

CAR VALUE CLIMBS AS PRICES LOWER

C. L. Boss Tells of Growth of Dependability Idea in All Auto Factories.

SERVICE IS THE FIRST AIM

Upkeep Cost Reduced by Plants in Effort to Popularize Machines and Increase Sales of Good Low-Priced Material.

Three letters received last week by C. L. Boss, the local distributor for the Hudson line, caused him to comment on the wonderful change there has been even in two or three years and

of people every week. Some go just for the week end, others go prepared to enjoy this beautiful beach for a week or more. At Bayocean one can either stop at the hotel or take advantage of the numerous camping spots there.

Gearhart and Seaside, along the Clatsop Beach, are easily accessible by automobile. To make this trip drive via Banks, Buxton, Kist (be sure to take the road leading directly to Kist from Buxton, Vernonia, Pittsburg, Mist and Jewel to Astoria. This covers a journey of about 121 miles and can be made in seven or eight hours. From Astoria to Gearhart is a distance of about 17 miles and from Gearhart to Seaside about three miles. With the exception of about two miles of road out of Astoria, where they have begun on the hard-surfacing of this highway, the roads are fine.

Autolists making their headquarters at Gearhart or Seaside can make the side trips to Cannon Beach and Elk Creek over roads that are delightful. This trip more than repays one for the drive from Portland. The trip up the Necanicum River is an exceptionally pretty drive through the woods.

The drive to Newport and Agate Beach is a popular trip this year and numerous requests for information in connection with this drive are being received daily by the Automobile Club. From a scenic viewpoint the trip is delightful. Although there are several steep grades along the way, no one need have any fear of undertaking the trip as long as the roads are dry. The

NEW MODELS ARE IN

Studebaker Corporation Chassis Shows Marked Change.

ROADSTER FOR 3 FEATURE

Prices Are Lower and Additions to Factories at Detroit and South Bend Assure Purchasers Prompt Delivery.

The Studebaker Corporation Portland branch is unloading the first shipment of the 1915 models of the pioneer vehicle makers' autos.

The Studebaker, contrary to the majority of manufacturers, has changed its styles somewhat and more than ever the Studebaker gives one of the perfect designs of modern automobile engineer-

1915

Buick

Valve-in-head MOTOR CARS

The Car of Power, Speed, Dependability and Durability

At a Lesser Price!

THE 1915 Buick has all the fundamental Buick principles with the addition of every improvement that has stood the Buick tests of worth. In fact, the three chassis have been improved in every particular where improvement was possible. Many important innovations this season are added to increase the value of the cars. Among them are improved DELCO starting and lighting system—longer wheel base—wider doors—more luxurious upholstery—the last word in snappy, stream line bodies—new style electric lights with dimmer attachment—automatic spark advance instrument board with extension trouble lamp—fully equipped, even to the number brackets. New gasoline feed system, insuring ample supply of fuel no matter how steep the grades.

The 1915 Buick Cars

MODEL C 24 28 H.-P. Roadster.....	\$1010
MODEL C 25 28 H.-P. 5-Passenger Touring Car.....	\$1085
MODEL C 36 35 H.-P. Roadster.....	\$1335
MODEL C 37 35 H.-P. 5-Passenger Touring Car.....	\$1385
MODEL C 55 6 Cyl., 5 & 7 Pass. Touring Car.....	\$1800

The 1915 Buick Portland Prices

1914 was unquestionably a Buick year; 25 per cent more Buicks were sold than ever before. Demonstrator now here. Orders filled in rotation. Place yours early.

ANOTHER YEAR OF Buick TRIUMPH BEGUN.

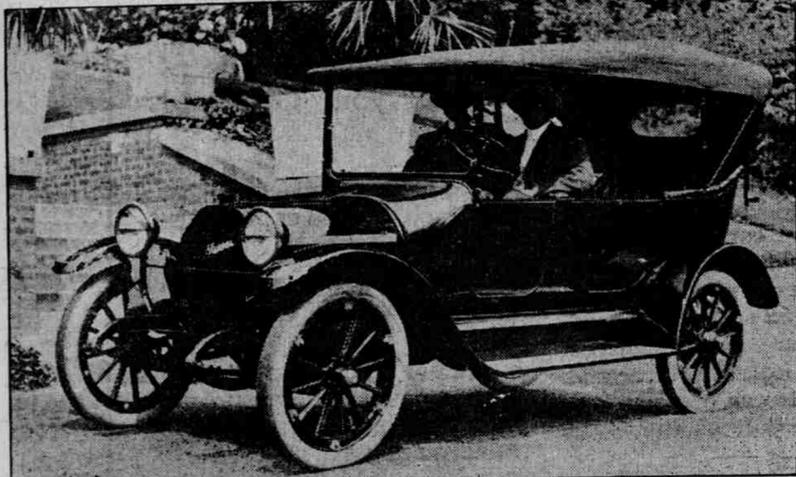
Deliveries Commenced August 1st

HOWARD AUTOMOBILE CO.

14th and Davis Streets
Portland



THE 1915 STUDEBAKER SIX WHICH ARRIVED IN PORTLAND DURING THE WEEK.



THE LATEST OF THE SERIES SHOWING THE ONE-MAN TOP AND SLIGHTLY ALTERED LINES.

on the fact that what was formerly the bugaboo of motorists, the upkeep cost, now has been brought down to its lowest.

"How many years ago is it," he asked recently, "that persons who went out in an automobile never felt sure they would ever reach their destination, let alone get back home safe and sound? Any one can remember the time, which seems just like a few days ago, when one had to get out and get under a regularly as clockwork on a trip and tinker here and make an adjustment there.

"That is why so many bought the excessively small and cheap cars. They then knew they would have to expend a considerable sum of money on repairs and on 'upkeep' and they naturally thought they might as well pay for the smallest one possible.

Good Cars Offered Low.

"Such a day has gone past. Today all cars have come down in price with the march of science, until the automobile owner can purchase excellent cars, reliable in every way, at an extremely reasonable figure. What is more, with a car like the Hudson, for example, he has no reason to figure out the old 'upkeep' bills. Cars are made today to run and to run cheaply. No car that didn't stand up could remain in business and today it has even reached the point that, for the average person, the car that is heavy on gasoline is not wanted any more.

"The three letters I received this week tell the tale perhaps better than I can. They are from three of our owners who recently bought Hudsons and who have sent me testimonials as to their performance. They speak for themselves.

"One is from C. S. Windsor, of North Bend, in which he says: 'Dr. Bartle, with his Six 40 Hudson, arrived here today (July 29) after a trip to Los Angeles and Mexico. He made 18 1/2 miles to the gallon of gasoline from Los Angeles to this place. Can you beat it?'

"The second is from J. D. Abbott, of James, Kerns & Abbott Company, of this city, in which he says that in his recent trip to Salem in a 1914 light Hudson he made an accurate test of gasoline consumption by measuring the contents of the tank before starting and on return. His speedometer showed just 192.6 miles and his gasoline mileage was slightly better than 17 miles to the gallon.

"The last one is from J. R. Prigmore, of the real estate firm of Prigmore & Younger, also of Portland, who recently wrote me an account of how his Little Six had performed.

"I have driven it 2250 miles and will make an affidavit," he says, "that it averaged 17 1/2 miles to the gallon. I drove it on a trip up through Tacoma, Seattle and Bellingham, over some very rough country roads, and on that trip I drove 1920 miles in six days, never even had a puncture and never had to get out of the car once for any trouble whatever.

"I will not hesitate to say that the Little Six is one of the finest cars I have ever driven, and I have driven several."

Auto Club Notes

The Portland Automobile Club has information that the construction of the new bridge across the Sandy River at the clubhouse will be begun at once. According to Mr. Yeon, the county roadmaster, this bridge will be necessary to be a substantial structure, for as soon as the Columbia River Highway is finished at the eastern end of Multnomah County the travel over the bridge will be exceptionally heavy.

The patronage at the clubhouse is increasing to such an extent that the house committee is working on plans to install a new water plant at an early date.

The Automobile Club offers the following suggestions for automobile trips which can be made easily in a week or less, allowing two or three days at one's destination.

First, the beach trip will be considered. Tillamook and Bayocean can now be reached by autolists easily in eight hours, going via McMinnville and Dolph. The stretch of road through the Grand Ronde Indian Reservation has dried out, allowing automobiles to travel along the side of the old corduroy road.

This trip is being taken by a number

following route, which can be made in eight or nine hours, is suggested: Drive to Salem and from Salem take the road leading east via Turner, Aumsville and Stayton. From Stayton on to Gates the road follows within easy reach of the Santiam River. This part of the Santiam is pretty well fished out, but if one will go on past Gates for a couple of miles to C. B. Gains' ranch, where machines can be left, and fish on up from there, he will be more than repaid for whatever hardships he encounters. The latest report on the roads here mentioned is that they are in excellent condition.

One of the most delightful trips for a day's picnic that one may find is to drive over to Vancouver, Wash., and from Vancouver follow the road to Washougal, as shown on page 253 of the Automobile Club's tour book. Passing through Washougal, follow the road to where it crosses the Washougal River, then turn off of this road and follow the road leading up the Washougal River for a distance of four or five miles. The round trip will cover about 60 miles, but it will be a revelation to those who have never made it.

Another trip over a good road is to take the St. Helens road, as shown on page 257 of the club's tour book, and drive through St. Helens to Columbia City, where there are delightful picnic grounds.

The new three-passenger roadster is the most striking departure from the conventional motor car design. The body is unusually wide, seating three persons comfortably. That part of the seat reserved for the driver projects forward about four inches. The rear gate, which is covered with aluminum, provides plenty of space for a trunk or other baggage. This new model sells at \$985, which is the same as the figure placed on the standard five-passenger "four" touring.

Timken Bearings Used.

Timken bearings and a full floating rear axle continue as prominent factors in Studebaker construction. All models now carry crowned fenders and oversize tires with safety treads in the rear. The equipment on all models includes the Wagner separate-unit starting and lighting system, gasoline gauge, dimming attachment for headlights, switch-

locking device, anti-rumble gasoline tank in dash, crowned fenders, Shobler carburetors and non-skid tires on rear wheels.

To insure prompt deliveries in greater quantities than ever before, important additions have been made to the Studebaker plants in Detroit and South Bend.

Auto Takes Lesson From Cow.

It has remained for the motor car industry to take a lesson from the cow and her rural owner. As nearly every person knows, the farmer has a separator to take the cream from the milk. Here is the way the automobile indus-

try has taken a lesson from the farmer and his cream separator. In every big factory hundreds of gallons of oil are used, while various parts of the motor car are being drilled. The oil streams over the tool as it bores through the metal, sliding in the work and keeping

the metal cool. Consequently much oil sticks to the metal shavings and dust.

At motor car plants like the F. B. Stearns Company, Cleveland, O., makers of Stearns-Knight cars, the shavings are scooped into the "cream separator." The oil is separated from the metal and used again, effecting a big saving during a year.

The Canadian government at Ottawa has decided to abandon the retirement fund system for civil servants, which has been some 14 years in operation, and to revert to the old pension system.

MOTORISTS, NOTICE

YOU CAN GET PURE

ASSOCIATED GASOLINE

WITH

MORE MILES TO THE GALLON

AT THE FOLLOWING DEALERS IN PORTLAND AND VICINITY

GARAGE OR DEALER AND ADDRESS.

- Allen's Drug Store and Filling Station, 221 North Sixteenth St.
- Blue Taxicab Company, 25 North Fourteenth St.
- City Taxicab Company, 128 1/2 Broadway.
- Columbia Boat House, Foot of Salmon St.
- East Burnside Garage, East Tenth and Burnside Sts.
- Field & Poorman Auto Truck Co., 271 East Water St.
- Frederickson & Sons, M., Skamakova, Wash.
- Gray & Horback, Rainier, Oregon.
- Hess & Halladay, East Sixth and Belmont Sts.
- Kari, H., 357 Burnside St.
- Kelly-Thorsen Co., 52 Union Ave.
- Latouffelle & Son, Gresham, Ore.
- Lincoln Garage Co., 374 Union Ave. N.
- Matthews Garage, Vancouver, Wash.
- Mabie, W. A., Vancouver, Wash.
- Mitchell's Boat House, Foot Burnside St.
- Montavilla Garage, 2043 E. Stark.

GARAGE OR DEALER AND ADDRESS.

- Muzzy, J. N., Failing and Williams Ave.
- Oregon Motor Car Co., Chapman and Alder Sts.
- Pioneer Paint Co., 186 First St.
- Portland Taxicab Co., 209 Union Ave. North.
- Reid, A. D., Foot Hawthorne Ave.
- Redman-Boyd Auto Co., 1130 Albina Ave.
- Reliance Garage, 1063-65 Hawthorne Ave.
- Riggs Co., Frank C., Twenty-third and Washington Sts.
- Sellwood Garage, 1614 East Seventeenth St.
- Standard Boat House, Foot Madison St.
- Shelk, Louis, Linnton, Ore.
- Smith, M. G., Garibaldi, Ore.
- Union Avenue Garage Co., Union Ave. and Wasco St.
- White Garage, The, Sixth and Madison Sts.
- Winters Co., A. J., 67 Sixth St.
- Zimmerman Garage, Gresham, Ore.
- P. Schnell, East Eighth and Willamette Blvd.



Buyers to Share in Profits Lower Prices on Ford Cars

Effective from August 1, 1914, to August 1, 1915, and guaranteed against any reduction during that time:

Touring Car - - - - -	\$490
Runabout - - - - -	440
Town Car - - - - -	690

F. O. B. Detroit, all cars fully equipped. (In the United States of America only)

Further, we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales departments if we can reach an output of 300,000 cars between the above dates.

And should we reach this production, we agree to pay as the buyer's share from \$40 to \$60 per car (on or about August 1, 1915) to every retail buyer who purchases a new Ford car between August 1, 1914, and August 1, 1915.

For further particulars regarding these low prices and profit-sharing plan, see the nearest Ford Branch or Dealer.

Ford Motor Company

Phones: Sellwood 2323, B-2341