

Prominent Portlanders Who Motor



RALPH W. WILBUR, who, when he isn't arguing a case in court or writing briefs on some big legal question, is apt to be found driving his automobile or engaged in sport at one or other of Portland's leading clubs, once was arrested on a charge of speeding.

Being a good lawyer, however, he was honorably discharged without even a reprimand and to this day he stoutly affirms that the officer grabbed the wrong number. At any rate, the records show that his complete alibi was

accepted by the court as convincing. Every day Mr. Wilbur uses his car for in-town business trips and, occasionally for pleasure. His present vehicle is a 1913 Chalmers, his fifth machine of that ancestry.

Mr. Wilbur is not a fiend for long trips and frankly admits that he has motored over the Columbia Highway only once.

GIANT STRIDE SHOWN

Production of Some Years Back Cited for Comparison.

MAXWELL SCHEDULE BIG

In July Company Has Entire Output Assigned and Only Over-Production Enables Giving Relief in Emergencies.

DETROIT, Oct. 23.—Before his board of directors, the general manager of one of the leading automobile-building concerns of a few years ago, earnestly advised that in the season to come, the company build 1000 cars, instead of the 200 it had just finished.

Men of the same type as this early optimist have been back of every automobile manufacturing success in Detroit and Michigan. Their early efforts in manufacturing were crude and hetic. But, with time and experience, they have developed their optimism into scientific lines and have organized plans of production and distribution so efficient as to bear creditable comparison to any industry of long standing.

Assignments Made Far Ahead. The Maxwell Motor Company, for instance, began its production of the present model in July with a definite schedule of production and delivery for every car of the 60,000 to be built. Each day's work of the mammoth plants here and at Newcastle and Dayton was laid out in advance. Each car in this schedule was definitely assigned a certain Maxwell dealer. Its date of shipment formed part of the dealer's contract and the contracts covered the whole fiscal year. It was arranged to give each dealer his cars in carload lots. For long distances, trainloads were dated, weeks and months ahead.

Increase in Production Promised. During August and September the Maxwell plants, pushed to their limits, built nearly 11,000 cars—100 more than the schedule of the sales department. This surplus was divided conscientiously among Maxwell dealers in greatest

need, but was relatively only a drop in the bucket of demand. So carefully was the division made, however, that even the retail branches of the company were held to their original allotments, the surplus going entirely to dealers.

The Maxwell factory is promising 6000 cars a month, beginning in October. This production will enable Sales Manager Stebbins to retain enough of a margin to take care of a fraction, at least, of the dealers whose first estimates fell so far below the demand which their respective localities have developed.

Lubrication Problems Arise.

With cold weather at hand motorists who are accustomed to all-the-year-around service face new conditions of operation and maintenance. None of the problems that low temperature brings has more bearing on good service than lubrication, for a drop in the mercury means an atmospheric condition that has a tendency to congest the lubrication oil, unless it has been manufactured in a way to prevent this difficulty. Motorists observe this most commonly when they find the motor hard to start on cold days.

Auto Climbs 9940 Feet.

Driving his Maxwell touring car and carrying more than 600 pounds, E. F. Clark, of the Pacific Telephone Company, successfully attained a height above sea level of 9940 feet, surmounting Tioga Pass, in the Sierra Nevada. This is believed to be the greatest elevation ever attained by a motorcar. It was made in a trip from Los Angeles to the Yosemite over a trail heretofore used only by wagon traffic.

NEW RECORDS FREQUENT

STUDEBAKER COMPANY KEEPS ON INCREASING PRODUCTION. Three High-Water Marks Set in September and October 15 Smashes Single-Day Figure.

The Studebaker Corporation succeeded October 15 in establishing a new high mark for the production of motor cars in a single day. September had proved to be the banner month in the company's history, three records having been broken. These records were for a single day's production, for the output of six consecutive days and for the total of cars manufactured in a month.

On October 15 the Studebaker factories produced 247 cars and without requiring any extraordinary effort, so that officials of the corporation feel confident of a continuance of the pace that has been set.

Nor has there been any slowing up in the placing of orders by dealers for cars, according to officials of the corporation. Vice-President Oller, who is director of sales, is quoted as saying that if conditions prevailing with the automobile industry are to be accepted as a criterion the country is entering into one of the most prosperous eras in its history.

Reports gathered from Studebaker

REPRESENTATIVES IN EVERY PART OF THE COUNTRY

representatives in every part of the country and from other reliable sources are to the effect that Fall business is running ahead of what was done in the Spring. Representatives of commercial houses say that everywhere in business circles confidence is growing stronger and that with the dole of wealth soon to be released from the harvesting of marvelous crops, notwithstanding the backward season, trade may lose for stimulation to an extent even greater than may have been hoped for.

KISSEL CAR CLAIM ALLOWED

Rival Manufacturers Promise to Avoid Trade Expression.

"We were ready to go to law to protect our rights to the trade name 'All-Year car,'" says President George A. Kessel of the Kessel Motor Car Company, "but I do not now think it will be necessary to do so."

"Leading manufacturers, who have followed our lead and are announcing convertible cars, have acknowledged to us in writing the justice of our claims and pledged themselves not to refer again to their products as 'All-Year cars.'"

"A typical letter written by an officer of one of these companies contains this appropriate decision: 'We have no desire to adopt the trade expressions of competitors. We think the English language is sufficiently elastic to suggest to the imaginative writer more than one way of conveying an impression, which is the right way of looking at it.'"

PORTLAND AUTOMOBILE COMPANY DEDICATES NEW BRANCH HOME IN SEATTLE.



SEATTLE OFFICE OF GERLINGER MOTOR CAR COMPANY ON FIFTH AVENUE. An evidence of the expansion of a Portland automobile firm was noted recently in the opening in Seattle of a new building to house the Washington branch of the Gerlinger Motor Car Company, of Portland. The new building is located at 2319-23 Fifth avenue, where E. L. Saunders, branch manager, dispenses Federal motor trucks for the business men of Western Washington.

OREGON HAS 23,339 MACHINES LICENSED

Registration Tags for 727 Are Taken Out During Month Starting September 15.

1914 MARK 7000 LOWER

Increase Represents Investment That at Conservative Estimate Is Considered About \$4,500,000. Cost Averages \$750 a Car.

Up to the close of business last Wednesday a total of 23,339 automobile registration tags had been awarded by Secretary of State Olcott for 1915, according to the count kept by M. O. Wilkins, of Portland. Of this number 727 were filed during the month beginning September 15 and ending October 15, which is thought to be a remarkable record for so late in the season.

The figures for the month show that 237 1915 cars, 251 cars of 1916 model and 178 old cars were registered during the month for the first time this year. A total of 145 cars of 1915 model and 84 of 1916 model were registered by owners residing in Multnomah County.

The total registration to date, 23,339 cars, exceeds 7000 above the entire registration for 1914, when 16,347 numbers were issued. A subtraction of the two totals indicates that at least 6000 new automobiles have been purchased in Oregon since last January.

Figuring on an average car cost of \$750, which is regarded as conservative, Oregonians have spent \$4,500,000 for new cars this year. During the last month, at \$750 a car, they have spent an excess of \$375,000 for 1915 and 1916 cars.

Marc Bunnell, who came to Portland recently as Northwest manager for the interests of the Chalmers factory, telegraphed his resignation to Detroit last week and left immediately for San Francisco.

As his successor, temporarily at least, John M. Robbins, came to Portland from Denver, where he had been doing special work for the company. Mr. Robbins left Wednesday for a trip over the state of the Northwest and will attend the annual dealers' convention at the Chalmers factory next month before returning to Portland.

A letter from H. N. Lawrie, dated Atlantic Highlands, N. J., October 15, gives interesting details, which were not included in a recent report in The Oregonian, relating his trip as far as Detroit.

"Between The Dalles and this point my Dodge has covered 3467 miles," stated Mr. Lawrie, chairman of the Oregon State Mining Board. "The total cost of gasoline has been 11-1/2 cents a mile and the average distance to the gallon of fuel 15-1/2 miles. The average cost of gasoline to the gallon was 18-1-2 cents, and the average distance per gallon of oil 12 miles."

"Figuring the length of the traveling day, eight hours, we averaged 144.4 miles a day, or 18.05 miles an hour. Considering that we had six passengers, not counting the baby, the average cost of the entire trip, including depreciation on the car, was 34 cents a head a mile. While I have figured 30 per cent for depreciation on the car, assuming a new set of tires all around, I have still two of the original tires on the machine now, made by the United States Tire Company. They have traveled 1000 miles without a blowout and look as though they would give me another 1000 miles."

After driving a 1915 Cadillac Eight at a speed of 67 miles an hour across some of the level desert near Burns, Harney County, Howard M. Covey, the Cadillac distributor for this territory, reached what is known as the "Wild-horse country."

Here Mr. Covey and Frank Dibble, the Cadillac agent for Harney County, landed a good-sized deer. Mr. Covey returned to Portland on Apple day, when the giving spirit seemed to be in the air. Result, every employee of the Covey plant received a hunk of that deer. Mr. Covey and Mr. Strouger alone did without.

From The Dalles to Burns and return the "Itinerary" embraced about 1900 miles. Most of the roads in Central Oregon were in good condition, Mr. Covey says, with some dust in stretches. The best place for racing was in Harney County, where there was absolutely no vegetation for miles and miles.

C. W. Churchill, general manager of the Winton Company, was a prominent actor in Portland the other day. While here he was driven by A. C. Stevens, manager of the Portland branch of the Winton Company, over the Columbia River Highway as far as Warrendale. The members of the entire party, which included the local Winton force, were Mr. Stevens' guests at a chicken dinner served at one of the taverns along the highway. Mr. Churchill remained in Portland only one day, while W. E. Minor, of the auditing department, tarried for two or three days, placing his o. k. on the books at the Portland branch.

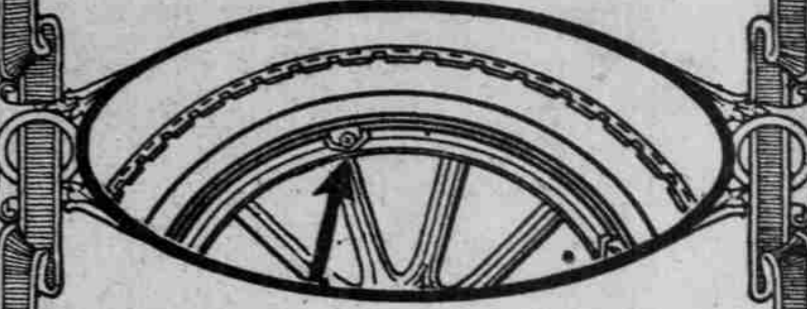
Mr. and Mrs. Frederick A. Krubs have just returned from California after making a remarkable trip in their new Chandler car. For the entire 1100 miles covered on the main trip and the detours Mr. Krubs consumed over 15 miles of travel to the gallon of gasoline consumed, and that the car suffered no breaks and needed no repairs of any kind. The car used one gallon of lubricating oil. He assures J. E. Windle, salesman of the Dolmage-Manley Auto Company, who sold him the car, that it is the best rig among the seven that he has owned.

J. P. Schiller, Jr., Northwestern representative for the Willard Storage Battery Company, has just returned from a trip through Eastern Oregon and Washington, where he found the respective Willard service stations working full forces in rendering service. He is now traveling through Southern Oregon looking after the interests of his company.

MOTOR BARGE IS DEvised

Aberdeen Merchant Travels in Car Over Water at 15-Mile Speed.

Maxwell The "Wonder Car"



Demountable Rims
The 1916 Maxwell is equipped with demountable rims, and has the same size tire on all four wheels. Two vitally important features.

To replace a tire on the road it is only necessary to loosen five bolts; slip off the flat tire; slip on spare rim and tire; tighten three bolts, and proceed.

We are waiting to take you for a test ride in the car that has broken all low "First-Cost" records, and is breaking all low "After-Cost" records.

One Man Mohair Top \$655 Electric Starter
Demountable Rims \$655 Electric Lights
Rain Vision Windshield \$655 Magneto Ignition
FOR DETROIT



Every Road is a Maxwell Road
C. L. BOSS & CO.
615-617 Washington St., Portland, Marshall 4022, A. 5083.

NEW METHOD TIRES

Bring in your old tires and have one new tire made from two old tires before it is too late. Double-tread tires wear twice as long and are puncture proof.
R. W. PRICE HARNE S CO.
14 North Broadway

OVERLAND WINS HONOR POST

Best Place at New York Show Is Result of Sales Record.

For the third successive year the Willys-Overland Company will occupy the position of honor at the New York automobile show to be held at the Grand Central Palace from December 31 to January 8. This was definitely decided at the meeting just held in New York by the National Automobile Chamber of Commerce.

The space allotments are based entirely upon the volume of business done by the companies affiliated with the National Automobile Chamber of Commerce. This organization includes all but one of the prominent pleasure-car manufacturers in the United States.

The conclusion arrived at by the governing body was not the result of hearsay evidence. Every member of the organization is required to submit a sworn statement showing the actual amount of business done during the year.

In long stroke motors of high compression that are hard to turn over by hand or starting motor, the resistance may be reduced somewhat by using a thin lubricating oil.

1916 REOS

Can be seen at the MANUFACTURERS' & LAND PRODUCTS SHOW At the Armory

THE LONG-LOOKED-FOR 1916 REOS are coming—as fast as steam can bring them—and are expected to arrive on October 28th, to be displayed at our exhibit at the Manufacturers' & Land Products Show.

REOS—more than ever before, beautiful—with no expense spared—no minute detail of excellence overlooked to give to the 'Sixteen REO owner, as in the past, the same incomparable value.

OLD-FASHIONED quality—no matter what happens—STAYS WITH REO. Everything that puritanical inspection, careful construction and superior material can do towards motor-car perfection has been done—and the result we have today in this 1916 REO.

1916 REOS SELL FOR LESS—REO, The Fifth, "The Four"—you can purchase at the astonishing price of \$875.00. And the REO "Six" at \$1250.00—F. O. B. Factory.

NORTHWEST AUTO COMPANY

F. W. VOGLER, President
First Booth at Right of Main Entrance