

HOME CHARGING OF ELECTRIC IS EASY

Milburn Light Car Needs No Attention During Process by New System.

OVERCHARGE NOT HARMFUL

Company Has Surmounted Principal Objection to This Machine—Little Care Is Required—Tire Wear Very Small.

"The electric car is such a simple piece of mechanism," said Will Spalding, Milburn Light electric distributor.

PORTLAND CHAPTER OF NATIONAL ELECTRICAL BODY CHOOSES NEW OFFICERS.



A. N. Stanton, Vice President



Lewis H. Reese, President



G. H. Beazan, Secretary-Treasurer

At the regular meeting of the Portland division of the National Electric Vehicle Association, held in the Meier & Frank restaurant 15 days ago, the following officers were elected for the year: Lewis H. Reese, head of the electric vehicle department of the Frank C. Riggs Company, president; A. N. Stanton, who has charge of the delivery department of Meier & Frank Company, vice-president, and G. H. Beazan, of the Northwestern Electric Company, secretary-treasurer.

The Portland chapter of the National association was formed recently during a visit from A. Jackson Marshall, of New York City, secretary of the National organization. Since that time the Portland members, who include all of the leaders of the electric fraternity in this city, have met occasionally at luncheon sessions to discuss particularly those phases of the electrical situation which pertain to the horse city.

In this territory, "that it is very easily taken care of in the home garage."

"With its simplicity, the average individual can keep his electric ready for the day's work with a very small expenditure of time and money. The few parts in the driving mechanism need few repairs and adjustments, and a few minutes once a week should suffice to have the car in excellent condition at all times."

"With the latest method of charging batteries, the one objection to keeping the electric in the home garage is done away with. When the Milburn Wagon Company decided to bring out the Milburn light electric they gave much time and thought to the home-charging problem. The result of their investigations was the development of a new method of charging, "the tapered charge."

Overcharge Not Harmful.
"When an owner drives his car into the garage having a Milburn charger, all he has to do is insert the charging plug and turn on the switch. If the car is completely discharged the charge starts at about one and one-half times normal rate. As the battery becomes charged, its voltage increases, gradually dropping the rate of charge until at the finish of a charge the battery is being charged at about one-tenth the normal rate. This low rate can do no injury, the small amount of electricity going into the battery being given off in the form of heat."

"A Milburn owner in Los Angeles recently went on a fishing trip and left his car on charge five days. The most careful tests failed to show the slightest trace of damage to the battery."

"Life tests on battery plates also show a marked increase with the tapered charge, in many cases 10 per cent. This, combined with the light weight and small battery in the Milburn light electric, makes the battery expense much below the average repair bill on a gas car."

Lubrication Is Simple.
"Lubrication on the average electric is a very simple matter. The motor is packed in grease and requires very little attention for at least two years. The differential requires oiling once in six months. The grease cups need only be turned up about once a week."

"The tire wear on electric is also very low. I ran my Milburn 429 miles before I took a tire off for any reason whatever, and it is still running with the original tread. According to the records in local offices of the time companies there has not been a renewal of a cord tire on an electric in Portland under 7000 miles."

"The constant attention necessary to keep the gas engine in working order is all done away with when one has an electric, and keeping up the car becomes a pleasure instead of hard and dirty work."

"The low rates given by the electric companies make the cost of juice very nominal. Three to four dollars per month will pay the bill of the average owner making from 400 to 500 miles per month."

ORIGIN OF "SEBAN" REVEALED

Jeffery Company Reveals Choosing Name, but Not Patenting It.

An interesting bit of motor-car history has come to light with the announcement of the new Jeffery four wheel car.

In the fall of 1911 the Jeffery Company produced an enclosed car without fenders—across from the tunnel to the front compartment being afforded by divided front seats.

The convenience, comfort and good looks of this car attracted wide attention, and the Jeffery Company conducted a contest to get a name which would fittingly describe it.

"GARAGE" ORIGIN GIVEN

WORD DERIVED FROM FRENCH "GARER," MOORING PLACE.

Necessity of Equipment for All Minor Repairs at Reasonable Rate Is Shown.

"By looking in the dictionary it will be seen that the word 'garage' is derived from the French word 'gare,' the primary meaning of which is to moor ship to the dock, so that, literally, an electric garage is a mooring place for electric vehicles," says the veteran, "Dad" Fox, of the Gibson Electric Garage.

"Usually an electric garage is a place where electric vehicles are housed, charged and washed at a fixed rate per month without regard to the amount of work that the vehicle is called upon to do, but this is not all that a garage should be. The function of the garage is not only to give the vehicle proper care, but also to keep it in proper working order. In other words, the function should be to bring the electric vehicle within the reach of all vehicle users."

"To perform this function the garage must be provided with whatever equipment is necessary for making all minor repairs at a reasonable rate and without unnecessary delay, and must also be in a position to supply electric power at a reasonable rate. In addition, therefore, to being a place in which the vehicle is housed, washed and charged, an electric garage that performs its functions is a place from which the vehicle can be operated economically."

"It relieves the vehicle manufacturer of the expense of maintaining a repair shop in connection with every selling agency and the vehicle user of the expense and annoyance of having the vehicle tied up while a bolt or small piece of casting is being obtained from a distant part of the country."

CADILLAC WORKS 15 YEARS

Early Model With Solid Tires Still Traveling Over Rough Roads.

Hardly a week passes that the mail does not bring to the Cadillac Motor Car Company a letter telling of the remarkable service given by one of its earlier models. Owners write that their cars have been driven from 100,000 to 120,000 miles. Many times they tell of particularly hard service performed, and almost invariably they say that the cars are still in good condition.

No exception to this rule is Peter Schonen, a farmer, who writes the company from Jeffers, Minn., "to let you know that I am a satisfied owner of one of your model A, one-cylinder, four-passenger 'touring' cars." Mr. Schonen goes on to say that he bought the car second-hand in 1905, and that after it has been run for 10 years, on solid tires, over country roads, it is as good as when he bought it. This model was built in 1905, so that the car had seen two years of service prior to the hard service performed.

Hard Test Given Studebaker Motor.

John H. Huff drove a 1914 Studebaker recently from Phoenix to Globe, Ariz., and back in high gear, never using low or intermediate speeds or changing the engine. The route lay over what is known as the Sonoran Highway, and has its full share of rough portions. Notwithstanding these grades that had to be climbed the Studebaker motor worked perfectly, and was cool at all times. Mr. Huff averages 14 miles to a gallon of gasoline, while the older models need a replenishment at the end of the trip.

ELECTRIC IS SNUG

Car Need Give No Worry Even During Coldest Months.

STARTING TROUBLE LACKS

Problem of Leaving Chauffeur Out in Snow Eliminated by Use of Closed Machine—Investment Rated Highly.

The cold winter months are fast approaching, the time of the year when a snug, warm, ever-ready electric automobile is most appreciated by those who must get about town, no matter what the weather may be.

As compared with other types of automobiles in winter, many consider the service they may always depend upon forced to tarry while their motor cooled

Detroit Electric \$1975 to \$2275

—a real automobile

—no more like the electric car of a few years ago than the Mauretania is like Fulton's steamboat. Each passing year has marked a far advance in electric car construction.

The Detroit Electric of 1916 is a modern, powerful automobile in every sense of the word. It is a car with all the speed you really need. It is a car with battery capacity which guarantees you greater mileage without recharging than you ordinarily use in a day's motoring. It is a car with plenty of power to climb hills and pull through heavy roads. Yet—even while the Detroit Electric has steadily advanced in value—the price has steadily declined through the economies of greater production.

1916 Detroit Electric Prices

Model 61 4-pass. Brougham,	\$1975
Model 60 5-pass. Duplex Drive Brougham,	\$2275
Model 59 5-pass. Rear Drive Brougham,	\$2225
Model 58 5-pass. Front Drive Brougham,	\$2250
Model 57 4-pass. Rear Drive Brougham,	\$2175
Model 56 3-pass. Cabriolet,	\$2075

Frank C. Riggs Company
Cornell Road and Twenty-third Street.

The Only Exclusive Electric Garage and Charging Station in the Northwest

Every Convenience and Facility for Proper Maintenance of Commercial and Pleasure Electric Vehicles.



Batteries For All Starting and Lighting Systems

Liberal allowance in exchange on old batteries.

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Gibson Electric Garage & Battery Co.

Alder at Twelfth, Marshall 1752.

ELECTRIC VEHICLE CULTURE'S CAR

There is a distinctive place in Cardom which only the Electric Automobile can fill.

For those who live in town or suburbs it is the one logical car.

Because more than mere utility is imperative. There is the further requisite of quality, of refinement, of fashion, of that extra "something" which bespeaks true culture.

This is realized by those who own an Electric car.

Northwestern Electric Company
PITTOCK BLOCK, PORTLAND, OREGON.

ELECTRIC VEHICLES COMMERCIAL AND PLEASURE

Stored, Charged and Repaired

Rebuild and repair all makes of starting, lighting and vehicle batteries. Moderate prices.

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MULTNOMAH GARAGE
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We Rebuild Batteries

Of All Types, Change Magnetos and Specialize in Electrical Repairs

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Cornell Road and 23d St.

The Electric Vehicle

It gives economy of money because the up-keep is much cheaper.
It consumes nothing while idle.
It requires less "stable" room.
It requires fewer men to care for and groom it.
It requires no attention when idle, lasts much longer, reduces force of men used in delivery of goods, because in small-package delivery it can do the work of two or more wagons, because it carries more and goes much faster than a horse.
It does no damage to roads to speak of, and makes congestion-of-traffic problems comparatively easy.
It is always ready, keeps up its power in spite of roads or weather, can be worked any number of extra hours, as, for example, in the holiday rush.

Yes, It's a Stubborn Fact, the Electric Vehicle
For the conveyance of passengers or freight
Is the Only Modern Way

Phone Commercial Department
Marshall 5100, A 6131
Portland Railway, Light & Power Company

Milburn Light Electric



Coupe \$1655 Roadster \$1405
f.o.b. Portland

The Milburn has the beauty, comfort and all-round efficiency of the higher-priced electric. It has speed and mileage in abundance—the same great utility. Yet it sells for the remarkably low price of \$1655. Let us demonstrate.

The Milburn Charger—simple, inexpensive and efficient—solves the home charging problem. 65 miles, 45 cents.
Will Spalding, Agent, 110 Thirteenth Street, Main 7126.
Distributor Walker Balanced Drive Electric Trucks.
THE MILBURN WAGON COMPANY, TOLEDO, OHIO
Established 1848

TRUCKS

Standard Length and Wheel Base
ELECTRIC CHASSIS (Without Battery)

Model	Capacity	Price	Model	Capacity	Price
1	1,000 lbs.	\$1200	6	6,000 lbs.	\$1900
2	2,000 lbs.	1300	8	8,000 lbs.	2100
3	3,000 lbs.	1450	10	10,000 lbs.	2350
4	4,000 lbs.	1650	12	12,000 lbs.	2500

We furnish any battery desired by purchaser. The G. M. C. Electric are built by the General Motor Company, the largest automobile concern in the world. Capitalized at \$60,000,000.

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G. M. C. Gas Trucks 3/4 to 5 Ton

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