

TRAFFIC OFFICERS OF STATE ARE BUSY

Report by Rafferty Filed
With Secretary Kozer.

LICENSE RECEIPTS BIG

Nearly 150,000 Drivers' Cards
Have Been Issued Since Law
Went Into Effect.

SALEM, Or., April 30.—(Special).—A summary of activities of the field agents' division of the state motor vehicle department since December 6, 1920, when the last report was filed, and suggestions for carrying on the work of the division during the com-

would not be very extensive, but shows, as related to operators, that subsequent to July 1, 1920, the date upon which this law became effective, 149,499 such licenses have been issued and receipts therefrom to be \$27,274.75. Duplicate, special and learners' permits issued 13,841, receipts \$3455.75. Total receipts \$40,730.50.

Receipts Are Shown.
"Following are the statistics covering the first quarter of 1921: Operators' licenses issued January 1 to April 1, 1921; duplicate operators' licenses issued, 1223; special operators' licenses issued, 509; learners' permits issued, 373; receipts from operators' licenses, \$3604.50; from duplicate licenses, \$328; from special licenses, \$127; from learners' permits, \$32.75; total, \$4131.55; chauffeurs' licenses issued January 1 to April 1, 1921, 2088; receipts from chauffeurs' licenses, \$8022.

"It was the idea of the legislators, when the operators' license law was enacted, that the receipts from this source would possibly not pay the expense of administration, and this assumption was correct, for it is estimated that the cost to issue an operator's license and take care of the correspondence in connection therewith is approximately 28 1/2 cents each. This expense takes into account cost of equipment and all cost of administration. It is natural to assume that this expense will be reduced somewhat now that all necessary equipment outlay is provided for.

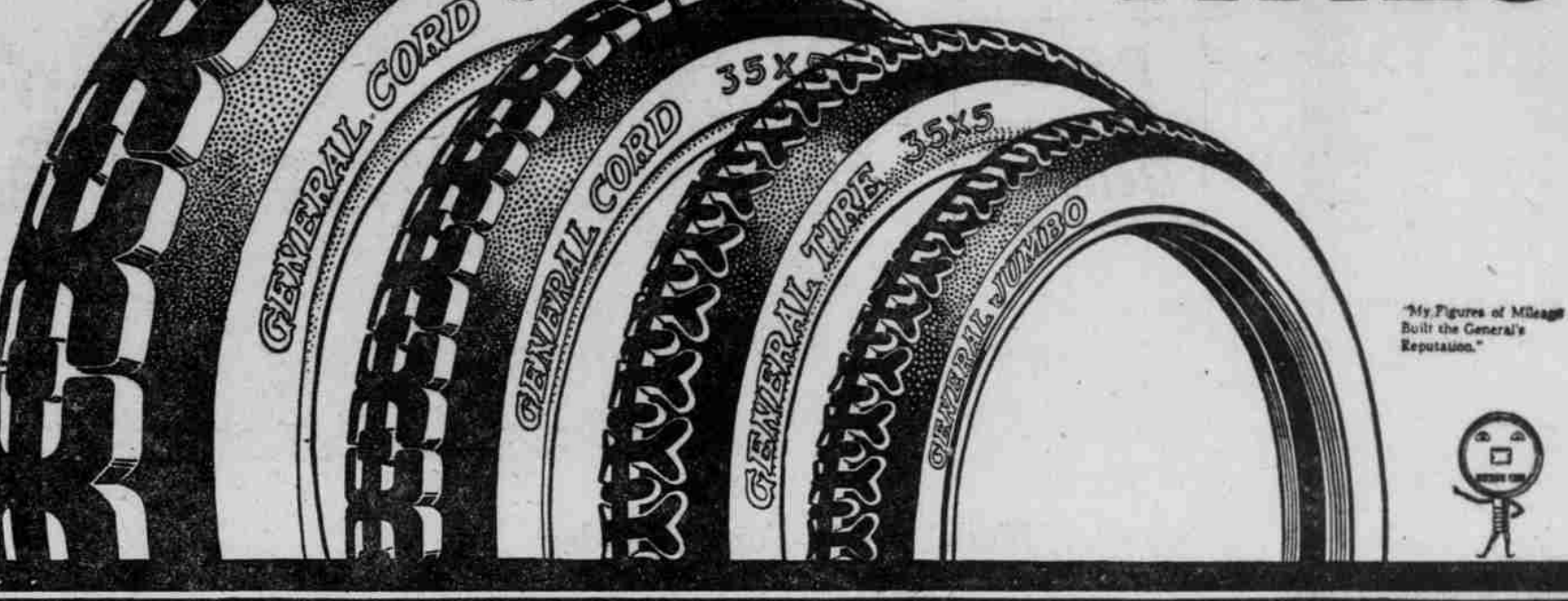
BUYERS 'LOOSENING' UP

BUSINESS CONDITIONS IMPROVE IN CALIFORNIA.

Charles S. Harper Expects Gradual
Improvement in Auto Sales on
Pacific Coast.

Business conditions have been decidedly on the upgrade in California since last winter, and particularly since the first of March, according to Charles S. Harper of the firm of Harper-Burg, Inc., local Willard battery agents, who has returned from California, where he has spent over half a year. California is no stranger to Mr. Harper, as he was Pacific coast manager for the Willard company for some time, with headquarters at San Francisco. In 1918 he went to Seattle to open the Willard agency there, in which he still is interested, and in March, 1919, came to Portland with C. T. Burg to open the local agency. Mr. Harper went to California last June on account of his health and was found to have been much improved upon his return to Portland. "Business conditions form by far the most important discussion in the business world today," said Mr. Har-

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The General Tire's outlasting quality is the product of superior expertness with the best structural materials—the pick of the tire brains of Akron working with perfect equipment—the true in-building of mileage by the one correct principle of construction. Use the General Tires. Your speedometer will sell them to you over and over again.

American Tire and Rubber Co.

On the General Corner

Broadway at Oak

Two Phones

Broadway 2300

NEW CAR STANDS TESTS

DURANT ROAD PERFORMANCE
ACHIEVES SUCCESS.

Remarkable Progress Being Made
in Production of Sturdy
Automobile of Future.

OAKLAND, Cal., April 30.—The Durant car has been tested, several road tests through the Allegheny mountains and the company is rapidly going into production, announces A. L. Warrington, controller Durant Motor Car company of California. "I have not only seen the car, but have ridden in it and it is my greatest regret that I am not authorized at the present time to make any announcement of the specifications. I can only say that it will surprise Durant's most intimate friends and the automobile world in general."

"Considering the short space of time that has elapsed wonderful progress has been made by the Durant Motors, Inc."

"Many conflicting reports have been current of the activities of the Durant interests on the coast and it is for the purpose of giving to the public just what actually has been accomplished to date that this article is written."

"It has always been urged upon W. C. Durant to build a popular-priced car selling for less than \$1000 and of sufficient merit to carry the

name Durant. Therefore, upon his resignation as head of the General Motors corporation he determined to do this and immediately commenced operations. He sent out a few personal letters to some of his closest friends inviting them to join him in the financing of the Durant Motors, Inc. He offered them \$5,000,000 of the stock of that company. The answer was \$7,500,000, which, of course, necessitated his returning \$2,500,000 over-subscribed. The authorized capital was then raised to \$50,000,000 and offered to the public.

"Next, W. C. Durant formed the Durant Motor company of Michigan for the assembly of the car in that territory. This is a \$10,000,000 corporation. The Durant will also be assembled by a New York company. The New York Durant organization has purchased the plant of the Ford Motor company, just on the Long Island side of the Queensborough bridge. This plant has a floor area of 145,000 square feet, is eight stories high. Having been built as an assembly plant, it meets with the requirements of the Durant organization to a nicety."

"Cliff Durant was called east to take over the assembling and distribution of the Durant car on the Pacific coast, or the territory composed of the states of California, Oregon, Washington, Idaho, Arizona, New Mexico, Utah, the west coast of Mexico, and the territory of Alaska and the Orient. The younger Durant determined to follow in the footsteps of his father in organizing a company, and incorporated the Durant Motor company of California, which is a \$3,000,000 company."

"The organization of the coast company will be composed in the main of

R. C. Durant as general manager, C. M. Staves in charge of sales and myself in charge of finance and accounting.

"The first of the new Durant cars to reach the coast will arrive here about July 1 from the Long Island city plant, and will be followed by further shipments from that factory, as it is the intention to ship the cars for the Pacific coast from the Long Island city factory until the Pacific coast factory is in operation. According to our present plans this will

not be later than the first of the year."

A new motor company organized in Manitoba, with a capital of \$1,000,000, will build automobiles in Winnipeg.

\$995



Everywhere, the good Maxwell is held to be one of the most prized and useful assets of the home and business. It carries men and women quickly and at low cost. Its builders have in constant view its real mission as a family and commercial utility that pays its way.

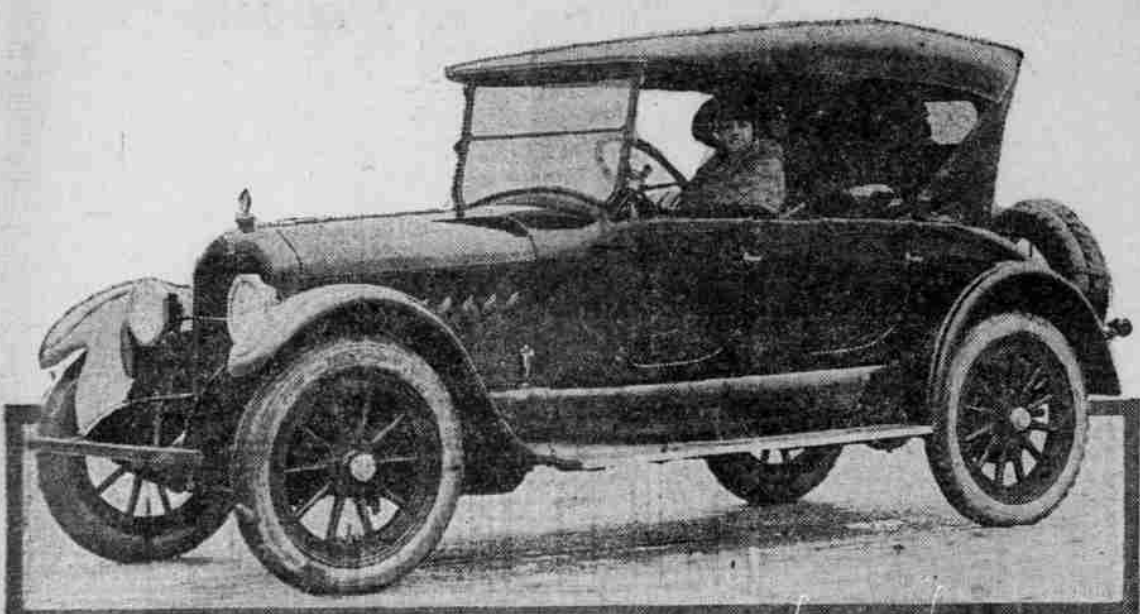
Touring Car . . . \$995 Coupe . . . \$1595
Roadster . . . 995 Sedan . . . 1695

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MAXWELL

HOW WOULD YOU LIKE TO BE THE FOURTH PASSENGER IN THIS CAR?



Attractive new Peerless model just received here by the D. C. Warren Motor Car company, local Peerless and Vello distributors, the four-passenger roadster.

ing months, are contained in a report which has been placed in the hands of Sam A. Kozer, secretary of state, by T. A. Rafferty, head of the field agents' division. Excerpts from the report follow:

"It is the desire in this state, as in all others, to encourage tourist travel, to make it welcome and give it an opportunity to see the beauty and advantages offered those desiring a new home in a country so bountifully blessed by nature as is everywhere observed in this more than remarkable country. In this laudable desire on the part of our citizens there is more or less inclination to give free rein to the impulses of every human being to take advantage of this freedom and thereby endanger their own lives as well as that of others and not be sufficiently careful while driving over our numerous winding and more or less dangerous highways. It is the view of your inspectors that special attention should be given this class of traffic, requesting and requiring an adherence to the state traffic regulations in all cases and advising tourists wherever possible of road conditions and dangerous stretches of highway."

"The matter of overloading commercial trucks is a problem calling for careful consideration and more or less drastic action. Serious opposition is met on every hand where an attempt is made to enforce regulatory measures, but unless the state and every municipality takes this matter firmly in hand and regulates it without favor and by concerted action, the millions of dollars going into highway construction may as well be thrown to the winds."

Overloading Trucks Opposed.

"It is believed now that practically all opposition, with the exception of the lead problem, has been overcome. This belief is based on requests which come in from day to day asking for more rigid enforcement, and also the desire of legislators, during the session of the state legislature just closed, to materially increase the field force under your supervision."

"It is believed there is a duty incumbent upon the state department to take more serious recognition of the situation relating to accidents. The whole foundation of the motor vehicle law is based upon prevention and it would seem the department should assume some of this responsibility and authority, not leaving it altogether to local community interests, and, so far as possible, coordinate enforcement of the law, make it uniform and direct it toward the prevention of accidents. This may be done largely through the issuance of bulletins sent out to enforcement officers, including chiefs of police, inspectors of the department and constables, sheriffs and all peace officers. Such bulletins should be frequent, and wherever, by agreement, the department has learned of any place in the state where under-enforcement seemed to be present, that place should immediately be visited by some inspector and the co-operation of local authorities asked that the situation might be controlled."

"As a further suggestion it would seem advisable to have printed signs giving prominence to the more essential features of the state traffic laws and such signs placed in all the large tourist campgrounds throughout the state. This work of placing signs could be done by your inspectors while engaged in their regular work, and literature of a like nature could be distributed by those in charge of such campgrounds."

Licenses Bring Difficulty.

"More or less difficulty has been experienced in the enforcement of that section of the law relating to the registration and licensing of chauffeurs owing to the fact that the present definition of the term is so easily misconstrued, some contending it had reference only to transporting passengers for hire. It was deemed advisable to request an opinion from the attorney-general concerning defining the term as used in the law. His opinion was handed the department under date of March 15, and after reciting sections of the law relating thereto, concludes as follows: "It is my opinion that under the subdivisions in section 4772, Oregon laws, the term 'chauffeur' as herein used applies to all persons operating a motor vehicle, whether it be a motor truck, touring car or motor bus transporting or carrying passengers, freight or any commodity or merchandise for which a charge is made. This opinion will obviate much of the difficulty experienced in the past and materially increase receipts from this source."

"A statistical report of the operators' and chauffeurs' license division

However, it is believed a more wholesome respect for the law would have been the rule had the fee been larger at the beginning."

TOUR AROUND LAKE SUPERIOR

Michigan Pikes Association Plans
Big Event in July.

DETROIT, April 30.—The Michigan Pikes association, which this year is under the presidency of Fred S. Case of Sault Ste. Marie, already is making active preparations for its sixth annual "Pikes" tour, scheduled to start from this city the second week in July.

The 1921 expedition, according to Mr. Case, will be the banner event of its kind in the history of the association. In equipment, personnel and route to be covered it will exceed even last year's trip, which was the first international journey of its kind ever conducted. In 1920 the Pikers utilized



Charles S. Harper of Harper-Burg, Inc., local Willard battery agents, who has returned from a sojourn of several months in California.

led a fleet of 42 motor cars and 17 trucks to transport 250 persons, including the Ford Motor company's band, from Detroit to Toronto, north to Sudbury and through the wilds of northern Ontario, crossing back into Michigan again at the Soo and returning to Detroit over the East Michigan pike.

For the 1921 Jaunt Tour Manager W. D. Edgerton has laid out another trip that is to forge another international touring link for the motorists of both Canada and the United States. It is styled the "around Lake Superior tour" and will cover 1700 miles in 15 1/2 days. Plans now call for the use of 50 motor cars and trucks to accommodate at least 250 persons on the two weeks' haul.

Clutch Trouble.
Clutch trouble is one of the commonest complaints among car owners. The clutch throw-out collar needs daily lubrication, and in many cars failure to give this even for a single day may mean clutch trouble. Give the clutch the lubrication it needs.

per, in commenting on business in California. "Every broad-minded business man is thinking, talking and dreaming of business conditions looking back to what we have gone through and trying to figure out what we have ahead of us. Business men and lots of industries in a number of the different parts of the country have stuck to the optimistic side of the fence for the past number of months, but at the present day a great majority of them are astraddle of the fence and don't know what side to jump. They don't know if they should continue to stick to the optimistic side or turn pessimistic and judge their actions accordingly."

"As far as the automobile industry is concerned everybody I have been in contact with the past few months has an optimistic view of business possibilities for this coming season. The buying public has been very backward and careful in purchases, but there seems to be a tendency up and down the coast on the part of the buying public to 'loosen up,' as the saying goes, with their money; anyway when it comes to pleasure vehicles."

"Southern California has been on the up-grade the past winter in the way of increase of automobile business. Which, of course, has been due to the tourist trade, which southern California flourishes on in the winter time. Now there is a gradual tendency to show that the peak has been reached and that southern California automobile business is going to show a decrease from now on."

"Just the opposite condition exists to my notion here in the northwest. Business from now on should show an increase gradually, though very noticeable. This especially applies to the automobile business. Of course this day and age the merchant is going to have to be up on his toes to get his share of the business. It is not going to come the way it has in the past few years, and there are many features in a man's business that must be given extra close attention. Service, quality and price are the dominating ones. They are all just as important, and it would be a matter of argument as to which one comes first in the eye of the consumer."

"The merchant that realizes the value of these three words, and what they mean should have no trouble in making this year's business come up to the standard of the former seasons."

Lubricating Shackle Bolts.

Shackle bolts or spring bolts may be made self-lubricating by drilling 1/16- or 1/8-inch holes in a new bushing and packing them with graphite. The holes must be re-packed about once in six months.

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