

SCARS OF BATTLE WORN BY AUTOIST

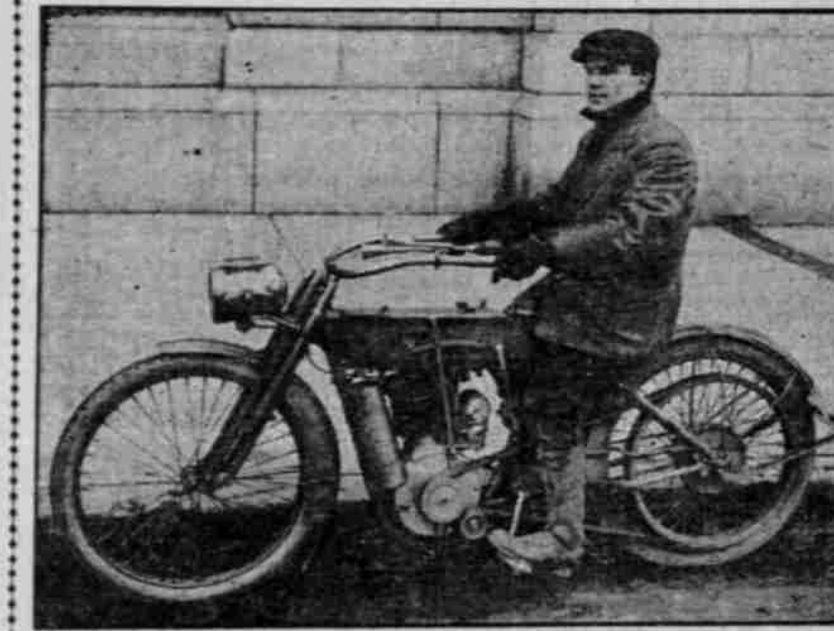
J. L. M. Shetterley Has Close Call While Watching Mexicans Fight.

BULLET HITS WIND SHIELD

With Mayor of Bisbee, Arizona, He Goes to Scene of Conflict at Agua Prieta — Insurrecto Puts Two Under Arrest.

To friends at the Commercial Club, J. L. M. Shetterley, manager of the International Mercantile & Bond Company, recently explained the origin of certain small scars on his hands, forearms and face.

ONE OF FIRST MOTORCYCLES OF 1912 MODEL TO ARRIVE IN PORTLAND.



RAY TEMPLETON RIDING HIS HARLEY-DAVIDSON.

the recent Mexican revolution. I had the pleasure of being present when Agua Prieta was taken by the Insurrectos, and was privileged to view the battle from the front seat of an automobile. The scars? Well, you see, there's alkali dust along the Arizona border, and we wore our windshield up that day; a Mauser bullet came our way and splintered the glass. I had the misfortune of stopping a few hundred, more or less, of those pieces of glass, that's all."

Car Driven to Scene.

When pressed for a more detailed account of his unique experience, Mr. Shetterley said that he was in Bisbee, some 25 miles north of the border, when the Insurrectos attacked Agua Prieta, which is separated from Douglas, Arizona, by the Mexican border. The noise of the battle could be heard at Bisbee, through the clear, dry air, and Mrs. Shetterley chanced to be motoring with the Mayor of Bisbee, who was also a physician and surgeon. The latter suggested that they take a run down to Douglas and "see the fun."

The car which the doctor was driving ploughed through the sand and sagebrush, the gring and excited shouting of the federals and Insurrectos growing louder and more distinct as they advanced. They crossed the border and approached the Mexican half of the town, venturing within half a mile of the conflict.

"Then we circled around and watched these excited little Mexicans in action," said Mr. Shetterley, "getting a good view of the outer skirmishes. There wasn't much killing done, you know, but there was a tremendous lot of shooting and shouting. For a minimum of bloodshed and a maximum of racket a Mexican revolution is entitled to all the honors."

Belligerents Chase Each Other.

"We moved up pretty close to the outside lines, and presently our rushed a bunch of 35 or 40 federals, pursued by as many Insurrectos, the latter firing wildly and shouting ferociously, after sprinting ahead of the enemy for about 100 yards or so, the Federals suddenly stopped, turned, and began firing, themselves, whereupon the Insurrectos turned and fled, with the federals in pursuit. This peculiar process was kept up for some time, each party taking turns at chasing the other. It reminded me of the frolics we used to have at school when it snowed, one crowd of youngsters chasing the other and firing snowballs until its ammunition was exhausted, and then returning and gathering more snow for more balls while the other crowd chased them and bombarded them with snowballs."

"We were intensely interested, of course, and pressed in pretty close with our automobile. Occasionally a bullet would whistle and sing pretty close by, but this didn't bother us until suddenly one hit our windshield and shattered it to bits. For a moment I thought I had been peppered with a lot of birdshot. I had got the force of the flying glass on my side of the car, and as I wore no gloves and had the sleeves of my soft shirt rolled up, I carry most of the scars on my hands and forearms."

Autoists Are Arrested.

"We weren't bothered much by the incident, and our interest was still keen, so we kept trucking the car up closer and closer as the noise and firing began to quiet down. Then suddenly a Mexican officer walked out and put us under arrest. The Insurrectos had captured the town, and the federals run over the border into neutral territory. The officer bombarded us with questions in Spanish, which we could not understand, and our English explanations were unintelligible to him, so he started off with us and the car to the guardhouse."

ground to the satisfaction of the Insurrecto officers. "Things were looking pretty black when a United States cavalry officer, who happened to be personally acquainted with my friend, chanced to ride by. He identified the doctor, and in fluent Spanish, soothed the excited Insurrectos, finally persuading them that the physician's services were urgently needed in Bisbee and that we must instantly be released; then he intimated to us that we had better crank up and be off without further loitering. We had no desire to linger and the rate at which we trundled through the sage brush on the return trip was not slow."

PESSIMISTIC VIEWS ROUTED

Auto Business Sound to the Core, Says Noted Authority.

Every little while the cry goes up that the automobile business is on the wane and that the bottom is about to drop out of it, just as it did in the bicycle industry. But those who have studied the problem realize that the call for motor cars of the standard high grade quality is steadily increasing.

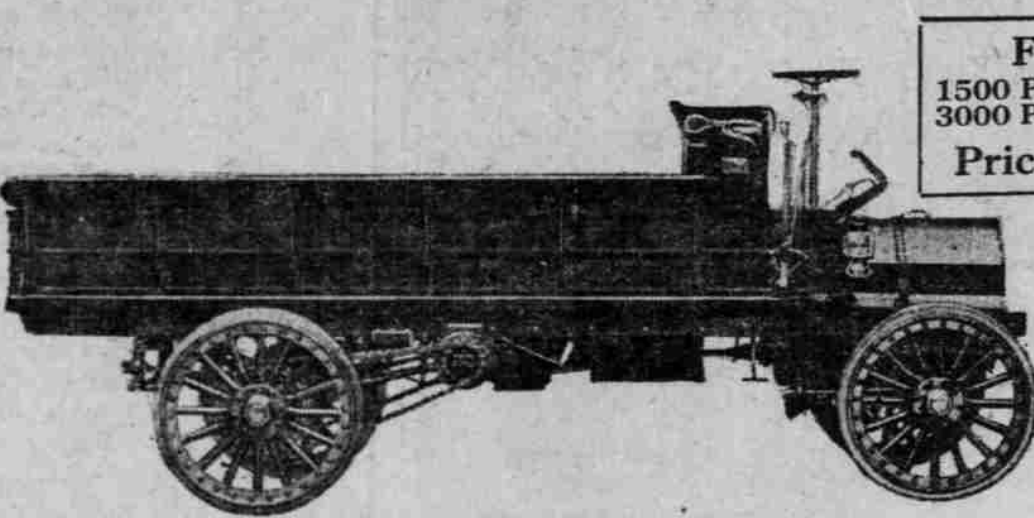
"The demand for high-grade automobiles will never grow less," declares W. E. Wright, vice-president of the Knox Automobile Company, in discussing this phase of the business. "Aside from the health and pleasure motoring affords, there is a strong economic reason which will always insure a liberal

ASK US ABOUT THE "CHASE" GUARANTEE A "CHASE" GUARANTEE MEANS SOMETHING

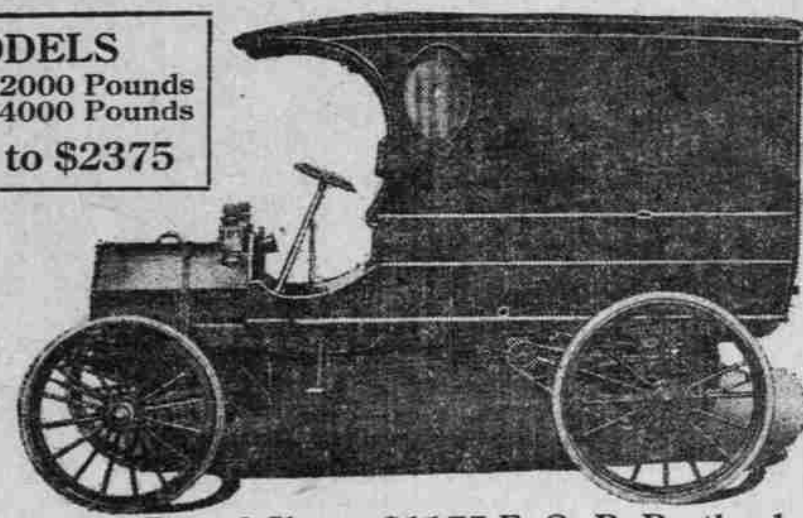
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The City of Seattle is using six Chase Motor Wagons and has ordered six more. The City of Butte, Mont., uses the Chase Motor Wagons. There are nearly 300 Chase Motor Wagons in Los Angeles. One firm in Pittsburg, Pa., has 56 Chase Motor Wagons. The Emporium, of San Francisco, uses Chase Motor Wagons exclusively. R. H. Macy & Co., of New York, probably the biggest department store in the world, uses Chase Motor Wagons. United States Navy Department purchased Chase Motor Wagons. Mr. W. L. Dutton, of the Philadelphia Suburban Gas & Electric Company, says the Chase is the simplest and most nearly fool-proof of any motor wagon ever brought to his notice. To quote Mr. Dutton, we print the following:

"We have been using motor cars and trucks for several years, and the writer selected the Chase to test out because of a belief that it was the nearest fool-proof truck that has ever been devised and its operation would be economical."

As a further proof that we were right, I have before me statistics from truck and car users in use by 100 gas companies in the country, which data I am using to construct a paper for the

next Gas Institute, and I find nothing among the records that will equal the performance of the Chase.

Mr. Business Man, you can't dispute such evidence as this. Now, what we want to do is to have you give us a few minutes of your time and let us show you and demonstrate how the Chase, with our guarantee, will greatly reduce the cost of your delivery and generally facilitate a better and more business-like method of handling the transportation end of your business.

We have a man who does nothing but talk Chase Motor Wagons—a man of wide experience in this line of business, especially familiar with conditions in Portland.

Then, too, the prices of the Chase Motor Wagons in the various capacities are from \$200 to \$700 cheaper in first cost than any other commercial wagons offered.

We will give you any style body you desire. If the wheel base of the Chase isn't long enough, we will make it longer, or vice versa. Any change desired will be made in the Chase.

The Chase Motor Wagon is built for business purposes for any and every business, and is made to conform to that need.

WEST'S LURE IS STRONG

REGAL MAN QUITS NEW YORK BRANCH FOR COAST.

After Three Months Handling Eastern Trade, B. S. Bingham Resumes Western Duties.

The lure of the West proved too strong for B. S. Bingham, and he has resumed his office of Pacific Coast representative of the Regal Motor Car Company, of Detroit. Bingham was the first man to handle the Regal trade in the West. Subsequently he was transferred to the New York office, assuming command there several months ago.

"I stood the East as long as I could," explained Bingham, who visited Portland last week. "Trade conditions, of course, are better in New York, but I would rather have the Pacific Coast end of it. When I left New York, plans already were concluded for the two monster automobile shows to be held there in January. Even with the two exhibits, the promoters have not accommodated all the applicants. The coming shows will be the largest and most successful, I think, that ever have been held."

In speaking of the wonderful changes that are being wrought in the automobile business year by year, Bingham declared that it would be impossible to produce the Regal that is selling for \$1400 this year under \$1500 two years ago.

"And this proportion of economy in production extends to all reputable manufacturers," declared Bingham. "Machines that now are selling for \$1600, \$1500, \$2000 and \$2500 would have cost fully a third more in 1908."

"Just before I returned to the Pacific Coast, I made a tour of several of the leading factories. A wonderful change has taken place there in recent years. It used to be that one would see two or three workmen idling about in every corner with never a thought of work. It is different now. The factory help has increased in number tenfold, but every man has his work laid out for him and he is busy from the time he starts to work until the quitting whistle blows."

"Everywhere and in everything it is economy. Department managers are cutting expenses to the bone. Of necessity this must come about. The motor car buyer of today wants value for every cent he pays out."

A "CHASE" GUARANTEE MEANS SOMETHING. We will be glad to show you letters from 500 Chase owners received before we took on the Chase agency. ASK US ABOUT THE "CHASE" GUARANTEE. Chase simplicity means economy. WE GUARANTEE THE "CHASE" TO DO IT CHEAPER. Weather conditions do not dictate to the "Chase."

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The Service Insurance is about as important as fire insurance and you wouldn't think of going unprotected very long from loss by fire. Insurance is no good after your car has been burned—and likewise it is a mighty good plan to look into the Service Insurance before you decide upon the automobile you are going to buy.

Walter E. Flanders, at the head of the great Studebaker Corporation, builders of E-M-F and Flanders cars, believes that business is something more than mere selling and delivering goods and living up to the letter of the contract. He believes that to build a great business one must study the needs of his customers, must recognize the vital fact that without the consent of these same customers we could not be in business.

The E-M-F Northwest Company

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