

SIGN MAKE DRIVING EASY

Automobile Clubs Adopt Uniform System That Proves of Benefit, Not Only to Chauffeurs, but to All Travelers.

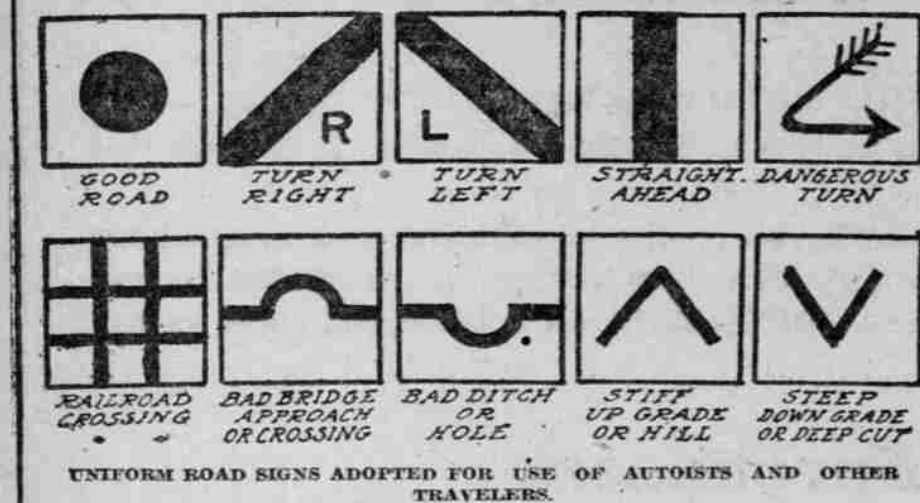
ABOUT the only signs that the traveler of a generation ago could find along the average country roads were dilapidated, half-defaced board ones, with the inscription, "Jaysburg, 5 miles," "Jintown, 8 miles," or with possibly a dimly outlined hand pointing in vague direction with some such inscription under as "Somebody's City," "Midwayville," or "Simsboro Corner." At occasional few railroad culverts there was the white and black warning of "Railroad Crossing; Look Out for the Cars," which later boasted the somewhat addition of the words, "Stop, Look, Listen." And these were all the notices vouchsafed to travelers.

Even these, meager as they were, and hopelessly lacking in information, suggested a possibility which might come to pass; and many a wandering wayfarer, mired in mud roads, and vainly

able in this way, that a new departure was taken. The men and interests who were directing experiments have at last completed a wooden sign, metal bound, which they consider impervious to the action of the elements and able to resist almost any disintegrating process. This sign is subjected to a treatment which makes it fireproof, waterproof and weatherproof.

During the season of 1909 the American Automobile Association will put up 10,000 of these signs in localities where roads have not been properly posted, and it is estimated that many thousands will be erected annually, until the principal highways be thrum-forty of the states will be fully furnished with these helpful and time-saving devices.

The system of road maps has been so thoroughly gone into, that no pains have been spared to reduce it to as great a degree of accuracy as the state maps have been gotten to. The best



UNIFORM ROAD SIGNS ADOPTED FOR USE OF AUTOISTS AND OTHER TRAVELERS.

trying to reach an unknown destination, bestowed curses loud and deep on such a systemless system of befuddling the passer-by.

With the advent of the bicycle along the rural highways, there came a demand for road signs in various districts, and sometimes by individual enterprise and occasionally by concerted action of bicycle clubs, road signs began to make their appearance.

But with the arrival of the automobile these signs were good alike to the cyclist, the horseman, the driver of vehicles and the lone pedestrian.

One hundred and twenty-two millions of dollars were paid for the purchase alone of automobiles in 1908 in the United States. Money invested in other angles of the business can hardly be estimated in dollars and cents. This means that a vast army of machines are threading the streets and the country roads of America, and it easily explains why the system of road signs and road maps have become an important and a necessary part of the touring automobile world.

The good roads organizations, assisted by members of these bodies both in and outside of the automobile associations, have been erecting large numbers of signs in many districts of America, and have at last perfected a style of sign which they consider practically indestructible under ordinary wear and tear and the action, however severe, of wind and weather.

The first signs put up were of metal, but these were defaced by small boys, who took great delight in hearing the ringing impact made upon the signs by the missiles they directed at them. So many were dented and rendered illegible

and most experienced talent has been engaged for the work, and by the use of colored inks and ample directions the traveling automobilist can be given a map of almost any of the states which will enable him to travel in nearly any direction without compelling him to waste much time as to inquiring his way.

This is particularly true when the maps are capable of being used in connection with road signs. Where touring is carried on most extensively, in the East and the Middle West, the systems are used in co-operation, and with fullest satisfaction.

Here in Oregon the Portland Automobile Club has gone to considerable expense and trouble in perfecting a system of road maps for the benefit of local travelers and visiting tourists. It has been a labor of love on their part for the expense cannot be refunded to them. These maps are now ready, and are another chapter in the advance of automobile in the state and the Pacific Northwest. They will cover the country for a radius of 50 miles around Portland, and will appear in the catalogue of the Armory show, which will be distributed free.

Road signs, it is safe to say, will be as welcome to the farmer and the fruit-grower as to the men who own motor-cars. The automobile maps are usually arranged by counties, and are as accurate as it is possible to make them, with reference especially to having them peculiarly adaptable for the traveling public.

Commercial travelers, agents and even politicians will welcome the introduction of the road signs, and doubtless in the future the State Legislature may be prevailed upon to do something in the way of this sensible and comparatively cheap method of assisting travel over the country highways. The Portland show will have some interesting exhibits in this line which will well repay examination.

AUTO SHOW AT THE ARMORY

MARCH 8 TO 14

Afternoon and Evening

ADMISSION, 50 CENTS

Social Function of the Year

SEE ALL THE 1909 CARS

SEE THE LOCOMOBILE RACER That Won the Vanderbilt Cup

SEE WHISTLING BILLY Who Holds the World's Record

See the HOTEL CAR that created the Sensation at Chicago and New York Show

Hear Christensen's Salt Lake Orchestra

See the Great Accessory Display

See the Electrical and Scenic Decorations

GET A SET OF ROAD MAPS FREE

tomobile industry has developed so rapidly and irresistibly in the last two years, that the market for tires alone demands the sole attention and energy of many thousands of men, in their development from the crude rubber to the finished product.

The Portland show will have exhibits of the improvements and latest designs in modern tires, and it will be one of the most interesting and instructive departments in the exhibition. Tires that can be taken off and replaced on automobile wheels, tires built to prevent "skidding," smooth tires, tires of various grades of cost and texture, and in general a variety of tires of high and low degree will be shown.

Over four centuries ago, during the second voyage of Columbus, the white man first learned of the magic qualities of rubber. Today rubber, together with "Kings" Cotton, shares the dual reign over space, as exemplified in the flying tires of the winged monarchs of the highways.

The perfection of the automobile tire

of today is an achievement around which cluster stories of daring plunges into almost impassable Amazonian forests, among wild beasts and venomous serpents, and through the lurking places of still wilder men. Where prowls the jaguar, and where howling monkeys jabber from the skyward pointing tops of century-old trees. Where rolls the Amazon, the sea-river, down-voyaging to the sea.

Here have hardy adventurers dared, their lives and their machetes in their hands, cutting a path through the wildernesses, and carrying the flag of commerce to the somber and gloomy depths of the South American forests. The bones of many a company have blended with the ooze and slime of those perilous fastnesses; the macaw's and the cockatoo's bright plumage flashes through vine-hung bowers where they laid down to their last long sleep. Here the silence, if anything, mourns for their untimely taking off.

But out through the sun-lit lands, past meadow stretches and laughing orchards, through reddening tints of

FIVE Were MAXWELLS Out of the Entire Field of Ten Cars

Think of What This Means

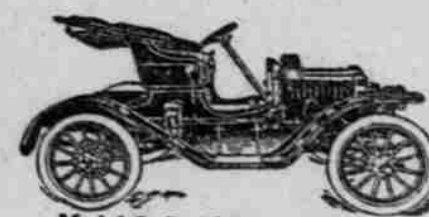
In the Women's Endurance run to Philadelphia and return, January 11 and 12, the Maxwell entries alone totalled up to as many cars as all other competing makes combined. Of course, every Maxwell finished.

It is simply because "What Every Woman Knows" who drives a Maxwell—that hers is a car upon which absolute dependence can be placed—so simple and easy to handle that it is the logical car for the woman, and the man, too, who wants motoring with the trouble left out.



Model A Jr., \$600

ASK FOR
SOUVENIR
KEY RING
AT
MAXWELL
BOOTH



Model L D, Magneto Included \$900

Model A Jr. 10 h. p. \$ 600
Model L D, 14 h. p. 900
Model H D, 20 h. p. 1600
Model D A, 30 h. p. 1900
Model K A, 30 h. p. 1900

Prices F. O. B. Portland.

Maxwell

PERFECTLY SIMPLE--SIMPLY PERFECT

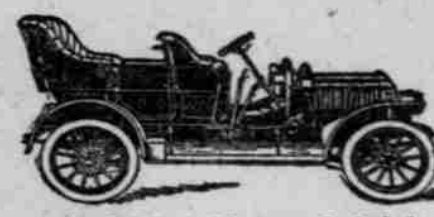
Maxwell Agency

E. E. Cohen, Manager

SIXTEENTH AND AUTOMOBILE ROW

PHONES Main 2583
A 4944

Portland, Oregon



Model D A, Magneto Included \$1900

field and woods, down dusty lengths of highway and by-way, whirl the swift wheels of the journeying motor, cushioned by tires whose material has been wrested from the towering forests of tropical countries by the hands of the knights of modern crusade. It is the culmination of the struggle

for perfection, the contest for superiority which makes the white man the victor over seeming impossible difficulties. It is the story, and the romance, of the automobile tire of today.

Autos for French Army.

All automobiles in France, whether used

for pleasure or business purposes, are to be controlled and registered in such a way that they will be ready for incorporation into the service of the Army in time of war. Every year, from January 1 to 15, according to a project which has just received the sanction of Parliament, a census of automobiles must be taken.

MILLIONS ARE SPENT ON TIRES

Investors Seeking Improved Processes Have Already Taken Out 1641 Patents for This Very Essential Article of Automobiling.

AFTER all that has been said about the wonderful advance in the building of automobiles, it is still true that had not the improvements in tires kept pace with the progress in perfecting motive power, automobiling would today be in a crude and experimental state. It has been truly said of the man who pounds the bass drum in the uniformed corps of musicians who march proudly down the street "without him what's the band?" Of the present improved motor-car tire can be said as significantly be asserted, "without it, what's the car?"

The tire of today represents more thought, more experiment and more expenditure of vast sums of money than anyone would ordinarily give credence to. No less than 1641 patents have been taken out since investigations began to be made concerning the turning out of rubber tires, solid and pneumatic, and patents are being filed every week, almost, aiming at improvements in the ones already constructed.

Before the discovery of the possibilities in the way of vulcanizing rubber, or injecting sulphur into the crude material and subjecting it to a high degree of heat, there had been no method of making the rubber both tough and elastic, and preparing it to keep those characteristics under different degrees of heat and cold.

The bicycle literally paved the way toward the introduction of the automobile tire. Many will remember the solid rubber tires first introduced to eliminate the jarring of the man-propelled machine. Then came the pneumatic bicycle tire; then came the gradual fading away of the bicycle, and the inception of the automobile in its various forms, and with this came the improvements to date of the auto tire.

To give the necessary form and solidity to a tire, the use of rubber alone is not sufficient. There must be some admixture of a textile fabric to produce the required result. Linen has been used, and also silk, but after all the experiments so far have been summed up, the use of cotton has been found to be most satisfactory. It may be in time that the outer shell of the cornstalk may be used in this connection, if it could be rendered pliable enough. Cornstalks have an outer glaze which is iron-like in its toughness, and if they could be shredded, and retain their tenacity, they might be used either exclusively, or in connection with cotton, to great advantage.

Growing rubber is now done to a large extent by artificial cultivation. Immense rubber forests have been planted in South America and Mexico, and although fortunes have been lost in the various experiments in that direction, fortunes have been gained by those who have been successful. There

is a demand for the product which has made the market price very high at times, although so indefinitely abundant. It has been the exploring of new rubber-producing countries that quite recently there has been a great reduction in the prices of the perfected automobile tire of today.

It is significant that manufacturers, and large ones, are now devoting their entire time and energy to manufacturing tires alone, which demonstrates the proportions to which the business has grown. Rubber tires for motor-driven vehicles are of course a portion of the output, as well as similar tires for bicycles and motor-cycles; but the au-

CALENDAR OF IMPORTANT AUTOMOBILE SHOWS AND RACES.

March 8 to 13—Portland Automobile Show, Armory, Tenth and Couch.
March 5 to 12—Palm Beach (Fla.) Motor Boat Regatta, Palm Beach Power Boat Association.
March 6 to 13—Boston Automobile Show, Mechanics Building, Chester E. Campbell, manager, 5 Park square, Boston, Mass.

March 8 to 14—Kansas City, Mo., Show, auspices of Kansas City Automobile Dealers' Association.
March 13 to 20—Minneapolis Show.
March 15 to 21—Vienna, Austria, Show, auspices of A. C. of Austria.
March 15 to 20—Rochester, N. Y., Show, Convention Hall, auspices of Rochester Automobile Dealers' Association. Charles J. Moran, exhibition manager.

March 22 to 28—Ormond Beach (Florida) races and speed trials.
March 24—Concours d'Elegance, Monte Carlo (A. C. de Nice).
March 25—Course du Kilometre (A. C. de Nice).
March 28—Course de Cote (A. C. de Nice).

March 27 to April 5—Annual Automobile Show in Petersburg, under the auspices of the Automobile Dealers' Association of Petersburg.
March 31 to April 14—Monaco Motor Boat Meeting.

May 2—Targa Florio, Sicily.
May 28—Moscow-St. Petersburg (Russia) Race.
May 29—Annual Hill Climbing Contest, Glanville, Despair, auspices Wilkes-Barre, Pa., A. C.

June 10 to 18—Prince Henry of Prussia Touring Trials.
June 14 to 19—Scottish Reliability trials.

June 15 to 17—Ostend (Belgium) races.

August 24 to 27—Circuit des Ardennes; Liekerkerke and Votterette races, auspices of A. C. of Belgium.

September 5—Mont Ventoux (France) hill climb.
September 11 to 18—Targa Bologna, Italy.

September 19—Sensmering Hill climb.



Twelve Rules to Help Buyers

When you reach the show, go first to the Winton exhibit and secure a copy of "Twelve Rules to Help Buyers." This booklet covers cars of all makes, grades, sizes and prices and presents in the simplest language a dozen methods of finding out what car will best serve your individual needs

We have also another booklet, "The Difference Between Price and Value," which clearly explains why you save from \$1000 to \$1500 when you purchase a self-starting, sweet-running six-cylinder

WINTON SIX

Winton Motor Company, of Oregon

PORTLAND SALESROOM, SIXTEENTH AND AUTOMOBILE ROW



CROWE AUTOMOBILE CO.

SIXTEENTH AND ALDER STREETS

Oldsmobile, Marmon and Overland Motor Cars

We are just moving into our new salesroom, at the southeast corner Sixteenth and Alder streets, and have now on exhibition a number of the different models of 1909 OLDSMOBILES, and OVERLAND cars, which we will be pleased to show to those who are interested.

We have 4-cylinder cars, ranging in price from \$1300, for our little model 20, four-passenger, toy tonneau Oldsmobile, up.

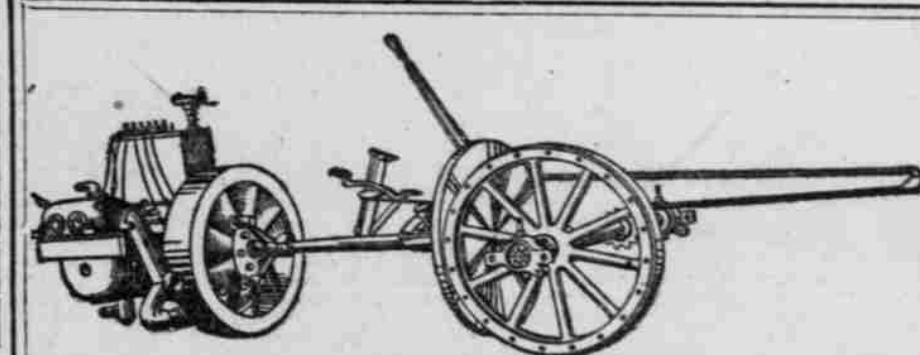
Come and see our Overland roadsters, 4-cylinder, 30 H. P., with magneto gas lamps, gas generator and top, complete, for \$1450, delivered in Portland. There is nothing like it at anywhere near the price.

Our first shipment of MARMON cars has been delayed, but will arrive Monday or Tuesday.

DON'T FAIL TO SEE THESE CARS. There is no better car built at any price. Only the very best of material and skilled workmanship go into the construction of these cars. The MARMON people take pride in their reputation of never having turned out anything that was not strictly first-class.

We have installed a well-equipped REPAIR SHOP and are in a position to take good care of those buying cars from us, and also solicit general automobile repair work.

THE CELEBRATED STERNS CAR IS ALSO SHOWN AT OUR SALESROOM



CARTERCAR

FRICITION TRANSMISSION

MODELS "K" AND "H."

Body—Touring car and roadster.
Seats—Touring car, five persons; roadster, three persons.
Wheel Base—Touring car, 103 in. roadster, 96 in.
Tires—Touring car, 32x3 1/2 in. Roadster, 32x3 in.
Brakes—Internal expanding.
Springs—Semi elliptic.
Horse Power—Touring car 22-24. Roadster, 18-20.
Bore—Touring car, 5 1/2 in. Roadster, 4 3/4 in.
Stroke—Touring car, 4 1/2 in. Roadster, 4 1/4 in.

Cylinders—Double opposed.
Valve Arrangement—In head.
Cooling—Water, thermo syphon.
Ignition—Jump spark.
Current Supply—Dry cells.
Lubrication—Mechanical.
Gasoline Feed System—Gravity.
Transmission—Friction disc and wheel.
Change Gear—One lever on friction wheel.
Drive—Encased chain in oil.
Price—Encased, \$1000. Touring car, \$1350; f. o. b. Pontiac, Mich.

The Cartercar is a distinctive car; the car for every-day use. The repairman's enemy. There are no gears to strip. No clutch to slip. No water pump to clog. Transmission trouble is unknown. It is so simple that a boy can run it as well as a man. Any blacksmith can repair it.

If you buy a Cartercar you will be pleased. We carry cars in stock and will demonstrate.

C. W. VAUGHAN WITH REIERSON MACHINERY COMPANY

AUTOMOBILE INSURANCE

The Insurance Company of North America

Issues a Most Comprehensive Automobile Policy Covering:

1 FIRE—Arising from any cause whatsoever, including fire originating within the machine.

2 THEFT—Including robbery and pilferage in excess of \$25.00 by persons not in the employ of the assured.

NO RESTRICTION ON THE USE OR STORAGE OF GASOLINE LOSSES REINSTATED WITHOUT ADDITIONAL PREMIUM

Hartman & Thompson

General Agents.
Chamber of Commerce Building. PORTLAND, OREGON