

DETROIT FORD PLANT INSTALLING STARTERS

New Equipment Used on Sedan
and Coupelet Models.

SEVERE TESTS WITHSTOOD

Only Enclosed Cars Have New System Which Is Described as Light, Compact, Efficient.

The Ford electric lighting and starting system is here! It is now being installed on coupelet and sedan models assembled at the Detroit plant. Other assembly plants will install the systems just as rapidly as production will permit, says the Ford Owner of Milwaukee, Wis.

This starting and lighting system has stood the test of the Ford Motor company. The system must be right or it never could have received the stamp of approval of Ford engineers, the statement continues.

Only the enclosed models, the coupelet and sedan, will be equipped with the starting and lighting system. The starter will be furnished on these two models at an added cost of \$75.

It will be impracticable to install the starter on old Ford cars, because such a change would require replacing the front cylinder cover, transmission cover, fly wheel and timer gears.

Starter of Two-Unit Type.
The starter is of the two-unit type, consisting of a generator, starting motor and storage battery. It is extremely compact, light, efficient and accessible. The generator is driven by a small spiral gear off of the large timer gear. No chains or belts are required.

The starting motor engages with the fly wheel through a Bendix drive and teeth cut on the rim of the fly wheel. All enclosed cars supplied with starters will hereafter also be equipped with an instrument board on which will be placed the coil switch, ammeter, primer, and light switch. Side and tail oil lamps will be discarded. In place of the side lamps a combination head lamp will be provided. This head lamp contains two bulbs for furnishing bright and dim light.

Battery Is Furnished.
A six-volt, 30-ampere, three cell battery of standard construction will be furnished, the battery to be housed in a metal box carried on the left running board. Because the number of batteries required is so great, it is probable that several well-known manufacturers, maintaining service stations throughout the country, will supply this demand.

When one considers that the Ford Motor company will produce more closed cars in the next year than most of the largest manufacturers have ever produced of all models in any one year, then one can appreciate what a tremendous problem has been handed to the Ford production managers. Under such circumstances the starting and lighting equipment will of necessity be confined to the closed cars for some time at least.

Those contemplating the purchase of open passenger cars, who feel that they must have a starter, need not turn from their first choice, for they can equip their Ford cars with electric starters which are now manufactured by independent companies.

A Ford enclosed car equipped with the new Ford starter will be exhibited as one of the features of Seattle's auto show in the armory this week.

\$1,640,000 IN ROAD FUND

GRAYS HARBOR MAPS OUT FIVE-YEAR PROGRAMME.

Issuance of \$400,000 in Bonds Are Planned by County to Cover Its Share of Improvement Costs.

ABERDEEN, Wash., March 15.—(Special.)—A programme for the improvement of Grays Harbor county roads covering a period of five years and calling for an expenditure of \$1,640,000 in federal, state and county funds and for bonding the county for \$400,000 to carry out the county's part was unanimously endorsed by the county commissioners and a large gathering of representative taxpayers at a meeting at Montezuma.

The programme, an amplification of the proposal to bond the county in order to render available federal funds for the paving of the Olympic highway in this county was outlined to the county commissioners at Olympia by State Highway Commissioner James A. Haney and was presented in its entirety for discussion at the Montezuma meeting. As the complete programme met with instant approval of the meeting, the commissioners will call a special bond election at an early date.

The programme calls for the improvement of the North river, Westport, C. D. Hansen, Pacific beach and Quinalt roads by hard gravel surfacing and the concrete paving of the Olympic highway from a point three miles west of Hoquiam east to the Thurston county line. The cost of these improvements has been estimated as follows:

North river road, 11 miles, \$100,000; Westport road, 10 miles, \$100,000; Pacific beach road, 15 miles, \$150,000; Quinalt road, 8 miles, \$80,000; C. D. Hansen road, 10 miles, \$100,000; Quinalt road, from Lake Quinalt to the Jefferson county line, 27 miles, \$250,000; Olympic highway, 35 miles, concrete paving, \$260,000.

Funds available for these projects are: State and federal aid, \$500,000; permanent highway fund, \$250,000; road and bridge fund, \$250,000; and from six county district road funds, \$140,000.

NASH SEES BIG AUTO DEMAND

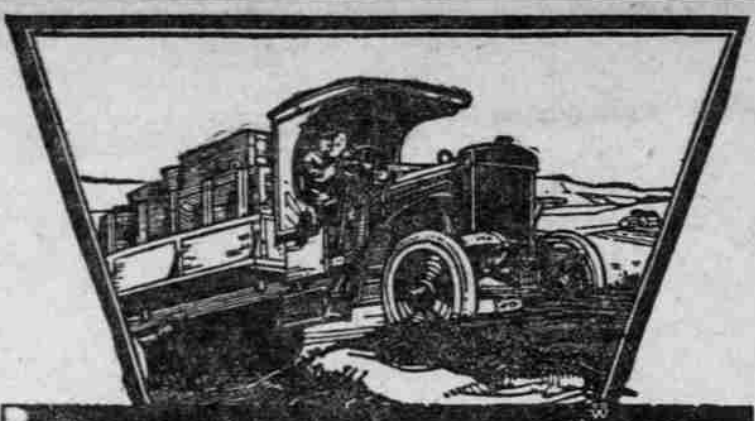
Demand Will Exceed Supply in 1919, Manufacturer Declares.

"There will not be cars enough to begin to supply the demand of the 1919 season."

The foregoing statement by Charles W. Nash, president of the Nash Motors company, is based upon first-hand study of the country's industrial outlook as affecting the automobile market. Mr. Nash has just returned to the factory at Kenosha after a trip which took him from Chicago and New York to Florida.

At practically every point in his itinerary, through the Carolinas, Georgia, Florida, Tennessee, Kentucky and Ohio, Mr. Nash found reflected the same conditions that prevailed at the Chicago and New York automobile shows.

In the south, where the selling season is now at its height, Mr. Nash spent several weeks. Nash dealers on every hand are pressed for cars, and, in spite of the big production schedule of the Nash factory, practically all dealers will be unable at any time during the 1919 season to get cars enough.



Service

When you buy a motor truck, you might as well buy real service.

We mean the kind of service that is built into a truck.

You get that kind with an Atterbury Truck—and it's backed by 14 years of successful truck-building experience.

Compare the specifications and mechanical engineering with any other Truck of its price.

ATTERBURY TRUCK SALES CO.

"Truck Specialists"

343 Oak, Near Broadway



PORTLAND MEN SEE SHOW

DEALERS VISIT AUTO EXHIBITION IN SEATTLE.

Number of Oregonians Spend Entire Week on Sound, While Others Leave Here Thursday.

A number of prominent Oregon automobile dealers and motorists were in Seattle last week to attend the sound city's automobile show. A number of the Oregonians left here early in the week and spent several days at the show. The largest delegation left Thursday night, most of them expecting to return yesterday and today. M. O. Wilkins, manager of Portland's late show, spent the entire week in Seattle, Fred W. Vogler, president of the Northwest Auto company, also went up early in the week as did David A. Pepp of the Daniels Sales agency, which has established a branch in Seattle and was one of the exhibitors at the show. J. M. Kras, manager of the Portland Motor Car company, was in the Washington city several days. One of his customers, E. E. Monette, drove his new Nash up from Portland. W. R. De Lay of the D. C. Warren Motor Car company, who went north Wednesday, is expected back in Portland today.

In the party which left here Thursday night were: A. H. Manley, Manley Auto company; H. M. Coyne, Coyne Motor Car company; H. H. Eline, Willys-Overland Pacific company; Roy Pike, Portland Motor Car company; Harry Lyon, Cook & Gill; C. E. Francis, Francis Motor Car company; Del Wright, William L. Hughson company; A. L. Smith, Mitchell, Lewis & Staver company; W. C. Garbe, Oregon Motor Car company; A. C. Stevens, H. J. Casey, Talbot & Casey, and Arnold Cohen, Oldsmobile company of Oregon. Seattle's show, staged in the Armory March 19 to 15, inclusive, was the best automobile exhibition in the city's history, show veterans declared. The exhibition was the most varied of the industry that section had seen and was well attended.

"SHIP BY TRUCK," SLOGAN

FIRESTONE COMPANY BEHIND FREIGHT CAMPAIGN.

J. D. Hess, Jr., District Manager Here From Akron, O., to Study Business Conditions.

J. D. Hess Jr., Akron, O., district manager of the Firestone Tire & Rubber company, is in Portland studying local trade conditions.

Under the new plan of the Firestone factory, the district managers will spend almost their entire time in the field. This will give coast automobile and truck tire users a closer touch with the factory organization. In this way the Firestone factory will be able to work out more carefully all the different angles of supply and demand and Mr. Hess says is a recognition by his company of the possibilities and tremendous growth in the Pacific states.

"The Firestone company is launched on the 'ship by truck' campaign," said Mr. Hess yesterday. "This is one of the many new ideas of value to the entire nation that have been promulgated by the Firestone organization within the last few years. The war has brought home to us the importance of the motor truck. The freight embargoes taught a new lesson. They showed business men the necessity of using trucks. In every part of the country one finds the truck seeking out and overcoming obstacles to transportation brought upon us not only by war, but by national growth.

"The motor truck has come to the front as another connecting link between the farmers and the cities. It facilitates transportation, conserves labor and effects the delivery of food-stuffs in better condition than ever before. The radius of operation has been increased so that the farmer who is situated a long distance from a railroad can increase his business and have his products hauled at less expense. Small shipments that could not be hauled to market by the producer previously can now be sent by this motor truck express.

to meet the requirements of the new conditions. The Firestone Giant pneumatic cord tire to meet the demand for a tire equipment that will give the resiliency and speed of small pneumatic tires and yet withstand the heavy weight of the motor truck.

"Back of the actual service of Firestone truck tires and the intense efficiency in detail of manufacture are the Firestone truck tire service stations, one in every trucking center, each an example of the highest efficiency that has been reached in this field.

"I certainly look forward to many frequent visits in Portland. I have studied the trade conditions pretty thoroughly in this section of the country and I firmly believe that a great future is in store for the automobile industry here."

MOTOR BEATS FRENCH TRAIN

Colonel Makes Fast Trip in Cadillac From Bordeaux to Paris.

When Colonel Thornwell Mullaally of the California Grizzlies went from Bordeaux to Paris one night he probably knew that he was traveling rather fast in the government Cadillac.

But he probably did not know that the Cadillac was easily winning the fastest train in France, the Bordeaux-to-Paris express. Bordeaux is 400 miles southeast of Paris. The train leaves there at 6 in the evening and arrives in Paris at 8 the next morning.

The story of the record-breaking run was brought back by Captain Albert G. Waddell, who recently returned from France. Waddell and Capt. Bedford Boyes were in Bordeaux and were leaving on the express for Paris to be in the French capital for the reception to King Albert on the day following. They dined at the Cafe de Bordeaux and as they left to go to the train Colonel Mullaally was just starting his dinner. They boarded the express and reached Paris on time, going to the University Union, where the officers registered.

"Imagine my surprise," said Waddell, "when I arrived, to find Colonel Mullaally there and George Ede, a well-known San Francisco driver, sitting in the colonel's Cadillac outside. The only way the colonel could have gotten to Paris was in the Cadillac, and as he could not possibly have left for an hour after the train did and must have arrived considerably ahead. It is a certainty that the Cadillac beat this fast train by over an hour."

Waddell was enthusiastic over the work the Cadillac has done in France. The cars used by the army were painted olive drab and those under navy supervision were painted white. These were the most conspicuous models seen overseas. It will be recalled that the Cadillac has repeatedly beaten the time of crack trains on fast runs in America.

ESSEX GAINS ON MERITS

FINAL VERDICT ON AUTO LEFT TO MOTORING PUBLIC.

Automobile Topics Terms in Product With Which Competitors Will Have to Reckon.

"One of the most notable things about the Essex is the way in which it has sprung into popularity without a word being said in its praise by the makers," said C. L. Boss of the C. L. Boss Auto company yesterday. "No extravagant claims of any kind were made for the newcomer. The builders were so confident of its worth that they were entirely ready to leave the final verdict to the public. In this connection, the following article printed in Automobile Topics is interesting:

"The Essex is not only a car but a type that will bear close study. Its lines are graceful and attractive, its bodywork well put up and comfortable, while it is equipped in every detail according to the purchaser's requirements.

"Mechanically it is built along lines of safety in the sense that there is nothing experimental about it. On the other hand, its great winning characteristic is performance. In this it exceeds many cars of much higher price and more pretentious aspect.

"Hence, in its introduction Essex dealers were urged to return to the old system of demonstration before purchase. There are cars that demonstration will not help sell. The Essex

Overland

"Approved"

The circle of friends the Overland car makes is continually widening. These friends have spread the good news of the comfort, performance and economy of the Model 90 car, until owners now number more than 115,000. These owners are safer guides for you to follow than mere specifications.

Willys-Overland Pacific Co.
Broadway at Davis Street, Portland

Overland Model/Ninety Five Passenger Touring Car \$985; Sedan \$1495; f. o. b. Toledo

is not one of these. Add to this the fact that its appearance is enough to pull a good share of attention on the prospective buyer's part, and enough has been said to indicate that for a newcomer its prospects are uncommonly bright.

"In fact, having nothing in the way of reputation to live down, but much in its favor, it seems to be a product that competitors will have to reckon with seriously."

There are 4000 automobiles in Japan.

according to Y. Bryan Yamashita, business man and banker of that country, now here on business. The population is 45,000,000 and the small number of machines is attributed to the fact that the country has no good roads.

JORDAN

All-Aluminum Custom Body

The finest custom-made bodies in the world are built entirely of aluminum.

And in the Jordan Suburban Seven this practice has reduced the weight a full one hundred pounds.

It gives that smooth, velvety finish, so desirable.

It does not ripple, rumble or rust like sheet metal.

The Suburban Seven is the first seven-passenger car without the old bulge in the rear of the body. The sides run straight, with sharply beveled edges.

Beautiful upholstery is developed, over Marshall cushion springs, into seats that conform to the natural position of the body.

There is a real tailored top with beveled edge plate glass in the rear panel. Curtains open with the doors. Slightly smaller wheels and fatter tires. Rim wind clock. Tonneau light. Macbeth lenses. Moto-Meter.

Optional colors, Briarcliff green, Liberty blue, Burgundy Old Wine.

Every Jordan owner is entitled to receive the "Jordan Arrow"

Mitchell, Lewis & Staver Co.
BROADWAY AT OAK
JORDAN MOTOR CAR COMPANY, Cleveland, Ohio

REPUBLIC TRUCKS
Will Not Be Orphaned!

"During the last five years more than six hundred motor vehicle manufacturers have failed."

Republic Trucks are made by the largest truck manufacturers in the world.

We are the largest exclusive truck dealers in the northwest. Buy your truck here—you can count on our SERVICE if you need it.

ROBERTS MOTOR CAR CO., INC.
71-75 NORTH PARK STREET
Portland, Oregon