

NO PLEASURE CARS

Auto No Longer Luxury, but National Necessity.

WAR BUSINESS SPEEDED UP

Motor Car Makes Possible Suburban Life, Aids Industry, Brings Up Real Estate Values, and Generally Is Indispensable.

There has been a great deal of late in the newspapers in regard to curtailing the manufacture of automobiles. They are generally being termed "pleasure cars," which term does not apply to more than one in a hundred, as the automobile today is a necessity and not a luxury. The "pleasure car" men or "joy riders" today are a very few. The class of young men who indulge in this excitement now have important military duty to occupy their minds.

The horse today is the luxury and should not be used in the city, as it is as much out of place in the city today as in a dog or cow. The place for the horse is the country, where it has many uses. The horse in the city not only costs the taxpayer millions of dollars to keep the streets clean, but it also impedes traffic. The horse is a necessity in the country or in the city parks, and it is a well-known fact that the outside of a horse is the best thing for the inside of a man.

Speeds Business 100 Per Cent.
But the automobile can accomplish more in one day in the hauling problem than a great number of horses.

The motor car can speed up the city business at least 100 per cent, providing it is not delayed by slow-moving horse-drawn vehicles, since the speed of a long line of vehicles is only that of the slowest-moving one. Most of the horses are overworked, overloaded and underfed. The motor car today is a necessity in the line of usefulness—same as the telephone, the trolley car and many other up-to-date inventions that we did not have a few years ago. The horse-drawn truck has the same relative value to the motor truck as the horse-drawn streetcar to the trolley car.

The motor car has increased the value of suburban real estate many times more than all the money invested and spent in the automobile industry. A few years ago there were many farms and millions of acres of undeveloped real estate having little or no market value. That condition, however, does not exist today in any part of the United States.

Auto Helps Suburban Dwellers.

The motor car has made it possible for an enormous number of people to live in the suburbs, who formerly lived in the city—thus relieving congestion. The motor car and truck play a most important part in our life, though few realize it. The up-to-date business men—grocers, butchers, department stores and manufacturers—deliver their goods by auto. Many manufacturers are now doing their own hauling by motor trucks, as the freight and express conditions are such that the far-sighted business man is providing himself with motor trucks in order to make deliveries in a prompt and dependable manner and at less cost.

One mistake which should be avoided—that of having too small a car or truck for one's needs. It is a great error to overload a truck or expect a small, lightly built converted car to stand up as well as a truck especially built for heavy hauling.

Isaac Brunn—By Himself.

Distributor for Lexington Minute Man Six Believes Thoroughly in Car and Sees Brightest of Futures for the City and State.

I WAS born in the state of Bavaria, Germany, in 1864, and lived there until I had become 16 years old. At that time our system of apprenticeship was such that I soon realized that the advantages offered a healthy and energetic young man were not to be compared with the great opportunities of which I was told in glowing tales of the glorious United States of America.

Never have I regretted my choice. I embarked on the long journey and arrived in Louisville, Ky., in February, 1884.

I at once set out to master the English language, attending school in Louisville until I had successfully passed the different grades and requirements. As soon as I was able to do so, I started traveling on the road and was at that vocation continuously until 1894, when I located in Portland, and for 16 years, or up until the time the state went "dry," I could be found at my place of business at First and Alder streets, handling wholesale liquors.

I obtained the agency for the State of Oregon for the Rainier products and continued to handle their non-alcoholic beverages until October, 1917. However, I saw great possibilities in the Oregon field for the distribution of a high-grade, medium-priced automobile and spent considerable time and money going over the list of available agencies. I decided that the Lexington car was the nearest to my ideal of what the automobile buying public would want.

I immediately signed up for the Oregon and Southwestern Washington territory and opened salesroom and office at 444-46 Stark street. I also wish to say here that I could very readily have moved to an adjoining state and again have engaged in the wholesale liquor business, but Oregon was MY state, and I decided that if I could sell one kind of merchandise here I surely could sell another.

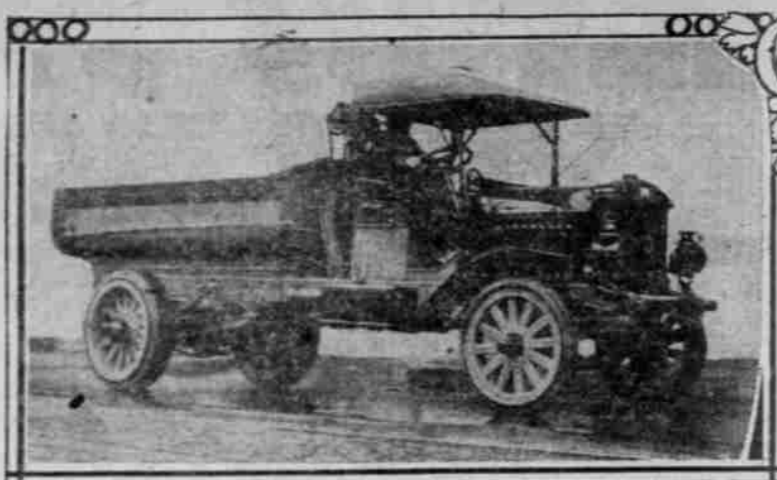
And I want to say that in all my 25 years of traveling, I have visited every state and territory in the Union, but can say without hesitation that Oregon, and most particularly Portland, is the most desirable place to be in that I know of. Portland, in my estimation, has the greatest possibilities for future development, due to its wonderful climate and to the fact that it is without doubt the best located city on the Pacific Coast for rail and water shipping.

TIRE-SAVING JACK INVENTED

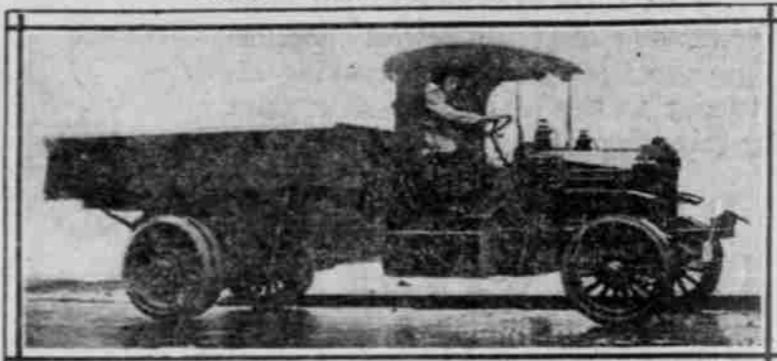
White Salmon Man Says He Can Give Pneumatic Tires Longer Life.

C. D. Moore, of White Salmon, Wash., has invented a unique tire-saving jack to be used by motor car owners for jacking the car up so the tires will not rest on the floor of the garage when the car is stored for any lengthy period. There are four jacks to a set, one for each wheel. Each jack consists of three pieces of wood, so made that a toggle lever slips under the hub. The lever is almost instantly raised into place, the hub is raised and the tire is off the floor. It takes only a few seconds to apply the jack and it is just as simple to release it. Mr. Moore came down to the show to let autoists here glimpse his invention.

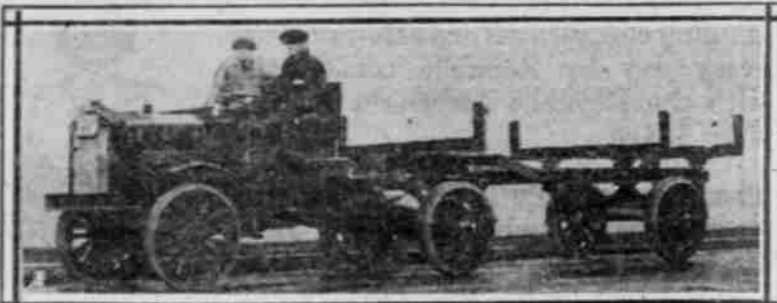
MOTOR TRUCKS WILL BE FEATURED AT COMING AUTOMOBILE TRUCK AND TRACTOR SHOW.



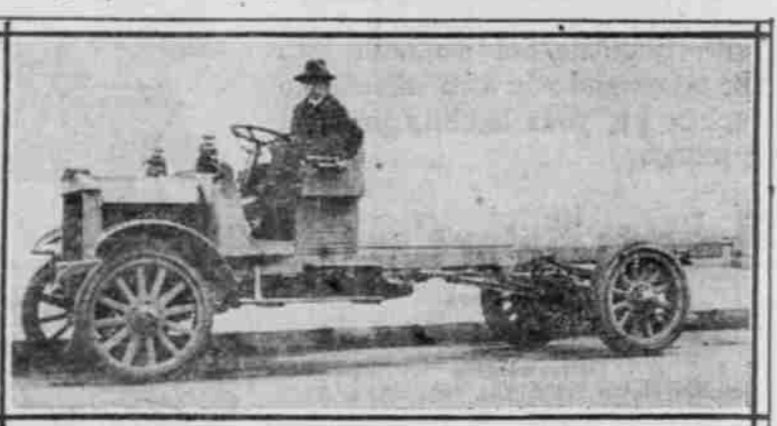
Vette 4 Ton Truck.



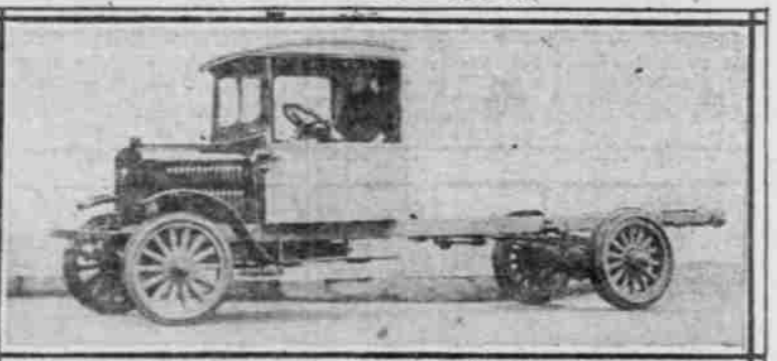
Pierce-Arrow 5 Ton Truck.



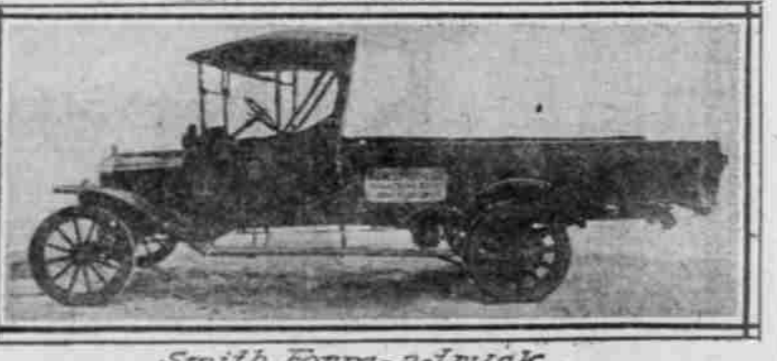
Republic 6 Ton Tractor and Trailer



Federal 2 Ton Truck.



Kissell 2-Ton Truck.



Smith Form-a-truck

C. M. Menzies—By Himself.

Manager of Northwest Auto Co. Once Again Shows That the Leather Country Has Reached Its Auto Saturation Point.

I MIGHT as well start at the beginning. When I was 14 years old I left my home in Troutdale, came to Portland and went to work as office boy for the old Albina Light & Water Company. The first promotion I ever had came when I was advanced to dynamo tender in the engine-room. Presently the Willamette Falls Electric Company bought the Albina Company and I was advanced from \$10 to \$15 a month. Oh, but I was joyful!

Four years later I left them to become foreman of construction for the Western Union Telegraph Company. I was sent to California before long, with headquarters at San Francisco, where I remained until 1895. Working for the Southern Pacific and the Western Union I put in the first electric block system between San Jose and San Francisco, and helped build a block system in the snowsheds between Truckee and Blue Canyon.

For the Butte Creek Company, at Chico, Cal., I installed the first electric lights in the town of Chico. I also installed the first electric motors in the Feather River gold dredges. My next work was to install an electric plant in the Cornucopia mine, and to run it for a year.

Then I came back to Portland, where I have been ever since. That year in 1891 I remained until 1909 I was superintendent of construction for the Portland Railway, Light & Power Company. I left that job to go into the automobile business.

I really took the plunge to save an investment. Well, it was a pretty lucky investment for me. My first year in the business I sold 35 Franklin cars and made \$12,000 net. Until then I had never sold anything in my life. That is how I got in. Now how do you suppose I got out of the business? It sounds funny now, but in 1911 I actually sold out my interest in the business and got out of it because I was advised by the president of the Franklin company that there were then 250,000 automobiles in the United States and that the country had

reached its absolute saturation point! Well, as I say, I got scared, took Mr. Franklin's advice, and got out. Incidentally, there are now 4,000,000 cars in this happy land and the saturation point is just as far away as it ever was.

It took me a year or so to get over that scare and realize the true situation. Then I went to work for Harry L. Keats as salesman. Four years ago I became sales manager of the Northwest Auto Company for Mr. Vogler, and am now its general manager.

A. W. Regner—By Himself.

Chevrolet Distributor for Multnomah County. Best Complaining—Business is Fine!

LIKE many another good automobile man, I began as a mechanic for the Ford Motor Company. That was six years ago. I went to work in the Portland branch of the Ford Motor Company and after four years in the mechanical end, graduated to salesman.

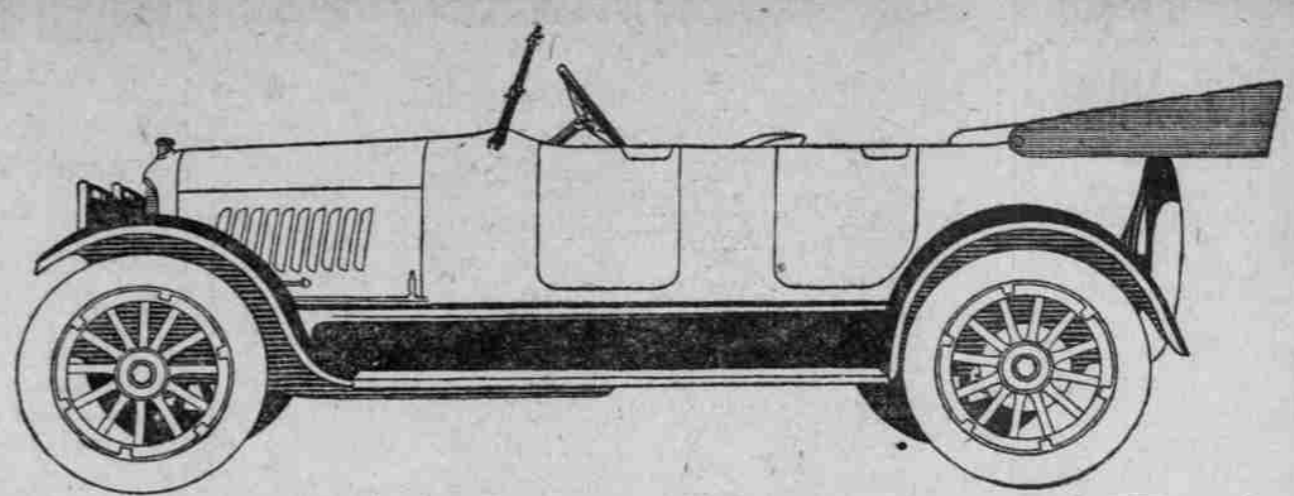
I sold Fords at the branch for a time and then formed the firm of Regner & Fields, Inc. We handled Fords then and were one of the first retail Ford dealers in Portland.

Last February 17 we became distributors for the famous Chevrolet car in Multnomah County. We have done a remarkable business ever since, and the pleasant part about it is that it is growing better every day. We will sell more Chevrolets this coming year than ever before, provided, of course, we are able to get the cars.

A year ago the Chevrolet was in seventh place in Oregon in the number of electrically equipped cars sold. Today it tops the list in first place. Our allotment of Chevrolets from August 1, 1917, to July 31, 1918, is 600 cars and we are well ahead of our schedule now. I certainly cannot complain. Business is fine.

Leaky Valve Plugs.

There are still a great many engines without detachable cylinder heads, and these use valve plugs. These plugs often leak. This leaking may be stopped by spreading ordinary paste stove blacking over the threads. Do not use too much. This may be used at any hot joint, in place of white or red lead, and is much better, because it does not make removal of the part an hour's job.



Announcing A NEW AND A FINER GRANT SIX

IN this new GRANT SIX the makers present a larger, finer, more beautiful car than any they have ever built before. In it they have retained and refined many splendid features of former GRANT SIXES and have added many new features that make the new model without a peer among popularly-priced light sixes.

The body design of this new car wins instant admiration. Every line has grace and sweep. The high and narrow radiator and high hood, the sloping windshield, the high, wide fenders and the long running board are of the most recent style and give the new GRANT SIX an unusually smart appearance.

You notice immediately the leather hand-flaps on the doors, the new French pleated upholstery, the adjustable front seats, the smart Neverleak top, the improved steering gear with throttle control and horn button on top of the wheel, the conveniently placed gear-shift lever and the long throw of the emergency brake. And you decide that the new GRANT SIX is up to the minute in every phase of its design.

In riding comfort the new GRANT SIX is equally notable. Its long wheelbase, the careful balance of the car, the double-decked cushions and the cantilever rear springs make a car that is easy riding at all speeds and over almost any road. The cantilever springs are 46 inches in length. They are remarkably long springs of this type and equivalent to the longest springs used on any car.

The new GRANT SIX engine is powerful, flexible and remarkably quiet. Vibration is hardly perceptible even at highest speeds. In piston displacement the GRANT SIX engine is the largest overhead-valve engine used in any car of approximate price.

The superiority of the overhead-valve type of engine is firmly established and generally recognized by experienced motorists. GRANT SIXES have been built around this type of engine for several seasons.

The overhead-valve engine of this new GRANT SIX, with its balanced crankshaft, large reinforced bearings, forced-feed oiling system and other advanced features, shows surprising power and economy.

In the simplicity and accessibility of all working parts this new GRANT SIX will please every owner who attends to his own car. Every part that needs occasional inspection or attention is of easy access.

The full-floating rear axle is another important feature of the GRANT SIX. It is the troubleless type of axle and is used in all expensive cars.

In consumption of gasoline, oil and tires, the new GRANT SIX is probably the most economical Six in existence. Its owners enjoy an important dollar and cents saving and also have a satisfying sense of avoiding even the slightest waste.

And most important of all it is the product of an experienced maker. Thousands of former GRANT SIXES are evidence of this. The GRANT SIX facilities for the production of fine cars at bedrock price are second to those of no other maker.

Five-Passenger Touring Car, or, Three-Passenger Roadster

\$1055

Five-Passenger Demountable Sedan, \$1350 Five-Passenger Convertible Sedan, \$1595

Three-Passenger Convertible Coupe, \$1575 All Prices F.O.B. Cleveland

Deliveries Immediately. See It Now

ON THE STAGE AT THE AUTO SHOW

MANLEY AUTO CO.

Eleventh and Oak at Burnside

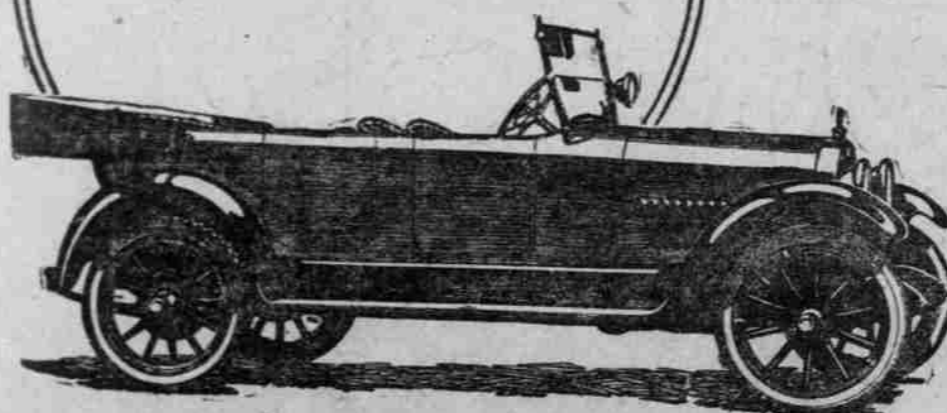
Phone Broadway 217

GRANT MOTOR CAR CORPORATION—CLEVELAND

Lexington

MINUTE MAN SIX

One-Finger Emergency Brake!



EVERY woman will appreciate this remarkable improved feature of the new Lexington Six.

Imagine the convenience of an emergency brake that requires no tugging or straining.

The new Lexington emergency brake can be operated with just the slightest pressure of the little finger.

And operated as safely and effectively as the old style brake that required muscular exertion. It engages on the propeller shaft directly behind the transmission.

There are many new and improved features of this five-passenger car with auxiliary seats that you should see—\$1585.

The motor is forty horsepower; the wheel-base 122 inches.

Arrange today for a demonstration. All prices quoted F. O. B. factory.

See This Car at the Auto Show
Some desirable territory available for live dealers. Write or wire.

Brunn Motor Car Co.

Distributors

444-46 Stark St., Near Twelfth

Phones: Broadway 2958, A 2958