

OPTIMISM TALK IS FOUND PROFITABLE

Studebaker Corporation Tells of Surprise at Result of Newspaper Campaign.

CONGRATULATIONS POUR IN

Vice-President Benson Says That Advertising Done for General Effect on Public Gave Concrete and Specific Result.

This advertisement campaign has inspired national confidence, brought money into circulation and made work for men's hands and brains to do has been demonstrated by the recent campaign of the Studebaker corporation...

Mr. Benson declared the effect of the advertisement surpassed the highest hopes of the Studebaker organization.

The first response came from the newspapers themselves. "The fact that the Studebaker concern was willing to spend thousands of dollars in doing its share toward a strengthening of National confidence found editors and publishers in hearty accord."

"Other manufacturers followed with advertising of a similar order. Retail merchants caught the spirit—talked it and bought space in their local papers to extend the advance."

The advertisement was even reproduced for political purposes.

In a general way conditions brightened the list of our friends, we have received many letters from other business optimists who recognize a kindred spirit.

Aside from messages from our friends, we have received many letters from a kindred spirit. Several of them are kind enough to write their belief that a spirit can never build a high quality car. So, from a selfish point of view, the advertisement has paid off."

"Incidentally the newspapers of the country have demonstrated their ability once more to carry to the American public any message of importance and to carry it more quickly and more effectively than any other medium."

MAXWELL GETS RECORD

TAHOE TAVERN RUN SETS NEW TIME WITH STOCK CAR.

Perfect Score Also Made, as No Motor or Other Trouble is Encountered in 11-Hour Tour.

Making time over valley and mountain road, stopping to take photographs en route and still breaking the record to Tahoe Tavern, was the performance of the Maxwell "26," equipped with "Nobby Tread" tires, which was driven by J. R. Crawford in the endurance run to Lake Tahoe last week.

Starting from Oakland at 8:30, Mr. Crawford made the run to Stockton in two hours and 55 minutes, from Stockton to Auburn the time was three hours and 37 minutes; from Auburn to Mary Lake it took three hours and 28 minutes, and from Mary Lake to Tahoe Tavern one hour and 13 minutes, establishing a record for actual running time from Oakland to Lake Tahoe of 11 hours and 22 minutes.

The performance of the car was all the more remarkable, as it was in no way prepared for extra service—simply one of the stock cars in everyday use. "We feel that the recent hill-climbing and speed accomplishments of the Maxwell '26' in the Lake Tahoe endurance run was only the logical result of what we have been claiming for this splendid little car right along," said C. H. Summer, of the Motor Sales, local agents for the Maxwell. "The fact that there was no preparation for anything unusual in the run and that it was strictly a stock car makes the showing all the more wonderful."

To be able to negotiate the steep grades of the roads to Lake Tahoe practically all the time on the same gear, as Mr. Crawford did in his car, shows that there is real quality tucked away under the hood of the Maxwell.

"Wishing to get photographs of some of the most impressive bits of mountain scenery, the party made numerous stops along the road, but even then the car found no trouble in keeping up with and arriving at Lake Tahoe well in the van of the motor cavalcade."

"The return to San Francisco from Lake Tahoe was made by the Placerville route and Lincoln Highway and, deducting actual time lost in getting photographs, the car made the trip in 19 hours and 24 minutes. At no time was there the slightest motor or other trouble, so that in addition to breaking the record to Tahoe the Maxwell made a perfect score."

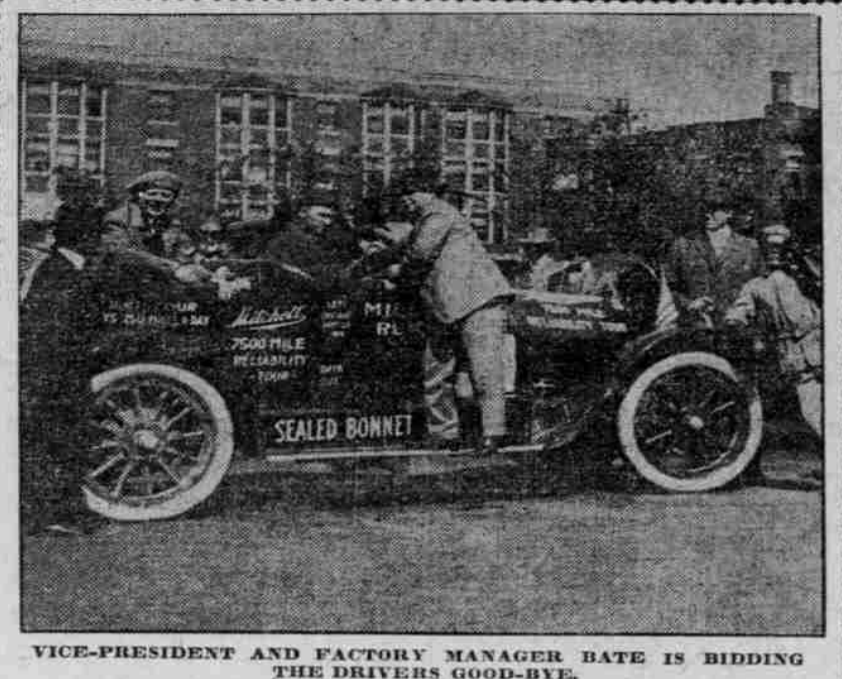
"Grandma" Rides This Motorcycle.

"They didn't ride this kind of machines when I was a girl," said Mrs. E. J. King, of Raton, Col., when she recently returned from her first motorcycle ride. "But I wish they had." "Grandma" King is 74 years old, but is an enthusiastic about the two-wheeler as is her grandson, on whose motorcycle she took her first spin. She confessed that in the beginning she was "just a little afraid," but soon the easy motion of the machine reassured her and she urged her grandson to "go faster."

Major G. W. Marton, Seventeenth U. S. Infantry, writes the Studebaker branch at Atlanta to keep a new car for him until he gets back from Berlin, where he is engaged in facilitating the home-bound progress of American soldiers.

MITCHELL ON BIG TEST WITH BONNET SEALED

Light Four, 35 Horsepower, Machine in Charge of W. H. Hasley, Frank Zerbies and Ray Barnett, Traversing 7500 Miles in 120 Hours.



VICE-PRESIDENT AND FACTORY MANAGER BATE IS BIDDING THE DRIVERS GOOD-BYE.

WITH bonnet sealed under the personal direction of Chief of Police Gleason, W. H. Hasley, of the Williams-Hasley Motor Car Company, of Pittsburg; Frank Zerbies, of pathfinding and international fame, and Ray Barnett, in charge of a Mitchell Light Four, 35-horsepower, light four, were sent away from Chicago at noon Wednesday, September 23, headed for the Atlantic Coast on a sealed bonnet reliability test more strenuous than any ever demanded of a high-speed motor type of automobile anywhere in the world.

Hasley, Zerbies and Barnett will be driving this latest Mitchell masterpiece of Engineer John W. Bates 259 miles a day for 30 consecutive days, traversing a total of 7500 miles of highways as found between Chicago and the Atlantic Coast. These three set the record in the recent Pittsburg non-motor test in a Mitchell Special Six, when they drove 2663 miles in 120 hours without a stop of the motor.

In laying out the routes the Mitchell-Lewis Motor Company selected the most scenic road and planned to visit as many cities as possible where the Mitchell cars are represented, and

the drivers had been instructed to make no effort whatever to save this light four-cylinder car mechanically.

"Mr. Hasley is one of the best-known automobile pilots in the East, and is a pioneer driver; Messrs. Zerbies and Barnett have perhaps toured more roads in the United States and Europe than any other drivers in this country," says Sales Manager O. C. Friend, of the Mitchell-Lewis Motor Company, "and that it will be easy for them to make this schedule of 250 miles a day there isn't a doubt in the world.

EXPORTS ARE EXPECTED

HEAD OF HUPP COMPANY'S DEPARTMENT GOING TO FRANCE.

John L. Poole Books Order for 100 Cars From Rome and Thinks Foreign Demand Will Be Heavy.

John L. Poole, export manager of the Hupp Motor Car Company, with headquarters at Paris, will return to Europe some time in the near future, for the purpose of looking into Huppmobile business. Mrs. Poole will accompany him.

Mr. Poole, speaking about his proposed return abroad, is inclined to be optimistic, in reference to the Russian army and the fact that they have a number of Austrian prisoners at the fortress of St. Peter and Paul in Petrograd, calls to my mind an instance that I had recently while in that city.

"While there, in company with the Huppmobile distributor, I made a tour of the fortress and, believe me, it certainly deserves the title that has been given it, 'The Palace of Living Death.' It is situated on Peterburg Island in the River Neva, and was built by Peter the Great in 1703. The old fortress, which was once the stronghold of the Russian army, is now used as a prison for political spies and enemies of the government. One of the first political prisoners, as the story goes, was Peter's son, Alexis, and the various descriptions that I received of his death are so horrifying to relate. It has been made into a drama, and the burial place for every Russian Emperor and once a year the royal family visits it."

SOUTH MAY LEARN LESSON

Farmers Expected to Try Diversified Agriculture Hereafter.

The Godyear Tire & Rubber Company is the first of the tire companies to take up the "buy a bale of cotton"

AUTO HAS UNIQUE HOME

WHITE CAR SURROUNDED WITH SCENES OF OREGON GRANDEUR.

Old Fir Logs and Green Moss Give Permanent Abode Atmosphere of Famous Forestry Building.

Portland's liberal patronage of high-class automobiles and motor trucks has been an incentive to the White Company to establish itself in a permanent location. With this object in view E. W. Hill, manager of the Portland and Seattle branches, chose the new abode for the White car in the Beck building, at the northwest corner of Broadway and Oak streets.

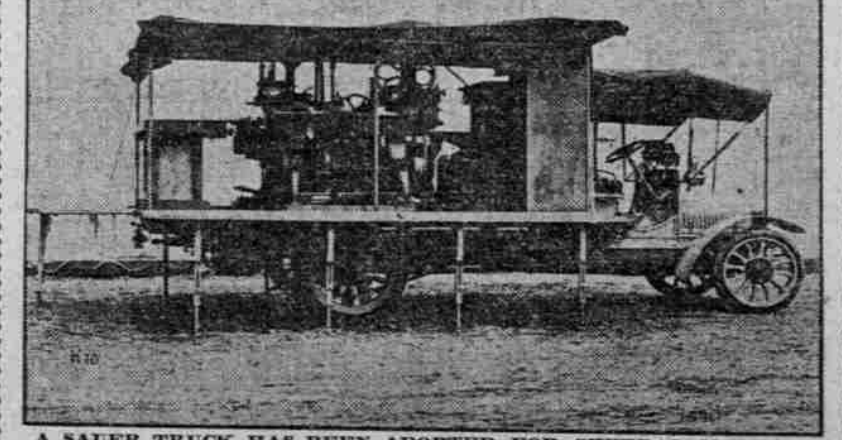
The new home is something more than four square walls; it is inviting, suggestive to visitors of the use, benefit, convenience and pleasure of the White automobile, and it is different, showing individuality.

The old fir logs, with green moss peeping here and there from the crevices of the bark, reminds one of the famous Forestry building, now a landmark of the Lewis and Clark fair; the beautiful paintings of Mount Hood in the background, and a view of St. Peter's Dome, as seen from the Columbia Highway, at the Columbia River and mountain scenery, all reached by the many delightful driveways leading from the City of Portland to the attractions of the new home.

HOT LAKE GETS PORTLAND VISITORS.

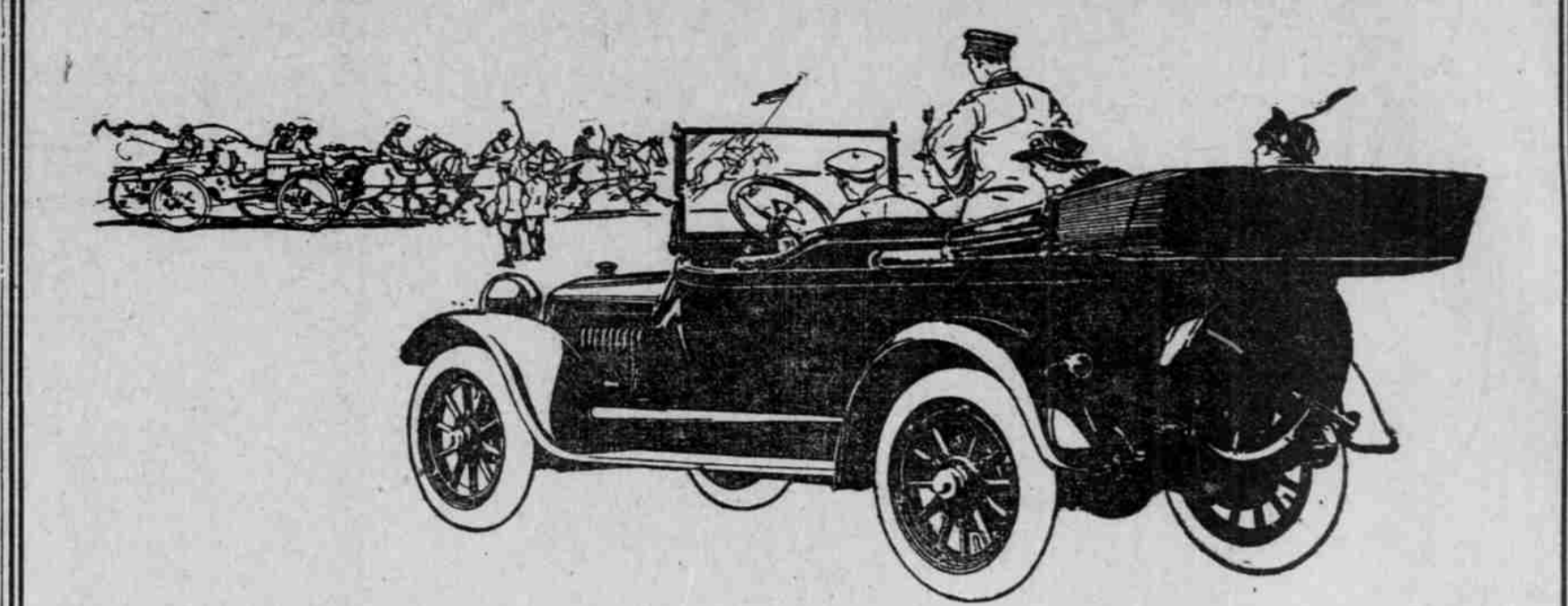
HOT LAKE, Or., Oct. 3.—(Special).—Recent arrivals at the Hot Lake Sanatorium include Miss C. M. Hafer, W. M. Hartford, V. E. Wood and C. B. Gellie, all of Portland.

WHEELED SMITHY AND MACHINE SHOP TO REPAIR FRENCH AEROPLANES.



A SAUER TRUCK HAS BEEN ADOPTED FOR SEVERAL MACHINE SHOPS WHICH ARE FOLLOWING THE FRENCH AVIATORS.

1915 Chalmers "Light Six" \$1650



A Real Quality Car, of Superb Good Looks, at \$1650

Stand on the main thoroughfare of any city. Watch the many makes of cars as they flash by. Most of them pass without notice from the people in the street. Experts delight in its silent, vibrationless power—its rare "lightness of foot."

Over 4,000 "Light Sixes" have been proved in more than 3,000,000 miles of service. The Chalmers "Light Six" is the one 1915 car with an aggregate mileage great enough to prove beyond doubt that it has strength for every emergency, power to spare, and the easy riding qualities of cars costing much more.

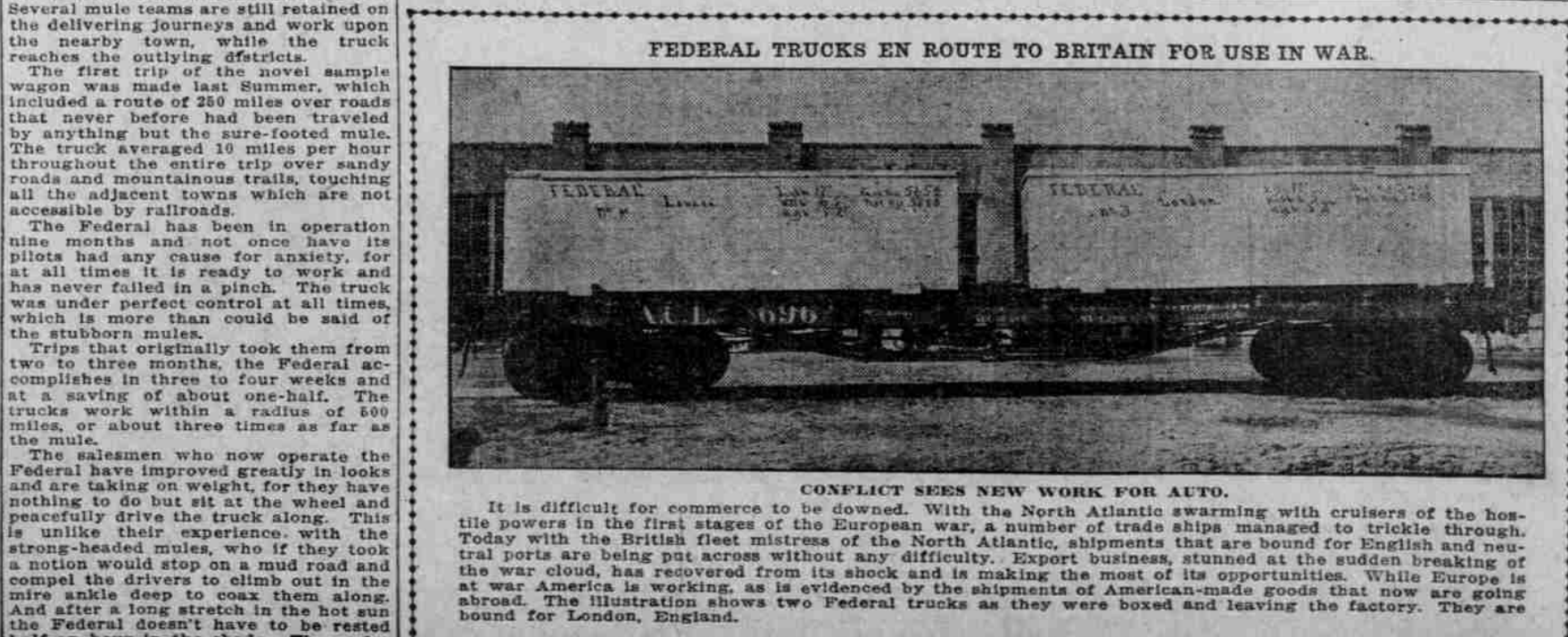
We offer the 1915 "Light Six" at \$1650 as we do all Chalmers cars—a real quality car, comparable with cars of much greater cost. This "Light Six" is not sold on price alone; but on quality—unusual value at an extremely low price.



And such a car is the 1915 Chalmers "Light Six." Here is a car that has striking smartness and beauty. Owners of other cars praise the sweep of its molded oval fenders. Passersby stop to enjoy the grace of its perfectly blended lines.

H. L. Keats Auto Company, Portland, Oregon; Seattle, Washington.

TRUCK REPLACES MULES... FEDERAL CARRIES SAMPLES FOR SAN ANTONIO SALESMAN... TOURING MAXWELL PRAISED... Motorcycle Notes



FEDERAL TRUCKS EN ROUTE TO BRITAIN FOR USE IN WAR.