SERIOUS PROBLEM CONFRONTS MAKERS

Freight Car Shortage Causes Builders to Reduce Their Daily Output.

RECORD SHIPMENT COMING

Re-election of Directors of Auto Club Is Advocated by Big Majority-Barney Oldfield Is Coming Here.

ST PAUL J. PERLY. Automobile manufacturers are now facing the most serious problem that has confronted them in recent years. has confronted them in recent years.
Inability to obtain sufficient railroad equipment to ship cars to their district distributers has caused a tic-up in some of the larger fastories.

News of this condition was brought here by F. W. Vogler, the Portland wholesale dealer, who returned from an extended Eastern trip last week.

"Present conditions are the most re-

wholesale dealer, who returned from an extended Eastern trip last week.

"Present conditions are the most remarkable in the history of the motor car industry," said the Northwest distributer for the Reo, Slient Knight-Stearns, Apperson and Premier, while discussing the freight car shortage.

"For the first time, Western dealers are having their orders filled before Eastern agents are taken care of. It sounds strange, but it is true that Chicago dealers could not get cars while distributers west of St. Paul were being fairly well taken care of.

"Railroad officials informed me that the present situation cannot be compared with anything that has obtained in the last 50 years. Blizzard after blizzard has demoralized Eastern railroad traffic. The Cadillac, Ford and Reo people were forced to cut their daily production temperarily because they could not get railroad cars in which to ship their machines. They had used up all their storage space while I was there and cars were being

had used up all their storage space while I was there and cars were being

"Western dealers are fortunate in that they have numerous transconti-nental lines to draw from. These com-panies are sending in their cars to the factories to be used for hauling ma-chines to the West. They will not let them be used for transporting cars anywhere but on their lines." anywhere but on their fines."

While in the East Mr. Vogler con-tracted for the largest single shipment of automobiles that has been ordered or automobiles that has been ordered for the Northwest. It was his idea to have all the cars come in a special train, but he found it impossible to get enough freight cars at on time to do this. He placed an order for more than 250 Reo pleasure cars, three carloads of Appersons and two carloads of all results.

Inder Fremiers.

Thirty-five carloads were on their way to this territory yesterday. All are expected to be shipped from the factory at Lansing, Mich., before April 15.

They will be shipped as cars are available.

Before leaving for the East Mr. Vogler wired his sub-agents, asking how many cars they thought they would need within the following 60 days. In the batch of telegraphic answers, it was found that Oregon, Washington and Idaho dealers figured they would be able to dispose of more than 350 machines within that time.

It is quite amusing to note the vari-ous talking points and selling argu-ments advanced by manufacturers and salesmen of motor trucks.

truck with the driver's sent directly exceptions behind the motor, and the other as the brings th truck with the pilot's throne directly minimum.

The manufacturer who builds the ruck with the driver's seat placed be-tind the engine says: "We have the setter idea: we carry 80 to 80 per cent of the load upon the rear axle and wheels, because this gives us better traction and takes the load off the front axle and steering connections,

On the other hand, the maker who turns out a truck with the driver placed above the motor claims his method is the best because, he avers, the load is better distributed-not too much on the rear wheels-and can turn

The fact is, they are both right in part of their claims, but one says the other is wrong, because each build but oldest builder of motor trucks

in the United States, and the company which probably has more trucks in use today than any other one manufacturer, builds both styles, so we find these arguments to be unblased.

It recommends the truck with the

driver's seat over the engine only in cases where traffic conditions will not permit a long wheel base and where short turns are necessary.

Short turns are necessary.

Both styles have the same capacity, the same body and the same weight; one is as hard on tires as the other. Both styles are required to take care of every kind of trucking.

Wednesday night members of the Postland Automobile Club will elect officers for the ensuing year. Without wishing to detract from the efficient work of former directors, the fact is evident that the present board is the most active that has guided the ptorists' organization since its in-

ption.
Under the direction of President W.
Clemens and Howard Covey, Frank
Riggs, H. L. Keats, John S. Beall.
Henry Wemme, T. Irving Potter, O.
Jeffery and George Knight Clark. directors, the club's usefulness has been greatly increased, its scope of ac-tivities widened and the organization itself nourished and doubled in membership. The Portland Automobile Club now is a prominent factor in mat-ters of traffic regulation, good roads legislation, state-wide erection of legislation, statu-wide erection of suidehoards and other matters of vital

General sentiment seems to favor the reelection of the entire board. This appears to be the only logical action that could be taken.

Barney Oldfield, considered by the majority of experts the greatest racing pilot sver developed, will visit Portland in a few days, according to word received by R. E. Blodgett, Portland agent for Firestone tires. Oldfield will be accompanied by H. S. Pirestone, of the Firestone Tire Company. The men will make a tour of the same motor which propels the venicle.

As an instance of the value of the winch may be mentioned its use in the ioading and raising of safes, otherwise a laborious, difficult problem. Heavy machinery and furniture can also be handled with greatest case and many other difficult tasks of the truckman made correspondingly simple.

Heavy Registration of Autos Made Automobile Makes Better Record

During February. & compliation from the records of the

fernia, showing the number of registrations of the many varieties of automobiles registered in California during the month of February, is of interest both to the dealers and buyers of the Northwest, as it shows the cars that are being sold in what is the second largest automobile state in the Union, being second only to New York.

The compilation shows that 147 varieties of automobiles were registered in California during February, the Ford leading with a registration of 278, the Bulck second with 184, the E-M-F third with 187, the Overland 128 and Cadillac 123. These were the only cars to pass the century mark.

The only other cars to pass the half century were the Flanders with 57, the Chalmers with 78, the Reo with 58 and the Mitchell 54.

It is a remarkable feature of the compilation that among the high-price cars,

pilation that among the high-price cars, the Packard, Locomobile and Oldsmobile were tied with 17 registrations each,

BRANCH BUSINESS SEGREGATED

W. F. Weaver Transferred to San

Francisco House.

Francisco House.

The final step in segregating the wagon and automobile business of the studebaker interests has taken place with the removal of W. F. Weaver to San Francisco. Weaver has been in charge of the wagon division of the Studebaker people here.

W. F. Wiggins, former factory controller, will be in charge of the wagon branch in Portland.

Until the present step was taken the San Francisco branch has handled both wagons and autos. Now the wagon and auto business will be separate. Chester Weaver, who has been in charge of the combined branch for some time, will devote his attention exclusively to the automobile end. The San Francisco branch is the last one in the long chain of Studebaker houses to undergo this change.

MAINTENANCE COST GUT

TIRE EXPENSE HAS BEEN RE-DUCED MATERIALLY.

Michigan Man Recites Main Reasons Why Automobile Demand Is So Heavy This Year.

A few years ago the motorist, after biaining the price of an automobile and deciding to make his investment, found to his sorrow that the initial ost of the machine was not the greatest cost," says W. A. Wildrick, Northwest manager of the Michigan Auto & Buggy Company. The maintenance expense proved such a drain on his income as to make it necessary for him to dispose of the car after one or two seasons' use. Not only was the cost of repairs and replacements excessive, but incidental charges connected with its operation, which had not been taken into account, proved appallingly great "The tire matter has been the great-

est bugbear of expense, and almost everyone who has investigated the matter has met many owners who have said that the expense and trouble with three has been the one great draw-back to the otherwise unalloyed pleas-ure of motoring. The manufacturers have all agreed that the great per-centage of the troubles originate from two causes: first, overloading of the

tires, and second, insufficient inflation.

"Manufacturers of motor cars in figuring on cost of production were prone to attempt a saving in the matter of original thre equipment. The difference between the cost of tires that might pass muster and tires sufficiently large to give a margin of safety, fig-ured so importantly in the coat of first equipment that sizes of tires were fitted that were not calculated to give long service. The result was that over-

loaded tires were very short-lived. "The manufacturer was really the greatest sufferer, for his car acquired the reputation of being 'hard on tires.' Now, we all know the best standard motor trucks today are built in just two styles, one commonly known as the service, and this, coupled with our truck with the driver's seat directly behind the motor, and the other as the brings the cost of maintenance to a

"Owners have been educated to the important necessity of keeping tires properly inflated, with the result that even with the big 40-horsepower machine tires are giving service of miles and upwards. This means that a car can be driven throughout the entire season with an average of one

entire season with an average of one set of tires.

"Gasoline is another item of expense which has been reduced. While the first cost of gasoline is higher than it was five or six years ago, carburetors has been greatly improved and gasoline waste thereby reduced to a minimum. In the matter of lubricating oil economies have been effected by improved methods. A few years ago it was necessary to pour gallons of oil was necessary to pour gallons of oil into the motor. Modern methods now into the motor. accern methods now provide systems whereby every drop of oil is mechanically directed to the surfaces to be lubricated, and one gallon of oil does the work which formerly required five.

"Perhaps one of the greatest econo-

mies effected in the case of the man who must figure closely, is the chauf-feur's hire. A few years ago very few had the courage to maintain an auto-mobile without the aid of a profes-sional driver. In this day of simplicity of construction of the motor car the great majority of car owners prefer taking care of the car themselves, with the assistance to be had from the agents who maintain up-to-date service departments, and more than 20 per cent of car owners are enthusiastic drivers."

WINCH FACILITATES LOADING

Motor Truck Solving Problem of How to Load Wagons Speedily.

Having solved the problem of quick, convenient transportation of freight by the use of motor trucks, many commer-cial vehicle owners are now turning

cial vehicle owners are now turning their attention to the matter of more rapid loading facilities.

"One of the most effective devices yet perfected for this purpose is the power-driven winch. On horse trucks a winch is not of much assistance, as the operation by hand is too slow, and any arrangement using horsepower is so clumsy as to be intolerable except in a few special instances. With the motor truck, however, the winch can be made of invaluable assistance in the loading of heavy freight, on account of loading of heavy freight, on account of its case of manipulation and the fact that it derives his power direct from

FORD LEADS IN CALIFORNIA TRIP IS MADE IN PAST TIME

Than Regular Trains.

The initial trip of the seven-passenoffice of the Secretary of State of Call- | ger National touring car between St.



A Man Feels Badly

if his motor stalls. It's worse still for a woman.

To be sure of your engine, you must be sure of your lubrication. Ask in any garage, and you will find a large percentage of motor troubles can be traced to faulty lubrication.

POLARINE OIL gives full, uniform lubrication under all

It leaves no carbon deposits. It saves you all the troubles of foul valves and spark-plugs. POLARINE is the best oil for all

makes of motors.

It is especially recommended to women motorists because it is so reliable. Send for the Polarine booklet; free, post-paid; any agency.

Standard Oil Company

Helens and Portland was made last week by S. C. Morton, of St. Helens. Carrying seven passengers, the big car had no difficulty in accompilabing the 30 miles between St. Helens and Seventeenth and Thurman streets, this city, in one hour and 30 minutes. Mr. Morton is confident that a regular schedule of an hour and 15 minutes can be established throughout the Summer. A remarkable feature of this schedule is that the time made is better than the regular train schedule between the two towns.

OHIO SALES CHIEF PRAISES PORTLAND'S STREETS.

D. B. Rose Says Outlook for Sale of "Silent" Machines Here Surprisingly Good.

Portland's miles of finely paved streets-the best in the West, accordng to D. B. Rose, Pacific Coast sales manager of the Ohio Electric Car Company-will be a potent factor in the upbuilding of the electric automobile trade here, in the opinion of the Ohio chief.

Rose arrived in Portland last week n one of his periodical visits to the Northwest. He recently returned to the Pacific Coast after a two months' absence in the East, visiting the vari-ous automobile shows.

"Prospects are brighter than ever for the sale of electric cars," said Rose,

in speaking of electric conditions generally. "What impressed me most this year at the shows was the large number of electric cars on display. The electric manufacturers are seriously considering holding an exclusive tric show next year, as they could get sufficient space to properly dis-play their products at the combina-tion exhibits. This in itself is an indication of the tremendous growth of the electric car industry. "The situation in Portland, where the

paved streets are the best I have found anywhere in the West, is most promising. When the women fully re-alize the advantages of the electric coupe as a means of getting about the city. Portland's streets will be filled with them, the same as in the large Eastern cities. A woman or child can operate the present-day electric with ease and be entirely independent of the

chauffeur.
"The improvement in storage battories in the last few years has done a great deal to strengthen the electric vehicle business. A few years ago the buying of electrics was discouraged by the trouble and expense of batteries, but the batteries of today are highly successful and virtually trouble-proof. successful and virtually trouble-proof.

"Little attention has been paid to the commercial vehicle field on the Facific Coast. In Eastern cities electric trucks are being used extensively. It will take some time to develop the electric-truck field here, but when we get started properly it will not be long before electric trucks will be as popular as the gas power wagon.

"We have just completed the building of a large addition to our factory. Our producing capacity has been almost doubled, yet we have great faith most doubled, yet we have great faith



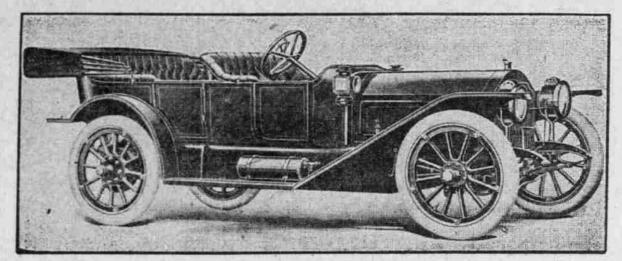
ARGUMENT

on the technical make-up of different tires need not mislead you.

Goodrich specially treated fabric; Goodrich Tough White Tread; Goodrich Integral Construction - these things merely explain the high mileage records by which you can know you are buying the best, in

GOODRICH

B. F. GOODRICH CO., Akron, Ohle Portland Branch, 325-327 Burnside Street.



Fully Equipped, Including Self-Starter, Top, Glass Front, Speedometer, \$2150 Portland

Right is the center of a circle, "about right" its circumference; the circumference may be drawn to any size, but the center always remains the same. The Havers Self-Starting Six is the center. IT IS RIGHT.

RIGHT kind of material, nickel-steel.

RIGHT kind of an engine-6 cylinders, 3-point suspension.

RIGHT kind of ignition, Bosch Dual. RIGHT kind of radiator, honeycomb.

RIGHT kind of rear anxle-full floating.

RIGHT kind of body, luxurious fore-door. RIGHT kind of guarantee, one year by factory.

RIGHT kind of service. RIGHT price-\$2150.

The Havers is sold for what it is, a well-made, dependable Automobile. It is sold at its real worth and guaranteed to be worth it.

MICHIGAN MOTORS COMPANY

E. N. HOWE, Manager

Phone

64-66 N. 23d Street

Marshall 4466

Portland.

Good territory for live agents in Oregon, Washington and Idaho.

while in Portland Mr. Rose is the guest of J. L. D. Keppy, manager of "What is there?" agent for Ohio electrics. Before returning to his headquar-ters in San Francisco, Mr. Rose will visit Seattle, Spokane, Tacoma and

GIRL LIKES AUTO; BUYS IT

other Northwest cities.

Junior at U. of O. Makes Purchase in Record Time.

EUGENE, Or., March 30,-(Special.)
-Automobile salesmen would soon lose their cunning if all purchasers were like Miss Alma Noon of Portland, a junior in the University, who recently purchase da car of a local dealer. Rather late in the afternoon she apeared at the garage and went directly

to business by asking: "What prices are your automobiles?" "Well, the prices range from \$500 to \$2000," replied the dealer. The young ady gazed around the room a mo

n the demand, consuming all the ma- taking in the array of machines and then, pointing to one that pleased her, "What is the price of that one over there?"

"Sixteen hundred and flity dollars." "I'll take it," and forthwith the young lady drew a check for the required amount The dealer was dumfounded, but at midnight, an ordinance to this ef-ianaged finally to suggest that prob-bly she did not want to take the ma-to 2 at the regular session of the City managed finally to suggest that prob-ably she did not want to take the ma-

Midnight Closing Law Enacted. ALBANY, Or., March 30 .- (Special.)-All soft-drink establishments in this city will hereafter be compelled to close

Council Wednesday.

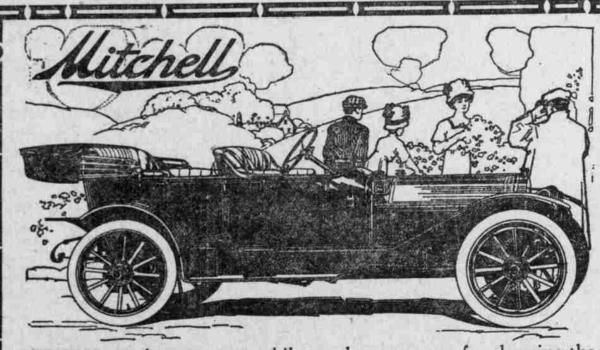
"Oh, no," was the reply, "I'll com around in the morning and take a les son in running it."

WORLD'S GREATEST ENDURANCE MOTOR CAR.

Stearns Silent Knight \$3650 F. O. B. Portland

The choice of royalty. The motor that has supplanted the master engines of the world. Will you be among the first with the new type, or among the last with the old?

STEEL & EASTMAN 615-617 Washington Street



WHEN you buy an automobile you have a reason for choosing the particular car that you buy. This reason must be one of the following three -your own experience and practical knowledge of mechanical construction and materials-the guidance of a friend whom you trust, or-faith in the ability, experience, business integrity and commercial sense of the maker.

With the Mitchell car the first two of these reasons-your own knowledge and the investigation of a trusted friend-lead you logically straight to the ownership of a Mitchell, and, with the third, there are 77 years of an unequalled record in vehicle manufacture and the assurance that the next 77 years will see the Mitchell vehicles leading in popularity for the same good reasons that have made them leaders in the past.

Mitchell cars are the result of a demand from the experienced public for a car that is built and sold on the business basis of an honest profit to the maker and full value to the user. Mitchell cars are built for the man who can't afford to make a mistake.

7-passenger Mitchell-six, 6 cylinders, 60 horse-power, wheel base 135 in., 48 horse-power, wheel base 125 in., tires 36x4½. Price, \$2,250.

5-passenger Mitchell-six, 6 cylinders, 48 horse-power, wheel base 125 in., ders, 35 horse-power, wheel base 125 in., tires, 34x4. Price, \$1,350. 4-passenger Mitchell thirty, 4 cylinder, 30 horse-power, 2-passenger Mitchell Runabout, 4 cylinders, 30 horse-power, wheel base 115 in., tires 32x4. Price, \$1,150. 2-passenger Mitchell Runabout, 4 cylinders, 30 horse-power, wheel base 100 in., tires 52x3 1/2. Price, without top, \$950.

> Mitchell-Lewis Motor Company Racine, Wisconsin

Portland Agents, DULMAGE & SMITH, 46 North Twentieth Street.

Come and see this wonderful car today, now on exhibition at our showrooms, 688 and 690 Washington St. This car will be on exhibition but a few days, for we must make delivery of this car this week. Remember, we have been only allotted 5 of these cars for the season. See it and get your order placed at once.

STODDARD-DAYTON AUTO CO.

688-690 Washington St. The only Six-Cylinder Silent Knight Car in Portland.