

## GRADUATE DRIVER IS NIETY TITLE ON SCHOOL DIPLOMA

Three Auto Colleges Are Now Turning Out Chauffeurs to Meet Portland Increasing Demand.

Teaching the automobile owner and chauffeur how to drive with care for his car has become, with the advent of a large number of machines, a business of its own. Few persons know that Portland supports three automobile schools where the student is taught everything from touching a match to the car's full light to pulling the whole thing in pieces and putting it back again.

In one school alone in Portland, 30 students work and attend the two lectures given every day but the Sabbath. If the student is apt and intelligent he can learn something of the intricacies of the automobile in a month, but some of them labor over the machines for two months. But when they are graduated they generally know just what to do when the engine emits a foreign sound, or becomes lifeless in the center of a railroad track.

Professional chauffeurs—those that drive taxicabs, cars for rent, trucks and delivery wagons—are compelled by city ordinance to undergo an examination before they are qualified to run a car. Fifty or more questions are put to them by the examiners at the city hall, and failure to answer the greater part of the list correctly means that the applicant can not get a license. The schools not only prepare drivers for the city examinations, but also teach them how to make new parts, and how to make new parts, if necessary. He—the student—is taken out on the road and taught how to avoid the bumps and the ruts, to drive the car at a good speed yet carefully, and so easily as not to cause discomfort to passengers, and to avert accidents.

Many owners of cars who prefer to take care of their own machines, or to understand them, at least, take courses of auto study in the schools. The manager of the Portland auto school said yesterday that in the last few months at least 25 women had applied for courses of instruction in the "care-and-repair" end of the auto business.

Then there is another branch of the school. It is that of taking care of persons who desire to learn to drive cars. Women and men are instructed. "If a man or woman cannot learn to drive a car in three hours of steady running," said one of the instructors a day or so ago, "they might as well give up. Three hours should be sufficient time in which for anyone to learn. Usually the student is taken out for a half hour or little more, and then given a rest of about the same length of time to allow him to regain his nerve. After three or four trials will teach him to manage his car well and give him confidence."

Neate & McCarthy, Inc., Portland distributors for the Locomobile company of America, have received the first 1911 model Locomobile seen in Portland. It is a "30" shaft drive, four cylinder car, with front doors, and is constructed along the straight lines of the new model cars.

## 1911 LOCOMOBILE IS ON EXHIBITION

New Model Received by Neate & McCarthy, is Attractive Car.

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Two styles of cars are being made by the Locomobile factory for 1911. These are the "30" shaft drive, four cylinder and "48" shaft drive six cylinder cars. Both models are equipped with four speed selective transmissions, have a wide range of body styles, either with or without front doors, and can be made in touring, baby tonneau, runabout, torpedo, limousine and landaulet designs, finished in any color scheme wanted. The most important change made in the new models is that this year the jump spark is used, where before the make-and-break ignition system was employed. The new models are applied to purchasers with all equipment, including lights and top.

## BIG GARAGE FOR BUICK AT SALEM

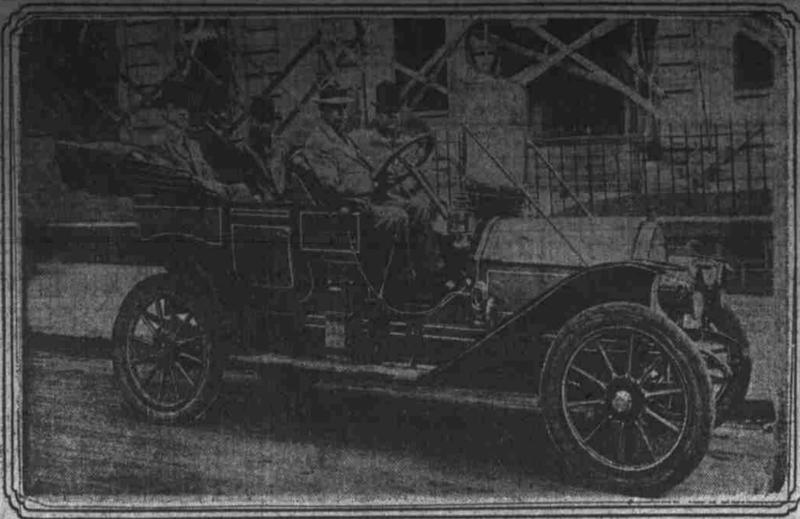
Building Will Give 8500 Square Feet of Unobstructed Floor Space.

O. J. Wilson, of Wilson & Maurer, agents for the Buick cars at Salem, was in Portland last week visiting the salesrooms of the Howard Automobile company, which has taken over the Portland agency of the Buick.

"We are building in Salem," said Mr. Wilson, "one of the most handsome and largest garages on the Pacific coast. It is in the center of the city and will be completed within a short time."

"We will have 8500 square feet of floor space, entirely free from obstructions. We avoid using pillars or other obstructions that might cause trouble, by having the building, which was designed in Portland, to carry the roof and floor. We believe it will be the best all around and most modern garage in the Pacific northwest, and as large as any one garage in the west."

Journal Want Ads bring results.



Above half tone shows the new Velie car, manufactured by the Velie Motor Car company, which will be distributed by the branch agencies of the John Deere Plow company over all the country. Officials of the plow company are identified with the motor vehicle company. In the car are C. R. Orchard, manager of the John Deere Plow company's northwestern branch in Portland (at left of driver); J. A. Crittenden, sales manager (at wheel); C. A. Rose, sales manager for auto department (at right in tonneau); H. L. Staver, assistant manager Portland branch (at left in tonneau), and Ellis Thorpe of Everett, Wash. (tonneau in center).

## LOGO MAKES GOOD ON CRATER ROUTE

Sturdy Car Travels 7850 Miles Over Rough Country Without Break.

Neate & McCarthy, Inc., agents for the Locomobile, are making the record of a seven-passenger Locomobile, which has been run for several months between Medford and Crater Lake by the Crater Lake Transportation Co., a

strong argument for disposing of that make of machines.

One of the mechanics from the firm's Portland garage was sent with the car, to take charge of it, and kept a careful record of its performance. At the last reading the speedometer showed that the car had traveled a distance of 7850 miles during less than three months. During that time the mechanic was forced to purchase only two parts—an oiler belt and a fan belt. They cost 75 cents.

The car has never broken down. It has traveled over the route, day after day, in spite of the fact that the up-hill climb is about 80 miles in length and rough. The average consumption of gasoline has been about a gallon for every 13 miles.

## Something Different

Ladies' suits and coats made by men from men's goods—man tailor to fit and superintend the work. New store, new goods. The Allen Co., 415 Washington Street. Corner of Eleventh street.

Journal Want Ads bring results.

## VELIE "40" PUT ON PORTLAND MARKET

Branches of John Deere Plow Co. Will Distribute New Make of Auto.

A new car has been put on the Portland market. It is the Velie "40," and will be distributed by the John Deere Plow Co., officials of which are connected with the Velie Motor Vehicle Co. The first shipment of different models has been received and the cars are on

display at the plow company's sales-rooms.

One rather new feature in connection with the sale of automobiles is being enjoyed by the Velie Co. To the purchaser of each car is given a certificate of guarantee, issued by the factory, protecting the purchaser for a period of one

year against loss on the car. The Velie

is said to be an attractive car, well finished and well constructed, with many admirable features.

The Velie car is being distributed over all the country by branch agencies of the plow company.

## Hotel Portland

Monday, October 10, both dinner rooms will be used after the American Orchestra and vocal music in each room. Also Thursday, Friday and Saturday horse show week. Reservations for tables may be made now. H. E. Bowen.

# WHITE GAS CARS

THE QUALITY CAR

# Why Quality Car?

More honest workmanship, more care of design, more finish, more dependability, a greatly advanced type, an engine that is simple and accessible, compact and complete in every detail. These are the features that unquestionably stamp the White as "The Quality Car."

The simplicity which is preeminent in the White motor is a feature that must be followed closely by other manufacturers. By reason of this feature, the White stands in a class by itself. Its connections are few, therefore the wear and tear that is bound to be given it has far less opportunity to lessen the efficiency of its engine.

Because it is simple, it is compact, and because it is compact, it is accessible. No unnecessary pipes or valves, no unnecessary nuts or screws to rattle loose, but rather simplified perfection in every detail.

It is the object of the White Company to place on the market a car that by its inherent value will occupy and fill a niche of its own, and one not occupied by any American car in the country.

Demand follows quality, and it is through White dependable quality that the White has taken its place in the lead.

Toy Tonneaus Torpedoes Trucks  
Touring Cars

# White Motor Car Co.

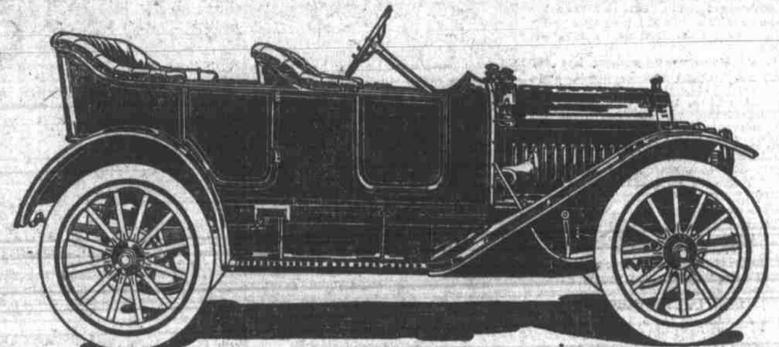
C. A. Eastman Genl. Mgr. 6 th. & Madison Sts.  
G. S. Brackett Secretary Northwest Distributors

## WANTED A RESPONSIBLE LIVE DISTRIBUTOR FOR THE STATE OF OREGON.

There is yet an opportunity for you to secure the State Agency for the very best automobile that is built for the money.

## The Warren-Detroit "Thirty"

There is absolutely no car built in America today that is its equal in fineness of finish, upholstery, etc. For example, we use the High-Tension Bosch Magneto, which fact alone goes to show that only the BEST material obtainable is used. The car throughout is equipped and finished on the same standard, high-grade lines. THIS IS AN OPPORTUNITY YOU CAN NOT AFFORD TO OVERLOOK IF YOU ARE LOOKING FOR A CAR YOU CAN ABSOLUTELY STAND BACK OF AND GUARANTEE, AND A PROPOSITION WHICH WILL APPEAL TO THE INTELLIGENT AUTOMOBILE PUBLIC.



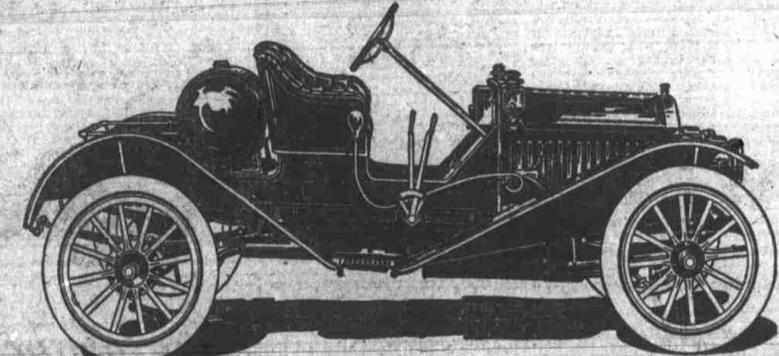
## Warren-Detroit "30" PRICES AND BODIES

Roadsters (round tank or dickey seat) \$1200.  
Demi-tonneau \$1300. Touring Car \$1325. Torpedo \$1500. Fore-door \$1500. Coupe (inside drive) \$1750. Light Delivery Car (1200 to 1500 pounds capacity) \$1800. All prices f. o. b. Detroit, Mich.

Wheels—110 inches.  
Gauge—56 inches.  
Tires—Front—34x3 1/2.  
Rear—34x3 1/2.  
Springs—Front—Semi-elliptic, 28x1 1/2 inch.  
Rear—Three quarter elliptic, 48x2 inch.  
Front Axle—1 1/2" beam drop forgings, ball bearing wheels.  
Rear Axle—Semi-floating type, on roller bearings.  
Frame—Pressed steel, channel sections with sub-frame.  
Horse Power—30.  
Cylinders—Four, cast in bloc.  
Bore—4 inches.  
Stroke—4 1/2 inches.  
Bore-Stroke Ratio—1:1.125.  
Piston Displacement—276. 188 cubic inches.  
A. A. C. Contest Classification—3A, 3B and 2C.  
Valve Arrangement—All on same side, operated by a single cam shaft within crank case. Renault type motor.  
Fuel Supply—Gravity from a front seat tank.

Carburetor—Gould, float feed automatic.  
Carburetor Control—Throttle lever above steering wheel and foot accelerator.  
Ignition—Jump Spark, dual system with double set of plugs.  
Current Supply—Magneto and dry cells with quad coil. High tension Bosch Magneto.  
Ignition Timing—Lever above steering wheel for battery system; set spark for magneto system.  
Lubrication—By splash with self contained system for maintaining level in crank pits.  
Cooling—Water.  
Water Circulation—Gear-driven centrifugal pump.  
Radiator—Vertical gilled tube design.  
Motor Suspension—By integral crank case, arms upon sub-frame.  
Clutch—Cone, with leather facing, adjusted by slip springs underneath.

Change Gear—Sliding.  
Speeds—Three forward and one reverse.  
Change Gear Control—Side lever operating through H-quadrant.  
Change Gear Suspension—Upon sub-frame.  
Transmission—Propeller shaft with enclosed universal.  
Brakes—Two sets on rear hub drums.  
Brake Controls—External set by service brake pedal; internal set by emergency, side lever.  
Chassis—Weight, 2200 lbs.  
Fenders—Steel wheel fenders flanged and fitted with splash guards, aprons between fenders and running boards, and under pan enclosing mechanism.  
Equipment—Gas Head Lamp, Generator for Lamp, Oil Side and Tail Lamp, Horn, Tire Tools and Complete Tool Kit.  
Standard Colors—Light royal blue body with straw running gear.



THE TIME TO ACT IS NOW. CALL OR WRITE TO  
**Warren Motor Car Company**  
(DETROIT, MICHIGAN)  
W. J. Brayton Special Factory Representative, 811 Swetland Building, Portland, Oregon. Tel. Main 4835.



# The Locomobile

## Announcement

### 1911

## The 30 Shaft Drive-Four Cylinders

## The 48 Shaft Drive-Six Cylinders

High Tension Dual Ignition System on both models. Four speed selective transmission. A wide range of the latest body styles - either with or without front doors - can be supplied. Touring, Baby Tonneau, Runabout, Torpedo, Limousine and Landaulet. Finished in any color scheme desired by the purchaser.

COMPLETE INFORMATION FURNISHED ON REQUEST

**Neate & McCarthy, Distributors**  
KING AND WASHINGTON STS. PHONES—MAIN, 6374, A-7577  
The type "L" Thirty-Horsepower is now on exhibition at the above address. We shall be pleased to make appointments for demonstrations at any time. Agents wanted throughout Oregon and Columbia River Counties in Washington.

