

CHAUFFEUR LAUDS WORK BY BUILDER

Concentration of Efforts on One Model Meets With Success.

PROGRESS OF CAR IS TOLD

Hard Work and Brains Mark Success of Typical American Automobile Manufacturer.

"Well, sir," said the Fat Chauffeur, with the Double Chin, "you'd be astonished to know how many people blow up with the low dull reverberation, through not being able to focus. They have brains full of ideas, but what they mainly need is a patent separator on the mansard floor. I know a profoundly learned guy once, who spent nine years grafting the internal organs of a Pug Dog onto a Pelican and vice versa."

"And what was the net result to science?" "The Pug Dog drowned divin' for Minnows in a creek and the Pelican went out in the back yard one night and barked himself to death at the moon."

"I heard of another guy that wasted the best part of his life tryin' to invent plect ice for Scotch highballs, and then, just when it looked like he was goin' to win out, he switched his dope to breed an egg with a green yolk for Irish Society dinners."

"Thoughts Center on One Thing." "Now you take the typical American Automobile Manufacturer. When he started in to do some thinkin' he didn't scatter all over the township. "He didn't do his thinkin' with a wobblin' sight. Says he to himself, 'I'm only goin' to do one thing—turn out the best automobile that there is to be had for the money; and then he up and did it. Did it the first crack out of the box, too."

"Moreover, he didn't build his car just to sell it. He had sold quite a few of them, but what he really undertook to do was to turn out a car that would serve—a car that would wear well and bear well, and stay by you."

"Popular Priced Car Made." "And in consequence of these laudable intentions, T. A. M. just rolled up his sleeves and spit on his hands and jumped into the fray and pretty soon he was revolutionizin' the automobile industry. The first time the position felt like they were ridin' on a run-away roller coaster and had dizzy spells in the head."

"T. A. M. was the first man to put a four-cylinder roadster on the market for a medium price. That wasn't more'n six years back and six years in the automobile game is a longer time than nine centuries is to Chinese dynasties."

"The buying public sat up and took notice, and in the trade it created as much sensation as a fox terrier would at a chipmunk's annual outing."

"Larger Car, in Aim." "Some people who have stopped there, but not T. A. M. "He saw that there wasn't quite enough size to his runabout. "He hopped right in again and the next year he turned out a four-cylinder touring car, and this time two fox terriers came to the chipmunk's picnic. "Now, then," says Mr. T. A. M. "I have the car."

"There she stands complete as a new set of mahogany furniture and pretty as a baby-grand. "It's a question now of keeping this same car and paring down the price. "And year after year since he's been doin' that same—improvin' the quality and cuttin' the price. Dolin' it with a calm, cool regularity that has made the opposition utter low moans and pick at the coverlid. Naturally he had a few little things behind him to help out—such things for instance, as one of the most compact factories in the world, one of the best sellin' organizations on earth, and unlimited financial strength."

"When you've got all the assistance you need from Hetty Green's favorite son, Colonel Long Green, it helps out. He has that, and the gray matter to use it in the right direction. "Maker is Ambitious. "And yet in all these years there has been no change in the chassis and mechanism except in such small refinements as reducing the weight and making the motor a little more accessible. "There are a lot of manufacturers who spend one year making a car, the next year findin' out how many mistakes there are in it, and the year after undoing them if they can, or bringin' out a new model to help sell the old failure. In the meantime, the unfortunate fink who buys either one, finds he has acquired a perambulating symposium of errors when he thought he was getting a real automobile. "You know, there are various kinds of time—Greenwich time, and central time, and railroad time, and standard time, and time for a drink, but there's only one sun and the sun he's universal. "Universal Car," Makers Goal. "T. A. M. is not merely tryin' to make the Standard car. "He wants it to be the universal one. "In this particular instance, the Fat Chauffeur with the Double Chin picked Henry Ford for his typical American Automobile Manufacturer. He told in his peculiar way, the important way this man has played in the automobile industry. Next week the philosophical pilot of the green demolisher will choose the work of an equal important manufacturer as his text."

SPECIAL SPEED CAR IS BUILT FOR PORTLAND MOTORIST.



M. C. DICKINSON AT THE WHEEL OF HIS NEW POPE-HARTFORD RACER. GEORGE MITCHELL IS IN THE TONNEAU.

Having ideas of his own regarding the speed to be gained from an automobile, M. C. Dickinson, of the Oregon Hotel, had the Pope-Hartford Company put a special motor in his new touring car. The machine is guaranteed to make 75 miles an hour, but the hotel proprietor is confident that he can speed it up to 100, when the going is especially inviting. Dickinson makes the claim that his car is the fastest one in Portland, if not in the Northwest.

BURMAN WILL RACE

Speed King Enters International Sweepstakes.

GREAT PILOTS TO COMPETE

Cream of World's Greatest Automobile Drivers Nominated for Memorial Day Events at Indianapolis.

INDIANAPOLIS, Ind., March 30.—(Special.)—Definite confirmation of the rumor that "Wild Bob" Burman, the world's speed king, will be seen at the wheel of a Cutting car in the second annual 500-mile International Sweepstakes race, has been received at the Indianapolis Motor Speedway in the form of an entry of the car and the nomination of Burman as driver.

Burman is probably more in the public eye than any other racing driver, because of his succession to the throne of speed king and his holding of the world's straightaway records made at Daytona, Fla. He has been a contender in most of the great motor events in the past four or five years and has always figured more or less prominently.

Harron's Aid With Burman. The entry of the Cutting car, with Burman named as driver, means that he will devote the next two months of his time to preparing the car and testing it out over the motor speedway course. He probably will do very little exhibition driving or mile track racing in the meantime.

Harry Goetz, who was the mechanic for Ray Harron, winner of the last 500-mile race in a Marmon car, has gone with Burman and is helping him in the building of his special racing car. Goetz is one of the most skilled mechanics in the country and has helped Burman to win materially in the success of his next appearance in a big race.

The car which Burman will drive is a 1912 special model weighing 2300 pounds, which is 300 pounds above the minimum weight allowed in the race. The motor has four cylinders with a bore of five and seven-thirty-seconds inches, and a piston stroke of seven inches, giving a piston displacement of 59.7 cubic inches. It is believed that the motor will develop about 100 horse power, and it probably will be about the largest in the race. The motor is especially built to come just within the 400 cubic inch limit set upon the contest by the speedway management.

Thirteen Cars Entered. The other entries to the race are two Stutz cars, to be driven by Gil Anderson and Len Zengle, with Billy Knipper as relief; two Nationals with Don Herr, Howard Wilcox and Charley Metz as drivers; two Case cars with Harvey Herrick and Louis Disbrow nominated as regular drivers; two Mercedes cars with Ralph DePalma and the late Walter Johnson at the wheels; one Fiat to be driven by Teddy Testalat; a Simplex with Bert Dingley to drive, and a Lexington to be piloted by Harry Knight.

Ralph Mulford has purchased a six-cylinder Knox which he will drive in the race, although his entry has not formally been made. This early field of starters is considered the cream of driving and racing talent of the country, and means that the former record of 74.81 miles per hour established for the 500 miles is certain to fall in the next Memorial day contest.

The early seat and hotel reservations which have been made indicate that the crowd will be greater than that which witnessed last year's event. The throng which witnessed the last 500-mile race was the largest that ever passed into any one enclosure to attend a sporting contest of any description.

MOTOR CARS SUPPLANT HORSES

Progressive Roseburg Man to Run Stage Line With Autos.

Probably the most progressive man carrying United States mail under contract in the Northwest is C. P. Barnard, of Roseburg, Or. Mr. Barnard is the contractor on the Roseburg, Myrtle Point and Marshfield route. Last year he made extensive experiments toward modernizing his conveyances, and after thorough investigation, concluded to bring his business right up to date by the substitution of automobiles for horse-drawn vehicles. Toward that end he has purchased two National chassis and four Buick touring cars. The bodies for the chassis are being built in Portland by Belmont, McDougal & Moore, according to Mr. Barnard's own specifications.

It is Mr. Barnard's intention to use the Nationals for his heavier work, which will include the carrying of mail and passengers between Roseburg and Myrtle Point. The cars are designed to carry 1500 pounds of mail and three passengers each. For the exclusive purpose of carrying

DOCTORS HEAD LIST

Physicians Lead in Ownership of Automobiles.

CAR WIDENS PRACTICE

Power Vehicle Has Figured to Large Extent in Success of Many Country Practitioners.

FOREIGN MAKERS FEAR

AMERICAN CARS PROVING BIG SUCCESS ABROAD.

French Builders Send Man Here to Study Difference in Manufacturing Methods. M. Clement, who is a practical automobile builder, is on his way to this country from Paris to see if he can find out for the large French motor car interests which are sending him, why American machines are making such inroads on foreign cars all over Europe.

This is the first time an emissary from abroad has ever visited America for such a purpose. Though very little is said about it, the study of the figures on the imports and exports of motor cars to and from the United States, compared for a period of six years, shows good grounds for the European pessimist. Having made good at home, the American automobile has become quite as much a success abroad—and it is significant that this branch of our foreign trade has grown without any special effort of American business men, who have had their hands pretty full meeting the home demand.

It is in the medium price cars that the American manufacturer rules supreme. Foreign motor car builders do not seem to be able to perfect factory sales and advertising forces as the American maker has. Nor have the foreign men been able to operate on the mammoth scale so predominant in this country. Volume of the output has been the main factor in the success of American builders. Small profit on a single car with reasonable income from the investment on the aggregate has been their aim, and that they have been successful no one will gainsay.

The automobile magazine predicts that in the present year's exports of American cars will be of record-breaking proportion as regards both quantity and value. It points to South America, as a rich field but little cultivated heretofore. There are American builders who have already started to work up this field. Their success has been far better than the most optimistic hoped for.

In this direction the achievement of the Stevens-Duryea Company is particularly conspicuous. Twelve of the highest grade cars have been shipped from the factory in Chicopee Falls to South America since January 1. Mexico, which until lately had very few American cars, has also seen taken in hand by the same company. There are now 135 Stevens-Duryeas in that country.

DOCTORS HEAD LIST

Physicians Lead in Ownership of Automobiles.

CAR WIDENS PRACTICE

Power Vehicle Has Figured to Large Extent in Success of Many Country Practitioners.

Whenever an attempt is made to classify automobile users according to their vocations, it will be found that the medical profession not only appears at the head of the list, but leaves a comfortable margin between its own figures and those of its nearest competitor. No other calling has availed itself of the advantages of the automobile with greater alacrity.

"How strong a hold the automobile has taken on the doctor's appreciation may be seen from a statement of a leading motor company that of 51,600 of their cars in use at the present time, 16,527 are in the hands of physicians," said Ed Cohen, the Maxwell and Columbia distributor for this territory, in discussing this question. "This gives the medical profession a lead that is not likely to be overcome for some time."

"In calling the motorcar into his important service, the doctor does not pay tribute to fashion, but he adopts this modern means of individual transportation in the same spirit in which he utilizes the valuable discoveries of science and the advantages of improved apparatus."

Motorcar Facilitates Work. "It is essential, especially to the country practitioner, that he possess facilities for individual transportation—hence the once familiar picture of the doctor's horse and buggy. But with the increased use of the automobile the hitching post has lost its significance, and in its stead, there is the motorcar. It is a form of transportation adapted to the professional man's needs, since it does the work of many horses, besides doing it better, cheaper and quicker than its four-legged predecessor.

"In recounting the many ailments of the motorcar for use by the doctor, the greater speed attained is naturally a great consideration, though it is well to bear in mind that the main factor is less the capability of the automobile to travel a certain number of miles an hour than that of maintaining a given speed for an indefinite length of time. "First of all, the automobile has greater speed, and thus it saves time. It possesses greater endurance, since it is not subject to fatigue, and may be driven 50 or 100 miles without detriment to its life or to its readiness to perform a like service time and again. In other words, it requires no rest after coming in from one call, a simple matter of starting the motor and sufficient to send the car on another errand. It doubles the usefulness of the

Our Fourth Special Train of Buick Automobiles

To be made up of 60 carloads of 270 Buick automobiles, will leave the Buick factory, Flint, Mich, April 15, 1912.

The First Special Train

of 50 cars, containing 224 automobiles, was shipped January 25, 1912.

The Second Special Train

made up of 50 carloads of 225 Buick automobiles, was dispatched from the factory February 27, 1912.

The Third Special Train

made up of 60 carloads with 265 Buick cars, left Flint, Mich., March 24, 1912.

"THERE'S A REASON"

Howard Automobile Co.

Mel G. Johnson, Manager.

Phones, Main 4555, A 2550.

Seventh and Couch Streets.

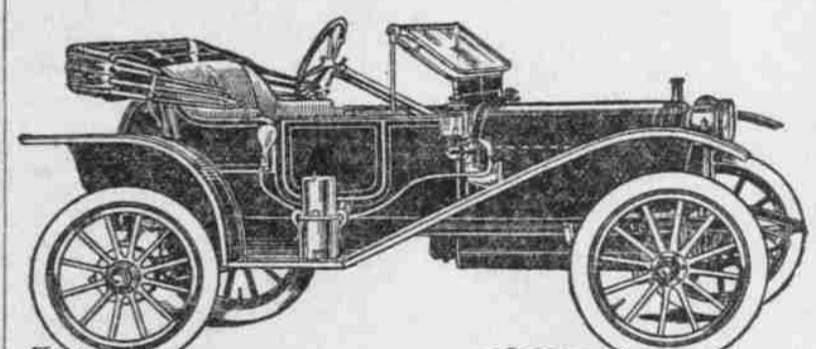
physician because he can call upon his patients in one-third the time it used to take with a horse. It increases his value to the community and last, but not least, his income—not to forget the increased opportunity for study and recreation, gains which in modern life are of equal importance.

Auto Requires Less Attention. "The automobile is less troublesome than the horse, because it requires no grooming, no shoeing, no veterinary skill; in fact, it is rarely in need of any attention that cannot be given to it by the doctor himself. It adds dignity to the doctor's calling, it claims him to the community as a progressive member of the medical fraternity—the young practitioner riding into a lucrative practice where his less up-to-date colleague merely walk usually proportionate to the facility with which the physician is able to spread his skill over his territory. "Automobiles are becoming an absolute necessity to the doctor. Besides being a potent factor in the upbuilding of his practice, they also mean convenience, pleasure and relaxation when the stern routine of the physician's calling gives way to rest and the enjoyment of life."

four, while returning from a trip to Independence by automobile a few nights ago, also struck the hole and became mired in the deep mud, his efforts to extricate the car being futile. After a number of attempts to free the

car, Cline curled up in the tonneau and went to sleep. Farmers came to his assistance the next morning and by using two teams of horses, pulled the car to solid ground.

The Hupmobile Runabout



\$825.00 Fully Equipped at Portland.

No better value in the world than this car. 75 just purchased by the Pillsbury Company, of Minneapolis

DULMAGE & SMITH

46-48 Twentieth Street Near Washington

Special Announcement

We have in course of construction fifty Roadsters, Runabouts and Light Delivery Autos, which we are in position to offer at from 25 to 50 per cent less than regular prices. Bodies built to meet any requirement.

Special attention called to our Repair Department and Paint Shop.

Our establishment is the largest and best-equipped in the city, and we are in position to give prompt service.

Our prices are reasonable and all our work is guaranteed.

The Auto Reconstruction Co.

Phone Marshall 4018

22d and Thurman Sts.

CERTAINTY IN MOTOR CARS

The Winton Co. guarantees every statement made in Winton Six advertising to be true without qualification.



WINTON SIX

The 48 H. P., self-eranking Winton Six has been habitually successful. This is its fifth year of success. And in five years it has not required a single radical change. You can buy this particular car with reasonable certainty that it will make good for you just as it has been making good for years for the hundreds of Winton Six owners.

But if we were to offer you some new model, you could have no such certainty until that new model had made good.

- 1—Made by the company that has produced sixes exclusively mere years than any other maker in the world.
2—Fifth year of the same model—a model wholly free from experimental risks for the buyer to assume.
3—Fifth year of its self-eranking motor.
4—A car that on 350,000 miles of travel in the service of individual owners established the world's lowest sworn repair expense record of 43 cents per 1000 miles.
5—A car made in a factory where business efficiency reduces overhead and wasteful expenses to the minimum, allowing us to sell at \$3000 a car that can be compared only with cars selling at \$5000 and upward.

PORTLAND MOTOR CAR CO.

PORTLAND, OREGON.

The car is here. Call or phone for demonstration. Main 2583, A 4944.