

OWEN MAGNETIC AGENCY HERE

Gibson Electric Garage and Storage Battery Company in Charge.

PRICE OF CAR IS \$4200

Two Machines Are Now in Portland. This New Automobile Is Said to Be Remarkable Because It Has No Clutch or Gears.

The local agency for the Owen Magnetic car, one of the most talked-of new automobiles before the American public, was granted last week by the Gibson Electric Garage and Storage Battery Company, of which A. E. (Dad) Foss and F. H. Blidebrand are officials. The contract was granted through H. E. Clarrage, manager of the Oakland branch of the Magnetic Motor Car Company, makers of the "car with a thousand speeds." Two cars have already been delivered to Portland owners, Heasle Nye Grant, who purchased the first car, and Lloyd Frank, who bought the clever-looking four-passenger vehicle, which arrived last week. The Owen Magnetic is a high-priced vehicle, which brings \$4200.

Automobile dealers returning from the East have been talking for months about the new car that is traveling the important streets of the big cities at slow and fast speeds, moving ahead at the signal of the traffic policeman without jerk or grinding of gears, climbing hills as silently as most cars go down grade.

Church and Gears Absent. Most everyone is now familiar with the way in which power is transmitted from the ordinary automobile's engine to the wheels, viz., the gears. To operate the car it is necessary for the driver to shift into "first," gain momentum, then slip the lever into "second" and "third," which on most makes of autos is a high gear. There also is a clutch which must be pushed out with the foot each time one changes gear. This means that the person operating the machine must exert effort with the foot and hand many times on each trip.

The Owen Magnetic has no clutch and no gears. For a number of years Roy Rainey, brother of Paul Rainey, who is a famed hunter of wild animals, and has produced some of the most wonderful moving pictures of wild life in the jungles, has been experimenting with an invention for the elimination of the gears and clutch.

Then he and Ralph Owen, one of the early manufacturing associates of R. E. Olds, built a few machines, and demonstrated the feasibility of the Owen Magnetic. They have been building two a day for several years and are meeting success.

The car that arrived in Portland last week is of the cloverleaf roadster type and of a pistachio brown color. It has a six-cylinder engine like other motor cars, and has hood, fenders, steering wheel and other general features of an automobile.

The only difference to be seen is an extra lever on the throttle sector. It moves downward from the natural position to 1-2-3-4-5 and high notch. Gas is fed with the throttle or foot accelerator by a simple push downward on the lever. Then the car goes away smoothly and easily. There is no clutch pedal, and no gear shift lever.

In place of the ordinary fly wheel the gasoline engine of the Owen Magnetic has a magnetic body circular in shape and with a hollow center. At the forward end of the drive shaft is also attached a second magnetic body, circular in shape and fitting within the hollow center of the first magnetic body, which is fast to the engine instead of the flywheel. These two bodies have absolutely no physical connection, so there is an air space about the thickness of a dime.

Rupture is impossible. These two bodies never change their relative position and consequently it is impossible to break the connection between the two in any way. When the gasoline engine is set in motion it causes the outer magnetic body to rotate around the inner one, and the speed of rotation is controlled by a magnetic radio control lever on the steering post is placed in one of the driving positions, both of which are controlled by the controlling of the magnetic attraction between the two, eliminating the necessity of either clutch or gears.

Inasmuch as the car is driven by the engine magnetically, it is possible to drive the car magnetically by the transmission, thus eliminating the additional starting and lighting equipment.

While the Owen Magnetic car is the only one at present using this invention, in the course of two years the transmission may be obtained on the other makes as the General Electric Company is building it at the Fort Wayne, Ind. plant, and has an interest in the patent rights.

Roads Dry and Good. PORTLAND-SEATTLE ROUTE IS IN GOOD CONDITION NOW.

Overland Finds Only Few Miles of Rough Travel—Car Bought for Use in China.

The road from Portland to Seattle is in good condition with the exception of 25 miles of rough going between Kalama and Kelso, according to R. U. Peterson, sales manager of the Portland branch of the Overland Portland Company, who drove an Overland country club model over the Pacific Highway on Monday in company with A. C. Logan, manager of an English insurance company in Ceylon, India.

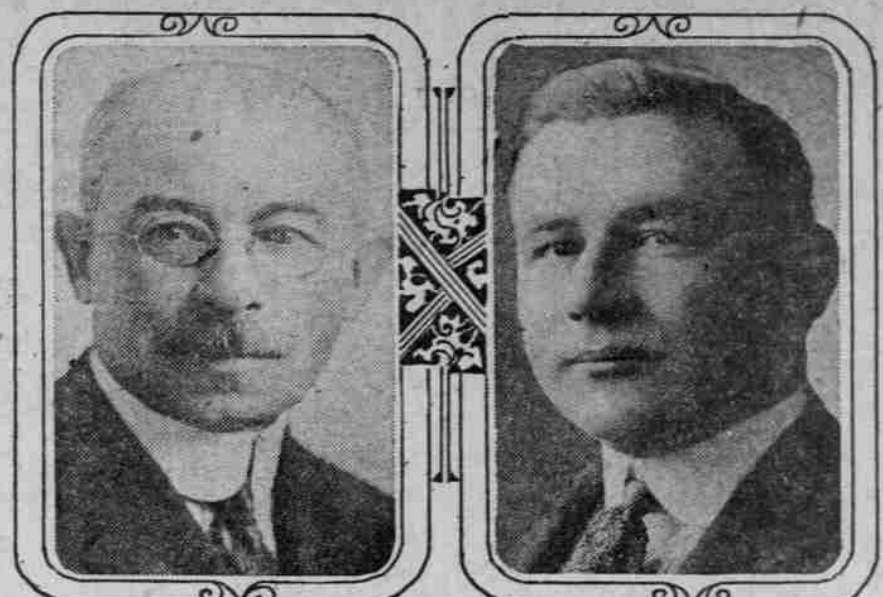
Logan purchased the car in Portland and had it shipped from Seattle to Hongkong, China, where he will remain for some time on business before proceeding to Ceylon.

"Some of the roads were pretty rough, but absolutely dry," reported Mr. Peterson upon his return to Portland. "Our actual running time from Portland to Seattle was 10 hours.

"The worst of the road was between Kalama and Kelso, the road surface being particularly rough where the road skirts the railroad tracks. The road was pretty fair from Vancouver to Kalama, no very good from Kelso to Toledo, but good from the latter point forward. The speedometer registered 211 miles when we pulled up at the Overland store in Seattle.

"I used no chains whatsoever, yet the car was not splattered with mud. Because it was virtually as clean when we arrived as on leaving Portland we didn't even rewash it on shipment. We didn't find a foot of mud between Portland and Seattle."

HEADS OF PORTLAND COMPANIES WHICH DEAL EXCLUSIVELY IN MOTOR TRUCKS, WITH NO PLEASURE-CAR LINE.



J.R. McCracken, McCracken Motor Car Co., Moreland Trucks. A.C. Atwell, International Motor Car Co., Meck, Saurer.



H.E. Johnson, Cobring Machine Co., Sterling Trucks. Charles G. Irwin, Columbia Carriage and Auto Works, G.M.C. Trucks.



C.F. Wright, Ballou & Wright, Smith Farm A Truck Co., Grove. J.W. Roberts, Roberts Motor Car Co., Republic Trucks.

BIG CHANGES NOTED

Rapid Evolution Takes Place in Automobile Industry.

\$1000 TYPE IS STABLE

Problems Are What Kind of Cars to Build, How Many and at What Price—Present Situation Discussed by Hugh Chalmers.

BY HUGH CHALMERS, President Chalmers Motor Car Company.

Probably the most important development of the automobile industry during the past few years has been the gradual defining of price classifications among those manufacturers turning out a large volume of cars annually. It has been fairly well settled, for instance, that the four-cylinder car is destined to lead in the lowest-priced fields. And the sixes, eights and twelves have their markets almost as sharply defined.

Because the \$1000 field offers the automobile manufacturer an opportunity to incorporate improved features of construction with quantity production, I believe the future of the car selling near that price to be already assured.

When we pay \$25 or \$30 for a suit of clothes we do not expect to obtain the quality of goods for which we pay \$50 or \$60. But as our worldly prospects increase we gladly pay the difference to obtain long-wearing qualities in our apparel. For exactly the same reason we know that the buyers of cars in the \$1000 field are recruited to a great extent each year from former owners of cheap cars.

From time to time we hear the pessimists hail out and dust off their little talk on the "point of saturation" in the automobile industry. To the men who have followed the automobile industry from its inception this viewpoint appears ridiculous.

In the first place we must remember that the industry has been passing through a steady process of evolution for over 10 years. Hundreds of thousands of automobiles have been turned out in that time, but I will venture to say that a big majority of cars now on the road are products of the past four years. Each succeeding year sees thousands of cars relegated to the scrap-heap. Which answers concisely the question, "What becomes of the old cars?"

We were not familiar in the early days with the heat-treating processes or the metal combinations which make for long life. If we had, then, our first model would still be doing yeoman duty on city streets and country roads. This natural process of elimination has made room each season for a fresh crop of better motor cars, and the probabilities of overproduction, it seems to me, are largely confined to the cheap car field.

Briefly, the most difficult problems in the automobile industry are what kind of car or cars to build, at what prices and how many. Due to the rapid development of the engineering end, changes in the automobile industry have been kaleidoscopic in the past. Severity of competition and caprices of public demand have caused changes of policy not always for the best.

There was a time when automobiles had but one cylinder—then two, three and four. When "fours" first came out we often heard the remark that a "four" simply multiplied your troubles by four. Yet when "fours" were perfected the old types were thrown away.

ALL-YEAR ROAD COAST ADVOCATED

Seattle to San Francisco Winter Route Considered Necessity for Tourists.

SITUATION HINGES HERE

Locating Engineer Makes Proposal to Follow Oregon and California Coasts in Order to Avoid Snowfields.

A new route along the Coast that would provide an all-year road for the full length of the Pacific Coast is proposed by F. W. Harris, a locating engineer, who mapped out the characteristically "snow" during his work in the Snoqualmie Pass road from Seattle to Spokane.

In order to avoid the snow which usually checkmates motoring over the Siskiyou Mountain country in the dead of winter Mr. Harris suggests hugging closer to the ocean and run through without hitting heavy snow.

"From November to May, throughout all the Northern states, from Pennsylvania to the Pacific Northwest, snow is the great controlling factor," says Mr. Harris, who learned well the characteristics of snow during his work in the Snoqualmie country. "The motorist of means drives to Florida or over the Santa Fe Highway to California."

California Well Advertised. "California is probably the best advertised state in the Union, attracting winter tourists by tens of thousands, and it would be one of our objects, by means of proposed advertising, to induce these tourists to visit the Northwest country before returning to the States. Should they desire to make the trip North to Puget Sound—would it be possible? The map shows that the snow fields would make it either impossible or undesirable.

The only connecting road at the present time between Seattle and San Francisco is the Pacific Highway. This road is blocked by snow every winter in the Siskiyou Mountains on the Oregon-California line. Even if the road were kept open by special machinery for fighting snow, few tourists would care to make the trip through the snow fields between Medford, Or., and Delta, Cal.—a distance of approximately 150 miles.

"First and last, the snow fields on the Pacific Coast control the situation. We are indeed fortunate in having an alternate route free from snow between Seattle and San Francisco. This route would be over the Pacific Highway to Portland, Or., thence along a road, the route of the Oregon coast and Northern California to San Francisco. About one-half of this road is constructed, but it is in isolated sections.

Oregon in Control. "Oregon controls the tourist situation in winter, and we can accomplish practically nothing until the most important section of the Coast line road is built, which is the Marshfield-Eureka section. Whatever help we may be able to give towards the construction of this road will hasten the day when California autos will be seen on Seattle streets at Christmas time."

It has been proposed that the Northwestern railroads make a special rate and furnish special facilities for handling the tourist, but this has aroused but little interest with railway officials. In the first place it is not likely that the volume of tourists would justify the expense. This business would be a mystery to the railroads, and they would not care to enter into the question.

Early Days Are Recalled. When we recall that the automobile industry is only 18 or 20 years old and consider what was called an automobile back in the early days, it is easy to appreciate the enormous growth of the country's greatest industry for its age. Looking at the modern car, the problems of the pioneers seem insignificant. But there was a vast ignorance of the steam engine in common use. Many of the features of present-day design were undreamed of then.

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OFFICIALS OF THE SEVEN AUTO FIRMS WHICH RETAIL THE FORD CAR IN PORTLAND.



Clarence E. Francis, Francis Motor Car Exchange. A.G. Rushlight, Rushlight, Ransom & Penney. A.S. Robinson, Pacific Kessel Kar Branch. Arthur L. Fields, Resner & Fields. W.H. Wallingford. C.W. Pilchard, Palace Garage Company.

DIG FIELD YET OPEN

A. R. Erskine Says Millions Can Afford Cars.

ALL ARE EAGER TO BUY

Growth of Industry in Spite of Fears of Bankers and of Some of Those Who Think Limit Is Reached Is Pointed Out.

BY A. R. ERSKINE, President Studebaker Corporation.

All great and revolutionary developments surprise the world and hence people are slow to acknowledge their advent until it is patent to all. While the automobile industry ranks fourth among American industries, doing a billion and a quarter dollars annually, and has made this record in 13 years, the most remarkable industrial development in the world's history, many people regard it as an evanescent business and talk about the "saturation point" having been reached.

But the evolution of the automobile and the success and prosperity of the principal manufacturers have convinced thousands of skeptics during the past few years, especially among the banking fraternity of the whole country, and banking credit and capital are now available wherever needed.

Bankers have become firm believers in the commercial stability of the automobile, but 10 years ago, and for several years thereafter, banking support in a large way was denied the struggling young industry, which was privately financed and further aided by cash deposits received from dealers and prospective buyers before the cars were delivered.

Bankers Long Wary. It is a remarkable fact that this great industry was at first established and financed privately, until it reached a safe footing, before bankers generally began to recognize its stability. This was because the revolutionary nature of the industry rendered prudence necessary, until it was possible to determine the degree of permanency.

The talk today of a mysterious "saturation point," indulged in by uninformed persons or skeptics, is amusing to people behind the scenes and a few facts concerning the revolutionary nature of the industry rendered prudence necessary, until it was possible to determine the degree of permanency.

The days of the horse are over. The automobile is an economic necessity in transportation, both for business and pleasure. Its application to individual use has brought about a new era of charm and healthfulness, are universally admitted. In the conduct of a farm it is as much of an economic factor as agricultural implement used thereon; it gives the farmer closer contact with markets, facilitates farm supervision and forest dispels the isolation of farm life. It is king on millions of highways and country roads not traversed either by railroads or trolleys, and is making tremendous inroads into their business. It is increasing land value all over the world.

All Eager to Buy. The appeal of the automobile has grasped the mind and fired the imagination of more people throughout the civilized world in a shorter time than has perhaps any other manufactured article in the history of the world. The desire for possession is already created, and the automobile salesman never has to persuade a prospect that he wants or needs an automobile, he simply assumes that at least there are an additional 2,500,000 in foreign countries, which would make 5,000,000 possible buyers of cars.

Similar developments are not possible for foreign countries, but if we have 2,500,000 people left who can afford to buy cars, it seems reasonable to assume that at least there are an additional 2,500,000 in foreign countries, which would make 5,000,000 possible buyers of cars.

Speed Causes Accidents. Courteous driving provides a definite need for a motorist which otherwise cannot be bought. Accidents and wrecks will not descend upon the ordinarily-driven automobile. Statistics show that a huge majority of mishaps result from speeding or from various other forms of carelessness or traffic rule violations. No record exists so far as a railway train having left its track to hit a motor car. The fact that automobiles must first get in front of trains to be hit adds emphasis to the deduction that the more careful and manly the motorist is the more certain is the atmosphere of protection and safety with which he surrounds himself.

TIRES TRIED IN RACES

Big Automobile Events Put Endurance to Test.

Amazing Strength of Cars and Skillful Driving Are Affected Much by Condition of Equipment.

The remarkable success of tires in the big automobile racing events of the last three months has caused much speculation as to the factors which affect tire durability in these terrific grinds of speed and endurance. The performance in the sport of automobile racing are scarcely less interesting than the wonderful skill of the drivers and the amazing endurance of the cars.

The car, the driver, the track and the weather—all these are variables which have an important bearing on the tire behavior in a big race. Of these the driver's influence is perhaps the greatest. He may be the making or the undoing of his tire equipment. No two men handle a car in the same manner and tire performances vary according to the methods of the man at the wheel. The men who play the daring game of the speedways have accumulated by experience a great fund of information about tires. You wouldn't expect to find anything but brand new tires on the cars entered in a big race. But you do find that some drivers insist on using tires that have been slightly used. They feel safer if they know that a new tire has turned several fast laps without developing a trouble.

A splinter from the track may be all that is needed to start trouble, for the centrifugal force in a tire going better than 100 miles per hour is tremendous and the infinitesimal cut caused by the splinter may soon work the destruction of the tire. So racing men never use a tire that has been punctured or injured in any way, no matter how small the injury.

Racing men have discovered that tires, like machinery, have a critical speed. Up to a certain speed they may cause no trouble, but beyond that point deterioration progresses at a rate out of all proportion to the increase in speed. So the mechanic watches the tires closely and indicates when a trip to the pit is the part of prudence.

A curious incident is recalled in connection with the Kansas City races. Henderson, driver on Goodyear Cordas, ran over a tire tread that had been thrown from the wheel of another car. The wheel was actually taken off the tread into the air, and supposing that his own was the one affected, promptly stopped at the pit for a change. The wheel was actually taken off and replaced before it was discovered that the discarded tire was as sound as when it began the race.

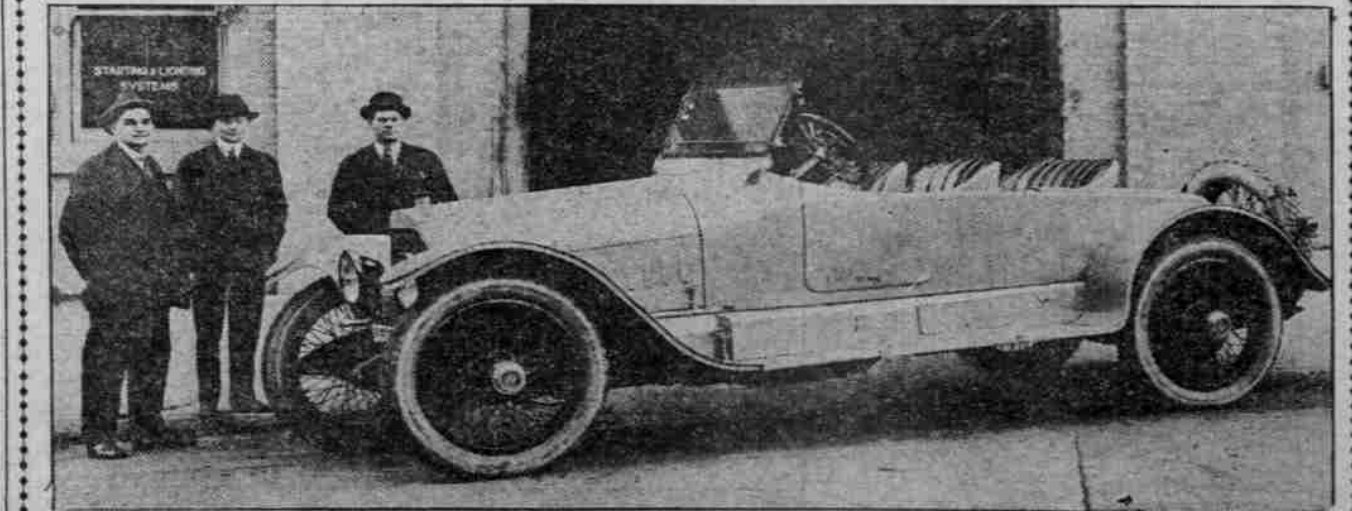
CARS ARE GIVEN PASTORS

Flock Generally Careful to Choose One That Is Comfort.

"It's becoming quite the thing," says R. C. Rueschaw, sales manager of the Reo Motor Car Company, "to present the pastor an automobile, and since in such a case the first consideration is to preserve the gentle disposition of the father of the flock, the good people invariably select a car that is sure to give its owner the least possible amount of trouble.

"I know of nothing better calculated to preserve the temper even of a parson, than a thoroughly dependable automobile. "Imagine, for example, a car whose starter wouldn't begin; one whose

CAR WITHOUT CLUTCH OR GEAR IS NOW REPRESENTED IN PORTLAND FIELD.



Unique Owen Magnetic Car, Which Was Purchased From Gibson Firm Last Week by Lloyd Frank. "Dad" Foss Stands at the Left, Mr. Blidebrand in the Center and F. H. Lovensdale at the Right.