

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.

MAINTENANCE COST CUT

TIRE EXPENSE HAS BEEN REDUCED MATERIALLY.

MICHIGAN MAN RECITES MAIN REASONS WHY AUTOMOBILE DEMAND IS SO HEAVY THIS YEAR.

ELECTRIC FIELD BRIGHT

OHIO SALES CHIEF PRAISES PORTLAND'S STREETS.

D. B. ROSE SAYS OUTLOOK FOR SALE OF "SILENT" MACHINES HERE SURPRISINGLY GOOD.

GIRL LIKES AUTO; BUYS IT

WORLD'S GREATEST ENDURANCE MOTOR CAR.

STEARN'S SILENT KNIGHT

MITCHELL

WHEN YOU BUY AN AUTOMOBILE YOU HAVE A REASON FOR CHOOSING THE PARTICULAR CAR THAT YOU BUY.

GOODRICH

MITCHELL-LEWIS MOTOR COMPANY

FORD LEADS IN CALIFORNIA

TRIP IS MADE IN FAST TIME

ARGUMENT

WINCH FACILITATES LOADING

MOTOR TRUCK SOLVING PROBLEM OF HOW TO LOAD WAGONS SPEEDILY.

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MOTOR TRUCK SOLVING PROBLEM OF HOW TO LOAD WAGONS SPEEDILY.

formal, 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 Buick second with 154, the E-M-F third with 123, the Overland 122 and Cadillac 122. 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 76, the Reo with 59 and the Mitchell 56.

It is a remarkable feature of the compilation 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.

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.

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.

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

A few years ago the motorist, after obtaining the price of an automobile and deciding to make his investment, found to his sorrow that the initial cost 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 greatest bugbear of expense, and almost everyone who has investigated the matter has met many owners who have said that the expense and trouble with tires has been the one great drawback to the otherwise unalloyed pleasure of motoring. The manufacturers have all agreed that the great percentage of tire 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 tire equipment. The difference between the cost of tires that would last a season and tires sufficiently large to give a margin of safety, figured so importantly in the cost of first equipment that a saving of a few dollars was not calculated to give long service. The result was that overloaded tires were very short-lived.

The manufacturer who builds the truck with the driver's seat placed behind the engine, knows as the better idea, we carry 50 to 60 percent of the load upon the rear axle and wheels, because this gives us better traction and less wear on the front axle and steering connections, etc.

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 in less room, etc.

The fact is, they are both right in part of their claims, but one says the other is wrong, because each builds but one style.

The 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 unbiased.

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.

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 Portland 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 motorists' organization since its inception.

Under the direction of President W. J. Clemens and Howard Covey, Frank C. Riggs, H. L. Keast, John S. Beall, E. Henry Wenme, T. Irving Potter, O. Jeffery and George Knight Clark, directors, the club's usefulness has been greatly increased, its scope of activities widened and its organization itself nourished and doubled in membership. The Portland Automobile Club now is a prominent factor in matters of traffic regulation, good roads legislation, and other matters of vital importance to motorists.

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 ever 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. Firestone, of the Firestone Tire Company. The men will make a tour of the entire West.

FORD LEADS IN CALIFORNIA

Heavy Registration of Autos Made During February.

A compilation from the records of the office of the Secretary of State of California, 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.

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BRANCH BUSINESS SEGREGATED



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 conditions.

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 (Incorporated)

Helens and Portland was made last week by S. C. Morton, of St. Helens, carrying seven passengers, the big car had no difficulty in accomplishing 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.

Portland's miles of finely paved streets—the best in the West, according 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 on 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 various 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 electric show next year, as they could not get sufficient space to properly display their products at the combination 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 realize the advantages of the electric car, they 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 batteries in the last few years has done a great deal to strengthen the electric vehicle business. A few years ago the buying of electric was discouraged by the trouble and expense of batteries, but the batteries of today are highly successful and virtually trouble-proof.

"Little attention has been paid to the commercial value of the electric car on the Pacific 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

in the demand, consuming all the machines we will turn out."

While in Portland Mr. Rose is the guest of J. L. D. Keppy, manager of the Rose City Electric Garage, Oregon agent for Ohio electric.

Before returning to his headquarters in San Francisco, Mr. Rose will visit Seattle, Spokane, Tacoma and other Northwest cities.

WORLD'S GREATEST ENDURANCE MOTOR CAR.

STEARN'S SILENT KNIGHT

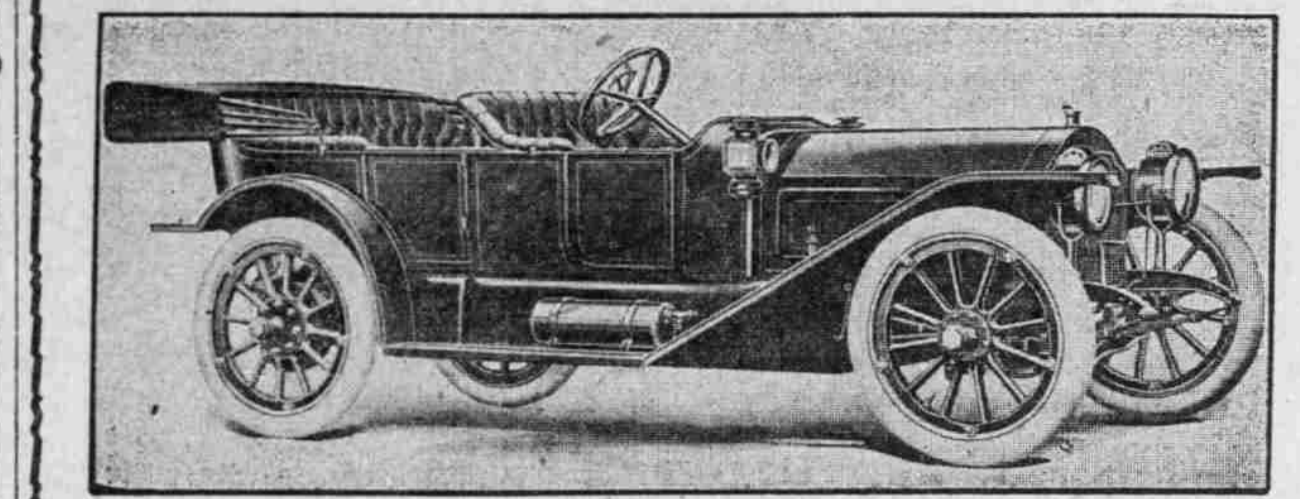
\$3650 F. O. B. Portland

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, Marshall 4022

HIVERS SELF-STARTING SIX-44



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

GIRL LIKES AUTO; BUYS IT. 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 purchased a car of a local dealer.

WORLD'S GREATEST ENDURANCE MOTOR CAR. Stearn's 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

MITCHELL. 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.

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.

IT'S HERE, THE SILENT KNIGHT SIX-CYLINDER AUTOMOBILE

STODDARD-DAYTON AUTO CO. 688-690 Washington St. The only Six-Cylinder Silent Knight Car in Portland.