

BETTER TYPE CAR BEING DEMANDED

Lewis H. Reese Explains Need of Improvement as Use of Cars Increases.

MACHINERY MOST MODERN

Automobiles, More Substantial, More Simple, More Inexpensive in Operation and More Practical for Family, Sought.

"In this age of automobile manufacture, it should be realized that some of the best brains in the world are working on this most important industry, as the automobile has become a general necessity for the American family rather than merely a sportive apparatus as it seemed to be when it first appeared on our streets," said Lewis H. Reese, head of the electrical vehicle department of the Frank C. Riggs Company yesterday.

"With the general use of automobiles throughout the country has come the necessity for building them better, making them more substantial, more simple, more inexpensive in operation and more practical for general family use."

"Among the various accomplishments of the automobile world, in excellence of construction, the Detroit Electric Car, manufactured by the Anderson Electric Car Company, stands out prominently. It has been found by actual comparison that in construction the Detroit electric car is designed and manufactured as perfectly as it is possible to build a mechanical article.

"Modern Machinery is Used. In the production of this car, manufactured completely by the Anderson Electric Car Company, of Detroit, modern machinery of the most approved and automatic type is employed to make even the smallest parts of the car, thereby insuring accuracy, interchangeability of parts and large saving in labor costs.

"In many places, where in the past forgings were replaced them. These forgings are made by power machines weighing many tons and driven by power plants ranging up to the hundreds of horsepower.

"The chassis frames of this car are made of pressed steel and are drilled for their various side members by placing a complete frame in an automatic machine, which, when operated, brings a dozen or more tools into action, which accurately bore the necessary holes.

"The old method of manufacturing lumber absolutely necessary and saves much time and money in the production of the finished article. In the old days it was thought that hand work was the only method which could produce a finished article of the highest grade.

"The old method has been entirely relegated to the rear ranks in the automobile industry. It is the new method of modern manufacturing which has enabled the American people to enjoy today automobiles of the highest grade which can be produced and at prices lower than it was ever dreamed of 15 years ago.

"The realization that through installing these modern methods of manufacturing only could they produce electric cars of the highest quality and at a comparatively low price has enabled them to put on the market an electric car of the very highest quality in material and construction and at prices from \$100 to \$150 lower than would be possible if the manufacturer of these cars were attempting to do the old way."

ELECTRIC ARE OMNIBUSES Use of New Machine in Service is Subject of English Editorial.

The following quotation is from a recent editorial in the April issue of the Electrical Times, of London, commenting on a recent article published by the Electric Vehicle Association of America on "Electric in Various Services." It gives an English view of the present "trolley" case.

"In an article by A. J. Marshall, secretary of the Electric Vehicle Association of America, the Electrical Times is much amused and we have carefully read the argument. It is amusing to note that American bus and tramway systems are too hesitant to use electric vehicles. Not infrequently 'trolley' are operated by unscrupulous persons. We know these persons well, they come first. Sheffield. A 'trolley' is an independent guerrilla. It enters what routes it likes, cuts in and out when it likes. In Germany it would certainly be verboten, and it even shocks the American sense of order, which makes for monopoly. It should not be forgotten, however, that once upon a time every public vehicle was in certain ways a 'trolley' and that the time is not yet ripe for turning transport into a state or municipal monopoly.

"The growing pressure of the 'trolley' in America is calling attention to the advantages of an auxiliary omnibus service, and this demand Mr. Marshall naturally proposes to supply with good electric vehicles. It gives him the text for a resume of the electric vehicle position both here and in America. We are glad to be reminded that the English omnibus companies have been filling their war gaps with electric vehicles and that the latter have shown their mettle to such good purpose that they will retain their position in future."

COLOR IS TASTE EXPRESSION Winton Manager Says Buyer Should Have Right to Choose.

"Our attitude," says Manager A. C. Stevens, of the Winton branch, "is that the high-grade car buyer is a high-grade man, and that every high-grade man has personal tastes that are not satisfied by any one set color scheme. If you were to find your tailor insisting that you must take black, when you ask for gray, you would at once look up another tailor where your personal wishes would receive consideration.

"When a man builds a house he invariably builds a house to suit his taste, not to please the architect. When a man buys a piano he finds that he may make a selection from various woods and colors, because high-grade piano-makers have long recognized this tremendous factor of individuality.

"Well, although the automobile is one of the most costly purchases that buyers make, the motor car industry has reached a point where most makers insist that buyers should have the option of selecting their own colors. This accounts for the fact that the streets are filled with cars painted so much alike that

Prominent Who Motor Portlanders



F. E. TAYLOR, president of the Portland Realty Board, excels in driving a three things. Every Friday noon he drives a gavel at the weekly luncheon meeting of the Realty Board. During business hours in the week he is always busy driving a bunch of big realty deals, and on Sundays and in the evenings he drives a 1916 seven-passenger Chalmers automobile, which

he purchased at the H. L. Keats auto store a few days ago. Carefully enough each of the varieties of driving has at least remote connection with the others. His success as a realty broker prompted the Portland "real estate" in making him president, and his efficiency as "proxy" has taught numerous property bargainers that he ought to maintain a good batting average in handling deals.

His automobile not only helps him in getting to board and executive meetings on time, but it serves as a valuable aid in showing customers his property listings to great advantage. It is rather significant also that he has made a sufficient number of honest commissions in selling real estate to pay for his new automobile without the necessity of dodging any grocery bill.

most of them are identified only by their license plates. "The reason why this condition exists is that many factories are trying to see how many cars they can produce, and are cutting out every process that takes an extra hour. As one of the trade papers recently said editorially, 'when a maker caters to the mass, the individual doesn't count for much.'"

FORD DRIVES IN KISSEL KAR Trip to Santa Clara Valley Features Visit to Exposition.

A feature of the visit of Thomas A. Edison and Henry Ford to California and the exposition was their trip to the Santa Clara Valley, which Mr. Ford declared to be the most charming stretch of country in the world. The party made this trip in a Kissel Kar, which Mr. Ford drove personally part of the distance. President W. L. Huchison, of the Pacific Kissel Kar branch, and President Harvey Firestone, of the Firestone Rubber Company, were members of the party.

ELECTRIC RUNS IS PLAN

SUCCESSFUL TESTS ON RURAL TRIPS SHOW ABILITY. Long Distance Journeys Made on Only One Charge of Batteries, as Revealed in Trails.

When we hear repeatedly of the many successful tests made of the endurance and country-running ability of the electric vehicle by various manufacturers, we must conclude definitely that the use of an electric is no longer confined only to city streets and boulevards. We have so long been accustomed to thinking of the electric as the town car, par excellence, that it has not occurred to us that it will give just as delightful and satisfactory service on rural trips in this day when charging facilities have become so well developed and numerous. While it will always remain a favorite car for city use, the electric in time will become just as great a favorite for interurban trips and short tours. It is a matter of educating the owners of electric to operate their cars with greater tenacity and to make wider and more general use of them.

Such series of runs as the Anderson Electric Car Company carried on not long ago in Detroit when one of their stock model broughams made as much as 112 miles on a single battery charge, and the recent endurance runs conducted by the Beardsley Electric Company when the car registered more than 1500 miles in 14 days, show that there should be no doubt about the electric's ability to cover ground. The solution of the problem of getting electric owners to use their cars more extensively lies in the sociability run.

There is nothing new about the idea. It has been tried sporadically for a number of years, but the time has come for a more systematic and continuous effort to introduce them into all parts of the country. The problem of organizing such runs in cities where the number of electric warrants such a performance is being met and solved by various sections of the Electric Vehicle Association of America, whose general office is at 25 West Thirty-ninth street, New York City. With an organization of live and progressive men to start the ball rolling, and the co-operation of electricity supply stations, manufacturers, garages, and owners themselves, everything should conspire to make the runs a success. There is already talk of starting such a run in Portland.

DISTANCES AMAZE BRITON

Automobile Proves to Be Antidote for Travelers, He Says.

"The first thing which impresses me, of course, is what all visitors to your country talk about—your vast distances." The speaker was H. E. Smith, of John Haddon & Company, London. He had just reached the Firestone Company plant from the San Francisco Fair and had a fresh impression of the importance Americans give to travel methods, which are the first thing to impress any visitor to this country. "We talk of beautiful spots abroad, but can one say that anything here is a 'spot'?" However, there are always your automobiles.

The visitor then went on to say that present-day activities justified the old saying that for every condition there was a counteracting influence—and that the influence which cancels distance in this country is the wonderful mode of travel.

"Of all these modes the motor-car commands the greatest admiration, and since I have made a study of tires we feel that the automobile owes much of its efficiency to Firestone tires."

BATTERY COMPANY IS SOLD Storage Plant Will Be Oregon Distributors for Exide.

The Storage Battery Company, 318 Couch street, has been purchased by C. E. Fehr and George B. Herd from William Christian, C. A. Bankhead and Ralph Whitcomb.

The Storage Battery Company, under the new management, will be Oregon distributors for the well-known Exide batteries, and have one of the best equipped shops for repairing and charging batteries in the City of Portland.

Mr. Whitman will remain with the new management. The new members of the firm are well known in this city, especially Mr. Fehr, who has been connected with the automobile business here for a number of years.

A special department will be devoted to the repairing and testing of all makes of electric starters, generators, magnetos, etc., and rewiring automobiles.

"QUALITY FIRST" RULE WINS Firestone Company Gets Results by Doing Best Possible.

When President H. S. Firestone, of the Firestone Tire & Rubber Company, was asked concerning the new additions to the big plant at Akron, O., recently, he replied: "Our growth, no doubt, seems remarkable, but more than to any other force our rigid insistence on quality first in everything connected with the manufacture of our tires is responsible for our vast volume of business."

"We make the very best tires we know how. The best brains, the finest materials, the most painstaking efforts and the utmost care are used in producing Firestones. The one idea of quality is uppermost both in the factory and in the many places that offer Firestones' service."

Chevrolet Agency Opens. The Chevrolet Motor Company has opened quarters for the wholesale handling of Chevrolet cars at Fourteenth and Couch streets. Fred W. West, manager for the company, said yesterday that at present no retail business would be handled. The Chevrolet car was formerly handled by the Northwest Auto Company.

The Jeffery Four



The first automobile of its quality, size and efficiency to sell at a thousand-dollar price. Body, standard seven-passenger Chesterfield type. Front seats, divided. Driver's seat, adjustable. Upholstery, deep real leather. Slipping weight, 270 pounds. Motor, Jeffery high-speed high-efficiency. Ignition, Bosch magneto. Starting and lighting system, Bijur electric. Equipment complete. Entire car qtz. Jeffery-built. STANDARD SEVEN-PASSENGER, \$1075; without Auxiliary Gear, \$1000. THREE-PASSENGER ROADSTER, \$1000; SEDAN (Optional Top) \$1105. THE JEFFERY CO., 3035 BROADWAY, NEW YORK. FRANK C. RIGGS & COMPANY, CORNELL ROAD AND TWENTY-THIRD ST.

Long Non-Stop Run Is Made. As the result of a water, Charles B. Perry, of Santa Ana, Cal., aided by two relief drivers, drove his new Maxwell touring car 297.1 miles without stopping the motor, and at an average of 24.25 miles to the gallon of gasoline. The car also made the run without adding air to any of the four tires with which it started.

All-steel cars run by trolley now between New York and Boston.

Advertisement for SAVAGE TIRES. Includes text: 'Cut out the Middle Man', 'BUY Savage Tires from our employed distributor and get factory prices.', 'THE SAVAGE TIRE CO. San Diego, California', 'FACTORY DISTRIBUTOR JOHN A. WALTERS CO., INC. Broadway, at Ankeny, Portland'.

Advertisement for Mrs. W. A. T. Bushong. Includes a portrait of a woman and text: 'PORTLAND SOCIETY WOMAN FINDS ELECTRIC CAR SUREST AID IN CARRYING HER ABOUT THE CITY.' 'Among the many Portland women who find the electric vehicle indispensable in meeting social engagements and for shopping errands none is more enthusiastic over her car than Mrs. W. A. T. Bushong, who leaves her residence at 821 Hawthorne avenue, at least several times every day with an experienced hand on the control lever of her Detroit electric. Mrs. Bushong already has owned three electric vehicles and as soon as the present car has spent its usefulness she says she won't be long in ordering a new one to help in getting her from one end of Portland to another.'

Table with 4 columns: Size, Diamond Squeezee, Size, Diamond Squeezee. Rows include 30x3, 30x3 1/2, 32x3 1/2, 33x4.

Advertisement for PERRIN NO GLARE on your headlights. Includes text: 'Avoid accidents by using PERRIN NO GLARE on your headlights; does not impair the light but removes all glare.', '\$1 Per Set', 'BALLOU & WRIGHT Broadway at Oak.'

Advertisement for BOWSER GASOLINE and OIL TANKS. Includes text: 'BOWSER GASOLINE and OIL TANKS STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, District Sup't Sales, 415 Corbett Bldg. Main 1474.', 'DIAMOND TIRES Vulcanizing and Retreading R. E. BLODGETT, 25-27 North 14th, Nez. Cough Phone Main 7316.'