

ALONG AUTO ROW

DIRECTORY

APPERSON

Motor Car Co.
907 E. Pike
Phone East 520
Home of the famous
Apperson
Jack Rabbit

Buick and National 40

THE CAR THAT SELLS BY THE TRAIN-LOAD
BY THE TRAIN-LOAD
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Hudson-Paige FEDERAL TRUCKS

Pacific Car Co.
Robert Atkinson, Mgr.
903 East Pike St.
Phone East 1913

HIVERS SIX

R. H. & H. C. Gray,
Distributors
for Washington
and Oregon
1403 Broadway
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Mercury Motor Car Co.
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Phone Elliott 1582

Locomobile

"The Best
Built Car
in
America."

PATHFINDER VAN BRUNT

Motor Car Co.
1722-4 Broadway
Distributors for Washington and British Columbia.

RAMBLER MOTOR CAR CO.

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3093
N. J. Morehouse, District Distributor.

W. P. BRAWLEY STUTZ H. MOORE'S

909 E. PIKE ST. PHONE EAST 622

THE CAR THAT MADE GOOD IN A DAY

SEATTLE'S NEW AUTO LAW IN EFFECT

From now on any make of warning signal except the engine-driven horn may be used in Seattle by the increasing army of motorists. This is made possible by the amendment to the municipal traffic law regarding warning signals which has just gone into effect.

Under the old law the Klaxon horn could only be used by vehicles belonging to the city. The new law contains no such prohibition, and the Klaxon may now be used the same as any other make of signal used by motorists.

The regulation laid down by the law as it now exists is simple enough. It requires the motorist to give warning of his approach when danger to either vehicle or pedestrian therefrom really exists. The motorist must not sound his signal more than twice in succession as a warning, and he must not sound it at all unless there is such danger as described.

In other words, the law requires the motorist to protect the non-motorist from injury, and at the same time forbids him to make a display of his signal, that is only intended as a warning of danger.

The law recognizes the right of the non-motorist to consideration at the hands of the automobile driver.

It also applies in every particular to the motorcyclist, and forbids the bicyclist from sounding a warning signal except in time of danger.

Properly enforced, the law will stop unnecessary sounding of all warning signals by drivers of motor cars, and in this way abate a flagrant nuisance.

C. G. Palmer, lately of the Frederick & Nelson Co., has entered the automobile business by joining the sales force of the Oakland Motor Car Co. Mr. Palmer was for some time connected with the postal service in Alaska.

Sales of Oakland cars for the week just ending include deliveries to N. J. Anderson, B. N. Goldwater, of Port Angeles, and R. Brackenridge, of Tacoma, the latter having purchased 15 cars for the purpose of opening an agency for this machine in Tacoma.

Bruce A. Briggs, manager of the Metropolitan Motor Car Co., is placing a great many Alcos trucks. Two trucks of 3½ tons have been sent to the city of Walla Walla for city service. Also trucks to Everett, Brewster, Okanogan country and have also sold a carload locally.

H. C. Gray, of the R. H. & H. C. Gray Co., is very pleased with last month's business. The Havers Six handled by this firm has become very popular in Seattle. Mr. Gray reports that 11 carloads are now on the road, that will be handled directly in this city and through local agents. Mr. Swallow, of Everett, is now handling the Havers agency in that city, and has just placed a Havers Six with Mr. Dwight Darling, of Everett.

SALES MANAGER SMYLEY DEMONSTRATING MODEL 25 BLUE BUICK ROADSTER



NEWS OF THE AUTO WORLD

Dr. A. J. MacKinnon has purchased a six-cylinder, five-passenger Hudson car.

Pacific Motor Car Co. has just delivered to Max Kuer his Paige 86 h. p. touring car.

D. B. Hull, factory manager of the Cartcar Company, is in Seattle installing an agency for this machine.

F. P. Speker, of Speker & Hurlbut, took delivery of his new six-cylinder, five-passenger Hudson car this week.

C. D. Yandell, chairman of Seattle's Board of Trade, has purchased a four-cylinder, five-passenger Hudson car.

Five late model Rambler motor cars have been added to the rapidly increasing list in Seattle, according to E. T. Reynolds, local manager for this make.

The Mercury Motor Car Co. have been doing a large business, the K-R-I-T and Fiat being very popular for the low price and keen appearance.

J. P. Searce, local manager of the Metz Motor Car Co., reports the sale of 122 Metz roadsters in Eastern Washington in the past ten days. The Metz agency has been established in Seattle not quite two months, and has disposed of 42 cars locally in that period.



THOMAS PRITCHARD

A well-known downtown business man has entered the automobile business as sales manager for the Cadillac agency. Mr. Pritchard is a very popular man, and well versed in salesmanship and will no doubt be a very valuable acquisition to the Cadillac sales force. Mr. Pritchard began his duties last week.

Messrs. Jenkins and Peek, who are establishing a branch of the Cartcar Company in Seattle, are remodeling their salesroom at 1515 Broadway, in a very attractive manner. Two carloads of Cartcars have arrived and are practically sold.

Mr. Danzie, manager of the Olympic Motor Car Co., has practically sold all Chalmers cars now in stock. Several carloads are expected in daily. Mr. Danzie reports a very successful season, being one of the largest in the history of the agency in this city.

The Van Brunt Motor Car Co., local agents for the Pathfinder car, express themselves very optimistically as to the outlook for the automobile industry in this state. Five Pathfinder cars have been sold locally this week. E. D. Sweetwood, local manager, has orders for practically the entire shipment of three carloads now on their way.

J. M. Thornton, manager of Interstate Motor Car Co., has made sales this week to K. R. Steward, H. D. Steward, Mrs. C. Barnold and H. Ervin. These carloads, consisting of roadsters and touring cars, will be placed with Seattle and district agents within the next week.

Mr. G. F. Getschman has arrived from Kenosha, Wis., to take up the duties as manager of the Rambler motor car service department.

E. C. Sears, local agent for the Hupmobile car, reports cars all sold out. Two carloads arrived during the past week, recent purchasers being Dr. Hoey, J. R. Randall, F. T. Iverson, of Coos Bay, Alaska; Dr. Grant, Judd Yoho, Harry Austin, J. M. Chisholm, sales manager for this agency, reports all district agents sold out. Ten carloads are needed for this district for this season. The factory has 15,000 orders on hand at this date.

W. P. Brawley, manager of the Stutz agency, has installed a branch at Olympia. He shipped a carload of cars to that city this week. Al Henrich is amongst recent buyers of Stutz cars. Vancouver automobilists are buying Stutz cars quite extensively. Mr. Brawley's territory has been increased to include the Northwest and Western Canada. With Seattle as a distributing point, sufficient cars will be carried to supply all demands from this territory.

J. D. Thomas Co., distributors of the Locomobile Motor Car, report the following sales this week: Dr. J. M. Horton, Simpson Investment Co. and M. A. Bornstein, each of the investors securing five-passenger, six-cylinder touring cars.

The Winton Motor Car Co. has just ended a very successful season. Their record of sales includes 135 new cars and 200 second-hand cars. Recent sales include deliveries to A. A. Wright, Cress, reports the stationery Co., Washington, D. C.; A. Barton, of the Hotel Frye auto bus service; C. G. White. All of these sales are six-cylinder 48 h. p. touring cars. A. G. Schaefer, sales manager of the Winton company, is very proud of this record of business.

Buick Automobile Co., distributors of Buick and National machines, report sales this week to Dr. J. Tate Mason, Robert Wilson, Joseph Maues, T. M. Lawrence, Mr. Nesbitt, of Will & Nesbitt; Dr. Yoshimura, E. A. Johnson, A. J. Hietzler, Mr. Luney, G. C. Berlin, Dr. R. Forbes and J. M. McKay.

With the advent of spring, motorists are beginning to anticipate their summer trips, and it is opportune that they use Humber lighting equipment. The Humber Electric Co. has a service department in Seattle with the Washington Auto Supply Co., at 818 East Pike st., where parts and exchanges may be obtained.

The Electric Vehicle Co., under the direction of Chas. C. Pagan, sales manager, is doing a large business. This firm handles the Waverly, Baker Woods and Standard Electric motor cars, and are the Northwest distributors for these cars. Mr. Pagan reports that all sub-agencies are selling over the required amount, and this year's business is nearly double that of last season.

Mr. Jones, manager of Ballou & Wright, reports that his firm has been appointed exclusive agents for the Bosch Magneto service in this city. Also that a full line of Klaxon horns are now on hand; also a full line of Ralfield carburetors. The firm of Ballou & Wright are highly pleased with the patronage accorded them in this city, and have just recently opened up a fine new salesroom, which is one of the finest appointed on the coast.

T. M. LAURENCE MAKES FIRST TRIP TO PORTLAND

To Mr. T. M. Laurence, manager of the Peerless Artificial Limb Company of Seattle, who is the proud owner of a Buick 30 roadster, belongs the honor of being the first man to make the trip from Seattle to Portland this season. Mr. Laurence left Seattle Wednesday, March 19, and arrived in Portland two days later. Oftentimes he struck mudholes which seemed to have no bottom at all, and even though his car was submerged in mud up to the hubs, it proceeded through without hesitation. In speaking of the trip, Mr. Laurence stated that had anyone told him that there was an automobile built with power enough to plough through such roads he would not have believed it. When Mr. Laurence drew up at the Howard Automobile Company's headquarters of the Buick in Portland it was necessary to wash the car inside and outside before they could tell the original color. It was so completely covered with mud.

Mr. C. D. Payton took delivery of a Buick roadster April 2, and without taking any lessons made a trip to Portland. In writing to the Buick agents of this city, Mr. Payton states that he found the roads in a very good condition with the exception of some bad spots, but that in a few days of fine weather they will be much improved.

Mr. A. B. Eldridge, manager of the local office of the Buick and National Automobile Company, in speaking of business conditions throughout his territory, states that he is more than pleased with the outlook, and feels confident that this is going to be one of the greatest seasons in the history of the automobile business. The Buick agents have sold and delivered one-half of their entire allotment.

Mr. Brinker, of the Apperson Motor Car Co., considers this season's business at least 100 per cent better than the previous year. Among recent buyers of the Apperson Jack Rabbit motor car are Judge Dorley and Mr. Eberhardt, both of Tacoma; Dr. H. A. Wright, John Olson, William Calvert, R. M. Monaghan and James Clemmer, of the Clemmer theatre. Mr. Brinker attributes his success entirely to the organization of an excellent sales force, combined with a high grade

car. Two carloads of this make are now en route to Seattle.

The Brigham Motor Car Co., distributors of the Cadillac car, report the most successful season in the history of their business. Over 10,000 Cadillac cars have been sold this year and five carloads are now on the road for distribution to Seattle buyers. Last month a record was made consisting of sales of a carload every three days in this territory.

ACCESSORIES AND SUPPLIES

BALLOU & WRIGHT

Automobile Supplies, G. & J. Tires and Tubes—a Safe Buy.
817 East Pike. Phone East 471

THE WASHINGTON AUTO SUPPLY COMPANY

G. E. Mack has joined the sales force of the Buick Motor Car Co. Mr. Mack was for some time connected with the Winton agency.

The Bardsheer Motor Car Co., distributors of the Cole and Stevens-Duryea cars, report a very successful season.

New Traffic Ordinance permits use of Klaxons in Seattle.

FOR several years the use of the Klaxon in Seattle has been confined to the automobiles of the Fire, Police, and Health & Sanitation Departments. Under the former traffic ordinance this prevented its use by other motorists. The amendment recently enacted removes this restriction.

Officially Endorsed

The following is the opinion of the Klaxon held by the heads of the three departments just mentioned:

"Our experience with the Klaxon warning signal is that it is a completely adequate warning to both pedestrians and drivers of other vehicles.

"One who hears the Klaxon note does not stand still and look for danger, but gets himself to a place of safety as soon as possible.

"We selected the Klaxon from all other horns for our use because we believed its note to be the most effective."

None of these officials relished the idea of relinquishing the Klaxon as an exclusive municipal signal, yet all took part in the movement that resulted in the amended ordinance. This because they realized the injustice of depriving the public of the added protection the use of the Klaxon by motorists would insure.

An Adequate Signal Defined

In his instructions to his men, Chief Bannick says:

"Adequate means a signal loud enough to be clearly heard under the conditions existing at the time of the emergency."

This means that a signal which lacks the power to be heard under all traffic conditions is not a legal signal and the motorist who uses it takes long chances.

The bulb horn is admittedly the most unreliable warning signal. People pay little or no attention to it at any time.

Under ordinary traffic conditions in a city like Seattle it is often impossible for the pedestrian to hear it.

Theoretically a pedestrian never should step from the sidewalk into the roadway without looking about him carefully. Practically, he does. He moves mechanically.

His mind on other things—frequently he is oblivious to his surroundings. But he must be protected.

The motorist must prepare to meet conditions that exist, and not conditions as they ought to be.

The careful motorist sounds his signal only as an emergency warning. He seldom sounds it because the emergencies are few and not of his making.

The emergencies he usually meets are caused by the carelessness of others. He cannot prevent that carelessness. But he can take every precaution to prevent injury. Under such circumstances the use of an adequate warning signal is vital.

Klaxon, the Adequate Warning Signal

THE KLAXON is known and used the world over as the adequate—"The Public Safety Signal."

Its peculiar note penetrates the noise of surrounding traffic no matter how loud.

It invariably expresses—and is distinctively understood as meaning—DANGER.

The Klaxon is the pedestrian's protection.

How to Give Proper Warning

The majority of Seattle motorists know how to use a warning signal and sound one properly.

There is an element, however, that looks upon it as a plaything—something with which to attract attention. This element makes a signal law necessary. The Seattle law says not more than two short blasts shall be sounded. This means that the police have the right to arrest the driver of a motor car who sounds the long blast of his signal or who blows his signal continuously.

In city driving the long blast is never necessary. What is popularly known as the Klaxon "Tiger"—a short, sharp blast produced by lightly touching the Klaxon push button—is usually ample to meet all conditions that may arise.

Motorists may obtain the Klaxon from the Chanslor & Lyon Motor Supply Company, 916 East Pike Street, Ballou & Wright, 817 East Pike Street, Seattle, distributing jobbers, or from any dealer in automobile accessories.

LOVELL-McCONNELL MFG. CO. MAKERS OF THE KLAXON Newark, N. J.