

ACCESSORIES MADE BY BUILDER OF CAR SHOULD BE USED

Complaints Made to Local Factory Branch Showed Violation of Rule.

CHEAPER PARTS COSTLY

Experience Shows Repair Man Who Substitutes Generally Does So Because Profit Increased.

There is a great deal of dissatisfaction and complaint being received at the local factory branch of the Ford company due to the many new ideas

salesmen have for equipping Ford cars with accessories other than those placed there by the manufacturer. P. B. Norman, local manager for Henry Ford, gives owners some very sound advice regarding what should and should not be used on their cars:

"Investigations show that where 'troubles have come' in the running of Ford cars, they have been caused, in the main, through the use of outside devices and unnecessary accessories.

Our urgent advice to owners of Ford cars is to use the car as we equip it. Don't buy repair parts that are not made by Ford. If your repairman offers something just as good, it is probably for the reason that the cheaper material allows him a larger profit, and if defective will not be replaced under our guarantee.

"Don't use shock absorbers, road smoothers, easy riders, or any other such contrivances. Instead of being of any direct benefit to the car owner, many serious accidents have been traced to these wholly unnecessary attachments. If 'safety first' means anything to you, don't permit of any substitution or alteration being made in the spring suspension of your Ford car.

"Don't use any connecting or radius rods except Ford make. There are many cheap ones substituted in repair shops, that are bound to bring you trouble.

"Don't neglect to oil your springs frequently. A little oil and graphite between the leaves of the springs makes the riding of the car as smooth as riding in a boat. Take care of your springs. Keep them painted, because from washing, water is bound to seep in between the leaves and reduce flexibility.

"Don't use any other form of ignition. The Ford magneto is satisfactory and best. Don't throw money away by letting anybody sell you one of the many ignition systems that are advertised for Ford cars.

"Don't change the carburetor. We are using the best carburetor for the Ford car, because we know what the car demands in a carburetor.

"Don't use any special type of honey-comb radiator because the thin circulation pathway results in clogging and trouble.

"Don't use any but the Ford vibrator points as there are many poor imitations on the market resulting in much ignition trouble.

"Don't put in any but Ford piston rings.

"Don't experiment with any gasoline savers—the Ford car is the greatest gasoline saver in the motor world.

"Don't forget to clean and oil the commutator. This small but important part of your car is the one perhaps most neglected by owners, and the owner who doesn't give the commutator its proper share of attention is due for bother.

"A dirty commutator is directly responsible, in many cases, for missing cylinders. When the car is running at a good speed the commutator revolves so rapidly that there is imperfect con-

tact with the segments if it is not oiled and absolutely clean. When you want any advice on what not to buy for Ford cars write to our service department and we'll give you honest, unbiased advice and save you money and trouble."

Motor Is Subjected To Gasoline Test

Experiment Being Conducted in San Francisco to Determine How Long Machine Will Run on 19 Gallons.

An interesting experiment is now being conducted by the Pearson Motor Car company, San Francisco, to determine how long a Maxwell "25" motor will run on 19 gallons of gasoline.

In their show windows the company has had a car jacked up and from 2 to 8 o'clock each day, its motor is running idle and will continue to do so until 19 gallons of gasoline have been used.

A number of prominent motorists of the bay cities are acting as judges and as official time keepers of the test, whose duty is to check the findings of the contest each day, start the motor, keep the time and see that a strict adherence to the rules of the contest is followed.

PROPHET MAKES GOOD ON HIS PREDICTIONS

Time Not Far Away, He Said When All Who Wanted It, Could Get Auto.

A little known prophet predicted a few years ago that the time was not far distant when everybody who wanted a motor car would have one, and that faucets where one could get gasoline and motor oil would be conveniently located on every street corner, just like letter boxes.

Although one San Francisco bay town has a cluster of service stations that suggests mail service where the rural delivery obtains, the automobile service station has not yet become as common on the Pacific coast as the letter box, one obvious reason for this being that there still are fewer persons with letters to post.

However, present conditions indicate that our little known prophet's

premises were sound enough, and that he saw into the future with fairly accurate vision. The automobile service station is the logical response to a demand that has come with the vast increase in the ranks of motor car owners.

Through service the marketer can show the extent of his knowledge relative to governing conditions and trade demands, and demonstrate his willingness to make concessions for the convenience of the purchaser in return for patronage. That was the thought

in mind when the Standard Oil company purchased the National Supply company's service stations situated on selected sites in the larger cities of California. The Standard is now following out further its general policy of going

to the customer with its products—in this instance, Red Crown gasoline and Zerolene lubricants for motor cars—by opening service stations at the principal corners of this city. With these stations, in downtown

and residence districts, on the highways and byways used by automobiles, the company is demonstrating its understanding of service to the motoring public. It is endeavoring to be at the customer's elbow when he wants what he needs.

500,000 Strong

Lined up for your review by General Service

Talk about an army of facts—we have been able to check up the returns from 500,000 Diamond Tires.

Just think it over for a minute. This is no puny group of isolated tire testimonials, it's a real report from hundreds of Diamond Tire distributors on tires sold and tires returned for replacement or adjustment.

No tire manufacturer ever dared to speak in public about such a report, let alone offer to place it in the hands of every interested tire buyer.

Use the return coupon and receive the book of compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned for replacement or adjustment.

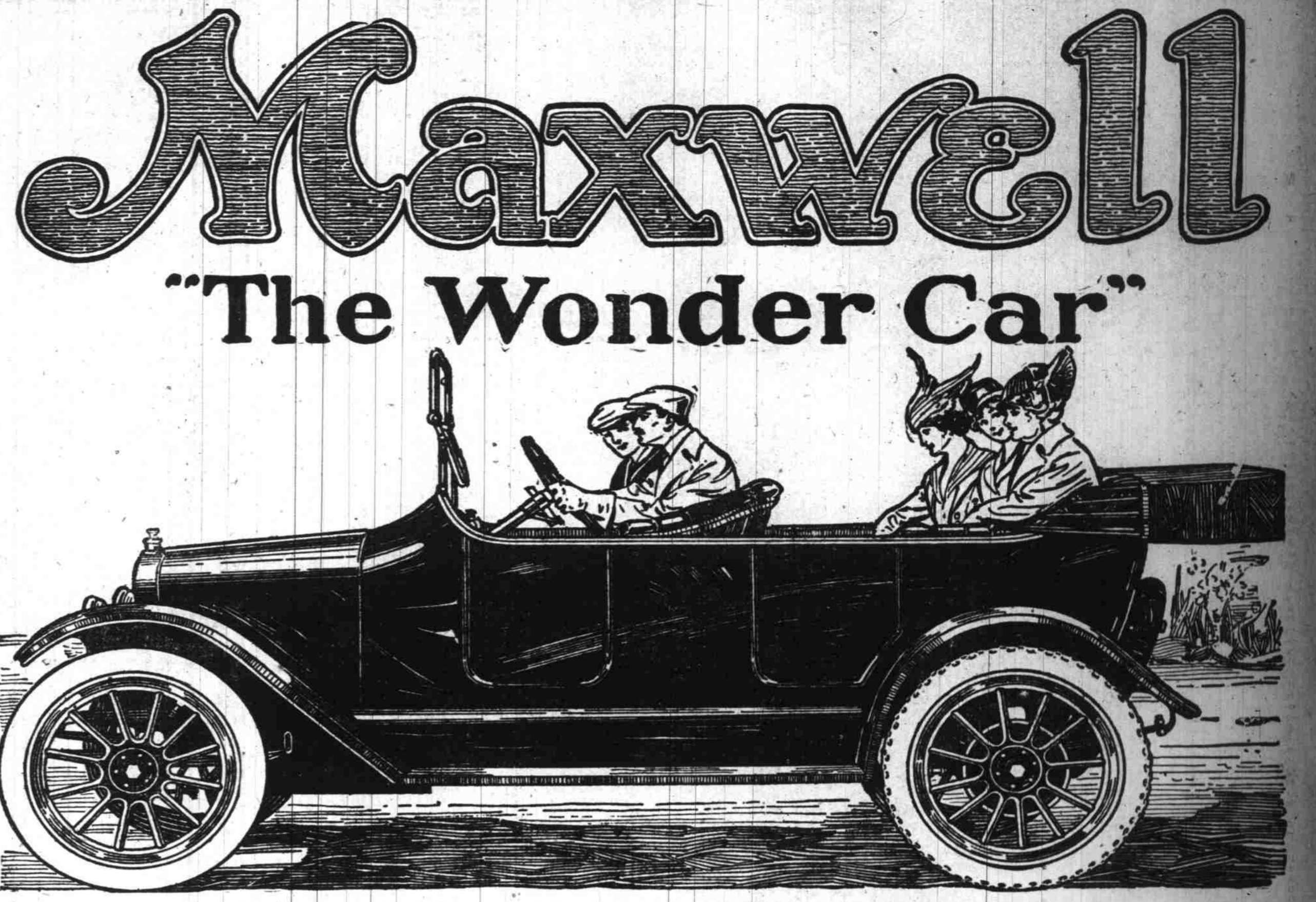
Added to the wonderful Diamond service you can now buy Diamond Squeegee Tread Tires at the following

"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	36 x 4 1/2	28.70
32 3/2	14.00	37 x 5	33.90
33 4	20.00	38 x 5 1/2	46.00

PUT ON Diamond Squeegee Tread Tires

DIAMOND TIRES
WE ARE OFFICIAL DISTRIBUTORS
ARCHER and WIGGINS
OAK STREET, CORNER SIXTH



You will have only yourself to blame if you are "talked into" buying an "unsuitable" or a "theoretical" Car.

The two commonest mistakes made in buying an automobile are—*First*, Buying a car not suited to your needs.—*Second*, Buying a car that has not passed the theory stage.

The first mistake—buying an "unsuitable" car—is perhaps made even less often than the second. But for your own sake study your needs sensibly, just as you study your household needs, and buy a car you can afford to enjoy—a car you will have pride in, and yet one that will not be a "ghost of reproach" to your good sense.

The second mistake—buying a "theoretical" car—is perhaps the sadder mistake of the two—because when you have made this mistake, you have on your hands some engineer's or designer's untried theory, instead of a tried, known, successful car. And you have paid a price that, put in the right car, would never have been a reproach—but would have

bought an automobile of real pride and joy.

It is because we see these two mistakes being constantly made—because we see sensible people being constantly talked into these "automobile fiascos" that we boast so much about the record of the car we sell—The Maxwell.

38,000 happy satisfied Maxwell owners are driving 38,000 handsome streamline Maxwell Cars to-day—at an up-keep cost that any man of any standing can afford, and at an original cost that is simply a practical investment.

200 Maxwell Cars Every Day

Twelve hundred a week, five thousand a month. That is the actual output of "The Wonder Car" right now and constantly increasing.

Not bare promises that cannot be kept, but actual deliveries to Maxwell Dealers.

Stop! Think a moment. There must be something back of a production so great. There must be the hearty approval and confidence of the public in the car they buy and the car must merit it all.

26 Maxwell cars every hour of the business day. Yes, that is just what the public are buying, and when you order a Maxwell, you get one the day you want it.

Back of each Maxwell stands one of the greatest and most efficient organizations in the industry, and one strong enough financially to insure you against the purchase of an "orphan car" and to give you actual deliveries of a wonderful car on the day you want it.

The Maxwell Company's Guarantee of Service to Maxwell Owners

No other automobile is backed by a more reliable service than that guaranteed every Maxwell owner. More than 2,000 Maxwell dealers—in every part of this country—are always ready to give expert advice, to make adjustments, and to supply new parts at reasonable prices.

This splendid Maxwell dealer service organization is perfected and completed by the chain of Maxwell owned and Maxwell operated Service Branches. Sixteen great Maxwell Service Stations are so located throughout the country that a Maxwell dealer can supply any part for an owner within a few hours if not in his stock. Maxwell Service is one of the great advantages enjoyed by Maxwell owners.

Order a Maxwell from us now, and when you want it delivered, we will give you your car—not an excuse on delivery day

"EVERY ROAD IS A MAXWELL ROAD"

\$695 **H. C. Skinner Company** **\$695**

Factory Distributors
F. O. B. ELECTRIC \$55 EXTRA 58-60 Twenty-Third Street PORTLAND, OREGON F. O. B. ELECTRIC \$55 EXTRA DETROIT STARTER

Studebaker

LEADS

In number of cars sold in Multnomah County for over \$600.00 by a large majority.

THERE MUST BE A REASON

There has been some misunderstanding regarding the position of Studebaker Sales which compels us to publish facts. The figures we give are registrations to 13618 for Multnomah county:

	1915 Models.	Older Models.	Total.
Studebaker	72	522	594
Buick	33	242	275

The above figures are positively authentic.

These figures are given to the public merely to straighten out a misunderstanding and will not be referred to again in advertising copy of this organization, because it is entirely foreign to our business policies.

Don't buy an Automobile until you have seen the new STUDEBAKER with its oversize Full Floating Axle, Long Stroke, Silent Monobloc Motor and Timken Bearings throughout.

OREGON MOTOR CAR CO.
Distributors of STUDEBAKER AUTOMOBILES

F. C. Riggs, President. Cor. Chapman and Alder Sts.
W. C. Garbe, Sec. and Treas. Phones Main 9402, A-7656