

## PAYROLLS ARE CUT WITH THE USE OF MOTOR VEHICLES

Saving of \$75,000 Yearly Results From Employment of Motor Squad Wagons in Detroit Fire Department.

"If all the horse drawn apparatuses in Detroit were replaced by gasoline motor vehicles, the saving on the pay roll alone would amount to \$150,000 in a year," said Fire Commissioner W. V. Moore, in a recent interview. "And the horse caused by comparison to the motor in efficiency. I do not believe another piece of horse drawn apparatus will ever be added to the equipment of the Detroit department. We have a lot of expensive apparatus that we cannot very well discard but some of it can be changed so that motors can be installed for driving it. This is true with particular reference to the ladder trucks."

"The Packard motor squad wagons fill an entirely new field, supplementing the fighting force of the engine companies and often getting to a fire so quickly that a hand extinguisher averts serious loss."

"When the legislature allowed the Detroit department an increase of \$100,000 for its annual expenses, it was expected we would add approximately 150 men. After giving the situation careful study, the commissioners decided to use motor squad wagons, which with their increased speed, can place extra men in any part of the city in a few minutes. Four or at most five of these wagons, with their crews, would add as much efficiency as would 150 men with old style apparatus. We figured the saving at from \$40,000 to \$75,000 a year."

"The first Packard wagon was placed in operation in September, 1908, and it has more than fulfilled our expectations. The second wagon was added last fall."

One motor squad wagon covers, on the first alarm, a territory two and one-half miles east and northeast from its station and the same distance to the west. Horse-drawn apparatus, on a fire alarm, covers a radius of approximately three-quarters of a mile.

The two motor wagons are of the same type, both bodies having been built in the Packard shops and mounted on standard "30" chassis, with extra heavy springs. Each carries 12 men.

## BRISCOE PLACED IN GENERAL CHARGE

Will Manage Detroit Properties of United States Motor Company.

Frank Briscoe, one of the vice presidents of the United States Motor company, has been placed in general charge of the Detroit properties of the company. Mr. Briscoe will have offices in the new United States Motor company building. This appointment is in line with the policy of the company to centralize and perfect its organization and to realize all the economies possible in motor car manufacture.

Mr. Briscoe in his present capacity will have general charge of the Detroit companies of the United States Motor company. They employ from \$500 to \$600 men and represent an annual production of over \$7,000,000. Next year these figures will be considerably higher.

Mr. Briscoe is one of the motor industry's most prominent figures. He entered business in 1901 with his brother, Benjamin, now president of the United States Motor company, in the Detroit Galvanizing & Sheet Metal Works. From this company grew the Briscoe Manufacturing company, pioneers in making automobile parts. In 1904 Benjamin Briscoe left to found the Maxwell-Briscoe Motor company in Tarrytown, N. Y., and Frank Briscoe assumed charge of the Briscoe Manufacturing company. After 1906 he left active management of this company to John Boyle and organized the Brush Runabout company. Mr. Briscoe now relinquishes active management of the Brush Runabout company to C. S. Briggs. Mr. Briscoe was born in Detroit 35 years ago. He is a graduate of the University of Michigan.

## MAXWELL CARS WIN IN RELIABILITY CONTEST

Two trophies offered to the winners of the recent reliability contest of the Savannah Automobile club from Savannah, Ga., to Charlotte, N. C., were won by Maxwell cars competing in a field of 50 cars, and one of the Maxwell cars, a model 1, entered by W. P. Durst, of Greenwood, S. C., made the only perfect score in the contest.

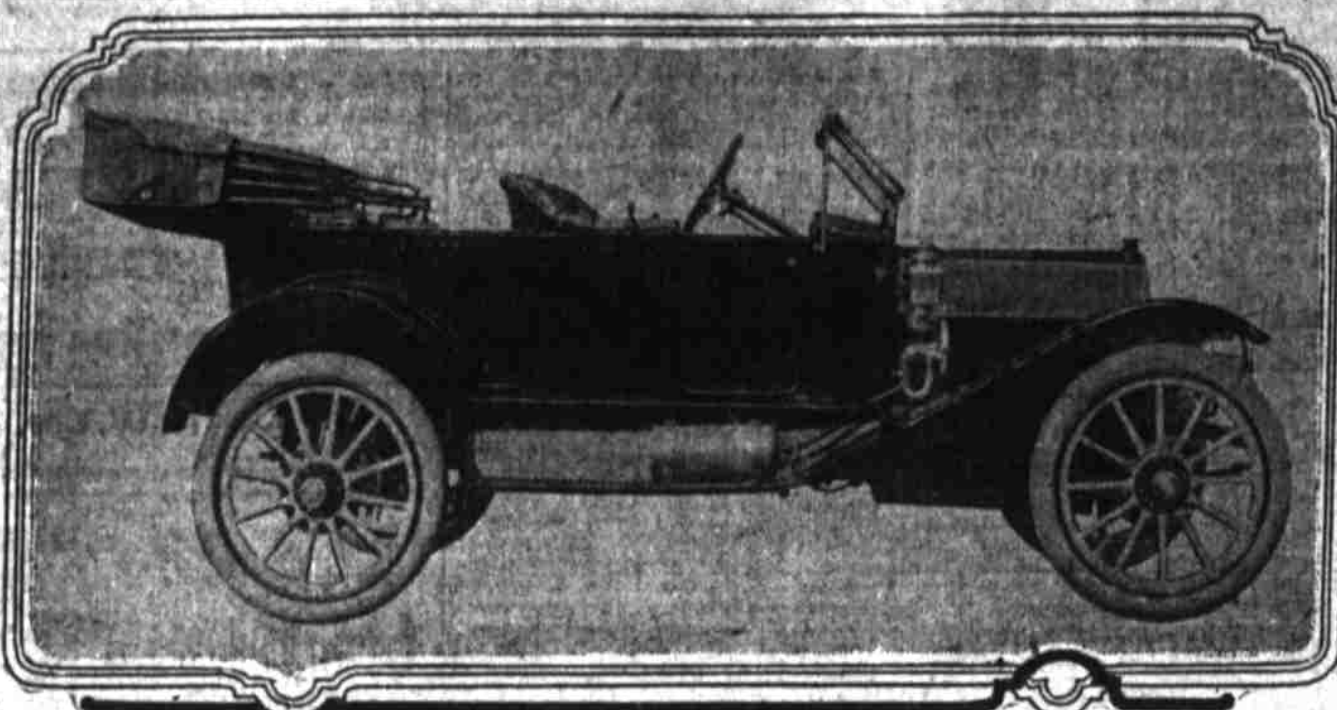
Heavy penalties were imposed on many of the competing cars and several failed to finish in the run. Mr. Durst was awarded the Charlotte Observer trophy for making a clean road score and passing without penalty through a rigorous examination by the technical committee of the Savannah Automobile club. The second trophy was won by J. H. Hane's 30-horsepower Maxwell roadster. This was the state trophy offered by the city of Columbia, S. C.

The contest was open only to members of the Savannah Automobile club. The club's own rules and classifications were applied and the method of penalizing easily evolved a winner, although in one of the classes two contestants were tied for first place. Every car suffered penalties, except Durst's Maxwell.

## "BILLY" SUNDAY WILL NOW RIDE IN HUDSON

Billy Sunday, the noted evangelist and reformed baseball player, will henceforth travel in a Hudson "22" touring car, which will be delivered to him on his return from Erie, Pa., where he is at present preaching. Heretofore Mr. Sunday has used only high-priced machines. In buying the Hudson he said he was willing to do so largely because it looked like a \$4000 car. He added

## Paige-Detroit Model C, 4 Torpedo Car Is Beauty



The Stoddard-Dayton Auto company, 86 Tenth street, has accepted the Portland agency for the well known Paige-Detroit automobile, and expects to unload a car of new machines the latter

part of this week. Above is shown model C-4 Torpedo, fore-door touring car. Mr. Gerlinger, of the Stoddard-Dayton company, says he gave the Paige-Detroit every test known to experienced automobile men before decid-

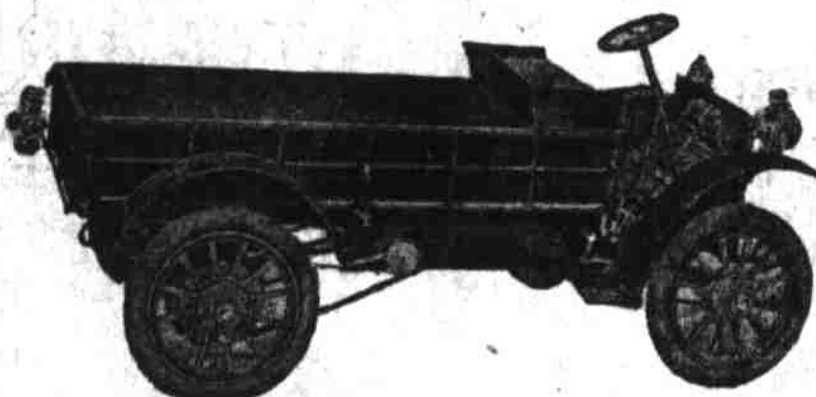
ing to accept agency in the territory, and has found it the acme of success for a medium price car. The car can be delivered in Portland for \$1390. Great success is predicted for the Paige-Detroit in Oregon.

man, agent for the Hudson Motor Car company, at Warsaw, Ind.

## CRATER LAKE GARAGE FINEST IN SOUTHLAND

One of the handsomest garages in Oregon is the recently completed home of the Crater Lake garage at Medford, Or. This handsome new building is built of brick, one story in height, with a highly ornamental front, with tiled roof, and is situated facing the main line of the Southern Pacific company, and but a block from the main street

## Buick Light Delivery Trucks



The only commercial vehicle that ever made the ascent of Mount Diablo and Mount Wilson, California. Carrying 1540 pounds of freight and two men in the Portland Truck Contest, this Buick Truck covered 56 miles, under adverse road conditions, at an actual cost of \$1.14.

Fifty-five Buick Light Delivery Trucks now in successful operation in Portland.

Express Body Style...\$1150  
Flat Deck Body Style...\$1200  
Panel Body Style....\$1350

F. O. B. Portland

Pneumatic or Solid Rubber Tires Optional

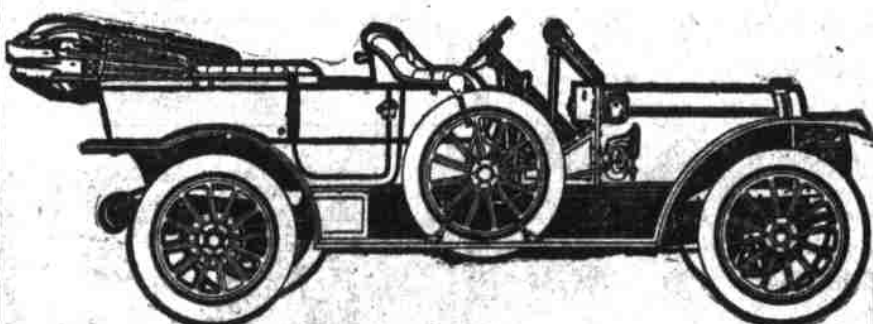
**HOWARD AUTOMOBILE CO.**

MEL G. JOHNSON, Manager

SEVENTH AND COUCH STREETS

Phones Main 4555, A-2550

## THE NEW Rambler MOTOR CARS



**Rambler Automobile Agency**

Show Room 688 Washington, Near Twenty-First. Phone Marshall 1313

OUT OF TOWN DEALERS WRITE FOR AGENCY PROPOSITION

EVERYTHING CLEARS  
THE WAY FOR  
BEST BY  
ALL TESTS

2 1/2, 4, 5 and 7 HORSE-  
POWER MODELS

**\$215 to \$365**

Chain and Belt Drivers

## THE INDIAN

WORLD'S CHAMPION MOTORCYCLE

Indian Motorcycles

25 MILES IN 25  
Minutes 19 Sec.

On a soft, flat dirt track, with 15 other riders in competition, is

GOING SOME

This was the performance of Vern Maskel on a 7 H. P. Stock Indian at the Country Club, June 11.

HENDEE MANUFACTURING CO.  
Springfield, Mass.

WHY NOT RIDE THE BEST?

## BALLOU & WRIGHT

86 SIXTH STREET, PORTLAND



## Supremacy Again Demonstrated

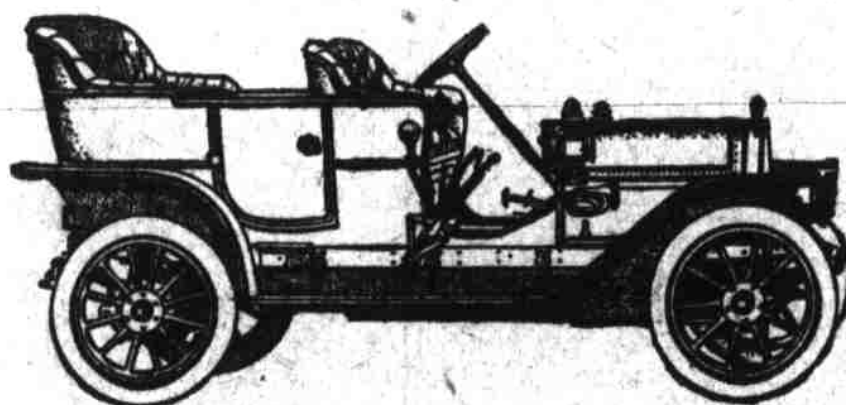
Two Cadillac cars, starting simultaneously, successfully lowered two of the most difficult road records in California.

One Cadillac, starting from San Francisco at midnight, June 3, and another Cadillac car starting from Los Angeles at the same time, annexed the following records:

One Cadillac beat all previous existing records from San Francisco to Del Monte and return. Distance 260 miles; time, 6 hours, 30 minutes, averaging 40.3 miles per hour, and lowering the former records by 1 hour and 5 minutes.

This is the most-sought-after and best-known record in Northern California, and the lowering of the record by 1 hour and 5 minutes is the sensation of the season.

## "The Car That Did It"



Another Cadillac, starting from Los Angeles on the pathfinding trip for the Los Angeles-to-Phoenix road race, incidentally broke all previous records from Los Angeles to San Diego. Distance 158 miles; time, 4 hours, 10 minutes.

By lowering these two records the CADILLAC now holds more Road Records in California, than all other makes of cars combined.

The following is a list of California Records now held by Cadillac "30"

Los Angeles to San Francisco (coast route) 14:49	Los Angeles to Fresno ..... 5:26
Los Angeles to San Francisco (inland) ... 17:45	Los Angeles to Santa Barbara ..... 3:08
Los Angeles to San Francisco and return 32:35	Los Angeles to Santa Maria ..... 6:25
Up the valley and down the coast ..... 39:08	San Francisco to Del Monte and return 6:30
Los Angeles to Bakersfield ..... 4:25	Los Angeles to San Diego ..... 4:10

Morgan-Wright Tires Used.

On April 8-9, at the Los Angeles Motordrome, the Cadillac covered 1448 miles in 24 consecutive hours—the greatest mileage ever made by an American car in a 24-hour race.

## Covey Motor Car Co.

Washington Street at Twenty-first