

HORSE AND AUTO VALUES COMPARED

Motor Truck Proves Its Efficiency Through Tab Kept on Deliveries.

SERVICE IS INCREASED

Greater Range of Work Noted With Machines—Economy Is Obtained, Even Allowing for Depreciation of Cars.

Concrete illustrations of what a motor truck will do in comparison with a horse-hauled burden equivalent, are not as easily obtained as laudatory generalities on the subject. The motor truck is unquestionably doing great work in nearly all lines of business, but to get accurate figures for comparison is difficult, because the average business man doesn't seem to keep his books carefully enough to be able to furnish them. The Kiesel Motor Car Company has dug up one firm using a fleet of Kiesel-Kar trucks, that knows just what they are doing and also just what horses in the same duty formerly did. Their report therefore is extremely interesting. It says:

Tab Kept on Each Truck.
"Last year we kept an account of each of the trucks we own. We found that in the case of the four-ton truck, it cost us for gasoline, oil, tires and repairs, including all new parts used, \$2.88 per day, for 200 working days. "We consider it advantageous to use a driver and helper in the operation of our trucks, which is an additional expense of about \$5 per day. We have also estimated a depreciation, 15 per cent on our present inventory valuation, which amounts to about \$1.25 per day. Now let us add the items together and see what we have. Gasoline, oil, tires and repairs, \$2.88 Driver and helper, \$5.00 Depreciation, \$1.90 Total for one day, \$9.83

Record of Deliveries Kept.
"We have no trouble delivering each day four loads of four tons each within a radius of five miles, which you can see gives us a delivery charge of 55 cents per ton. You will, of course, understand as you increase the distance, you may increase the number of trips.

"When we first thought of using trucks for this delivery we asked ourselves this question: 'Can we deliver as quickly and as positively with automobile trucks as we can with horses?' After five years of test our answer is: 'Five years ago we were using 25 horses and this one four-ton Kiesel-Kar truck. Today we are using a four-ton, two and a half-ton and one-ton Kiesel-Kar truck and four horses. Eighty per cent of the orders that come in over the telephone are accomplished with the request, send it in one of those Kiesel-Kar trucks.'

Expenses of Horses Noted.
"A horse-drawn vehicle with two good horses dragging at the most, three tons would not make more than two trips each day within a five mile radius. Such a team will cost to operate at least \$5 per day, so it is quite easy to figure which would be the cheaper, forgetting the convenience, rapidly up-to-dateness of the truck over the horse. Again, having serious trouble when the truck comes in at night, it can, if necessary, call again on another long journey after a good drink of gasoline, while the horse must be put in the barn for many hours rest before we can safely use him.

"With horses our deliveries were confined to a comparatively small circle; now we think nothing of going 10, 15 or even more miles and compete with railroad rates, when you take into consideration that we deliver direct from the store house to the spot where the product is to be used. For this reason, the up-to-date auto truck user will get the preference often at a better price."

CARBURETOR POSITION VITAL

Location as Near Cylinder Block as Possible Is Important.

"The advantages of having the carburetor set as near as possible to the cylinder block are recognized by motor car engineers," says H. L. Mann, distributor for the Haynes "Light Six." "Where the carburetor is not joined directly to the gas passage in the cylinder block, a connecting pipe, known as the intake manifold, is made necessary. This in turn necessitates the use of gasoline must pass through this pipe before it reaches the cylinders."

"All carburetors will vaporize the gasoline in some way, but means must be taken to prevent the vapor or gas from condensing on its way to the cylinders. An intake manifold must necessarily be out where the draught from the fan can strike it, which keeps it cooler than the carburetor. Where the intake manifold is the cold walls of the manifold, the gases condense exactly the same as one's breath does when blown against a cold window pane."

KISSELKAR PROVES POPULAR

All-Year Model Is Making Hit That Promises to Reach Europe.

The great popularity of the Kiesel All-Year Car promises to extend to Europe if the judgment of Joseph Fluxman, of Paris, France, is accepted. Mr. Fluxman, who distributes Kiesel-Kar and has offices in several of the large continental cities, says there are no convertible cars abroad that can compare with the Kiesel invention. Mr. Fluxman, having just received a shipment of All-Year Cars, is enthusiastic over the favorable comment and ready sale they have met with, and has ordered more.

MORE AUTO OWNERS DRIVE

Percentage of Chauffeurs Drops Off Rapidly in Year.

That the percentage of privately owned automobiles being driven by chauffeurs is diminishing at a rapid rate is one of the conspicuous developments of the last year. The automobile industry feels the influence of a condition like this in a growing tendency to balance one car against another on the standard of its being owner-driven or chauffeur-driven. Where the owner's requirements are the ones to be met the element of simplicity comes in for an important share of consideration, for a simple car is easy to understand, easy to drive and easy to take care of.

SCENE ALONG UPPER COLUMBIA RIVER HIGHWAY, WHICH IS NOW ACCESSIBLE TO PORTLAND MOTORISTS THIS WEEK.



STRETCH OF ROAD BETWEEN HOOD RIVER AND THE DALLES.

W. D. ALBRIGHT IS HOME

TRIP PAID TO OFFICES OF MAHIN ADVERTISING COMPANY.

Mystery of Great Business of Handling National Publicity Is Found Interesting Study.

W. D. Albright, Seattle 274 Portland manager for the B. F. Goodrich Company, who returned recently from a visit to the Goodrich factory at Akron, O., stopped off in Chicago, at the offices of the Mahin Advertising Company, who handle all of the Goodrich National advertising.

"I was greatly interested in the size and efficiency of the Mahin organization," says Mr. Albright. "William H. Rankin, their president, who made a recent tour of the West and whom I had the pleasure of first meeting in Portland, at that time, certainly did not exaggerate his company's ability and facilities on my visit."

"The Mahin Advertising Company occupies the entire tenth floor of the beautiful Monroe building, on Michigan boulevard, overlooking Lake Michigan. About 100 people are employed in the various departments including the copy department, where advertisements are designed and written; the order department, where art-work, engraving, printing, etc., are ordered; the newspaper department, which deals with thousands of newspapers all over the country; the magazine department, which negotiates with all the magazines, trade papers, weeklies, trade papers, etc.; the composing-room where a dozen expert compositors are busy setting advertisements for Mahin customers, and in the service, accounting, filing, representative and shipping departments.

"Just how an advertising agency works has always been somewhat of a mystery to me, as to many others, I suppose. I had this quickly made clear.

"A concern contemplating advertising signs a contract with the Mahin people. The Mahin agency then studies the proposition, and recommends how to go about the advertising, what sort of advertisements to run, where and when to run them and how to cash in on them with salesmen, jobbers, dealers, etc."

EXPERIENCED AUTOMOBILE SALESMAN COMES TO PORTLAND AS MANAGER OF NEW PIERCE BRANCH.



Charles C. Fagan, who came to Portland recently from Seattle where he established a Portland headquarters for the distribution of Pierce-Arrow motor cars in this field, has opened his branch office in the Speedwell building on the southwest corner of Fourteenth and Couch streets, where former Pierce-Arrow headquarters for the Chevrolet car.

Mr. Fagan, though still a young man, has been affiliated with the automobile business since 1906, when he was associated with Seattle's first big garage, the Pacific Coast Garage, which handled the Thomas Flyer, the Thomas Detroit and the Leocomobile. He was subsequently sales manager of the Electric Vehicle Company in Seattle before casting his lot several years ago with the Pierce-Arrow car.

Fred S. Haines, of Seattle, Northwest manager of the Pierce-Arrow Pacific Sales Company, still will exercise advisory jurisdiction over the Oregon territory, and today he is busy demonstrating the superior qualities of the new Series 4-38 Pierce, which arrived Friday. The Portland office will also handle the Pierce truck line and go after the commercial business in a vigorous way.

CHALMERS SOON SOLD

MANAGER HEMPHILL MAKES DEAL IN 30 MINUTES FLAT.

Features of Car Are Pointed Out by H. L. Keats' Salesman on Ride in Demonstrator.

This is a faithful chronicle of each and every event leading to the sale of a Chalmers car—a sale that perhaps stands as a record for quick action. Last Wednesday morning, down at H. L. Keats' salesroom, when all the boys were out on demonstrations and retail sales, Manager Roy Hemphill had the floor, a gentleman walked in who happened to be a stranger to Mr. Hemphill—but not for long.

"My name is Atiyeh," said the gentleman, "I want to look at a car."

"Certainly," said Mr. Hemphill. "Do you wish a five or a six-passenger car?"

"This one will do," said Mr. Atiyeh, indicating a sleek Chalmers Six-28 that stood on the floor.

"Roll it out," said Mr. Atiyeh, seating himself at Mr. Hemphill's desk and writing out a check for the price.

When he had blotted the check the car was waiting outside.

Mr. Atiyeh is one of the firm of Atiyeh Brothers of this city, importers of Turkish rugs. He owns another Chalmers in California, but he wanted one to use on the many delightful roads that lead out of Portland.

TOUR BOOK MOVE LOST

AUTO CLUB COMMITTEE DECIDES AGAINST PUBLICATION.

Support for Another Year Will Be Given to Pacific Coast Issue, According to Contract.

The directors of the Portland Automobile Club decided at last week's meeting that no tour book would be published by the touring committee of the club as has been suggested and indicated, but that the club would for at least another year support the Pacific Coast tour book pursuant to a contract that does not expire until next year.

In response to an invitation from the Chamber of Commerce the offices of the club will be removed this week from the present location in the Selling building to a new room that has been created near the elevator on the ground floor of the Oregon building.

C. C. Overmire, president of the club, has appointed the following committee to serve during the coming year: Highway and street—Ira F. Powers, chairman; H. P. Coffin, John B. Yeon, Walter M. Cook.

Membership—Charles F. Wright, chairman; C. C. Overmire, John E. Kelly, James D. Abbott, Walter M. Cook, Ira F. Powers, W. J. Clemens, W. B. Fehnelmer, F. A. Ritchey.

Public safety—H. P. Coffin, chairman; George J. Brown, Frank C. Riggs, F. A. Ritchey, John E. Kelly, Studebaker, William Owens, Ford, E. H. D'Zapala, Hudson, L. H. Milton, O. Schwedtmann, Ford, Dr. E. C. Rosebush, Oakland, H. J. Hebbeln, Dodge, A. D. Hoefel, Ford, Dr. C. McGraw, Studebaker, Olive T. Crosby, Ford, T. Silvey, Ford, L. C. Metzger, Dodge, J. L. Judy, Overland, J. H. Garret, Overland, J. C. Welch, Ford, T. Silvey, Ford, Otto Fiedl, Overland, Tom Short, Ford, D. H. Smith, Oakland, Vera B. Kanne, Maxwell, George A. Warren, Franklin, J. W. Sawyer, Franklin, Margaret H. Lewis, Dodge, M. H. Galt, Ford, O. H. Schwedtmann, Oldsmobile, Atiyeh Bros., Chalmers, E. A. Leonard, Overland, D. H. Gowens, Overland, Father O. C. Chebot, Overland, W. D. Smith, Dodge, Peter Vetsch, Ford, T. C. Bonson, Velsa, Esther Crofts, Overland, Peter Nelson, Overland, A. B. Brown, Overland, O. M. Jones, Hudson, Curtis C. Hall, Ford, Lillian B. Ladd, Buick, F. W. Wendler, Dodge, John Boagert, Ford, W. Bradford, Dodge, Mary W. Lantry, Ford, W. H. Carmichael, Ford, Alex. Routledge, Ford, R. H. Hutchins, Chalmers, J. B. Purcell, Maxwell, Mrs. C. I. Sersanoos, Dodge, John Boagert, Ford, W. H. Bradley, Saxon, Ellen Reuber, Chalmers, Harry Melby, Ford, Charles N. Monbelle, Ford.

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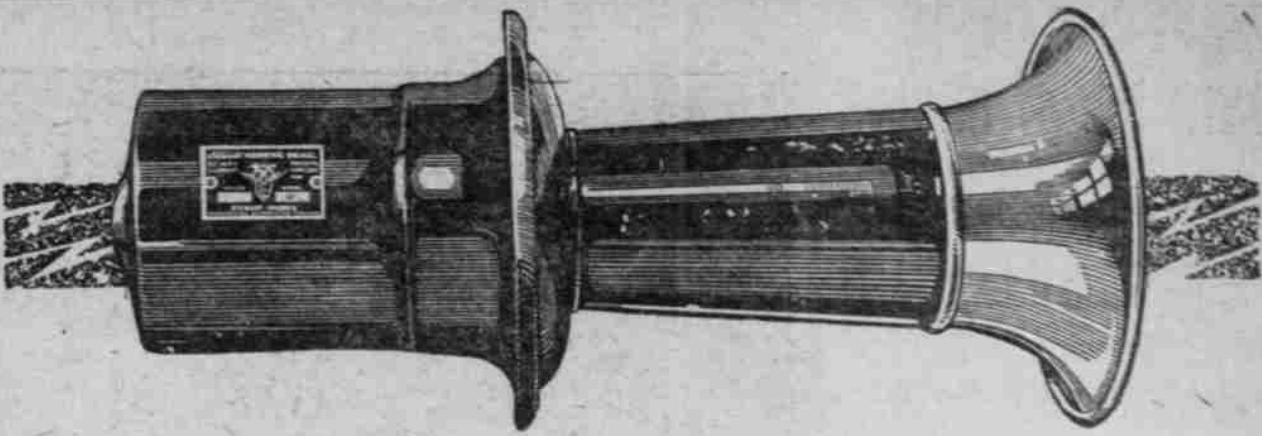
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Stewart Warning Signals

Motor Driven
\$6

Hand Operated
\$3.50

Right of Way

Many people pay little attention to anything but their own desire to get some place in a hurry when driving an automobile.

To get the right of way you have got to put a Stewart Warning Signal on your car and command it. The mild tone of an ordinary electric buzzer is too weak to command attention or consideration.

It eats up gasoline, time and patience to always have to slow down or stop because some other vehicle holds the right of way.

On a busy city corner the cars that volley out those clear, snappy, Stewart blasts are heard above all others and get the right of way. In the country the penetrating Stewart Warning Signal commands vehicles a half a mile ahead to turn out.

The Stewart Hand Operated Warning Signal is a handsome, durable instrument that will outlast any car. The price of \$3.50 is possible only because of the tremendous quantities we produce.

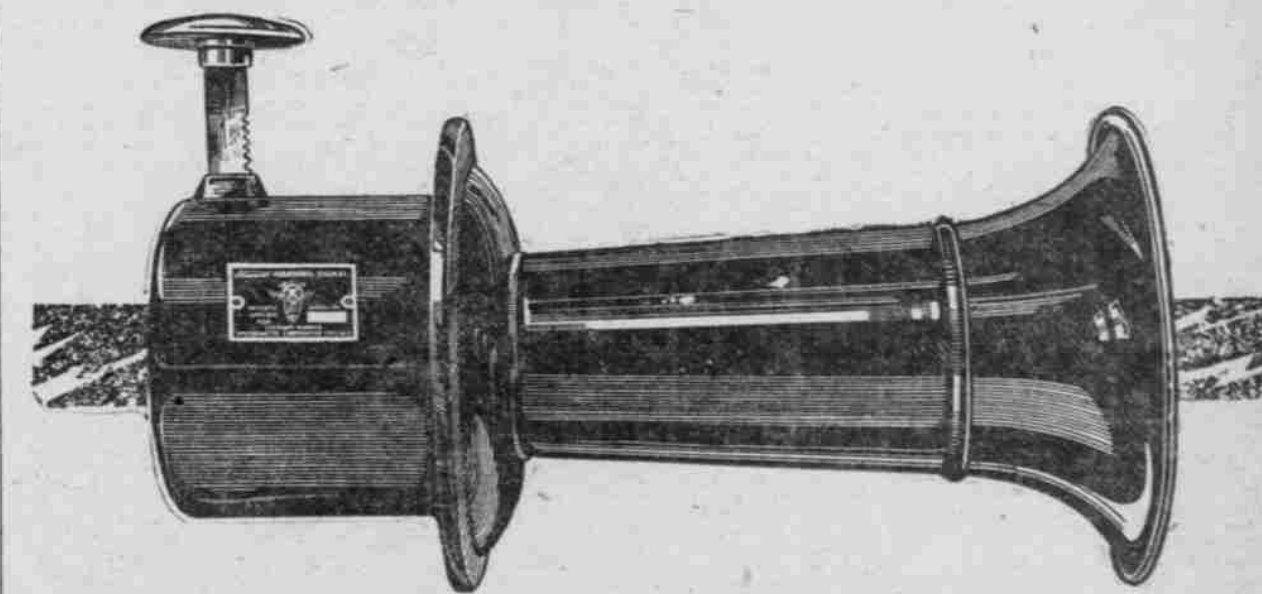
You cannot get more quality and service in a motor driven horn at any price than in the Stewart—yet the price is only \$6.

Look for Stewart Products—the safe sign of quality on the next car you buy. Most cars are Stewart equipped. See that the one you buy has a Stewart Tire Pump; Stewart Vacuum System; Stewart Speedometer and Stewart Warning Signal. It should cost you nothing extra.

For Sale by Accessory Dealers, Automobile Dealers and Garages—Everywhere

Stewart Products Service Station
Phone Broadway 5666 333 Ankeny St.

No car is better than its accessories



PIERCE OFFICIAL VISITS

DEMAND FOR SIX-CYLINDER CAR DECLARED EXCELLENT.

Portland Orders for 48-Horsepower Touring Car Models Received, but Supply Is Limited.

Fred S. Haines, of Seattle, Northwest manager for the Pierce-Arrow motor car interests, is in Portland, accompanied by D. H. Robertson, factory service department representative for the Pacific Coast, who has been detailed to visit the Oregon territory several times every year to give the Pierce owners in this field the benefit of his factory training and experience.

The wisdom of the Pierce-Arrow officials in announcing a continuance of their adopted six-cylinder product and the maintenance of existing prices is reflected in the current demand for their new car. Mr. Haines reports that orders have already been received from prominent Portland citizens for model 48-horsepower touring cars.

The series four 38-horsepower, five-passenger touring car has arrived at the new salesroom of the Pierce-Arrow Pacific Sales Company at Fourteenth and Couch streets. Charles C. Fagan, the resident salesman in charge, is well pleased with the support already given him by the purchasing public of Portland since his arrival and says the outlook is very promising for an extensive business in this field.

ROAD DAMAGE TAX ADVOCATED

Special Levy on New York Motor Trucks and Busses Proposed.

There is a movement on foot in New York State to have the Legislature impose a special tax on motor trucks and busses on the ground that these vehi-

cles damage public highways. No doubt this kind of traffic gives a severe test to the wearing qualities of the highways than was anticipated at the time of the construction of many of the so-called good roads. In this connection, however, it must be borne in mind that it is a fundamental proposition that the highways should be free—free for the benefit of all the people. In other words, the taxation of automobiles to maintain roads, or the imposition of special taxes on motor trucks, for example, are not in keeping with the time-honored conception of the public highway.



Ever since there has been automobiles—the Reo has been the Gold Standard—a gauge by which all others are measured. The Reo is as light as any car can be built and be permanently durable.

The Reo cannot and will not rattle nor jar loose in its joints in six months nor in six years. Forty carloads of Reos have been sold by us in the past five weeks to discriminating buyers, who looked for and found the most for their money.

Northwest Auto Company

BROADWAY AT COUCH
F. W. Vogler, Pres. C. M. Menzies, Salesm.

Prices remain unchanged for the present—
Four \$875—Factory—Six \$1250

Willard

Boosting the Average
Your starting and lighting system will perform better if your storage battery is in good condition. Our service is worth investigating.

STORAGE BATTERY SERVICE CO.
80 Broadway North

Free inspection of any battery at any time