

HUNDREDS OF DEVICES TO BE HAD TO MAKE MOTORING PLEASANT

Many Such as Starters and Electric Lamps Have Almost Become Necessity.

BRING CAR UP TO DATE

Owners of Machines Advised to Have Overhauling Done Now Instead of During Fine Weather.

Do you still have to crank your car? Do you still have all that bother and dirt of fussing with oil lamps? Does the car lack those devices of more recent origin which have come to be almost a necessity in driving about the city, such as electric horns, electric lights with dimmers, starters and such appliances?

Why not have them put on when you have that spring overhauling? In a trip through the local accessory houses hundreds of devices can be found which will make motoring a greater pleasure and remove some of its smaller troubles and labors.

There are on the market today a great number of devices which will start the motor of almost any car that has been built. Possibly your wife does not drive the car because she is unable to start it, or because she fears that if she started it once, it might start and cause delay on some downtown street.

Starters Are Efficient. Many of the starting systems designed for cars built without them are as efficient as those built into the modern car of today. All of them can be trusted to remove one of the bug-bears of the gasoline car.

The same is true of a lighting system. In traveling around the streets, you occasionally come to a dark spot in the suburbs where it is almost dangerous to drive without a powerful light. Also while out on the roads it is highly dangerous to travel without the protection of proper illumination.

A consultation with some of the electric specialists, men can very easily help matters. If you desire the greatest efficiency you will have a generator put on. For the ordinary traveler who does not spend too much time away from the base of supplies, a storage battery system with a small initial cost and surprisingly low maintenance will suit the demand.

Warming Devices Shown. Another thing which every motorist dreads is the task of pumping up the tire out on the road. Several Portland houses are showing devices which can be attached to the motor in which all the work is done by the car. These are but a few things which will help make the old car most modern in every respect.

If the upholstery is not just what it should be, many of the supply houses and also Portland makers, will furnish seat covers which add an air of extreme individuality to any kind of a car.

Installation of these devices entails some cost and the loss of the car when done later in the year. The repairman can help you out while you are doing the spring overhauling and save you money at the same time in getting a better job.

Company Is Turned Into a Corporation

Grant Motor Car Co. Changed to Grant Motor Car Corporation, and Is Reorganized at 4,000,000.

A. B. Manley, head of the Dulmage-Manley Auto Co., has received word that the Grant Motor Car Co. has become the Grant Motor Car Corporation, and that it has been reorganized for \$4,000,000. The personnel remains the same. D. A. Shaw remains as president.

AN EXPERIENCED MOTORIST



Miss Katherine Graham, who is as enthusiastic as she is experienced as a motorist. She drives her Chalmers with the ease of a veteran.

dent: George S. White, sales manager; George S. Salzman, production manager, and James M. Hause, engineer.

Repair Shops Are Little Factories

Several Have Necessary Equipment to Duplicate Any Part of Any Car at Factory Cost.

Inspection of Portland's motor car repair establishments reveals the fact that several of them are little automobile factories in which every part of any car can be duplicated at factory cost.

This means much to the car owner. A piece of steel used in the repair of a broken or worn part must first of all receive the proper treatment. It must receive the various heat and tempering treatments that will make the part durable when put back in the machine.

In this work it will be found that several of the largest shops have ovens in which the steel is baked. Such processes as "case-hardening" are advertised by some of the best shops. In a few other ways they bring out the fact that they are in a position to make repairs in the manner in which the car was first built.

Several shops advertise that they are prepared to make new bearings and repair worn ones. No detail of a motor car can cause more annoyance than bearings which have become worn. To make them right is a comparatively simple matter when given to the right men and adds indefinitely to the life of the car.

Other Portland shops have automatic devices for reboring and regrinding cylinders. Now is the time when most of these shops, like the general repair

PROSPECTIVE BUYERS WARNED TO PLACE ORDERS IMMEDIATELY

Car Shortage Makes Matter of Delivery of Cars Very Indefinite Matter.

CONDITIONS GROW WORSE

This Season Is More Serious Than Ever Before in History of Automobile Industry.

"People who contemplate the purchase of an automobile this spring or summer had better place their order at once or they will be compelled to wait for delivery and not get a full season's use out of their car," was about the first remark dropped by A. D. Plughoff, vice president and general manager of J. W. Leavitt & Co., Pacific Coast distributors of Overland and Willys-Knight automobiles, who arrived in Portland Thursday.

Practically every season much publicity has been given to discussion about a possible shortage of automobiles, but this season the proposition is more serious than ever before, according to Mr. Plughoff. In fact this possible shortage is largely responsible for Mr. Plughoff's arrival in this city. He is in consultation with W. J. Pedlar, assistant general manager of J. W. Leavitt & Co., who was called here especially from Seattle, and H. H. Eling, manager of the Portland branch.

Car Shortage Serious. Mr. Plughoff's trip to Portland follows immediately after a conference between himself and J. W. Leavitt, president of the Pacific Coast distributing agency, with John North Willys, presiding genius of the Willys-Overland company, Toledo, O., and H. T. Dunn, vice president and director of sales of the same concern, in Pasadena.

"The shortage of freight cars, more than anything else, will affect the shortage of automobiles on the coast," says Mr. Plughoff. "Of course there has always been more or less of a shortage in freight equipment each year because of the fact that the automobile business has grown so rapidly that the railroads have not been able to keep pace with them in constructing the special cars necessary to handle this class of freight. This year many of these cars that could have been depended upon at this season are tied up on both the Atlantic and Pacific Coast waiting for ships on which to load their cargoes for foreign ports.

Cars Enough Made. "The Willys-Overland company is manufacturing enough cars to supply the demand on the Pacific Coast for their production this year will reach the 200,000 mark and our contract calls for a very fair percentage of this. Both Mr. Willys and Mr. Dunn assured Mr. Leavitt and myself that they did not intend to neglect the Pacific Coast if they could help doing so—that it was all up to the railroads to get the equipment for transporting them.

"With our sales on the coast showing a 60 per cent increase over last year, this unusual condition presents quite a problem. The southern territory, where the selling season opened up early, is already way ahead of its allotment of cars, and it is the northwest that will suffer particularly at this time from a shortage of machines, as the season is just starting here.

Output Is Immense. "The day that Mr. Leavitt and myself visited the Willys-Overland officials in Pasadena, Mr. Willys received a wire from his factory superintendent to the effect that 325 machines had been manufactured that day—the high water mark yet. The maximum production of 1000 machines will probably be reached in a few weeks. During the next 90 days 50,000 machines will be produced, which is as many cars as were manufactured during the entire 1914 season."

Cheap Watches Will Not Be Repaired

Glasgow, March 25.—(I. N. S.)—As every skilled hand is engaged in government work, Glasgow jewelers and watchmakers announce that they will not undertake to repair watches unless in gold cases and of special value, and at two months' notice.

WHO'S WHO IN MOTORDOM



Arnold Cohen.

One of the youngest, yet one of the oldest, is the subject of today's tale under Who's Who. He is Arnold Cohen, Arnold's first rose to fame when, with his brother Ed, he swamped the town with two cylinder Maxwells. Later he helped other lines get started. Then again last year he was with the Maxwell. Now he is with the Government Car Co., and is trading the Dodge the way he did some of the others. A glance over the registration sheets shows whether he is busy or not. To save the glance, it might be well to remark that he is very busy.

OVERHAUL MOTOR IF YOU WOULD RECEIVE VERY BEST SERVICE

Occasional Inspection for the Necessary Repairs Adds to Its Period of Use.

THE CHEAPEST WAY OUT

Installation of New Parts as Required Best Plan to Keep Machine at Highest Efficiency.

Whether or not to repair the old car and make it do another season's work is very often a problem which the motorist has some trouble deciding. Why not roll it down to one of the reliable repair men of the city, who will very soon tell you just what is the best thing for you to do with it.

Such a visit may be a real revelation. Cars formerly cost much more than they do today. There was a reason for that. Parts were made heavier, cars were made with more hand work on them and in many details there were those refinements which cannot be brought out in modern quantity production where everything is done in job lots of a thousand or ten thousand.

If you have taken reasonable care of your old car, it probably can be entirely reclaimed and placed in apple order for a sum which will make the proposition a real inducement.

Furthermore, the car of today is not designed to be turned in or sold so that another of the next year's model may be had after the first has run less than a year. Standardization of parts and equipment and thorough manufacturing methods have brought the motor car to a point where its life is practically indeterminate.

Periodic Inspection Required. But, the best car built will not keep its pace and will only bring satisfaction when given proper treatment. Such long mileages as 125,000 or 200,000, which one hears about all the time, are only made with cars which have periodic inspection and proper treatment.

There is no reason why the car which you now have will not do as good or even better than that mileage. A good repair man, such as those listed in "The Journal" today, will be the cheapest insurance of long life of the car.

What if you do have to have new pistons put in? Possibly some new gears would help. You will be surprised to find that your car when you get it back will show as much power as it did the day you got it.

Why Care Is Essential. Automobile service people, such as the taxicab companies, bond themselves on capital based on a period of eight years. In other words, under such hard service as is given the average taxi, the equipment will last eight years.

The company has a living to make and also does not for a moment believe that the equipment will be worthless when that time is up. A great deal of the overhead of such a company lies in the systematic repair department where every piece of equipment is given a daily inspection and kept up to scratch at all times.

The average owner with his light driving need not do this, but his car will have practically unlimited life if given to the right man at least once a year for an overhauling, which will overcome any faults which may have developed, and so prevent anything worse in the future.

Every man figures that some day he will sell his car and get a better one. At such a time he will be able to thank himself for the condition brought about through proper care.

Woman Support of Family Is Killed

Philadelphia, Pa., March 25.—Mrs. Mary Welk, 39 years old, for 17 years the support of her blind husband and

three children, was killed by a motor truck. Joseph Welk, her husband, is 48 years old; her two daughters, Regina and Caroline, are 15 and 6 years old, and her son, Joseph Welk, Jr., is 16. "Mary has been the father of the

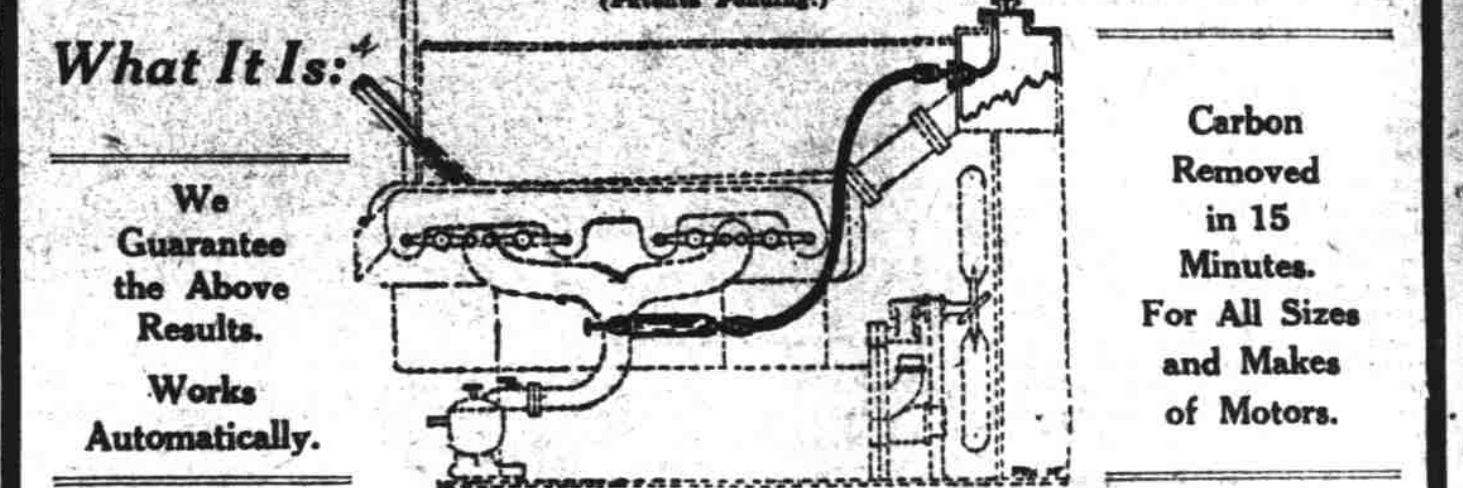
family," said Mr. Welk, when told of his wife's death. "I became blind shortly after our marriage, through the paralysis of the nerves of my eyes, when I fell and struck my head on the cellar steps while carrying a sack of potatoes into the cellar."

Everything Was Jewelry. New York, March 25.—Crowning their happiness with a jewel of a wedding, Guesia Diamond and Joseph Pearl will move into a perfect gem of a flat on the east side.

OVERHAULING TIME

You WON'T MISS THE USE OF YOUR MOTOR TODAY, but you will when the touring season is here. The Journal's columns are a guide to motor satisfaction.

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Does Your Storage Battery Need Attention?

We have an up to date Battery Department with an expert in charge and are equipped to do recharging and repairing on all makes of Batteries. Have a talk with our Battery man and he will tell you how to get long life out of your Storage Battery.



Magnetos Repaired All magneto work absolutely guaranteed. We repair your magneto and test same thoroughly before delivering it to you. A magneto is like a watch and should never be tampered with or taken apart except by an expert who has proper machinery and equipment with which to do this kind of work. Our magneto expert can save you money and guarantee you satisfaction.

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Personal Taste Can't Be Ignored

If your tailor made exactly the same style of suit, out of the same cloth and pattern, for every one of his customers, it wouldn't take you long to quit him.

No wonder, then, that so many automobile buyers are ceasing to purchase look-alike cars, and are placing their orders for Winton Sixes.

Every Winton Six car is distinctly individual. Our artists submit suggestions gladly, the buyer expresses his own preferences, and we produce for him exactly what he wants. His car is always a superior personal possession—a delight to the owner and his friends, and a welcome sight to passerby in contrast to the endless streams of monotonous looking cars on the streets.

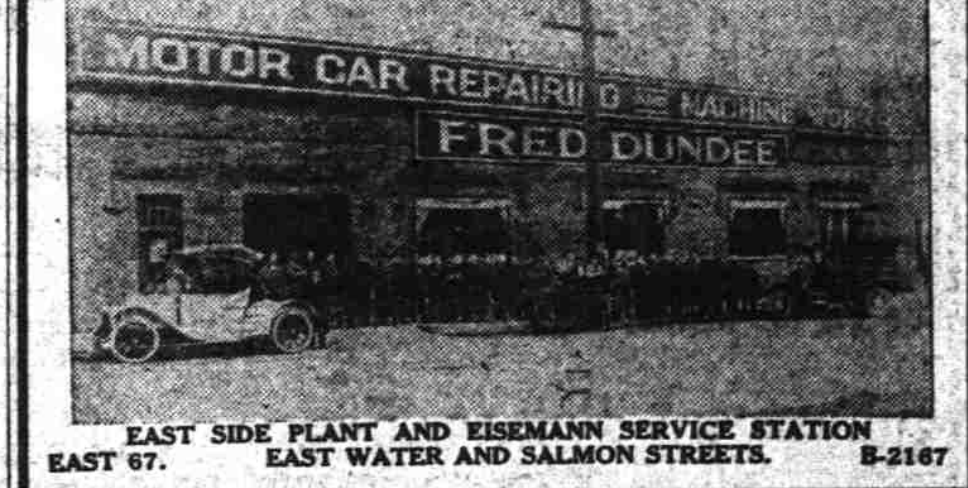
Two Winton Six motor and chassis sizes: 33 at \$2285, and 48 at \$3500. Consider us at your service; simply telephone Main 4244.

The Winton Company Winton Building, 23d and Washington Streets

MOTORISTS! MOTOR ROADS ALL LEAD TO THE SIGN OF THE ARROW



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