

LOW AUTO TARIFF A BOON TO IMPORTERS

Look for Fourfold Increase in Business if Proposed Duties Are Adopted.

THREAT OF RETALIATION

Possible Barring of American Cars One of the Points Covered in Argument by Their Representative.

There are many statements of extreme interest in the argument submitted by James M. Carpley at Washington...

For several years the duty on foreign motor cars and parts, although not indefinitely scheduled as such, has been 45 per cent ad valorem.

There is contained in the argument a statement which can only be construed as a threat against the industry in this country...

"Directly or indirectly, every one of the 65,000 odd users of the low priced car will be benefited by the reduction in the tariff on automobiles and automobile parts."

"The American manufacturers of this particular type of machine will be only too glad to use a high quality ball bearing and good quality magneto of German or French make, and substantial castings of bronze or aluminum, providing that he can get the same at an equivalent to what he is paying at the present time, and without charging the user a dollar more."

"Of the 300,000 odd cars estimated to be made in America during this year, it is safe to assert that at least 25,000 will be under \$2,000 in value."

"If the prediction in the last paragraph is verified, then in 1913 America will become the greatest exporter of automobiles in the world, and it is up to America to hold that export trade."

"I have received word that the Verein Deutscher Motorfahrzeug-Industrieller, of Germany, the British Motor Traders' Society of London, and the Chambre Syndicale des Automobiles, of France, are carefully watching the action which will be taken by the Congress on the question of automobile duties toward the product of their countries, and if the revision downward, which they have been led to expect, is not forthcoming, they will immediately start agitation in their countries for a tariff which will protect them against the invasion of the American small car."

Answering the question: "At what point would a downward revision of the tariff stimulate revenue?" Mr. Carpley answers: "At the point of competition."

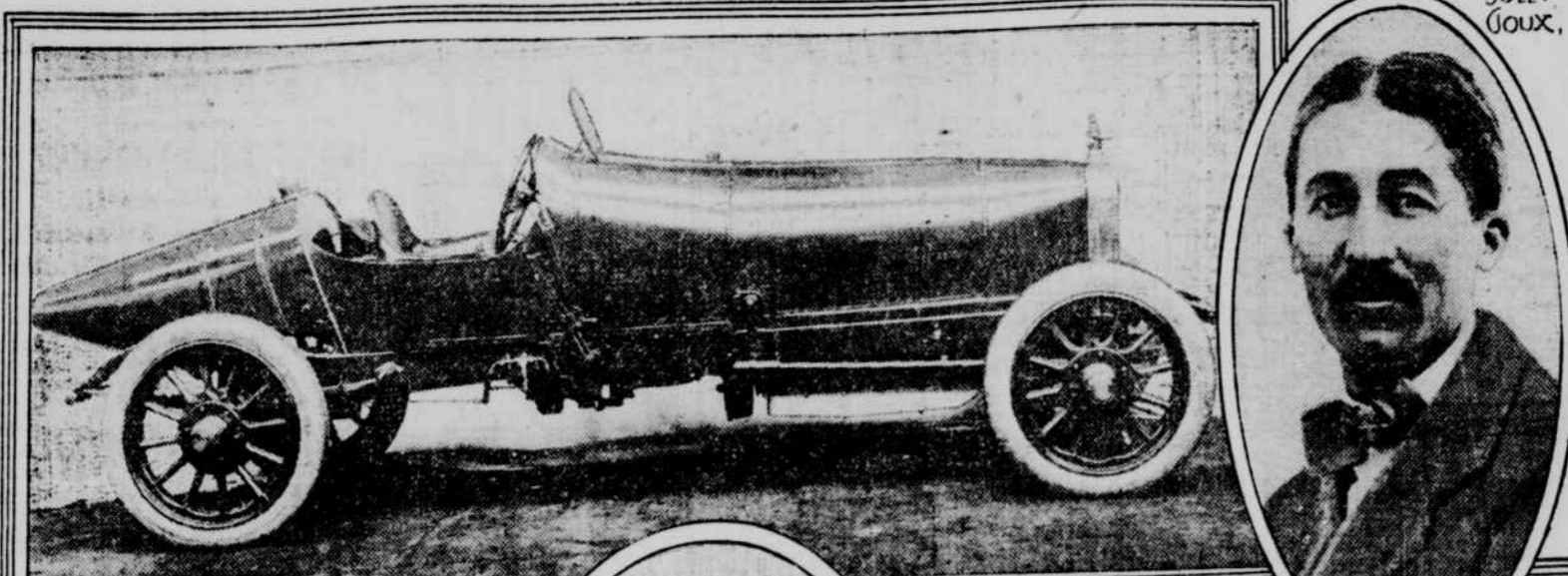
"A demand for users now twice as large as any previous record. A larger sale, by long odds, than any other tire in the world."

NEGLECT IS EXPENSIVE

Lubricating Parts of Motor Car Require Careful Attention.

A great many motor car complaints are due to the neglect of the owner to keep all lubricating points well oiled.

FOREIGN PILOTS WHO WILL DRIVE CARS IN INDIANAPOLIS RACE AND THE FASTEST MACHINE IN ENLAND.



SUNBEAM CAR

VALUE OF PRINTER'S INK

Famous Automobile Maker Says It Promotes Economy.

By John S. Willys, (Overland).

The man who says "I wouldn't buy that car because its advertising increases the cost unnecessarily" is making the mistake of his life.

Money spent in the best and judicious advertising is the best investment in the world to-day for every one concerned—for the manufacturer, the dealer and the purchaser of a motor car.

The grocer or other dealer who has on his shelves goods that are not advertised will bear witness to the truth of this statement.

Successful advertising is a sure indication of quality, for without value of the product no advertising could succeed.

Extensive advertising is just as economical as quantity production in the motor car industry, for it brings larger and quicker return of the investment, allowing for reinvestment in materials and consequent large production.



ALBERT GUYOT



PAUL ZUCCARELLI

Alco Does Not Intend to Abandon Automobile Field

Leigh Best Denies Rumors in Connection with Factory at Providence.

To silence the rumors to the effect that the American Locomotive Company may abandon the automobile field, Leigh Best, vice-president of the big concern, on Friday made a positive statement to the contrary.

"In view of conjectures now current because we have not announced our plans for this season, I desire to state that we have never entertained the idea of discontinuing the manufacture of Alco motor trucks, motor cars and taxicabs."

motor trucks, motor cars and taxicabs," said Mr. Best. "Quite the contrary, we have started a vigorous campaign and intend to go after this business stronger than ever."

"As far as possible, we plan to segregate the automobile department from other branches of the American Locomotive Company, placing the manufacture and sales distribution of Alco motor trucks, cars and taxicabs under a separate organization, with the backing of the American Locomotive Company."

Mr. Best, who was appointed several weeks ago to have charge of the automobile department, has been a vice-president of the American Locomotive Company for the last nine years.

In 1911, the year the American Locomotive Company was incorporated in its present form,

No-Rim-Cut Tires 10% Oversize

Who Wants a Different Tire?

Who really wants a tire that rim-cuts, or a tire just rated size?

Who prefers a tire type which countless men, on mileage tests, have discarded?

Is it not simple neglect—this clinging to tires which a better tire has supplanted?

Note the Figures

More than a million Goodyear tires sold in the past 12 months.

Contracts from car makers for 890,680 to be used on this year's new cars.

A demand for users now twice as large as any previous record.

A larger sale, by long odds, than any other tire in the world.

Such is the verdict after actual experience with millions of Goodyear tires.

What They Did

Those legions of users first looked at these tires. They saw that the tires could not rim-cut.

They saw the oversize, and they knew that



THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

extra 10 per cent added greatly to the mileage.

Then they tried the tires. Many metered the mileage. Many compared other tires with these.

That has been done on probably 300,000 cars. And the sale of Goodyears shows what the meters told.

Do Likewise

We ask you, for your own sake, to do that. Then let the figures on the upkeep decide your future tire.

That's all we ask. Go see these tires and judge if they deserve it.

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

New York Branch, 1972 Broadway. Phone No. 7490-7491-7492-7493-7494-7495. Brooklyn Branch, 1172 Bedford Ave. Phone No. Bedford 7560-7561. Newark Branch, 28 Halsey St. Phone No. Market 7566-7567.

The Tread That Makes the Brake Effective

Goodrich Safety Tread Tires

Best in the Short Stop.

Goodrich Safety Treads not only give you safety and sureness all the time, driving, turning or stopping—They naturally give you longer wear—greater tire value.

The rows of five thick, tough rubber fingers repeated around the usual thick, tough Goodrich rubber tread add durability and wear to the safety.

This extra thick, tough tread is obviously certain to give you more mileage.

Goodrich Safety Tread tires are not emergency propositions. They are made for all day and all night work, if you so wish to use them.

In addition to the safety and security they give you it is worth your while to consider the extra value and service you secure in them.

The five thick, tough rubber fingers of the Goodrich Safety Tread, all the time your car is running, are digging right down through the mud, slush, ooze or other slippery, and making a constantly clean safe path.

The human hand-grip they get on the road or street is a powerful defense against any chance of a skid.

Your tire dealer will show you the Goodrich Safety Tread; he will not need to explain it, for its principle and sureness are self evident.

The B. F. Goodrich Co.

Branches and Service Stations in Principal Cities. Dealers Everywhere. New York Branch: Broadway & 37th Street, New York. Factories: Akron, Ohio.

Write for Goodrich Route Book, covering the auto tour you select. These books are sent free on request.

Sees Four-Cylinder Car as Type Favored by Motorists

Stearns Dealer Predicts That Vogue of "Sixes" Will Be Short-Lived.

(By W. Arthur Lesser—Stearns.)

From the present indications in the automobile industry I believe that inside of eighteen months the four-cylinder car will return to popular favor, supplanting the "six."

We manufacture both four and six cylinder cars, but we are strong advocates of the four-cylinder Knickerbocker car, because of its silence, smooth operation, simplicity and economy.

That in automobile construction America follows Europe is a fact that cannot be disputed. As examples I would point to the development of electric ignition, the use of the magneto gas distinct from battery ignition, four and six cylinder models, fore door bodies, sliding gear transmission, the Knight motor and scores of other improvements.

To return to the four-cylinder proposition. A few years ago Europe ran to "sixes." Against the judgment of a majority of European engineers popular demand forced the new type. Tien, true to precedent, America followed suit.

Not because Europe approves of the "four," not because the "six" is disliked, not because the "four" is the choice of Old World builders, but for the same reasons that the European public wearies of the "six"—excessive fuel consumption, too great weight, and needless expense required in maintenance.

In the natural course of events the "four" would swing back into favor in this country. Add to this the fact that gasoline is soaring steadily in price, with higher prices ever new in sight.

APPOINTS ROAD DELEGATES

A. A. A. To Be Represented in Two Foreign Conventions.

The American Automobile Association will be represented in the two important international gatherings the coming summer.

At Amsterdam, June 18 to 21, where the association's delegate will be Bernard Van H. Schultz, of New Jersey, who is making a 5,000-mile tour of Europe.

For the International Road Congress, to take place in London, June 21 to 23, of which the American Automobile Association is also a member, James H. Cook, of Alabama, has been appointed.

Illustrating the world-wide extent of automobilism and the increasing co-operation among the various organizations, reciprocal relations are being established between the Nippon Automobile Club and the American Automobile Association.

As a result, a great deal of the through travel east and west has been going by Bedford, Ligonier, Greensburg and Pittsburgh, further and more hilly than over the old national road direct to Wheeling.

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NATIONAL ROAD REPAIRED

For the last two years parts of the old national road, the great natural thoroughfare from Washington and Baltimore to Wheeling and the West, have been in such bad condition through Western Maryland that its use as a through automobile route has been greatly impaired.

As a result, a great deal of the through travel east and west has been going by Bedford, Ligonier, Greensburg and Pittsburgh, further and more hilly than over the old national road direct to Wheeling.

MOTOR WANTS

Tribune readers believe in The Tribune. Is anything more essential in the Used Car field?

ACCOUNT OF DEATH OF FATHER, DAUGHTER WILL SACRIFICE IMMEDIATELY EXCEPTIONALLY FINE AUTOMOBILE, CARHART, 1912, 5 PASSENGERS, TOURING CAR, cost \$2,000, price \$650; equipped with demountable rims, electric light, silk motor top, pneumatic tires, two extra tires, two extra shocks, four tubes and full set tools; car run less than 2,000 miles; this car must be seen by prospective buyer. Call Mrs. E. A. WAGNER, 613 West 181st St., Telephone, Audubon-6143.

FOR SALE—One new four-cylinder black, with pistons and rings, for model '12 or '13. Cheap. Call Mrs. E. A. WAGNER, 613 West 181st St., Telephone, Audubon-6143.

JACKSON 1911 five-passenger, touring car, fully equipped, overhauled, in elegant condition; great hill climber; always driven by owner; trial given to responsible party. Address by mail only, H. S. BALDWIN, 25 Bradhurst Ave.

GARAGES, 5101; all steel; portable, indestructible; inexpensive; easily erected; strong as permanent structure; other outfitting; catalogues. KASHEMAN, 371 Fulton St., Brooklyn.

BARGAINS—USED AUTOS. SEE US BEFORE YOU BUY. SACRIFICE SALE. PHONES 8100-UP. ASTOR, 1684-1686 BROADWAY.

LOZIER OHIO CAR. Standard in every respect. Easy to drive. Liberal allowance on trade-in car.

EARNEST McGRATH MOTOR CO., 1876 Broadway, N. Y. City.

STEVENS DURYEA USED CARS. HERBERT and GARLAND. Motor, 1912, 5 passenger, touring car, fully equipped, overhauled, in elegant condition; great hill climber; always driven by owner; trial given to responsible party. Address by mail only, H. S. BALDWIN, 25 Bradhurst Ave.

A. G. SPALDING & BROS., 1875 B'WAY, TEL. COL. 2161.

AUTOMOBILES FOR RENT. PACKARD TOURING, late model, hour, day, month, reasonable. Pollitt, 254 West 54th St., Apt. 2-222.

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