

ONE MILLION CARS ARE NOW IN USE

Great Industry Has Developed Until 1,000,000 People Are Supported by It.

By Howard M. Covey.

Wearied by his daily grind, the man at the desk, the counter, the forge or the plow can find nothing more charming, healthful and invigorating than to take a drive in a safe, reliable and comfortable motor car.

It is the greatest generator of bounding vigor, another way of saying that it is a great antidote against physical, mental and social anemia.

Whether a man motors at home or abroad, the educational and other advantages are unexcelled, because every object, scene or idea absorbed is presented in its concrete form.

Neither the ox cart nor the horse, the boat, the railroad nor the trolley has yet been able to penetrate the hidden charms of the valley and the mountain which the motor car has revealed.

According to the latest available statistics, on October 1, 1912, there were registered in the United States a total of 990,738 pleasure motor vehicles. After deducting 15 per cent from the total registration for cumulative and overlapping registrations, it is safe to say that on January 1, 1913, there are approximately 1,000,000 pleasure cars in use, representing an approximate value of \$1,000,000,000.

This vast amount of money has gone into the pay envelopes of at least 100,000 American workmen and to 350 American manufacturers of pleasure cars and to the thousands of American dealers and salesmen, the financial and industrial advantages of which are inestimable.

Fully 1,000,000 persons, including wives, children and dependents, directly and indirectly, are today benefited by this stupendous showing.

The motor car has encouraged outdoor life, domestic travel and sight-seeing in America, which in turn, have promoted the building of thousands of respectable and popular summer resorts and wayside inns throughout our country.

The motor vehicle has stimulated scientific research, invention and engineering skill and advanced the dial of progress almost a century.

The automobile unquestionably saves time to the traveling man, to the business man to the contractor, to the farmer, the society and business woman and the busy traveling public. The time thus saved may be employed for either other business or for the cultivation of the social and domestic pleasures and graces.

NEW MOTOR BUREAU PROVING SUCCESSFUL

Though the Motor Bureau only made its debut Monday last and the first stories of the new enterprise appeared in the papers last Sunday, they have had a busy week. This making a center for automobile information has created a sensation and all seem anxious and ready to take advantage of the service afforded. The office had not been opened half an hour Monday morning when a long-distance phone call was received from way out in central Oregon asking where the nearest agent for the Jackson car could be found. This information was furnished and the party told to call again for any information that was needed.

Several chauffeurs called during the week and left their names and qualifications and one of them was placed in a position. Another long distance call came from Eugene and wanted to know where the nearest Thomas agent could be found and this party was told Spokane.

A letter was received from Narrows, Or., asking for an instruction book on how to run an automobile. Several auto owners and motorcycle riders called to get application blanks for state licenses. Inquiries as to the location of agencies and about the city ordinances were answered as well as numberless calls over the phone about various subjects, all of which were of great importance to the seekers after knowledge. A tourist in a Ford car called and

MOTOR BUILDING IS PLANNED FOR SERVICE



Above—New home of Oregon Motor Car company, at 5860 North Twenty-third street.
Below, left—E. R. Winchell, vice president and sales manager. On the right is shown W. C. Garbe, secretary and treasurer.

The Oregon Motor Car company has taken over the local distribution of the Studebaker line and now numbers among Portland's latest automobile establishments. The management of this new concern is directed by E. R. Winchell and W. C. Garbe, well known and popular young men among the trade throughout the northwest, who are associated with Frank C. Riggs, Portland representative of the Packard. From a service standpoint the management assures the buying public every courtesy.

The building at 58-60 North Twenty-third street, to be occupied by the company, in its appointments is one of the most complete of any automobile establishment in the city. It was specially designed by Mr. Riggs and embodies

asked the route through the city park and out to Council Crest.

Among the out-of-town visitors to the office who are connected with the trade were J. B. McMullen, supervisor for the Willys-Overland company of Cleveland; E. C. Turney, representing the Imperial car of Jackson, Mich.; Jay A. Kennicott, secretary-treasurer of the Laverne Manufacturing company of Laverne, Minn.; William G. Northrup, district manager of the Willys-Overland company; H. L. Wilson of the Cartecar company, Jackson, Mich.; Charles Johnson, special representative of the Lovell-McConnell company of Newark, N. J.; T. A. Campbell, general manager of the Imperial factory at Jackson, Mich.; and J. C. Hadley of the Harwood-Barclay Manufacturing company of Marion, Ind.

many of the features contained in the Packard branch houses throughout the country, making it especially adapted to the motor car business. The salesroom, which occupies the greater portion of the front of the building, is finished in white with a tile flooring and beamed ceiling.

The office and bookkeeping departments are on the mezzanine floor. Back of the salesroom is a spacious garage for the storing of demonstrators and the service department. The entire second floor is occupied by the parts department and the machine shop in charge of experienced mechanics who will render immediate service to Studebaker owners whenever the occasion may arise.

GOES TO SPOKANE TO REGAIN HEALTH

Mel G. Johnson, of the Howard Automobile Co., northwest distributors of the Buick and National lines, went to Spokane last Sunday to spend a two weeks' vacation. Mr. Johnson has been suffering from throat trouble for the past two months, and is in hopes that the high, dry air at Spokane will prove beneficial to his health. Incidentally, he will drive through eastern Washington and northern Idaho, accompanied by relatives, with whom he will visit while in the Falls city.

Plans are under way for the formation of a new dealers' association in Hartford, Conn.

CARBURETOR IS LITTLE UNDERSTOOD, ALSO A MUCH ABUSED DEVICE

Comparatively Few Men in Portland Are "Wise" to It, Declares F. W. Vogler.

"The carburetor is probably more abused and less understood than any other one part of an automobile," said F. W. Vogler, distributor for the Hudson and Reo, when asked what he knew about carburetors by The Journal man.

"In the first place there are few carburetor experts and many carburetor tinkers. I doubt if there are a dozen men in Portland who really thoroughly understand a carburetor, while the number that think they understand them is legion and there is where most carburetor trouble comes in.

"Gasoline, as such, is not explosive. Gasoline vapor mixed with the correct quantity of air is highly explosive. For perfect operation a highly explosive gas is essential. It is the function of the carburetor to give this result; to successfully perform its mission it must thoroughly mix gasoline vapor and air in exactly the right proportion.

Some Better Than Others.
"In general, all carburetors are good. They have to be to stay on the market in these days of fierce competition. Naturally some are better than others. The better carburetors are all figured out to a nicety at the factory and have but one, if any, adjustment.

"The less adjustments and moving parts there are on a carburetor, the better off it is in service provided the right size has been applied to your particular engine.

"The Hudson factory so thoroughly understands this that they equip their engines with a Zenith carburetor having absolutely no adjustments. It is self-compensating under all conditions and is naturally a great boon to the motorist.

"The Reo factory use a Holley carburetor with but one adjustment on it. So it is quite easily handled as one cannot get hold of and start changing the setting of the wrong part.

One Adjustment Is Solution.
"Any modern car should be so arranged that all the adjustment on the carburetor can be made by the driver, while the machine is in motion. This is easily accomplished where there is but one adjustment by bringing that up to the dash of the car by a system of levers and rods.

"Unless you are looking for a lot of experience and are adept at profanity, look askance on any carburetor that has a lot of valves and funny little things to get out of order. So sensitive are their various adjustments that only one of them needs to be out of

FIRST CAR EVER USED IN KANSAS BOBS UP

A. S. Parks of Wichita Took Locomobile to State in 1900.

Automobile historians with the central west as the scene of their operation, have finally discovered the first motor driven vehicle to be used in the state of Kansas. This was a Locomobile of 1900 vintage which was delivered to A. S. Parks, capitalist, of Wichita, in that year. At that time the nearest agency was in New York city, where Mr. Parks had to go to buy his first car.

Not only was the car which invaded Wichita in 1900 the first motor vehicle to be used in Kansas, but it later achieved the distinction of being the first car in Kansas to be driven by a woman.

As Mr. Parks changed from one model to another, his first car ultimately reached I. N. Stage, a mechanical genius and president of the Wichita Novelty works, who made a present of it to his wife.

Mrs. Stage immediately made herself familiar with the workings of the gasoline propelled novelty and took out the first driver's license ever taken out by a woman in Kansas.

hundredth part to affect the entire operation of the car.

"In these days of low grade gasoline, it is absolutely essential that a carburetor be hot water jacketed and if possible, it should also be provided with hot air as it is getting more difficult every day to vaporize the fuel and the probabilities are that we shall have even worse gasoline before we get better."

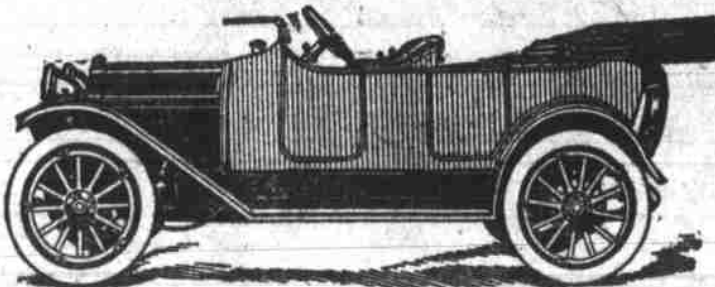
A. A. A. INDORSES BLUE BOOK AS ROAD GUIDE

The motoring public will be interested in learning that the American Automobile association recently made public their exclusive endorsement of the Automobile Blue Book, as the official road guide of their entire organization. This step was taken after a careful review of the field, a complete survey of the work accomplished by the Automobile Blue Book Publishing company in its 10 years of activity, and a thorough investigation of the preparations for the 1913 edition of the five volumes of the book.

Muff Purses.

New muff purses of pin seal leather, French leather or suede come in all colors and can be used with or without handbags. When the handle is needed it goes on with a snap catch, but for automobile use the muff effect is most convenient.

We Would Like to Show you the PAIGE 36



Paige Model Glenwood, 5-passenger touring car, \$1275

THERE is no other car in the market that we could take greater satisfaction in showing you. There is no other car in the Paige price field—or anywhere near it—in which we could feel such pride.

This is a remarkable car, this Paige "36." Remarkable in several ways. It is just as extraordinary in its design and its workmanship and its splendid materials as it is in its equipment. And Paige "36" equipment is something the whole public is talking about.

Think, for instance, of a \$1275 car equipped with the famous Gray & Davis Electric starting and lighting system. The same system that some of the very best high-priced cars are featuring.

The Paige "36" chassis was designed for this starting and lighting system. The equipment is a part of the car.

Paige "36" offers you Bosch magneto, ventilating windshield (built into body), silk mohair top (tan lined), top boot and curtains, Stewart revolving dial speedometer, 12-inch electric headlights, electric side and tail lights, five demountable rims, robe and foot rails, tire irons, license brackets, horn, pump, tools, jack. Everything is complete. Heavy nickel trimmings throughout.

Try to match Paige "36" equipment if you can.

And Paige "36"—just as a car—more than measures up to its equipment. A big, roomy, sturdily built car. 116-inch wheel base, 34x4-in. tires, left-side drive, center control, cork insert clutch.

Come and see this

Next Year's Car—Ready Now

MAIN 75 A-4655

PACIFIC MOTORS COMPANY

DISTRIBUTORS—682-684 WASHINGTON ST.

PAIGE-DETROIT MOTOR CAR CO., DETROIT, MICHIGAN

Stearns Knight

TEN POINTS

It is extravagant economy to buy an automobile because it is cheap, when you have the means to buy a high-grade machine that will be rendering perfect service after at least three of the cheaper grade cars have gone to the scrap heap. Consider the following ten points and then come in and buy a Stearns Silent Knight.

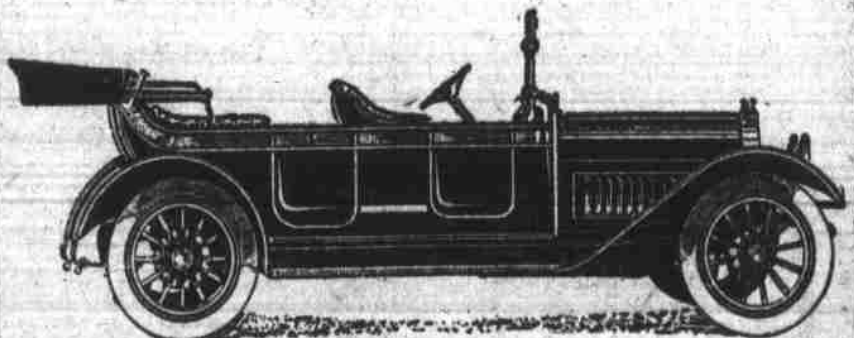
- 1—SIMPLICITY**—Having fewer parts by 33 per cent than the ordinary automobile engine, the Knight Motor is less complicated and therefore does not require a mechanical expert to understand, care for and operate it. For this reason it is less liable to get out of order.
- 2—ENDURANCE**—The first perfected Knight Engines were put on the market in 1906. Statistics gathered show every machine of that output still in active service except for the one destroyed by a building fire.
- 3—ECONOMY**—There is no motor of the same power that uses so little gasoline. Its lubrication is absolutely perfect, yet it uses barely half as much oil as the poppet valve machine.
- 4—SILENCE**—Its operation is so perfectly quiet and smooth that it has well earned its title: "The Silent Knight."
- 5—RECORD**—Not a single builder who has adopted it has ever gone back to the poppet valve. Thirty-one great concerns now use it and the number is constantly increasing.
- 6—TEST**—The Knight Motor was awarded the Dewar Trophy by the Royal Automobile Club of Great Britain and Ireland after a test that was equivalent to two years' hard service.
- 7—PROGRESS**—The four greatest builders of England, France, Germany and Belgium adopted the Knight Motor only after tests that cost them one million dollars. They demanded and they got something better than the poppet valve. The seven greatest builders in America have been in negotiation for the right to use the Knight Motor.
- 8—BACKING**—The Stearns Silent Knight is backed by the F. B. Stearns Company, of Cleveland, Ohio, who spent \$200,000 and two years' time in tests before they abandoned the poppet valve for the Knight.
- 9—THE FUTURE**—Let us show you evidence that will convince you that practically all the builders of high-grade cars in America recognize that it is absolutely useless to further oppose their own engineers in conceding that no motor superior to the Knight has ever been constructed, and that they must ultimately adopt it or abandon the field.
- 10—THE PAST**—The procession has gone by the few dealers, here and there, who still stubbornly cling to the past. Every new invention has had to fight its way. Sometimes it is ultra conservatism. Sometimes it is nothing but self-interest. But the world moves. How many are now left to plead the cause of the old hand crank starter? It is the same way with the air-cooling motor and the steam motor that were at one time popular. **THE OLDER TYPES OF MOTOR MUST GIVE WAY TO THE KNIGHT.** For forward, not backward, is the motto of the present age.

Come around this week to see in operation at 16th and Alder streets the Outaway Knight Engines which all visitors, critics and laymen alike admitted to be the star feature of the recent Automobile Show held in Portland.

The Moores Motor Car Company
Oregon Distributors **MERRILL B. MOORES, Mgr.** Alder at Sixteenth Portland.

SEE THE HAYNES

New Models Now on Display in Our Showrooms



Model 24—Five-Passenger Touring Car.....\$1900
Model 22—Five-Passenger Touring Car.....\$2400
Model 23—Haynes "Six".....\$2650
These Prices Are f. o. b. Portland.

Haynes purchasers find a certainty of service in the fact that this year witnesses the twentieth anniversary of the Haynes Car. Mr. Haynes, in 1893, built what has long been officially acknowledged America's first automobile. In 20 years that have elapsed, he and the splendid, skilled, sincere organization which has grown up around him have built thousands of automobiles which, by as many purchasers, have been acclaimed splendid cars.

The three Haynes models for 1913 have all the qualities of efficient design, honest materials and careful workmanship that have made Haynes Cars famous for service, and they have every up-to-the-minute feature that's worth while.

The Haynes name stamps every Haynes Car O. K., but we make no charge for the name

All Models Completely Equipped, Leece-Neville Separate Unit Electric Starting and Lighting System.

Paquet & Peck Auto Sales Co.

DISTRIBUTORS

EAST EIGHTH AND HAWTHORNE AVE. PORTLAND, OR.

Phones—East 1373, B-1514

