

EVERY DETAIL OF NEW CAR PERFECT IN CONSTRUCTION

Imposing Machine Arrives and Is Being Shown to Admiring Ones; Return to Six Cylinder Type Heralded.

Last week the third member of the Silent Knight type motor arrived in Portland incorporated in the beautifully built Stoddard-Dayton 1912 model to be known as the Knight-Stoddard-Dayton. The arrival of the Silent Knight type machine has been watched in Portland with a great amount of interest by all those interested in the automobile game. Every one who has seen the Stoddard, has to acknowledge that it is a bigger and more imposing looking machine than any of the others shown in this city.

Ed Gerlinger, who represents the Stoddard-Dayton in this territory, believes this six cylinder machine to be the highest perfection ever reached in the construction of pleasure cars, and states further, that even as long as he has been in the automobile business, he was greatly surprised when he looked over the new Knight to find it so perfect in every detail of construction. There have been many changes in the Stoddard-Dayton line this year. "Most important of these, of course," says Gerlinger, "is the adoption of the Knight type of sleeve valve motor. This is important in not only that it shows the adoption of the Knight motor, but also that it marks the return to six cylinder construction of the Stoddard-Dayton company. The first Stoddard-Dayton six was brought out several years ago, but later was discontinued until this time. Now the Stoddard-Dayton has pioneered the bringing out of a six cylinder car in the Knight type. Much is being said through the newspapers and automobile magazines by many of the present builders of six cylinder cars, all claiming, or attempting to claim, the honor of having pioneered the six cylinder poppet valve type of motor. I don't think any of the makers of automobiles in the future will dare attempt to make prior claims over the Stoddard in the adoption in America of the first six cylinder type Knight motor," said Gerlinger.

The first automobile of this type built by the factory was driven 15,000 miles over the roughest roads that could be found in the eastern states by Arthur See, who is now in Portland, demonstrating the machine to all those interested. Mr. See also brought to Portland the Columbia some two months ago. Mr. See's driving experience has been various, as he also drove one of the Maxwell cars in the Glidden tour last fall. There are very few who can appreciate what 15,000 miles hard driving to an automobile over all kinds of roads and in all kinds of conditions, means to a car, especially when the driver has instructions to "find the weak spots in the construction, if there are any." So we find the Stoddard-Dayton-Knight coming to Portland as a tried and tested car and not an innovation. The motor used is a six cylinder design, 4 1/2 inches bore and 5 1/2 inches stroke, giving an S. A. E. rating of 48.3 horsepower. It is the first six cylinder of the Knight type to be built in America, consequently its performance will be watched with special interest. Unlike the majority of six cylinder motors it has the cylinders cast in two groups of three cylinders each, a type of casting which is coming more and more into popularity. The motor also uses a silent chain to drive the eccentric shaft which operates the reciprocating sleeves.

But the entire novelty of this new Stoddard model is not all confined to the sleeve valve motor. The car, too, has its features. The major factor in placing the steering wheel on the left hand side and putting the emergency brake lever and the change speed lever in the center of the floor board for operation with the right hand. This is the second announcement for 1912 of a large six cylinder car with left hand control. These two examples will have the effect of greatly hastening the use of this design of car.

Referring in detail to the Knight type



New Stoddard-Dayton-Knight 6 cylinder car that arrived in Portland last week. Arthur See, winner of Glidden tour and factory representative, is shown at the wheel. E. E. Gerlinger, Portland agent for Silent Knight car is shown on left in tannesa, and H. E. Malcom, factory representative of Paige-Detroit auto, is right.

ANNUAL DEALERS' MEETING FEATURE

Company's Agents Will Hold Conventions at Detroit, Michigan.

"One of the modern methods for increasing the efficiency of the sales department and fostering the spirit of cooperation will be in evidence in Detroit tomorrow," says Howard M. Covey, local representative of the Cadillac Motor Car company, "when we hold our annual dealers' convention." On account of recent sickness it has been impossible for Mr. Covey to make the trip east to attend this meeting.

Continuing on this subject, Mr. Covey stated, "There would not be less than 150 Cadillac dealers from all parts of the United States assemble at the factory at the invitation of the company's executives, to attend a general symposium which will be held throughout the week, the convention continuing for five days. The dealers will come from all parts of the United States and Canada and will represent territory from coast to coast, so that the problems they present and the conditions they expound should represent every variety that confronts the man who sells automobiles. The purpose of this convention is educational, for it is believed that such a conference is one of the best means of giving the man who sells motor cars that additional equipment which will mean the best service to the buyer. Therefore there will be a general interchange of ideas and no doubt the man from the Pacific coast can give valuable pointers to the dealer from the Atlantic states, while the factory executive gets a different viewpoint from either of them.

"Among the subjects to be discussed will be sales organization, service to owners, business systems and advertising. These discussions will be participated in by the dealers and department heads of the Cadillac company. There will also be some entertainment and social functions which will include a theatre party.

of motor, it is a conventional design, built along the same lines as those used in Europe for several seasons, namely, Daimler, Panhard, Minerva and Mercedes. An expanding watch key makes an effective tool to grasp the stem of the needle valve of a carburetor when grinding in a valve. As the stems of these valves are usually so small that it is difficult to get at them and to hold them securely, this watch key kink is a great help in grinding, in removing and replacing valves of this class.

SALESMAN PLAYS IMPORTANT PART

Seller Must Have Confidence in Company, and Work Energetically.

In these times of record sales and large shipments—train loads, and demonstrations—it should not be overlooked the important part the automobile salesman plays. He is the point of contact between the manufacturer and the consumer. It is his job to sell the car after the demand has been created. And it will surprise many just what they have to know in order to successfully accomplish this. The automobile salesman of today is a wide awake young man, ever on the alert, who knows, or should know human nature like a book, and is an expert mechanic besides. He must be enthusiastic and optimistic at all times. He must believe in his product and the company behind it, and must be able to make his prospects believe in them also. It is particularly noticeable that the class of automobile salesmen in Portland, as a whole, are clean cut and propositioning. That they realize the opportunities the industry offers is shown in numerous cases when they have gone up from salesman to sales manager. A case in point is that of C. A. Linsley, now retail sales manager of the Portland branch of the Studebaker corporation. Upon being asked the reasons of his success in selling cars, he said: "To my mind, the small success I have achieved in selling automobiles is due to a thorough belief in the goods sold, the company behind the goods, and the service rendered after the sale is made. Backing up my arguments—the main thing in talking to a customer is to get him interested and hold his interest until it ripens into desire, and then keep up his desire until it ripens into action. This means keeping on the trail until the sale is either made or lost. Then, again, the best advertisement of any automobile is pleased customer, and that means giving more attention after the sale than before."

To compensate for Shim Compressor In taking up wear in bearings by the removal of shims, it is well to bear in mind that the shims may be expected to pack together somewhat after the engine has been run for a time, occasioning a very slight looseness. While this does not always happen, it is safe to take a pull at the nuts or cap screws that hold the bearings together after a few days' running following bearing adjustments.

Journal Want Ads bring results.

RECIPROCITY FOR AUTOMOBILE WON IN JERSEY STATE

Law Soon to Be in Effect Whereby Motorists May Tour State Without Obnoxious Technical Delays.

Great has been the talk throughout the country lately on the subject of reciprocity, but it has remained for the automobile clubs of the different states to whip into line the little old state of New Jersey, and secure in that state reciprocity for the automobile. The Touring Club of America took up the fight more than two years ago, and recently requested the president of the different state automobile organizations to personally write Governor Wilson soliciting his aid in getting through a bill that would allow the motorists to visit New Jersey on the same footing that they visited all other eastern states. W. J. Clemmons, president of the Portland Automobile club, joined with the other clubs and made a personal appeal to Wilson for his assistance, with the result that automobile reciprocity will be a reality in New Jersey.

The bill, passed overwhelmingly in the house of assembly and defeated by a margin of one vote in the senate, was called up for reconsideration in the latter body March 27 and went through by a vote of 31 to 9.

The bill provides for 15 days' free entry of the state by automobilists who have fulfilled the demands of the statutes of their home states. It wipes out the noxious power of attorney clause of the old law, by which the visiting motorist was obliged to designate a certain state officer as his legal attorney to accept service for him in case of any alleged infraction of the law during his visit.

The enactment of the bill will throw open New Jersey to touring automobilists and according to plans already forming, the state will enjoy by far the largest volume of tourist business in its history during the coming season. The fight for even handed justice in New Jersey has been carried on by the clubs and trade organizations of that state, by the Touring Club of America which has been actively at work for several years, and by the Automobiles which has militantly worked for a square deal.

Recently the Automobile succeeded in enlisting former Governor J. Franklin Murphy, who for 19 years was the main stumbling block in the path of reciprocity and to the antagonism of the automobile forces, Governor Murphy took the field actively and lent his great influence toward pushing the matter through.

It goes to show that selling automobiles is fascinating work and full of possibilities for the young man who has confidence in himself and who is wide awake at all times.

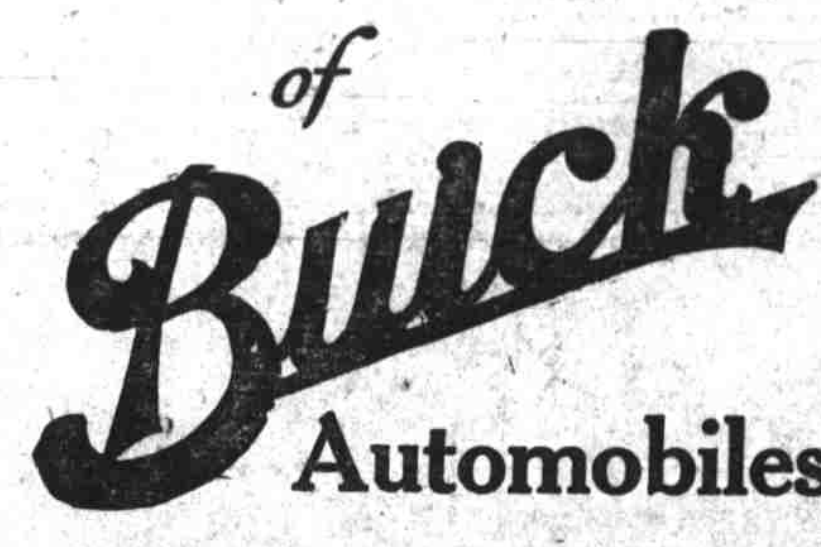
AUTO SALESMAN HAS HIS TROUBLES

Work Is Fascinating, However, and Wide-Awake Man Has Great Chance.

That the automobile salesman sometimes get discouraged is only natural. The story is told of one salesman who for three weeks tried to make a sale, but all in vain, and how in starting in the fourth week finally struck a prospect who was interested, but who wanted to be shown. After several demonstration trips, the prospect gave the salesman to understand that he had practically bought the car, but would like to have one more trip with a friend like to have one more trip with a friend. Of how they met at the garage, and after climbing in, the salesman, walked in front to start the engine—how it wouldn't go and how he frusted around for half an hour only to find he had not inserted the switch plug in all in the game, and while undoubtedly it possessed some humor at the time it was a tragedy to him. The salesman who has to contend with the prospect who wants to compare competitive cars side by side, must be a diplomat in every sense of the word.

The story goes how one salesman was told by a prospect whom he had been following up for several weeks that he was pleased with another car just as well as he was with the salesman's—that the only way he thought he could decide which car to take was to have them stand side by side for comparison. How the rival salesmen met, shook hands, and entered into friendly conversation—how each spoke

Our Fourth Special Train



To be made up of sixty carloads of 270 Buick automobiles, will leave the Buick factory, Flint, Michigan, April 15, 1912.

The First Special Train

of 50 cars, containing 224 automobiles, was shipped January 25, 1912.

The Second Special Train

made up of 50 carloads of 225 Buick automobiles, was dispatched from the factory February 27, 1912.

The Third Special Train

made up of 60 carloads, with 265 Buick cars, left Flint, Mich., March 24, 1912.

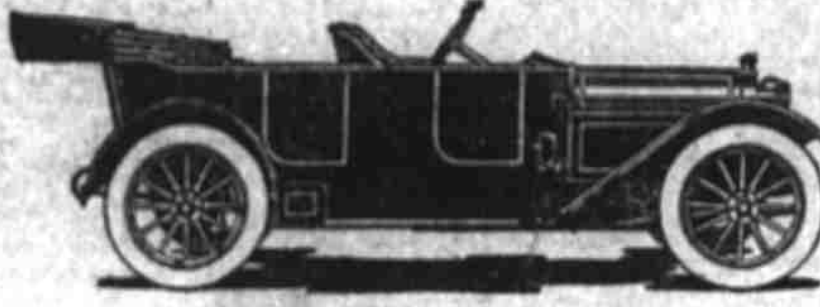
"THERE'S A REASON" Howard Automobile Co. MEL G. JOHNSON, Manager Phones Main 4555, A-2550 Seventh and Couch Sts.

MICHIGAN

Model "H"

A "33" of exceptional power and style, fully equipped, with every big feature of the high priced car

\$1500



Note This Value

The Michigan "33"—Model H—at \$1500 affords everything that the average family wants in a motor car save the surplus power and the extra room which comes with our Model K, "The Mighty Michigan Forty."

The H comes equipped with—An absolutely efficient, almost never-failing self-starter—one which weighs less than six pounds. Is neat, compact, out of the way, and, best of all, is non-injurious to the motor.

The best grade mohair top that we can build. Top, of course, is equipped with side curtains and dust cover—everything complete.

Zigzag wind shield. Then is also included magneto, full lighting system, horn and complete set of tools—in fact, everything ready to start right out on the road.

All of this is given for \$1500. The best of materials are used in this car, and the same high-grade workmanship is put in it throughout that goes into our Model K. In fact, it is built along the same general lines of our larger model. If the "Mighty Michigan Forty" at \$1750 seems just out of reach of your pocketbook, the "33" will come within it. And it gives you the very utmost for your money.

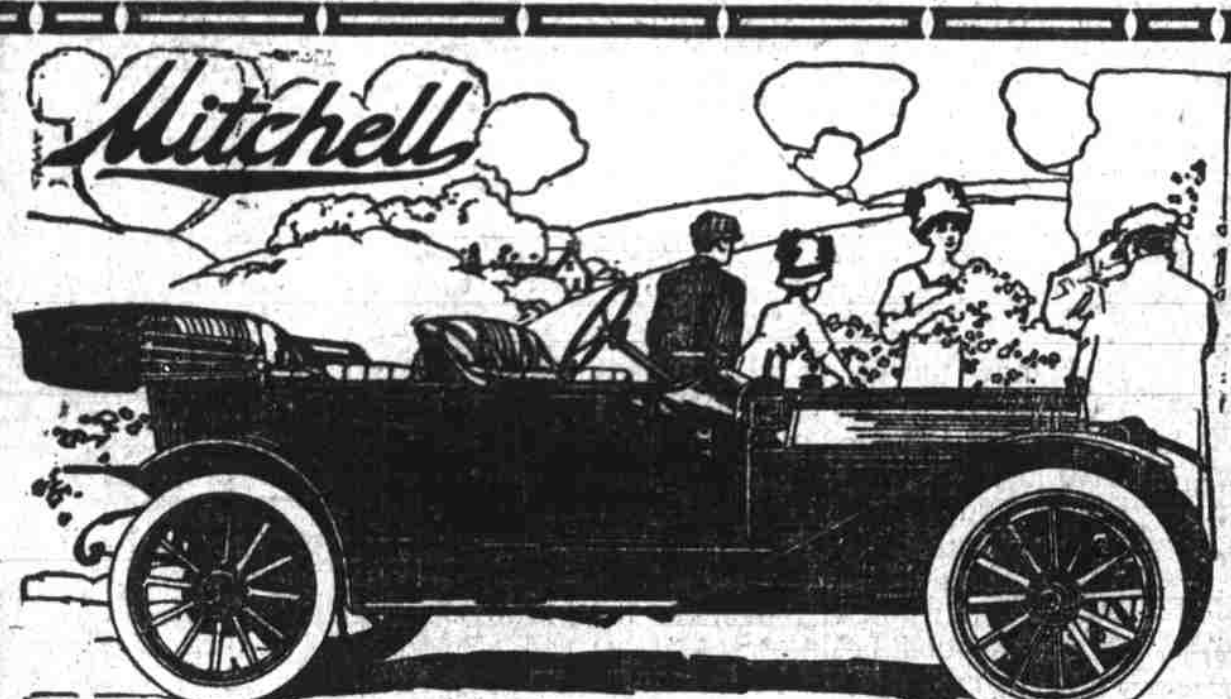
Michigan Auto and Buggy Company

NORTHWEST BRANCH W. A. Wildrick, Manager 369-71 HAWTHORNE AVENUE Phones East 1421, B-1345

Maxwell

Glidden Tour Winner WE GIVE SERVICE Maxwell owners do our advertising. More than 500 satisfied owners now in Oregon. MAXWELL MESSENGER \$675 MAXWELL MASCOTTE \$1200 MAXWELL SPECIAL \$1550 EQUIPPED UNITED AUTO CO. 1076 AND ALDER STREETS PORTLAND, OREGON MAIN 4337; A-7171

WORLD'S GREATEST ENDURANCE MOTOR CAR Stearns Silent Knight \$3650 F. O. B. Portland The choice of royalty. The motor that has supplanted the master engines of the world. Will you be among the first with the new type, or among the last with the old? STEEL & EASTMAN 618-617 Washington Street, Portland, Oregon



WHEN you buy an automobile you have a reason for choosing the particular car that you buy. This reason must be one of the following three—your own experience and practical knowledge of mechanical construction and materials—the guidance of a friend whom you trust, or—faith in the ability, experience, business integrity and commercial sense of the maker.

With the Mitchell car the first two of these reasons—your own knowledge and the investigation of a trusted friend—lead you logically straight to the ownership of a Mitchell, and with the third, there are 77 years of an unequalled record in vehicle manufacture and the assurance that the next 77 years will see the Mitchell vehicles leading in popularity for the same good reasons that have made them leaders in the past.

Mitchell cars are the result of a demand from the experienced public for a car that is built and sold on the business basis of an honest profit to the maker and full value to the user.

Mitchell cars are built for the man who can't afford to make a mistake. 7-passenger Mitchell-six, 6 cylinders, 50 horse-power, wheel base 135 in., tires 36x4. Price, \$2,250. 4-passenger Mitchell thirty, 4 cylinders, 30 horse-power, wheel base 115 in., tires 32x4. Price, \$1,150. 5-passenger Mitchell thirty, 4 cylinders, 35 horse-power, wheel base 125 in., tires 34x4. Price, \$1,350. 2-passenger Mitchell Runabout, 4 cylinders, 30 horse-power, wheel base 108 in., tires 32x3 1/2. Price, without top, \$950.

Mitchell-Lewis Motor Company Portland Agents DULMAGE & SMITH Racine, Wisconsin 46 North 20th Street