

COAST OFFERS BIG FIELD FOR THE AUTO TRUCK

San Franciscans Back Big Company to Motorize Adjacent Territory

E. P. Brinegar Gives Details of New Corporation That Will Press Adoption of the Commercial Vehicle

The announcement that the full and extensive line of motor trucks of the General Motors company would hereafter be handled by a new corporation, of which E. P. Brinegar is the head, has set at ease the mind of many dealers along automobile row.

The value of this agency has been realized by all and there has been for some time quite a guessing as to who would secure the financial plum. The broad range of models makes it possible for the new corporation to be a competitor of every other make in the market. This fact is what has kept the automobile trade by the ears, until it was definitely known that the new \$500,000 Pioneer Motor Truck corporation had secured the agency.

While E. P. Brinegar is the head of the new corporation, one might conflict it with the Pioneer Automobile company, of which he is also president. It is, however, a separate and distinct corporation which will handle merely motor trucks.

E. P. Brinegar, when asked to what extent operations would be carried on by the new Pioneer Motor Truck corporation, said:

"There will be no limitation to its operations. Some months ago it was incorporated for \$500,000 for a vigorous campaign in selling and handling motor trucks. After the corporation was formed we sent our expert, Ivan de Jongh, who for three years previous had been associated with the Pioneer Automobile company, east to study the truck industry at the different factories, and this announcement is the result of his work.

"For months we have been receiving daily reports from him concerning the results of his investigation, and after most serious consideration we opened negotiations with the General Motors Truck company of Pontiac, Mich. This company is a part of the General Motors company and has all the resources of that, the largest corporation in the world devoted to the manufacture of motor cars and trucks, behind it.

The result of these negotiations has been that we have closed a contract with the General Motors company for \$5,000,000 worth of trucks to be taken within a period of three years. This contract includes their entire line of gasoline and electric trucks, which consists of 42 styles, designs and sizes in gasoline and electric vehicles which will fill any truck requirement of any kind of business where a truck can be used.

"This means much more than has ever been offered to the business man, who has or is going to install a motor truck draying service. Heretofore he has had to buy his heavier trucks of one concern and his lighter trucks of some other, and has had to follow different modes of procedure in getting the service for his trucks.

"Service with the motor truck is a thing of very serious consideration. A delay of a day or so with the pleasure car to its owner merely results in a curtailment of his pleasure, and causes only disappointment and annoyance in the extreme, but with the motor truck it is a very different question. Delay means a financial loss, hence the purchaser of a motor truck must give as serious consideration to the service as he is to obtain as to the vehicle itself. Both must be perfect, or else his motor truck service will suddenly become an expense instead of a profitable investment.

"With the present day business man his handling of merchandise is not generally limited to a kind that demands only trucks of one capacity, but necessitates vehicles that together must cover a big range. Hence it is that with our line we are able to offer him the best that money and brains can produce, backed by a universal perfect service of one corporation for all the vehicles that his business requires.

"It can be seen by this that it is not forced to do business with several concerns, but concentrates his operations with one body, which from business ethics means a higher efficiency of operation. The practically unlimited capital of the new concern also guarantees that his wants will be supplied at all times under all circumstances. This is most forcibly seen in an order placed at the time the contract was made for \$50,000 worth of parts which are now on their way to this city.

"At the present time there are a large number of the General Motors trucks in operation in the six Pacific coast states, the Hawaiian islands and British Columbia. It was to give these cars a service that the parts have been rushed westward.

"We intend to cover the entire territory with service stations in large cities, founded on the most original lines known to the trucking industry, with subagents in smaller cities throughout the territory. These stations will be thoroughly stocked with parts, so that it will not even be necessary to await transportation of what is needed to San Francisco. We realize that this type of service is what the business man, and we will endeavor to have what he requires at least within a few hours of demand.

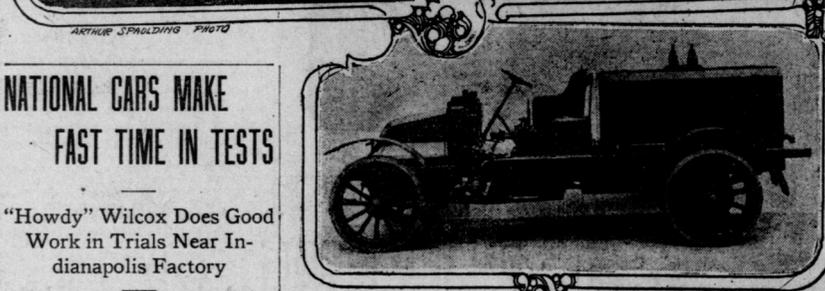
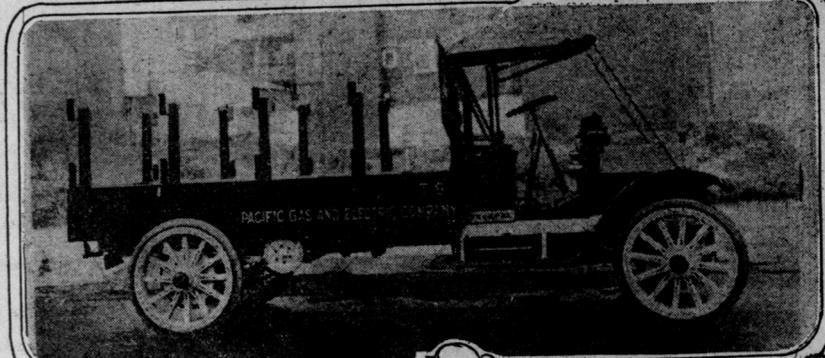
"Among the stock holders and directors of the new company are some of the leading financial men on the coast, men interested in various lines, all of whom can be of material assistance to the company.

"In addition to delivery trucks, both gasoline and electric for ordinary haulage, the company will market vehicles for the fire department, city patrols and hotel bus service.

"The initial order of sample trucks is being hurried out from the factory and will start for San Francisco this week on a special train.

"The company does not intend to devote itself entirely to the marketing of trucks, but expects to form express, freight and transportation companies wherever a fitting opening or opportunity exists."

One type of the General Motor company's line of commercial vehicles (upper); Federal truck employed by local gas and electric company (center); Renault street sprinkler (lower) in use on the streets of Paris.



NATIONAL CARS MAKE FAST TIME IN TESTS

"Howdy" Wilcox Does Good Work in Trials Near Indianapolis Factory

Since the announcement made by George M. Dickson, general manager of the National factory, several months ago that the National car had retired from racing a constant stream of inquiries has been pouring into the offices of the National factory asking it to reconsider its decision and enter a car in the 500 mile sweepstakes race at Indianapolis next May.

There are a great many admirers of the National car who believe that it would be able to duplicate its victory of last season, if entered in this great worldwide event, and while there is nothing in the way of a promise from the factory, and while it is a known fact that they are not building and will not build a speed car for racing purposes only, it is also known that Howard Wilcox, one of the National racing team, who won the 500 mile race last year with a running time of more than 81 miles an hour for the entire distance, is to be seen daily in a stock model testing out the motor and trying its speed.

While it is impossible to state the exact speed which Wilcox is obtaining from this car, it is said on good authority to have recorded a speed of 40 seconds to the mile for several miles. This is at the rate of 90 miles an hour, and is fast enough to make the car just as much feared by its rivals as was the blue bonnet winner last year, and proves that should the National factory decide to enter a car at the last minute that there will be no trouble about having to wait to build one.

BIG EXPORT SHIPMENT
The American motor delivery wagon has invaded the foreign field. The Studebaker corporation having recently filled an order for 40 of its Studebaker "20," secured through its London branch. This is the type so generally used for delivery of the United States parcel post.

WE WANT to Propose to You!



"Foreign in Design and Built for those who want Only the Best"

If you are in the market for a high-grade car, you owe it to yourself to confer with us.

Our New Models Are Here

MORE ARE COMING
We want you to let us show you these cars, as we can convince you that S. G. V. Cars are

Sterling Good Value

Limousines, Coupes, Town and Touring Cars in stock.

E. Stewart Auto Co.
60 Van Ness Ave.
Phone Market 3074

NEW OAKLAND ROADSTER WILL SOON REACH HERE

A new model that was one of the striking features of the big national shows in the east will shortly be seen in San Francisco in the new 1913 Oakland 6-60 racy roadster.

In speaking of this model, Manager Henry L. Hornberger says: "We will shortly receive the first of the 1913 Oakland racy roadsters. It is one of the most striking vehicles that has been turned out by the Oakland factory.

No-Rim-Cut Tires 10% Oversize

Panic in Tiredom

You have noted, perhaps, that there is a panic in Tiredom. Makers who clung to old-type tires now proclaim an allegiance to tires which can't rim-cut. And they claim to make them. That clearly shows how users feel about this new-type tire.

We Control No-Rim-Cuts

But the type of tire known as the No-Rim-Cut tire is controlled by Goodyear patents. Goodyear experts solved this problem of rim-cutting. And the only satisfactory hookless tire must be made our way. Our Tire Book will prove this to you.

Outsell All Others

Goodyear tires, because of this feature, have come to outsell all others. The demand today is seven times larger than two years ago. Last year's demand by far exceeded our previous 12 years put together. Now we are building 6,000 tires daily to meet this amazing demand.

That is the reason for the panic in Tiredom. Motor owners, by the hundreds of thousands, have adopted this new-type tire. And they have found their tire bills fairly cut in two.

When you come to them, insist on Goodyears, of which two million have been tested out. Get the tire which, on sheer merit, won the topmost place. In No-Rim-Cut tires you also get 10 per cent oversize. And that, on the average, adds 25 per cent to the mileage.

Write for the Goodyear Tire Book—14th edition. It tells all known ways to economize on tires.



THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
This Company has no connection whatever with any other rubber concerns which use the Goodyear name.
SAN FRANCISCO BRANCH
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ELECTRIC CARS GROW IN FAVOR

Detroit Distributer Tells of Increased Interest in This Type of Car

The exceedingly fine weather conditions of the last winter all over the United States has resulted in many sales of horseless vehicles which in previous years have been unknown. This is most forcibly seen in a report received by Samuel M. Crim, the head of the Reliance Automobile company, agents for the Detroit Electric.

Since the factory brought out its forward drive, clear vision model, February 3 was a banner day at the Detroit Electric factory, 45 orders being received on that occasion, and the range of sales covering from California to New York.

The popularity of the forward driven, clear vision model is practically shown in the results of the registrations throughout the United States. The Detroit Electric has for years been accepted as among the leading makes of electric vehicles, but the value of the clear vision design this season has given it an advantage that has placed it in a position of its own.

Mr. Crim, in speaking of the electric vehicle, says: "To handle an electric vehicle is like using a dangerous narcotic. The general feeling is that an electric vehicle is a car for the women, or the exceedingly mild mannered man; that it lacks the strenuousness of the gas car, and tends to give an impression of the effeminate, but for use around the city, or congested traffic, its operations are fascinating and like the use of a drug—it becomes a habit to use it before one is aware of the fact. The amount of pleasure obtained at the time of using makes them fascinating. I know it, for I've driven gas cars all over the United States and Europe, and I find myself continually turning to our electric vehicle for use in the city and downtown.

"The aversion to its use by men, business men, will in a short time be a matter of history. The design of construction of the modern electric vehicle has so far advanced that a speed today can be obtained that is just as great as can be had with the use of the gas car in the city. The advantage lies in the reduced trouble of operation and care, with an amount of cleanliness and comfort not to be obtained in any vehicle."

Mr. Lindsay has just returned from the New York and Chicago shows and he says that while there are now over 35,000 J. M. shock absorbers in use in the east, interest in the company's displays was keen. The J. M. exhibit consisted of a miniature automobile on which little J. M. shock absorbers were fitted. These absorbers were so arranged that they could be detached. The little car was sent over a "rough course," once, without the absorbers attached and then with them in place. The difference in the running of the model was most pronounced and many new boosters were added to the J. M. ranks.

POTTER AT HIS NEW POST

Popular Auto Man Becomes Affiliated With Abbott Distributors
L. J. Potter, formerly connected with the Marlon Motor Car company, also the S. G. V. has joined the sales force of the Thomas Flyer company, agents for the Abbott-Detroit, and will assist Sales Manager Sommerville in taking care of the city trade, which has become too much for one man to handle. Potter is well known in the automobile business, having been associated with it for the last eight years.

IDAHO MOTORISTS TOUR THIS STATE

Winton Party Makes Run From This City to the Mexican Border

Conditions in the north at this time of the year being less favorable for touring, J. M. Broat, a prominent business man of Idaho Falls, Idaho, recently shipped his Winton Six to this city, and with Mrs. Broat and a party of five he has made a tour of the state from San Francisco to the Mexican border. Barney Killstrom, a member of the party, describes the trip as follows:

"Leaving San Francisco, we took the usual route San Jose through the Santa Clara valley and over the San Juan grade to Salinas, making our first night's stop at this point. This was shortly after the last heavy rains and the trip over the San Juan grade, where in many places the adobe was almost hazy, was certainly a strenuous one, but our car pulled through all right. We took the trip to Del Monte, going over the 17 mile drive and visiting the various other points of interest in the vicinity.

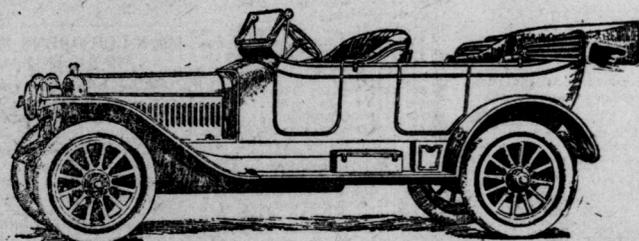
"The next stage of our tour took us to Jolon, where we found hotel accommodations a striking but first class. Continuing our journey, we came to a point where a new bridge is being constructed over the Salinas river. This bridge when completed will prove a blessing to auto tourists, who are now being held up by a farmer who finds it exceedingly profitable to extort a few dollars from the unwary autoist who, upon attempting to ford the river, is stranded, and is obliged to call for assistance.

"Fortunately we had been warned of this and made a short detour by the way of Indian valley and as this stretch was in very good shape we lost but little time. We had lunch at Paso Robles and made our next night's stop at Santa Maria. Driving from Santa Maria to Santa Barbara, we didn't go down the coast route, which is a little shorter and better, but went over the Casitas pass, preferring the mountain scenery. Here again we struck deep adobe, but we came through O. K. The remainder of the road to Los Angeles through the San Fernando valley was in fine shape.

"Leaving Los Angeles, we went by the way of the coast route to San Diego, making the 142 miles in one day's easy running. This is certainly a beautiful stretch, the road runs along the cliffs, winding in and out, and the beautiful scenery, together with the balmy ocean breezes, made motoring one big delight. At San Diego we visited the many places of interest to tourists and made a short side trip to the Mexican town of Tia Juana, where the usual Mexican bullfight was being held, principally for the benefit of the American tourists who go across the border.

"On this trip we covered over 1,200 miles in two weeks' easy driving, having stopped over several days at various points along the route. Our Winton car gave us the best of service and no trouble whatsoever, with the exception of two punctures. We could not have found a more ideal time to make this tour than at this time, as the roads were hard with no dust and the climate was delightful."

WINTON SIX



Why the Winton Six is Distinctive

It pioneered the six cylinder idea, was the first six ever manufactured in an exclusive six-cylinder factory, dethroned the four-cylinder car, and made sixes predominant. Everybody talks sixes today; the Winton Six is responsible.

It was so excellent when first produced (June, 1907) that it has never required a single radical change. That's a world's record. And for 1913 (without having a single unproved or experimental feature) it is up to the minute in everything that makes a first quality car worth having.

It was the world's first self-cranking car. Winton made the industry adopt self-starters.

It is the only car in the world whose repair expense cost is known. Sworn statements of individual owners, covering more than a million miles of travel, give the Winton Six a record of 29.2 cents per 1,000 miles.

The Winton Six is an ideal purchase for the man who wants a car that is thoroughly right.

You are invited to Telephone Us for Demonstration
Call Market 836

The Winton Motor Car Co.

Temporary Location Corner McAllister and Polk St., San Francisco

WINTON AGENTS, CALIFORNIA AND NEVADA

- OAKLAND—Osen & Hunter Auto Co.
- SAN DIEGO—F. B. Dupree
- SAN JOSE—Geo. B. Felhemus
- SACRAMENTO—N. W. Curson, 1308 K St.
- Cr. Osen & Hunter Auto Co.
- FRESNO—Waterman Bros. Co., Inc.
- LOS ANGELES—W. D. Howard Motor Car Co., Inc.
- EUREKA—F. W. Johnson
- RENO, Nev.—C. G. Logan

BAKER ELECTRIC TRUCK
MAKES ITS BOW HERE
First of New Commercial Vehicles Is Received by Standard Company

The first Baker electric truck to reach the coast has just been received by the Standard Motor Car company. The truck has a one ton capacity and represents the same high standard of workmanship and material which is characteristic of the Baker line.

In speaking of the possibilities of the electric truck, Sales Manager Noake says: "We are going to have no difficulty in selling the Baker. Of course, its use will never be as general as the gasoline vehicle, notwithstanding there are certain lines of business which can use electric to a far greater advantage. Any mercantile house in this city that is required to make deliveries involving frequent stops can adopt the electric and get better results than are obtained through either the horse-drawn or gas propelled wagon."

"There is another strong argument in favor of the electric trucks—any one can drive them without injury to the mechanical parts. The electric will only travel so fast, and no matter how much a driver is inclined to tear over the streets, he must be content with a moderate rate of speed.

"Such institutions as Wanamaker of New York, Marshall Field & Co. of Chicago and the Wells Fargo Express have found the electric indispensable in the delivery of their merchandise."