

Northwest Welcomes the Invasion of the Motor-Driven Truck

McLAIN TELLS OF NORTHERN VISIT

Franklin Manager Says Truck Will Be Factor in the Year's Trade

By LEON J. PINKSON
John P. McLain, district manager of the Franklin motor car company, returned yesterday to the local factory branch after a three weeks' trip throughout the northwest. McLain visited all the principal cities in Oregon and Washington and comes back quite enthusiastic over trade conditions in that region.

"The commercial vehicle will cut a big factor in this year's business in the northwest," said McLain yesterday. "All classes of merchants and the farmers throughout both Washington and Oregon are looking on the truck and delivery wagon with high favor and during my trip I closed some good contracts for Franklin trucks."

"While the sale of pleasure cars may not reach the same proportions as last year, the business, nevertheless, will be good and the representatives are not worried over existing conditions. I found the movement in motor cars more active in Portland than in any of the other cities. It is quite possible that a spell of exceptionally fine weather had something to do with this."

GOVERNMENT ADOPTS MOTOR DRIVEN WAGON

It can no longer be said by the pessimists who swarm the earth and whose greatest achievements are in their efforts to exclude the light of progress that the motor wagon and truck will never prove beneficial to mankind. The fact of the matter is that two of these classes of vehicles have been demonstrating to the satisfaction of the United States government, municipalities, business houses, express companies, etc., their great transportation possibilities. Some time ago the United States government purchased a Knox auto wagon for the district of Columbia water department. The officials of the department declare that this wagon is in every way far more satisfactory than the horse drawn vehicle. It is cheaper to maintain and is always ready for service.

GERMANY LOOKS TO AMERICA FOR IDEAS

A good deal has been said recently about a switch in automobile manufacturing affairs whereby it is the European looking to the American engineers for ideas, rather than the American looking to the European engineers, as was formerly the case. An illustration of this is given in a report recently received by E. P. Brinegar of the Pioneer automobile company from the Loser factory. One of the royal chief engineers of Berlin has requested from the Loser motor company a description of the American built Loser car, with details of materials used and factory practice. He states that there is an increasing tendency to the use of American motor cars in Germany and Austria, especially of the better grade and quality.

Warren manager off for north—R. D. Maxwell, western sales manager of the Warren motor car company of Detroit, who has been in the city for several weeks past, leaves today for a trip to Portland and the northwest. He will return to this city before going back to the Detroit factory.

AUTOMOBILES

WE WANT TO BUY FOR CASH—Light touring cars, roadsters and runabouts. The demand upon us for good, dependable cars has been so great that our efforts have been taxed to the utmost to supply our particular trade. We have, however, picked up a few GENUINE SNAPS that we offer for the next few days—they won't last long. Come in quick.

CANNING & VINTON AUTO CO.,
452 Golden Gate av.,
Not open Sunday.

PERLESS 3-40 horse power glass front, clock, good traveler, will trade for ranch or lots.
Rambler 2 cylinder, 2 pass., 20 h. p. runabout, \$175.
Cadillac—Single cylinder, 2 pass., good as new, \$150.
Model 2 cylinder, 5x7 20 h. p. best engine, \$160.
Rambler—2 cylinder, no tires, 5x9 20 h. p. \$75.
Cameron 4 cylinder air cooled 10 h. p. \$225.
Hudson—30, top glass front, speedometer, \$1,000.
Mitchell—5 pass., good tires, good traveler, \$375.

PIERCE AUTO EXCHANGE,
45th st. and San Pablo av.

AA AUTOMOBILES
Maxwell Runabout, in A1 condition, \$200.
Auto Car Runabout, fine on hills, \$225; 1910 4 pass. Overland, like new, \$25; 1910 4 pass. Cadillac, good, \$175; car, \$250. AUTO CLEARING HOUSE, 38th and San Pablo av., Oakland.

40 horsepower Buick roadster, in perfect condition, guaranteed by us as the same as a new car; rare opportunity. HOWARD AUTO CO., 525-528 Golden Gate av., Oakland.

USED cars—Best values in the city: POPE-HARTFORD, 5 and 7 passenger, fully equipped and roadsters; equipped with speedometers, glass fronts and tops; rebuilt and guaranteed. CONSOLIDATED MOTOR CAR CO., 460 Van Ness av.

AA—I have for sale or exchange 1 automobile, 1 white steamer, 1 saw table and steam engine, 2 launches, 2 gas engines; also several lots. Call and see me. J. N. MEDeiros, 665 4th st., Oakland.

RELIABLE AUTO BROKERAGE CO.,
243-47 Golden Gate av.
We have a number of slightly used and second hand automobiles which we will sell at great bargains. See these before buying elsewhere.

WILL trade reliable subdivision lots on line new Peninsula electric railway, San Mateo county, for automobile. Address H. D., 573 Russ bldg.

1910 Oldsmobile Limited, 6 cylinder, 60 horsepower, 42 inch wheels, 5 passenger body, used very little, a car of elegance at a bargain. HOWARD AUTO CO., 525-528 Golden Gate av.

1911 METZ runabouts, 12 h. p.; class, fully equipped, including Bosch magneto, \$545 (7.00). San Francisco. JOHN J. BOHLE, agent, 151 Sutter st., S. F.

1911—1912 Diamond Q. D. casing; comparatively new; no use for same. 2140 Howard st. near 17th.

FRANKLIN, 5 pass., \$175; Pope-Hartford del., \$700; Knox del., \$350; Acrocac, \$300. 323 Golden Gate st.

225—Maxwell auto, electric lights, 1903 Stutz, 4000 av., Oakland.

PAC. Aluminum Brassing Works can brass your broken rim, castings. 503 Van Ness St. S.F. 5150.

E-M-F 20, newly polished and overhauled, \$600; coach, W. S. PEZZAGLIA, Jerome garage.

FDH expert automobile repairing. 25 to A. Reubensler Eng. Works, 15th and Chestnut st.

TO buy or sell a second hand auto see RELIABLE AUTO REPAIR CO., 149 12th, Oakland.

AUTOMOBILE painting—Best at lowest prices. JACK GRAMAK, 1523 Page st. near 11th.

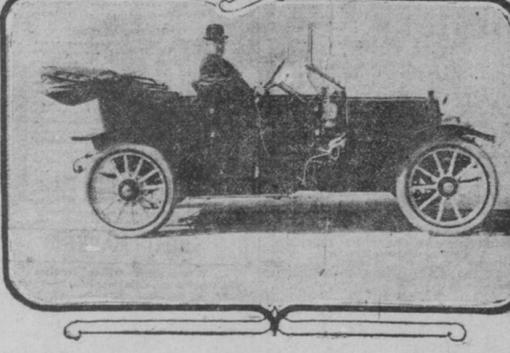
USED cars of reliable makes at very low prices. MCKEOWN AUTO CO., 426-428 Golden Gate av.

AUTOMOBILE SUPPLIES

L. H. & B. L. BILL, 543 Golden Gate av.—Headquarters for solar lamps, vests, batteries, Ford and Oldsmobile chassis and parts.

LITTLE ROADSTERS CLAIM ATTENTION OF MOTORISTS

C. C. Hildebrand (left), assistant general manager of the Chalmers motor car company, at present visiting the city, and E. P. Brinegar of the Pioneer automobile company, his host.



S. C. Chapman at the wheel of the new fore door Abbott-Detroit model.

EQUIP STEAM CAR WITH A MAGNETO

Strange as it may seem, even the owners of steam cars are putting magnetos on their machines. Of course, it is rather difficult for the average motorist to understand just what use a magneto would be on a steam engine. It seems as useless as a carburetor or a spark plug. However, Weinstock-Nichols company has just equipped a White steamer with a K-W low tension magneto, and the owner finds it a most important part of his car. Although the magneto does not give him any additional power, he finds it extremely useful at night. This magneto supplies current for a K-W electric lighting outfit. It is found that the electric lighting magneto can be as satisfactorily applied to the steam cars as it can to the more common gasoline cars.

MAKES EASY WORK UP TELEGRAPH HILL

Little Ford Car Climbs Kearny Street Grade Without Trouble

Not to be outdone by cars of three times the horsepower, and four or five times the price, the little Ford, on two days this week, climbed the 29.82 per cent grade, on the block on Kearny

street between Broadway and Vallejo street. Upon the request of a prospective purchaser for a strenuous demonstration, one of the salesmen of the Standard motor car company, accompanied by two other passengers, made the climb.

When the car had again descended to Broadway, the prospect was satisfied, and a number of spectators stepped out from the crowd which had gathered to witness the stunt and made inquiry as to the horsepower and asked to see the motor. The salesmen are now looking for new hills to conquer, as Hillmore, the steep hill, has long become an old story and now Kearny street has been relegated to the same class.

One or two hills in the vicinity of the Presidio have been mentioned and the Standard company men announce their intention of negotiating them.

WINTON INSTALLS SERVICE SYSTEM

Factory Man to Visit All Owners Once in Sixty Days

H. L. Owseney, manager of the local Winton branch, advises that he has installed a thorough service system, which consists of a factory expert calling on every Winton owner in California

and Nevada approximately every 60 days. Already many of the Winton "Six" owners have expressed their appreciation of this service. L. L. Lewis, president of the Yulupa land and water company of El Verano, expresses himself as follows:

"Your Mr. Perry came here today on his way through the country on a progressive tour, which is the first of its kind I have known or heard of. This is a step in the right direction, and I am certain will make the Winton company many friends.

"While I am not in need of anything now I am more than pleased with his visit, and am certain it will work for the good of the Winton Six. Thank you for the visit and I hope to see your expert again on his next trip."



Why This Car is Worth More Than the Price Asked for It—

NO other producer can manufacture an automobile as economically and as thoroughly as we do—for we make in our own plants every part that enters into the construction of the car. No manufacturer (and we do not except the highest priced machines) works to closer "limits of tolerance"—the shop term for fineness of fit and accuracy. No other car on the market is so highly standardized as the Overland.

As an example of Overland thoroughness and accuracy take the manufacturing steps of our cam shaft, which many producers are forced to purchase outside. The cam shaft is one of the vital parts of a gasoline motor. It actuates and times the opening and closing of the inlet and exhaust valves. The bearings of this cam shaft and the cams, which are integral with it, must be absolutely accurate to one-half of 1,000th part of an inch.

The Overland Cam Shaft is first forged in our own forge plant (the largest in the world devoted to one line of cars), from a piece of fine high carbon steel. Shop instructions on this are: Forge—INSPECT. Trim—INSPECT. Center, turn, thread on lathe—INSPECT. Rough grind cams—INSPECT. Case harden (which means that each shaft is packed in an iron tube in fine bone dust and left in the furnace at a high temperature, by pyrometer test), then oil treated—INSPECT. Straighten—Test. Finish grinding, on special machines invented by our engineers (a machine that does the work of four men by the old method, and does it better)—INSPECT. Test for hardness of cams with scientific instruments—INSPECT. Test with snap gauges. Each operation is accurate to one-half of 1,000th part of an inch.

Thus, if you were visiting our plant, we go from one department to another—through buildings covering a ground area of over thirty acres, where 4000 skilled men are employed and millions invested in exclusive Overland machinery. We would prove to your satisfaction that every gear, shaft, bolt, bearing, motor—in fact, every part of every Overland car is made with the same preciseness, care and exactness and within as close "limits of tolerance" as it is possible for human ingenuity to contrive. The Overland could not be better made.

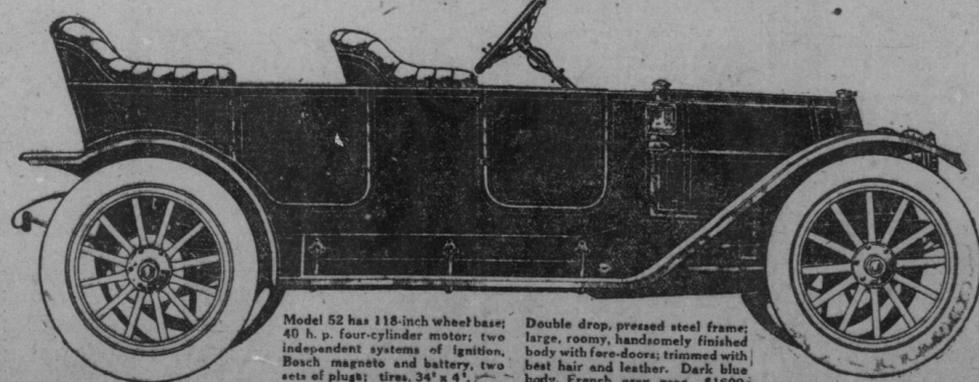
We know that Model 32 at \$1600, shown on this page, is the best motor car value for the money in the world. By comparison it is worth more than we ask for it. There is not another manufacturer who could turn out the equal of this machine and sell it for less than \$2000 without losing money.

There are 22 Overland body styles made on five different chassis. Priced from \$775 to \$1675. Look up the Overland dealer. He will be glad to point out the greater Overland value. Drop us a line today and we will forward you an interesting Overland catalogue which tells the whole story.

The Willys-Overland Company, Toledo, Ohio

J. W. LEAVITT & CO.

301 Golden Gate Ave.



Model 32 has 118-inch wheel base; 40 h. p. four-cylinder motor; two independent systems of ignition, Bosch magneto and battery, two sets of plugs; tires, 34" x 4". Double drop, pressed steel frame; large, roomy, handsomely finished body with fore-doors; trimmed with best hair and leather. Dark blue body, French gray gear. \$1600.

HAVE YOU SEEN IT?



GENTLEMEN'S UNDERSLUNG ROADSTER HAS ARRIVED!



The Perfect Runabout for Physicians, Salesmen and Business Use
Phone Park 325 for a Demonstration
RELIANCE AUTOMOBILE CO.
342-352 Van Ness Avenue

SIMPLEX

MADE IN NEW YORK CITY.

The distinguishing characteristics of SIMPLEX Automobiles are reflected in the class of men who buy them. Enthusiastic pride of ownership is responsible for our continued sales. Every SIMPLEX car is as near perfect as expert designing, modern engineering, high class workmanship and the world's best materials can make it. Consult any SIMPLEX owner as to the integrity of this statement.

SIMPLEX PACIFIC COAST AGENCY

J. N. BURGE, Manager
124-126 VAN NESS AVENUE, SAN FRANCISCO.
Telephone Park 4831