

HARSH SIGNALS NECESSARY FOR PUBLIC'S SAFETY

Old Time Bulb Horn Is Declared Inefficient Warning; Portland Automobile Club Starts Active Campaign.

In a recent report to the Portland Auto club, President Clemens sounded a note which is likely to attract widespread attention. This was in his reference to the courtesy due from one motorist to another or from the motorist to the public in general.

Mr. Clemens believes that consideration for the other fellow must enter largely into the policy of the fair-minded motorist. This is especially true in reference to the use of the automobile warning signal. Courtesy enters more or less into the question of public safety, because the courteous motorist is always alert to give fair and reasonable warning of his coming when such warning is necessary.

Harsh Signal Necessary.

The discourteous, unthinking, selfish and lawless motorist, who only represents a small minority of automobile drivers, is the man who is guilty of misusing his signal, and the one who is really responsible for the enactment of laws that have been found necessary to firmly fix the warning note that comes from the automobile's equipment in the mind of the public as a true signal of danger.

The more one studies the warning signal problem as it relates to automobiles, the deeper becomes the conviction that the harsh noted signal must eventually supersede all others. The reason is that signals of any other type fail to give the message of warning they are intended to convey. Sometimes they are heard, sometimes they are not. But the harsh noted signal when properly used is, next to the brake, the most important feature of an automobile's equipment.

Approved by Chief.

The constant extension of the good roads movement in Oregon and the efforts that motorists are making to further all such propositions, especially as regards roads leading out of Portland, makes any feature of automobile importance a matter of genuine interest. Warning signals are just as important in the country as in the city. It so happens that their very nature requires their regulation in the city more than in the country districts, but country and city are alike interested in seeing to it that they are used only for the purpose for which they were created, signals of danger.

The Portland Automobile club has recently gone on record in the matter of urging the use by motorists of adequate warning signals, and discouraging the use of inadequate signals. The club's action has received the official endorsement of acting Chief of Police Slover.

Bulb Horn Not Sufficient.

The word adequate means all sufficient, and tracing the meaning a little deeper, all sufficient means that the signal shall be of sufficient power to give warning no matter what traffic conditions may arise. The short, abrupt note is usually ample for city use. In the country districts it is sometimes necessary to send the warning a long way ahead. Therefore, when the motorist is equipping his car with a warning signal, he should bear in mind the true significance of the word adequate.

No man who uses a bulb horn is using an adequate signal. As a matter of fact, well informed motorists know that electrical development is extending so considerably in automobiles that the next two years will probably see all bulb horns replaced by electrical devices.

The general adoption by the manufacturers of the better types of motor cars of the harsh noted electrical signal is an indication of what may be expected along this line in the future.

MOTOR TRUCKS AND PLEASURE CARS PROVE REAL WORTH IN OHIO

Many Victims of Flood Were Rescued by Swift Moving Autos.

Trucks and automobiles were a wonderful aid to the victims of the Dayton flood. These fast moving and large capacity cars made it possible to relieve an enormous amount of suffering with such efficiency as to save the lives of many who would otherwise have perished from lack of food and sickness. This was the only method of transportation, inasmuch as streetcars, horses and carriages had been destroyed by the high waters.

John H. Patterson wired one of the big motor car companies of Detroit asking for trucks which could be put into immediate service in Dayton to relieve the suffering due to lack of food and clothing, and to reduce the possibilities of sickness owing to the decaying condition of the refuse left by the recent flood. This message was received at the factory on noon Saturday. Two hours later eight heavy trucks were loaded into automobile cars and ready to ship. These were sent at once by special train to Toledo.

A carload of Red Cross nurses followed the trucks to Toledo, and there a special train was formed which included two passenger cars, one baggage car and seven freight cars. From Toledo a very hazardous and dangerous trip was made, running this special train from 59 to 68 miles an hour.

The train reached Springfield at 4 a. m., where it was detained until 3 o'clock waiting for special engine to convey it over the Pennsylvania road to Dayton. It was also held in Xenia to allow for the progress of other special relief trains coming in from Cleveland and other points. There was one further stop in which the train was held outside of the city limits of Dayton until the railroad company could get two trainloads of people out of the city.

Regardless of all of these delays, the trucks were put into service in Dayton within 24 hours of the time the request for them was received at Detroit, hundreds of miles away. The first truck unloaded conveyed the 20 nurses from the railroad station to the National Cash Register company, being the headquarters for the Red Cross and the relief committee. As fast as the other trucks were unloaded they were manned

MAZAMAS CLIMB MOUNTAIN IN RAIN



Mazamas and two Michigan autos in which the party returned from Rootwood, at top of Palatine Hill.

The Mazamas, Portland's famous walking club's active membership in which consists of climbing a certain mountain peak and slipping a piece of paper with the name and date in a little tin box hidden under a certain crevice continued their record of braving the elements last Sunday. In the cold, driz-

zling rain, they walked from Fourteenth and Jefferson to Rootwood on top of Palatine hill, where two Michigan cars awaited with their lunch and other refreshments.

It was Manager Wildrick's opinion that he had better send half a dozen

by drivers from the factory and proceeded without delay to unload numerous freight and baggage cars which had accumulated during the previous few hours.

It was extremely necessary that all of the provisions, clothing, etc., be removed from the station almost immediately, as the freight yards were so completely demolished that it was only possible to accumulate a few cars in the yards without choking them up. Up to Tuesday noon there were more than 200 trucks and over 1000 pleasure cars doing relief service.

PUTS SPEEDOMETER ON REAR OF FRONT SEAT

A decidedly new idea in motor car equipment was evolved by a recent purchaser of a Lozier, who ordered the speedometer placed on the rear of the front seat, facing the occupants of the tonneau. The owner of the car employs a chauffeur, and always rides in the rear seat.

He has his own ideas as to what speed should be maintained in city traffic, and, therefore, had the indicator placed where it could be constantly under his watchful gaze. As a result, the chauffeur is forced to depend either upon instinct or hints from his employer for a knowledge of the car's pace. In placing the speedometer in the tonneau, a special tube over six feet in length was used, owing to the distance of the dial from the front wheel.

The fire commissioners of Buffalo, N. Y., have decided to purchase two more automobile fire engines and a motor truck. The city already has one automobile fire engine.

AMERICAN TIRE NOW MORE THAN HOLDING ITS OWN IN EUROPE

Demand Heavy and It Is Based on Rugged Construction of American Make.

By C. H. Mayer, Resident Manager United States Tire Co.

In the building of automobile tires Europe had the start of this country by several years.

The industry abroad was well matured before we even got out of our swaddling clothes, but American manufacturers have progressed so substantially in the development of pneumatic tires that today they have proved themselves keen contenders in the foreign field. In fact, wherever our tires are placed, they soon command a respectful hearing.

One is very apt to hear all sorts of arguments about the comparative merits of American and European tires. Both have their adherents. And perhaps conditions here and abroad are so vastly different that there is little enlightenment to be gained from wide generalities.

Demand Is Heavy. However, when native and foreign

tires are tried out together on common ground, some more or less authentic conclusions may be arrived at. No one will seriously question the fact that American tires are making good in Europe, in fact, all around the world where the motor car flourishes. And they are making good strictly on a quality basis, for a majority of instances it is necessary to charge more for them, owing to duties and other foreign costs, than European tires can be sold for.

However, in spite of this extra cost, there exists at the present time quite a big foreign demand for our tires and shipments abroad are growing each year.

The United States Tire company recently sold a large quantity of Nobby Treads to a dealer in St. Petersburg, Russia, and a firm in Stockholm, Sweden, has installed 750 sets of our tires in taxicab service. We also ship rather extensively to Porto Rico, South America, Mexico and the orient.

Have Rugged Construction.

Tires manufactured in this country have the advantage of a rugged construction, made necessary by the wide variety of road conditions which must be met in our native service.

When a man starts touring in the United States, taking the highways as he finds them, mile in and mile out, he must be prepared to negotiate roads ranging from good to extremely bad. And if he is to get anywhere, he must have tires sufficiently strong and adaptable to withstand the strain of extremely hard service. The American manufacturer must build tires of this character if he expects to satisfy the consumer.

Product Making Good.

In Europe it is different. You may tour for hundreds of miles without encountering a bad stretch of road. Con-

sequently the strain on tires over there is not so great. Therefore when American tires are placed in service on European roads and against European tires, the rugged qualities built into them to meet our native conditions assert themselves in increased mileage.

Experts who have made comparative studies of manufacturing methods and results in Europe and America fail to see wherein Europe, in spite of its long experience has any advantage over us in tire building. And the more we compete in foreign countries the more this conclusion seems to be borne out. The tire product of this country is making good all over the world and

with the wonderful export business being done in American cars, I see no reason why the native tire trade abroad should not broaden out, every year.

"LIVE WIRE" FACTORY MEN VISIT PORTLAND

Overland representatives invaded the city this week from the north, they being the liveliest of the live wires in the employ of the Willys-Overland factory in this section of the country. They were: William G. Northrup, district sales manager for the northwest, and B. J. McMullen, one of the factory

supervisors. They spent most of the week as guests of the J. W. Lewis company, local Overland distributors, pronouncing themselves as well pleased with the manner in which the affairs of the local branch are handled.

J. A. Roehr Joins Sales Force.

The Pacific Motor company sales force received a welcome addition last week in the person of J. A. Roehr, one of the best known of the local salesmen. Mr. Roehr has been with the C. L. Boss company last and before that has been with Neate & McCarthy and the Studebaker company.

Peerless Motor Trucks For Sustained Hard Service

BACK of the accurate machine work on the steel parts of a Peerless Truck is something far more vital—Scientific Heat Treatment. Accurate machining is lost if the steel fails. It is heat treatment that makes the teeth of a Peerless gear glass-hard while the core remains tough; it is heat treatment that makes a Peerless sprocket almost wearproof without being fragile. It is heat treatment that puts into every Peerless Truck a merit that no eye can see—the ability to meet sustained hard service for the maximum period of time.

Immediate delivery on three, four and five-ton models.

H. H. Keats Auto Co.

BURNSIDE, BROADWAY AND COUCH STREETS



Dear Sir:—

How smart is a business man who will let a manufacturer own his business?

There is a great deal of argument along this line.

Take for instance, a clothing merchant who handles and advertises "Hart Schaffner & Marx" clothing, "Munsing" underwear, "Shawknit" sox, etc. Who owns his business? Suppose he would lose the agency for these garments, after he had spent his energy in building up a trade and a reputation for them, after he had educated the people that they were articles of extra merit, where would he be at?

One of two things is certain. Either such a merchant isn't smart, or else he has explicit confidence in the article he is advertising for somebody else. He also must have confidence in himself, in his ability to keep the agency for the same and satisfy the manufacturer his article is properly represented,

Now, here's how much the Cadillac company owns us.

We carry in stock, paid for, \$20,000 worth of duplicate stock parts. We carry nothing but the Cadillac automobile. We spend every energy and all our advertising expense on the Cadillac Company's product, and we don't owe them a cent. We've been nine years building up a Cadillac exclusive business. Wouldn't we be in a nice boat if the Cadillac Company would cut us out?

We're telling this just to show you that we're either not smart, or that we have all the confidence in the world that we're selling the automobile of the greatest merit, that we are confident that the Cadillac Company will continue to build the car of greatest merit always, that the name Cadillac is worth our efforts, that we have confidence in ourselves to give our patrons such service and satisfaction that the Cadillac Company will continue us as their representatives indefinitely.

That's worth a great deal to one owning a CADILLAC.



Exclusive Cadillac Distributors
Washington Street at Twenty-first Portland, Oregon

SERVICE

Who Are They That Get The Most Benefit Out Of An Automobile?

Frankly, it is the man who is insured service when he requires it. The Oregon Motor Car Company, which has recently taken over the sales agency for Portland and Multnomah Counties of Studebaker Automobiles, has already been referred to as the House of Service by many Studebaker owners who have had occasion to call on them for service.

No one appreciates the importance of service more than we do, and it is on this principle that we intend to build up our organization to a point of efficiency second to none in the Northwest.

This is an age of specialization, and with automobiles it is paramount. In order that owners of

Studebaker Automobiles

may have proper service, we have engaged the highest-salaried Studebaker technical expert in the Northwest. He will have entire charge of our technical and service departments. This insures every Studebaker owner the best attention and satisfaction obtainable.

We have just opened one of the most magnificently appointed automobile establishments on the Coast, and we invite everyone, whether interested in automobiles or not, to call and inspect our plant.

Oregon Motor Car Co.

58-60 TWENTY-THIRD STREET Opposite Packard Garage

Managing Directors: W. C. Garbe, E. E. Winchel.