AMONG THE AUTOMOBILISTS

SIXTY MILES OF PLEASURE PARK FOR FIFTH SHOW.

Annual Exhibition of Automobile Club of America Will Take Place Amid Figures of Commercial Motor Vehicles—Jersey Revokes a Licensee—Gossip.

The exhibition committee of the Automobile Club of America announced yesterday the definitely settled plans of arrangements for the coming annual show to be held under the Grand Central Palace October 19 to 26. There will be more different makes of pleasure cars, commercial cars and two types of commercial motor vehicles. The members of the American Motor Car Manufacturers Association have taken most of the space on the main floor and in the centre will be found the Ford, Rex, Mitchell, Maxwell, Reliance, Cartercar, Stoddard-Dayton and Wayne cars. On the Lexington avenue side will be found Buick, Cadillac, Marmon, Oldsmobile, Pierce-Arrow, Lozier, Russel, Yale, Stoddard and Knox models will be seen. Right on the Depew place side the Crawford, Reo, E. M. F., Marion, Welch, Imperial, Cartercar, Frontenac, Cole, Dragon, Velie and Buick cars and the Reo motor truck will be displayed. The Forty-fourth street side will be occupied by the Pierce, Courtesy, Jackson, Maxi, Cadillac, Oldsmobile, Marmon, Stoddard and Knox cars, while on the Forty-fourth street side will be the Overland, Imperial, Welch, Kingston, Kissel, Simplex, De Dion, Elmore, Franklin, Lozier, American, Mora and Cartercar.

Though the first gallery is to be principally occupied by the 60 members of the Motor and Accessories Association there will be a number of cars shown there, including the Lozier, Huntington, Herman, Schacht, Cameron, Elmore, Knox, Briggs-Detroit, Reliance, Dayton and Stoddard-Dayton. In addition there will be a number of motorcycle exhibits and a fine showing of commercial motors, including the Lozier, Logan, Miller, Reliance, Mitchell, Mack, Rapid, and Frazer Miller. The second gallery will also provide an interesting place for visitors to the theatre, restaurant and exhibit of the Auto Club of America is to be installed there as well as a great number of accessories, displays.

J. P. L. Smith, Commissioner of Motor Vehicles for the State of New Jersey, has revoked the automobile license of James P. McNichol of Philadelphia after investigating the charge that Mr. McNichol's car violated the speed limit at Ellwood, N. J., last month. Commissioner Smith had the Ellwood police of the peace and his officers and witnesses before him at his office on Trenton on Friday and had notified Mr. McNichol and his chauffeur, Charles F. Rusch, to be present at the same time. Mr. McNichol sent word by his driver that he could not be present, but Commissioner Smith decided to go ahead with the hearing as the Ellwood men were present. Rusch was reprimanded but his driving license was not taken away from him. Commissioner Smith issued the following statement concerning the case:

I have examined into the alleged violation by Messrs. Rusch and McNichol of the motor vehicle laws of this State, the charge being that they had covered a measured mile in 1 minute and 15 seconds. The statements of witnesses who appeared before me to-day satisfies me that the violation did in fact occur, and that the machine owned and operated by Mr. McNichol and driven by Mr. Rusch was driven over this measured mile in the time indicated. I have further examined into the alleged charges of illegal practices by the police of Ellwood City, Gloucester and Mullica township and find no foundation for the charges. Under the circumstances, inasmuch as Mr. McNichol has not appeared, although I was advised that he would appear in person and be represented by counsel, I consider it my duty to revoke his registration certificate.

I have determined for the present not to revoke the driver's license of Mr. Rusch, but I have warned him that any subsequent violation of the motor vehicle law by him will result in the revocation of his license. I have also decided to afford Mr. McNichol a hearing at a subsequent date, in order that he may have his registration certificate reinstated if satisfactory reasons appear therefor. In the meantime his registration certificate, No. 20,[illegible], will stand revoked, and our agents will be duly notified that no registration certificate shall be issued to him until further order. I have also written to Mr. McNichol an official notification of such revocation, and have personally notified Mr. Rusch, the driver, of my action.

The members of the Binghamton Automobile Club, Binghamton, N. Y., have elected the following officers for the coming year: President, B. F. Webber; vice-president, William G. Frantz, and secretary-treasurer, S. M. Fredge.

The Automobile Club of France is looking for a first class racing circuit on which to hold the 1908 Grand Prix, and has sent broadcast a request for applications. Essential qualities are a length of not more than sixty-two miles, no railroad crossings, no large villages immediately on the course, but some large towns capable of serving as headquarters must be within easy reach. A course of fifty miles around would be preferred to one of sixty-two miles, but as the new regulations are likely to bring forth a large number of contestants, safety calls for the increased distance. Naturally the Dieppe authorities will put in a plan for the continuance of the favor bestowed on them this year, to be selected as the scene of the French international automobile race is the greatest honor a provincial municipal council has yet conceived—but Dieppe will not receive preferential treatment. It is a foregone conclusion that the district selected will be asked to hand over a few thousand francs to meet expenses, but there is not likely to be any difficulty in raising the amount. Dieppe is suggested as a permanent course by many automobilists who would prefer greater economy in the organization and believe that by reason of its nearness to Paris this circuit would be an excellent ground for all kinds of competitions.

There is an impression, more or less prevalent, that the automobile is a machine of short duration and that it would be difficult to find many that date back to the early days of the industry, says the *Automobile*. Any one who wishes to disabuse himself of such a notion will not find it difficult to do so, particularly if he is located in one of the larger automobiling centres. He has but to respond to some of the alluring baits held out by a few of the many secondhand dealers, and, equipped with a knowledge of what cars were, and what they are to-day, compare the printed description and its subject lined up awaiting a purchaser.

To the average autoist of to-day a car of the vintage of 1902 is a relic in about the same class as Fulton's first steamboat, and he would be amazed to find the number in existence not alone of the year in question but those preceding it. Like the maid who has left her prime behind, the secondhand man is fond of lopping off years, and it does not trouble his conscience much to say 1904 when he should say 1901. It takes one well versed in the models of different years to be able to say with certainty the date of their origin, particularly where foreign cars are concerned, one dealer calmly offering a French car as of the year 1903 until the knowledge of the prospective purchaser forces him to admit that it dates back to 1900, though rebuilding had obliterated many of its early earmarks.

American cars of former years are generally easier to distinguish, but nevertheless it is little short of marvellous the number of them that are still far from the scrap heap. That so few of them are seen running in the cities would appear to indicate that their outlet is found in the rural districts. Yet if a contest of old timers, such as has been held on the other side, were to be run, the number that would come forth even in New York city would be little short of eye opening.

The commissioners of Howard county, Ind., may test the highway law passed at the last session, and pending the outcome proceedings on all road improvements in the county have been stopped. Provided that it is traversed by a rural free delivery mail route and connects two other improved roads, a county is compelled to build a road on the petition of fifty property owners if the distance is less than three miles. There are, it is said, sixty-eight new roads in Howard county either under course of construction or petitioned for, and the cost would almost be sufficient to bankrupt the county.

AUTOMOBILE NOTES.

The White company have just issued their Bulletin No. 13, which is devoted mainly to a description of the new factory in which the White Steamers are made. The pamphlet is copiously illustrated with two color engravings, showing some of the notable features of the plant. The new White manufacturing establishment contains many novelties in factory construction, such as a great centre corridor, 600 feet long by 30 feet wide, which is used solely as an avenue of communication between the other units of the plant. The factory is a one story structure with sawtooth roof, so that every part of the plant has an abundance of natural light. There is a basement under each department for the storage of material, the basements communicating with the main floor by means of electric elevators. The factory is so thoroughly fireproof that it is not insured, the company carrying its own risk, such as it is. The factory equipment is of that high grade which would naturally be expected of a company of practically unlimited resources. The most interesting feature of the plant, however, is the highly developed methods of large scale production, the outgrowth of an experience of thirty-five years in the production of high grade machinery in quantity. A typical illustration in the bulletin shows a double cutting machine making a certain part of an engine rod. This machine having been found adjusted to make this rod not to be surpassed in its one order work, it has been made practical to do the same work upon a supply of engine rods, it is now operating twenty machines, combined with the popularity of the product, which has made the White company the largest manufacturer of large touring cars in the world.

A few pages in the new bulletin are devoted to an comprehensive of the White models for 1908. The new machines show no fundamental changes as compared with the cars of the present season, and the prices are unchanged.

It was reported to many of those who witnessed the 17 hour race at Brighton Beach and Sports Park that the only car that could have made the remarkable showing of the same track, in view the frequent penalty stops and long repairs from all its competitors, is the 40 horse power Thomas, which recently made a new American record running at Brighton Beach. In that race Bulkeley covered the same course as the competitors finishing at the Sports Park track. Those who judged the Thomas performance by the great popularity it enjoyed on the opening of the Brighton Beach course, as well the Brighton Beach and Sports Park, in consequence of its smooth and easy motion, although the Thomas succeeded in covering the same distance as the competitors, the fact that the cars in which they were both contestants were not on different tracks must have entered into the question. The advantage is more important and should in the event of a duel between these cars the scale in favor of the Thomas, in that the Sports Park track on which the Bulkeley was in evidence is 1/8 of a mile long and very smooth, while a car can be worked at full speed while the Brighton Beach oval on which Bulkeley was victorious is but one mile in length. The hedge of experience for 17 hour endurance can be only played on that car which is victorious over all others after competition on the same track and under the same conditions.

An opportunity of witnessing the tests for supremacy in the near future if there are several other Winter events are scheduled.

In the Teddy bear to forestall the rough criticisms of his godfather and become an automobile enthusiast. This seems likely, according to F. M. Hobbs of New York. He says: "I felt I did not toward anything a excuse for carrying Teddy bears on the hood of cars in a one day drive. I ran from Boston to New York with the new six cylinder Berliet the other day and the Teddy bear and his flag made a sensation all along the route. The bear is a sitting fellow, sitting over the radiator with his legs straddling the water cap and his arms clasping a steel rod from which flies a handsome silk flag, the creation of Mrs. Curtis Phipps, a Berliet enthusiast of New York. The flag is of the fish tail design and has on it a bear with a dome in crimson with Berliet picked out in white on the background. This flag and the bear caused constant comment, and from the exclamations of the women in the cars I passed I know that there will be Teddy bears and pennants on a lot of other cars in the near future. The bear looks wonderfully cute and he's a lot of fun.

An Acme car containing A. Newstetter, L. N. Rusch, superintendent of the Reading Eagle, Marcus D. Fackes, business manager of the Reading Herald, and Dr. W. I. Kline of Reading has just completed a tour over the Glidden tour route. The party was out for a pleasure trip and travelled leisurely, making stops at the principal cities and also making many side journeys to places of interest. At the conclusion of the trip the odometer showed that the car had gone 2,368 miles. At Moselton, Ohio, the farmer home of Mr. Newstetter, the tourists were given a reception. The roads on the Alleghany Mountains were reported extremely bad in condition and at one place it was impossible to drive the car more than seven miles an hour.

What is regarded as one of the most complete and comprehensive booklets that have been published on the 1907 Glidden tour has just been issued by R. M. Owen & Co., the general sales agents for Reo cars, whose executive offices are in New York and factory offices at Lansing, Mich. The size of the twenty four page booklet is 6x8 inches. It is replete with halftones illuminating many of the descriptive matter which appears therein for the first time. Among the many other good features which it contains is a series of clear and accurate maps showing the route of the Glidden tour and the towns passed through in each of the seven States including all the principal towns covered in the 500 mile official non stop dash made by the 16 horse power Reo No. 33, from New York to the Jamestown exposition, after finishing the Glidden tour with a perfect score. The booklet cannot help but prove helpful to every motorist, and particularly to him who has some designs of visiting the Jamestown exposition before the touring season closes.

A change in the methods of long distance freight transportation is presaged by the trip of a Mitchell motor truck which is now in progress from Chicago to New York. The car is a four cylinder 22 horse power motor truck made by the Mitchell Motor Car Company, of Racine, Wis., and its net weight is 2,250 pounds. It carries a load of 3,000 pounds, consigned to a New York wholesale house. Economy and reliability are the factors to be determined by this test rather than speed. The amount of gasoline and lubricating oil will be carefully measured with reference to the operating cost per mile. It is expected that two weeks will be consumed in making the trip. The driver is instructed to average about 50 miles per day, stopping at night. The route passes through South Bend, Toledo, Cleveland, Buffalo, Rochester, Syracuse, Utica and Albany.

When the Franklin company brought out the auxiliary exhaust it was looked upon as about the most radical improvement to be made in a gas engine, and many predicted its failure. In fact, it was immediately tried by other manufacturers and abandoned, but with the Franklin company it was a success from the start. This and other new things introduced by this company, which in every case have proven a success, puts away any doubt as to the concentric valve. That the concentric valve adds to the power of a gasolene motor there can be no doubt. It increases the maximum incoming charge without increasing the internal surface or space. This valve also makes possible the use of a perfect dome head, a design well known to be of advantage. The Franklin company has had automobiles running with the concentric valve engine since October, 1906.

A six cylinder, shaft drive, high powered car will be a member of the Lozier family the coming season. For the past twelve months the Lozier company have been considering the addition to their line, and several months ago the step was decided upon. The six cylinder will be known as Type I, and will embody all of the details of the new shaft drive four cylinder car with the exception, of course, of the details relating to the motor. The motor will have six cylinders cast in pairs, with 4⅝ inch bore by 5½ inch stroke. By A. L. A. M. rating the horse power developed will be 51, although the car will be called a 50 horse power. The Lozier company is the first American manufacturer to officially announce all ratings under A. L. A. M. formula. As compared with the former ratings, this car will develop power considerably over 60. It will have a speed of 70 miles per hour. The motor will have ball bearing crank shafts, double ignition system by storage battery and high tension magneto, and all of the features which have distinguished the four cylinder Lozier motors. The wheel base is 131 inches, with a radiator directly over the front axle. The car will sell for $6,000 with touring car body, and complete equipment. The Lozier complete line of 1908 will therefore comprise three cars—40 horse power four-cylinder, chain drive, $4,000; 45 horse power four-cylinder, shaft drive, $5,000; 50 horse power six-cylinder, shaft drive, $6,000.

One of the most interesting demonstrations in rapid tire changing was given on Friday afternoon by J. E. Demar at the headquarters of the Crescent Rim Company, this city. Heretofore, when automobilists were afflicted on tour by punctures or blowouts, from 20 to 30 minutes were spent in repairs. From now on, however, from one minute to one minute and a half is the time consumed for a change if the autoist's machine is equipped with the Crescent rim. Mr. Demar has made arrangements with all the big tire concerns to carry the new time savers, which take any clincher tire. Six bolts hold the rim in place and they can be removed and replaced in the time mentioned by the average motorist using an ordinary ratchet wrench. Mr. Demar states that he has now on hand over 30,000 sets of these rims, so automobilists who cannot brook delay under any conditions have an opportunity of eliminating one of the most frequent troubles of moforing. The demonstration at the Crescent headquarters was made on an ordinary Packard wheel equipped with a Michelin tire.

The magical number "13," courted by few and shunned by the majority, has been registered as a landmark in his automobile career by Gaston Plaintiff, the general manager of the Ford Motor Company's New York branch. Friday, the 13th, auspicious day, advertised throughout the country by Tom Lawson, was the birthday of one of the ablest retailers in the auto trade. To dispel the supposed hoodoo with which superstition has for ages surrounded this number Mr. Plaintiff issued orders to his staff that he wanted just thirteen sales of Ford cars before the clock turned 6 that evening. Dull as the season is at this time, his men got busy and by 5 o'clock on Friday afternoon they had totalled twelve cars between them, mostly four cylinder Ford runabouts. This was as far as they could proceed, when Mr. Plaintiff himself came to the rescue with a sale of a six cylinder Ford runabout to a man who did not intend to place his order until the show.

Tommy Burns spent two weeks in Detroit picking out an automobile and after having as many demonstrations as there are models in the City of Straits, selected a Winton.

A Matheson has been entered for the Morris Park "twice around the clock" race, which may be on September 27 and 28. Frank Lescault is slated to drive the car, with J. B. Ryall as his alternate. This will be the first time the Palmer and Singer Manufacturing Company has entered a Matheson in a twenty-four hour contest, its previous appearances having been made by private owners without any preparations, and its friends hope it will finish among the first three.

Included in the Oldsmobile line for 1908 will be a six cylinder model of 60 horse power which is to be known as the Oldsmobile "Six-sixty." It will make its debut at the show in Madison Square Garden early this fall.

A record breaking exhibition of unusual character and results is that of the non-stop run of the chassis in the Corbin show window now in progress. Since the starting of the motor, last Monday by Fred Wagner it has given a remarkable illustration of its efficiency, and registered 2,453.1 miles at the end of the hundredth hour, with everything running perfectly. This performance adds to the prestige already won by this car by its reliable work under all conditions the past season.

Walter Christie's world's circular track record of the mile in 52 seconds at Minneapolis, September 7, adds another to the list of Diamond Tread tire achievements. All of Christie's racing the past two years has been on these tires, and he has never had an accident due to tire trouble.

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

ANNOUNCEMENT

The New Salesroom for *The Great Arrow*

THE GREAT ARROW CAR now has a New York salesroom as convenient as the car itself is efficient and as the factory in which it is made is complete. This salesroom is in West Fifty-fourth Street, between Broadway and The Automobile Club of America. Here in our own building, with four floors at our disposal, the 1908 Great Arrow Cars may be seen. Here you are welcome whether you are the owner of a Great Arrow, the prospective purchaser of one or merely an admirer of a good car.

1908 Great Arrows: 4-Cylinder Great Arrow, 40 H.P., $5,000; 6-Cylinder Great Arrow, 40 H.P., $5,500; 6-Cylinder Great Arrow, 60 H.P., $6,500.

HARROLDS MOTOR CAR COMPANY
Salesroom and Machine Shop
233 to 237 West 54th Street, New York

SMASH!! GO AUTOMOBILE PRICES

To clear the way for the coming season a number of reliable manufacturers have arranged with us to dispose of the remainder of their 1907 stock which we have undertaken to do quickly and have therefore made the prices attractive enough to keep things moving.

Absolutely New Touring Cars.
1907 40 H. P. Craig-Toledo Runabouts, the best roadster built in America, the handsomest, most durable and one of the fastest cars. Regular price $4,000. Our Price, $2,250

$2,500	1907 Delaunay, 35 H. P. at	$1,600

Also a famous American car, the name of which we cannot advertise.

$3,500	50 H. P. Touring Cars	$1,700
$2,500	35 H. P. Touring Cars	$1,400
$2,350	Touring Car	$1,350
$2,150	Touring Car	$1,250

Don't miss this opportunity. If you cannot call, write.

We are the largest dealers in NEW and SECOND HAND automobiles in the world, carrying in stock 300 to 500 machines always on hand. Do not buy before you see our line. It will pay you.

TIMES SQUARE AUTO CO.,
1599-1601 B'way (cor. 48th & 49th Sts.)
Telephone 3421 Bryant

1908 Royal Tourist

45 H. P. 4 cyl. Touring Car,	$4,000
45 H. P. 4 cyl. Limousine,	$5,000
60 H. P. 4 cyl.	$5,000
60 H. P. 6 cyl.	$5,500
70 H. P. 6 cyl. Racer.	$5,500

C. P. DUERR & COMPANY, Inc.,
2182 Broadway, N. Y.
Near 79th Street Subway Station.
Tel. 7573 River.

Matheson

A slightly used 1907 Matheson is offered for sale at an attractive price. Guaranteed perfect condition.

Palmer & Singer Mfg. Co.,
1619 Broadway, N. Y.

ALUMINUM AUTOMOBILE BODIES.
Highest Grade Only.
MOTOR REPAIR WORK.
Complete Cars; Immediate Delivery.
J. M. Quinby & Co.
Newark, N. J.
Adjacent Lackawanna Station.
Established 1834.

AUTOS: REMOVAL SACRIFICES
Manhattan's Pioneer Automobile Establishment
Will sell ANY Auto at any price
To ANYONE with any cash; get busy!
Secure RELIABLE Autos at prices never touched!
Six swell Packards (Runabouts or Touring), $900 to $1,400; Pope-Toledos, $900-$1,400; Pope-Hartfords, $550-$1,400; Premier (new), $650; New Grout, big cut; Rainiers, $600; Clevelands, $1,250; Cadillacs, $100-$350; Waynes, $300; Darracq, swell Runabout (worth $4,500), at $1,200; Rochet-Schneider Runabout (cost $7,000), $800; Loziers, $1,050-$2,500; Limousine Cars, from $900; Locomobiles, "F" model, $700; "H" models, $1,300; Peerless "30," $650; Aerocar, 1907, $850; 250 other unusual opportunities, including MERCEDES, PANHARDS, PIERCES, &c. Offers submitted.
DEMONSTRATIONS CHEERFULLY allowed. No deposit required!
100 New Automobile BODIES cost of Trimming. All kinds. TIRES, Horns, &c., any price.
BROADWAY MAMMOTH AUTOMOBILE EXCHANGE,
247-249 W. 47TH ST., NEAR BROADWAY
After Oct. 1st, 239 to 245 West 56th.

A MONEY RAISING SALE!
Frankly we need ready cash; therefore to make this a RECORD sales week we are making some TREMENDOUS and SENSATIONAL cuts.
$15.00 8 inch Searchlights, cut to $7.45
$25.00 8 inch Neverout Searchlight $8.75
$29.50 8 inch Rushmore Searchlight $12.50
$7.50 Tail Lamps $3.75
$5.00 Tail Lamps $2.25
Round and Square Side Lights at half price.
$8.50 30x3½ Automobile Tubes, GUARANTEED, for $4.50.
Big Bargains this week on Automobile Tires; all makes.
No matter what you want we have it at EYE-OPENING PRICES!
Why go Uptown and pay more?
E. J. WILLIS CO., 8 Park Place near B'way
Few doors east of Park Place Elevated Station.
The largest Auto Supply House in America.

LOZIER

ATTENTION

The LOZIER policy of looking carefully to the needs of a customer's car assures the purchaser that the right thing will be done at the right time, and to the benefit, therefore, of the car, the customer, and ourselves.

We interpret "THE LOZIER GUARANTEE" generously, and your purchase of a LOZIER MOTOR CAR enlists our attention forthwith. We have been in business for twenty-two years, and are in to stay.

IMMEDIATE DELIVERIES
1908 TYPE G 40 H. P.
$4,000
OCTOBER DELIVERIES OF TYPE G 40 H. P. LIMOUSINES, $5,000
55TH STREET AND BROADWAY

FIAT

FALL ANNOUNCEMENT

Beginning Monday, September 16th, we shall exhibit a full line of FIAT 15 H. P. Town Cars, Shaft Drive, with Mylord, Coupe, Landaulet and Limousine bodies.

These cars have never before been publicly exhibited.

Inspection is invited.

THE HOL-TAN CO.
Broadway and 56th Street, New York.

Locomobile

The Reliable Car

1908 Model
Type E
TOWN CAR
Just Received

An ideal car for Winter use. High grade—Moderate Horse Power.
Inspection Invited.

Touring Cars, Runabouts
Fall Deliveries

The Locomobile Co.
of America
76th St. and Broadway

AUTOMOBILE ROAD MAPS
Of New England, New Jersey and New York by districts. Complete, accurate and convenient. Sold by dealers or by mail. Descriptive catalogue free. GEO. E. WALKER & CO., Boston, Mass., or L. H. BIGELOW & CO., 49 Broad St., New York.

BARGAIN.
Mercedes, American, 1906, seven pass. Touring Car, perfect order, $2,500. AUTOMOBILE SALES CORPORATION, 1661 B'way. 800 other new and slightly used cars. Send for list.
BARGAIN.

ELECTRIC AUTOMOBILE—$500 buys a Waverley electric 1899 model; good as new. KING, 690 Flatbush av., Brooklyn.

AUTOMOBILES. AUTOMOBILES.

FORD

"SOUND LOGIC" TALKS

LOOK UP MAKER'S RATING BEFORE BUYING.

PERHAPS YOU HADN'T considered how important to you is the financial soundness of the concern whose car you contemplate buying.

MOST PERSONS DON'T. They listen to the story of silvery-tongued salesmen, and, their eyes and senses dazed by the fine finish on the body, pay out their good dollars for a car without a thought to whether the maker will be in business a year hence.

HERE'S SOME ADVICE intending buyers will do well to ponder and to heed—especially in view of recent happenings in this industry.

THE FINANCIAL SOUNDNESS of the maker is a vital consideration to you—if you think of buying his car.

THE MANUFACTURER'S GUARANTEE IS VITAL—it behooves you to ascertain what the chances are of his being there to back it up when called upon to do so—will he be in business or will you be referred to an assignee?

THE REPLACEMENT OF PARTS is vital—if the factory is bankrupt, the jigs, tools, patterns and drawings scattered among junk dealers, where do you get off at when you wear out or break a part of the car?

FOUR YEARS AGO certain promoters, hoping to monopolize the industry and uphold high prices by restricting the output, organized a trust and called it "The Licensed Association of Automobile Manufacturers."

UNDER A SMUG PRETENSE of safeguarding the interests of the buyer and guaranteeing him replacements of parts, they claimed that "only concerns who could prove their ability to make a practical motor car and whose financial condition was sound" would be admitted. What a farce this has proven to be!

THE ONLY GUARANTEE that is worth shucks to you is the backing of a going concern—the one to whose interests it is to care for old patrons in order to get new ones.

BEWARE OF "ASSEMBLED" CARS—not only automobile makers, but several parts makers are tottering to a fall today—haven't the knowledge, the experience or the facilities to compete with well-organized plants; besides—they've taken some "bad money."

BEFORE CONSIDERING SUCH A CAR you ought to know, not only the standing of the concern whose name plate is on the body, but you should look into the financial rating of the maker of every other vital part, as motor transmission, steering gear, axles and frame—else where will you obtain a replacement?

EVERY PART OF FORD CARS is designed by Henry Ford—he makes the first rough sketch, his O. K. goes on the last finished drawing; and he personally tests the quality of every new model.

WE LIKE TO SAY that Henry Ford's blood runs in every vein of Ford cars—they have a personality, an individuality. Ever think what that signifies—how much it has contributed to the success and the standing of the Ford Company and its product?

FORD FORESIGHT (our competitors have called it "Ford luck") saw all this coming; and Ford cars, Ford prices and the Ford policy—so severely criticized a year ago, so universally commended today—were all designed to meet the very conditions which now obtain.

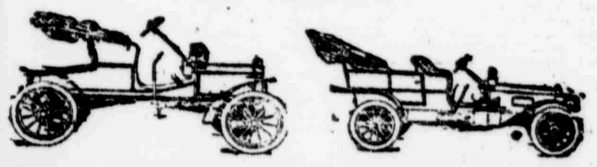
LOOK UP THE RATING of the various makers in Dun's or Bradstreet's. If not a subscriber to either, ask your banker—he'll know or he'll be able to find out. And while you're about it, ask about the Ford Motor Company—you've got a surprise coming.

AND DON'T FORGET to ascertain whether "assets" are represented by a junk pile of imperfect parts, a scrap heap of experimental failures or a lot of "bills receivable" that are not collectible.

MISTAKES?—YES! WE MAKE 'EM—made 10,000 this year of one kind and 1,000 of another—Ford Runabouts and "Sixes." You remember our esteemed competitors said these both were mistakes. Now they—those still in business—are copying the Six and have come to realize that the biggest "mistake" the trade ever made was in "bucking" the Ford runabout—they advertised it.

ANY FORD OWNER can buy any part of any Ford car ever manufactured—and he can get it at a moment's notice. That's one of the strongest "talking points" about Ford cars.

"Watch the Fords go by."



MODEL "N," 4-CYLINDER $600. MODEL "K," 6-CYLINDER $2,800.

FORD MOTOR CO.,
1721-1723 Broadway. Tel., 4987—Columbus.
Downtown Store, Broad-Exchange Building.
Brooklyn Store, 20 Halsey Street.
Newark Store, 15 Hill Street.