

OWNERS SHOULD KNOW THEIR CARS

Mr. Stewart Declares Much Trouble Could Be Avoided Through Study of the Engine.

In a lecture given last night at the Stewart Automobile Academy, at No. 221 West Fifty-fourth street, William H. Stewart, Jr., said: "Most owners seem to have the impression that a thorough knowledge of their car is unnecessary. Although with a superficial knowledge some owners may manage to drive a car, yet how unreasonable it is for a sensible man to expect service under such conditions. There is a vast difference between the mere driving of a car and intelligent operation. Simply driving a car does not mean anything. The proper shifting of gears and application of power at the proper time determines the efficiency and life of the whole mechanism."

"In the hands of an untrained person the highest grade automobile will rapidly depreciate and he is in need of constant repair, while the trained operator will prolong the service of a lower grade car. If owners would take the time and trouble to master their car they would have less trouble and expense, and would realize real pleasure and value from the investment. The real pleasure in motoring lies in knowing how to drive properly and feeling confident to make repairs in the time of necessity. Most operators make the mistake of running the car until it stops and then blame the car. "Very seldom will an engine 'lay down' without first giving warning. Nearly all troubles are in their beginning indicated by particular symptoms, and these can only be detected by one who knows the working principles. Considerable expense and inconvenience can often be avoided by knowing how to make minor adjustments at the proper time. A frequent application of the wrench and oil can be much more effective and economical than the repair shop."

TO PROTEST A.A.A. DECISION

The Abbott-Detroit Motor Company announces that it will file a protest against the recent decision of the American Automobile Association barring the company from competing in sanctioned races until next July. The company was suspended for violation of the rule regarding advertising as stock cars machines that compete in non-stock events.

W. M. Botto, vice president of the company, says: "We feel we are disqualified because of the purest technicality. The fact remains that we did enter an entirely stock car in the Vanderbilt race. The report of the A.A.A. does not even pretend to question this. And, in view of the fact that this stock car entered a field of the first American, French and Italian specially built racing cars of several times its price and horse power, and made a record of speed, reliability, endurance and consistent performance which is even yet the wonder of the motoring world, we think our enthusiasm in advertising the fact was understandable and perhaps even pardonable."

"We are particularly concerned at the six month disbarment because it prevents our entering the Indianapolis races next May."

"In consideration of all the circumstances, therefore, we feel a reprimand would have been sufficient punishment for what was, after all, merely an infringement of a technical point, and that a half year disqualification is an unnecessary hardship at a time when we are eager to show the mettle of the Abbott-Detroit cars."

REPORTS GOOD BUSINESS.

Charles E. Hess, of the American Marion Sales Company, says:—

"The two automobile shows brought us so many inquiries that it has kept all of our salesmen and most of our shop force out demonstrating day and night."

"The American struck its gait the first two days of the Garden show. This looks as if it is going to be by far the best season we have ever had. Not since I have been in the business have we had so many prospects and buyers in our store as we had last Saturday. We sold four Marions and three Americans during the day at retail."

"The chauffeur's cap having the fur drop flap is very popular. When it is out of sight. When in use it protects the back of the head and the ears."

"A most becoming automobile bonnet is of light blue beaver. It is Quaker shaped and is trimmed with rosettes and ties of satin ribbon to match."

The soft wool hats with broad brims and cords come in all colors. They may be twisted into becoming shapes and will be used for the Southern trips at this season.

The most durable pillows are those of whipcord, leather bound. They stand hard usage and do not give way at the edges.

The best chambray vests are those faced at each side. They fit closely, are very warm and do not add bulk under the close fitting coat.

For carrying wines, salads or creams the luncheon case with the ice chamber is perfect. It carries two quart bottles, two cases and tumblers.

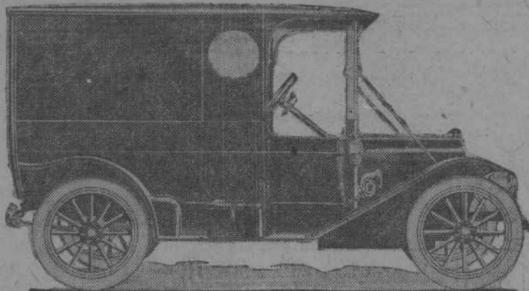
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Because some persons seem to belittle the importance of stock car races George M. Dickson, general manager of the National Motor Vehicle Company, offers a suggestion for a novel and convincing stock car race that would prove to the world the absolute importance of this kind of event. Mr. Dickson, whose company holds the stock championship, says that one way of convincing the public of the true worth of stock car races would be for the stock car contestants to supply to the Contest Board of the American Automobile Association the names and addresses of all their dealers over the country. Then he would let the Contest Board, all unknown to the manufacturers, "drop in" on these dealers and select from one, two or three stock cars such as are for sale to the public on the dealer's salesroom floor.

Then the Contest Board, without the manufacturer or dealer touching the machines, would have the machines shipped to the race course and entered in the stock car race that would settle the world's championship without one doubt.

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Studebakers Make Delivery Car



FLANDERS "20" DELIVERY CAR.

Showing to a marked degree the advance that is being steadily made toward symmetry and strength in commercial vehicle building, a Flanders "20" delivery car has just made its appearance at the various retail stores of the Studebaker Corporation. This car is somewhat of a novelty, coming as it does from a manufacturer which at its Detroit plants has heretofore built nothing but passenger cars. Its advent is also interesting in the fact that it demonstrates the team work between the Studebaker plants at Detroit and South Bend. While the chassis is made in the Detroit shops the body is a

South Bend product. The lines of the car differ somewhat from the conventional type of "camel back" construction. The right side of the body continues in a straight line to the dash, giving permanent protection to the driver, as well as increasing the sturdy qualities of the car. Plate glass windows in the sides and rear and full equipment on all models are added features. All the dimensions are generous. In the assignment of a carrying capacity up to 1,000 pounds the Studebaker engineers have remained well inside the safety factor. A chassis of this type last summer carried a load of more than 1,500 pounds from Seattle, Wash., to Hazelton, B. C., a journey of 1,500 miles.

The new Marion models have stirred up a great amount of interest, and dealers are ordering them faster than we can get them from the factory.

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For carrying wines, salads or creams the luncheon case with the ice chamber is perfect. It carries two quart bottles, two cases and tumblers.

Air cushions come in various sizes and shapes and are very restful on long overland trips.

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FAD AND FANCY FOR MOTORISTS

Shops Offer Many Convenient and Comfortable Novelties for the Automobile Owner.

One of the new foot rests opens and is fitted with a complete luncheon service. Two vacuum bottles, a sandwich box and plates, glasses and napery for four persons are included.

Another handy foot rest contains all the most needed toilet articles, including shoe brushes and the various polishes in popular use.

Men seem to take kindly to the two-in-one, that is, the wool inside glove, with the outside kid or light leather. It is warm and convenient.

The muff glove of fur, having the kid facing with mitten attached, which may be slipped off if the fingers must be used freely, are winter comforts.

The big lamb's wool lined leather boots to slip on over the regular shoes are most acceptable protection on long trips.

The motor box seat is another fitted luncheon case, which also makes an extra seat in the car if needed.

A new coat for men who do not care for the heavy fur ones is made of beaver cloth, satin lined, and has the innovation of a Persian lamb collar.

The chauffeur's cap having the fur drop flap is very popular. When it is out of sight. When in use it protects the back of the head and the ears.

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EUROPEAN TOURS GROW IN FAVOR

Motorists Also Making More Trips Along Southern Routes Than Formerly, Reports Club.

According to a statement issued by the foreign department of the Touring Club of America, many American motorists are preparing to take their cars abroad to tour the Continent in the next few months. Many of these automobilists have received through the Touring Club road directions which have been compiled by the club under the direction of its foreign department. These tours cover interesting trips, taking in the historic and scenic points of interest in localities where the very best accommodations are obtainable.

The club has affiliations with the Touring Club of France, the Touring Club of Italy and the Automobile Association and Motor Union of Great Britain, where special courtesies are extended upon presentation of an introductory card.

There is a noticeable increase in the number of inquiries relative to touring and road conditions in the South this winter. A number of tourists are driving their cars over land, taking the capital to capital highway on the southward trip. They expect to return North over the National Highway, which will be in much better condition for travel next spring than ever before owing to general road improvement.

Among the motorists now on Southern tours are—C. B. McCordie, New York to Florida, over the Capital Highway, returning by the National Highway; Thomas E. Noyes, New York to Tampa; S. H. Pomeroy, New York to Florida; R. W. Nelson, New York to Atlanta; Thomas A. Briggs, New York to Jacksonville; H. T. Johnson, New York to Palm Beach; Daniel

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This brief synopsis of the specifications gives you the main facts covering this \$1500 car. A car of any other make, with like specifications, cannot be found for less than \$2000.

Right now the Overland is outselling any other similar car in the world. Would this be possible if we did not give more car, and a better car, for less money than any other maker in the industry?

By all means see this car before you buy. It surely should not take much to convince you that the purchase of a car for \$1500 which generally sells for \$2000 is good business. And we can prove by a point for point comparison that our \$1500 car is the part for part equal of any \$2000 car in America. It will give you the comfort, speed, power, seating capacity, service and wear.

Write us, or ask our dealer, for a big free catalogue, which gives you all the facts and specifications of not only this car, but the entire Overland line. You can see this car at once at the address below.



A Practical Comparison

This Forty-Five Horsepower Touring Car \$1500; Equipped with Self-Starter Only \$20 Extra

EVERY man likes to make every dollar he spends go as far as possible. He won't exchange it for seventy-five cents' worth of merchandise, from one man, if another offers him an even dollar's worth for a dollar. Ten cent soap is worth ten cents—not fifteen. Any automobile manufacturer can talk to you in a general way about the unheard of value his car represents. But general statements do not count for very much. They are meaningless. They prove nothing.

While most of the advertising writers are trying to get your attention by flat, general misleading statements in an effort to cover up the high prices on their cars, we want to talk to you on the same and practical comparative basis of facts and figures.

When we make the claim that our big forty-five horsepower five-passenger touring car at \$1500 is the equal of any \$2000 car on the market, we can prove this to be an actual fact. The better you are acquainted with automobile conditions, cars, prices, specifications, &c., in fact, the more you know about the automobile industry the more you will realize this to be true.

What do cars of this type usually sell for? You find them for \$1700, \$1750, \$1800 and \$2000 and some higher. But why should you pay the higher price? You will find these higher priced cars are

no better—no larger—no more powerful—no more comfortable, than this car for \$1500. So why pay more? You will find the motor no larger—the seating capacity no greater—the finish and appointments no finer. So, if you get no more, why on earth should you pay any more?

"How can you make a car of this size and power to sell for \$1500 when other makers get \$2000, and more, for cars that are almost identical?" you ask.

It is possible for the very practical reason that we are the largest automobile producers in the business. We make 25,000 cars where the average standard maker produces but 5000 and less. Having five times the manufacturing facilities, we are actually able to produce an automobile at from twenty to thirty per cent less cost. And this difference is found in our price to you.

So much for figures. Now, let's get down to the specifications, for the specifications represent the real intrinsic value of any automobile. This car has a powerful forty-five horsepower motor; the wheel base is one hundred and fifteen inches, the transmission is selective, three speeds and reverse, fitted with the F & S annular bearings, which are used on the most expensive cars in the world. The gear and crank casings are of pure aluminum. The control is to the centre. The front axle is a drop forged I-section fitted with the finest Timken bearings. The rear axle is full floating, also fitted with Timkens. The frame is

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The Willys-Overland Company, Toledo, Ohio

C. T. SILVER, Eastern Distributor

1599-1601 Broadway, New York, at 49th St.

Telephone—6741 Bryant

BROOKLYN BRANCH

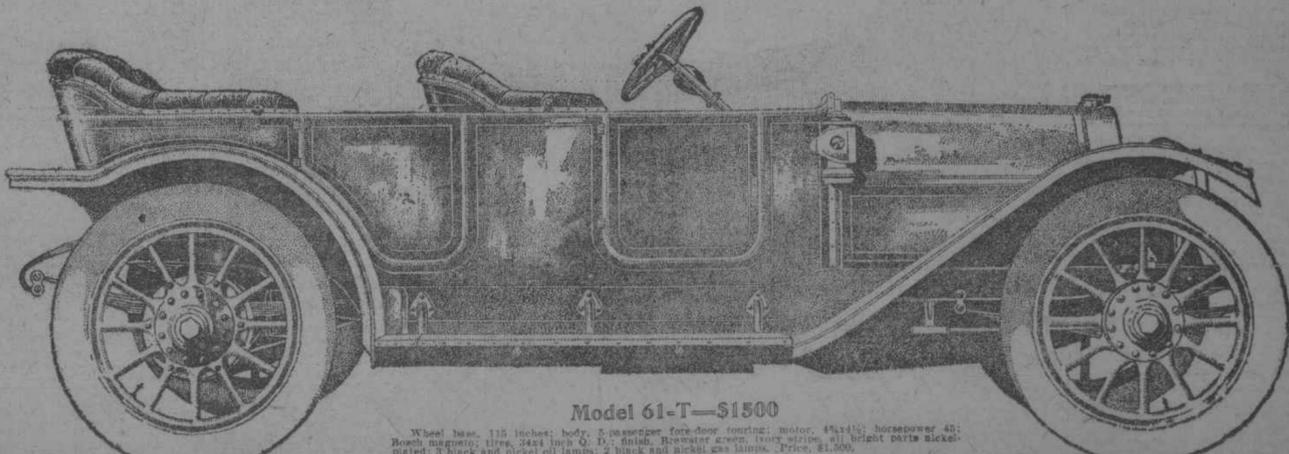
1295-1297 Bedford Av., Cor. Atlantic Av.

Telephone—6066-6067 Bedford

NEWARK (N. J.) BRANCH

588 Broad St.

Telephone—6450-6451 Market



Model 61-T—\$1500

Wheel base, 115 inches; body, 5 passenger four-door touring; motor, 44-hp; horsepower 45; Bosch magneto; tires, 34x4 inch Q. D. S. Inside Brewster green, ivory stripes, all bright parts nickel plated; 3 black and nickel oil lamps; 2 black and nickel gas lamps. Price, \$1,500.

No-Rim-Cut Tires 10% Oversize Save \$1,000,000 Monthly

Goodyear No-Rim-Cut tires now far outsell any other make. The multiplying demand is sensational. The present demand is three times larger than one year ago.

We have proved that these tires cut tire bills in two. And tens of thousands of users have proved it.

Based on present demand, that saving this year means a million a month to motorists.

900,000 Tested Out

That demand is based on actual experience with 900,000 Goodyear tires. The demand is increasing by leaps and bounds because of what users say.

It has reached a point where no other tire compares in sales with Goodyears. And 127 leading motor car makers have contracted for these tires this year.

The Reason Why

Men who know that one tire can't run-out don't want tires that do. When oversize tires cost the same as the skimpy, men want the oversize.

Statistics show that 23 per cent of all ruined clincher tires are rim-cut.

Men want to save that 23 per cent. Experience proves that 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

Men want that 25 per cent. And No-Rim-Cut tires now cost no more than other standard tires. So men naturally want the best.

The Only Way

We control by patents the only way to make a satisfactory tire of this type. Our Tire Book will prove that to you.

There are only two ways. One is to cling to old-type tires—the hooked-base clincher tires. The other is to get the Goodyear No-Rim-Cut tires and cut tire bills in two.

The figures show that men who know choose the latter way.

Our 1912 Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.

Advertisement for Goodyear No-Rim-Cut Tires, featuring the 'Bulldog Grip' logo and text: 'THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio. New York City Branch—64th and Broadway'

Advertisement for Studebaker cars, featuring text: 'Astoundingly Attractive Prices. Prepay at the Inventory Sale of Used Cars Now Going on at STUDEBAKER'S. Handomely refinished and overhauled Touring Cars, Limousines, Town Cars and Taxicabs offered at ridiculously low winter prices to gain the room they occupy. Your money will never again buy one-half the value that is represented in these bargains. Furthermore, you run no risk in buying from us—our statements are reliable. Also extra highest quality New Landau-Jet Bodies and Inside Drive Coupe Bodies. Runabout and Touring Bodies at a price that will move them. ACT QUICK. STUDEBAKER Broadway & 59th Street, New York City. PHONE 7161-COLUMBUS. OPEN EVENINGS'

Advertisement for 20th Century Automobile Co., featuring text: '20th Century Automobile Co., 1700 Broadway, corner 54th, third floor. 100 Cars, All Makes—1912-11-10. Winter Sale of Closed Cars, including Renault, Stearns, also, Stinson, Jones, Chalmers, Cadillac, Studebaker. CLOSED BODIES \$100, \$150, \$200, \$250. Time Payments; Trades Made; Demonstrations Given. ITALA STEVENS PIAT STEARNS. Dealers' Auto Exchange, 1789 BROADWAY, PHONE 1941-COLUMBUS. GET THE PETER BARRETT MFG. CO. TO BUILD YOU MOTOR TRUCK AND DELIVERY BODIES. High class work, prompt delivery, prices right. Telephone 1485-1416. JOHNSON, corner NATY, Brooklyn. Automobiles—50c. Use Daily and Sunday. No Extra Charge for Display Type, Double Price for Cabs.'