

# GREAT ADVANCE IN EQUIPMENT IS SEEN

### Visitors to Brilliant Automobile Show Amazed at New Features.

## RADICAL CHANGES ARE FEW

### Devices Which Contribute to Efficiency and Ease of Control Are Feature of Exhibit—Portland Folk Attend.

NEW YORK, Jan. 18.—(Special.)—Visitors to the 13th National automobile show, which closed tonight after

type. Two of these have demountable rims, which is a step in advance of European practice, while the rest have special devices, which allow the wheels to be placed and locked on the hub in a "jiffy." Several new designs of wood wheel demountable rims are also shown.

Gasoline motor builders have something new to show in the way of six-cylinder machines, while several radical designs in valve construction are on exhibition. There is one motor in particular which has been taken up extensively and discussed by the American Society of Automobile Engineers. It has crescent-shaped sliding valves, which operate in grooves cut into the cylinder walls. These valves are actuated by means of box cams, one set on either side of the cylinders. This new motor is said to have extraordinarily high compression, and to develop great power at moderate speeds.

### Left-Hand Drives Interest.

While the older motor companies have not made any startling changes in essential design, they have made their motors extremely neat and clean in appearance. This includes the complete inclosing of the valves in cages, covering the electric wires in conduits and providing better means of mounting the intake and exhaust manifolds, the magneto and the pumps.

Last year only 13 per cent of the cars shown had the steering wheel located on the left-hand side of the car. In the majority of these cases the control levers were centrally located, although a few had the levers at the left

# AUTO CREDIT PLAN IS FOUND SAFE IDEA

### Leavitt Manager in Portland Says Mortgaged Homes Will Not Result.

## APPLICANTS CAN AFFORD

### Fred Howe Declares Income and Business Standing of Prospective Buyer Investigated; Merits of Scheme Revealed.

Strange things often happen in the automobile business. The salesman's life is not a continual round of rou-

case, why is it that they have not purchased before? The average man spends a certain portion of his income on what may be claimed to be luxuries—that is, pleasures for himself and family. Many have desired to spend this money motoring, but the original investment has deterred them. Our plan permits them to enjoy automobiling and merely means to them a diverting of the purchase price of other luxuries to the enjoyment of the motor car.

"The same pessimists have contended that the expense of the motor car will usually take the surplus money of a man who only can afford to buy a machine by the means we offer. I contend, and always have contended, that if an owner takes the proper care of his automobile, that the expenses will be much cheaper than those of his other pleasures. In support of this contention I would like to quote the following letter received from Stanley G. Seavern, as owner of an Overland. This letter tells of a service that can be enjoyed by every owner of an Overland. Seavern writes:

### Actual Expense Shown.

"It will be of interest to you to know from actual use how much it really costs to run a model 46 Overland, such as I am driving around the city at present, and for that purpose I append herewith the expense incurred by me during the six months that I have been operating this machine. From April 14, 1911, until October 14, 1911, during which period I used my car continuously—

Six dry batteries	.....	\$4.50
255 gallons gasoline	.....	32.25
15 gallons cylinder oil	.....	7.25
3 pounds heavy grease	.....	.45
1 gallon very heavy oil	.....	.30
6-inch section on tire	.....	4.00
Rubber tubing for fan	.....	.75
Rubber tubing for gas lamp	.....	.60
Total	.....	\$54.85

"No item appears here for new tires, as I kept them in good shape by the use of a steam vulcanizer, and expect to get fully 8000 or 10,000 miles from them."

## PLEASURE CAR DIVISION OF ANNUAL AUTOMOBILE SHOW CLOSURES AFTER WEEK OF WONDERFUL SUCCESS.



VIEW OF MADISON-SQUARE GARDEN EXHIBIT, WHERE ACME OF MOTOR CAR PERFECTION LURED THOUSANDS OF VISITORS.

the most brilliant and successful exhibit in history, were literally amazed at the advance that has been made during the last season in pleasure-car construction. This does not mean that many radical changes have been made in mechanical construction, but refers more particularly to the very complete equipment that is being offered.

This has been referred to as "an equipment year," and the show visitor learned the truth of this phrase in no uncertain manner. Investigation showed that fully 99 per cent of the manufacturers exhibiting here are furnishing their cars with more essential accessories than ever before and more than ever dreamed of only four years ago. This equipment does not include a lot of superfluous and useless parts, but such devices which make for more efficient operation and ease of control of the car, with less labor for the driver.

The show management struck a popular cord when it announced one admission price for both parts of the show—Madison Square Garden and Grand Central Palace. Every afternoon and night both places were crowded with interested visitors. More cars were exhibited, more results obtained and larger crowds attracted than ever before. It is estimated that fully 20,000 more visited the show than last year.

### Pacific Coast Folk Present.

Following a week of unvarying success, the pleasure car division of the show closed tonight. Next week the commercial motor vehicles will monopolize the spotlight.

Among the Portland and Pacific Coast people who visited the show were H. L. Keats, the Chalmers and Peerless distributor for the Northwest; F. W. Vogler, Hudson and Reo distributor; L. H. Rose, the Flanders district manager; and Edward Cohen, Maxwell dealer; Norman Desaux, Tony Nichols and C. A. Winstock, of San Francisco; Harry A. Lord, Los Angeles; Ralph Tuttle, Walla Walla.

Illustrating the trend toward self-starters, where only three years ago only two manufacturers furnished self-starters with their cars, this year there are scarcely a dozen out of nearly 200 pleasure cars that are not equipped with some form of self-starter. These starters may be divided into five classes, as follows: Electric, compressed air, acetylene, gasoline or other volatile liquid and spring starters.

The first type to appear as an integral part of a car was the compressed air starter, then came the spring starter and then that depending upon the explosion of acetylene gas in the cylinders to start the motor. At last year's show 22 per cent of the cars on exhibition were equipped with acetylene starters, 41 per cent with compressed air or gas, and only 36 per cent with electric starters. This year it is estimated that more than 50 per cent of the cars have electric starting and lighting systems.

### Wire Wheels Are Adopted.

One important trend in design is seen in the adoption of wire wheels by several carbuilders. Wire wheels have been quite common in Europe for several years, but it is only within the last season that they have been seriously considered by the American manufacturer. At last year's show only one company exhibited wire wheels, while this year no less than five wheel builders are showing those of the wire

## Cole Technical Bulletin Used As Text Book

### Professor of Physics in Indiana High School Impressed by Plan and Authorizes Its Adoption.

INDIANAPOLIS, Ind., Jan. 18.—(Special.)—The Cole Technical Bulletin, a comprehensive talk on the construction of the automobile, has been adopted as a text book in the Bloomington, Ind., High School. The book describes so that any layman can understand the construction of the automobile, telling what each part is made of and its particular function. It is issued under the signature of Charles Crawford, chief engineer of the Cole Motor Car Company.

E. R. Glen, professor of physics at the Bloomington High School, came into possession of the Technical Bulletin. He immediately provided copies for the students as a supplementary text book.

This Cole technical publication is a hand book for the motorist, no matter what car they are using. Copies of the New York Public Library to the Bureau of Public Works, Manila.

With the Cole Blue Book, written in a straightforward and natural manner, the concise and lucid Technical Bulletin, it is claimed, covers the whole field of automobile service.

### Carbon Preventive Tested.

"Six Little Yankess" is the name of a carbon preventive lauded by Eastern motorists. The preparation removes all carbon deposits from the cylinders and prevents trouble that the average autoist often wonders about. Numerous testimonials from automobilists who have tested "Six Little Yankess" give proof that it does not injure a motor in any manner. J. Stanley Clemence, city sales manager for Baljon & Wright, tried the preparation last week and became so enthusiastic about it that he expects to communicate with the manufacturers with the view of handling it here.

### Winton Official Visits.

C. F. Miller, chief of the Winton forces in the Northwest, is in Portland that week for a brief conference with Manager Roberts, of the Portland Winton branch. Miller, who makes his headquarters in Seattle, looks for a big boom in Winton business here since the direct factory branch has been established. Miller has had unusual success in Seattle. The Puget Sound city is the best Winton place in the West, he expects Portland to attain like prominence.

In addition to its aeroplanes fleet the French army will be equipped with a squadron of swift dirigible balloons that will carry machine guns.

time duties. The unusual, the unexpected, occurs frequently. Dealers maintain that it has ceased to be a "game." Notwithstanding this opinion, the elements of a "game" continue to cling to the business, albeit not to such a marked degree as two or three years ago. Therefore, paradoxical as it may seem, the new credit plan announced by J. W. Leavitt & Co. failed to produce the surprise anticipated.

When Fred Howe, the Leavitt manager in Portland, announced that Overlands would be sold on credit, it was predicted that scores of people not in a position to own an automobile would immediately apply for a Toledo machine. Thus far this theory has been cock-hatted. Before letting a car out on time, the applicant's financial standing is thoroughly investigated. If it is found that he has an insufficient income, he of course is turned down. To date Howe's force has been unable to find one of those who would mortgage his home for the luxury of an automobile.

### Scheme Debatable at First.

"It was a debatable question as to the practicability of the scheme from the business standpoint," said Manager Howe, in discussing the result of the determination of the company to were those who thought that this announcement would create a rush of persons to obtain a car whose financial position would not warrant such a purchase. Undoubtedly there are some who buy motor cars who cannot afford them, but I have been surprised since we made the decision to find that, although many have come in to take advantage of the offer, that we have yet to discover the first one whom we consider not in a position to own an automobile.

Evidently the public is not going so crazy over automobiles as many would have us believe. While admitting there are a certain number who buy when they should be thinking of other investments, Howe declares that the per cent is so small as to be almost unnoticeable. Pessimists say that the motor car is sending the Nation to its ruin, that people are mortgaging their homes and otherwise going hopelessly into debt, just to get hold of a vehicle that will run by moving a few levers.

### Applicants Standing Good.

"Like every other business in extending credit," continued Howe, "we must know that the person's credit is good; that he is in a position to fulfill his obligations. We are not selling cars to persons who cannot afford them; that is, while the motor car has become virtually a necessity, yet it has not reached that stage where it takes its place with the other commodities of life."

"Those who have come in and taken advantage of our offer have been persons with a business who need their capital to carry on the same. Their credit is good in the financial world, and their income is such that they can take advantage of the offer."

"The same has come to light through the application of several who have good salaries positions. They have money in the bank or invested. To pay the full price for the car would mean the disturbance of these bank accounts or investments. Their income permits of the purchase of a motor car. Some have thought if this were the

ly in my business of collecting and covered 4014 miles, it cost me as follows:

Six dry batteries	.....	\$4.50
255 gallons gasoline	.....	32.25
15 gallons cylinder oil	.....	7.25
3 pounds heavy grease	.....	.45
1 gallon very heavy oil	.....	.30
6-inch section on tire	.....	4.00
Rubber tubing for fan	.....	.75
Rubber tubing for gas lamp	.....	.60
Total	.....	\$54.85

### Worst Part of World Tour Found in United States.

### AUTOISTS DENIED SHELTER

Feminine Motorist Tells Thrilling Tale of Battle with Raging Blizzards While Crossing New Mexico on Way Home.

### PHILOMATH AFTER SCHOOL

Committee Named to Try and Secure Federated College.

PHILOMATH, Or., Jan. 18.—(Special.)—At a meeting of the Philomath Commercial Club on last Monday evening 23 citizens were named as a committee to take up the matter of securing the new Federated College for Philomath.

This movement, if secured for Philomath, will bring all the educational interests of the United Brethren, United Evangelical churches and Evangelical Association to this place and an endowment fund of \$200,000.

### SNOW THIRTY FEET DEEP

Southern Oregon Expects Early Spring and Large Crop to Follow.

GRANTS PASS, Or., Jan. 18.—(Special.)—Reports from millmen, miners, packers and trappers are that the mountains of Southern Oregon have more snow than for several years during this time of year.

Miners say that the trail leading from West Fork over to Mule Creek down Lower Rogue River is covered with from 25 to 30 feet of snow.

A watchman from Swede Basin Mill reported that in coming out he encountered snow four feet deep on a level. About 20 inches of snow is on Hayes Hill, on the stage line from here to Crescent City.

It is predicted here that a heavy winter at this time indicates an early spring with heavy fruit crops.

## TRYING TRIP ENDED

### Worst Part of World Tour Found in United States.

## AUTOISTS DENIED SHELTER

### Feminine Motorist Tells Thrilling Tale of Battle with Raging Blizzards While Crossing New Mexico on Way Home.

### PHILOMATH AFTER SCHOOL

Committee Named to Try and Secure Federated College.

PHILOMATH, Or., Jan. 18.—(Special.)—At a meeting of the Philomath Commercial Club on last Monday evening 23 citizens were named as a committee to take up the matter of securing the new Federated College for Philomath.

This movement, if secured for Philomath, will bring all the educational interests of the United Brethren, United Evangelical churches and Evangelical Association to this place and an endowment fund of \$200,000.

### SNOW THIRTY FEET DEEP

Southern Oregon Expects Early Spring and Large Crop to Follow.

GRANTS PASS, Or., Jan. 18.—(Special.)—Reports from millmen, miners, packers and trappers are that the mountains of Southern Oregon have more snow than for several years during this time of year.

Miners say that the trail leading from West Fork over to Mule Creek down Lower Rogue River is covered with from 25 to 30 feet of snow.

A watchman from Swede Basin Mill reported that in coming out he encountered snow four feet deep on a level. About 20 inches of snow is on Hayes Hill, on the stage line from here to Crescent City.

It is predicted here that a heavy winter at this time indicates an early spring with heavy fruit crops.

we thought was hardship—but it was always warm and there was no actual terror of being left out overnight. But this—if you lose your way, you can camp go on and on for hours, without meeting anyone or coming to a habitation. You get out of water, out of gasoline, even out of food. From Springfield to Albuquerque it is over 100 miles without a sign of life, and most of the way over such roads as would wreck most automobiles.

"In spite of diagrams, maps and every safeguard possible, we lost our way and found ourselves at night going deeper and deeper into a canyon. We discovered the camp-fire of some Mexicans, whose Spanish and English we understood enough to know that we were in Hell's Canyon, which led on and on to some mines.

### Squaw Refuses Shelter.

"The wonderful Packard struggled back again, through snow fords, rocky boulders and arroyos. Never yet has it gone back on us. We had been five hours going 15 miles in a snow storm, when a squaw wife refused us shelter. Forty-two miles ahead of us lay a road over a pass, the worst stretch in the country, and blocked with snow. I was frantic. No amount of pleading affected the Indian woman. Finally I went to a hut nearby and found the half-breed daughter, who came over to intercede. To stay out in that storm meant only one thing.

"Finally we were given two rooms, and there we remained two days during the blizzard. We lived on our tinny supplies, soups, crackers, sardines and meat paste. I was afraid they would turn us out if we asked for anything. I did all the work and then paid them \$5 when we left. The roof they had so grudgingly given us. I had a miserable awakening toward the spirit one meets out here. It is not pleasant for an American to think about after the courtesy and desire to please that one encounters everywhere in the Orient."

Natives of Burma have superstitious reverence for a huge boulder which is so delicately poised on the edge of a rounded cliff on Kelasa Heights that it trembles in the wind. They believe it is held in position by a hair of Buddha.

### Do You Want to Buy an Automobile On the Monthly Payment Plan?

If you do, and haven't enough money to pay cash, we will lend you two-thirds of the purchase price. You can repay us in twelve monthly installments. No brokerage charged and only interest at 8 per cent per annum.

### INVESTIGATE THIS PLAN

## Automobile Buyers Finance Co.

Thad Sweek, Gen. Mgr. 612 Swetland Building. Phone: Main 4871.



## ZEROLENE

### FOR Automobile Lubrication

Zerolene leaves practically no carbon. It "stands up" under any speed and heat.

Sold in 1/2, 1 and 5-gallon cans—the small cans flat shape, easy to handle—just fit in the tool-box.

For Sale Everywhere. Standard Oil Company (California) Portland, San Francisco.

## Do You Want to Buy an Automobile On the Monthly Payment Plan?

If you do, and haven't enough money to pay cash, we will lend you two-thirds of the purchase price. You can repay us in twelve monthly installments. No brokerage charged and only interest at 8 per cent per annum.

### INVESTIGATE THIS PLAN

## Automobile Buyers Finance Co.

Thad Sweek, Gen. Mgr. 612 Swetland Building. Phone: Main 4871.