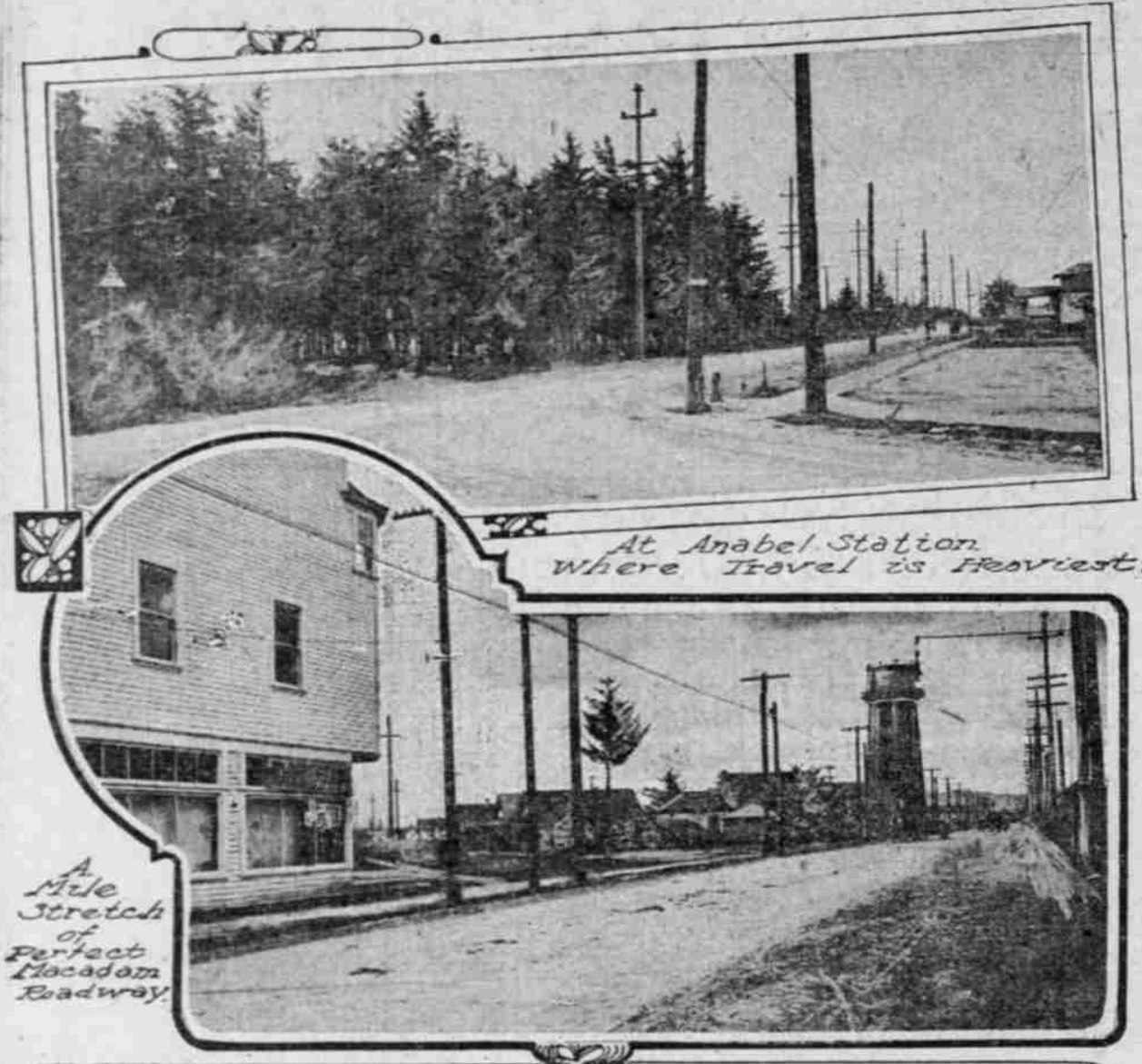


FINE MACADAM SURFACE MAKES FOSTER ROAD IDEAL BOULEVARD

Multnomah County's Most Heavily Traveled Highway Shown to Visiting Road Investigators as Oregon's Model Country Thoroughfare—Maintenance Cost Materially Lowered.



East of Anabel Station After 4 Years Use.

PROOF of the stability of the macadam roads built in Multnomah County under the system inaugurated by County Commissioner Lightner is shown in a test which has recently been completed on the Foster road, which is one of the most heavily traveled thoroughfares in the state.

Four years ago in February the road was macadamized under the improved road-building system devised by Commissioner Lightner, and up to a few days ago, when resurfacing of parts of the road was completed, no improvements or repairs were found necessary. This is considered an enviable record when the life of this road is compared with like thoroughfares in other parts of the United States, and it is shown that a life of two and three years for moderately traveled roads is considered exceptionally good.

The Foster road was built according to the county road-building specifications, the base being concrete, the surface being screenings, well rolled and oiled. The road was oiled twice a year and was protected from water by a running surface and a good system of drains and culverts.

Accurate Data Desired.

Particular attention was paid to this highway by the county officials for the purpose of getting accurate data on the causes of road deterioration. It was learned that the worst wear on the macadam comes from speeding automobiles. The heavy machines striking

the surface gradually loosen the small rocks on the surface and in time work them from their places and damage the road to a great extent. It is said a rapidly moving automobile is harder on a macadam road than a slowly moving and heavily loaded dray. This is said to be true even if the tires of the dray are narrow.

The surface of the Foster road failed to deteriorate with the heavy traffic until after the first of the present year, although the road is the main artery to a territory inhabited by over 30,000 persons and has been subjected to speeding automobiles. The good character of this road has meant a large saving to the county and the officials claim to have secured much valuable data which will be used in future road improvements and building. This new data pertains mostly to the methods of rolling the rock to make it firm.

Road Heavily Traveled.

The Foster road begins at Anabel station and extends into Clackamas County. It is used by practically all of the teams and automobiles in that district and other districts which open into the Foster road via other highways. Opening into the Foster road are the Milwaukie road, the Klindorff road, the Oregon City road, the Lents road and many others, all of which are well traveled. This places an exceedingly heavy strain on the Foster road. That it should last four years is considered remarkable.

The resurfacing was begun in February at Anabel station and extended

eastward. In many places the surface was in fair condition, while in others it was quite badly worn. Of particular interest was the conditions found on the curves. It is said a sharp bend is the hardest part of a macadam road to keep in repair, owing to the fact that the slant of the road cannot be gauged to meet the speed of the various vehicles. A speeding automobile ordinarily skids when going around a sharp curve in almost any kind of weather. This skidding soon ruins a road. The curves on the Foster road were in almost as good condition as the straight stretches.

Road Held as Model Highway.

The Foster road is being exhibited to visitors who come here to investigate roads as the best road in Oregon. With the new surface it is almost as smooth as a paved street and furnishes an exceptionally good boulevard for touring as well as for transporting commercial commodities. It serves a vast farming country and makes possible the handling of products with no hindrance, an important factor to the farmers.

The road leads through a long stretch of beautiful country. On all sides, beyond Anabel station, extend attractive farms with tree-covered hills in the background. At intervals along the way are small business sections, most of which have been built since the Foster road was so improved that it became the most important artery extending through the southeastern part of the state.

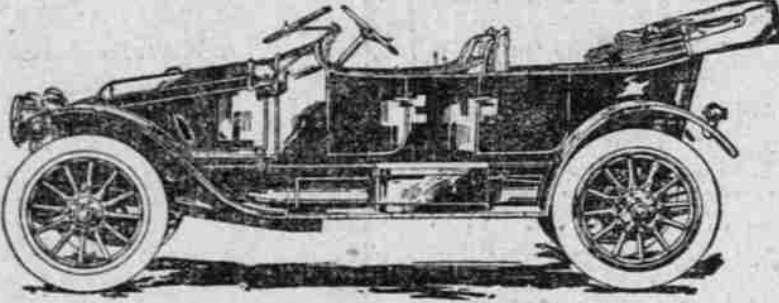
Franklin

Model D

6 Cylinders 38 Horse Power

A large five-passenger car. Fast and so easy to manage that you can drive it all day without fatigue.

A wear-out is entirely different from a blow-out. Tires on the Franklin wear out after from 8000 to 10,000 miles service. On the average car of the same size they are likely to blow out after about one-quarter the mileage.



Braly-Du Bois Auto Co.

31 North Nineteenth Street
Near Washington Street

way in which it is extending its service branches throughout the United States, six branches having been established since August 1, 1911, the last one being opened at Minneapolis recently.

This branch is organized under the supervision of the locomobile company, and is manned and equipped by men who received their training at the factory, guaranteeing that this extension of the locomobile system will ensure the same efficient service and the same satisfaction which they enjoy at the other branches.

the estate was \$200,704, but the State Tax Commission filed objections to the County. The original appraisement of appraisal and insisted that the valuation should be placed at a higher figure.

On the original figures the tax would have been \$19,584, so that the action of the Commission netted the state a clear \$29,954. Senator Vilas, who was also a member of the Cleveland Cabinet, owned property in Pierce, Thurston and Lewis Counties.

Four Generations Celebrate.

CENTRALIA, Wash., March 30.—(Special.)—Four generations were represented at a surprise party held at the home of Mr. and Mrs. Nathaniel Greeley in Centralia last night, the occasion being Mrs. Greeley's 53d birthday. The four generations were Mr. and Mrs. Nathaniel Greeley, Mr. and Mrs. G. A. Greeley, Mr. and Mrs. Guy Greeley and Winston Greeley.

Vilas Estate Pays \$49,000 Tax.

OLYMPIA, Wash., March 30.—(Special.)—The State Tax Commission has collected an inheritance tax of \$49,539.98 from the estate of the late Senator William F. Vilas, of Wisconsin, whose will was probated in Pierce

Why the whole World pays tribute to the Cadillac car

What is the source of that mysterious enthusiasm which makes everyone speak in superlative terms of the Cadillac?

What peculiar qualities does it possess, which impel the public to dismiss impatiently the suggestions that other cars are "as good as the Cadillac?"

What advantages does the Cadillac offer which make him who is incontestably the better car?

Why do Cadillac dealers everywhere encounter a lively disposition to compare the Cadillac with the costliest cars; but not with cars of like or half-way higher price?

On what basis can we explain the phenomena, encountered everywhere, of men reverting to the Cadillac, from cars costing two and three times as much money?

The Principal Cause of Cadillac Efficiency.

The subject is a big one; it cannot be compassed in a brief statement. But the source of Cadillac satisfaction can be indicated.

We can trace the cause; and we can partially picture the effect.

Let us take, merely as an example, separating it from all the rest—the big, little fact.

Every Cadillac piston and every Cadillac cylinder is interchangeable with every other Cadillac piston, and every other Cadillac cylinder.

More than 400 essentially accurate dimensions in Cadillac parts are measured down to one one-thousandth of an inch.

Johannsson, of Eskelstuna, Sweden, is the inventor of the most wonderful system of limit gauges for infinitesimal measurements. The world has never seen—gauges which are accurate to the one ten-thousandth part of an inch.

The Cadillac Company is, and has been for years, the world's foremost maker of limit gauges; and of the Johannsson system.

Cadillac adherence to unexampled accuracy antedates the Johannsson discovery—ten years, in its application to the Cadillac car.

So here you have the prime cause—the source of that world-wide, mysterious, Cadillac enthusiasm—the accuracy of Cadillac parts.

But are not like the Cadillac, because they have not wrapped up in them the fervor and the life-time devotion inspired by an ideal.

Effects Which Follow the Principal Cause.

And now as to the effect.

How is the inherent difference of the Cadillac expressed in its outward behavior—how does it differ and how does it surpass?

In a hundred ways; some of them intangible, but ever-present; many of them intensely practical—things you can see and know.

The first fruit of fine measurement and perfect alignment, of course, is the reduction of friction to the closest possible approach to a theoretical zero.

Friction is the worst and most relentless enemy to efficient service in a motor car.

The defeat of this relentless enemy can be accomplished by no other way known to motor car manufacture than the Cadillac way—fine measurement and perfect alignment.

Once accomplished, it carries in its train two other splendid victories.

Wear, tear and repair are the evil offspring of friction.

And when friction is reduced to a minimum, their capacity for discomfort and danger, and damage is almost totally nullified.

At one and the same time, and from the same source, another splendid benefit is conferred upon the car.

Elimination of friction means extraordinary ease of operation.

It achieves that luxurious easiness which is supposed to be one of the chief characteristics in cars of the highest price; and that quality, quality for which men are willing to pay that high price.

These extraordinary requisites—reduction of wear, tear and repair, and running qualities of velvety smoothness—are the distinguishing characteristics of a frictionless car.

You have them in the Cadillac, because the Cadillac is the world's foremost exponent of anti-friction methods of measurements.

Advantages you may enjoy and Disadvantages you may escape.

The presence or the absence of the qualities described herein—qualities traceable to properly applied standardization and the resulting correct alignment; qualities traceable to skillful design and advanced manufacturing methods; and the results of scientific research and development, explain the Cadillac.

Why the owner of one car can get it to crank and crank his engine to get it started while the Cadillac owner gets it started with a button, disengages the clutch and his engine starts.

Why the owner of one car, even with a so-called "self-starter" can start the engine only some of the time while the Cadillac electric cranking device is fully as efficient and fully as dependable as every other part of the Cadillac car.

Why the owner of one car must get out—often in the rain and mud—open his lamps, fumble for matches, turn on and regulate the gas and light while the Cadillac owner without delay or annoyance simply closes the switches and the electric lamps are lighted.

Why one car starts with a jerk and a lunge while the Cadillac can be started off with the smoothness of an ocean liner.

Why in one car about all the driver's strength is required to operate the clutch and brakes while with the Cadillac, slight foot pressure is all that is necessary.

Why in one car the change of gears is accompanied by a crash and a grind while with the Cadillac, change can be made so that it is scarcely perceptible.

Why in one car it is difficult to keep in the road while the Cadillac seems almost to steer itself.

Why in one car with a steering gear which has no provision for taking up wear, lost motion develops, making steering stiff and jerky, while in the Cadillac steering gear the adjustments provided are more adequate than will probably ever be required.

Why one car rides hard and stiff, the springs seem unyielding and the car is less comfortable to ride in over a paved street than is the Cadillac over an ordinary road.

Why one car may run quietly and smoothly when new but soon becomes noisy and shakes and rattles while the Cadillac often after years of service runs as smoothly as when new.

Why one car runs all right on level roads but when it comes to sand and hills is has not the power to make the pull, while the Cadillac has an abundance of power for all reasonable requirements and with its standardization, the correct alignment and the substantial construction, the maximum of that power is delivered at the rear wheels.

Why one car shows only 8 or 10 miles on a gallon of gasoline while the Cadillac averages 50 to 80 per cent greater mileage.

Why one car after a few months begins to evidence a loss of power while Cadillac's frequently show an improvement.

Why in one car the engine overheats and the water boils, while with Cadillac construction and the Cadillac cooling system the causes of overheating are practically eliminated.

Why one car emits volumes of smoke and it becomes necessary to clean the engine and especially the spark plugs every few weeks while the Cadillac with its efficient lubricating system rarely opens its hood to reveal its cylinders, pistons and rings emit no smoke at all and frequently runs for 4 years or more without even having a spark plug removed.

Why the oil consumption of one car is 4 times that of another, while that of the Cadillac.

Why the owner of one car must be continually tinkering with his car to keep it going while many Cadillac owners rarely open their tool kits.

Why one car after a few months' use depreciates in selling value to half of its original cost, while the depreciation in the Cadillac is reduced to an absolute minimum.

So many "Why's" indeed, which evidence the pre-eminence of the Cadillac that we cannot here cite even a tenth part of them.

AUTO CLUB WILL ELECT

ANNUAL MEETING SCHEDULED FOR WEDNESDAY NIGHT.

Sentiment Largely in Favor of Re-election of Entire Present Board.

Members of the Portland Automobile Club are urgently requested to attend the annual meeting of the organization, which will be held at the Commercial Club Wednesday night at 8 o'clock. Besides the election of officers for the coming year, detailed reports from all committees covering the results achieved during the year's term ending in April will be submitted.

Present indications point to the entire present board, consisting of W. J. Clemens, president; E. Irving Foster, secretary; John E. Beall, treasurer, and H. M. Cover, George Knight Clark, Oliver K. Jeffrey, H. L. Keate, Frank C. Higgs, and E. Henry Wiggins, will be re-elected. All the directors have signified their willingness to serve another term.

In recognition of the meritorious work accomplished by this, the most energetic board that has held office since the club's existence, it is expected that the members will vote them into office again without any opposition. All the directors have achieved wide popularity through their good work during the past year. The work they have done has been of immeasurable value to motorists.

Heretofore at the annual meeting an entire board could be elected. A recent amendment to the constitution however, provides that five of the nine incumbent directors shall be re-elected to serve one year and four members for the two-year term. Thereafter, in alternate years, four and five directors respectively shall be elected to serve two years. This method in-

SURES THERE BEING SEVERAL MEN ON THE

reconstruction of the motorcar exploitation here was brought into play last week by the E-M-F Northwest company when a Flanders "20" was completely taken apart and the various parts put on exhibition. The scheme excited no end of interest.

The model used to demonstrate the simplicity and durability of the Flanders was the car that made the famous trip from Seattle to Hazelton, B. C. It showed the wear and tear a motorcar is subjected to on such a strenuous journey, and gave the layman a good idea as to what an automobile really is composed of.

This machine will be reconstructed Thursday afternoon. All interested in automobiles are invited to examine the parts of the car and watch the assembling of the parts now strewn about the salesroom of the Studebaker branch.

Sheret Assumes Charge.

E. E. Sheret, president of the Ford Motor Car Agency, has assumed the personal management of the Portland Ford branch, succeeding as active manager, Arthur J. Edwards, who resigned. Mr. Sheret just returned from an extended visit to California, and simultaneously with his new duties came the arrival of another member in his family, the first in 15 years.

Rapture Can Be Cured.

My mechanical treatment will cure rapture. Consultation free. R. C. Lins-rum, 263 1/2 Yamhill St., Portland, Or.

SERVICE IS BIG FACTOR

EXPERT ATTENTION REQUIRED FOR MOTOR TRUCK.

Sales Manager of Locomobile Company Explains Value of Service Department.

A. W. Robinson, truck sales manager of the Locomobile Company of America, who during his 12 years connection with that concern, has watched the growth and evolution of the service department, is one of its strongest advocates.

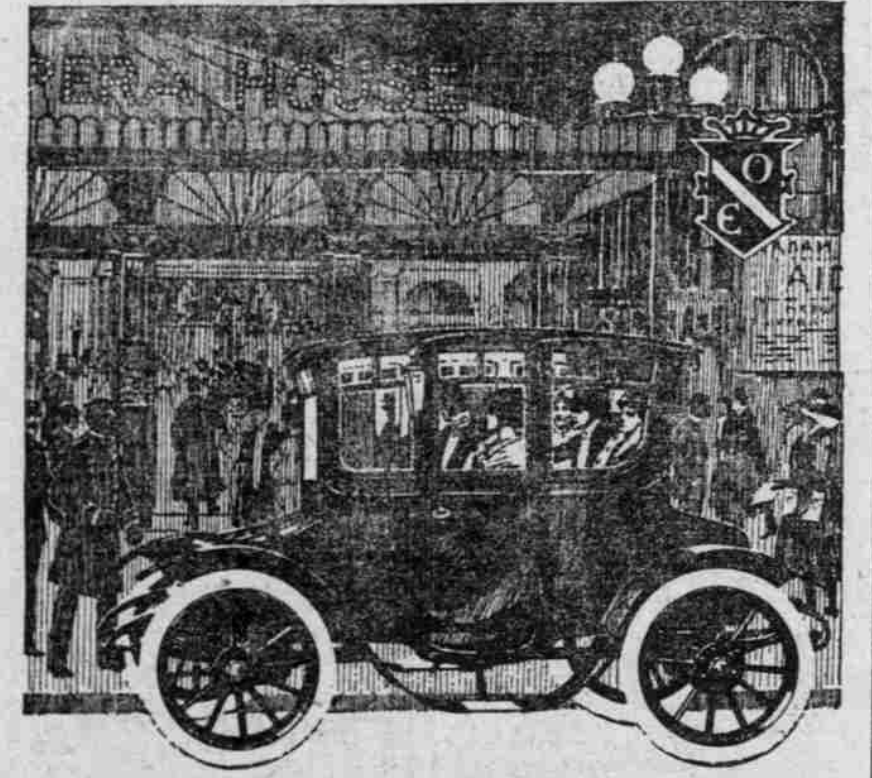
"The service department," he says, "is a necessity in the automobile business, but I regard it as being particularly essential in the commercial vehicle business. Minimization of delay is the all important question with the truck user and this can only be accomplished through a thoroughly organized, well-equipped and efficient service department. Trucks cannot be hired as easily as taxicabs, and if a truck goes out of service, it cannot be replaced and serious congestion is bound to result.

"Aside from the injury to the business through non-delivery of goods which the customer may be in serious need of, the firm suffers loss through the discontinuance of its system due to the 'tie up' at the shipping end.

"Efficiency, promptness and courtesy must characterize every service department, as they are the fundamentals of satisfaction.

"Satisfaction is the basis of all lasting business relations, and the best and only way to secure absolute satisfaction for a customer is through the medium of an efficient, well organized service department. Too much emphasis cannot be placed on this assertion.

"The locomobile company's attitude in the matter can be easily seen in the



The OHIO ELECTRIC

A DISTINCTIVE charm invests the Ohio Electric De Luxe, because of its beautiful and original lines and handsome proportions. It is the last word

in electric brougham design. It fills a long-felt desire for a luxurious five-passenger car, with all seats facing forward.

Besides being the most beautiful, comfortable and luxurious electric ever shown, it approaches more nearly the limit of mechanical and electrical perfection.

Equipped with Ohio special shaft drive without universal joints—(patented). Double magnetic controller—(patented). 12 1/2 hp solid or pneumatic tires. Edison and Ohio batteries. Ironclad or Edison batteries at additional cost. Colors—Ohio blue, green or maroon. Upholstery— finest imported broadcloth or gossamer. Price—fully equipped—\$4900 f. a. b. Toledo.

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GLIDDEN TOUR WINNER
WE GIVE SERVICE

Maxwell owners do our advertising. More than 500 satisfied owners now in Oregon.

MAXWELL MESSENGER	\$ 675
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MAXWELL SPECIAL	\$1550

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MAIN 4377, A 7171

No-Rim-Cut Tires 10% Oversize

The Show-Car Tire

One-third of all cars at the 55 Shows held this year were equipped with Goodyear tires.

More cars were shown on Goodyear tires than on any other two makes combined.

That's on show cars, remember—on cars with their best equipment.

And 127 leading makers of cars have contracted for these tires for their 1912 models.

Out-of-Date Tires

Tires that rim-cut are distinctly out-of-date.

So are tires just rated size. Too many blow-outs result from overloading.

No-Rim-Cut tires make rim-cutting impossible. They are 10 per cent oversize.

And these patent tires now cost no more than other standard tires.

Any motor car owner, when he knows the facts, will adopt No-Rim-Cut tires.

1,000,000 Used

Over one million Goodyear tires have been used on some 200,000 cars.

As a result these tires now out-sell any other tire in existence.

The demand in two years has multiplied six times over. It has tripled in the past year alone.

Just because this vast army of users found what you seek in tires.

Save One-Half

No-Rim-Cut tires end rim-cutting forever. And statistics show that rim-cutting occurs on 23 per cent of the old type tires.

10 per cent oversize, on the average car, adds 25 per cent to the tire mileage.

These two features together, under average conditions, cut tire bills in two. Yet No-Rim-Cut tires now cost no more than other standard tires.

Ask those who know. There are many around you. Ask their experience with No-Rim-Cut tires.

GOODYEAR
No-Rim-Cut Tires
With or Without Non-Skid Treads

Our 1912 Tire Book, based on 13 years of tire testing, is filled with facts you should know. Ask us to mail it to you.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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