

AUTO NO LONGER IS FOR PLEASURE ONLY

A. D. Plughoff Declares That 99 Buyers Out of 100 Now Are Business Investors.

FAULTS TRACED TO DRIVER

Life of Machine Depends Exactly on How It Is Used, Says Overland and Willys-Knight Agent. Abuses Pointed Out.

BY A. D. PLUGHOFF, Vice-President and General Manager J. W. Leavitt & Co., Pacific Coast Distributors Overland and Willys-Knight Motor Cars.

number of speeds forward. These various speeds are for the purpose of giving the car momentum with the least possible strain. A car should be started gradually on first speed.

As the momentum is picked up the driver shifts so that the motor does not bear unusual strain. If you make your motor pick up dead weight it will, after a time, develop noises. There will also be noises and grinds in the transmission gears or rear axle.

Owners usually attribute such trouble to faults in the car, when as a matter of fact it is the driver's own carelessness that is to blame.

It is not unusual to hear that certain cars are hard on tires. Some cars are, through improper balance or through having too small tires. Yet the same conditions apply to every car on the street every day who stop their cars in, say, 20 feet, when there is no reason on earth why they should not use 40 feet.

Sudden Stops Harmful.

Often in approaching a corner where there is crowded traffic a great many drivers maintain their speed to within a few yards of the crossing, then with a vigorous application of the brakes they come to a sudden stop. In such a case the pavement acts like a coarse file on the tires and wears away valuable rubber. Quick stopping is sometimes necessary, but very rarely so, when one is driving in city traffic.

Discussion in the matter of traffic will save much of the tire wear about which owners have sometimes complained.

The question of brakes, too, is one of the most important in driving. Brakes are not put on an automobile for the purpose of stopping the wheels, but to compel the wheels to travel slowly. It is a well-known fact that if the brakes

HUPP SERVICE WINS

Company Has Established 2100 Stations in 7 Months.

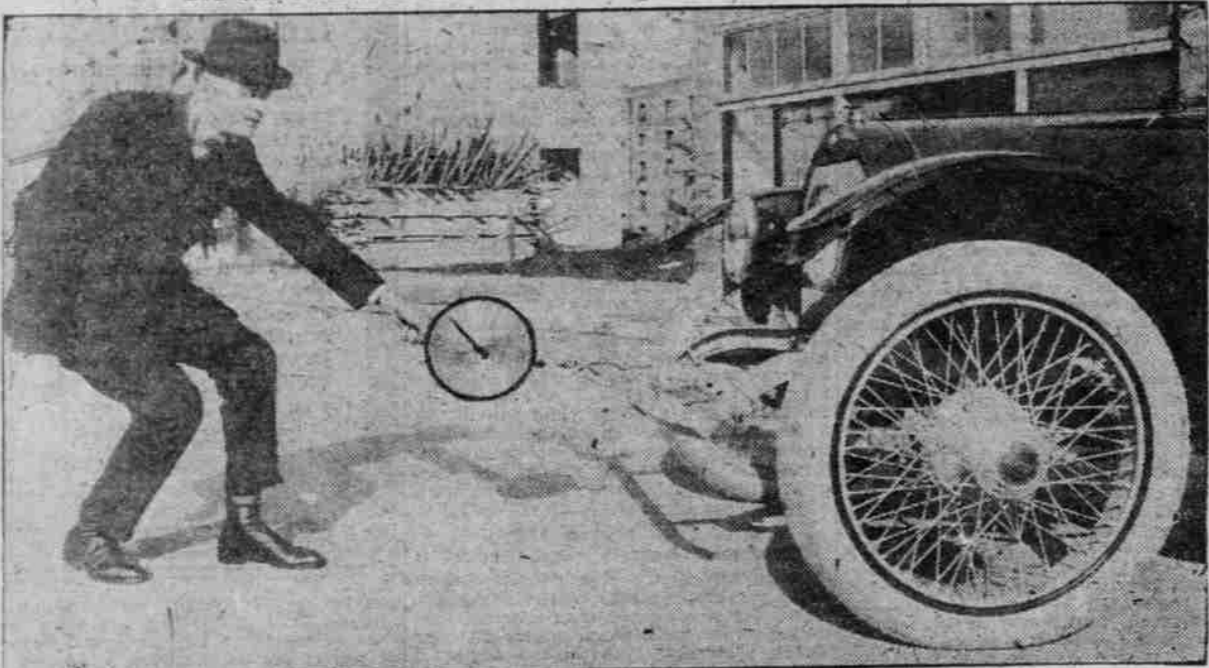
OTHER CONCERNS TRY PLAN

Mr. Drake Says That Coupons Good for 50 Hours' Free Service, Issued to Buyers, Being Used to Advantage by Owners.

Several months of practical demonstration of the Huppobile Nation-wide service plan for automobile owners has convinced J. Walter Drake, president of the Hupp Motor Car Corporation, that it is the most valuable innovation for the automobile owner in the last year.

"We have now had our Nation-wide service plan, which we inaugurated at the start of our present season, in practical operation for seven months," said Mr. Drake, "and we find that it has met with the most hearty approval

BIG SIX-CYLINDER RESPONDS TO 52-POUND YANK OF HUMAN ARM.



OVERLAND SIX ANSWERING CALL OF J. W. LEAVITT & COMPANY SALESMAN.

To demonstrate the light weight and the perfect balance of the new Overland Six automobile, one of the salesmen of the J. W. Leavitt & Company, pulled off a stunt the other day that is apt to startle the uninitiated. The car was placed on a level street, and the brakes released. An ordinary scale then was attached to the bumper in front. Then the salesman set his muscles and pulled until the machine moved. It required only 52 pounds to pull the six-cylinder, seven-passenger car across the street.

making a service investment. The automobile has ceased to be regarded as a luxury. The general utility, as well as the pleasure-giving quality of a motor car, has been so well demonstrated that owners no longer regard their cars as mere toys.

An automobile is, after all, simply a machine. A new car is a potentiality which will run satisfactorily for a given number of miles, carrying its full quota of passengers and equipment, and which will accomplish the various things for which it is desired for a given length of time—the life of the machine.

Driving is the service a car renders—the theme by which the machine delivers its quota. Good driving enables the owner to realize the full value of his investment. Careless driving and lack of care depreciate the investment out of proportion to the service rendered. Only by good driving does one get the most out of his car.

Technique Needed in Driving.

Driving an automobile consists of more than merely operating the clutch, changing gears, applying brakes and steering.

To drive well, and therefore get the best service from your car, requires a little study of the machine. Many of the minor troubles which private owners have with their cars result from not having attached the proper importance to the minor points of driving.

It does not necessarily follow that the owner of a car must take a special course in mechanics or serve an apprenticeship in an automobile factory. It is the effort of the Willys-Overland Company to make its cars so nearly trouble-free that very little technical knowledge is required to get satisfaction. Probably all companies publish complete instruction books, which should enable an owner to handle his car well. And I do believe the greater number of owners today understand the general principles of their cars. They may occasionally be very careless in such matters as lubrication, adjustments, etc., but I am convinced that where dissatisfaction exists it is largely due to careless handling rather than to absolute abuse of the machine.

One of the most common faults of driving is starting away too fast. Transmission gears invariably have a

of a streetcar or a locomotive are applied so hard that the wheels stop entirely the result is a flat wheel. The same conditions apply in applying the brakes to an automobile. Of course you don't hear the flat wheels, but you have, nevertheless, worn flat spaces on your rear tires.

Don't Let Your Motor "Race."

Another common fault in driving is allowing the motor to "race." Especially in crowded traffic you frequently see a driver throw out his clutch and apply his brakes, reducing the speed from 20 miles an hour to, say, five miles without reducing the speed of his motor.

Allowing the motor to race simply uses up some of the efficiency of the car, which ought to be conserved for mileage. This fault permitted frequently means loose valves and knocks in the motor. When these develop don't lecture the repair man with a complaint about your car, but study your own driving a little and find out if perhaps you are not at fault.

It is in the matter of turning corners, perhaps, that the average automobile driver is most greatly at fault. It remains to be proved that dashing around corners at high speed saves any time for the driver. It certainly does not save tires, wheels, gears and mechanism generally. There is no reason in the world why a driver should not, in 200 cases out of a thousand, reduce his speed one-half when turning corners.

Car's Faults Laid to Driver.

Almost every driver of a car has noticed other cars with the wheels out of alignment, noisy beveled gears, imperfect action of the differential and similar defects. This is, in many instances, the fault of the unthinking driver, who turns corners at too high speed and places wholly unnecessary strain upon every part of his car and extravagantly wastes his tire service.

In hill work, too, many drivers generally abuse their cars. There seems to be a personal satisfaction to the average driver of a car to say that his car will take such and such a famous hill "on high." There seems to be a prejudice against the use of the intermediate transmission speed.

of all owners. Hundreds of letters have been received by our company commending us on the excellent service rendered to the owner, and we feel well repaid for the great effort we have made to put this plan into effect.

"The greatest tribute to the Huppobile Nation-wide service plan has been the attempted adoption by other companies of service systems similar in nature. Special equipment concerns, such as lighting and starting, battery and speedometer companies, have also adopted our plan and are making much capital of it in an advertising way.

"We now have over 2100 service stations throughout the United States and Canada and are increasing this number at the rate of about 120 a week. Over 95 per cent of the coupons are being redeemed monthly. We have service stations all the way from Juneau, Alaska, to Miami, Fla. We have established service stations in the highest altitude, such as Leadville, Colo., which is about the highest point an automobile can go, as well as at Coachella, in Southern California, which is 200 feet below sea level.

"De Cozen & Riess, our Newark, N. J., dealers, have made the best record with 54 service stations in Essex County.

"Every Huppobile purchaser is entitled to and is given with his car a Huppobile service coupon book good for 50 hours' free service at any one of these 2100 stations in the United States and Canada.

"Our Chicago distributor, T. J. Hay, has established 23 stations in Chicago alone. This means that every Huppobile owner can get service in all parts of the city."

Vernon Castle Buys Huppobile.

Vernon Castle, who, with his wife, has revolutionized modern dancing by introducing some original movements of their own, is now the proud possessor of a model "H" Huppobile, which he has just purchased from George Leghorn, of the Atlantic Automobile Company, distributors for the Huppobile in Boston.

Parachutes to bring an aeroplane safely to land after it had met with a mishap in flight are a French invention.

FUTURE DEFENSE SEEN

AUTO TO BE USED TO TRANSPORT TROOPS, SAYS W. E. FLANDERS.

Motors Are Declared to Be Big Factor in Plans for American Preparedness.

When Uncle Sam goes again to war he will go in a motorcar. So declares President Walter E. Flanders, of the Maxwell Company. Therefore, Mr. Flanders adds, a big factor in American preparedness will be our large supply of motorcars and our ability to build more of them in large numbers and on short notice.

Mr. Flanders points out that there are many spots on our coast available for the landing of a hostile force, but not accessible by railroad. An invader might therefore mask his attack long enough to beat our defending force to one of these points, thereby establishing a foothold. But there are no landing places on either Atlantic or Pacific coasts not reached by country roads—roads which light, powerful cars are able to travel handily the year round, and at more than moderate speeds. Provision by which these points can be guarded by great numbers of motorcars would be obviously part of any National plan of preparation, Mr. Flanders believes.

Provide the American automobile manufacturers a month or two of warning," declares the Maxwell chief executive, "and they could turn out enough cars to equip an army of 250,000 men on each coast with vehicles that would enable them to shift position 500 miles in any 24-hour period. Such an equipment could move them from their barracks to the very point they might be needed. It would make the movement of troops independent of railroads, which, it is fair to assume, might suffer severely from destructive attempts of the enemy's secret service during the days immediately prior to an attack."

Mr. Flanders also believes that in

the event of war Uncle Sam will make great use of thousands of privately-owned cars. These probably will be attached to the citizen soldiery. In many cases, he predicts, they will be driven by their owners. Definite provision for such a citizen motorist reserve may already be part of the War Department programme, Mr. Flanders points out. At any rate, it is plain that Uncle Sam has apparently ceased to regard the motorcar as an object of double or treble taxation."

New Car Owners in County

THE following residents of Multnomah County have just received license tags for new automobiles registered this year for the first time, according to the records of M. O. Wilkins:

N. Anderson, Yeon building, Ford; A. A. Bailey, 102 Second, Studebaker; C. E. Brown, Linton, Reo; W. E. Burnett, 221 East Taylor, Buick; City Motor Truck Company, 215 Hawthorne avenue, Marion; R. D. Cruikshank, the Cudahy Packing Company, Studebaker;

Halvor Dahl, 409 Jefferson, Oakland; D. J. Ellis, 415 Oregonian, Ford; N. Freedman, 41 West Jessup, Ford; R. L. Griffith, 231 Fremont, Ford; I. B. Hayes, 48 Broadway, Case; A. Humphries, 200 Williams avenue, Huppobile; W. E. Jeffers, Fourteenth and Irving; Haynes; C. E. Manning, 54 Colorado boulevard, Jeffery; H. A. Maloney, 61 Seventy-fourth, Ford; Loren Melvin, 308 25, Ankeny, Studebaker; J. D. Mielke, 519 Worcester building, Ford; Mrs. Etna C. Hanson, 747 Madison, Ford; Rushlight & Hastorf, 354 Hawthorne, Studebaker; A. E. Shank, 1221 East Gilliam, Ford; Western Transportation Company, First and Ankeny, Ford; John E. Wittman, 202 Grand avenue, Huppobile.

Coquille Orders New Paving.

MARSHFIELD, Or., Feb. 25.—(Special.)—The City of Coquille has ordered paving by bituminous rock with a five-inch concrete base on three streets—Third, Elliott and Henry. The bids will be called for some time during March. The Council at a recent meeting considered both bitulithic and bituminous covering for the improve-

ments and the former was quoted at \$1.42 a square yard, while the latter was estimated at \$1.92 a yard. The paving done heretofore in Coquille consists entirely of bituminous rock.

Washington, D. C., known as the "center of American history," the city beautiful, the mecca of politicians and patriots, the social shrine of historians, claims as its other distinction that it is a health resort.

FOR SALE A REAL BARGAIN

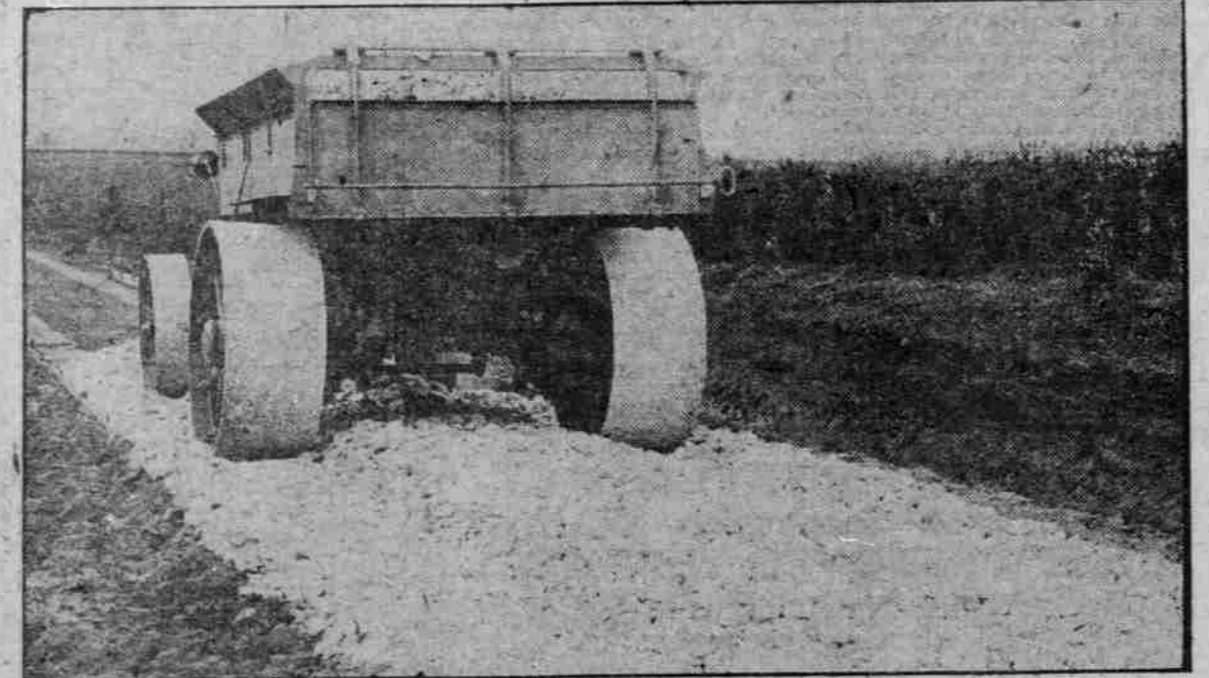
OVERLAND ROADSTER

1913 model, electrically started and lighted, with new battery (15 months' guarantee), Stromberg carburetor and many other accessories. Paint in excellent condition. Tires fast to very good. Run 14,000 miles. Sundry-appearing car, warranted give excellent service. A bargain—\$70 under market price—see want ads. Owner leaving for California.

\$380---All Cash

Call today! East 6347 or B 2581. Call tomorrow! B 2581 or Main 6650. Write A11 415, Oregonian.

GIANT MOTOR TRUCK COMBINES WORK OF HAULING, DUMPING, SPREADING AND ROLLING ROAD MATERIAL, AS WELL AS PULLING AUXILIARIES.



WHITE GOOD ROADS TRUCK, FIRST MODEL OF WHICH ARRIVED IN PORTLAND LAST WEEK.

"The cost of building or maintaining a road depends largely upon the equipment that is used," remarked R. S. Hurd, manager of the Portland branch of the White Company, last week, as he admired the first good roads truck to reach this territory.

"Without modern machinery a large part of every road fund is wasted, for when up-to-date equipment is used every mile of road costs less and is built faster. Old-fashioned equipment is being replaced by a new and more efficient type. Mules and tractor engines being supplanted in every form of road construction and thereby labor is reduced, work is simplified, loads are built better and funds go further.

"The White good roads truck, the only one that has been designed and built especially for highway work, combines hauling, dumping, spreading and rolling road material as well as pulling graders, levelers, drags, scarifiers and trailers. Its broad-gauge steel wheels enable it to operate on soft ground and fresh-made surfaces without any danger of cutting its tires on rocks and other sharp obstacles.