

MANY PORTLAND WOMEN SKILLED CHAUFFEURS



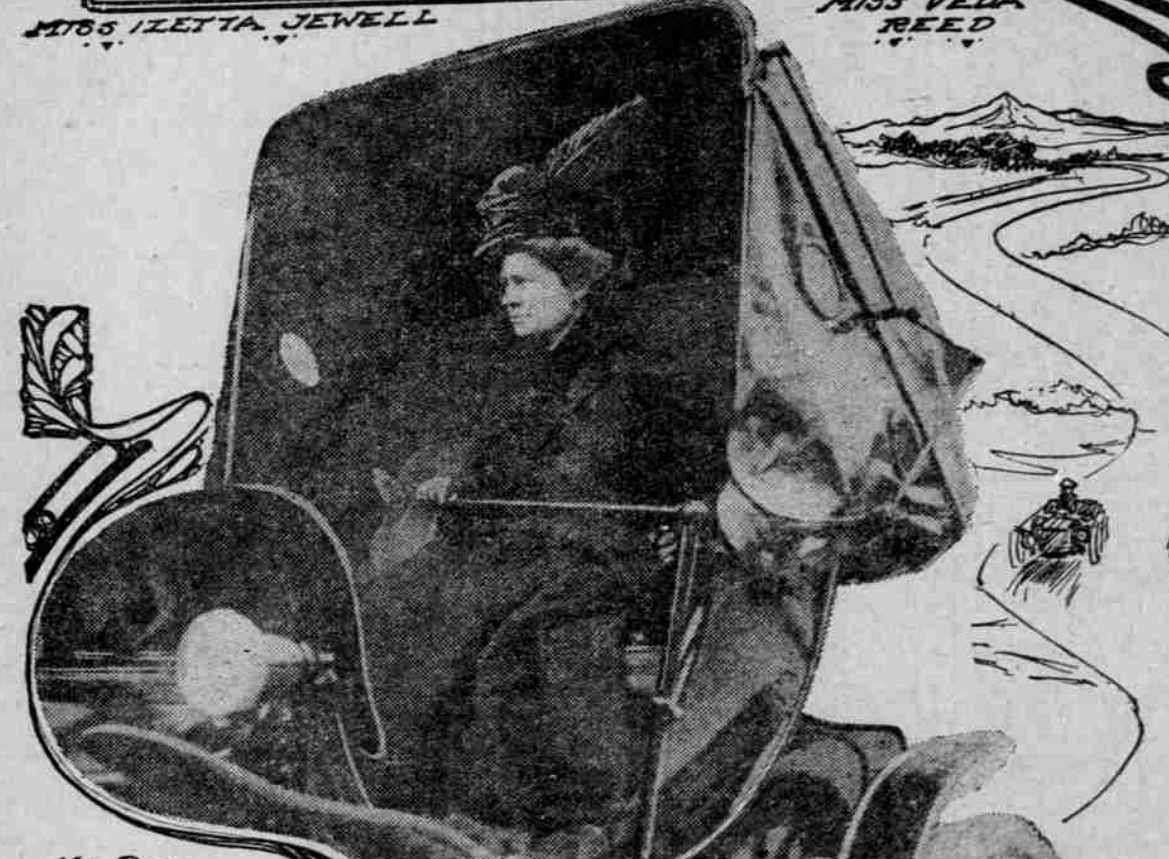
MISS IZETTA JEWELL



MISS VEDA REED



MRS CAROLINE GRIFFITH



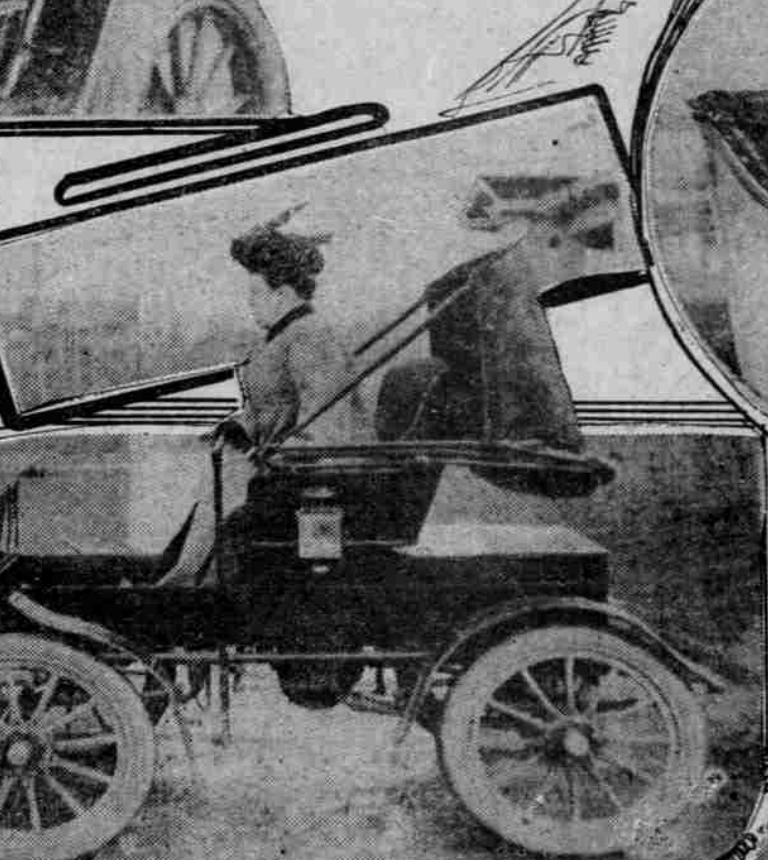
MRS ROSE COURSON REED



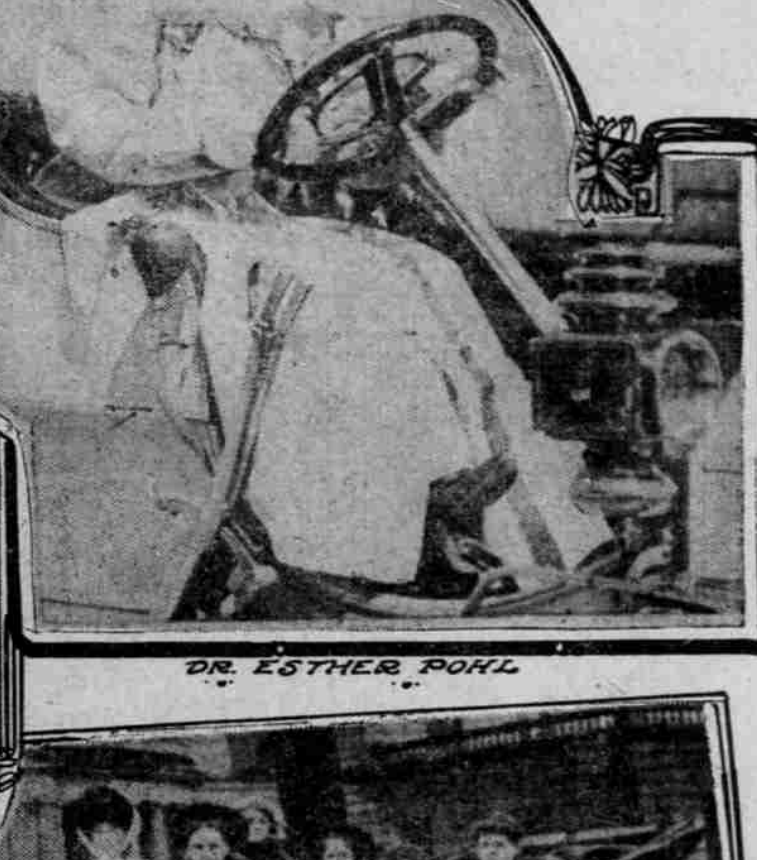
MISS VERA GOODENOUGH



MRS. J. H. COOK



DR. EDNA TIMMS



DR. ESTHER POHL



MRS. J. A. STROWBRIDGE

AUTOISTS CLOSE TO NATURE

Health, as Well as Pleasure, Is to Be Derived From the Tonic of Swift Rides Through Fresh Country Air.

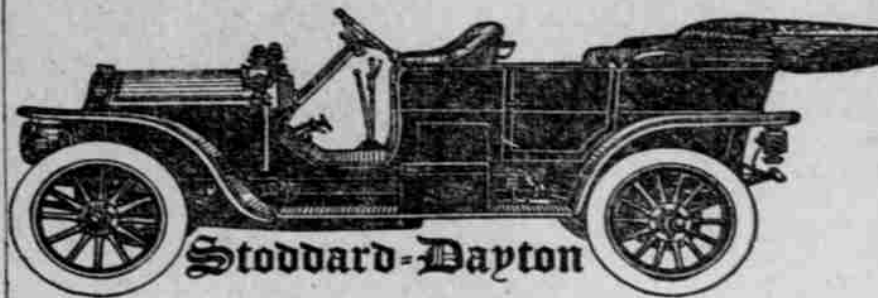
A healthful, exhilarating and, hitherto, a youth-preserving sport for women, there is nothing in the world that beats a seat at the steering wheel of an automobile which she owns herself, no music so sweet, no sound under the sun so joy-giving, as the thrilling throb of the eager engine, ready to speed away over the smooth city boulevards and out into the wide, free country, at the touch of a hand.

So say all women who have motors of their own, and attesting the truth of the statement, we note the rich coloring of cheek, the brightness of eye, the keen alertness and interest of expression, and the whole spirited, cheerful, invigorating personality of the woman motorist herself. No morbid moods, no "temperamental" vagaries and uncertainties about the woman who owns

and drives her own car. She has an interest in life, a keen, clean, wholesome interest which puts her in harmony with all nature and attunes her to a wide, comprehensive sympathy with all the world. The good fresh air of the open, the intangible charm and spell of green fields, of fitting vistas and wooded streams, these all have part in the joy of the chauffeur as she speeds over the winding country roads, and each season of the year has its own individual delights for her. The fresh, dewy joy of a Spring morning, the lazy haze of a Summer afternoon, with a cool breeze fanning the cheek as one speeds; then the varied glories of Indian Summer, and the crisp, invigorating sting of a clear Winter day—each season in turn brings its appeal for a long run in the big out-of-doors, but this is not all. The very fount of the woman motorist's joy is her own power

as she sits at the wheel, her perfect control over the huge, throbbing creature of steel and iron, which carries her so swiftly, so smoothly and so luxuriously through all these splendid outdoor glories. The real motor enthusiast, even though she be a woman, and despite the supposed limitations of her sex, is not content to stop at the mastering of mere levers and cranks, but does not rest until she knows and loves every detail of the cunning mechanism of her great, powerful steed, to its very heart. To have such intimate knowledge of one's machine, to know its every whim and humor, and to be able to detect the slightest note of inharmony in its humming song as its gearing races—these things all have part in the deep gladness of the woman who owns and drives her own car, when all is well, and in her pride and cool self-confidence when things, as they sometimes will, go wrong. To cheat Father Time, to forestall the dread "crowfoot," to keep the bloom of youth upon the cheek and the dewy brightness in the eye, these things are the dear desire of the feminine heart, and no more effective weapon for waging this feminine war against the accumulating years, and keeping young despite the yellowing

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Model 9-F, 45 H. P., 114-inch wheel base, seven-passenger car, equipped with extra seats in tonneau, top, Bosch magneto, 4 1/2-inch tires, glass front, gas lamps, oil lamps, tail lamp, horn, Prest-o-Lite tank, jack and tool equipment; \$3100 F. O. B. Portland.

This car has defeated, at various times, every \$5000 and \$6000 car on the American market, it is an easier rider than any of them and is a "classy looker." We guarantee it for one year, so kindly show us where the difference in value is—there is only one difference, that is the name plate and the price. Do you know of any name plate that is worth \$2000 more than the Stoddard?

When you buy a Stoddard you don't pay the salary of five or six high-priced officials, drawing all the way from \$25,000 to \$50,000 a year; you only pay a legitimate profit to a thorough up-to-date organization, making the various parts for their car in their own shops, cutting out the middleman's profit, and the buyer gets the benefit of all this. We ask you to compare the Stoddard-Dayton part for part with any \$4000 or \$5000 car sold in Portland and show us that they have a better car in any way.

These are plain facts, plainly told—not "hot air."

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record of the family Bible, has ever been discovered, so the experienced dealer, than the automobile and the keen enthusiasm that comes of knowing how to run it. It is lack of interest that makes the feminine face plastic to the tracings of the passing seasons, it is argued, and owing and driving her own car, even the most blasé women will find a sport that will engage her in fervid enthusiasm and discover to her interests that will keep her keenly alive, to good wholesome pleasures which count for youth and buoyancy, even against silvering hair and dimming vision.

THE general use of the automobile has worked many changes in the daily life of the people of Portland, and perhaps no element of our population has been so directed as that portion of the community designated society. The motorcar now fills an important place in the social scheme of things. In Summer the touring car is brought into requisition for short pleasure drives about the city or along the roads of the environs. Picnic parties find it the ideal means of transportation to shady woodland retreats; moonlight rides under the brilliant Summer skies are an established form of entertainment during the months from May to November. For week-end visiting at country homes the motor proves a more rapid and pleasant means of transportation than the railway, and each year the number of fortunate ones who make the overland trip to Southern California by this means is increasing.

Perhaps of more practicable use is the limousine as a means of conveyance to and from social functions. The closed auto is a decided improvement over the old-fashioned carriage in more than one respect. It is much more roomy and luxurious, affording greater protection for elaborate gowns, includes such luxuries as mirrors, toilet articles, electric lights, et cetera, occupies less room at the carriage stand, and is much more speedy. This latter quality especially recommends it for calling purposes, the woman of fashion being able to dispose of many more obligations of this nature in an afternoon than she was formerly able to accomplish.

The same is true as a means for quick and comfortable shopping. The electric runabout is much in favor as a calling and shopping vehicle, its

simplicity and tractability making it comparatively easy for a woman to be her own driver. The number of private equipages of the motor variety has rapidly increased in Portland during the past two years, and the demand for all types of motor carriages is considerably larger now than ever before. Whereas the limousine and touring car bearing a crest was something of a novelty here only a short time ago, it has become so common as to attract no comment. Many people in society who formerly maintained rather extensive stables and a number of carriages now rely solely on their garage of one or two or perhaps three autos of the various types.

During last Summer a favorite ride with the automobilist was the road from McMinnville to Tillamook, which many an automobilist took for the advantage of a picturesque ride and a cool, restful week-end by the ocean. A hitherto unfrequented drive was that taken by E. H. Harriman and his party last Summer from Southern California to the Harriman Summer home at Selman Bay Lodge, which is in the mountain fastnesses of Oregon.

Without doubt, automobiles will soon play a conspicuous part in the life of the farmer, for already are they copying the fad from their Iowa and Kansas brothers, as they are enabled to bring their produce to town in their cars, thus saving much time.

California has been the Mecca this past Winter for motorists. Among those who have made long and successful trips as far as the borderland are Mr. and Mrs. Gay Lombard, Mr. and Mrs. Theodore B. Wilcox, Mr. and Mrs. Thomas Kerr, Mr. and Mrs. David T. Honeyman, Mr. and Mrs. Peter Kerr, while Mr. and Mrs. Richard Pease, of San Francisco, have made a trip to Portland each Summer for many years in their touring cars.