

# BIG GOOD ROADS CAMPAIGN URGED

Auto Club President Advocates Strenuous Action for Better Highways.

## DIRECTORS ARE REWARDED

Entire Board is Re-elected to Serve for Another Year — Stand Taken Against Use of Cut-Out.

In re-electing the entire 1911-1912 directorate, members of the Portland Automobile Club took the wisest action under existing conditions. Nine men have served the interest of the club to the best advantage of all concerned during the past year, and their re-election at the annual meeting Wednesday night was proof that the active members of the organization appreciate what they have done for them.

One thing that marked the success of the meeting was the small attendance. The members do not take enough active interest in club affairs. The handful that were present Wednesday night are the ones who attend all the open meetings.

An automobile club is of vast benefit to all who own it. It is to their interest that they see that Portland has a strong motorists' organization. They should take more interest in the club and attend its meetings more regularly. As it is, the directors are left to do all the work, without the slightest assistance from the outside.

**Clemens' Work Effective.**

Inasmuch as the entire board was re-elected, because of the good work accomplished while it has been in power, the choice for president should again fall on the incumbent, W. J. Clemens. President Clemens has devoted more time to affairs of the club than any other officer. His activity should be rewarded with suitable recognition.

The Pacific Highway played an important part in the meeting. Frank B. Riley, Oregon vice-president of the Pacific Highway Association, made an eloquent plea for the "road of three nations." He told of the enthusiasm manifested over this great trunk line by people through British Columbia, Washington, Oregon, California and Mexico and asked the club to join the automobile clubs of Victoria and Vancouver, B. C. and Seattle and Everett, Wash., in an official tour to San Francisco to attend the third annual convention of the Pacific Highway Association, August 5, 6 and 7. This suggestion was unanimously adopted.

**Better Roads, Club's Aim.**

In his report, submitted at the annual meeting, Clemens sounded the tocsin of the fight that is to be made for better highways, sufficient guideboards at crossroads, practical traffic and speed regulations, and intelligent good roads legislation. He related the difficulties encountered and overcome before the clubhouse became an actuality, and declared that the final result would return ample compensation. The assistance was described that had been rendered to road work during the past year through donations aggregating \$1500 from the club's expenses and subscriptions amounting to \$4000.

Reference was made to the public-spiritedness of ex-President Dickinson, who, at considerable personal expense, put up signboards throughout the length of Oregon and established the Pacific Highway.

A suggestion was offered that traffic ordinances drafted in the future to govern conditions on Portland's streets should be made fair alike to pedestrians, horse-drawn vehicles and automobiles. The contention was made that an owner of a motor car should not be deprived of the rights of citizenship; that he would enjoy as much right to the street as a pedestrian when he occupies the driving seat. In regard to hired chauffeurs, it was pointed out that, as the number of machines increase, the old irresponsible, careless, daredevil hack driver turned into an operator of an auto is rapidly disappearing, and in his place is coming the more careful servant of his employer and the public.

**Farmers' Prejudice Disappearing.**

"It is quite important," said President Clemens, "that this club should not overlook the importance of the farmer. He is of the class of people who most resent the intrusion of the motor car, but he is the class to whom, however, it was and is to prove the most useful. Nevertheless, the farmer regarded the automobile as a modern-day juggernaut, which boded nothing but ill for himself, his family and his property. This prejudice is rapidly disappearing, and the farmer himself is becoming one of the most enthusiastic advocates of the automobile."

"The fact was entirely overlooked that large salaries were paid to railroad companies to come into our state and towns and objections were made to appropriations for the construction of roads that would enable automobilists, a large percentage of whom are men of large wealth, able and eager to grasp investment opportunities, to cover the country and see its advantages."

**Good Roads Campaign Urged.**

In conclusion, the report recommended that the club ought to give its earnest attention to the good roads movement, should endeavor to have the Mount Hood road made free and put in still better condition. It should render assistance to the Pacific Highway Association, urge the completion of the Hood River road, the Astoria road, the Rex-Tigardville road, and, in addition, should establish a Central Oregon highway—a broad band of roadway from the Idaho border line to the Pacific Ocean—and have erected proper signboards along the route. It should also cooperate with the state officials to the end that signboards be placed on the roads throughout the state. And every member should boost for a bigger, better club in a belief that it is destined to be a mighty factor in bringing about the general development and opening of the farming country at our doors.

**Western Auto Men Lauded.**

The suggestion that the club exert its utmost influence to have the cut-out abolished was received with marked enthusiasm. It was pointed out that several large cities have legislated against the use of noise-making contrivances within the city limits, and the matter of having like action taken by this city will be taken up in the near future.

Testimony was given by several experienced operators of motor cars to the effect that the well-built motor will develop its maximum power with the cut-out closed, and they opined that there is not the slightest excuse for its use.

**Canadian, Royal Hosts.**

Raleigh Trimble, the only Oregonian to attend the banquet at Hazelton, B.

C. given in honor of Pilot Sands and his crew on the completion of the famous tour from Seattle to the British Columbia hamlet, gave an interesting account of the manner in which the Canadians played host to the venturesome American motorists. Being a man of the trail himself, Mr. Trimble was able to adequately describe some of the hardships the motorists must have encountered on their trail-blazing trip.

"By the aid of the telegraph, close watch was kept on the progress of the party," said Mr. Trimble, "and when they finally arrived in Hazelton, the enthusiasm of the inhabitants knew no bounds. They gave the Pacific Highway party the royal welcome and the banquet on the night they arrived will be long remembered by those who attended."

"As a direct result of that trip, the provincial government of British Columbia appropriated \$5,000,000 to build a beautiful Pacific Highway from Vancouver to Hazelton."

## AUTO MEN CATCH 93 TROUT

Eastman and Wilson Enjoy Fishing on First Day of Season.

Two Portland automobile men took the first opportunity to cast their flies for mountain trout with the opening of the season last Monday. They were Charles Eastman and Roy Wilson, both firm advocates of the Silent Knight.



Hugh Chalmers.

type of motor and particularly the one used in Stearns cars. Eastman and Wilson motored to the headwaters of Gordon Creek, leaving here a week ago today.

Rough roads, dusty roads and muddy roads, with an occasional steep hill to change the monopoly, crossed their path when on their way to the scene of their fishing. Wilson declares that he got more jolts in that trip than in all the rest he has ever taken.

From the Gordon Creek headwaters the motorcar men journeyed on foot to the headwaters of Bridal Veil Creek. Here they caught 93 mountain trout. At least that is the story told by Wilson.

## ROYAL WELCOME IS PLANNED

### PORTLAND BUSINESS MEN TO FETE HUGH CHALMERS.

Noted Auto Builder Will Address Men at Banquet on Salesmanship and Advertising.

Committees appointed to handle the details of the banquet to be given in compliment to Hugh Chalmers at the Commercial Club April 16 at 6:30 have nearly completed their preparations and the attendance is expected to be one of the largest that has ever been gathered at a function of this kind at the club. Only 350 seats are available and reservations are already coming in with a rapidity that indicates a full list long before the day of the banquet.

The invitation for the banquet was originally tendered by Chalmers by the Progressive Business Men's Club and the Ad Club, but, owing to the importance with which the occasion is regarded, it was decided to apportion the seats among the various commercial organizations in groups ranging from 25 to 100, thus insuring each of the associations representation at the banquet.

Mr. Chalmers will talk upon salesmanship and the value of advertising. Regarded today as probably the best salesman in the United States on salesmanship and the closely allied business of advertising, Mr. Chalmers, ever since the days of his connection with the American Cash Register Company, before he went into the automobile business, has been a personality of national prominence in business circles. It was he who conceived the idea of giving a Chalmers car to the best ball player in the major leagues, and H. L. Keane, president of the Keane Auto Company, was quick to accept the suggestion and to prepare to apply it to the Pacific Coast League this year, together with the Chalmers agents of San Francisco and Los Angeles. Mr. Chalmers is recognized as one of the greatest and most successful automobile builders in the United States.

**RUSHMORE MAKES QUICK SALE**

Two Pathfinder Cars Sold by Portland Man in 15 Minutes.

G. D. Rushmore, sales manager of the Stoddard-Dayton Auto Company, sold two cars last week in what he thinks is record time. Rushmore placed two Pathfinders with Sam Hartman, of Chehalis, Wash., in 15 minutes.

"It was the easiest piece of business I have ever done," said Rushmore in speaking of the feat. "All I had to do was to give a short demonstration and my 'prospects' was so enthused over the car that he didn't need to be convinced that he was riding in a kind of an automobile he was looking for."

"The actual time it took me to close the deal was less than 15 minutes. I think that is just a little better than any Northwest record."

**WESTERN AUTO MEN LAUDED**

Bruce Malcolm Says Agents Here Are Great Business Getters.

Western motorcar dealers are exceedingly more active than their colleagues in the East, according to Bruce Malcolm, of the service department of the Paige-Detroit Motorcar Company, who is in this city on an inspection trip. Malcolm declares that the agents on the Pacific Coast are greater "prospects" in that they find more "prospects" than the automobile sellers east of the Mississippi.

"Nearly all the people who buy automobiles in the East come to the dealers," says Malcolm. "Out here it is different. The salesman and agents literally 'dig up' a bunch of 'prospects' and had to lay over in the little town three days."

See has been here with the first Stoddard-Dayton "Six" to arrive in Portland. This machine, one of the most powerful and handsomest seen in this city, is equipped with a silent Knight motor.

**WARREN MEN VISIT PORTLAND**

Service Mechanic Here to Inspect Machines for Maxon.

C. K. Grindle, factory service representative of the Warren Company, has been in Portland for the past week inspecting Warren cars in this vicinity. Grindle has been traveling about the country since October 17.

An interesting bit of information dispensed by the Detroit man was the declaration that the West is buying more Warrens than the East. Grindle does not believe that the dealers will make good on this point.

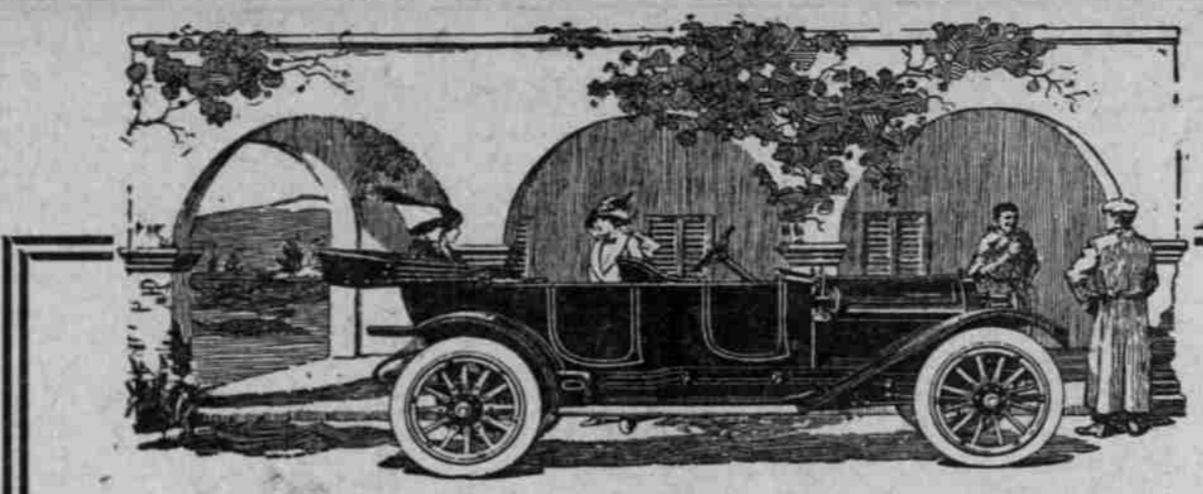
A convincing example of what a reliable dealer will do to see that his customers are taken care of is given in a "side trip" recently made by Arthur See, special factory representative of the United States Motor Company, of Salt Lake City, a call which came to the Maxwell distributor there, a man in Kamas, Utah, asking for help on his Maxwell. Kamas, a mining hamlet of less than 500 people, is more than 75 miles from Salt Lake. Yet See made the trip and set the man's car in good shape without cost to the owner.

In order to reach Kamas, See had to take a seven-hour stage drive from Park City. He was caught in a blizzard and had to lay over in the little town three days.

**Root Joins White Company.**

C. P. H. Root, one of the best-known automobile salesmen in the business, has joined the selling force of the White Motor Car Company of this city. Mr. Root formerly was sales manager of the Michigan Motors Company. Prior to that he was Western representative of the Abbott-Detroit Company. He has been in the automobile business for several years.

An improved motor ambulance soon is to be placed in commission by the Charity Hospital.



"The Car You Will Be Proud to Own"

## 122-Inch Solid Comfort

### Reasons Why

- Self-Starter** — Prest-O-Starter, simple and efficient.
- Electric Dynamo Lighting** — Positively guaranteed.
- Firestone Demountable Rims** — Quick Tire Change.
- Nickel Trimmings**—Refined appearance; eliminates polishing.
- Unit Power Plant**—The acknowledged correct construction.
- Timken Full Floating Axle**—Timken quality, the recognized standard.
- Bosch Dual Ignition** — Bosch Magneto, of course.
- 36x4 Tires**—Easy riding.
- Superb Design**—Compare it.

Our interest in your welfare does not cease after purchasing a car. The expert service given our patrons makes Cole owners boosters for the Cole Car.

ASK FOR DEMONSTRATION.

# Twitchell Motor Car Co.

Fifteenth and Washington Streets. Phone, Marshall 4266

The automobile men in the East lack the energy and wide-awake spirit that Malcolm has been on the Pacific Coast for several weeks, visiting Paige-Detroit agents throughout California, Arizona and Washington. E. E. Gerlinger has the agency for the car in Oregon.

**DEALER RESPONDS TO CALL**

Owner in Small Mountain Town Gets Quick Aid From Agent.

"Service" is one of the main arguments used by reputable dealers and manufacturers when selling an auto to a man who is skeptical about the cost of maintaining a motor car. They tell at great length the value of co-operative "services," and there are a number of men who purchase automobiles who do not believe that the dealers will make good on this point.

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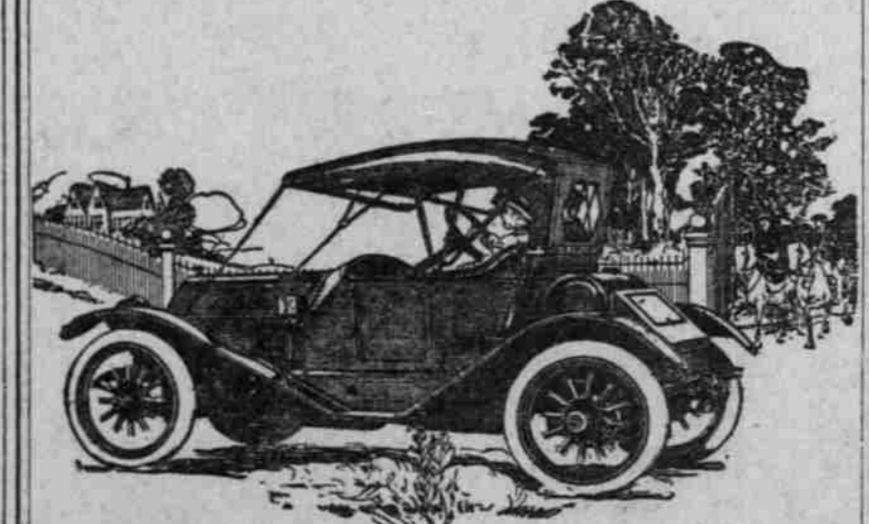
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# Mitchell

## GET ABOUT

2 Passenger, 30 Horse Power \$950



It's just the proper size for a business or professional man who must needs annihilate space, and it has the cute, roguish air that women admire. It is so silent you can hardly hear the motor. Full floating rear axle, 32x3 1/2-inch tires, selective type transmission, three speeds forward, center control, double ignition. Every car fully guaranteed by us and backed by the Mitchell guarantee.

## Dulmage & Smith

46-48 North Twentieth

**Polarine**

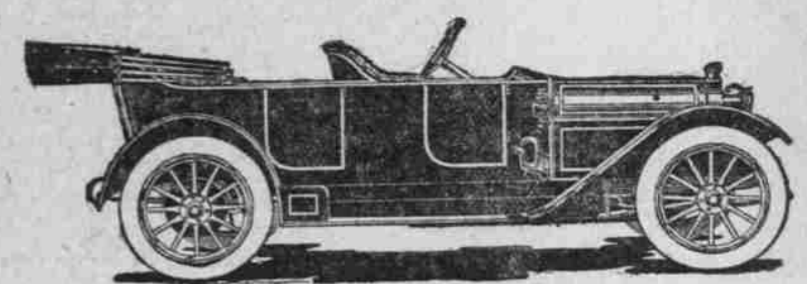
Polarine is the best automobile oil made. It gives the maximum lubrication for the amount used. It insures the least possible friction and wear, with full compression and power. It is carbon-proof.

Look for the fat, convenient can—just file in the lock-box. Ask your dealer.

Write for the Polarine booklet free, postpaid.

**Standard Oil Company**  
(Incorporated)

# The Mighty Michigan



THE organization back of every automobile means as much to the buyer as the automobile itself. And should be as carefully considered. You want to buy your car from a concern with an already established reputation. One of large capital that will always be right there to back up your car and take care of you. You want to buy your car of a concern that has a reputation for fairness. Not one that will take advantage of you, and after your car is purchased refuse to give you the service to which you justly feel entitled. The Michigan Buggy Company has been in existence 30 years. It will be in existence 30 years from now. It has built up a reputation that is world wide—a reputation for honest, fair, square treatment of its customers.

**A Life Guarantee.**

The Michigan Buggy Company guarantee is for life. If at any time there develops a flaw in the material or workmanship, we will be here to make it right—every time. And that guarantee, made by the Michigan Buggy Company, means something.

## Michigan Auto & Buggy Co.

Northwest Branch—W. A. Wildrick, Mgr.  
East 1421 B-1345 369-371 Hawthorne Ave.

# Diamond TIRES

are made to fit every type of rim:

Clincher  
Quick Detachable Clincher  
Mechanical (straight studs)  
Fisk

ANY type of tire that you want is to be had in Diamond Tires. But there is only one Diamond Quality.

- ☐ You can choose any of these types and get it in any of four treads: Safety, Smooth, Bailey, or Grip. This makes sixteen styles of Diamond Tires, and each of the sixteen styles is made in every size.
- ☐ Any type, tread, or size of Diamond Tire you select will give you the Greatest Mileage and best service that can be built into a tire of that type.
- ☐ The name "Diamond" in raised letters on the side is your assurance that you are getting both a perfect tire and maximum tire value.

In addition to Diamond dealers everywhere there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire buyers.

AT YOUR DEALER'S OR  
**The Diamond Store**  
Seventh and Burnside Streets, Portland.  
**The Diamond Rubber Company**  
AKRON, OHIO

WE COULD BUILD THEM CHEAPER, BUT WE WON'T WE WOULD BUILD THEM BETTER, BUT WE CAN'T