

CORD TIRES TESTED AS AIDS TO AUTOS

Superiority Over Fabric Construction Is Proved by Use on Cole Eight.

EASIER RUNNING IS SHOWN

Notations of Trials, With Always Same Load, Are Carefully Made and Efficiency for Saving Compared in Detail.

To prove that cord construction on automobile tires, as compared with fabric tires, give a car more power on the hills and cause it to coast farther after dropping down a grade...

First, with two smooth fabric tires on the front wheels and two rough fabric tires on behind, the Cole was turned loose on the steep hill at the head of Washington street at a fixed rate of speed.

Then, with the same tire equipment, the car was guided out on Upper Thurman street just above the old Forestry building, slipped into neutral gear and sent gliding down the incline.

Notations Are Carefully Made. This done and the notations carefully recorded by W. P. Perkins, the car was returned to Fred Vogler's store and Silverton street cars substituted for the four fabric tires. Then the car was put over the ground covered on the former tests and the comparison made.

On both occasions the Cole was driven by Frank Bolton, mechanical expert of the Northwest Auto Company, who was careful to place the throttle and speed at the same places on both trips.

On the first trip it required a speed of 22 miles an hour to send the car over the hill just above the entrance to Washington Park. With this speed to go on the speedometer showed a gain of seven miles an hour on the incline and the velocity increased, until at the top of the road, where the Kings Heights and Arlington buildings branch out, the Cole was going at a 25-mile clip.

With the Silverton cord tires on the second trip up this hill the same speed was attained on the same incline and the throttle and speed were placed at the marks made by Mr. Bolton on the first trip. This time at the top of the incline the speed was 19 miles an hour as compared with seven miles on the former trip and at the top of the road the speed was 24 miles an hour with the fabric tires.

Although the gains in speed from seven to 19 and from 25 to 28 miles an hour upon the same incline were enough to excite wonderment in the mind of the veteran driver, Mr. Bolton, there was no denying the fact that the second trip had been made under unfavorable conditions.

NEW KISSELKAR BUILDING TO BE STARTED TOMORROW.

Announcement was made yesterday by H. C. Skinner, Northwest manager of the Pacific Kesselkar branch, distributors of the Kesselkar and Hrisone automobiles, that ground will be broken tomorrow for the construction of the new branch building on the northeast corner of Davis street and Broadway.

Plans for the building were drawn some time ago, but the final design was not determined until after considerable correspondence between Mr. Skinner and the home office in San Francisco. The final plan was adopted yesterday, following the arrival in Portland of W. G. Campbell, secretary of the San Francisco office.

Just before pulling up to the hill the Silverton cord equipment was broken down and a big street sprinkler had done considerable dirty work by spraying water from one side of the street to the other. This undoubtedly made the road surface much heavier and the traction slower than it would have been under normal circumstances.

On the second lap of the test the car was started at the corner of Twenty-ninth and Thurman streets, slid into neutral gear and allowed to roll down the hill until it came to a dead stop.

With fabric tires the fastest speed attained by the car during its descent was 14 miles an hour and it came to a stop at a point directly south of the Forestry building, after traveling a distance of what amounted to about two and a half blocks, most of which was down hill.

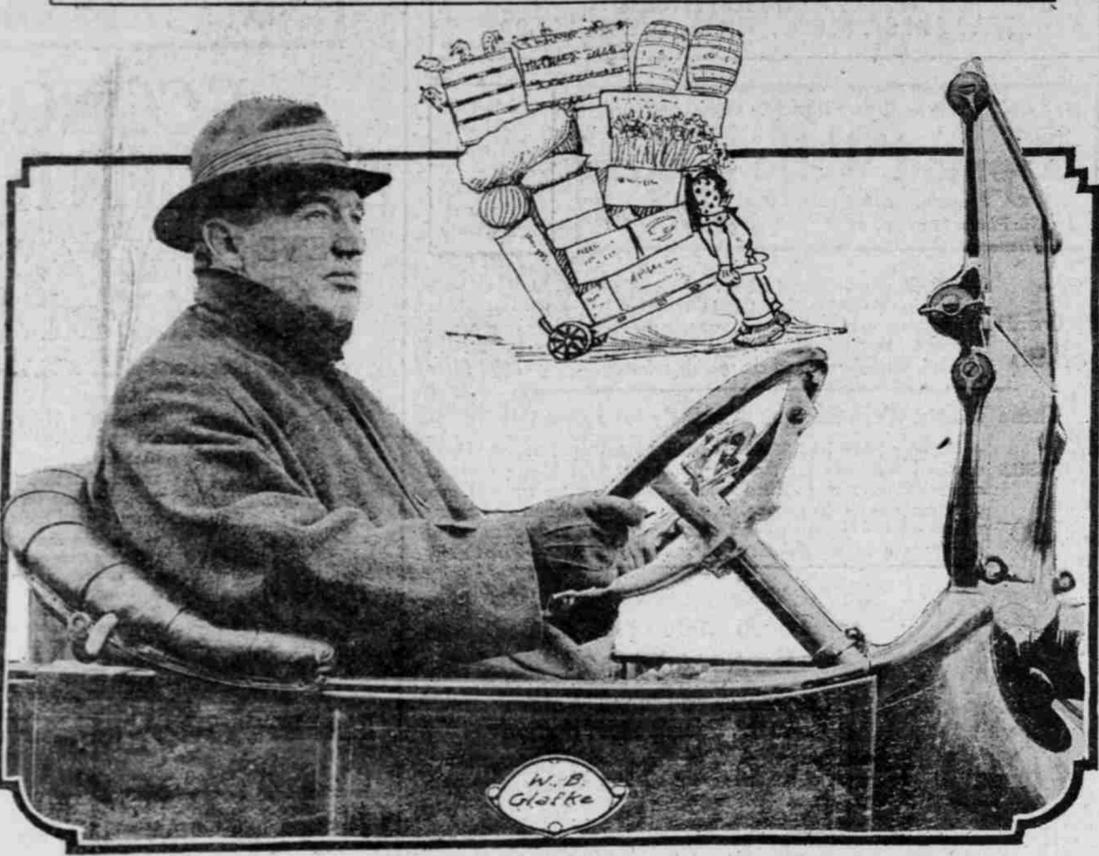
Later, with the cord tires, the Cole ran up a speed of 19 miles an hour at one point and, instead of going dead opposite the Forestry building, it rolled on for another long block on the up grade until it came to the crest of the incline at Twenty-ninth street, and then rolled on down the slight grade for 11 blocks to Sixteenth and Thurman streets and turned the corner three-quarters of a block toward Sawyer street. Of course the big trick in this run was the climb up the hill from Twenty-ninth to Twenty-seventh street. After it reached the crest the rest was "piece work."

On all of the trips the Cole carried the same load of five passengers, weighing in the aggregate about 500 pounds, and all of the tires carried the same number of pounds pressure, 25.

There is absolutely no question about the significance of this test," said Mr. Albright at the close of proceedings. "The cord tire will boost a car to 25 per cent more power on the hills. It will effect a saving of nearly 25 per cent in gasoline economy and it will permit a car to coast 50 per cent farther under ordinary conditions."

As my mind there is a much difference between the qualities of resiliency in the cord tire and the fabric tire there is between the pneumatic and the solid rubber tires. I realize that the average man is not readily convinced of this fact, but I'm willing to bet that such is the case. One thing that adds to the resiliency of the cord tire, of course, is the fact that it suffers the handicap of about 25 to 30 per cent less road friction. The fabric tire is better and because more of it comes in contact with the surface of the road-way.

Prominent Portlanders Who Motor



MAN has to wake up pretty early in the morning to beat W. B. Glafke, the pioneer commissioner merchant whose name decorates a tall sign at 195-119 Front street, on the automobile turnpike.

EASY PAY NEW PLAN

Maxwell Agent Announces Time Basis for Sales.

Average Man Recognized

C. L. Boss Explains Conditions Making Immediate Delivery of Cars Possible Under Arrangements Permitting Payment Delay.

Acting on the sound principle that automobiles can and will eventually be generally sold on the same basis as pianos, real estate and other commodities of value, C. L. Boss, of C. L. Boss & Co., local Maxwell representative, is today announcing a time-payment plan by which the prospective motorist of this city and vicinity can obtain Maxwell cars without any appreciable encroachment on their financial resources and investments.

"As you ride" is the concise way in which Mr. Boss summarizes the details of the plan.

"Modern conditions often demand that a man make use of his entire capital in his business or in his professional equipment," declares Mr. Boss. "Often even the relatively small amount needed to pay the cash-down price of even a Maxwell automobile is large enough to keep him from taking his money from the channels in which it is at work."

"The automobile business must recognize this condition. I have worked out a plan which I am putting into effect here for the benefit of my customers who may be so situated.

"This plan enables the man of average means to buy a car and enjoy it while he is paying for it and enables him as well to pay for it out of his regular income. This plan I am putting at work today. It will be eligible in the case of every car I can secure from the Detroit factory and my schedule calls for more Maxwell cars than have ever been delivered here in any one week-month. At present I can make immediate delivery under this 'pay-as-you-ride' plan."

"The experiment is being explained to buyers frankly and without reserve."

A typewriter is being introduced into India which will write the 26 characters and signs of the Bengali alphabet.

has been an enthusiastic motorist and he has traveled so far during that time that no speedometer on earth could truthfully tell the full distance. His first car was an Auburn, and he has since operated three Cadillacs.

After accepting delivery of his present car at the Detroit factory last year and the local Maxwell showroom will probably be crowded today with interested motorists.

STUDEBAKERS MAKE RECORD

Cars in Reliability Run of 1000 Miles Establish New Marks.

The recent 1000-mile reliability run participated in by upwards of 100 Studebaker cars in as many different parts of the country furnished the most severe test ever recorded for the roadability of any car, but in every instance a perfect score was recorded. It was a test of the reliability of the Studebaker and the 1000 miles were to be covered within 18 hours' actual running time and there was no suggestion that any entrant try to attain a record.

NEW MODEL ARRIVES

\$615 Overland Demonstration Car Is on Exhibition.

TWO SALESMEN ARE WED

W. J. Pedler Is to Move to Seattle to Take Over Office There. Editor Is Named on Contest Board of Association.

"It's here," said Bert Elling, manager of the Portland branch of the J. W. Leavitt Company, the other morning.

"What's here?"

"Why, the new \$615 Overland that is to sell in Portland, electrically started and lighted and with four-inch tires, for \$655."

And so it is. The first sample of the new car arrived in Portland Thursday and before a couple of weeks have passed deliveries will be made in Portland, so Mr. Elling says.

The new Overland has a pure streamline, five-passenger body finished in black with nickel and polished aluminum fittings. The motor has 28-25 horse power, with cylinders cast en-bloc, and the wheelbase is 104 inches. The car carries a floating tire rear axle cantilever springs in the rear and a one-man top.

Mayhap there was something peculiar in the air. Or it may be traceable to the holiday spirit. Anyway Cupid has been doing some mighty good shooting lately in the Covey Motor Car Company building that looms up on the southwest corner of Twenty-first and Washington streets.

Only two of his friends in the automobile trade, W. D. Albright and Carl Caldwell, knew it, but F. C. Atwell, the popular and good-looking representative of the interests of the International Motor Car Company in this territory, who sells Mack & Sauer trucks from the Covey building, slipped away on Thanksgiving day and married Miss Lincoln, of Milwaukee, Wis. They were married by the Rev. John Boyd who taught Mr. Atwell the ten commandments when the latter was a little tot back in Evanston, Ill.

But Mr. Atwell wasn't the only victim Cupid caught at the Covey building.

When Roy Hemphill resigned his position with the Northwest Auto Company the other day to become sales manager of the Hunter-Smith Sales Company of Tacoma, his brother, Stanley Hemphill, was appointed to fill his shoes as dispenser of second-hand cars at the Broadway and Couch-street store. Still a child, Hemphill, Ollie Roy's twin, now with the Covey Motor Car Company, was formerly employed by the Northwest Auto Company, also.

How's this for a record? W. B. Doan, the Saxon and Paige-Detroit distributor for this territory, on one afternoon last week sold 25 cars at wholesale and slipped over two at retail. He had to stay away from the Syracuse Aggie game Wednesday to pull the trick, however, for the purchasers happened to bunch on his shoulders that particular day.

There is nothing quite like it anywhere," was the remark of W. H. Bell of San Francisco, district manager of the Kelly-Springfield Tire Company, after Frank C. Riggs and W. C. Garbe, officials of the Oregon Motor Car Company, Oregon distributors of the tire, had driven him over the Columbia River Highway in one of the new Studebaker cars. The Kelly-Springfield Company was the first to introduce the solid tire, Mr. Bell says, and he conferred with Mr. Garbe last week on a plan to place this brand of tire more fixedly on the market when the Oregon Motor Car Company moves to its new location on the southeast corner of Park and Davis streets.

EUGENE BUILDING GAINS

Increase of 44 Per Cent in Activity Over November, 1914, Noted.

EUGENE, Or., Dec. 4.—(Special.)—November building, though naturally at an ebb because of the winter, showed an increase of 44 per cent over November, 1914, according to the report of the building inspector issued today.

The building inspector states that the report next month for the entire year will show a material increase over that of 1914.

Among the larger November permits is one for the construction of the Allen & Lewis warehouse at a cost of \$11,000.

DEALERS VOTE NOT TO HAVE AUTO SHOW

After discussing the matter for several weeks, the leading automobile dealers of Portland, at a meeting Wednesday, decided by a vote of 8 to 5 not to stage the automobile show that had been proposed for next January or February.

A majority of the dealers felt that the benefits derived from a show do not compensate for the time and money spent upon it. Some also expressed the view that a show holds back business, and the lack of new models works a handicap on some of the exhibitors. For a time the Multnomah Hotel and the Armory were discussed as the probable locations for the display.

While the dealers no longer have a formal organization, they meet weekly in the Chamber of Commerce rooms and discuss questions pertinent to their trade. The members take turns about at the job of presiding, but they have elected M. O. Wilkins, publisher of the Automobile Record, secretary of the organization on a salary.

W. D. ALBRIGHT EXPLAINS TO C. M. MENZIES THE DIFFERENCE BETWEEN CORD AND FABRIC TIRES.

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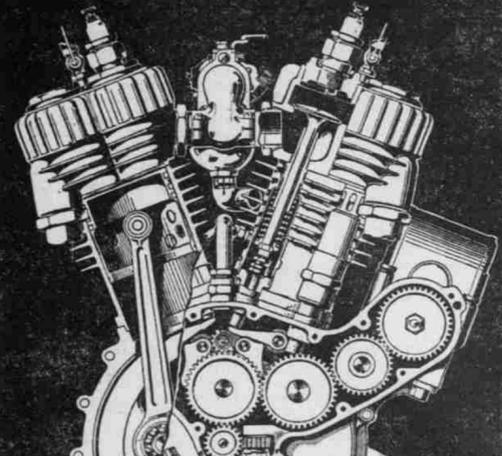
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