

AUTOMOBILING

GREAT PLANT AT FLINT.

Magnitude of Buick Work Proves Surprise to Visitor From Oregon.

A resident of Portland recently looked over the plant of the Buick automobile factory at Flint, Michigan, and this is the way he describes it in a letter to a Portland paper:

Walls in Flint, Mich., recently, Dr. A. W. Baird of this city took occasion to visit the Buick automobile factory and writes the Journal in part as follows:

"It doesn't sound reasonable to suppose that one could go really sight-seeing in a Michigan town of only 45,000, far removed from the nationally known historical centers of the east and west, but he can.

"What you see in Flint is biggest, grandest, stupendous, inconceivable business, far in the Buick, Flint has one of the largest automobile manufacturing concerns in the world. The floor space is 58 acres and the entire grounds cover something like 160 acres. The output is 165 motor cars a day, and for 1914 the total output is estimated at 32,000 cars.

"A visitor to the mammoth plant can't digest its bigness in a day. He is shown through a labyrinth of belts, machinery and men, huge forges, hammers, with men bare to the waist, gear cutters, stock rooms and warehouses. He sees the motor car in various stages of its habitude, every part built from the raw into the finished, marketable product, in the company's own shops.

Every Inch Utilized.

"The first building we went in houses what they call the general machine department. It is a big room, or it seems so at first; but by the time you have been walking around the plant a few hours you realize that it is one of the smallest in the group. Every inch of floor space is utilized and utilized in a way, too, that shows ingenuity reduced to a science in that everything is so compact without any cluttering. Every operator has all the room required, but not an inch more.

"Of course, factory exploration is more interesting for a person of a mechanical turn of mind than it is for the casual sight-seer, but nobody could take the walk I did and not come away with something of a realization of the stupendous immensity of the institution, and the system necessary to run it. I am told that it is a matter of manufacturing record that the operating expenses are \$111,000 a day, inclusive of course of labor and material.

"In the shipping department are 290 men, and a steady line of cars is kept rolling from the warehouse into the freight empties in waiting. Every man is an expert, and they say that it takes only a minute and a half to get a machine into the car, cleaned and ready for shipment.

Ponderous Hammers Used.

"There is something exciting and thrilling about the drop forge building. Big, ponderous hammers pound anything from a turn buckle to a crank shaft. Our hammer has a striking blow of 18,000 pounds. The 'little' hammers strike from 6000 down to 600 pounds, and turn out axles and the usual number of small malleable parts which go into automobile manufacture. Even the brass and aluminum work is done in the shops.

"And then there's the motor building. Imagine, if you can, a building of 278,600 square feet, six and a half acres. Imagine, too, hundreds of motors, all in a line, chugging for hours in a right test before going to the classes for road work.

"I was surprised at the number of women employed. They are in the top

and upholstery departments, which have much the same appearance as a dressmaking shop. Others are cork-makers, work that would delight the small boy, for they would the smaller parts from sand. It is interesting work and exacting, but the girls seem to be a happy lot, and in many cases unusually expert.

FADS AND FANCIES FOR THE MOTORIST

Orange colored Angora sweaters with wide white borders and white pearl buttons are new. They come with caps and tango sashes to match and are worn under the fashionable capes, which may be thrown aside in the limousine.

Coverly capes for men are the proper thing this year. They are very full below the shoulders and have a rolling collar. Leather buttons and straps hold the cape at the front. They come in all of the gaudiest tweeds.

Suede toilet rolls are very convenient for use with one's own simple traveling fitting, and they take up far less room in the bag than the more elaborate cases.

The shepherd's hat, for limousine wear with the white Cortez erpe tailored suit, is quite a dainty concoction of white chip faced with cell blue velvet. It is fitted to one side of the head and trimmed with two bunches of Dresden china pink roses.

The rainproof rubberized black satin hat has a stitched brim that may be turned at a proper and becoming angle, and it is trimmed with rubber roses and leaves of pink, red, white or yellow as the case may be. The raincoat is of satin to match.

A new fad is the taking of the Indian poncho, grass pillow and Navajo coats on the outing trip.

Water-tight army canteens and pairs of brown canvas fold flat when not in use.

Men's canvas caps, with very wide drooping green-lined visors shield and protect the eyes better than any other sort. They are light in weight and fit well down over the head.

Rompers of Scotch linen in dark tan will be worn by little girl travelers up to six years old. Over them the linen beach coats are worn, so when the linen beach coat is made they may play in the woods without fear of tearing or soiling dirty dresses.

Folding army tables are gaining favor fast out of doors use. They take but little room and may be opened out to accommodate six persons.

Men's silk or pongee dust coats are made in raglan model but with unusually full skirts. They are full three-quarter length, and the convertible collar keeps the dust from collar and shirt front.

MOTORCYCLE WINS FAVOR OF FAT MEN

Veteran Heavyweight Rider and Companion Average 4,000 Miles in Year's Time.

What is the limit of weight a motorcycle will carry? The way that fat men are taking to the motorcycle it would seem that there is no limit. So rapidly has the motorcycle increased in favor with fat men during the past two years that the day seems near when fat men's motorcycle clubs will be organized in many places.

Harry "Dutch" Petri of Allentown, Pa., is one of the veteran fat men motorcycleists. Although he weighs 272 pounds, "Dutch" and his pal, Alvin Roth, average with a Harley Davidson motorcycle more than 4,000 miles a year. Billing double they have no trouble making any of the steepest grades, for which Pennsylvania is noted. And despite the load of 508 pounds their machine has had no upkeep expense since its purchase in May, 1912.

Now is the Time to Purchase Your Fishing Tackle

Our leader and bait hooks all new goods. No chance to lose the big ones. Rods of all kinds from 75c to \$25.00. Steel rods, \$2.00 up.	All makes of lines for all kinds of fishing. We know we have what you want. We take special pride in our stock of flies; 50 different patterns.
REELS. Large assortment to choose from 25c to \$3.00	Spinners and artificial bait is our hobby; the largest showing in the city.

Don't consider yourself equipped until you see our complete line. Our tackle is right—Our prices are right.



EVERYTHING PERTAINING TO BUCKETS
Watt Shipp Co.
GUNS AND AMMUNITION

OREGON PEOPLE BUY CARES TO VALUE OF \$500,000 IN MARCH

Machines Are Exclusive of Motorcycles Which Register Under Separate Series.

FIGURES ARE ACCURATE

Many Dealers Declare Trade Has Been Even Better Than Registration Would Indicate.

According to the registration books in the secretary of state's office at Salem, the good people of the state of Oregon spent approximately \$500,000 for automobiles from February 27 to March 31, inclusive. This does not include motorcycles, which are being registered under separate numbers for the year 1914.

The records at Salem show that 509 1914 automobiles have been registered during the period mentioned; 285, or more than 50 per cent of the total number registered, were Fords. The other Overland, Hudson and Reo in the order named.

Three hundred and eight of the cars registered were figured at an average price of \$500 each; 180 at \$1,500 each, and 12 at \$20,000 each—making a grand total of \$460,000.

Healthy Condition Shown.

Many of the dealers in Portland claim they have done even a greater business during the period than shown by the registration figures. Of course one has to take into consideration the fact that many owners do not have their cars registered as soon as they are purchased, in some cases several weeks elapse before they apply for numbers.

However, the figures as quoted are carefully compiled by M. O. Wilkins, a local attorney, who is keeping a most complete record of all automobiles and motorcycles registered in the state. Mr. Wilkins has from three to five checks on his figures and they are as nearly correct as it is possible to obtain them.

The records show that up to April 1, 1914, there had been registered in the state 10,742 automobiles and trucks, and 1799 motorcycles. For the same period during the year 1913 the records show 8037 automobiles, trucks and motorcycles combined.

Growth Fifty Per Cent.

From this it will be seen that for 1914 the state of Oregon has 2,705 more automobiles and trucks on April 1 than it had automobiles, trucks and motorcycles combined in 1913, or a grand total of 4484 more motor driven vehicles this year on April 1 than last.

This is a growth of practically 50 per cent and from figures obtainable from other states shows that Oregon has made as large a percentage of gain for the first three months of 1914 as any other state in the union using the same method of registration. These in close touch with the automobile situation estimate there are now about 2000 automobiles in the state of the 1913 list that have not as yet made application for 1914 license tags.

Now that the litigation over the right of the state to levy a registration tax on automobiles has been disposed of in favor of the state there should be little delay in the registration of the balance of the 1913 cars.

Including the allotment of automobiles contracted for by the Portland distributors, 1914 should show between 14,939 and 15,000 automobiles on January 1, 1915. Add to this approximately 2600 motorcycles, which the decrease of nearly 45 per cent over 1912.

FRESNO CONCERN WINS FAME FOR OVERLANDS

Out in Fresno, California, there is an automobile marketing concern which has gained considerable fame through racing automobiles. And this in spite of the fact that the cars they handle and own were never intended for racing vehicles. The firm is the Cobb-Evans Auto company, dealers in Overland cars, and the office of the concern resembles a jeweler's store because of the large number of valuable trophies won in various races, which are on display.

The latest victory of the present concern came a few days ago when their Overland car won a valuable silver cup and \$500 in cash as first prize in a hundred-mile race on the Fresno fair grounds track. The time made was 1 hour, 45 minutes, 16 seconds—unusual speed when it is considered that the car driven was strictly a stock model, prepared only for the race by the substitution of a special body for the regular touring body.

Although the Willys-Overland company of Toledo, makers of the Overland car, have never called their product a racing vehicle, and in fact have never encouraged racing, the Cobb-Evans company has repeatedly shown that its confidence in the speed producing abilities of the car is not misplaced.

MOTORCYCLE BUSINESS BOOMING

Hauser Bros., the local Harley-Davidson dealers, report that the motorcycle business is taking on quite a boom with the advent of the spring weather. Among other recent sales are Harley-Davidson two-speed twins to the following: Clarence Borne of Aumsville, Hardy Bellinger of St. Paul, Clarence Phillips of Jefferson, and James Brown of Independence.

TOURS ARE PLANNED BY PARTIES FROM CITY OF GOTHAM

Many Expect to Visit San Francisco World's Fair by Auto.

FOUR ROUTES ARE AVAILABLE

Inquiries Indicate Large Number Will Go or Return by Roads Through Portland and Other Northwestern Cities.

New York, April 13.—(Special.)—Inquiries received by the American Automobile association touring board indicate that many of those who have in mind a journey to the Pacific coast in 1915 will journey westward over one route and returned by a different itinerary. While 1914 will see a greater number of cross-country travelers than in 1913, the total in 1915 promises to be surprisingly large, and Chairman Frank X. Mudd of the touring board predicts that American interstate travel from this time on will count largely in vacation periods of many people who have been in the habit of wearing out tires on foreign highways.

In preparing for a comprehensive transcontinental service, the touring department of the National organization of automobilists has added to its material until there are now available: three complete routes, with a fourth to be added in the Spring of 1915. Of these, the Overland Trail, for about 95 per cent of the way the route of the Lincoln Highway, will attract a large amount of the cross-country travel.

Fourth Route Longest.

The fourth new route will start east from Los Angeles, and is by far the longest of the cross-country lines. Being via Yuma, Phoenix, El Paso, Fort Worth, Dallas, Texarkana, Little Rock, Memphis, Nashville, Knoxville, Asheville, Greenboro, Richmond, Washington, Baltimore and Philadelphia to New York. This transcontinental route will be available throughout the year. Very little difficulty was experienced in its framing, as long stretches of good natural roads were found in Arizona, New Mexico and Texas. In fact the one great problem of the A. A. A. pathfinder was to select the "one best way" from the number of options offered at several points, notably east of Phoenix. For the first time the southwestern and Gulf states will be placed on a through line across lower Arizona, New Mexico and upper Texas.

The pioneer big route between Chicago and the Pacific coast was the "Trail to Sunset." This quickly made clear that for the San Francisco and San Diego exhibitions in 1915 there would be a great call for other routes, reaching the Pacific northwest as well as Central and Southern California. It was therefore decided by the American Automobile association in the early summer of 1913 to undertake the mapping of three complete lines in one season.

Northern Route Covered.

Starting in June, the northern route through Albany, Buffalo, Cleveland, Chicago, St. Paul, Minneapolis, Fargo, Bismarck, Butte, Missoula and Spokane to Portland and Seattle was covered. The "Northwest Trail" was the first to give details across the continent by the northern route, and to supply specific information, including mileage, for reaching Yellowstone park from the north or Glacier park from the south. Equally complete notes were then taken from Portland to Sacramento and San Francisco.

Immediately afterward the Overland Trail was traveled from San Francisco through Sacramento, Carson City, Reno, Salt Lake City, Cheyenne, Omaha, Chicago, Cleveland, Erie, Jamestown, Elmira, Binghamton and Kingston to New York.

The third line was laid down to Las Angeles via Philadelphia, Harrisburg, Pittsburgh, Columbus, Indianapolis, St. Louis, Kansas City, Denver, Salt Lake City, Ely and Goldfield. No date has been set for the publication of these notes, due principally to road conditions in western Colorado and eastern Utah, which will undoubtedly be improved before the spring of 1915.

No other woman pays as big rent as the one who marries for a home.

Liberal "angels" are all that make grand opera possible in this part of the country.

The Easter Egg

"If I had some fady calico I'd dye you the nicest egg. I'd sew it round the egg, you know"

Continued Grandma Clegg: "And, as it boiled, each flower or spot would print right on the shell."

"I'll hunt—perhaps somewhere I've got Bits that will do quite well."

She found a stray bit of pretty pink. With rosebuds so quaint and prim.

But as she sewed it round I think Her eyes grew rather dim, But why this was she did not tell.

She boiled the egg awhile, Then clipped the cloth and showed the shell Rose printed, with a smile.

Much Money For Easter Flowers.

"A million and a half will not cover the amount spent on flowers in New York before Easter is over this year," said a fashionable city florist. "Plants are more popular for gifts than flowers, and there are fashions and fads in plants just as in anything else."

EASTER VISIONS



An Easter Message.

You must live before you can believe. If you would have a right to the tree of life, if you would have the right to know that there is a tree of life, you must seek this immortal life here, and seek it from the God who is here, and seek it through the channels that he opens for you.

Live here and now the immortal life, and then, if you are mistaken and there is no life after the grave, still you will have been immortal.

We must have the immortal life here and now if we would have a rational hope to have it hereafter. This is my Easter morning message to you.—Lynn Abbott.

WANTED THE STOPPERS.

There is a lad in a certain Scottish town who is noted for his shrewdness. The other day he was sent by his father to a neighboring public house with the following order:

"Please read to our house 10 dozen of ale."

Now, it so happened that one of the publican's faults was a propensity to poke his nose into other people's business, and so when he had read the order he could not help exclaiming:

"Gaidid graicous, mddie, aryl what ever is yer fether gaun tae dae wi' sae muckle ale?"

For a moment Johnnie was puzzled, knowing that his father would not like him to exactly tell the truth. Then an idea occurred to him and he quietly replied:

"I'm no verra sure, but I think he's gaun to mak' a cork frame, an' he'll need the corks."—New York Globe.

WASTED EFFICIENCY.

"I shall never forget," said the popular statesman, "the crowd of 10,000 people who cheered me for one solid hour."

"Have you ever thought of your terrible responsibility," asked the mathematician. "An hour each for 10,000 people represents 10,000 hours, or nearly a year and two months of the exhaustive and unrelenting toil of cheering."

A NEW WEAPON.

The Irishman in a duel challenged to a duel. "Shure," he cried, "out with shillalabs!"

"That won't do," "As the challenged is right to choose the weapon with which to fight, I demand that you should fight with which I will use."

"Is that so, indegenereous Irishman, it out wud gillotine Herald."

BALL HELD AT Mount Vernon, Washington, following a preliminary Justice Crookston, bound over for trial court for murder in Ball is suspected of bandits who killed during the holdup of train near Bellingham.

Grand Opera is in Doubt.

Grand opera is in doubt, but, really, grandest vandeville is most of us.

Quality that Counts



MODEL 7-C

MODEL 7-C, \$240 F. O. B. SALEM

Over 90 per cent of the hill-climbing, endurance contests in 1913 were won by The EXCELSIOR, the same kind of a machine that all Excelsior buyers Buy an Excelsior and you will be a satisfied.

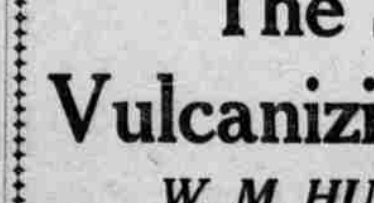
We have some good buys in second hand:

1913—Twin Excelsior, \$175 1913—Single, \$100, \$120
1912—Single Indian, \$100

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\$25 to \$45 Cash on installment

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If you deal in values—you'll appreciate the Ford. Its simplicity—its economy—and its dependability give it a value that cannot be measured by its price. The Ford is the one car that has "made good" in world-wide service.

Five hundred dollars is the price of the Ford runabout; the touring car is five fifty; the town car seven fifty—f. o. b. Detroit, complete with equipment. Get catalog and particulars from

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