

# NEED PRAISES APPERSON CAR

### F. S. Meyers, Head of Meyers Motor Car Co., Receives Letter From Official

"It is one of the greatest pleasures of life to get a boost. Especially in the automobile trade, where dealers are constantly hearing everything detrimental to his car generally from an owner who feels to say a kind word might lessen their chances of having some work done gratis. The average owner will tell you all the shortcomings that he thinks of hoping thereby to create the impression that he is responsible free of charge," says F. S. Meyers, the head of the Meyers Motorcar company, agents for the Apperson cars.

"Therefore, when one finds an owner who comes out squarely and unsolicited in his praise it warms one's heart and makes him feel that life is worth living, especially in the commercial world. This is the case in a letter we have just received from William L. Bell, P. A. surgeon, U. S. N., retired. Doctor Bell resides at Santa Cruz, and under date of December 2 has written:

"In a purely unsolicited way allow me to say that I have never driven a motor car of any make that had the sturdy, dependable stand up qualities of the present Apperson '45.' The car has been driven close to 10,000 miles, without mercy, day and night, with the least possible attention and has given absolutely no trouble except for magnet adjustment once. You people know all that has been done to the car except oil, water, grease and gas, and today, after all the hammering, I can get just a little more power than the car developed eight months ago. I can hardly imagine an engine more powerful, more elastic, or with less vibration at high speeds. Fan, radiator, axles, clutch and transmission are equally good.

"Brake linings show hardly any wear and are always dry and effective. In fact, it is absolutely the first car I have owned that met all the requirements of the hard service necessary, and when I get another motor car it will surely be another Apperson. I should like to see more Appersons on the road, for the car deserves a great big patronage."

### Knox-Martin Used To Haul Asphalt

"These are not three locomotives pushing a Knox-Martin tractor," says Samuel M. Crim, the head of the Reliance Automobile company, agents for the Knox-Martin tractor, in explaining a photograph which he is showing around, "but three heavy asphalt tank wagons with car heating outfits belonging to the Barrett Manufacturing company of Cleveland, which are being drawn by the tractor. There were 28 tons total weight in the entire load, but the tractor easily hauled it around sharp turns and up the 7 per cent grade on Cornell street, Cleveland.

"One of the every day sights of Cleveland is to see this powerful tractor with its train of from three to five tank wagons with car heating outfits, asphalt rolling along the streets. By this system of hauling the wagons in a train, five teams have been dispensed.

"It is interesting to note that the wagon which is attached direct to the tractor and used for carrying fuel for the asphalt heaters is the rear end of a motor truck.

"This was made from a truck which the Barrett company had on hand. The machinery of the truck was removed from the front axle and steering gear taken off, leaving the frame, body and rear axle in a form suitable for use with the tractor."

### New Winton Owner Likes the 1914 Car

A well known publisher of a coast paper writes the following letter to the Winton factory at Cleveland, O.: "I can not refrain from expressing my sincere pleasure because of the splendid car I have received from your company, the car arrived last Tuesday and was put into commission a few days afterward. It is certainly a thing of beauty and the color and decorations completely fill my eye. The additional room in the rear of the car, making the same accessible for four or five passengers, is a feature which pleased me very much. The seat seems to respond to every requirement with ease and comfort to the driver and the passengers, and I must confess that I am greatly surprised. In fact, if I had received a car substantially like my old one, I should not have been disappointed, and incidentally I want you people to understand that they can't make any better cars than the one I obtained from you in May, 1911.

"You know, we are always ready to kick when things go wrong, but we almost always forget to express our pleasure when they go right, and I like to prove the exception to the rule, hence this letter."

### A PECULIAR SALE

Mr. H. L. Owsney, manager of the Winton branch in this city, states that upon a recent demonstration made by a certain salesman in a Winton car, in taking out his prospects, a lady and her son, the son sat in the front seat with the salesman, asking many questions, and the mother sat in the tonneau alone. It was a highly successful demonstration, the prospect seeming entirely satisfied.

When the party reached home, Mr. Prospect, with his eyes still forward, said, "Well, mother, what do you think of it?" Then Mr. Prospect and Mr. Salesman turned to look, and what their eyes met was the sight of the good old lady sound asleep. It was hardly necessary to add that the sale was then and there complete.

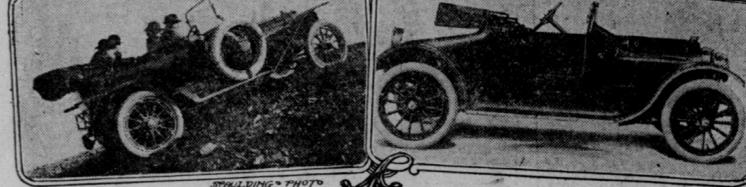
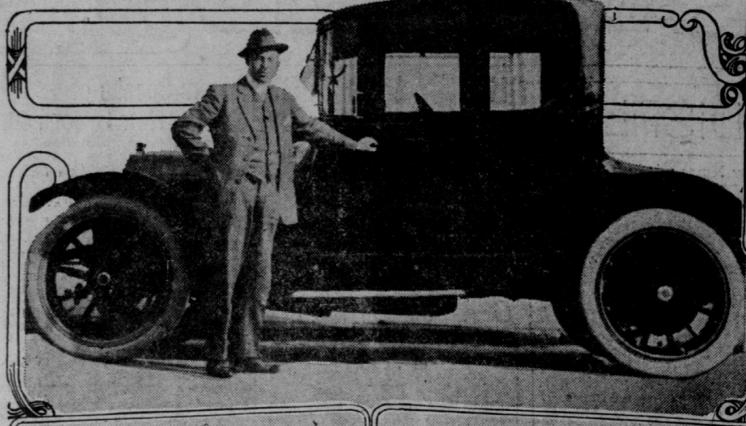
### ECONOMY IN FUEL

The factors of maximum fuel economy in a gasoline engine are complete gasification of the liquid fuel, a correct proportion of air with the fuel, and a hot spark. The first of these is favored by warming the gasoline in the carburetor, warming the intake manifold and warming the air that goes in to make the mixture. A fine meshed wire cloth clamped in the joint of the carburetor and intake manifold will favor fine subdivision of the spray from the feed nozzle, and is of some advantage. Protecting the intake manifold from the cooling effect of the fan will also help to make a good mixture.

## MANY NEW MODELS ADDED TO LOCAL DISPLAYS

New Cadillac (1914) coupe landaulet and Resident Manager A. R. Dawson.

A late model Regal underslung, equipped with United States tires.



U. S. Rubber company officials in a Lozier. 1914 4-45 Apperson "Jack Rabbit" roadster.

### HOW TO GET LONG MILEAGE ON TIRES

#### F. A. Henderson of Goodyear Company, Speaks on Wear of Automobile Tires

Two factors contribute to the life of a pneumatic automobile tire. The first is a tire evil made of good material; the second is the tire care necessary to secure from this tire the mileage which its maker has already done all he can to make maximum. The tire is purchased by a dollar and cents consideration; tire care need not be purchased; it's available to every motorist who cares to apply it. And that is pays and pays big is what every motorist who has tried it knows.

All important is the air pressure carried. It is just as important as the tire containing it. It preserves the body of the tire—its fabric. Next in importance is the care of the tread—the tire's protection. These two precautions prevent the more common causes of tire trouble. Having observed them and made maximum mileage a possibility, the motorist will ask to go further and make it a certainty. To discuss the means of reaching this end is the purpose of this article.

The most damaging wear to which a tire can be subject is what it receives when used on a wheel that is not running parallel to its mate, a condition designated by "wheels out of true." This occurs on the front wheels. An accident, improper adjustment of steering apparatus or even hitting the curbstone diagonally may throw the

### Bert S. Bingham Speaks of the Used Car Proposition

"The second hand car proposition," said Bert S. Bingham, traveling sales manager of the Pioneer Automobile company, "is gradually resolving itself into a legitimate condition. In other words, what prospective motor car purchasers of today are most looking for is the real intrinsic value of the car they are about to purchase—not so much as what the allowance is to be on the old car that they are about to trade in.

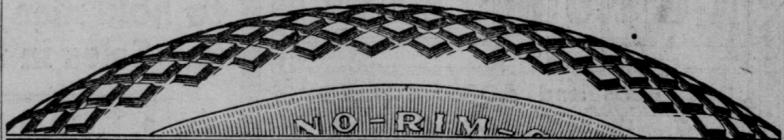
"As a matter of fact," said Bingham, "it has become apparent to the general public that a number of so-called eastern manufacturers and assemblers have put 'trade prices' on their product and, as a consequence, their cars are priced \$100 or \$500 more than legitimate market value so as to give the distributors a chance to catch the unsophisticated public when it comes to the trading in of their old cars.

"The Chalmers Motor company," concluded Bingham, "has always maintained that the maximum value should go to the ultimate retail purchaser—and, what is more, that this value should be an honest one. Accordingly, when Chalmers cars are sold the buyer can feel absolutely certain that he is getting 100 cents on the dollar value and that complete motor car satisfaction, as a matter of course, must follow."

### MOTOR TRUCKS IN PLACE OF HORSES

#### Long Distance Traveling Gives the Automobile a Big Advantage

"In changing over from horse haulage to motor-truck delivery systems, merchants have made extensive use of both gasoline and electric machines," says Ivan L. de Jongh of the Pioneer Motor Truck corporation, the Pacific coast distributor of General motor trucks. "Their experience has demonstrated beyond question that motor transportation advantages are enjoyed to the fullest extent only when gasoline and electric machines are used in a common sense manner, according to the nature of the service. For covering city routes, where the stops are many and the traffic congested, experienced merchants will say that there is nothing better than the electric. But in longer distance work, where it is necessary to reach points in the far suburbs and country, gasoline machines have a big advantage, especially where relatively high speed is a factor. In city work, however, the speed of the electric is almost always sufficient. Selection should depend largely on the practical speed and mileage demands of the service. So the problem of every merchant considering the installation of motor trucks is to choose the truck, or trucks, best adapted for the service required. The purchase of a motor truck is an investment on which you can realize only through satisfactory performance.



## Five Minutes Will Win You to All-Weather Treads

- The treads are double-thick—
- The rubber is extra tough—
- The grips are deep and enduring—
- The edges stay sharp—
- They face the skidding direction—
- The blocks meet at the base—
- The surface is flat and smooth.

Here are sharp edges which stay sharp. And the edges face the skidding direction. Here are blocks that widen out and meet at the base, so the strains are spread as with plain treads.

This is the latest of Goodyear inventions. It solves anti-skid problems as never before. It combines plain-tread economy with the safety of a most tenacious grip.

You are bound to adopt it. A five-minute comparison will make you a convert. Don't buy a tire for winter use without coming to see this tread.

### Plus These Savings

All-Weather treads, if wanted, now come on No-Rim-Cut tires. And you get these features too:

- Tires that can't rim-cut—
- Tires that save blow-outs—
- Tires that save loose treads.

We control the No-Rim-Cut feature. The saving of blow-outs adds to our tire cost \$1,500 daily. No other maker adds this extra cost. Our way of preventing tread separation is patented, and we control the patent.

You get all these savings in No-Rim-Cut tires, and in no other tires in the world. As a result, these tires today are the largest-selling tires in the world. You are courting tire trouble, you are wasting tire money, so long as you go without them. Let us prove this to you.

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This Company has no connection whatever with any other rubber concern which uses the Goodyear name.  
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### AIDS FOR MOTOR CAR OWNERS

Readers Are Invited to Write the Automobile Editor—Answers Will Be Printed in These Columns  
D. R. HIMELHOCH, Automobile Editor

- #### ANGEROUS DRIVING
- The necessity of caution increases with the increase of automobile use. Greater care in crossing railway tracks, greater care in passing private driveways that open out on to a public road where shade trees obscure the view, and greater care in "rushing" hills where another car may suddenly attempt to pass as the grade ascends. The momentum of the car is a source of danger when going down hill, but it tends toward safety when you are going up.
- #### CAUSE OF TROUBLE
- In some cars the two longest high tension cables running to the spark plugs sometimes hang close to, or even touch, the hot metal of the cylinder. After a time the insulation becomes inefficient, and when the far of the car brings the cable in certain positions there will be a short circuit or no spark. It is usually only when the car is in motion that these misses occur, and they are thus difficult to locate. The remedy for this trouble consists in suspending the cables to the radiator rod so that they will not get close to the cylinders.
- #### ADJUST FOOT BRAKE
- Push the pedal forward about two inches and retain it in place with a small block of wood. Now tighten up the turn-buckle until the brakes are snug, and when the block of wood is removed the slack will be correct.
- #### A GOOD CARBON REMOVER
- Denatured alcohol squirted into the cylinders when they are hot, and the engine run fairly fast for two minutes, will clean out the carbon.
- #### PROTECT SPARK PLUGS
- A short piece of rubber garden hose makes a good protector for spark plugs.
- #### THE MUSSY GREASE GUN
- To fill the grease gun properly remove the nozzle end and with the piston clear in push the piston down with the grease as you feed it in with a flat paddle of wood. If the piston works hard pull it down about one inch, fill the space with grease and then pull the piston down another inch and fill again. Repeat until it is full. The suction of the piston will draw the grease down so that the vacant space can be easily filled.
- #### AN EMERGENCY
- Nine miles from town the dry cells exhausted so that they would not start the engine. I borrowed the telephone cells of a nearby house, started the engine and returned the cells while engine was running idle.

## The Voting Car

FAMOUS **Apperson**  
KOKOMO INDIANA  
21 Years of Age

### The Latest Six Cylinder IS HERE

Most beautifully designed 45-58 horse power car that has leveled the hills of San Francisco, presenting the "Jack Rabbit" Six Motor

The Apperson Six is to Sixes what the Apperson Four is to Fours, in Superiority of Power, Speed and Economy.

Six Cylinder 45-58 H. P. Touring or Roadster - \$2200  
Special Four Cyl. 45 H. P. " " " - \$1785  
Light Four Cyl. 45 H. P. " " " - \$1600

QUOTATIONS F. O. B. FACTORY

## Myers Motorcar Co.

1022 Geary Street  
Telephone Prospect 44

# Studebaker "SIX"

The "Six" you will choose for the best of all good reasons—because no other six in the world offers you as much for the same money.

Buy it because it's a Studebaker—but buy it, also, because it is a manufactured "Six"; a "Six" electrically lighted and started; and a seven-passenger "Six"—at a price lower than the price of any other "Six" in existence; a price made possible only by the hugeness of Studebaker production and sales.

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1216 Van Ness Avenue. Between Sutter and Post Sts.

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"FOUR" Touring Car . . . \$1050	"SIX" Touring Car . . . \$1575
"FOUR" Landau-Roadster . . . 1200	"SIX" Landau Roadster . . . 1950
"SIX" Sedan . . . . . \$2250	

Model "25" Roadster . . . \$ 875  
Model "25" Touring Car . . . 885  
Model "35" Touring Car . . . 1290  
Model "35" Coupe . . . . . 1850  
Six-Passenger "SIX" . . . . . 1550

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