

GIBSON ELECTRIC GARAGE WILL BE OPEN TOMORROW

Equipment of New Plant at Twelfth and Alder Streets Compares With Any in the Country.

Marking an important step in Portland progress, the opening of the Gibson electric garage, means a big advancement to the automobile trade. Tomorrow morning will witness the opening of the first exclusive electric garage in the northwest. In point of equipment, location and finish, this newest of Portland's automobile houses will rank with the finest in the country.

The building, just completed, is located on the southeast corner of Alder and Twelfth streets. It represents an investment of approximately \$27,000, exclusive of the company's equipment. It is the largest garage without a post in the city, being 60x100. The office will occupy a space of 20x40.

In this handsome new structure only electric cars will be stored. A portion will be devoted to the charging and storage of commercial electric vehicles. The noisy chug chug wagon will have no place here. It will be an electric house in practice as well as theory, and only the clean, silent cars will be allowed to enter.

Sold First Electric Car Here.
At the head of this enterprise is the man who sold the first electric automobile bought in Portland. He is F. C. Gibson, until recently president of the Gibson Storage Battery company. Mr. Gibson has been identified with the electric business for more than 17 years, and a large part of that time he has been in the automobile branch running his own business.

Associated with Mr. Gibson is A. E. ("Dad") Foss. Mr. Foss needs no introduction to the motorists of Oregon, or the automobile trade of the United States. His name is synonymous with the inception of the self-propelled road vehicle. His experience in the motor car field dates back to the time when the automobile was a curiosity, when a drive down the main thoroughfare of any town was the signal for the appearance of the whole population.

"Dad," as he is familiarly called by habitués of "The Row," came to Portland as superintendent of the Studebaker corporation's factory branch. Prior to that time he had been connected with the Seattle house of the same firm. Among other notable things, Mr. Foss helped to build the first Peerless car manufactured. There is a man in the automobile business in the northwest who enjoys a wider acquaintance in this territory than "Dad," and he numbers among his friends the leading lights in the automobile manufacturing field.

Ever since he has been in business here, Mr. Gibson has confined his operations to Alder street. In seeking a location he retained his faith in that thoroughfare. He thinks it is the most desirable street in the city for a garage, especially the kind he will open tomorrow morning. The fact that he is "right around the corner" from one of the leading theatres and that no street cars pass his door appeals to Gibson as important benefits.

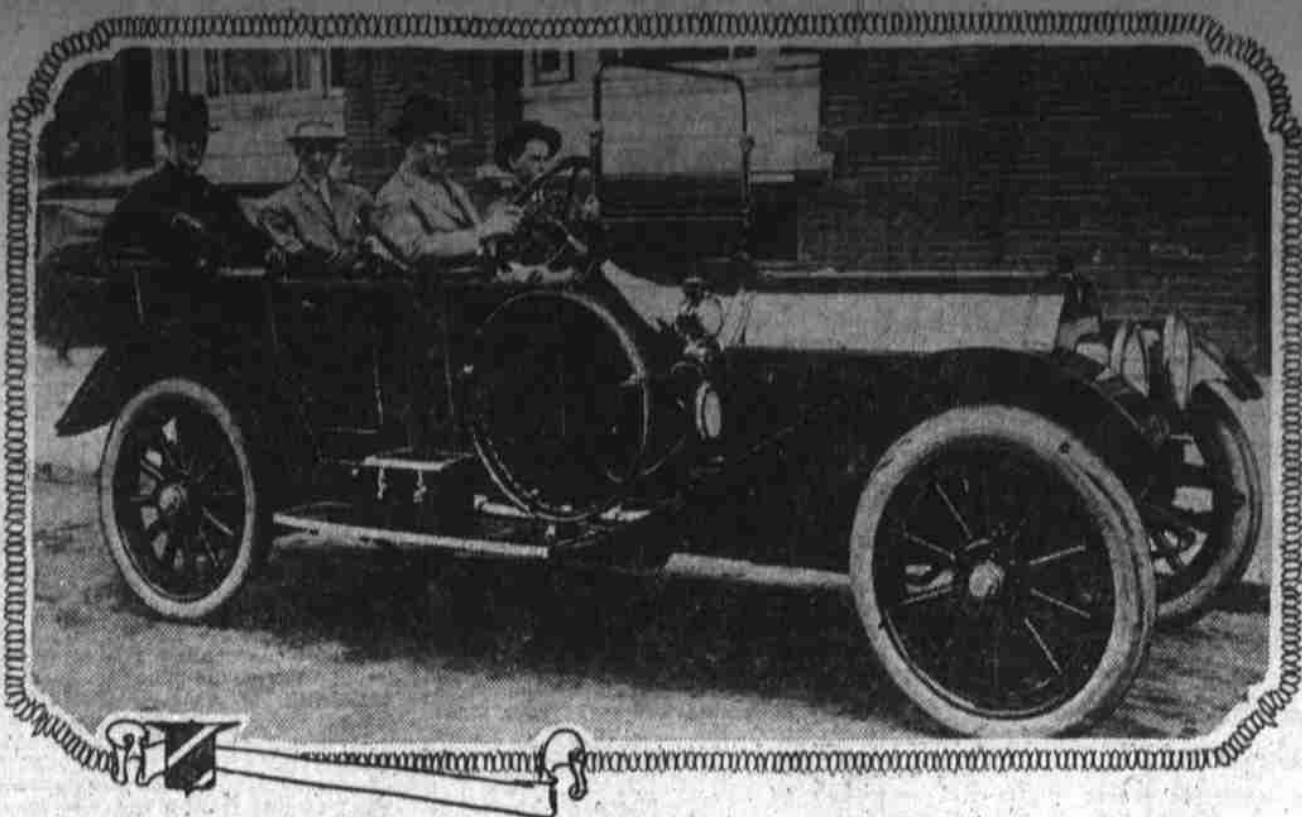
The equipment installed for the car of electric power is elaborate. More than \$2000 was spent in adding equipment to the extensive investment that Gibson already had. For the charging of cars he will use direct current, doing away with rectifiers.

With the opening of this establishment another electric garage, Gibson will have the agency for the Waverly electric, a car of high grade manufactured in Indianapolis, Ind. This car ranks high among the electric cars of the world and has proven a popular one in the east. It is also one of the oldest in the United States. Gibson believes that with such a garage here, the people will begin to appreciate the many advantages of an electric car and that the sale of these cars will show a big increase within the year.

Practical Joke Ends Seriously.
A wire stretched across the roadway level with the heads of motorists caused the death of Rudolf Plunz and wife while enjoying an evening ride near Berlin recently. Another car following was stopped just in time to avoid a similar fate. Since this accident an attempt at a like outrage was reported from another section of Germany. The authorities have offered a reward of \$1125 for the apprehension of those who were responsible.

A motor volunteer corps has recently been formed in Sofia and is reported to have been in service with the Bulgarian army, transporting officers at the front.

LIGHTWEIGHT CHAMPION FINDS CHALMERS SIX IDEAL OF HEART



Willie Ritchie, in Chalmers Six, as he appeared on scenic ride on Portland Heights.

It took Willie Ritchie, lightweight champion of the world, several months to discover "the most wonderful car" on the market. Besides being some pugilist, Ritchie knows a thing or two about an automobile. Before rising to the heights of championship, Willie fiddled around motor cars long enough to know every nut and screw in the car.

On his arrival in Portland, the cham-

pion was invited for a spin over Portland's hills in a Chalmers "Six." At the start none of the party, which included his manager, Billy Nolan, knew that Ritchie could manipulate the gears and the throttle. After swinging up Portland Heights in "high," and circling around King's Heights and out to the baseball park, the party ascended to the City Park. After the photographer snapped Ritchie at the wheel and everyone was prepared to start again, the

hand. Such men seldom relax their command or control. It is imperative that this same degree of careful supervision be exercised with reference to the delivery and haulage. But to undertake to judge without facts is fallacy," said Mr. Boss.

"Where a large number of machines are in use the record is considered necessary, but exact data are even more imperative with the service of a few wagons because the economies may not be relatively as large. And the wider the experience the greater will be the opportunities for applying methods that will be productive. Exact knowledge is a large asset in business."

FUEL PROBLEM GETTING MAKERS' ATTENTION

There is abundant evidence that the manufacturers are giving every attention to the fuel problem, and in view of the reports that are being made public from time to time, the advent of the successful kerosene carburetor does not appear to be far distant. England and continental Europe are turning their attention to benzol, but the American inventor seems to be confident that the solution of the problem lies in a product more closely related to the type of hydrocarbon originally selected for automobile use. One reason for this undoubtedly hinges upon the suggestion that when both kerosene and gasoline become available, as fuels, there will be some adjustment of price as to make the cost of either satisfactory from the standpoint of operating expense.

The Automobile club of Milan, Italy, is organizing a race for small cars to be held in September. It is anticipated that the course selected will be over the Brescia circuit.

GERMANY NOW AUTO BAROMETER OF EUROPE

What That Country Does Has Great Influence in Design, Etc.

Germany is now the real automobile barometer of Europe. What Germany decided upon in the way of motor cars, not only in body design and mechanical features, but also her acceptance of any trade in other parts of continental Europe, according to E. C. Colter, an American business man who has been in Germany for the past few years studying trade conditions very closely. The fact that Mr. Colter, now in America for a short visit, has for the past year been engaged actively in the automobile business as distributor, adds strength to his opinion.

"I realize that this statement may seem revolutionary," says Mr. Colter. "Other European countries have so long been generally looked upon as leaders in motor car affairs that the strides Germany has made have been overlooked. This forging to the front on the part of Germany is now strongly evidenced by the fact that other parts of Europe wait to see how Germany takes up a new American car. Popularity in the Empire means an increased business in other continental countries, a contention of mine that has been verified by the export department by the steady strides made all over Europe by the American cars during the past year."

"When I first went abroad it was evident to me that there was a deep rooted prejudice against American cars, but as I studied conditions more closely, I became convinced that it was an ever enlarging field for our medium priced machines, and my experiences have proven that the prejudice is fast decreasing."

Mr. Colter is of the opinion that the American machines have not as yet broken the crust of the immense business which awaits them in Germany as well as other parts of the continent. He declares that foreign manufacturers are now willing to concede that they cannot build cars to compete in price with the moderate priced American product and have practically given up all ideas of entering the field in this class.

Doctor's Ability Gets Him Car.
Citizens of Shanghai, China, recently combined to present Dr. S. M. Cox, a prominent British physician, with an American made Regal touring car, as a recognition of his services in checking a cholera epidemic in that country. The presentation speech was made by Dr. Wu Ting Fang, on behalf of the Chinese Red Cross society.

UPKEEP FIGURES SHOULD BE KEPT

Greatest Use of Trucks Obtainable Only by Care and Attention.

The owner of a motor truck or wagon who does not keep an absolutely accurate record of the work performed and the time required for it has no knowledge of the practical value of the machine. This does not mean that it is necessary to maintain an expensive system of accounting, but it is imperative to know what service the vehicle is giving, for no other data will inform him whether or not it is being worked extravagantly or economically. The man who places reliance upon the judgment of his driver to work a truck to its greatest value may have sufficient reason for so doing, but it is safe to assume if a man has such capacity there is little need for him to drive a machine, is the opinion of C. L. Boss, local distributor of Reo trucks.

"If men who own motor trucks were to follow the work done by them for a few days and had intimate knowledge of the conditions in which they are used, they would have practical knowledge that would be invaluable to them, and which might be worth a great deal of money. The man who knows the details of his business, who can judge from the reports made him the productiveness and conditions with regard to administration, has his affairs well in

Does This Convince You?

From time to time we have been publishing letters written by Portland owners of Stearns-Knight motor cars reporting their experience with the Stearns-Knight product. Every one of these letters, each of them penned by a man of this community, has praised the Stearns car and the Knight motor. We believe you will agree that this unanimous testimony is a positive indication that the Stearns-Knight is a superior motor car, that the Stearns-Knight owners are well taken care of by the factory and local organizations back of every Stearns-Knight car.

In letters written by Mr. W. G. Howell, Mr. J. H. Cook, Mr. George A. Steel, Mr. A. M. Haraden, Mr. M. D. Wakeman and Mr. E. W. A. Peske, the history of Stearns-Knight experience in this territory has been outlined in detail that is very complimentary to the Stearns-Knight manufacture. Some of these cars have been driven 15,000 and 15,000 miles in about a year's time and the owners are thoroughly pleased with their performance.

The motor that had run the farthest had not cost a cent for upkeep, said the owner. One remarked that his car did not entail an expense of \$5.00 for repairs, another testified that his had not cost as much as a dollar. But economy of operation and upkeep is not all. The riding qualities of the car were lauded, its power, its speed and its silence were pointed out by the owners.

Here is a letter from Mr. Metschan, a more recent purchaser:
The House of Personal Service,
THE IMPERIAL HOTEL,
Portland, Or., April 14, 1913.

The Moores Motor Car Company,
Sixteenth and Alder streets,
Portland, Oregon.
Gentlemen—I purchased a Stearns-Knight car on October 30, 1912, and I have driven something over 2500 miles since that date. My experience with this car has been highly satisfactory, and the Silent Knight type of engine is, in my opinion, the ultimate engine.
The car seems to be running more quietly. If that is possible, now than at the time I commenced to use it, and I am sure that more power has been developed. I HAVE HAD NO TROUBLE WITH IT AND AM ENTIRELY SATISFIED.

A ride in any Stearns-Knight car will tell you the reason of this praise. We have cars that are intended especially to demonstrate to you the superior Stearns-Knight qualities. Let us give you the trial that will prove.

The Moores Motor Car Company
Oregon Distributors Stearns-Knight. Alder at Sixteenth, Portland.
Merrill B. Moores, Mgr.

United States Tires are good tires

How did you pick your car?

When you bought your car you didn't choose it because you happened to like the carburetor or because of its thick upholstery or even because of its famous motor.

You got right down to the bottom of the question. You compared various cars point by point until you finally found the car that came the closest to combining all the good points you wanted to find in your car.

Why not buy your tires in the same way?

Why not size up the various brands point by point and pick the tire that combines all those strong features that a good tire ought to have.

You want high mileage

You will get from 25 to 50 per cent. more mileage from United States Tires than any tire ever yielded up to the time the United States Tire Company was organized.

You want to avoid rim cutting

United States Dunlop Tires are the only tires ever guaranteed against it.

Air capacity and diameter are important

No tire ever made has a larger average air capacity or larger diameter measurements than the United States Dunlop. Get a few cross sections and prove it with your own eyes.

You want an easily manipulated tire

The round toe makes the United States-Dunlop the most easily manipulated tire on the market.

But the prime essential is fabric strength

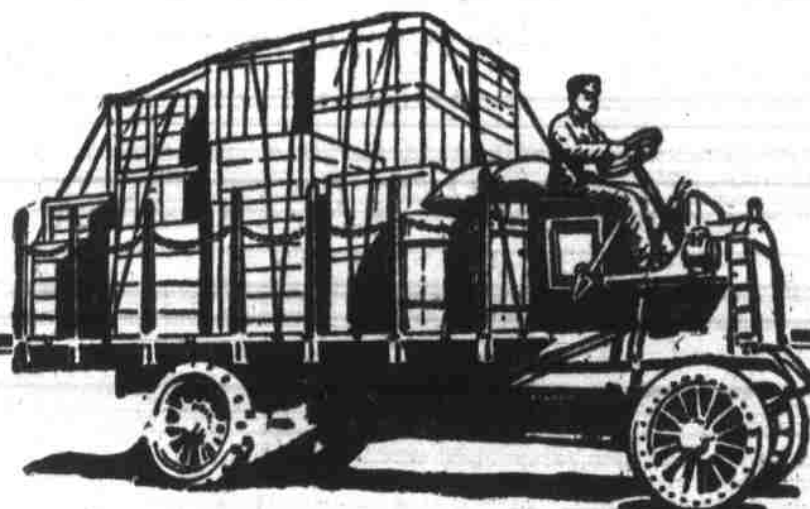
Strong fabric means not only high mileage but protection against blow-outs. By a process which we have perfected and control exclusively we have practically doubled the strength of United States Tires and reduced blow-outs proportionately.

These are the good points you want to find in your tires. They govern the size of your tire bills. Four factory cooperative methods (used exclusively in the making of United States Tires) have enabled us to combine all of them in this one tire.

Cost no more than you are asked to pay for other kinds

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accomplishes exactly these results. Hundreds of owners of motor trucks tell us that ZEROLENE is one of the main factors in the reduction of their maintenance charges.

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