

## PROCESS TIRE LISTS GENERALLY DROPPING TO NEW LOW LEVELS

Half a Dozen Makers Have Followed Goodrich Example of Revising List Downward

### DEALER ALSO BENEFITED

Better Manufacturing Methods and Improved Factory Facilities Cause of Changes.

The tire situation is clarifying itself and in the process the lists quite generally are touching new low levels. Since the Goodrich company announced its new list and the abolishment of percentage discounts in favor of established list prices to the user and net prices to the dealer, half a dozen other makers have revised lists and in practically every case the new figures are lower than the old ones.

For years the list prices of our tire companies have been gradually coming down, with the exception of the brief period of panic last summer when the European war threatened to cut off our rubber supply, but also for years the man who knew could always buy new tires at prices below those listed by the maker and which were meekly paid by the uninformed. The experienced car owner or driver who knew how to link together the chain of possible discounts secured his tires at a reasonable rate, while the tyro was at the mercy of the unscrupulous dealer.

The prices now in effect are apparently much more sensible, being based on manufacturing costs and a rational degree of profit for maker and dealer. The intricate system of discounts is abolished and henceforth the man who buys tires will do so on a business-like basis. Better manufacturing methods and improved factory facilities, together with the lower price of rubber, have made possible the reduction of prices so that the matter of tire expense will not now be so great a burden to the man who wants to buy a car as it has been in the past. Everyone concerned is to be congratulated upon the good sense of adopting business-like sales principles and, even more strongly, upon giving the automobile public a square deal. The dealer is also benefited because he can adhere strictly to his price list and does not have to be constantly combating the arguments of customers who claim that they know of instances where a quantity has been purchased at the same make of tire for less money.

## FACTORY TO DEVOTE ATTENTION TO AUTOS

Motor Truck Business Is Sold Out by Well Known Eastern Company.

The Willys Overland company has announced its retirement from the motor truck industry, having disposed of its entire interests in the Gramm Motor Truck company of Lima, Ohio, by the transfer of its stock interests to the Geiger-Jones company, of Canton, Ohio. By the terms of the agreement, the Gramm company will take over the sales organizations of both the Willys-Utility and Garford trucks and will continue the manufacture of both trucks in their factory at Lima.

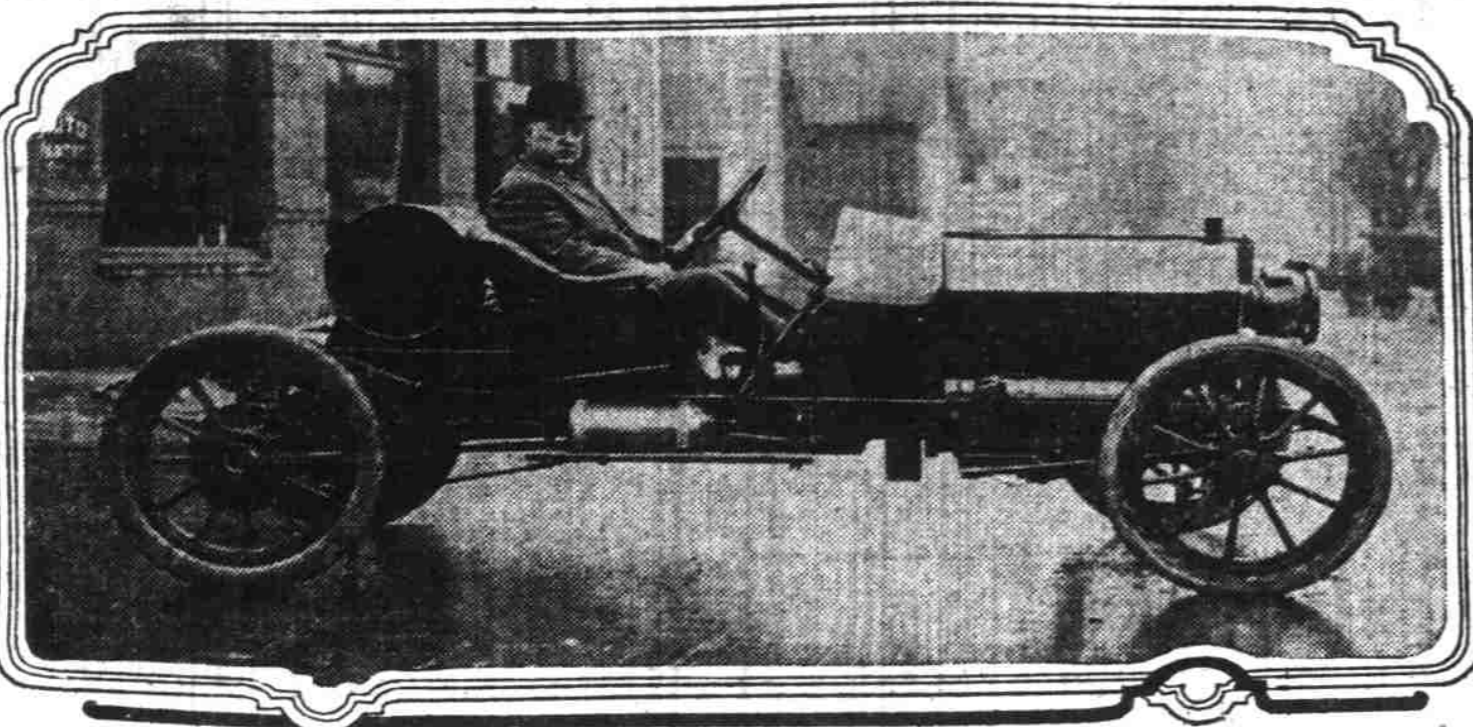
While the details of the transaction are not made public, it is said that by their acquisition of the Gramm interest in the common stock and their interest in the outstanding preferred issue of the Gramm company, the Geiger-Jones company has acquired full working control of the business.

In discussing his reasons for disposing of the truck business, Mr. Willys declares that he considers it a business separate and distinct from the quantity production of automobiles and that the rapid growth of Overland business has made it seem advisable for him to concentrate the efforts of the big Overland organization on the main industry at Toledo.

The plant at Elyria, Ohio, where the Garford trucks formerly were built, it is stated, henceforth will be employed in the manufacture of Overland parts.

**Going Some at 83.**  
Though 83 years old Alfred S. Hensley of Stanhope, N. J., refuses to take a dare—especially when it comes to riding a motorcycle. Recently Hensley mentioned that he used to be quite a motorcyclist. His cronies laughed at the remark, and wagered that he couldn't even ride. Without a moment's hesitation, the veteran jumped into the saddle and was off down the road. When he returned, he pocketed the wager with the remark: "Well, I guess I'm still one of the young 'uns."

## NATION FOUND USE FOR OLD JUNK HEAP



Some few months ago a second hand Marmon touring car came into the hands of Charlie Nation of the speedwell garage and he couldn't figure out what disposition he would make of same, as second hand cars at that time were a drug on the market.

One day Bob Blodgett, who has a tire establishment in the Speedwell building, had to put his Marmon, built in the year 2, in a repair shop, and asked Dad Nation if he had a car

around the house that he could use for a few days while the repairmen were doctoring up the Marmon.

Dad said the only thing he had was the old Marmon, and he was of the opinion that it would not run, but he could try it if he wanted to.

Consequently, Blodgett, the old junk heap up for a few miles, suddenly discovered that underneath the bonnet of the old rig was a motor with a wonderful "kick," notwithstanding the

fact that the car had been run many thousands of miles with miserable upkeep attention.

When Nation found that the motor was an exceptionally good one, the idea of rebuilding the machine into a roadster came to him, with the result shown in the picture. This car is now destined to represent Portland and the northwest in some of the race meets that will be held throughout Oregon and Washington during the summer.

## LEGISLATURE GIVES LITTLE SUPPORT TO GOOD ROADS PLANS

Recent Session Disappointment to Advocates of Improved Highways.

Taken as a whole the recent legislature was a disappointment to those interested in highway development. No constructive road legislation was enacted. The only approach to it was the passage of the Hollis-Vinton bill which authorizes two or more counties to organize a road district and build public highways in the district. The specific object of the bill is to permit the counties of Yamhill, Tillamook and Polk to unite in the construction of a road to the coast. It is optional with the counties whether the work shall be done under the supervision of the state highway commission or by themselves.

There is an inherent weakness in this measure because it does not make it mandatory that the work be done by the state highway department.

Responding to the recommendation of Governor Wincombe that the state road levy be increased from one-quarter to one-half a mill several bills were introduced but they all failed of passage. As a result it is probable that no new work will be undertaken. The \$250,000 that the existing levy will bring in will doubtless be appropriated to those counties that have already shown a disposition to do something, such as Jackson, Columbia and Hood River. A bill was passed granting Jackson county 20 per cent of the fund for the purpose of completing the Pacific highway over the Siskiyou mountains.

**Brown Bill Defeated.**  
A bill of considerable merit that was killed was the bill of Representative Samuel Brown of Marion county providing for state aid to counties. The bill provided that the state should appropriate 40 per cent of the cost of a road, the county 40 per cent and the property owners of the district benefited, 20 per cent.

Probably the most meritorious bill introduced was one that allowed counties and municipalities to contribute to the improvement of permanent roads outside their limits. This would have permitted Multnomah county to assist in the improvement of market roads which extend into Clackamas, Washington and Columbia counties. It would also have allowed municipalities like Hood River to aid outlying road districts in the county. The bill got through the house but was killed in the senate. No good reason was advanced for its failure to pass. An influence that was probably used against it was that of the suburban railways which view with some alarm the growing competition of the auto truck and the auto bus.

Besides enabling Portland to have assisted in the improvement of market roads in adjoining counties the measure, had it become a law, would have led to the construction of a scenic road through Clackamas county around the base of Mount Hood to a connection with the Columbia highway. Notwithstanding it has been shown that taxpayers have been swindled by bridge contractors there was no legislation to correct that evil and protect county courts by placing bridge con-

## 5000 Automobiles To Cross Continent

Lincoln Highway Association Makes Estimate of Motor Tourist Traffic to San Francisco Exposition.

Widely divergent estimates have been made as to the number of automobiles that will cross the continent during the coming season. Even the most conservative figures are startling. The Lincoln Highway association estimates that 5000 cars will drive to the Pacific coast and return. Three thousand of these cars are to come from east of the Ohio river, 1000 from

between the Ohio and Missouri and 1000 from west of the Missouri, but not including cars owned in California.

The cars east of the Ohio would cover out and back approximately 6000 miles each or 18,000,000 miles. One thousand cars between the Ohio and the Missouri, out and back cover approximately 4300 miles each or 4,300,000 miles, while the 1000 cars from the Missouri west would cover approximately 2000 miles each or 2,000,000 miles. This makes a total of car miles covered, without counting in any side trips whatever, of 24,000,000 miles.

Figuring 10 miles to every gallon of gas, these cars would require 2,400,000 gallons of gasoline. Figuring one gallon of oil to every 200 miles 120,000 gallons of oil would be needed. And on the basis of 6000 miles per set of tires, 4000 sets of tires would be used or 19,200 tires.

The total expense of these tours, including gas, oil, supplies, night stops, tires, meals, etc., and figuring three people to the car, as estimated by the Lincoln Highway association, is approximately \$4,470,000. The association admits this estimate is exceedingly low.

The Panama-Pacific International Exposition experts estimate on much the same basis as the association except they take as their first figure 25,000 cars making the trip instead of 5000. Their figures therefore call for 120,000,000 car miles covered and a total expenditure of about \$22,357,500.

## Built-in mileage is far better than patched-up adjustments

When you buy Diamond Tires you buy tires that are built to give you the maximum tire service—tires that give you freedom from trouble and relieve you of the necessity of having adjustments made. This is what a dealer who sold many thousands of Diamond Tires last year has to say about the service they gave the buyers:

"Gentlemen: "Cleveland, Dec. 15, 1914.  
"The performance of Diamond Tires during the past year has been eminently satisfactory. The claims for adjustment were almost a negligible quantity. On the other hand, we have had a great many voluntary reports as to the excellent service our customers have had from Diamond Tires. We feel that a perfect balance has been worked out in the scientific construction of these tires. The net result is that there appears to be the proper relation between the inside carcass and the outside rubber, so that there is no excess of either. The tire seems to wear out naturally and only after having given a very large mileage."  
"THE FOREST CITY RUBBER CO."  
"W. E. Crofut, President."

Similar reports of Diamond service have been received from dealers all over the country. Added to the wonderful Diamond service you can now buy Diamond Squeegee Tread Tires at the following

**"FAIR-LIST" PRICES:**

Size	Diamond Squeegee	Size	Diamond Squeegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	35 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

**PAY NO MORE**



## PATIENT ENTHUSIASTS MAKER'S INSPIRATION

Portland Dealer Tells Reason Why the Auto Has Been Perfected.

The automobile is perfected. The man who buys his first car is practically sure of a worthy article if he uses ordinary prudence and discrimination in selection. Let him decide what he wants to pay and then carefully compare the merits of cars selling around that figure.

But it was not always thus. "In fact," to quote Harry L. Keats, "it seems wonderful, in looking back at the inefficient, incomplete, unreliable, unrefined and expensive cars of only eight or 10 years ago, that the public

purchased them at all. In no other country in the world were they so freely bought and—stick a peg opposite this fact—there lies the reason why the United States leads the world so far in the automobile field.

"Had it not been for the patient loyalty of the early motor enthusiasts, this industry could never have risen to its splendid present condition. It was a matter of business with the men who put their dollars back of the manufacture of cars, but for those who bought cars for their own use in the experimental years, it was a much more unselfish, if not precarious indulgence."

"It was the encouragement of the early buyers that spurred the manufacturers to the wonderfully rapid progress that has been made. In brief, if there hadn't been men rich and sportmanlike enough to play with those initial failures, the automobile could never have reached its present universal acceptance as a necessity."

Juniper from the Indian reservations of New Mexico and Arizona may prove an excellent source of material for lead pencils.

We Would Suggest That NOW Is the Time to Buy

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THE PRICE IS **10c** PER GALLON

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**A. J. WINTERS CO.**  
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Recommends the Diamond Non-Skid Tire for Service.

Size	Squeegee Tread	Size	Squeegee Tread
30x3	Now \$ 9.45	34x4	Now \$20.35
30x3 1/2	Now \$12.20	35x4 1/2	Now \$28.70
32x3 1/2	Now \$14.00	37x5	Now \$33.90
33x4	Now \$20.00	38x5 1/2	Now \$46.00

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OAK STREET, CORNER SIXTH  
We are the official Diamond distributors.

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10,000 CARS BURNED UP IN 1914  
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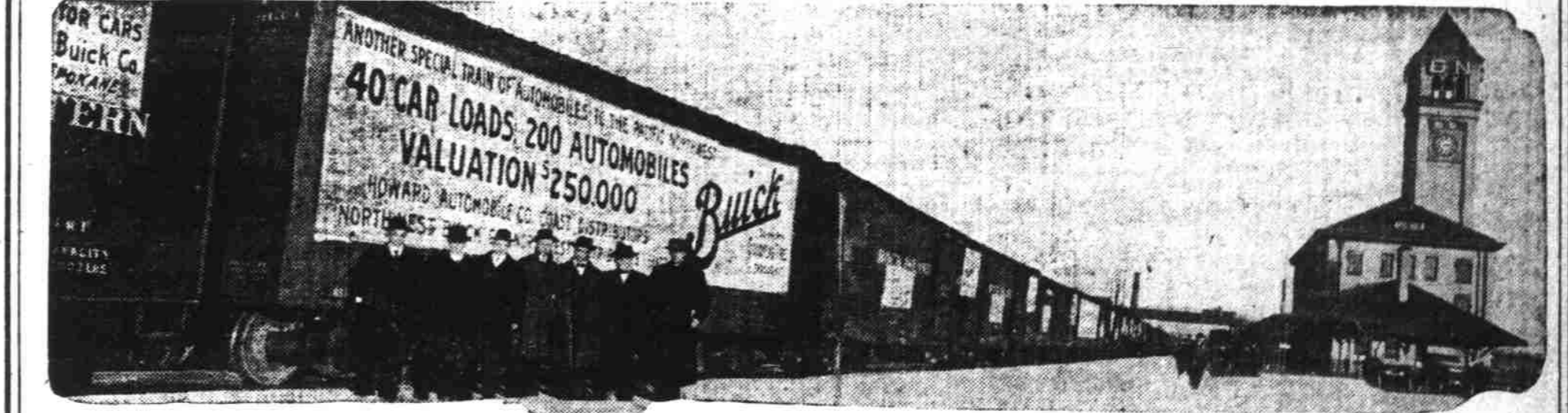
**Diamond TIRES**  
Vulcanizing & Retreading R.E. BLODGETT, 93-31 North 14th, near Couch Phone Main 7005.

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