

**TRUCK MEN ADVISED**

Expert Defines Qualities of Good Salesman.

**SOUND FIGURES NECESSARY**

Good Power Wagon Men Are Hard to Find, Declaration of Head of Alco Transportation Cost Bureau.

Speaking before the Motor Truck Club of New York, William P. Kennedy, head of the Alco transportation cost bureau of the American Locomotive Company, recently told of the importance of scientific comparison of motor truck and horse expenses as a factor in the adoption of trucks. His subject was "Administrative Engineering and Salesmanship in the Commercial Car Field." Mr. Kennedy made a plea for the type of salesmanship that recognizes the practical needs of the individual case.

"The characteristics of the commercial line are in radical contrast with the pleasure car business," he said, "the location and purpose of the one being so different from the other as to render obsolete many of the formulated practices heretofore in vogue, conspicuous among which is the complete reliance upon the individualistic function performed by the salesman."

"A rational investigation will prove that the introduction of any novel business utility of an economic character calls for genius of a high order. If the utility proposes to supersede some established practice with expense reduction, it calls for the faculty of comparative analysis, which is at least uncommon. If the utility, furthermore, is an article of machinery, mechanical talent, if not engineering ability, is a valuable necessity."

**Types of Salesmen Differ.**

"To expect the type of salesman usually employed in the pleasure car field to step into the breach and independently effect the introduction of commercial cars, is at least unreasonable, and the continuance of this fallacious practice has led to much disappointment."

"The application of machinery to merchandise delivery purposes calls for an accurate knowledge of the work to be performed, an intimate familiarity with the capabilities of the machine and sound judgment in the method of its application."

"The commercial engineer should be conversant with transportation operation and cost under all circumstances, and should acquire those habits of mind which will enable him to regard mechanical equipment from the standpoint of ownership."

"The principal duty of the engineer will be to carefully analyze the conditions prevailing in use, to identify the defects, to introduce machine equipment for transportation. One of the first provisions in making these investigations should be to verify the existing figures by the responsible representative of the prospective purchaser."

"This will insure that correct information is being used as a basis for comparison, and that there will be no subsequent contradiction or distortion of fact to defeat a presentation of economical substitution. There is no character advantage in possessing this authenticated information, since it inures to the investigator a definite basis for demonstrating economy."

**Solid, Substantial Men Needed.**

"An analytical study of the work to be done, or how it is at present performed, will often afford a great advantage to the purchaser, who is not usually qualified to critically examine his own operating methods."

"It should be a fundamental purpose of the engineer to provide his co-operating salesman with serviceable information of a bookkeeping or bookkeeping character entirely devoid of technicalities, with perhaps the exception of performance data."

"In generally seeking for stimulating means to promote business, the engineer should be ever on the alert to utilize to advantage those methods which have been effective in other organizations. The introduction of industrial apparatus."

"How the salesman may best co-operate with the transportation expert was touched by the speaker, who continued:

"In presenting his case to new prospects, he should create the impression that he is a solid, intelligent man, with plenty of energy and perseverance and will versed in the purposes of his mission."

"Perseverance in the direction of convincing the purchaser of the utility and economy of the machine he has to sell, without introducing technical discussions or invidious contrasts with the products of others, is an art very rare and very valuable."

**COURT STARTS ROAD PROJECT**

Damage to Owner in Klamath Falls Undertaking to Be Figured.

**KLAMATH FALLS, Or., June 1.—(Special.)**—The next step in the move for a county road to parallel the Southern Pacific Railroad from here to Midland and skirt the Lower Klamath Lake south of Cascade Range line will be taken when the County Court, Judge Will S. Worden and Commissioners Summers and Merrill go to Midland to look over the proposed roadway through certain property where there is a contest for right of way.

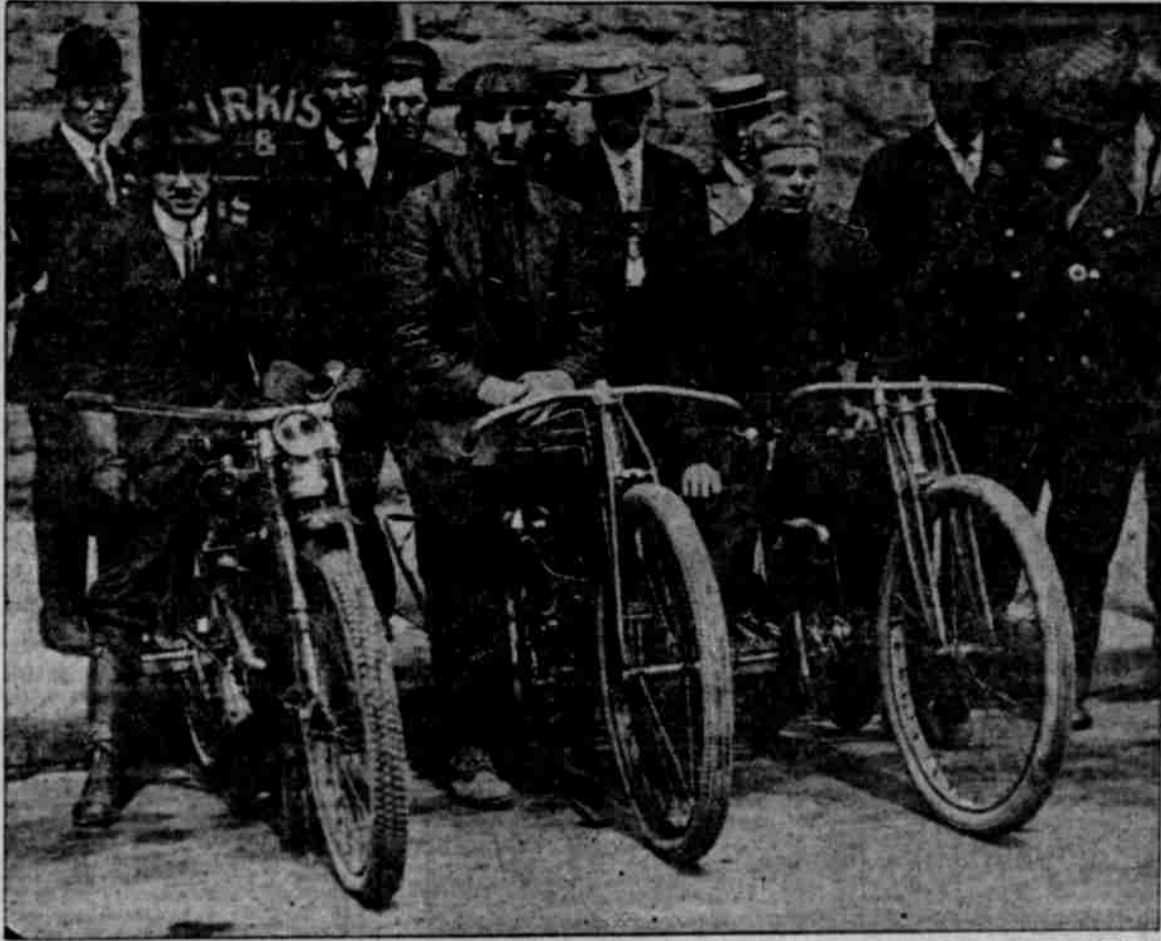
Some time ago Henry Bagby and a number of petitioners asked the County Court to open a road through land belonging to Eugene Hopkins. Hopkins fought the move and the matter was to have come up for hearing some days ago. This was postponed until the County Court could view the proposed roadway and get an idea of the damages to the opposition.

This is the first link in what is proposed to be a county road leading from here to the California line and giving the residents of that portion of the county a direct and water-level route to Klamath Falls.

**Saloon Question Issue in Milwaukie.**

**MILWAUKIE, Or., June 1.—**The saloon question probably will be a live issue at the election in this place next November, when a successor will be chosen to Mayor Philip Straub and other city officers. It is set forth that the present city administration agreed not to grant another saloon license, but last week the hotel erected by T. Gratton was opened with a bar. A resident said today that the Mayor will be called upon to explain the situation, and declared that more drunkenness and disorder had been seen in Milwaukie the past week than for two years. The election is six months distant and it is not yet known who will head the opposition ticket to the Mayor. Ex-Mayor Shindler would like to be Mayor again, but he may not be acceptable to the temperance people.

**STARS WHO ARE EXPECTED TO SHINE IN MOTORCYCLE MEET HERE TODAY.**



From Left to Right—A. C. Knight, Detroit; Harry Brant, Thor, and Roy W. Brown, Merkel. Brown is Also Shown on His Seven-horsepower Special Merkel Racer.

Track records are expected to be shattered when the fastest of Portland's motorcycle riders meet at the Country Club racetrack today. Eleven events are scheduled. The largest entry list in a like event here has been secured.

**SOUTHERN ROAD SOUGHT**

**WEED-KLAMATH FALLS HIGHWAY PROPOSED.**

Route of New Trunkline Taps Big Territory Rich in Farms and Scenic Beauty.

**KLAMATH FALLS, Or., June 1.—(Special.)**—In order to agitate interest in the proposed through highway from California northward through Oregon, O. E. Moore, of Dorris, a member of the North Central California Good Roads Club, has been proselyting in this city. It is desired to get Klamath County and Eastern Oregon to use their influence toward getting the main line of the state highway built from Weed through the Butte Valley to the Klamath County line. The boosters for this improvement expect to get cooperation from the State Highway Commission of California. They urge that the natural outlet of California is through Klamath County and via the Crater Lake country to Eugene.

The State of California has authorized expenditure of \$18,000,000 for roads, one of which will be a main line highway through the state north and south. It is hoped to get assistance from the State of Oregon for a road through this state which will make the California highway one link of a chain to reach Eugene.

According to Mr. Moore, by constructing the road through the Butte Valley section to the Klamath County line and thence northward, to the east of the Klamath and Cascade Ranges, the largest area of agricultural lands would be served and benefited thereby. He says that the lake bed section of Northern California is the third largest agricultural body of land in California, standing next to the Sacramento and San Joaquin Valleys.

By following the course indicated the road would be one of the best in touch with the largest group of fresh water lakes in the United States, save the Great Lakes in the Central States. The road would also penetrate the largest irrigation project in the United States, which is the Klamath-California district. It would as well give access to Crater Lake, passing within 15 miles of the entrance to the famous park, affording an easy route from Klamath Falls. The Rogue River country and Medford are well in touch with the National park by highway, while this city is comparatively disconnected. The park is one of the beauty spots of the Pacific Coast.

From Grass Lake, in Butte Valley, to Odele Lake, is a stretch of 200 miles on which the heaviest grade would be 6-10 of 1 per cent, making what is virtually a race course over this distance. The proposed road would run to Eugene, affording that city an opening to a rich agricultural territory. If a branch should be built to Bend, this would connect there with the highway which runs through the Deschutes country.

**AUTO CHUG CHUGS**

**AMERICAN** cars are now making a headway in Guatemala. The roads are being improved, and there is a big demand for used cars.

The assessors of Freeborn County, Minnesota, have decided to assess automobiles at one-third cost. For the 140 cars owned by 130 persons in the county seat the average value is estimated at \$1200.

The first gasoline fire engine to be installed in the Boston fire department service was given a testing recently. The engine shot a stream up over the top of the tower of a building 165 feet in the air.

The town officials of Brooklyn, Mass., having added several pieces of motor apparatus to its fire department, has decided that its chief of police should also have a car and has purchased one for him.

The board of supervisors of Charlevoix County, Michigan, has decided to submit to the people a special election, to be held June 3, the proposition of bonding the county for \$350,000 for constructing good roads.

In weighing the load on each axle it is only necessary to drive the front wheels of the car on the scales, and then the rear wheels. The correct load per axle will be obtained if the car is in a horizontal position while being weighed.

Every steamship sailing from Puget Sound for the Antipodes is carrying all the automobiles it can accommodate. On the steamship Strathgyle, which recently sailed from Everett, Wash., there were 12 automobiles, the total value of which is estimated at \$72,000.

Members of the Hoosier Motor Club

who brought suit attacking the Indianapolis motor license ordinance, have lost their fight in the county circuit court, but may appeal the case to the Indiana Supreme Court. In the meantime the city is insisting that automobile owners pay the license fee for 1912.

The girls in the sewing classes of the city mission, Omaha, Neb., were treated to a joy ride about the city recently in machines of some of Omaha's wealthiest citizens. There are over 100 girls ranging in age from 7 to 15 years in these sewing classes. They have been meeting once a week to learn to sew and "help mother." All are from poor families, and many of them had never been in an automobile before.

The Wisconsin Highway Commission has approved plans and begun work on a new highway of a permanent nature between Neenah-Menasha and Appleton. The road will be built by the commission at the cost of \$7500 to the state, as an experimental or illustrative highway. The road will be constructed of macadam with a bituminous binder and wearing surface, making it practically an asphalt pavement.

April receipts for automobile license tags for 1912 are reported by the Minnesota Secretary of State as \$14,161, as compared with \$5082 last year. During April 7600 automobile tags were issued, 1389 motorcycle licenses, 194 for chauffeurs and 67 for automobile drivers. Seven clerks were required to keep up with the work. For this year 18,500 licenses have been issued for automobiles as compared with 19,200 for the entire year of 1911. April receipts were the largest since the office was opened.

Major Richard Sylvester, superintendent of police in the District of Columbia, has presented a draft of a bill which he will present to the District Commissioners for approval in which he fixes the penalty for automobile stealing at a term in the penitentiary. Washington automobile owners have suffered to such an extent recently that drastic measures are considered necessary. The penalty at present for taking an automobile by one who has no right to take it, usually for the purpose of a joy ride, is but a \$40 fine.

Cylinder oil which is drained from the crankcase of a motor, having a circulating system, after every 500 miles of use, may be used for the grease if mixed with green. This oil is merely charred and is slightly stringy from the wax which has been formed on it. This waxlike consistency is the very qualification necessary for a gear lubricant in that it holds the oil to the gear. The oil should be drained into a pan mixed with grease until the mass assumes the consistency of the regular transmission lubricant. To all automobilists, being neither liquid nor solid.

The State of Wyoming intends to lighten the labor of the transcontinental tourist this Summer if work on the state roads counts for anything. Contracts have been let for a short cut from Table Rock to Point of Docks which will save about 40 miles on the present route. This new road will cut out the famous Bitter Creek stretch of 10 miles, which is generally believed to be the worst in the state. On top of this comes the information that a new short cut between Granger and Evanston will save about 80 miles. The later road includes the construction of two bridges costing about \$60,000. Work on these structures is about completed. It is expected both new roads will be finished in time for the coming Summer's travel.

Tight bearings consume a needless amount of power. The wheel bearings, especially, should never be too tight. They not only wear, but also consume an unnecessary amount of power.

The Best Equipped and MOST MODERN REPAIR SHOP IN THE CITY.

**AUTO REPAIRING AND STORAGE.**

We make a specialty of repairing Automobiles, Trucks, Flying Machines and regrounding all kinds of Bearings. All work guaranteed.

**FRED DUNDEE**  
575 JEFFERSON STREET.  
Between Chapman and Naitelle.  
Phone Main 2358.

power. If the owner of the car adjusts his own wheel bearings he should remember that the bearings should have a barely perceptible play. In the cup-and-cone type, for instance, if the wheel is jacked up clear of the ground, so it should be when the adjustment is made, an almost imperceptible play should be observed at the rims. The play should be no more than the mere feeling that it is not tight. After the adjustment has been made and the nuts tightened, a check may be made upon it by spinning the wheel free, if it is a front wheel. The wheel should swing like a pendulum several times before coming to rest.

**CENTRAL OREGON REJOICES**

Heavy Rainfall Assures Bumper Crop in "Dry Farming" Section.

**BEND, Or., June 1.—(Special.)**—With the addition of Wednesday's heavy showers to the already unusual precipitation, the rainfall exceeds ten inches during this year, which is the heaviest that ever has been recorded in this section. The agricultural outlook is brighter than for many years. Sheep and cattle men, whose chief interest is wild grass, expect great prosperity. Grain crops are assured of being the best ever seen in the interior. The heavy rains have been a special boon to the hundreds of homesteaders and all who are cultivating "dry" farms. Even if there should be no more rain



**Don't Be Misled by Generalities**

**THE TALK** you hear today about car values is misleading—the day is past when the motor car buyer is satisfied with glittering generalities.

On the great essentials of motor car building the buyer is intelligent enough to judge a car by careful comparison—so in building the "Mighty Michigan" we too were careful to select only the finest materials and expert workmanship in the construction of the Michigan cars—adding of course the many little details that are so essential to your pleasure and comfort—thus justifying your honest comparison.

But—the selection of your car does not end with its purchase. There is service to be thought of—ask owners of the "Michigan" what they think of ours.

A Michigan owner using his second Michigan car stated that the service he is getting from us is worth 65 per cent of the purchase price of his car. We believe that you are entitled to unlimited service—this backed by our liberal guarantee protects your car for life.

Look at the Michigan so that you can make an honest and intelligent comparison with other cars.

**5 MODELS \$1350 TO \$1850**

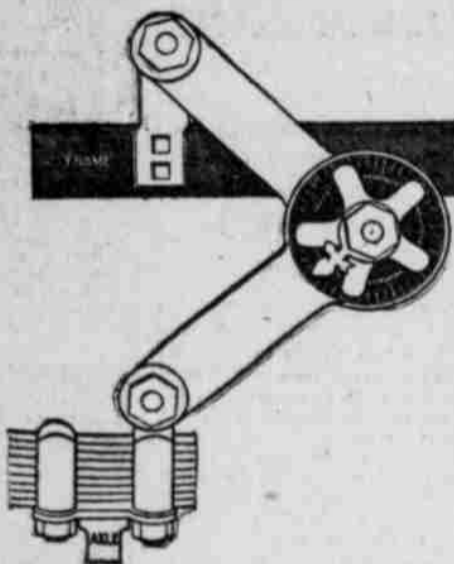
**Michigan Auto & Buggy Co.**  
NORTHWEST BRANCH  
W. A. WILDRICK, Manager  
East 1421, B 1345 369-371 Hawthorne Ave.

**Truffault-Hartford SHOCK ABSORBER**  
"MAKES ALL ROADS SMOOTH ROADS"

They are necessary to both safety and comfort. You cannot know the full pleasure of motoring without them.

Springs are made to act one way—downward. It's on the rebound that you get the jolt. It's on the rebound that the springs are broken. Truffault-Hartford Shock Absorbers control this rebound.

The life of your car is doubled, and cost of upkeep reduced 50 per cent.



Sold on Pacific Coast by  
**Chanslor & Lyon Motor Supply Company**  
"Everything but the Automobile" 627 Washington Street  
Seattle Spokane San Francisco Fresno Los Angeles

**SOCIALISTS NAME TICKET**

Candidates Are Brought Out by Linn County Party.

**ALBANY, Or., June 1.—(Special.)**—Socialists of Linn County met in convention at the Courthouse in this city yesterday and named the following county ticket for the November election: Representatives, D. G. Crow, of Lebanon; R. B. Dow, of Shedd; and L. E. Prouty, of Albany; County Judge, A. F. Gooch, of Shelburn; Sheriff, G. C. Hamilton, of Albany; County Clerk, E. V. Smith, of Albany; Recorder, G. A. McCart, of Harrisburg; Assessor, Oscar Ingram, of Lebanon; Treasurer, B. T. Myers, of Harrisburg; County School Superintendent, L. A. Simons, of Hodesville; Surveyor, J. H. Kauffman, of Albany; Coroner, J. B. McDowell, of Albany; County Commissioner, James Trollinger, of Shelburn.

The convention also endorsed the nomination made by the Marion County convention of E. J. Hoemer, of Silver-

ton, for District Attorney of the Third Judicial District.

The National platform of the Socialist party was adopted as the county platform. W. E. Richards, of Albany, was chairman of the convention and G. C. Hamilton, of Albany, secretary.

**Old Road to Be Improved.**

**COTTAGE GROVE, Or., June 1.—(Special.)**—A committee to interview the County Court and to endeavor to get the Shoestring road improved, was

appointed at the last meeting of the Board of Trade.

The road is one of the oldest in the county, having been opened a half century ago. It lies partly in Douglas County and an attempt will be made to interest the Courts of both counties. It is thought that it may be possible later on to get it designated as part of the Pacific Highway. C. H. Burkholder and Marlon Veach were appointed as the committee to present the subject to the Court.

The ostrich can't fly—has too much weight for its wing power. The Vanadium-built Ford has all the weight it needs for strength—but it's the lightest car for its size in the world. We'll sell seventy-five thousand new Fords this year—principally because it's not an ostrich car.

**All Fords Are Model T's—All Alike Except the Bodies**

Ford Model T Touring Car, 4 cylinders, 5 passengers, fully equipped, f. o. b. Portland.....	\$785
Ford Model T Torpedo, 4 cylinders, 3 passengers, fully equipped, f. o. b. Portland.....	\$685
Ford Model T Commercial Roadster, 4 cylinders, 3 passengers, removable rumble seat, fully equipped, f. o. b. Portland.....	\$685
Ford Model T Town Car (Landaulet), 4 cylinders, 4 passengers, fully equipped, f. o. b. Portland.....	\$1075
Ford Model T Delivery Car, capacity 750 pounds merchandise, fully equipped, f. o. b. Portland.....	\$815

Ford branches and dealers in all cities, towns and villages are at your elbow with Ford Service for Ford Owners

**Ford Motor Car Agency**  
Phone East 646, B 2117—East Eighth St. and Hawthorne Ave.  
R. E. SHERET, Mgr.

Equip Your Car with a Jericho or Jubilee and Motor without anxiety

**Jericho ONE TONE Horn**  
**Jubilee CHIME TONE Horn**

The Signal of a Gentleman—Warns Without Offense

The Massachusetts Statutes require every automobile to be equipped with an EFFICIENT (but not BARBARIC) signal.

The ordinary bulb horn is neither efficient nor sufficient—and many costly electric horns now being sold are little short of barbaric. JERICHO, on the other hand, is an always-reliable, highly-civilized and perfectly-efficient signal. It costs \$10, or less, to install a Jericho or Jubilee, and nothing to maintain it—it is operated by the exhaust. The only exhaust horn that will not clog.

Most dealers and repair men will put a Jericho or Jubilee on for you in a few hours

**The Randall-Faichney Company, Boston, Mass.**