

FULL TRAINLOAD OF BUICKS SENT WEST

Shipment Breaking Previous Records Comes to Howard Automobile Company.

ABOUT 425 CARS IN LOT

Second Big Allotment for Pacific Coast Trade During Year Made Up of 1914 Models and Is Valued at \$525,000.

Once more all existing world's records have been shattered by the Buick car and a Buick organization.

This latest world's record comes as the result of the work done by C. S. Howard, head of the Howard Automobile Company, Pacific Coast distributor of Buick and Buick cars, when on his recent trip to the big Buick plant at Flint, Mich.

In speaking of this new record Mr. Howard says: "The Buick factory is to ship the Howard Automobile Company a solid trainload of 33 double-deck 1 freight cars, containing from 415 to 425 of 1914 model Buicks, between November 1 and 10. This shipment, which is the largest and most valuable shipment of first-class freight ever made in the world, is valued at approximately \$525,000, and breaks the previous world's record, also held by the Howard Automobile Company. This record was the shipment of 75 double-decked freight cars, containing 375 Buicks, valued at \$482,000, which arrived here January 2, 1912.

Allotment Is Additional. "This trainload of more than 400 Buicks is an additional allotment which I was able to secure from the factory, and in no way interferes with our regular allotment, which is 10 per cent of the factory output. This percentage at the present time is more than 100 cars a week; in other words we will receive more than 825 new 1914 model Buicks between now and November 29. This number will just about put us even with our orders, and we hope to be able to make immediate delivery on some of the models for a short time at least.

The demand for the new models has been so heavy that we have been unable to retain demonstrators for our own use, and any number of sales have been lost through our inability to make or promise delivery. The trainload shipment will contain quite a number of the new six-cylinder cars. This is the first year the factory has ever placed a six on the market, although they have been experimenting with sixes very extensively for two years, and the present model has been in the hands of the experimenting department for the last year.

Motor Is Guaranteed. "The motor used in this new model is of the famous overhead valve type and is guaranteed by the makers to develop more power and use a lower grade of gasoline than any other type of motor made. The motor has a 3 1/2-inch bore and a five-inch stroke, and the cylinders are cast in pairs. The Delco lighting, starting, and ignition system is built right into the car itself and has been simplified to a point where it is practically trouble-proof. The steering wheel is located on the left-hand side, while the emergency brake and gear shift lever are in the center of the car, handy to the driver's right hand. A full floating rear axle is used, and the car has an unusually smooth-acting braking system. There are two independent pairs of brakes, each pair working on drums on the rear wheels.

"The lines and finish on the new six compare very favorably with the style and finish on the most expensive cars, and are very much better than anything heretofore seen on a six selling at anything near the Buick price. With all this modesty, I think we may be permitted to say that this does not look as if we found business anything but brisk."

CLUB TO HAVE DINNER

AUTOMOBILISTS TO JOIN IN BIG "PROMOTION" FEAST.

Banquet to Be Given November 12 Aimed to Increase Membership and Boost Good Roads.

A mammoth dinner is being arranged for members of the Portland Automobile Club and their friends to be given at the Hotel Oregon at 6:30 o'clock November 12. It will be called the Auto Club promotion dinner, and as its name implies, will be held partly with the viewpoint of increasing the membership up to the 1000 mark, when it is proposed that the lists be closed. In addition it will be decidedly a good roads meeting of increasing the membership for the cause of good roads as ex-Senator Jonathan Bourne will deliver addresses showing what work is needed right now and in the future and the best means of setting about that work, how the National Government is helping and the benefits of combination in such matters.

The membership committee under the chairmanship of C. F. Wright, is responsible for the idea, which has met with favor on all sides. "We now have 750 members in good standing," said Mr. Wright, "and we want every member to come and bring at least one friend who is eligible for membership, and by the way, do not forget this is not a stag party at all—we are expecting as many ladies as men. Then we will outline the ideas, the plans and the prospects of the club to them first and afterwards the good roads experts, probably, too, the Mayor and other city officials will outline city plans and we can get one of the County Commissioners to outline the county's plans. I am not going to say until next Sunday who are on the programme, but I will say that we have some good speakers and what is more, men who do not waste time over their remarks."

Children Suffer Cedar Poison. CENTRALIA, Wash., Nov. 1.—(Special.)—Edna and Paul Dent, the small children of J. W. Dent, are stricken with cedar poison, the disease being contracted by drinking milk from a cow with the same disease. The children's lives were saved after strenuous work by a physician.

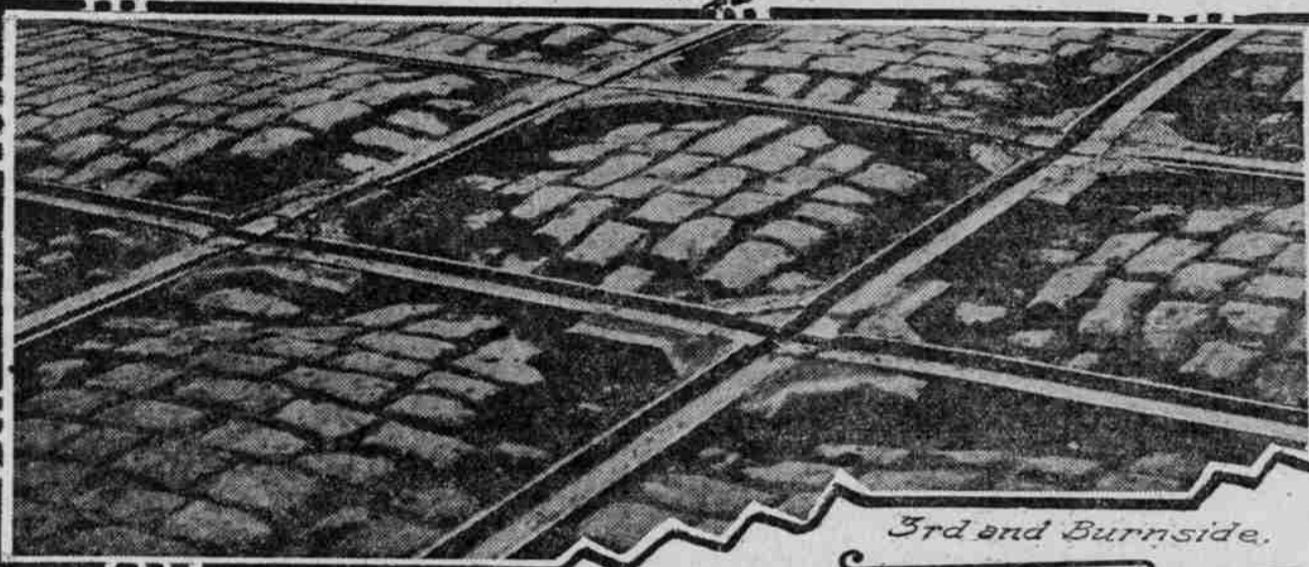
Hunter Back From Hills. HOOD RIVER, Or., Nov. 1.—(Special.)—Dr. P. F. Hawkins, a dentist who has spent the past month hunting in the mountains of Eastern Washington near Dayton, returned today with his family. He reports the sport fine.

STREET CROSSINGS AND BRIDGES IN NEED OF ATTENTION TO SAVE TIRES

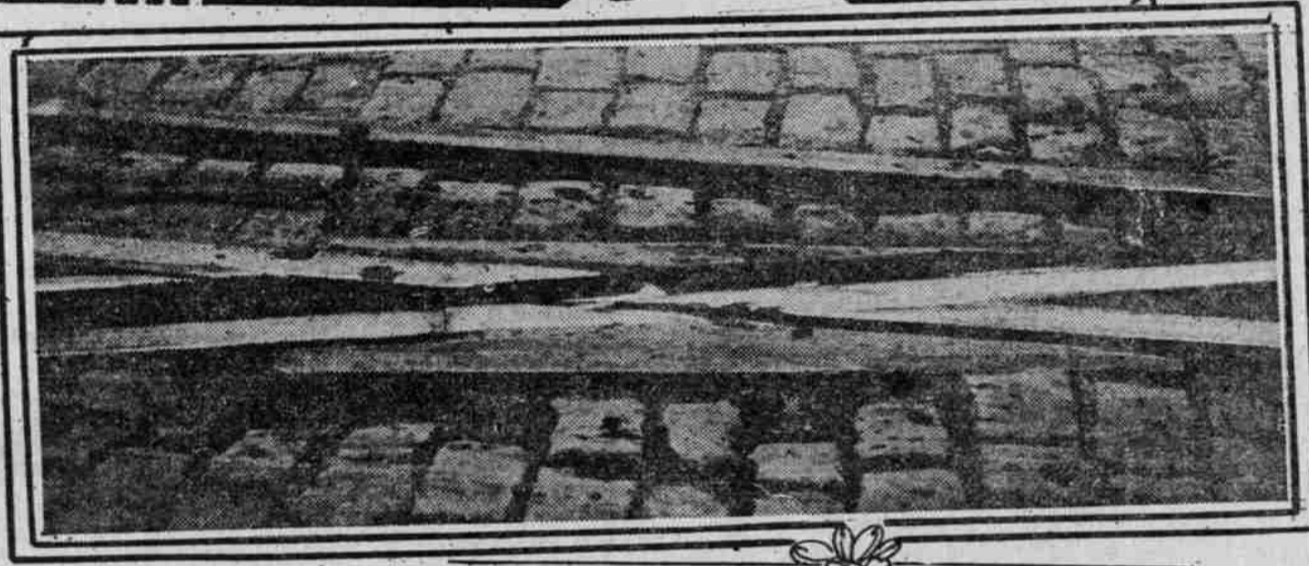
Motorists and Drivers Find That Bumps From Poorly-Cared For Roadways Are Cause of Heavy Expense—Plates of Metal on Flooring of Broadway Bridge Give Great Inconvenience, Even When Autos Are Going Slowly.



1st and Jefferson.



3rd and Burnside.

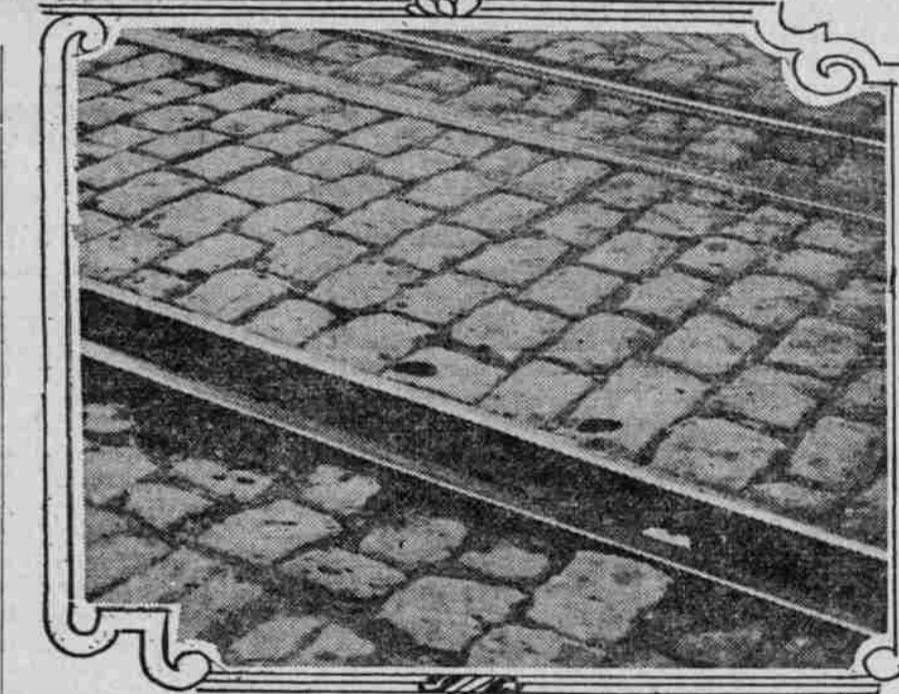


2nd and Madison.

IN VIEW of the fact that there is so much general activity in connection with good roads, it is pertinent to cast the eye around to see if everything is as it should be, not in connection with the roads, but with the streets. Portland has some excellent streets, even if they are narrow, but recently the conditions at some of the crossings have become deplorable. In the opinion of motorists, drivers of other vehicles and pedestrians alike, no one loves to see a street torn up (ask the business men on Fourth street), but all the same, where the roadway has sunk seriously, conditions should be righted at the earliest possible convenience.

One of the Oregonian staff photographers was taken over some of the worst spots recently, and he should have written an article on bumps, for he spoke freely on his return. However, he secured some photographs showing the conditions, and now it is up to the Portland Railway, Light & Power Company to bring about their speedy improvement.

There is danger, too, in the poor condition of some of the bridges. On the new Broadway bridge iron or steel plates, stuck up in a particularly dangerous manner for tires, because they are sharp-edged, and there have been numerous complaints recently of cut tires from the bridge alone, even when drivers have been going slowly. So, too, on the wooden bridges there are



2nd and Madison on the Curve.

loose nails galore and also nails sticking up an inch and even two inches. I can get busy.

This is where the Bridge Commissioner has charge of the company's interests in the Northwest as before.

NEW HOME IS ARRANGED

STUDEBAKER BUILDING UNDERGOES ALTERATIONS.

Changes Made to Accommodate Oregon Motor Car Company, Which Moves In.

Carpenters, workmen, piles of wood and a thousand and one other things have been seen around the Studebaker building, at Seventeenth and Chapman streets, in the past few days. They have been engaged in rushing through all the alterations necessitated by the advent of the Oregon Motor Car Company, which handles the retail end of the Studebaker business locally, and which was formerly located at 59 to 63 Twenty-third street.

The change was brought about in order to enable the retail company to give their customers better service through the use of greater floor space and better facilities. To aid in this end they have appointed as head foreman D. E. Crawford, a Studebaker expert for the past eight years and a man of wide experience in the automobile game. Al House will have charge, as before, of the service department.

The entire two lower floors of the building will be occupied by the Oregon Motor Car Company, which is starting an innovation in Portland by carrying not merely a stock of parts for Studebaker machines, but also an automobile here, owners may buy all the thousand and one things connected with an automobile without having to go to the necessity of going elsewhere.

Their former home on Twenty-third street did not remain vacant for long, for H. W. Curtis, the well known Pacific Coast manager of the Apperson (Jack Rabbit) Motor Car Company, has leased the building. This week will see the establishment of the local Apperson branch in this new home. Mr. Curtis will act as local manager in ad-

Medford Will Send Delegation.

MEDFORD, Or., Nov. 1.—(Special.)—Medford will have a delegation of 100 people at the get-together meeting at Grants Pass November 6 if present plans are carried out. At a meeting of the Commercial Club tonight it was decided to have a special car and 10

members each pledged to sell 10 tickets. The meeting is for the purpose of forming a definite organization and making detailed plans for an exhibit at Ashland during the Panama fair and a campaign to induce tourists during that year to stop in Southern Oregon.

Electricity is universally used in the Stavanger district of Norway as a result of the cheap hydro-electric power made possible by many waterfalls. Even the peasants and fishermen dwelling on the fjord islands have electric lighting in their homes.

Buy No Winter Tire

Until You See This Goodyear Innovation This Anti-Skid with Plain-Tread Smoothness This Thick, Tough, Sharp, Enduring

All-Weather Tread

Here is a tire which you can see excels all other anti-skids.

It gives you on dry roads all the advantage—all the smoothness, all the economy—of the plain-tread tire.

On wet roads—soft or solid—it gives an almost realstless grip.

The tread is double-thick. It is made of extra-tough rubber, toughened by a secret process.

The grips are deep and enduring. They last for thousands of miles, and never all wear off.

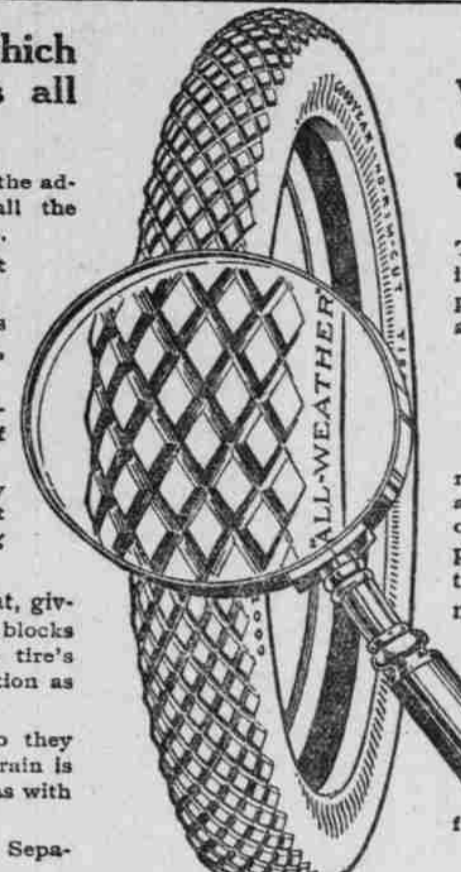
The edges are sharp, and they stay sharp. And these edges, set at 45 degrees, face the skidding direction.

The surfaces are broad and flat, giving plain-tread smoothness. The blocks are in alignment, following the tire's direction. So there is no vibration as with scattered projections.

Then the blocks widen out so they meet at the base. Thus every strain is spread over the fabric the same as with smooth-tread tires.

That's immensely important. Separate projections center the strains at little points in the fabric, causing a short-lived tire.

Make a moment's comparison, and for all wheels at all seasons you are bound to adopt these tread. There are eight vital advantages which you will find in no other anti-skid.



GOODYEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads

Even last summer, All-Weather treads outsold our plain treads with users.

In winter these treads are essential. They should go on every wheel. Nothing of the kind has been made to compare with them. You can see that at a glance.

Eight Others Cost More

There are eight anti-skids which cost more than All-Weathers, despite all our advantages. The reason is, each comes on a tire which has a much smaller output. Then mark the fact that All-Weather treads come on No-Rim-Cut tires, the most popular tires in the world.

These are the tires that can't rim-cut. These are the tires which are finally cured on air, at an extra cost of \$1.50 daily. This is done to save countless blow-outs.

And these are the only tires in which hundreds of large rubber rivets are formed to prevent tread separation.

You get all these exclusive features when you get No-Rim-Cut tires. They combat the three greatest tire troubles.

They save so much that these tires for years have held the topmost place in Tiredom. And no man who knows them can fail to adopt them. Come let us prove this to you.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.
Toronto, Canada London, England Mexico City, Mexico
Branches and Agencies in 103 Principal Cities DEALERS EVERYWHERE Write us on Anything You Want in Rubber

PORTLAND BRANCH, 62 BROADWAY
Phones Pac. Main 2190 and Home A 4046

BOISE MAY BUY PLANT

CITY CONSIDERING PURCHASE OF ARROWROCK POWER.

Government Is Willing to Sell Energy Developed at Big Dam in Idaho.

BOISE, Idaho, Nov. 1.—(Special.)—A movement has been started in this city to secure electric energy from the Government at the Arrowrock dam site to supply a municipal power plant. Representative citizens have opened negotiations with the Government. George W. Fletcher, president of the Idaho National Bank and Jay A. Colzick, a local engineer, have been appointed a committee to investigate the cost of installing the distributing system in this city. Norman M. Ruick will ascertain the proper course to follow to place the matter before the Government, and Charles B. Irwin has been empowered to solicit signatures of consumers. The Boise Municipal Improvement League is back of the movement.

That the Government is willing to meet the league half way, is evident from a letter it has received from A. P. Davis, acting director of the Interior Department, in which he says in part:

"A considerable amount of power has been developed at the diversion dam and now is used for the construction of the storage dam at Arrowrock. After that dam is completed this power will be available for other use, and the department would be glad to make mutually beneficial arrangements for its use in the city of Boise. There is also a large amount of power that will be developed at Arrowrock dam after its completion, and the department will be pleased to arrange for its development also by the city of Boise. This office will be pleased to receive and consider any proposition on this subject which the city of Boise or municipalities of the region may desire to make."

Defeat Means Bad Name.

While all the bills are worthy, the university appropriation is by far the most important to the state, as its defeat would work more harm to the commonwealth than can well be reckoned in dollars and cents. Such a deliberate blow aimed at our foremost educational institution would give Oregon undesirable notoriety all over the United States.

Announcement!

On account of insufficient floor space in our old building on Twenty-third Street, we have been obliged to move into larger quarters. We have leased the first two floors of the Studebaker Corporation Building, corner Chapman and Alder Streets. This space will be devoted exclusively to the Studebaker retail business in Portland, giving us ample room to give prompt and efficient service to all Studebaker owners.

A complete line of Automobile Supplies and Sundries will be carried on the first floor for the convenience of our owners.

1914 Studebaker Models Now on Display

Oregon Motor Car Co.

Local Distributors Studebaker Automobiles

Temporary Tel. Main 5969

Chapman and Alder

Attention

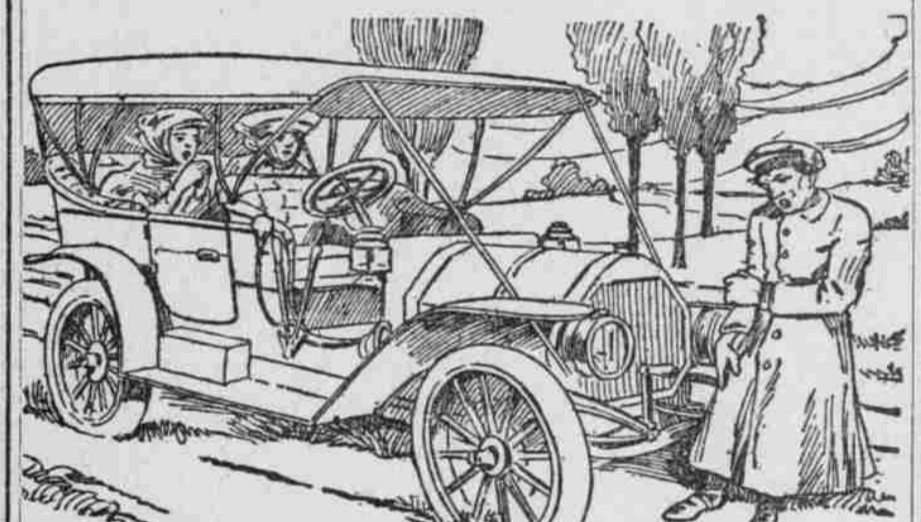
Automobile Dealers

Accessory dealers and garage owners. You are all invited to an open adjourned meeting of The Portland Automobile Trade Association, to be held at the Oregon Hotel, 6 P. M., Monday, Nov. 3. The important subjects to be discussed are: An Automobile Show, Freight Rates, Permanent Organization, Election of Second Vice-President, etc.

Big Drop in Prices

Size No. 2, Up to 30 H. P., \$110 Attached
Size No. 3, Over 30 H. P., \$125 Attached

EVEREADY MECHANICAL SELF-STARTERS



The Only System That Can Be Attached After Car Leaves Factory

Detachable Separate Complete Absolutely Guaranteed

American Ever Ready Company
534 Alder Street, Portland

Los Angeles, Cal., 412 East Ninth St. San Francisco, Cal., 755 Polson St. Seattle, Wash., 307 Maritime Bldg.