

AUTO TRUCKS IN RELIABILITY RACE STAND HARD TEST

165 Mile Event in Los Angeles Proves Commercial Value of Machines — Course Was Rough—The Winners.

Los Angeles, Cal., May 27. What is undoubtedly one of the greatest motor truck reliability contests ever held was concluded here Wednesday last week after three days' race over a course that tested the motor vehicles to the utmost. According to the assertions of many local motorists and retail merchants the contest has settled for them the question as to the advisability of replacing horses and wagons with motor driven trucks.

At both the start and finish, which took place in front of the Examiner office, a great crowd assembled, mainly composed of business men. The contest lacked the spectacular features usually attendant upon an automobile race and there was none of the dash and fire incident to a horse race. Instead, the drivers of the trucks which varied in size from slender vehicles designed for laundry and light delivery service to monster trucks capable of carrying several tons, calmly waited the signal to start. Monday noon last for a trip that approximated 165 miles. The winners in the various classes are:

- Class K, Division 1, Hupmobile.
 - Class K, Division 2, Brush.
 - Class K, Division 3, Reo.
 - Class K, Division 4, Franklin.
 - Class K, Division 5, White.
 - Class K, Division 6, Kelly.
 - Class K, Division 9, Alden Sampson.
- As a result of the "Examiner" contest it is declared that thousands of dollars' worth of commercial auto vehicles will be sold in this section. Mayor Alexander at the close of the contest made this statement: "This contest shows to the public what the commercial transportation situation will be in the future. It means that the auto truck will be the vehicle of transportation of the very near future. It will mean cleaner streets. There will be fewer accidents. These auto trucks have been tried through the fire of obstacles and have come back covered with honors.

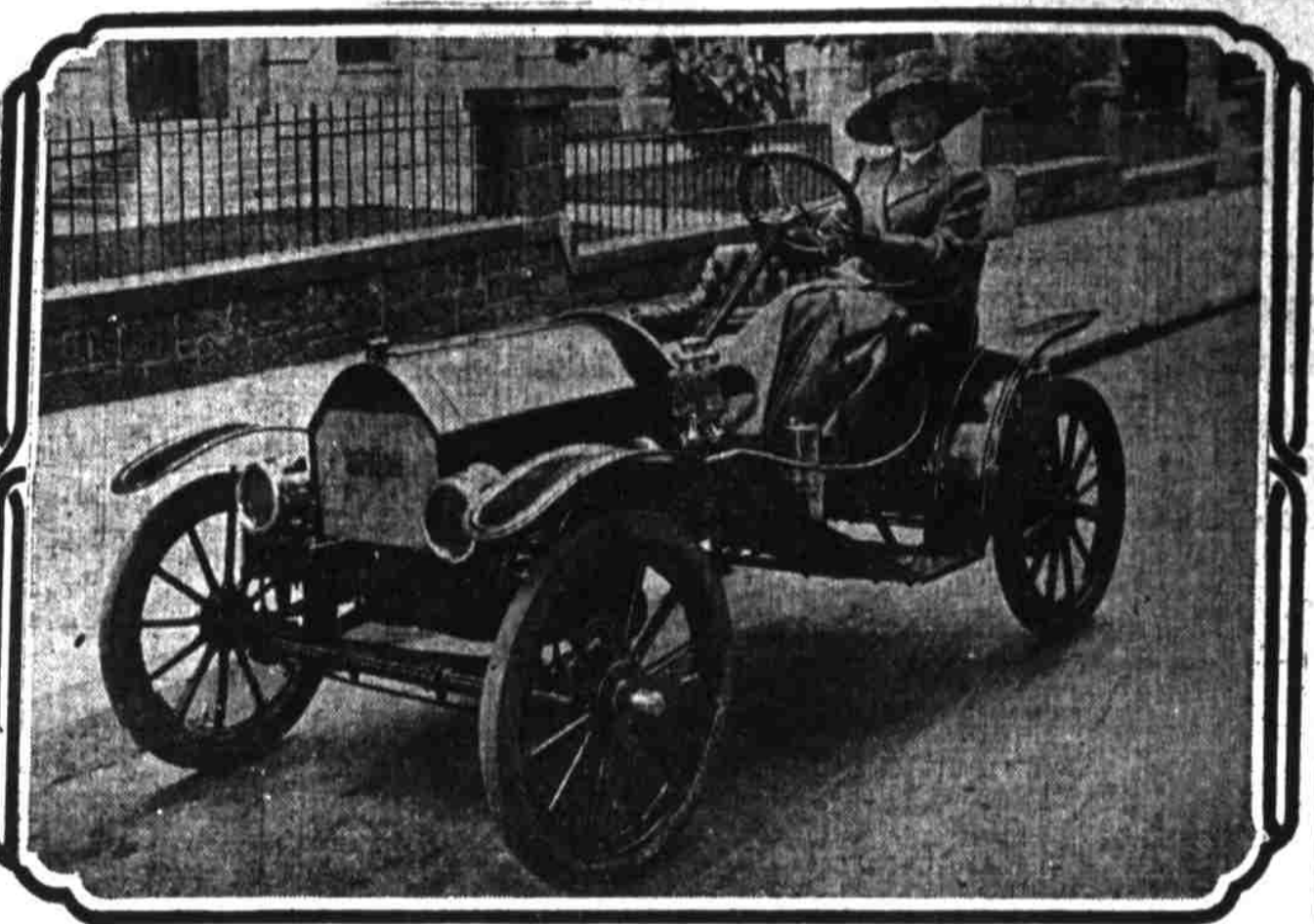
"They have survived the test in such shape as to show that they are fit for all the service that can be obtained from a horse or any number of horses, and that their superiority to the horse for commercial purposes is on the percentage of 100 to 1. This contest will mean that the streets will be filled with auto trucks in the near future, and in that way, twice as much traffic can be handled. To my mind this contest was perfectly carried out and was a great success."

The course led through canyons and across the dry beds of streams, that ran bank full in winter. Rocks, deep sand and steep hills tested the endurance of the cars to the last notch. There were no accidents worthy of note and the long line of machines returned to Los Angeles almost upon the minute of the scheduled time.

The gasoline consumption of the various entries was as follows: 1, Chase, 19; 2, Buick, 13 1/2; 3, Reo, 15 1/2; 4, Hupmobile, 12 1/2; 5, White, 17 1/2; 6, Hart, Kraft, 17; 7, International, 15; 9, Kelly, 28 1/2; 11, Maytag, 14 1/2; 12, Franklin, 20 1/2; 13, Brush, 8; 14, Flanders, 10 1/2; 15, International, 14 1/2; 16, Alden Sampson, 4 ton, 46 1/2; 17, Alden Sampson, one ton, 18; 18, Avery, 32; 19, Randolph, 27; 21, Chase, 22 1/2.

Along the routes which included a number of small cities and country towns the residents turned out in crowds to view the passing of the somewhat stolid looking machines and their dust covered drivers. The contest was held under the rules of the Manufacturers' Contest Association of the Automobile Association. The officials who handled the race were appointed by the entrants who chose from the leading western motor truck concerns.

Those making perfect scores received handsome trophies from the "Examiner."



Miss Vivian Timbers, the only woman automobile sales agent west of the Mississippi. Miss Timbers sells the Brush machines. She has a reputation of being one of the most expert drivers among her sex. She came here recently from Dervey to act as saleswoman for the Oregon Brush Auto company.

MOVING PICTURES ON SHASTA TRAIN

E. M. F. Company Entertains Passengers and Does Advertising at Same Time.

At the special request of travelers on the Shasta Limited from San Francisco to Los Angeles the night of May 9 they were treated to a most novel and interesting entertainment in the form of moving pictures showing every operation incident to the building of automobiles in one of the world's largest automobile factories.

The E. M. F. company has evolved this means of demonstrating to the public just how the E. M. F. and Flanders cars are built and what effect hundreds of thousands of dollars' worth of automatic machinery, drop forge plants, etc., has upon the building of the present day automobile and the intense interest manifested wherever the pictures have been shown is strongly evidenced by this request from the tourists.

Six of the company's representatives have been traveling all over the United States for the past two months showing the 1800 dealers these pictures, and when the party reached San Francisco the other day Joe Hahn conceived the idea of letting the traveling public in on the thing and showing the pictures in the dining car while en route from San Francisco to Los Angeles.

The passengers immediately took the thing up and showed keen interest in watching the 10,000 feet of film which was shown to them as the train rushed through the night at the rate of 60 miles an hour or more. The lights in the diner were put out, heavy curtains draped over the windows and the pictures flashed upon a screen which had been hung for the purpose at the end of the car. As soon as one sleeping car full of tourists watched the operations another group came in and saw an E. M. F. automobile brought through the various processes, from the raw pig-iron to the joy-ride. Pictures showing steel analysis, heat treatment of metals, drop forgings, parts from one white-heat billet of steel to the finished article, automatic machines almost uncanny in the humanness of their action forming intricate finished parts from a bar of steel, and on up through the construction of the car until it was tested out on its own power on the sandy roads of Michigan.

There was much comment among the passengers on the exactness with which each part of the automobile was made and the myriad of small parts which go into the construction of the car, each one in its place without any hammering or fitting; made absolutely interchangeable from stock dies and patterns and worked up by automatic machines with which error is impossible. Even the train crew left their posts, one or two at a time, and watched the pictures with very keen interest.

WANTS TO USE AUTO TO PUMP WATER WITH

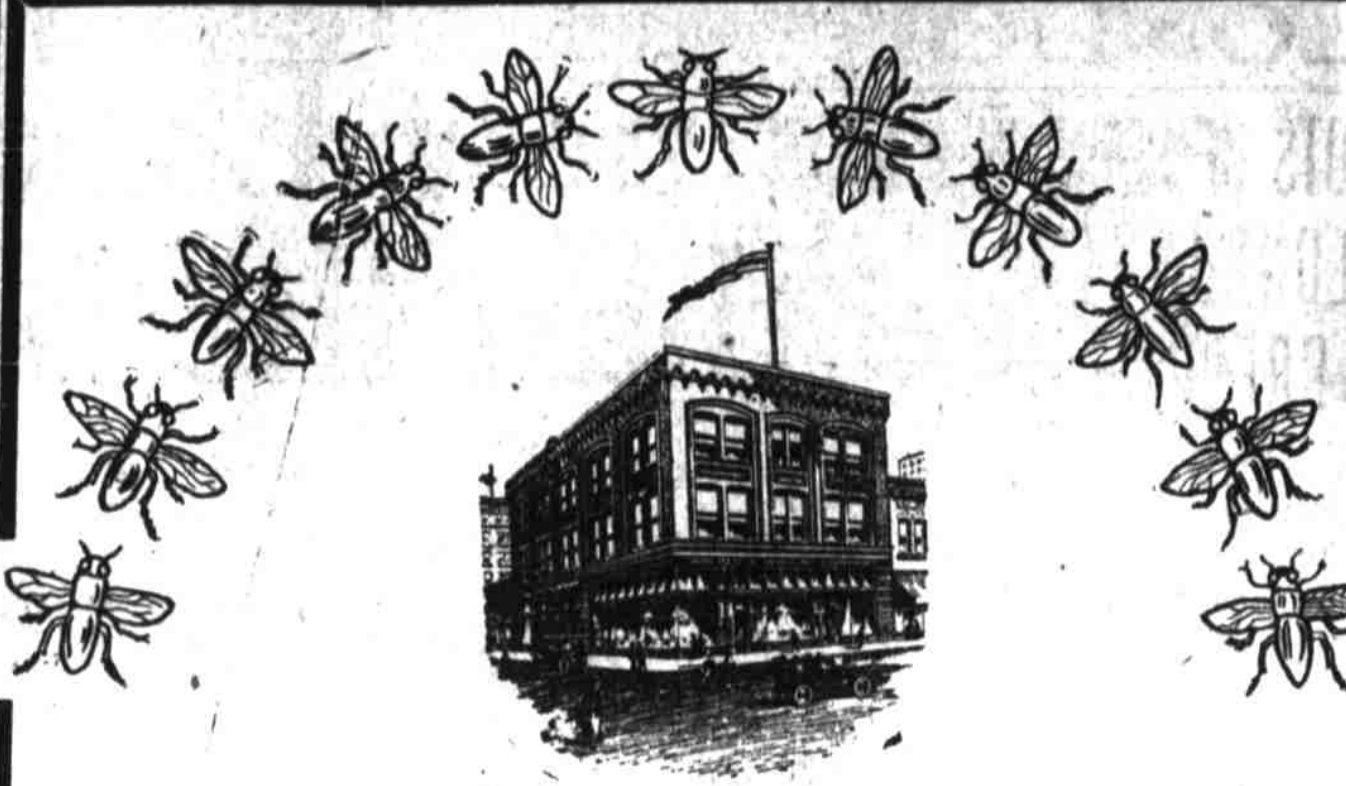
That the hard headed business farmers of the northwest do not buy automobiles for pleasure alone is once more evidenced by the sale of a car to Bernard Smead of Trent, Wash., a few miles from Spokane.

M. R. Cummings of a Spokane auto-

mobile company was busy at his desk when Smead entered the sales room. "Will that 'ere thing pump water?" drawled the farmer. Cummings replied that it might hatch chickens—thinking he was being joshed. "Look here young fellow, I'm serious. I own several irrigated lands 11 miles from here, over in Trent. My water proposition is a serious one. I want a machine that will pump enough water during week days to cultivate my fields and then go joy riding on Sundays."

Cummings immediately got busy and assured Farmer Smead that the car would pump enough water to empty the Mississippi river. The sale was made, after which the purchaser went across the street and bought a new supply of rubber hose.

Chief of Police Hamilton of Salem is strictly enforcing the new traffic law as regards turns in the business district in Salem. They are the same as govern turns in Portland, a short turn when turning to the right and a long turn past the center of the street when turning to the left.



Our Entire Colony of Busy Bees Has Left the Old and Swarmed Into the New Hive at

N. W. Corner Sixth and Oak Sts.

We took the old B. & O. T. building, opposite Wells-Fargo building, and entirely remodeled it. New plate glass fronts and modern showcases make a well appointed and commodious business home. We are better prepared than ever to work with and for you, and hope you will help to make our hive hum with activity. In some of the new cells we will store a complete line of sporting goods in charge of a King Bee in his line.

ARCHER & WIGGINS COMPANY

Automobile Accessories

Sixth and Oak Streets, Opposite Wells-Fargo Building

"White" trucks break WORLD'S RECORD

THE WESTERN UNION TELEGRAPH CO.
 25,000 OFFICES IN AMERICA
 ROBERT C. GLOWRY, President
 INCORPORATED
 CABLE SERVICE TO ALL THE WORLD
 BELVIDERE BROOKS, General Manager
 Receiver's No. _____
 Time Filed _____
 Check _____
 SEND the following NIGHT LETTER subject to the terms on back hereof, which are hereby agreed to
 San Francisco, May 25, 1911
 To White Motor Car Company,
 Portland, Ore.
 White gasoline one and one-half ton truck carrying two tons finishes Examiner truck contest, Los Angeles, under A. A. rules, first, with a perfect score, breaking all world's records for speed, gasoline and oil consumption. White truck sensation of this vicinity.
 THE WHITE COMPANY.

ANTICIPATE THE DEMANDS OF THE TEN YEARS AHEAD WHEN BUYING A MOTOR TRUCK.

Results now and for years to come are what you want in a Motor Truck—a truck that will head the list as long as it lasts.

Results such as are shown in the Los Angeles truck contest, with Paul Melchert at the wheel, were secured.

- because "White Is King."
- because "White" excels in simplicity.
- because "White" is unbreakable.
- because "White" is free from ignition troubles.
- because "White" is most reliable.
- because "White" leads in low cost of maintenance.

Anybody can run a "White" Motor Truck. Buy a truck that does not compel you to go outside of your present working force for a driver.

NOTE THIS (EVERY WORD) PARTICULARLY: "White" Trucks have won every Reliability, Endurance and Economy Contest held on the Pacific Coast in which they have been entered.

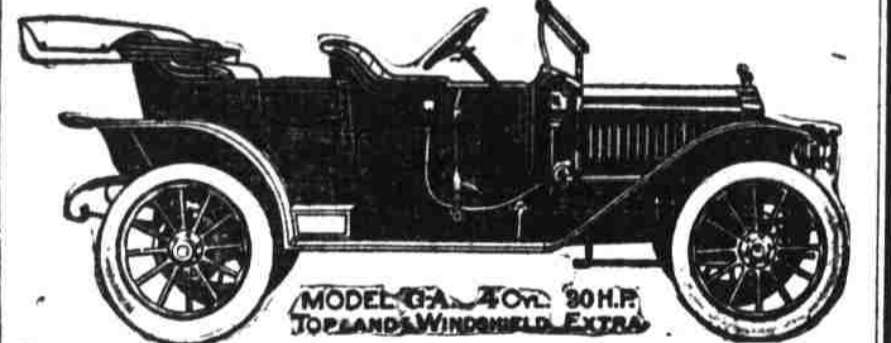
Let us send you our newest catalogue of "White" Trucks, testimonials and other literature.

WHITE MOTOR CAR COMPANY

6th and Madison, Portland, Oregon
C. A. EASTMAN, Manager



MAXWELL THE GREAT ECONOMY CAR



- Model A B, 16 h. p. Business Man's Runabout \$ 675
- Model Q, 22 h. p. four-cylinder Roadster \$ 850
- Model F, 25 h. p. Fore-door Touring Car \$1050
- Model A, 30 h. p. Fore-door Touring Car \$1525
- Model G A, 30 h. p. Fore-door Roadster with demountable rims, extra tire, tube and rim, Harford Shock Absorbers \$1550

PRICES PORTLAND DELIVERED
 More Dealers and Mercantile Establishments in Portland Using Maxwells Than Any Other One Make of Automobile.
UNITED AUTO CO.
 536 ALDER STREET PHONES—MAIN 4337, A-7171
 MAXWELL Distributors for Oregon. COLUMBIA SAMPSON TRUCKS

MORLEY

"THE TRUCK THAT DELIVERS THE GOODS"
 BOTH INEATE AND MCCARTHY INC. M-6374
 PHONES 1 694 WASH. ST. COR. KING ST. A-7377.