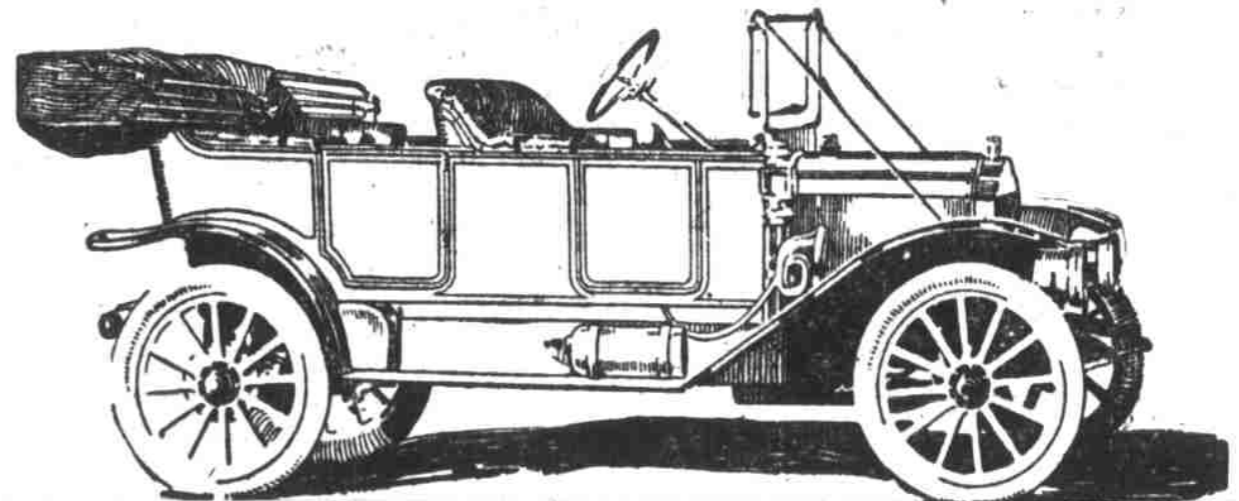
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Because of our enormously increased factory facilities made necessary to cope with the constantly growing demand for Studebaker cars, we are now in position to make prompt deliveries.

75,000 Studebaker cars in use with every owner satisfied, are convincing proof of Studebaker supremacy.

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