

VALUE OF TRUCK IS SHOWN BY RESULTS IN GREAT BATTLES

Two Million Dollars Worth of War Orders for Quad Truck Taken as Evidence.

MAKERS HIGHLY PLEASSED

Thomas B. Jeffery Company Claims That Car Most Economical of All on Tires.

By Frank C. Riggs.

Two million dollars' worth of war orders for motor trucks has proved in unmistakable fashion what my associates and I have asserted for some time past—that the Jeffery Quad truck is at least the equal of any truck made.

When a nation is in a life and death struggle for its very existence, it cannot afford to take any chances on the equipment with which its fighting men are supplied. The break down of a motor truck at a crucial moment, whether it is hauling a field gun or carrying a load of ammunition or food to an important strategic point, might lead to a disaster the results of which would be simply awful to contemplate. No wonder, then, that the fighting nations of Europe have followed the judgment of our own Uncle Sam and have bought large and ever increasing numbers of quad trucks.

The proud boast of the Thomas B. Jeffery company that the quad truck could travel where formerly only horses and mules were supposed to be able to go, has been amply vindicated in the great European war. It is also being proved every day at home in the sticky gumbo mud of Texas, in the fine sandy bottoms of southern California and Nevada, in the rocky mountains, among the boulders and baking sands of torrid Death Valley, on the icy slopes of northern Minnesota and in the muddy roads of southern Illinois. In fact, in places all over this great country where no one would ordinarily think of sending a motor truck, one will find the Jeffery Quad hauling its full load and sometimes even a trailer as well, and doing in hours what formerly took days to do with horses and mules.

It should not be imagined, however, that the Quad is only economical on bad roads and steep hills. It is superior to regular trucks even on boulevards and good roads in the cities and towns. In this respect it is like a strong armed dentist who not only has the brute force to pull the most obstinate molar, but the strength to keep his hands in perfect physical control while doing the most delicate kind of bridge work.

On account of the fact that the Quad truck drives, brakes and steers on all four wheels, and carries its load equally distributed on the front and rear axles, it is the most economical truck in the world on tires, and in the cost of upkeep and maintenance. It is obvious that if a truck is economical in rough going it will be even more so on good roads.

Simplification Is Order of Things Now

Subtraction Has Wrought Wonderful Effect on Automobiles During the Past Few Years.

One horse-and-carriage minus 1 horse equals one horseless carriage. One horseless carriage plus this, that and thousands other things equals the modern motor car.

Not literally true, but in general this is how the automobile has developed. Mainly by addition.

Compare the chassis of almost any successful car with its chassis a year or so ago. Note the simplification of the lines, the elimination of sharp angles and the absence there of so many cross members and rods—the clean appearance.

Subtraction has wrought the change. But it has been a subtraction that has taken nothing essential away. It is this kind of subtraction that is the order of the day. Call it simplification if you like, it is that and something more. Or less.

Motorcycle Has Economy Record

More Than 92 Miles Covered in Stock Model on Two Quarts of Gasoline in Test.

Establishing an economy record for all classes of gasoline vehicles, H. Cameron, riding with a twin cylinder stock model Indian motorcycle, covered 92 miles on two quarts of gasoline, in an economy contest at Sacramento, Cal., last week. The contest was held under the sanction and supervision of the P. A. M. and all conditions essential to its acceptance as a record were complied with.

Based on a price of 14 cents per gallon for fuel, it cost Cameron 1 cent for every 13 miles traveled. The contest was held over a five mile course, and the winner averaged over 20 miles per hour. The average distance covered by a majority of the other competing machines was from 40 to 60 miles per half gallon. Before the start all tanks and carburetors were thoroughly drained, a measured two quarts poured in, and the tanks sealed.

Attention, Mr. Car Owner!

You are going to take a trip very soon and inspect our beautiful scenic roads which our honorable citizens have devoted so much time and energy to for the good of Portland and Oregon. Just think what a wonderful ride you are going to have.

NOW, MR. CAR OWNER, do not forget to have your car looked over, and take that knock, that rattle, and especially that "beating wall," and get some "pip" in your motor by having the carbon taken up. We will remove the carbon without disturbing any part of your motor and it takes only from one to two hours for this work, and the absolutely guarantee to remove every bit of carbon. We are equipped to handle your work with the proper automobile machinery reasonable. Our specialties are rearing cylinders, making piston rings and piston pins, all oversize to fit your motor, with special manufacturing machinery for this purpose only. We also can handle any broken crank cases, cylinders or any other part of your automobile, by our oxy-acetylene welding process. We absolutely guarantee strength and durability in our welds. Bring us your car or let us call for it, and we will give you the best service and a square deal.

Cook & Gill Company
120 Union Avenue and East Glisan Street. C-1146, East 4514.

TIREMAKERS PLEASSED WITH PACIFIC COAST

Two officials of a big tire company visited Portland last week on an annual tour of branch houses. G. L. Stansbury, auditor of the Republic Tire company, accompanied by D. W. Campbell, traveling auditor, were the guests of J. O. Leslie, Portland branch manager, and the company mascot "Old Man Mileage."

Mr. Stansbury is impressed by the large scale on which things are done in the Pacific coast and the large amount of business done by their Pacific coast organization, which has shown a large increase in business during the last year.

The Republic Rubber company has now under course of construction a

new plant which will enable them to double their output the coming year. The officials will tour the coast before returning east.

War Changes Divorce Rule.

Paris, March 20.—M. Briand, minister of justice, has introduced a bill in the chamber which, if enacted, will dispense during the war with the legal interval of two months from the time a divorce is granted until the final decree is rendered. The memorandum accompanying the bill sets forth that injustice is likely to ensue if a soldier to whom a divorce is granted is killed before the decree is promulgated.



G. L. Stansbury, of Republic Tire & Rubber Co., of Youngstown, Ohio, who was in Portland recently, and "Old Man Mileage."

DATES FOR AUTO RACE MEETS ANNOUNCED

Two Days' Event Will Be Held Here Beginning May 1.

The Northwest Automobile association, an organization made up of owners of racing cars throughout the states of Oregon and Washington, has announced the following itinerary for spring races:

- Portland, Or.—May 1-2.
- Seattle, Wash.—May 5.
- Vancouver, Wash.—May 12-13.
- Centralia-Chehalis—May 22.
- Seattle—May 29-30.
- North Yakima—June 5-6.
- Walla Walla—June 12-13.
- Spokane—June 18-19.

The last day of the Spokane meet gives the drivers two weeks in which to make adjustments and tune up their machines for the Tacoma events. The Northwest Automobile association was organized in Seattle in May, 1914, and last year held successful race meets at Portland, North Yakima, Vancouver, B. C., and at the Centralia-Chehalis fair grounds.

The object of the organization is to promote inter-city race meets and to bring together the fastest machines and the crack drivers of the northwest—also to give real racing contests at a reasonable price of admission.

Chauncy Wright, Jean Romano, Harry D. Stratton, George Neep and Jim Parsons of Seattle have already announced their intentions of racing their cars at the various meets. Ernst Schneider of North Yakima, C. C. Clinton and Merrill Moores of Portland are also getting cars ready, and Manager Hiller has been notified of other entries being prepared along the route. This organization has in view the building up of these yearly competitive meets, to discourage the racing team or hippodrome methods that have prevailed throughout this section in the past, and to encourage contests of merit.

It may be a little farther around the corners of a square deal but the road is better.

Secret of Resta's Fine Driving Is Out

Victor of Vanderbilt and Grand Prize Races at San Francisco Party to Pretty Romance.

The secret of Darius Resta's brilliant driving in the recent Vanderbilt and Grand Prize races at San Francisco, both of which he won handsily, is out. It involves the culmination of as pretty a romance as ever embraced two continents.

Several years ago Resta met the sister of the late Spencer Wishart in dear old Lunnon. Their acquaintanceship was but brief, yet resulted in a correspondence, after the two had again taken up their permanent abode on different sides of the Atlantic, that soon evolved into more than friendship. It was not long until matrimony was a frequently discussed topic between the pair, yet the ocean offered a seemingly unsurmountable obstacle.

With the outbreak of the European war, however, and the consequent abandonment of racing abroad, opportunity came, and soon Resta was on his way, to seek both bride and fortune.

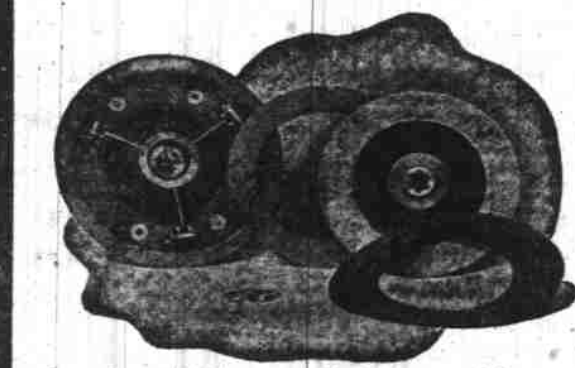
The bride came first, Resta and Miss Wishart being married immediately after his arrival, and the rest is history. Should, in addition, Resta manage to win at Indianapolis, where a gross purse of \$50,000 is offered, he will be fixed for life.

BLAMES SLOVENLY WIVES

Boston, March 20.—Women who do not keep their homes in order ought to be subject to arrest, as well as the man who becomes intoxicated, in the opinion of Albert J. Sargeant, chief probation officer of the Boston municipal court. "If a man deserts his wife she can have him arrested, and yet the wife can neglect her home until she drives the man to drink and go unpunished," said Mr. Sargeant.

JEFFERY CHESTERFIELD SIX

The Three Plate Dry Disc Clutch



Satisfaction in the operation of a beautifully balanced motor is, in some cars, discounted by the use of a clutch requiring frequent adjustment in order to prevent its slipping and heating and consequent loss of power or, on the other hand, sticking and thus making shifting of gears difficult and noisy.

The clutch can be 'let in' instantly on high gear with no stuttering or grabbing nor starting jerk, a test which the gearing behind the average clutch would not live to repeat.

How often have you felt that your motor was spinning faster than the speed of the car would justify, especially on a hill or in heavy going. That is, of course, due to a slipping clutch. Chesterfield owners will not be subjected to these embarrassments.

THE THOMAS B. JEFFERY COMPANY
Main Office and Works, Kenosha, Wis.
Frank C. Riggs Company
Distributor for Oregon and S. Washington
23d and Washington Sts., Portland, Or.



CHANGE IN EFFICIENCY AND PRICE OBSERVED

New Conditions Result of Advances Made in Construction of Automobiles.

As a direct result of the great advances made in automobile construction in the past decade, the motorist of today can purchase for a reasonable price a car of much greater utility and all around consistency of performance than the most costly machines of a few years ago.

This point was well driven home a short time ago by the wonderful performance of the 1915 Mitchell, which finished a 7500 mile reliability and economy test in 30 days with the bonnet sealed.

What car of any make, at any price, could successfully have essayed this tremendous task half a dozen years ago, of covering 250 miles a day for 30 consecutive days, tackling all sorts of roads and encountering every weather condition, and coming through entirely free from trouble of any kind?

There were none.

In the early days of the Glidden tours and other long distance road tests it should be remembered that only the big cars, the costly ones, the product of the highest priced manufacturers, had a chance for victory or even completing the journey.

American engineering and manufacturing skill has had no greater demonstration than in the gradual evolution of the motor car from a machine of uncertain performance, possible only to the rich, to the present highly developed machine of mechanical perfection,

which can be owned and operated without hardship by the person of moderate means.

This car which covered 250 miles in every day of 30 days traveled over all kinds of roads, such as would be encountered in the most severe touring, for the Mitchell company wanted to prove to the public that this little stock car would go through every kind of service to which it could be submitted by the hardest driving motorist, and do this without adjustments of any kind, and the car made good.

Motor Car company, who has just returned from a trip through western Canada.

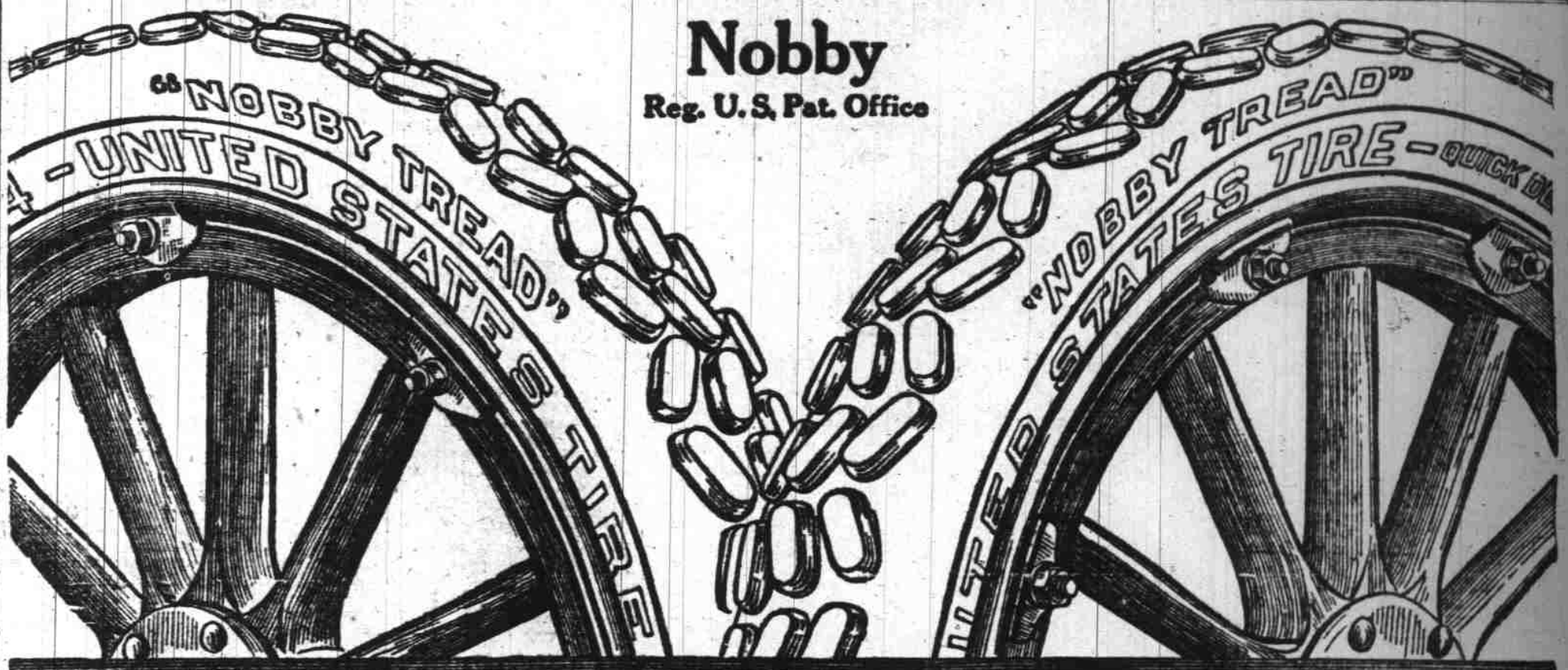
"This is all due to the immense influx of foreign cash for purchasing war materials, including everything from food and clothing for the armies to the supplies of ammunition to keep the big guns at work."

The automobile business has been one of the first to benefit by changed conditions. Not only has there been a big increase in sales of cars to farmers, due to the high prices and big profits on grain, but a healthy impetus has been given the trade all along the line.

One of our big implement makers recently received an order for 1,000,000 shovels from an agent of a European power, and every factory is working on orders of similar magnitude. Much of the ammunition purchased from the big American makers, is sold to the British government through Canadian brokers, and there, again, a vast sum of cash is involved.

Ready Cash Plenty Among Canadians

"Canadian business men have more available ready cash right now than they have had for five years past," according to information brought to Portland last week by W. C. Stubbs, factory representative of the Hudson



The Premier Tire Investment

Tire purchases are investments to all intelligent buyers. In making investments the first consideration is the dividend.

"Nobby Tread" Tires are the premier tire investment of the world,

because—they pay the biggest dividends in mileage, being the lowest final-cost-per-mile tires in the world,

because—"punctures 90% less" means greatest security for amount invested,

because—they are real anti-skid tires.

True Tire Economy for Everyone

because—they can now be purchased for the price paid in former years for simply ordinary tires,

because—few today can afford the extravagance of buying "cheap first-cost" tires, when "Nobby Treads" have absolutely proven their ultimate economy on the basis of lowest final-cost-per-mile.

"Nobby Tread" Tires

are adjusted upon the basis of

5,000 Miles

"Nobby Tread" Tires are today by far the largest selling high-grade anti-skid tires in the world.

Portland Branch: United States Tire Company, 24-26 Fifth Street North

"Nobby Tread" Tires are sold by Leading Reliable Dealers. Do not accept substitutes

United States Tires
Made by the Largest Rubber Company in the World
(Employing 55,484 Men)