

FIGHT FOR BETTER HIGHWAYS SLOGAN OF AUTO OWNERS

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

In his report submitted before the annual meeting of the Portland Automobile club, Wednesday evening, W. J. Clemens, president of the motorists' organization, sounded the tocsin of the fight that is to be made for better highways, sufficient guide boards at cross roads, practical traffic and speed regulations, and intelligent road work in the past year from the club's treasurer and subscriptions solicited amounting to \$1400. Reference was made to the public spiritiveness of President Dickinson, of the Auto association, who at considerable personal expense put up sign boards throughout the length of Oregon and established the Pacific Highway.

Traffic Ordinances. A suggestion was offered that traffic ordinances drafted in the future to govern conditions on Portland's streets, should be made fair alike to pedestrians, horse drawn vehicles and automobiles. An owner of a motor car should not be deprived of the rights of citizenship that he would enjoy as a pedestrian when he occupies the driving seat and takes the steering wheel of his motor car. In regard to hired chauffeurs, as the number of machines increase, the old 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 public.

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

In conclusion, the report recommended that "The Club ought to give its earnest attention to the good road movement; should endeavor in some way or other to have the Mount Hood road made free and put in still better condition. It should render assistance to the Pacific Highway association, urge the completion of the Hood River road, the Astoria road, the Rex-Tigardville road, and in addition should establish a central Oregon highway—a broad band of roadway from the Idaho border 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 throughout the state."

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 only a few years," says J. H. Irwin, of the Goodyear Tire and Rubber company, who has recently returned to Portland after a trip through the northwest in the interest 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-

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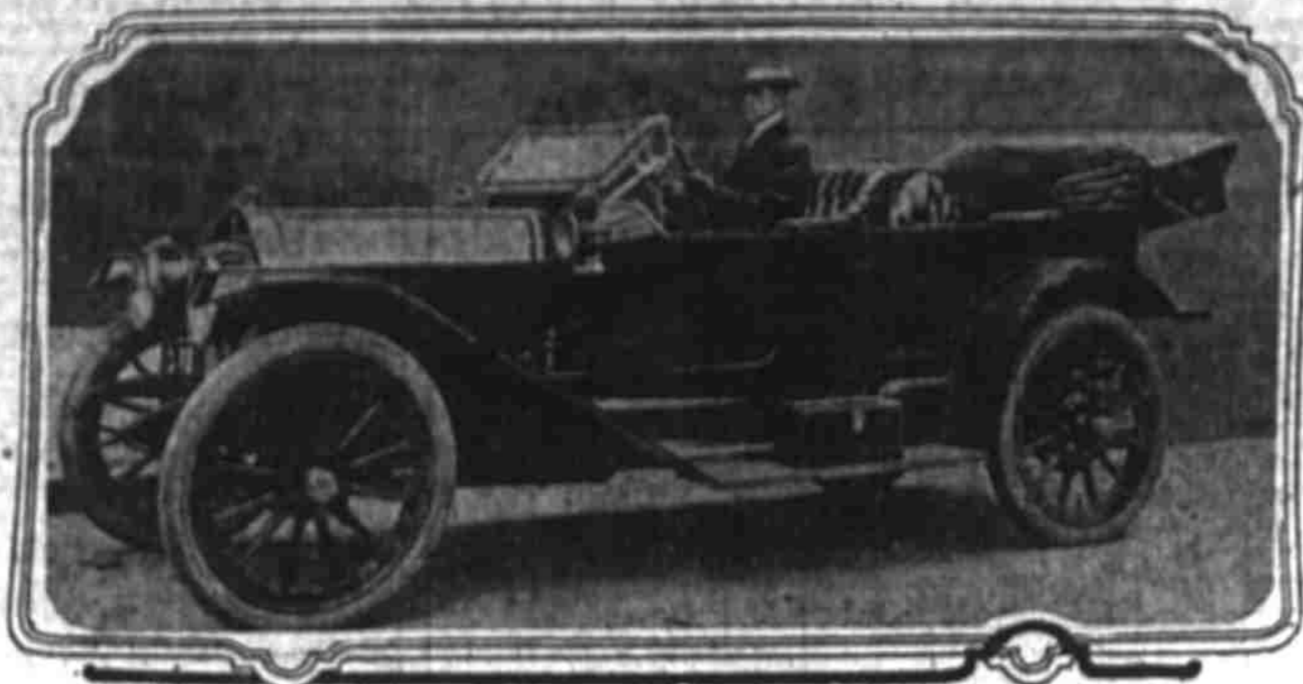
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NEW SIX-CYLINDER HAWERS SHOWN AT LOCAL GARAGE



E. L. Whitney, salesman for Michigan Motor company, at the wheel.

"Especially will the larger department stores and commission houses be forced to adopt the truck at a very early date on account of the narrow streets in this city," Mr. Irwin in common with other expert observers of the development of the automobile business, predicts that the development of the motor truck in the next five years will be fully as wonderful as the development of the pleasure type of car has been in the last five years.

"This year's automobile shows in the larger cities of the country were significant," continued Irwin. "Two years ago there was no such thing as a real, pretentious show of motor trucks. This year New York, Chicago and a number of other large cities made excellent showings in heavy and light commercial cars. Next year's shows, according to all evidence now obtainable, will mark another big step forward in the direction of efficient transportation of heavy commodities in cities and elsewhere.

"As in the development of the pleasure car, firms having a great deal to do with the dispatch or delay of the truck's development. Our company has been one of the first to concern in the country to realize this and prepare for the design of truck tires business 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 effect with this year's product."

SAYS EFFICIENCY VALUABLE ASSET

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, northwest manager of the Studebaker corporation, "but to my mind the sales branch of the automobile industry is a brilliant example of the power of business efficiency.

"In selling a car to a new owner, you have just one thing to do—convince him that your car is the one he wants—and all have different ways and ideas to accomplish this, but in one respect our methods are similar and that is taking advantage of the manufacturer's cooperation. What better examples of business efficiency are there than the automobile shows where the manufacturers go to enormous expense with their exhibits, making special chassis and working models of their engines for the public's education. Everything that has a possible bearing, no matter how remote, 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 money while the brains and services of the expert drivers, mechanics, etc., are brought into play for the public better understanding of the automobile.

"Take the big automobile manufacturers, like to show just what the automobile offers to prospective owners, 10 salesmen are leaving the factories to go over the territory to work with our agents. We are also sending our exhibition chassis, the one cut out showing the working parts, with a practical man to lecture over the territory, demonstrating materials and manufac-

GOOD PROSPECTS FOR MOTOR TRUCK

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. Howa, manager of the Michigan Motor company, local agents for Lippard-Stewart 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 cared 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 galled 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 mightily when he has been made to see it.

"It is well for automobile dealers that the horseless vehicle is being accepted for business uses. A large and profitable market opens before them, even if the public should profess itself fully stocked with automobiles; or be slow, because of a sudden streak of economy, about buying new ones, for the new demands of trade will mean good business for the dealers."

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 spring action that is quite common is the rusting of the leaves, making them move upon each other, with great deal of friction, usually accompanied by more or less squeaking. Rusted spring leaves should be forced apart with a screwdriver or similar tool and oil mixed with graphite run in. Do not use kerosene, as it has a corrosive ef-

WAGONMAKERS AS BUILDERS OF AUTOS

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

It is a peculiar coincidence, that the two largest firms making motor cars today were listed in the very beginning with two companies long famous as the foremost builders of horse-drawn vehicles. During the motor era from nothing, 15 years ago to a promised production of \$200,000,000 worth of motor cars in 1912, the automobile industry has insured an amazing number of obligations.

"Manufacturers are being continually reminded," says Clement Studebaker, Jr., of their debts to the bicycle, the motor boat, the electrician, the rubber tire and a host of others. While all these elements have been influential towards the perfection of the modern motor car, I believe there is no one of them that has been of more help than the horse drawn vehicle business.

"That an enterprise superficially credited with an aim to make the horse obsolete 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-

deed. As a matter of fact, the horse industry, for 40 years the steady increase in numbers, as the motor car grows in popularity. "Naturally the demands for wagon and carriage has instead of falling off, advanced since by steady and constant increase. Nothing has done the horse business more good than the automobile. We applied the principle of the automobile and vehicle parts to our automobile business."

Rayfield THE BETTER CARBURETOR

There are many reasons why the RAYFIELD CARBURETOR has met with phenomenal success, but the principal reason for its popularity is due to the fact that it never fails to accomplish more than is expected of a carburetor 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 than any other carburetor.

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 RAYFIELD.

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Recapitulation of Ford Non-Stop Motor Run, Starting at Noon, Friday, March 8, 1912, at Journal Building.	Laps	Miles	Average miles per hour	No. gals. per day	Average miles to gal.
First 24 hours	116	348	14 1-2	16 gals.	21 3-4
Second 24 hours	124	372	15 1-2	16 gals.	23 1-4
Third 24 hours	109	327	13 5-8	17 gals.	19 4-17
Fourth 24 hours	116	348	14 1-2	15 gals.	23 1-5
Fifth 24 hours	115	345	14 3-8	16 gals.	21 9-16
Sixth 24 hours	118	354	14 3-4	13 gals.	27 3-13
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Totals	979	2391	14 13-56	109 gals.	21

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