

SMITH MOTOR TRUCKS SELLING AT RATE OF TEN A DAY IN SOUTH

Aggressive Advertising Campaign Being Conducted Up and Down Pacific Coast.

FACTORY GROWTH RAPID

Sales Shoot From \$2000 to \$20,000,000 in 19 Months, Says Supervisor
F. M. Randall.

What is said to be one of the most successful campaigns for motor trucks is now being carried on in San Francisco by the Smith Motor Truck Corporation of Chicago, makers of the Smith Form-a-Truck. F. M. Randall, district supervisor for Oregon and Washington, in an interview last week said that 100 Smith Form-a-Trucks were sold in San Francisco in 19 days. At present an aggressive advertising campaign is being conducted up and down the Pacific coast.

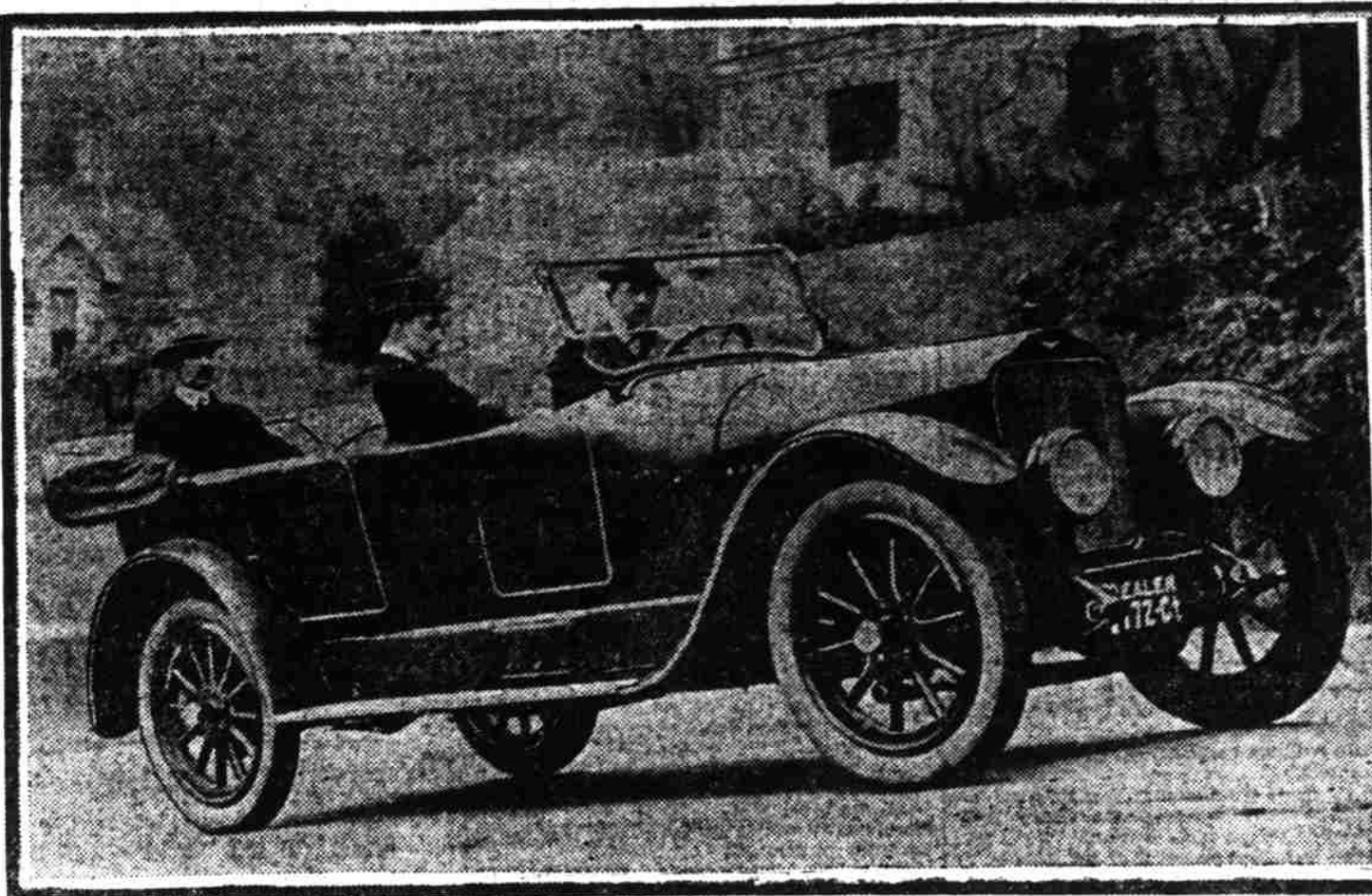
The growth of the factory has been one of the record breakers of the industry, shooting in sales from \$2000 to \$20,000,000 in 19 months. Jerry D. Cou, formerly factory manager of the Nash Motors Co., is factory head and 300 machines per day are being turned out. A production of 500 a day is predicted as soon as the new factory addition is taken over, inside of one month.

The Smith truck attachment is represented in Oregon by Ballou & Wright, with F. H. Dewine as manager of the department. Similar concerns represent it on the coast in other centers and eastern and middle western representatives are said to be enthusiastic over the proposition.

Gasoline Supply Limited in France

According to a cable report, strict measures are being taken by the French minister of supplies, M. Viollette, for conserving the use of gasoline. Only eight gallons a week is allowed users of automobiles which do not come under the category of public

LATEST WHITE MODEL CONQUERS HILLS



The new sixteen-valve White touring car which arrived in Portland last week.

Although no one has ever looked upon the White as a stunt car, C. W. Cornell, manager of the White company, in testing out the new sixteen-valve four which came last week, carried a representative of The Journal and W. T. Perkins, around the city, to show how easy some of the stunts are for the White. In trying the car, it

was taken over Vista avenue and up some of the steep inclines on Portland Heights. Not only did the car climb them all in high gear, but began to gain speed until Mr. Cornell had to hold in the car, lest the speed limit be overstepped.

To show the flexibility of the four-cylinder engine from a standing start, a speed of over forty-five miles an

hour was made in two blocks, and the reserve power of the big car was not exerted to any extent, and then the car was throttled down to a slow pace in high gear.

Ever since the first announcement of the sixteen-valve car was made, the public has looked forward to the arrival of the first one, and it has created a stir in motordom.

Interest, such as taxicabs, ambulances, etc. These cars are allowed 14 gallons.

Liberty Manager Visits Portland

E. J. Kilborn, sales manager of the Liberty Motor Car company of Detroit, spent a day in this city last week investigating conditions. At the present time the Liberty car is not

represented in Portland but negotiations for the distribution of that car in this section are expected to be completed within a short time.

Gallon of Kerosene Lasts for 15 Miles

The Doble Steam car, with all the power and speed claimed for it, is said to make 15 miles on a gallon of kerosene. The Doble carries no other

fuel than kerosene, which is ignited by an electric spark and consumed in a completely enclosed combustion chamber.

1500 School Boys to Farm. Sacramento, May 12.—Prof. H. M. Snell, supervisor of manual training in the Sacramento elementary schools, has mobilized a "farming army" of 1500 boys from the sixth, seventh and eighth grades. They are cultivating several 10 acre farms on the outskirts of the city.

MANY OWNERS DON'T GIVE PROPER CARE TO THE STORAGE BATTERY

W. C. Allen Says It Doesn't Require a Wizard to Discover This Fact.

PLATES TELL OWN TALE

Owner Thought He Was Careful but He Didn't Use Enough Water, Says Expert.

No part of an automobile shows more quickly the effect of abuse than the storage battery, and each particular form of abuse has its definite sign, according to W. C. Allen, the local Willard service man.

"In the automobile business," says Mr. Allen, "we hear a great deal about guarantees being abused, but battery men are never bothered with that kind of thing."

"We don't have to be wizards to discover when a guarantee is being overstepped, for the battery tells its own story."

"A man comes in to us with a battery which he says is practically new, and which he thinks he has given the best of attention, but he says it will not hold the charge. He forthwith demands a new battery."

"We take his battery down and find perhaps that the upper half of the plates is covered with white sulphate,

and that there is a sharp line of demarcation between the upper and lower halves.

Water Permitted to Evaporate.

"The battery has told us the whole story. The owner might have thought that he was treating it carefully when he did not use it to run the automobile or when he was practicing economy of current in starting and lighting. But he has never filled it with distilled water. The water in the battery has evaporated; only the lower half of the plates had been exposed to the action of the electrolyte. The capacity of the battery naturally has been cut in two and the upper half of plates has been ruined. No wonder that it wouldn't hold the charge."

"We had a man in here the other day who appeared to have a real grievance. He had been touring for some little time, the battery had given him no trouble at all during the last two or three days, but all of a sudden it seemed to have gone dead. In his trouble he came in to us and asked that we take his battery down for inspection and repair it."

"We opened the battery and found that it had been overcharged—that is, the generator was returning to it far more energy than was being used by starter and lights. The plates were buckled and bent out of shape, the insulation was ruined, and the active material in the plates (lead oxide) was softened and ready to crumble. In other words, failure to take the temperature of the battery, or to let the service station do it, had absolutely ruined the battery."

"There is such a thing as a battery being killed with kindness. We frequently have for repair batteries whose owners have not only kept them filled with distilled water, but kept them over filled. When too much water is put into the battery, the excess is forced out through the cap. This excess, however, is no longer pure water but diluted acid, which naturally eats away the case of the battery."

"A battery that is being abused can't holler aloud, but to the experienced eye of a battery expert, it speaks a silent and absolutely truthful language."

New York Will Bar Execution of Insane

Governor Whitman Proposes all Convicted Men Shall be Examined by Commission of Alienists.

Albany, May 12.—Governor Whitman has instituted a method of procedure designed to forestall last minute confusion in executing the death penalty at Sing Sing, such as accompanied the electrocution of Von Den Corput and has marked the Stielow and many other murder cases in this state.

A commission of well known alienists will examine each condemned man for signs of insanity after the court of appeals has passed on his case and set a time for execution.

"The state does not desire nor do any of its citizens wish to have an insane person electrocuted," said the governor. "It has become customary for friends of condemned murderers to wait until the week during which the murderer is to be electrocuted and then make an appeal to the executive upon the grounds that the prisoner is insane. This causes much anxiety on my part, and in very many cases it is necessary to grant a reprieve or respite in order that the fact of the sanity of the person can be properly determined."

Three Sets of Twins Tip Justice's Scales

Deserting Wife and Mother Loses Standing in Court When Father States His Case.

New York, May 12.—If you were the father of three sets of twins, and kept them going, and your wife wouldn't live with you and the twins would you send your wife money, courts or no courts?

Most probably not. So decided Jacob Colan. And the court of domestic relations, despite affronted dignity and contempt of its order, agreed with his view.

It was all hashed out in court when Mrs. Colan complained Colan hadn't been paying her the \$3 a week he had been ordered to remit in a previous proceeding. In the five years during which Mr. and Mrs. Colan have been married they have been blessed by three sets of twins.

Perhaps the twins were to blame. Anyway, Mr. and Mrs. Colan had many spats and finally decided to be out for good.

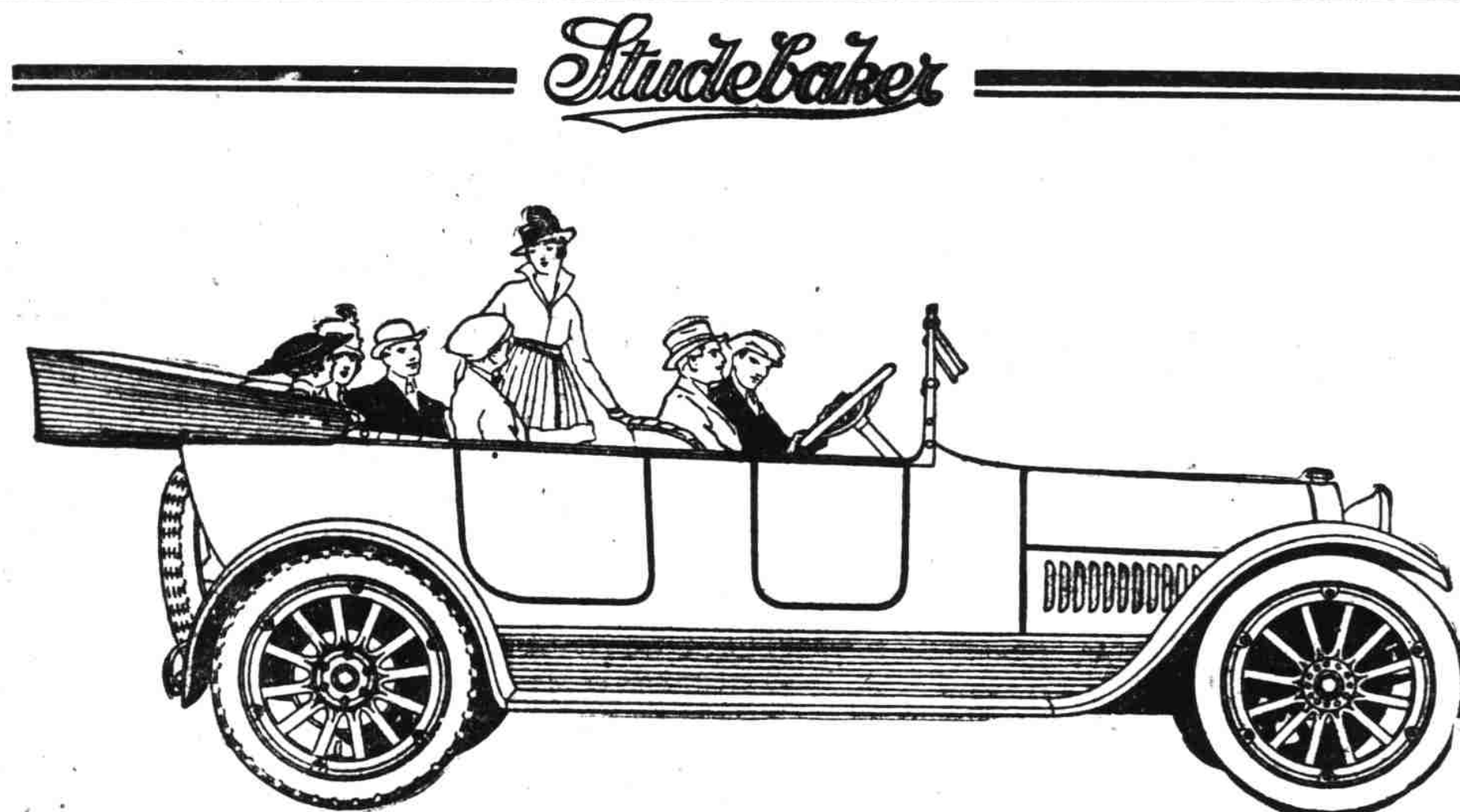
Some months ago the courts decided that Mr. Colan was to send \$3 a week to his wife and some weeks ago Mr. Colan decided that he would not. So all hands to the center of the court.

"Why," asked the court, "do you fail to pay \$3 as directed?" "Because," said Mr. Colan, "when I think of his troubles, I have to laugh. She wanted me and she got me; she wanted a home and she got it; she wanted fights and she won them all; she wanted to leave me and she did; she wanted her liberty and she got it; she wanted \$3 a week and got it, and she didn't want the three sets of twins and I've got them. Take it from me, Your Honor, a man with three sets of twins and no home regards \$3 as a bankroll."

And the court thought likewise.

Young Women Want To Run Street Cars

Kansas City, Mo., May 12.—A dozen young women have filed applications with the Kansas City Railways company for positions as conductors and motormen—or motormen—on street cars should the war make necessary the calling of women into such service. One lot of five young misses applied in one letter, saying they would be glad to serve their country by running the street cars. All requested their names be not disclosed. The company has placed the names on file for future reference.



The Reasons for Studebaker's Leadership in the West

STUDEBAKER leads in the Western States because Studebaker Cars stand up and give the service.

The Series 17 Studebakers led all other fine cars in sales in California in 1916—official registration figures prove it.

The Series 18 Studebakers are even better than the Series 17.

They are maintaining the leadership the Series 17 established.

Because they embody ninety distinct improvements in mechanical construction, convenience and comfort over the Series 17.

Because they offer all the improvements, all the refinements suggested by four years' close study of the performance of 800,000 Studebaker Cars in actual service in every part of the world.

In them Studebaker gives you the QUALITY that stands up and gives service under the hardest tests of the road.

In them the many economies made possible by vast resources, the savings obtained through the

development of steadily improved manufacturing methods and the installation of the latest and best labor saving machinery are turned to your advantage.

That is why Studebaker is able to offer you so good a car at so low a price.

That is why the Studebaker SIX is most economical to buy.

It is economical to operate because Studebaker quality reduces "upkeep" to its lowest possible terms.

It is economical to drive because of great gasoline economy in ratio to power, because of great tire economy in ratio to weight and carrying capacity—Studebaker owners frequently get from 8,000 to 10,000 miles on a single set of tires.

It is economical to own, because it brings a very high second-hand value in case of re-sale or trade-in.

For these reasons you owe it to yourself to investigate Studebaker before you buy a car.

Let us give you a Studebaker demonstration today.

Oregon Motor Car Co. DISTRIBUTORS

Park and Davis Streets Phone Broadway 616

Four-Cylinder Models	
FOUR Roadster	\$985
FOUR Touring Car	985
FOUR Landau Roadster	1150
FOUR Every-Weather Car	1185
All prices f. o. b. Detroit	

Six-Cylinder Models	
SIX Roadster	\$1250
SIX Touring Car	1250
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600
All prices f. o. b. Detroit	

Fair List Prices  Fair Treatment

Tested on the Teeth of the Road— GOODRICH BLACK SAFETY TREAD TIRES

PICTURE to yourself the ROAD TEST
Goodrich's Test Car Fleets put to Goodrich
Tires.

With light and heavy cars, Pierce Arrows,
Packards and Fords, the fleets hammer
Goodrich Tires against sand, rock and gravel.

Two sets of drivers, sixteen hours a day, week after
week, belabor them in every part of the country.

The Atlantic Fleet, crunching over the hills and valleys of
New York and New England;
The Pacific Fleet, pounding along the Western Coast;
The Dixie Fleet, braving the sun grilled roads of the South;
The Lake Fleet, ploughing the sands of Minnesota;
The Prairie Fleet, scouring the region of Kansas City;
The Mountain Fleet, grinding over the rocky trails of
Yellowstone and Glacier Parks.

All put the ROAD TEST cruelly to Goodrich Tires through
millions of miles of roughing it.

Only the **BEST** can withstand such a TEST. **ONLY**
the **BEST** does.

It establishes Goodrich's Unit mold, unbroken cure, as
the ONE principle on which to build the best
fabric tires.

You get the TESTED certainty of lasting
service, freedom from tire trouble, mileage,
backed up, by Goodrich Fair
Treatment, in Goodrich Black
Safety Treads.

The B. F. Goodrich Co.
Akron, Ohio

Goodrich also makes the famous Silvertown Cord
Tires and the 1916 Racing Car wheelship
The Best Tubes—Brown and Gray

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Phones—Broadway 850, A-6505

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"Best in the Long Run"