

## AUTO MEN REPORT INCREASED SALES

Reo Sales Make 100 Per Cent Gain and Portland Agent Leads United States.

## COLUMBIA HIGHWAY DRAWS

Travelers Say All Motorists in East Are Hopeful of Making Trip Through Oregon—Dealers Are to Work for Road Bonds.

BY CHESTER A. MOORES.  
No less than seven factory representatives of large automobile manufacturers were in Portland last week

it had been raining steadily for several days. The rain had made the condition of the roads something awful but the King carried them through as the first car of the year to make the trip. It required eight hours to cover the 141 miles registered on the speedometer. On parts of the trip they could make between 35 and 40 miles an hour but in some places they were forced to plow through deep mud.

Henry H. Hower, sales manager of the F. B. Stearns Company, manufacturers of the Stearns-Knight, was in Portland less than a day last week, but in that course of time he received several propositions from parties who want to take the agency for the Stearns. It is possible that he may place an agency on his return trip in the near future.

Joseph H. McDuffie, one of the real pioneers of the automobile business and one of its most popular personalities, is now in Portland for a fortnight. Always before "Joe" has come as the representative of the F. B. Stearns Company but now he represents John Willits, the Overland manufacturer. The writer is aware what McDuffie has up his sleeve but he also knows the brand of Irish he carries back of muscle, and therefore refrains from sneezing the secret right out loud.

F. J. Flinger, district representative for the Grant Motor Car Company was in Portland, after trip over Oregon. He has already placed agencies for the Grant Six, a low-priced car, at Albany, Corvallis, The Dalles, Eugene and Vancouver, Wash., and is now negotiating for the closing of an agency contract in Portland. Few appreciate how much the auto-

## GIANT TRUCK TIRE IS NOW IN MARKET

First Makes Appearance on Streets and at Once Is Center of Crowd.

COST OF EACH IS \$300

New Design Put Out by Goodyear Company Said to Save on Big Loads and Reduce Most of Vibration Troubles

BY CHESTER A. MOORES.  
Puzzle: How long would it take Old Doc Yak, with an ordinary hand pump, to inflate a pneumatic automobile tire

### LARGEST PNEUMATIC TIRE IN WORLD IS SHOWN IN PORTLAND.



FROM LEFT TO RIGHT—R. A. MEHRTEMS, C. H. WILLIAMS AND A. E. PATTERSON, LOCAL GOODYEAR WORKERS ILLUSTRATING COMPARATIVE SIZE OF MAMMOTH TIRE.

and each of them had a tale of optimism and good cheer.  
H. C. Harris, who covers all territory west of the Mississippi River for the Reo Motor Car Company, brought the news that the Columbia Highway is fixed on the map in the East and that the local firm of C. L. Boss & Co. is the largest dealer in Reo trucks in the entire United States.

"I have heard frequently in the East that the Columbia Highway is the most scenic highway in the United States," said Mr. Harris yesterday. "And I have made my friends here promise me that they will drive me over it before I leave Portland. The reputation of the Highway is traveling fast, particularly among automobile men."

**Pacific Coast Attractions.**  
"Everyone in the East is talking about touring to the Pacific Coast this year. It seems that all who can leave their business and muster the price of running a car this far will be along this way this summer. Most of them planning to pass through Oregon indicate that they will come home this way."

"Our figures at the factory in Lansing, Mich., show that Mr. Boss sold more Reo trucks last year than any other agent in the country. The Boston agent came second in the number of trucks handled."

"And I am glad to note in the statistical figures just prepared by M. O. Wilkins, publisher of the Automobile Record, that Mr. Boss and Mr. Sutor are maintaining their record this year. According to those figures Mr. Boss has sold more trucks than all other dealers of all makes in the state combined. If all of our agents were as successful as Mr. Boss we would have to increase our factory ten times in size."

"Considering the sale of both pleasure cars and trucks we rank Oregon as one of our best territories. In proportion to population I believe we sell more cars in Oregon and Washington than in any other part of the country. For each month of the present year our output has been 100 per cent greater than the corresponding month of last year. That hardly looks like hard times, does it?"

Mr. Harris arrived in Portland Thursday for a week's stay with C. L. Boss & Co., and with the Northwest Auto Company, dealers in Reo pleasure cars.

R. O. Willebrand, Western representative of the Studebaker Corporation of America, believes the Pacific Coast will see a wonderful influx of settlers as the result of the European war. "The climatic conditions in this Coast country are about the same as in the countries being devastated by the war in Europe," says Mr. Willebrand. "It is but natural, therefore, that dissatisfied Europeans should come to the Pacific Coast, especially since the Panama Canal is cheap transportation and land is cheap in this country."

**Many Farmers Use Cars.**  
"A thing I have noticed on my present trip to Oregon has been the large number of cars used by farmers. On account of this tendency we are doing more business in Oregon than in California and elsewhere. No longer do we have to create the demand among farmers for motor cars. The demand is already there. Our problem is to make our factory big enough to meet the recent number of cars to satisfy the demand coming from dealers from all over the country."

Charles S. Howard, of San Francisco, owner of the Howard Automobile Company, who has the selling rights of the Buick automobile for the entire Pacific Coast, stopped in Portland last week long enough to visit with his father, E. S. Howard, a New York piano manufacturer, who was in Portland on business, and to tell Mel G. Johnson, the local sponsor for the Buick, that he was thinking about spending a part of the coming summer in Portland. He is arranging to buy a cruiser that is large enough to take him to sea.

Ask E. G. Bernthal, Western representative of the King Motor Car Company, how he likes the roads in Southern Oregon. He returned the other day from a Southern Oregon trip taken with Fred W. West, of the Gerlinger Motor Car Company.  
They shipped a King Eight to Medford and drove thence to Roseburg after

mobile dealers of Portland are doing busily to advertise Oregon and its beauties to the people in the East who may travel overland to the Pacific Coast this year. Nearly all of the prominent agents have sent pictures and articles heralding the praises of the Columbia Highway and other scenic wonders and many of these are being published in the hour organs of the automobile concerns and mailed to all corners of the country.

H. J. Banta, president of the Portland Automobile Trade Association, announced at last Thursday's meeting of the association that his factory, the Pierce-Arrow Sales Company, had advised him that they were thankful to get the publicity matter on Oregon which he had sent in and that it would be published at an early date.

Like reports were made by W. D. Albright, Portland manager of the Goodrich Tire and Rubber Company; Frank C. Riggs, the Packard agent; and C. H. Williams, the Goodyear manager for this territory.  
Mr. Albright reported that the May issue of "Goodrich" will contain pictures of the Columbia Highway, Mt. Hood and Crater Lake. While in the East where recently there was not a sign that Spring was ever coming, and not a blade of grass to be seen, Mr. Riggs confessed that he grew poetic as the thought of Oregon and its beauty, and struck off some descriptive literature that may make him internationally famous.

**Magazines Advertise Highway.**  
It was also announced at the meeting that the Sunset Magazine would publish an early article on the Columbia Highway and that the Western Motor Car, a Seattle magazine, would devote an early issue to Oregon.

H. J. Banta, after passing around a box of cigars in celebration of the birth of his first child, explained that he received between 400 and 500 letters from Portland school children, who have written letters urging Easterners to come to Oregon. The writers of the letters that are declared to be the best in the group will receive cash prizes and the model letters duplicated and sent broadcast.  
The automobile men have declared a holiday for next Monday or Tuesday when they will put their entire forces at work for the support of the proposed road bond issue. Every dealer seems to have his heart and soul in the road bond campaign.

It has been suggested that the dealers hold a picnic on the banks of the Sandy River next month to raise funds to help send the Police Band on the proposed Eastern tour. When the picnic occurs it is said some old broken-down automobiles will be thrown into the river to furnish fun for those who will try to pull it out.

Those who want to see what happened in the recent Vanderbilt cup race at San Francisco will have an opportunity to view thrilling moving pictures of the event at the Majestic Theater beginning today. The pictures represent the impressions of 12 separate cameras and show the five most startling accidents which occurred along the race course. The fact that the Exposition race course contained several right-angle turns made the Vanderbilt "great stunt" for the movie men.

**COUNTRY IS FIRST WITH RACER**  
Goux Regrets Inability to Enter International Race Again.

INDIANAPOLIS, Ind., April 10.—(Special.)—The stuff racing drivers are made of was never more clearly shown than in a letter to the Indianapolis Speedway management from Jules Goux, winner of the 1913 500-mile race.  
Goux says: "It would be a great pleasure for me to compete in the international 500-mile race this year, as I did in 1913 and 1914, but the position I hold on the German frontier is important and I simply haven't the heart to ask my release under any pretext while France is at war. France must come first always. I know you will readily comprehend it is only reasons of the most urgent sort which prevent me from being among you for your most attractive 500-mile excursion on May 29, but so it must be. Meanwhile give my best regards to all the boys."

that is bigger and taller than many a man and that weighs as much as the average-sized husky on an athletic club's football team?

There is just such a tire in Portland, and it is not a freak creation, either. It has been tried out by the Goodyear Tire & Rubber Company for two years and is now being sold to the trade as the largest pneumatic truck tire in the world.

The mammoth tire, which reached Portland last week, is the first to come to the Pacific Coast. Another is now on route to San Francisco by freight, but C. H. Williams, manager of the Portland branch of the tire company, had his tire come forward by express, and smiled good-naturedly as he paid the express charges, \$18.35.

**Tire Costs \$300.**  
The new tire is 45 by 13 inches, weighs 133½ pounds and has a carrying capacity of 7500 pounds. How much does it cost? Perhaps this may be telling secrets out of school, but each of the new tires costs considerably more than \$200, and the inner-tubes nearly another \$50.

Grab a pencil and figure out how much of a fortune it requires to equip four wheels with four sets of outer and inner tubes and to buy a "couple or six" spares to carry along for ballast. Even so, the Goodyear officials refuse to contradict the hint that these big tires are a saving in the long run when applied to heavy-duty trucks and motor buses.  
If you doubt the fact that the 48-inch tire is a self-advertiser just try following it around the city for a few blocks.

**Crowd Gathers to Watch.**  
The other day, while The Oregonian photographer was aiming his camera at the tire, as it rested on Mr. Williams' "mongrel" automobile, in the small open square west of the Postoffice building, every thousandth man and every hundredth small boy in Portland crowded around.

People must have imagined the Postoffice was being robbed, that a hobble skirt had parachuted or some other impossible thing happened. And yet they were not disappointed necessarily. For there was the 48 by 13-inch tire slumped alongside Mr. Williams' vest-pocket edition automobile and dwarfing all other tires into insignificance.

Even Mr. Williams and his two city salesmen, A. E. Patterson and R. A. Mehriens, appeared like mere pigmies. To prove his might, Mr. Patterson, smallest of the trio, undertook to lift the tire and place it on the machine. The first attempt resulted in a slip, a smashed toe and a dash of innocent slang, but he finally succeeded, thereby becoming the guest of Mr. Williams at luncheon.  
"No other company in the world makes a tire that has a width greater than six inches," said Mr. Williams yesterday. "We are now marketing not only the 12-inch tire, but others seven, eight and nine inches wide."

**Saving Is Predicted.**  
"Before my company put them on sale last month the big tires were tested

in six different cities, and to show how practical they are, three Portland motor bus companies have already investigated the tire and placed orders. They will be used on runs to St. Helens and the Columbia Highway.  
"On rough city pavements where breakable loads are carried, these special tires offer economy even at low speeds."

"In actual use they have cut down truck repair bills as much as 70 per cent. That is because vibration, the great enemy to the life of a truck, is deadened.  
"Then, too, they allow higher speeds

to be maintained without increased wear and tear on truck and load.  
"And these big pneumatic tires are immensely durable. The treads of tough, white rubber, are double thick—they make all ordinary punctures impossible. The side walls, too, have extra plies of strong, heavy fabric."

**Suppose**  
You try a Diamond Tire next time. Tough Squeezee Treads wear longer and cost less. Note agents for the Master Carburetor. Guaranteed saving on Gasoline, 15 to 25%. Sold on 10 days' trial.

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VULCAN SPRINGS "GUARANTEED"  
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Line of trucks is complete, embracing six models, that range in price up to \$4750.00—with capacity up to 6½ tons. Standard parts used throughout. Sizes up to 3½ tons being equipped with Timken-David Brown Worm Drive Axles.

Not a new, untried make, but mechanically correct in every detail and doing profitable work in cities, towns and country. Over 1500 now in use on Pacific Coast and giving reliable, efficient service.

Splendid proposition for party financially able to handle entire Oregon field. In writing, state financial rating and references, with territory desired. Address AV 75, Oregonian.