

OVERLAND CENSUS SHOWS AUTO USES

Investigation Shows 90 Per Cent of Cars Are Used Mainly in Business.

GREAT SAVING AFFECTED

Data Carefully Assembled by the Willis-Overland Company Prove Interesting Fact That Farmer Is Heaviest Buyer of Cars.

BY JOHN N. WILLIS, President of Willis-Overland, Inc., Toledo, O.

Do you know that there are 5,000,000 motor vehicles in use, or one to every 20 persons in the United States!

the country. Here we find the railroads, telephone and telegraph companies and many other occupations. They represent 6.9 per cent of the population and own but 3 per cent of the automobiles. The reason for this small percentage of car owners is at once apparent, as the bulk of the business of these men is over various careers of the country and here the automobile is not so much an essential to the conduct of their duties.

Mining and Oil Wells.
The next census occupational division covers the mining, quarry and oil-well industries, including owners, superintendents, foremen and operatives. Here we found that while this classification represented 2.5 per cent of the population of the country, 2.1 per cent own automobiles. This occupation is not one which must necessarily cover a wide area. Yet every hour and minute must count, for all of the products are vitally necessary in the war programme.

The first two classifications are composed of hotel proprietors, restaurant owners, boarding-house keepers, clerks and employees. Here, if anywhere, we might expect to find the passenger cars used almost wholly for recreation. But, while these two combined classifications represent 11.5 per cent of the population, only 3.9 per cent of these people are automobile owners.

Compare the motor cars with the railroads and we find the automobiles of this country traveling 50,000,000,000 miles a year, as compared with the 25,000,000,000 passenger miles of the railroads. These multipliers of energy are

CLIFF GETS OVATION

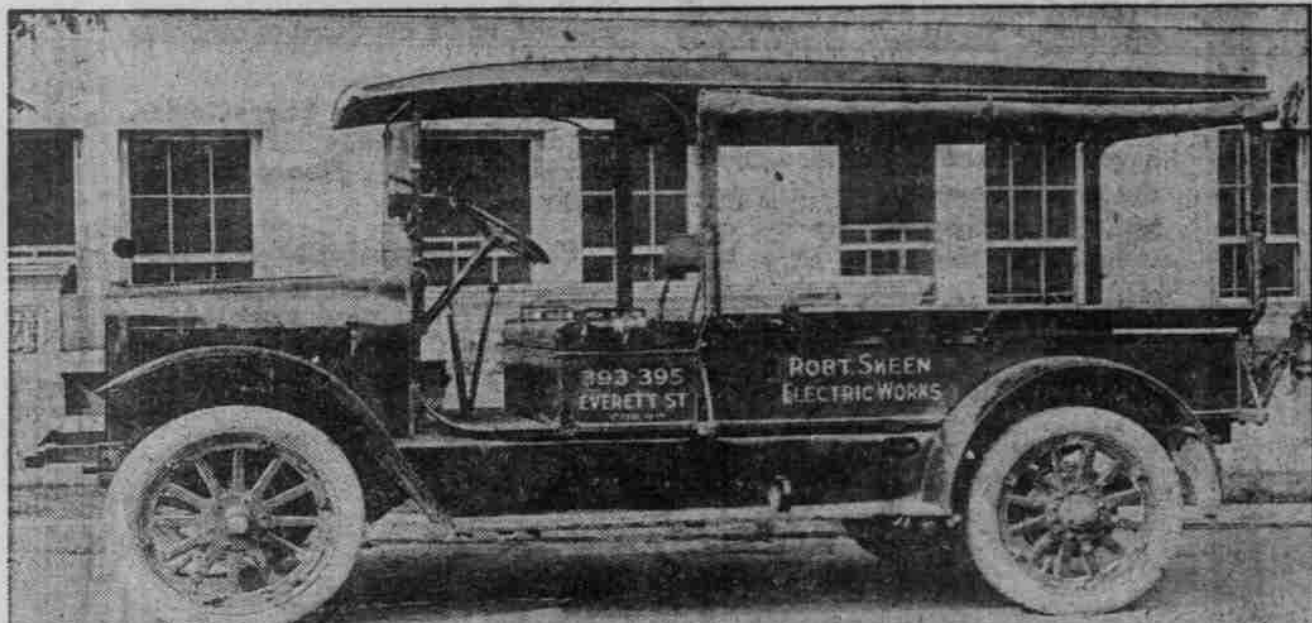
Home Folks at Oakland Celebrate Chevrolet Victory.

DURANT IS BANQUET GUEST

Man Who Drove Chevrolet Special to Great Victory at Tacoma to Limit Himself to Two or Three Races a Year.

Cliff Durant, millionaire whirlwind on wheels, was the big noise in Oakland last week, when he returned to his home after winning everything in sight at Tacoma on July 4. Scores of public officials, friends and racing enthusiasts turned out to greet the smiling big boy who drove his Chevrolet special to a series of new coast records in one of the most brilliant speed programmes ever staged in this part of

GRANT TRUCK SOLVES LIGHT HAULING PROBLEMS.



NEW TRUCK HANDED BY MANLEY AUTO COMPANY ESPECIALLY DESIGNED FOR DELIVERY WORK.
The Manley Auto Company recently took the agency in this territory for the new Grant truck, which is made by the Grant Motor Car Company, manufacturers of the Grant Six. The Grant truck has a capacity of 1800 pounds, instead of being of the conventional three-quarter-ton size, and is equipped with Goodyear 32x4 pneumatic tires. It comes completely equipped also with electric starting and lighting system, windshield and spotlight. The Grant truck has the Torbenon internal gear drive.

In these cars 25,000,000 people, one-fourth of the population, could be transported 100 miles or more in a single day. Only the first filling of gasoline would be needed for the journey.

There was only one way to find out definitely who used America's cars, and that was to ask the people who owned and operated cars. This was accomplished by getting an expression from every man who purchased an Overland car in 1917, showing the occupation in which he was engaged. This information has been tabulated in classifications by trade to conform with the census figures.

The result of this investigation proved that 90 per cent of automobile use is for business purposes. The next great fact was that the man whose business depended upon covering a great deal of ground in a short time were the largest purchasers of automobiles. While these figures apply only to the 1917 production of Overland cars, we feel that we may safely assume that approximately the same divisions by trades are applicable to automobile ownership in general. We have therefore assumed this to be the case in our conclusions.

Farmers Large Buyers.
The American farmer, representing 23.2 per cent of the population of the country, bought 53.1 per cent of the automobiles last year. The farmer is buying automobiles because they have done more to lighten labor and change his entire plane of living and doing business than any other invention since the harvesting machine.

The motor car has been an invaluable aid to him in professional service, as is shown by the fact that in this classification representing 4.4 per cent of the population, 7.3 per cent of the automobiles are owned. Here in this highly important occupational division we find the physician called out in the middle of the night, for speeding to save a life by prompt response to an emergency call.

Again, the "trade" classification shows a large percentage of cars owned and again the cause. For this division is composed largely of salesmen. This classification, embracing 9.5 per cent of the population, owns 18.9 per cent of the automobiles. These men have found that with the aid of the motor car they can make themselves much more effective in their work. Obviously, salesmen in these days must make themselves more efficient. Many a salesman is adding to his territory that of some one in the service.

The classification "Public Service" shows that, comprising as it does 1.2 per cent of the population, it contains 1.6 per cent of the automobiles. This branch is composed of city and county officials, mailcarriers and men in the employ of city, state or National Government. Many of these men must cover a wide area in their duties and it is here that the motor car is helping.

Manufacturing End Big One.
The manufacturing industry affords another of the Nation's vast resources. This branch represents a total of 37.1 per cent of the total population of the country and yet shows only 10.1 per cent of the automobiles owned. In the business community having 1000 automobiles it is safe to say that each one in service will save an hour a day. This would mean that such a community is 125 working days ahead every day. Carry these figures to the 5,000,000 registered automobiles in this country and it means that the Nation is 625,000 working days ahead every day in time saved. Or compute this into man power and it gives America the extra services of an army of 625,000 men at work every day.

Sixteen great Army cantonments, to house almost a million men, the ordinary accomplishment of years, were built in 90 days. This was accomplished by crowding an immense amount of energy into an inconceivably small space of time. One of the largest contractors told me that it could not have been done without the aid of the automobile. To haul the nails used in the construction of these cantonments alone would require the combined capacity of 930 five-ton motor trucks.

Under the heading "Transportation" are included all of the managers, superintendents, foremen and employees of the public service corporations of

traveling 40,000,000 miles a day, the equivalent of 1600 times around the world. The Nation must devote every ounce of energy to produce more food, more munitions, but with the enormous increases must come more transportation; more done in less time. We cannot go back to the days of the Army mule and pack saddle, the prairie schooner and the "one-horse shay." Speed, speed and more speed is the cry. And America answers with her 5,000,000 automobiles, the greatest transportation tool, the greatest aid to personal efficiency in the world.

MAXWELLS AT FRONT

TRUCKS DOING GREAT WORK BEHIND BATTLE FRONT.

C. L. Boss Receives Letter From Former Employee Here Telling of Services Performed.

C. L. Boss, president of the C. L. Boss Automobile Company, has received a letter from J. L. Smith, formerly a Maxwell salesman for the company, now with the 21st Engineers in France, in which he discusses the wonderful work Maxwell cars are performing in France, especially the trucks. Mr. Smith says:

"It is with the greatest pleasure that I am able to inform you of the large number of Maxwells used here, especially the trucks. It really does my heart good to see those sturdy little trucks rapidly running to and from the front, loaded to nearly double their capacity and going over the rough roads and country where the larger trucks are too heavy to go. If there even was a prospective purchaser in doubt as to the sturdy construction and the hard use they will stand he would not hesitate long if he could see the service they are giving here."

"I only wish I were permitted to send you some photographs of the different conditions I have seen them working under here. I am well and wish to be remembered to all my friends. I will close, wishing you and my friends at the store the best."

DETROIT CITY OF MANY JOBS

Many Factories Working on Federal Contracts, Everybody Busy.

Detroit and Michigan being the stronghold of the motor car and motor truck industries, have been called upon to supply great numbers of both cars and trucks for Army service, both in the United States and overseas.

Early last January began the movement of these vehicles from Detroit to points of embarkation. Indeed, the movement of motor vehicles over the road has been a boon to the Government by affording a very large measure of railroad relief.

Many Detroit factories are working on Government contracts and much of the war material they produce is sent forward in the motor trucks produced in the same city.

When the forward movement began last winter it was necessarily slow. Now production has reached a high point, and both cars and trucks are moving to the seaboard in a steady stream, long trains leaving Detroit every day in charge of Army officers and Army drivers.

the country, and he was easily the hero of the hour.

"I was certainly anxious to win that Tacoma race," said Durant, when called on to tell about it at a dinner given in his honor. "It isn't every day a driver can beat such stars as Cooper, Hearne, Lewis and Pullen, and I can thank the Chevrolet engineers for giving me a car which was capable of taking them on one after another and leaving them all. My racing machine is undoubtedly one of the fastest in the world, and it ran without a falter, even when I was forced to drive it a lap at better than 100 miles an hour."

"Before the race Dave Lewis and Pullen were expected to give me the real battle of the day, but they failed to materialize. In the first two sections of the programme I was able to stay in front all the way, and in the last part of the card, where I finished second to Hearne, I was playing safe and taking it easy, as I had the grand prize tied up by finishing second."

Now that he has achieved his ambition, Durant will race but once or twice a year. The Tacoma speedway officials are contemplating another event in September, and are after the California millionaire as their star attraction. Ascot speedway may also stage its annual Thanksgiving Day event, and Durant is expected to be one of the real competitors.

For the first time in his life the Chevrolet chief is equipped with a racing car that puts him on even terms with the rest of the field. "Cliff" has spent thousands of dollars building machines, but until his present Chevrolet special proved itself at Tacoma he did not have a car that would stand up under a grueling pace. He has never been lacking in nerve or skill, so from now on he will prove a serious contender regardless of the class of his competition.

AUTO PROVES INDISPENSABLE
Business Man Says He Could Not Get Along Without It.

"That the automobile is a direct factor in the insurance business" is the assertion made by W. L. Hughson, of the Kissel-Kar, in a letter written by a prominent state agent, who says:

"I could not afford a car for pleasure. The business I am in takes me over three states. Since the first service has been so materially reduced, without an automobile I could not possibly take care of even 50 per cent of the present work I have to do. It is a direct factor in my business."

Result of Loose Bolts.
It sometimes happens that the bolts holding the flywheel to the flange on the crankshaft work a trifle loose, with

Hyatt puts more into bearings—that's why you get more out of them.

HYATT ROLLER BEARINGS

\$1375 f. o. b. Portland



Save \$200

Consider What You Get for \$1375

Saxon "Six" offers you, for \$1375, a combination of the value-features found on other cars selling from \$1550 to \$10,000. It has a six-cylinder Continental motor, Timken axles, Timken bearings, Fedders radiator, Stromberg carburetor, Remy ignition, spiral bevel gear drive, Exide battery, real leather upholstery, Wilson Body. No other car within many hundred dollars of the Saxon "Six" price has such a complete array of standard recognized features.

With this combination of unsurpassed features of construction, Saxon "Six" gives you unsurpassed qualities of operation—exceptional power and speed, flexibility and smoothness obtainable in no inferior cars, splendid hill-climbing ability, utmost comfort and ease of riding, ample room and a gratifying economy. Saxon "Six" has won a reputation for day-in-and-day-out reliable service. It is an honest value in every sense of the word.

If "A Man Is Known by the Company He Keeps," Why Not a Car? Note the Associates of "SAXON SIX."

Continental Motor	Timken Axles	Timken Roller Bearings	Timken Spiral Bevel Drive	Semi-Floating Rear Axle	Fedders Radiators	Spicer Universal Joints	Exide Storage Battery	Remy Ignition	Bendix-Drive Starting Mechanism
SAXON \$1375 Paige Lexington Velle Auburn Moon Jordan Liberty Columbia National Patterson Bour-Davis	SAXON \$1375 Cadillac Peerless Hudson Stutz Liberty Davis Jordan Liberty Columbia National Packard	SAXON \$1375 Packard Locomobile Fiero Arrow Cadillac Peerless Hudson Chalmers Oldsmobile Winton Hupmobile	SAXON \$1375 Cadillac Chalmers Franklin H. A. L. Hudson Locomobile Marmon Mercury Packard Paige Pierce-Arrow Simplex Premier National	SAXON \$1375 Pierce-Arrow Premier Stearns Packard Peerless White Chandler Packard White Hudson Reo Fiat	SAXON \$1375 Pierce-Arrow Packard Winton White Chandler Packard White Hudson Chalmers Paige	SAXON \$1375 Packard Peerless Hudson Chalmers Moon Cadillac Stearns Winton Liberty Jordan	SAXON \$1375 Pierce-Arrow Packard Cadillac White Buick Franklin Hudson Cole Auburn	SAXON \$1375 Stutz Haynes Packard Knight Peerless Studebaker Kissel Paige H. A. L.—13	SAXON \$1375 Paige Cadillac Peerless Hudson Chalmers Stearns Winton Pierce-Arrow Scripps-Booth

HIGH-GRADE UNITS ONLY ARE INCORPORATED IN "SAXON SIX"

READ!! Save and Buy a Saxon Six for READ!!

\$200 \$1175

Before the rise in price, July 1, we had in transit from the factory four Saxon Six chummy roadsters and six Saxon Six touring cars. These cars were billed to us to sell for \$1175, but before they had reached Portland the price had jumped to \$1375. We are not profiteers and will give the public the benefit of our good fortune to sell these cars at the OLD PRICE OF \$1175 f. o. b. Portland.

REMEMBER, THESE 1918 SAXON SIXES ARE LATEST IMPROVED SAXON SIXES WITH REAL LEATHER UPHOLSTERING AND FAMOUS SOLID, SUBSTANTIAL WILSON BODY

TWIN STATES MOTOR CAR COMPANY

514 AND 516 ALDER STREET PORTLAND, OREGON
Corner Sixteen Saxon Distributors Bldg. 494 Open All Day Sunday

the result that an irregular knocking (a loose connecting rod's big end, and is) and at the beginning of periods of rapid flywheel for such looseness when a occurs, which is very much like that of most noticeable at slow motor speeds (acceleration or retardation. Test the knock cannot be easily located.



PICNICS ARE A PLEASURE

When You Have a Car in Which to Make the Trips—and the

BRISCOE

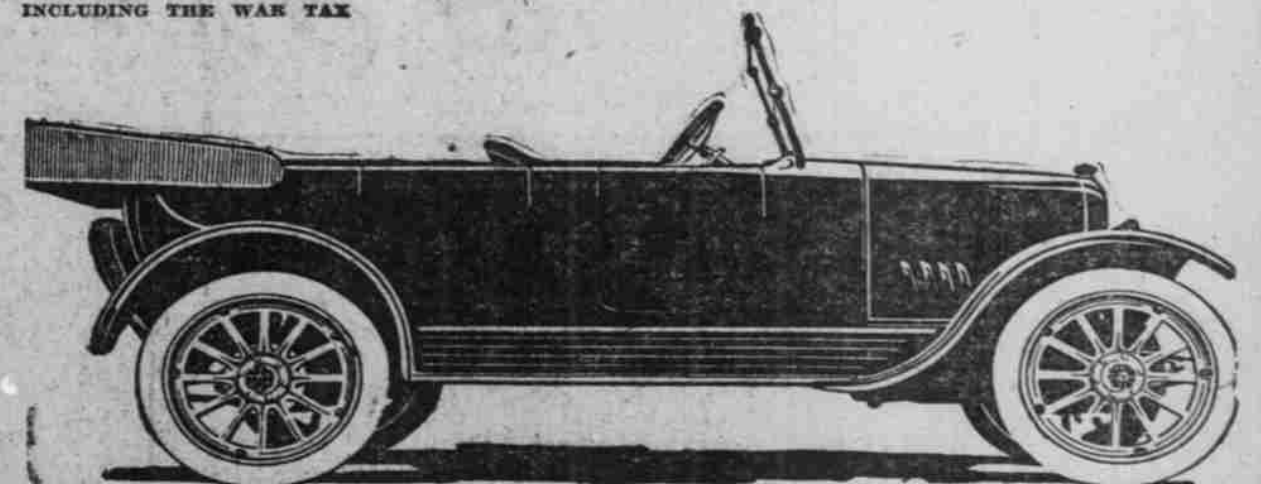
is the picnic and country touring car. Our "Half Million Dollar Motor" takes the hills with ease.

You See the BRISCOE Everywhere

\$1035 INCLUDING THE WAX TAX

THERE IS A REASON

POWER, COMFORT AND BEAUTY COMBINE TO MAKE THE NEW BRISCOE THE CAR OF THE HOUR



W. H. WALLINGFORD

SIXTEENTH AND ALDER STREETS PHONE BROADWAY 2492