s a hero because he isn't.

Quality.

Have you read the great plane puropportunity on page 1, sec-

FIGHT FOR BETTER

W. J. Clemens, President of Portland Automobile Club, in Address Sounds Tocsin; Farmer Now a Factor.

In his report submitted define the annual meeting of the Portland Automobile club, Wednesday evening, W. J. Clemena, president of the motorists' organisation, sounded the topsis of the fight that is to be made for helter highways, sufficient guide boards at cross roads, practical traffic and speed regulations, and intelligent good roads legislation. He related the difficulties encountered and evercome before the club house became an actuality, and declared that the final result would re- land. "Superlatty will the larger departfurn simple compensation. Donations agment etures and commission houses be
gregating \$1550 have been made to
forced to adopt the truck at a very early
road work in the past year from the
club's excequer and subscriptions eclicited amounting to \$1650. Reference
was made to the public spiritedness of
was made to the public spiritedness of
an President Dirktness, of the Auto 48ment etures and commission houses be
forced to adopt the truck at a very early
in this city." Mr. Irwin in common
with other expert observers of the development of the automobile business. Traffic Ordinance.

govern conditions on Portland's afreets, ago there was no such thing as a tor car. In regard to hired chauffeurs, of efficient transportation of heavy as the number of machines increase, the as the number of machines increase, the Irresponsible, careless daredevil, hack driver turned into an operator of an auto is rapidly disappearing, it is said. In his place is coming the more careful servant of his employer and the

"It is quite important," the report overlook the importance of the farmer. He is of the class of people who most resented the intrusion of the soft-shod, horseless vehicle, to whom, however, it was and is to prove the most useful Nevertheless the farmer regarded the effect with this year's product. machine as a modern suggestion himself, boded nothing but ill will for himself, his family and his property. machine as a modern Juggernaut which

This prejudice is rapidly disappearing. Prejudice Disappearing. and the farmer himself is becoming one of the most enthusiastic advocates of the automobile. The fact was entirely overlooked that large subsidies were paid to railroad companies to come into our state and towns and objections were made to appropriations for the automobilists, a large percentage of whom are men of large wealth, able and eager to grasp investment opportuni ties, to cover the country and see its

In conclusion, the report recommend-ed that "The Club ought to give its earnest attention to the good roads unovement; should endeavor in some way or other to have the Mount Hood road made free and put in still better It should render assistance to the Pacific Highway association, urge the completion of the Hood River road, the Astoria road, the Rex-Tigardville business efficiency. of roadway from the Idaho borderline to the Pacific ocean, and have erected proper sign boards along the route. It should also cooperate with the different county officials to the end that sign boards be placed on the roads through-

With the entire board of directors who so ably guided the club's affairs last year elected for another term, the club will, no doubt, make great strides during the ensuing 12 months.

HORSE-DRAWN TRUCK DOOMED

This Is Opinion of Expert Who Says Motor Truck Is the Thing Now.

"It will be a matter of onlyma few years," says J. H. Irwin, of the Good-year Tire and Rubber company, who has recently returned to Portland after a trip through the northwest in the in-terest of his firm, "until the use of horse-drawn trucks in the larger cities will be prohibited by law." This statement was made recently by Mr. Irwin in discussing the truck situation in Port-

WARREN **OWNERS**

Are respectfully invited

PORTLAND-DETROIT AUTO CO.

And meet Mr. K. D. Grindle, factory mechanic, who will be at our garage for the next few months.

Mr. Grindle is an automobile expert, and will be pleased to answer all questions regarding your car, as well as give you wholesome advice on its general care and up-keep.

Portland-Detroit Auto Co.

J. E. MAXON, Mgr. 14th and Couch Streets Main 1565, A 2103 NEW SIX-CYLINDER HAVERS SHOWN AT LOCAL GARAGE



ex-President Dickinson, of the Auto as-sociation, who at considerable personal expense put up sign boards throughout the length of Oregon and established the Pacific Highway. been in the last five years.
"This year's automobile shows in the

A suggestion was offered that traf- larger cities of the country were signific ordinances drafted in the future to ficant," continued Irwin. "Two years should be made fair alike to pedestri-ans, horse drawn vehicles and automo-biles. An owner of a motor car should of other large cities made excellent not be deprived of the rights of citizen, showings in heavy and light commercial ship that he would enjoy as a pedsetri- cars. Next year's shows, according to an when he occupies the driving sent all evidence now obtainable, will mark and takes the steering wheel of his mo. another big step forward in the direction

"As in the development of the pleasure car, tires are having a great deal to do with the dispatch or delay of the truck's development. Our company has been one of the first tire concerns in the country to realise this and prepare "that this club should not that is now at hand. The Goodyear company has entered the 1912 season fully prepared, as its experts believe, for any requirement of truck development. A tire for every service is the slogan that the company has put into

construction of roads that would enable Auto Industry a Place Where **Business Knowledge Must** Be Nearly Perfect.

> "In all branches of the business world, business efficiency has been the leading topic," says L. H. Rose, north-

that your car is the one he wants we all have different ways and ideas to accomplish this, but in one respect our methods are similar and that is taking advantage of the manufacturers cooperation. What better examples of business efficiency are there than the automobile shows where the manufacturers go to enormous expense with their ex-hibits, making special chassis and working models of their engines for the public's education. Everything that has a possible bearing, no matter how re-mote, is brought out clearly for a better understanding of the automobile. It is the same in the automobile races-durability and speed contests, cross country runs, etc., are made that cost immense sums of mency, while the brains and services of the expert drivers, mechanisms, etc., are brought into play for the public better understand-

ing of the automobile . "Take the big automobile manufacturers, like to show just what the auto-mobile offers to prospective owners, 10 the rusting of the leaves, making them salesmen are leaving the factories go over the territory to work with our of friction, usually accompanied by We are also sending our exhibition chassis, the one cut out show-ing the working parts, with a practi-

FORD

168-Hour Non-Stop Motor Run

NOON, MARCH 8, TO NOON, MARCH 15

Figures speak for themselves-read them and be convinced-

HERE THEY ARE:

Recapitulation of Ford Non-Stop Motor Run, Starting at Noon, Friday, March 8, 1912, at Journal Building.

First 24 hours 116 | 348 | 14 1-2 | 16 gals. | 21 3-4

13 5-8

14 1-2

14 3-8

327

Totals 979 | 2391 | 14 13-56 | 109 gals. | 21

Cars From \$685 to \$785-Trucks \$815

WE HAVE SHOWN THE PUBLIC-LET US SHOW YOU

Ford Motor Car Agency

EAST 8TH AND HAWTHORNE AVE. Phone East 648, B 2117

348

Laps Miles

Second 24 hours... 124 372 15 1-2

109

116

Sixth 24 hours..... 118 | 354 . 14 3-4

Fifth 24 hours 115 345

Seventh 24 hours. . 99 297

Third 24 hours

Fourth 24 hours...

Commercial Car Bound to Come to Front, Says Local Manager.

The pleasure automobile has been in the foreground long enough, and it is time for the motor truck to come to the front," said E. N. Howe, manager of the Michigan Motor company, local agents for Lippard-Steward trucks. "In the automobile business we have

an instance of the reversal of the old motto, 'business before pleasure.' "The automobile got the start because

it ministered to the pleasure loving instincts of the people. The motor truck was meant for business purposes, and business men are conservative. "The merchant who had bought an

auto and careered joyously through the country in it was slow to contemplate the abandonment of horses and wagons for the transportation of his goods. The change would involve expense. He would have to dispose of the plant he had, at a sacrifice perhaps, which certainly would be more costly at the outset. "He is gradually becoming converted. Though the initial cost of the motor

truck may be greater, it is an untiring servant. Unlike the horse, it can work all day long. It is never so gailed and footsore that some humane policeman has to order it back to the stable, and it does not obstruct the streets like the horse and wagon.
"The public is for the motor delivery

car, because it would reduce the traffic congestion in cities about 20 per cent. That ought to, but may not, appeal forcibly to the merchant. The saving in money through the motor car must appeal to him mightly when he has been made to see it. "It is well for automobile dealers that

the horseless vehicle is being accepted west manager of the Studebaker cor-poration, but to my mind the sales able market opens before them, even if branch of the automobile industry is the public should profess itself fully a brilliant example of the power of stocked with automobiles; or be slow, because of a sudden streak of economy. road, and in addition should establish "In selling a car to a new owner, you about buying new ones, for the new a central Oregon highway—a broad band have just one thing to do—convince him demands of trade will mean good business for the dealers.'

> tive way; but it costs money. Take our 'Stunt Team,' that is coming to Portland in May for the purpose of undertaking anything in the way of cross country roads, track events, etc. These men are the result of business effici-

These business efficiency methods of the automobile industry, opening up its trade methods, demonstrating its products before they are sold, shows conclusively the automobile is a known quantity and has arrived."

Lubrication to Increase Spring Comfort.

The utmost degree of comfort cannot be expected of a car if the springs are not kept in such condition that they can move freely. A cause of stiff move upon each other, with great deal more or less squeaking. Rusted spring leaves should be forced spart with a screwdriver or similar tool and oil cal man to lecture over the territory, mixed with graphite run in. Do not demonstrating materials and manufac- use kerosene, as it has a corrosive efmixed with graphite run in. Do not

No. gals Average gas, miles per day, to gal.

16 gals- | 23 1-4

16 gals. 21 9-16

13 gals. 27 3-13

19 4-17

17 gals. -

Manufacturer Says Demand for Horse-Drawn Vehicles Still on Increase.

Is is a pacular cotacidence, that the two largest ffron making motios cars today were linked in the very teatinging with two companies long furnous as the foremost builders of horse-drawn vehicles. Doring the meteoric rise from nothing, 13 years ago to a promised production of \$200,000,525 worth of motocy in 1212, the sommable industry /has theoreed an amaging number of chil-

"Manufacturers are being continually reminded," saya Clement Studebaker, Jr. "of their debits to the hicrois, the moand a hose of others. While all these elements have been influential towards the perfection of the modern motor car, believe there is no one of them that has been of more help then the horse drawn vehicle business.

last long between the leaves of a spring, but graphite will stick for a long time. That an enterprise superficially credited with an aim to make the horse obsolets should secure so much of its first impetus from manufacturers and dealers interested in horse drawn vehicles seems a strange condition, strongly suggested in business suicide. But has it worked out that way? No in-

are made to fit every

type of rim:

Clincher

Quick Detachable

Clincher

Mechanical usrought sates

A NY type of tire that you want is to be had in Diamond Tires.

But there is only one Diamond

CYou can choose any of these types and

get it in any of four treads: Safety, Smooth,

Bailey, or Grip. This makes aixteen styles

of Diamond Tires, and each of the sixteen

CAny type, tread, or size of Diamond Tire

you select will give you the Greatest Mile

age and best service that can be built into

(The name "Diamond" in raised letters on

the side is your assurance that you are

getting both a perfect tire and maximum

In addition to Diamond dealers everywhere

there are FIFTY-FOUR Diamond Service

Stations. Diamond Service means more than

merely selling tires—it means taking care of

AT YOUR DEALER'S OR

The Diamond Store

Seventh and Burnside Streets, Portland.

The Diamond Rubber Company

AKRON, OHIO

WE COULD BUILD THEM CHEAPER, BUT WE WON'T

WE WOULD BUILD THEM BETTER, BUT WE CAN'T

styles is made in every size.

a tire of that type.

Diamond Tire buyers.

Fisk

grows in popularity.

fred. As a matter of fact, the horse industries. For \$2 years, the first creases in combers, as the motor our baker arrangem has backed up the goods with a guirantee showing make Similarly the demands for wagons also good faith. Its relation to them and corresponded the theired of falling off, other hought and used its wagons por atranced, step by step, dorling the entire hought and used its wagons por common telegrap is back of the al. a binding collegation. We applied take itance of the automobile and values principle to our automobile business."

Rayfield THE BETTER CARBURETOR

There are many ressons why the RAYFIELD CARBURETOR has met with phenomenal success, but the principal reason for its pep-ularity is due to the fact that it never fails to accomplish more than is expected of a curburetor and makes good in every branch of the automobile industry.

OUR CLAIM FOR ECONOMY is established more firmly than ever through the performance of cars in the various ECONOMY RUNS throughout the country.



THE RELIABILITY OF THE RAYFIELD cannot be questioned when it is known that thousands of miles have been covered by hundreds of cars, on BAD ROADS, VARYING TEMPERATURE and SUDDEN CHANGE of ALTITUDE, without carburetor trouble or change of adjustments.

OUR CLAIMS FOR MORE POWER have been fully established in the various HILL CLIMBS where power and speed is a factor. IN TRUCK RUNS, where excessive power is necessary in pulling heavy loads on country roads through mud and sand.

The RAYFIELD CARBURETOR is proving its superiority for use on COMMERCIAL VEHICLES. It has never failed to develop GREATER POWER and ENDURANCE with less gasoline

THE RAYFIELD CARBURETOR HAS MADE GOOD ON MOTORBOATS. In many speed contests throughout the present season RAYFIELD equipped boats have won. The Kitty Hawk, now holding the WORLD'S RECORD in her class, uses the RAY-

Send for Catalogue-Distributed by

Ballou & Wright

SEVENTH AND OAK STREETS, PORTLAND, OREGON

Why the whole World pays tribute to the Cadillac car

What peculiar qualities does it pos-sess, which impel the public to dis-miss impatiently the suggestion that other cars are "as good as the Cadil-

What advantages does the Cadillac owner enjoy, day by day, which convince him that his is incontestably the better car?

Why do Cadillao dealers everywhere encounter a lively disposition to com-pare the Cadillac with the costlest cars, but not with cars of like or halfway higher price?

On what basis can we explain the phenomena, encountered everywhere, of men reverting to the Cadillac, from ears costing two and three times as much money?

The Primal Cause of Cadillac Efficiency.

The subject is a big one; it cannot be compassed in a brief statement, But the source of Cadillac satisfac-We can trace the cause; and we can partially picture the effect.

Let us take, merely as an example, separating it from all the rest—one big, little fact. Every Cadillac piston and every Cad-illac cylinder is interchangeable with every other Cadillac piston; and every other Cadillac cylinder.

More than 400 essentially accurate dimensions in Cadillac parts are measured down to one one-thousandth of an

Johannson, of Eskelstuna, Sweden, is the inventor of the most wonderful sys-tem of limit guages for infinitesimally fine measurements the world has ever seen—guages which are accurate to the one ten-thousandth part of an inch. The Cadillac Company is, and has been for years, the world's foremost exponent of its own; and of the Jo-

hannson system.

Cadillac adherence to unexampled accuracy antedates the Johannson discovery. It goes back forty years to its inception—ten years, in its application to the Cadillac car.

So here you have the primal cause—the source of that world-wide, mysterious, Cadillac enthusiasm—the despair of cars which may look like, but are not like the Cadillac; because they have not wrapped up in them the fervor and the life-time devotion inspired by an ideal.

Effects Which Follow the Primal Cause.

And now as to the effect.

How is the inherent difference of the Cadillac expressed in its outward behavior—how does it differ and how does it surpass?

In a hundred ways; some of them intangible, but ever-present, many of them intensely practical—things you can see and feel and know.

The first fruit of fine measurement and perfect alignment is, of course, the reduction of friction to the closest possible approach to a theoretical zero.

possible approach to a theoretical zero.

Friction is the worst and most relentless enemy to efficient service in

Friction is the worst and most released selected as enemy to efficient service in a motor car.

The defeat of this relentless enemy can be accomplished, by no other weapon known to motor car manufacture than the most scrupulous and properly applied standardization.

Once accomplished, it carries in its train two other splendid victories.

Wear, tear and repair are the evil offsprings of friction.

And when friction is reduced to a minimum, their capacity for discomfort and danger, and damage is almost totally nullified.

At one and the same time, and from the same source, another splendid benefit is conferred upon the car.

Elimination of friction means extraordinary case of operation.

It achieves that luxurious evenness which is supposed to be one of the chief characteristics in cars of the highest price; and the cardinal quality for which men are willing to pay that high price.

Eliminate ALL Battery Troubles by Installing a

Waterbury Wireless Dry Battery Holder FORTY PER CENT MORE LIFE TO DRY CELLS'



The most inexperienced person can renew a set of batteries and CAN'T GO WRONG. Just remove the cover, drop in fresh cells when the battery needs renewing, and the. trick is done.

Short circuits, sulphating Bad contacts.

Chanslor & Lyon Motor Supply Co.

Guaranteed

or acid-spilling, vibration jars or jolts can affect it. Troubles from dampness.

627 WASHINGTON ST. Mar. 1018

What is the source of that mysterious enthusiasm which makes everyone of measurement.

The presence or the absence of the qualities described herein—qualities traceable to properly applied standardisation and the resulting correct alignment; qualities traceable to skillful design and advanced manufacturing methods and the results of scientific research and development, explair.

Why the owner of one car has to crank and crank his engine to get started while the Cadillac owner get into his car, presses a button, diser gages the clutch and his engine starts. Why the owner of one car, even with a so-called "self-starter" can start the engine only some of the time while the Cadillac electric cranking device is fully as efficient and fully as dependable as every other part of the Cadillac car.

Why the owner of one car must get out—often in the rain and mud—open his lamps, fumble for matches, turn on and regulate the gas and light up while the Cadillac owner, without delay or annoyance simply closes the switches and the electric lamps are lighted.

Why one car starts with a jerk and a lunge while the Cadillac can be started off with the smoothness of an ocean liner.

Why in one car about all the driver's strength is required to operate the clutch and brakes while with the Cadillac, slight foot pressure is all that is necessary. Why in one car the change of gears is accomplished by a crash and a grind while with the Cadillac the change can be made so that it is scarcely persentible.

eptible. Why one car is difficult to keep in the road while the Cadillac seems almost to steer itself.

Why in one car with a steering gear which has no provision for taking up wear, lost rotion develops, making steering uncertain and unsafs while in the Cadiliac steering gear the adjustments provided are more adequate than will probably ever he required.

Why one car rides hard and stiff, the springs seem unyielding and the car is less comfortable to ride in over a paved street than is the Cadillac over an ordinary road.

Why one car may run quietly and smoothly when new but soon becomes noisy and shakes and rattles while the Cadillac often after years of service runs as smoothly as when new.

Why one car runs all right on level roads but when it comes to sand and hills it has not the power to make the pulls, while the Cadillac has an abundance of power for all reasonable requirements and with its standardisation, the correct alignment and the substantial construction, the maximum of that power is delivered at the resewheels.

wheels.

Why one car shows only \$ or 10 miles on a gallon of gasoline while the Cadillac averages 60 to 50 per cent greater mileage.

Why one car after a few months begins to evidence a loss of power while Cadillacs frequently show an improvement.