

OVERLAND 81-T IS LATEST CAR HERE

Low-Priced, High-Class Automobile Is Much Like Bigger Model 80.

PROPORTIONS ARE AMPLE

Start From Standstill and Climbing of King's Heights on High or Speed of Two Miles an Hour Are Accomplished.

The latest of the low-priced high-class autos arrived in Portland the past week is a model 81-T Overland, the new product of Wylie, which will sell at \$995 at Pacific Coast terminals, of which Portland is one.

In general appearance, the car is much like its popular bigger brother, model 80, and in all its refinements, it is characteristic of Overland workmanship.

In size it compares favorably with the other model. Its wheelbase is 106 inches, eight inches less than the model 80. The motor is of ample proportions, assuring comfort in all speeds and seems particularly well adapted to the road conditions of the Northwest.

30 Horsepower Is Rating.

It is rated at 30 horsepower with a bore of four inches and stroke of four and one-half. Manager Fred West, of the local branch of J. W. Leavitt & Co., is very proud of the motor which the hood of the new product contains.

The design has been worked out so that accessibility is a prominent characteristic. The cylinders are cast slanting which allows space for five large crank-shaft bearings, which the Overland engineers insist upon having in place of the two or three, of some motors.

The pistons are light and are declared well balanced, designed to avoid the "plinking" or knocking which some motors exhibit when under a load. Large nickel-steel valves are actuated by square push rods.

These big little cars have the two-unit lighting and starting system. The motor and generator are separate and perform their functions without regard to each other.

In the Overland system, the current generated is used only for starting and lighting. The ignition system is dependent on its own high tension magneto.

Orders May Be Increased.

The car has long been talked of around the Overland shops and the branches. The local salesmen are active. But one car has been allowed Portland until the regular output is established. But Manager West is already talking increasing orders for Portland and the Northwest.

Eight orders were secured on the strength of the early arrival and one customer even offered a handsome bonus if Mr. West would allow him to take away the first car.

Portland's car is upholstered in a manner which gives it an appearance of real distinction, just one of the points which help to bear out that impression. It is of heavy braided material, of a make heretofore secured only in cars which sold for higher prices.

In every way, the car has answered all expectations. The local salesmen have all been putting it through their pet demonstrating "stunt." To wit:

Start From High Is Feature.

It will start from a standstill in high.

It will climb King's Heights in high. It will idle down to a pace of two miles an hour.

There is power enough in the starter to keep the motor from stopping. The skeptics have found it not wanting.

Just when the first large shipment of them will arrive here is not known, but Manager West expects to be able to make definite promises before the end of the week. The shipment probably will be a large one and the form of it will be amply provided for, though other Oregon distributors have been calling for some days about their particular consignment.

MACHINE TRIES OUT CAR

HUPMOBILE MUST STAND TEST OF DEVICE USED IN FACTORY.

Dynamometer Approves All Autos Before They Leave Plant, Insuring Highest Efficiency in Service.

In line with the policy of maintaining only the best equipment for producing Hupmobiles, the Hup Motor Car Company has recently made a large addition to its factory in the form of a dynamometer test department.

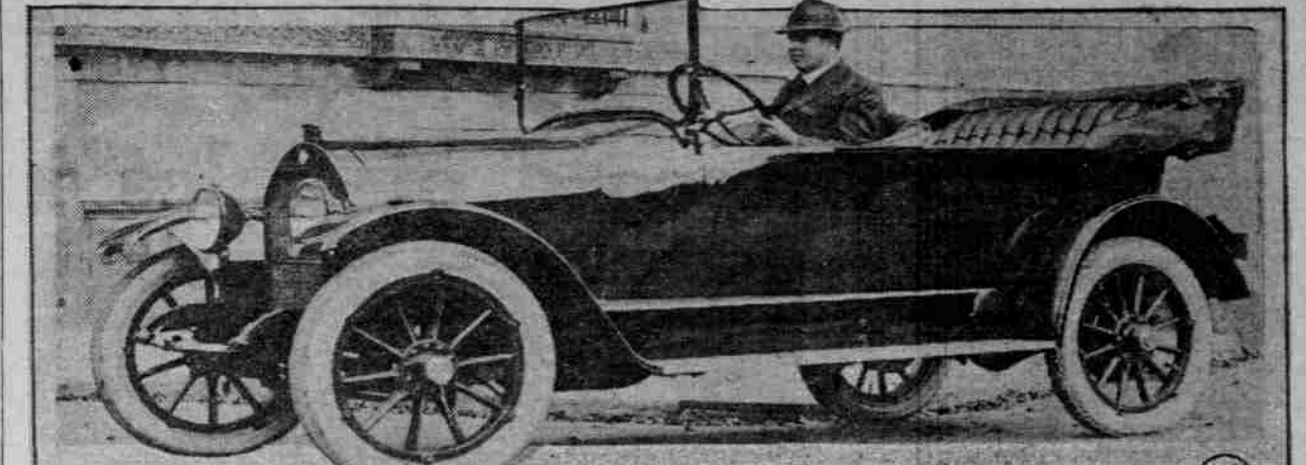
"The dynamometer test," said S. H. Humphrey, manufacturing manager, "is a mechanical apparatus used for testing automobiles under all conditions of road work. Formerly our method of testing, as is the practice in most motor companies, was to turn the chassis over to a tester to drive it around in any shape or manner that he sees fit. Now in a test of this kind, where the car is turned over to a mechanic, the personal element of the driver enters strongly into the results obtained. For instance, a certain car that one mechanic may say is in perfect shape might be turned down by another man. You can plainly see where matters of this kind are left to one's own judgment there will be a difference of opinion between the employees.

"With the dynamometer, the exact opposite is the case. Each motor and chassis is tested under the eyes of an expert. Electric charts on the dynamometer switchboard accurately show the exact conditions under which a car is working. At the will of the operator the machine can be taken off of a smooth asphalt road and made to run under the worst sort of sand and mud road conditions, or the car can be made to climb a hill. In this dynamometer test we get an accurate reading of the actual horsepower that each motor develops and every car that is turned out must absolutely be up to a given standard, which is impossible to obtain under any other method.

"Another important reason why the dynamometer is more efficient and accurate than the former methods of testing is the fact that the new apparatus relieves the company of the responsibility of having testers on the streets. We know that the machines are being actually tested and we know that the mechanical test is accurate to a degree which would be impossible under the hands of a mechanic.

"The new installation cost the company more than \$75,000 and it is similar to that which is used by manufacturers of the leading high-class cars. It is just another reason why we believe the Hupmobile is the best car in its class in the world."

NEWEST SIX TO BID FOR FAVOR IN PORTLAND AND WHICH HAS BEEN TAKEN UP BY FRANK C. RIGGS.



THE JEFFERY CHESTERFIELD SIX, WITH D. M. SMITH AT THE WHEEL. OTHER PHOTOGRAPH SHOWS HANDY ARRANGEMENT OF THE INSTRUMENT BOARD AND THE CONTROL.

CARS BEING BOUGHT

President of Cole Motor Car Company Looks to Future.

BUSINESS PROSPECTS GOOD

Merchant, Firm Believer in American Brains and American Ability, Decries Pessimist—Opportunities Not to Be Overlooked.

INDIANAPOLIS, Ind., Oct. 17.—(Special.)—People are buying motor cars. That fact is certain. What better proof that business prospects are getting brighter each day can be desired.

The motor car factories of this city are producing cars every day, and shipping them to their various agencies which, in turn, deliver to the purchaser.

J. Cole, president of the Cole Motor Car Company of this city, is a firm believer in American brains and American business ability. He decries the pessimist who can see nothing but chaff in a sheaf of wheat.

"American business is sound," Mr. Cole said recently, "and it will take more than generally is imagined to keep the American mind from its business transactions for longer than a few weeks.

"Although deeply interested in foreign conditions at this time, America cannot and will not give up its business to dream about the outcome of the conflict now in progress. Each day finds business conditions improving, and this improvement has been going on for some time. Bumper crops in every section of the country mean money, and that money is going to be put in circulation.

"The first thing that money is used to procure are the necessities of life and those conditions which will decrease the cost of living and the cost of production. The automobile is a production cost reducer, a time-saver and a means of procuring health and pleasure; therefore it is a necessity. The farmer sees the need of a motor car on his farm and right now farmers are purchasing automobiles to fill that need.

"While it is true that American exports into European territory are restricted, it is also true that such exports are only a minute part of the great volume of business done in our country. America produces first for home consumption, then for outside friends and neighbors. Home markets are beginning to clamor for American products and their cry has been heard. American manufacturers are now busy filling their wants. In the second place, it is not true that an added impetus will be given business in America by the withdrawing of European imports?

500 REOS PLACED

Fred Vogler Says Feeling of Insecurity Passes.

CANADA TRADE STAGNANT

On Tour Through Northwest Territory Popular Portland Automobile Man Takes on Eleven New Agents This Season.

The Pacific Northwest will put more than 500 new Reo automobiles on the roads of the section in the next six months. This immense number of cars has been placed definitely by F. W. Vogler, president of the Northwest Auto Company, who returned yesterday from a month's tour of his territory.

Mr. Vogler left Portland the middle of September and while away took in the Spokane Fair, the Walla Walla and the one at Pendleton, Boise, Payette and Weiser. On his way back he looked matters over at Seattle and Vancouver, B. C.

People preparing for boom. While conditions are naturally somewhat unsettled, he thinks that everywhere the people are preparing for the future and that the real start of better things is but a short time off.

Though British Columbia does not seem to be much excited over the war and talk really is quiet, business is somewhat stagnated and the time of the break there is questionable.

Mr. Vogler has taken on 11 new agents in the territory which he covered. The Reo, as a result, will have a big season throughout that country.

Farmers Happy Now. "The Northwest, as a whole, looked very good," vouchsafed the popular auto dealer. "The farmers are happy over their wheat crop and the merchants, of course, jump in with the farmer.

"And while British Columbia is somewhat unsettled, I like to think that the people there soon will be back on their own level. They still are training and enlisting men and as long as that continues conditions are bound to be somewhat uneasy.

"But the great mass has not the least concern over the outcome of the war and while one of them jokingly remarked that he had learned to eat sauer kraut and pretzels, they expect to see the mother country out of trouble very shortly."

The Blowout. "What happened to Babylon?" asked the teacher of her Brooklyn class. "It fell!" cried the pupil. "And what became of Nineveh?" "It was destroyed." "And what of Tyre?" "Punctured."—Exchange.

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DESERT RACE IS SET

Los Angeles-Phoenix Event to Follow Old Trails Route.

ROADS ARE OF ALL KINDS

Contestants Will Find Stretches of Good Highway, Heavy Sand, Deep Ruts, Terrific Heat, Rocks and Sagebrush.

LOS ANGELES-PHOENIX RACE IN BRIEF.

Promotor—Mariposa Automobile Club, Phoenix, Ariz. Management—Racing committee, W. A. A., Los Angeles, Cal.

Dates—November 9, 10 and 11. Prizes—Cash rewards varying from \$4500 (in case of 10 entries) to \$10,250 (in case of 40 or more entries). Also Phoenix Republican and Bullock's perpetual challenge trophies.

Course—Via San Bernardino, Victorville, Barstow, Needles, Kingman, Seligman, Ash Fork, Prescott, Wickenburg to Phoenix.

First night control—Needles, 203.5 miles. Second night control—Prescott, 254 miles. Finish at Phoenix, 334 miles.

Rules—None, except that all cars must cover the same course; must start and finish each day's run under their own power and must not use the railway right of way except at crossings.

LOS ANGELES, Cal., Oct. 17.—The last few days have been frantically strenuous ones for the Los Angeles-Phoenix race management, inasmuch as it was found necessary to seek out a new route for this year's "Desert Classic."

Owing to the spontaneous generosity and sportsmanship of the people along the National Old Trails Route, the course was decided in their favor a few days ago.

Leaving the starting point at the south side of Eastlake Park, which lies on the eastern limits of the city of Los Angeles, the route will follow what is known as the Valley boulevard.

The course follows Holt avenue 8.5 miles straight west to the main corner of Ontario, where it turns north to Uplands, makes a sharp right turn over the new boulevard and the state highway to and through Cucamonga. From Cucamonga, the state highway leads straight east to the Santa Fe roundhouse at San Bernardino, 59.6 miles from the starting point. Turn to the right over the Santa Fe tracks to Third street, thence east on Third street to the first official checking station—Bence north on Highland avenue, thence west to the Cajon boulevard, thence north through the famous Cajon Pass, through Victorville to Barstow, the second official checking station, 137.1 miles from the starting point.

Santa Fe Tracks followed. Out of Barstow, the course follows the Santa Fe main line tracks direct east to Needles, 166.1 miles. A stretch of the road across the Mojave Desert is typical desert driving, where will be found short stretches of good road, heavy sand, deep ruts and terrific heat. Over this entire stretch there is scarcely a sign of civilization and aside from sagebrush and cactus there is no vegetation of any kind.

At Needles, 303.5 miles from the starting point, the cars will be taken in charge by the chief of control and will be parked every heavy gun and until 5:30 o'clock the following morning, at which time they will be checked out for the second day's run in the order of their arrival at Needles and at two-minute intervals. The next 16 miles, between Needles and the Santa Fe railroad bridge over the Colorado River at Topock, is a fairly good stretch of road. The racing cars will cross on the Santa Fe bridge at this point through the courtesy of the Santa Fe

ARE YOU GOOD AT FIGURES? COMPARE THIS DIAMOND SQUEEGEE TREAD TIRE LIST WITH OTHER MAKES. THE BEST SQUEEGEE TREAD TIRE FOR LESS ARCHER AND WIGGINS OAK STREET, CORNER SIXTH.

NO ACHING BACKS NO PALPITATION OF THE HEART When You Use the New Stewart Tire Pump Complete \$15 BALLOU & WRIGHT BROADWAY AT OAK Marshall 5860, A 6638

BOWSER GASOLINE and OIL TANKS STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, District Suppt. Sales, 415 Corbett Bldg. Main 1476. DIAMOND TIRES Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7005

NORTHWEST AUTO CO. Factory Distributors of Cole, Lozier, Reo Cars BROADWAY AT COUCH STREET Main 8887 A 4959

Company, which is planking the bridge for this purpose. The entire route from Needles east to Ash Fork, through Topock, Kingman, Hackberry and Seligman, follows the main line of the Santa Fe Railroad. From Ash Fork south to Prescott ends the second day's run—a distance of 254 miles.

High Altitude Reached. It is worthy of notice that the beginning of this day's run at Needles is at an altitude of 260 feet, while at Prescott the altitude is a little over 5300 feet. The cars go into control at Prescott until 9 o'clock the morning of the third day, at which time they will be sent out in the order of their arrival the night before at two-minute intervals, thus insuring an exciting finish at the State Fairgrounds at Phoenix. The 134 miles from Prescott to Phoenix will severely try the endurance of the much-abused cars and jaded drivers. Almost every condition of road known to civilized communities will be encountered. Immediately out of Prescott the cars climb to an altitude of 7300 feet, and by the time they have reached Wickenburg, 71 miles out, everyone will have had his fill of mountain driving. From Wickenburg to Phoenix, 63 miles, is to be found one of the hardest laps on the whole course. A little more mountain driving, a little more sand, dust, rough, back-breaking, jolting and interminable slaps in the face from overhanging sagebrush feature this twisting, tortuous, typical desert going.

The official time for closing the entries is noon, October 15, and up to that time the entry fee is \$200 for any-

one desiring to enter. Those desiring to enter from that time to noon, October 22, must pay an entry fee of \$300. No entry fees will be accepted after the latter time under any consideration.

CYCLIST CLUB TO BE HOST

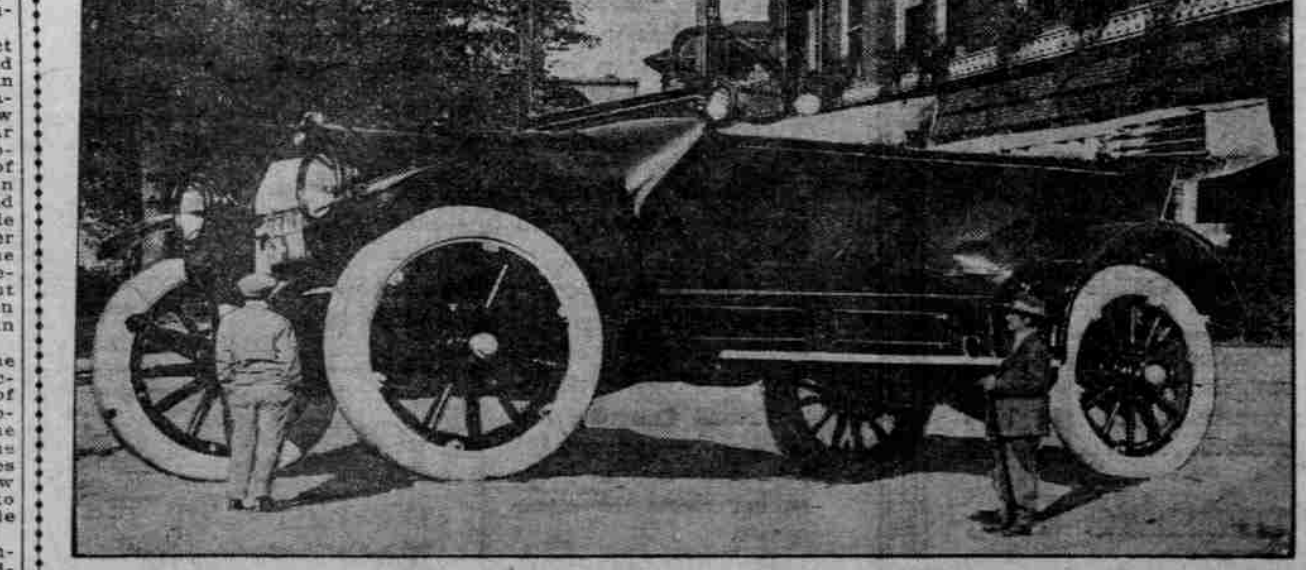
Portland Organization to Entertain Multnomah Body.

At a special meeting of the Portland Motorcycle Club, held October 15, it was decided that a special invitation be sent to the Multnomah Motorcycle Club, requesting its presence at the Portland Club smoker, the night of November 5.

The committees are working hard to make this something original. All motorcyclists are invited to attend.

For Auto Tops Auto Bodies Auto Painting OREGON TOP COMPANY THE AUTO PAINTING CO., Inc. THE AUTO BODY AND WHEEL WORKS. N. W. Cor. 14th and Couch Sts. Phone Main 1844.

NEWEST PRODUCT OF OVERLAND FACTORIES, WHICH ARRIVED IN PORTLAND THIS WEEK.



The Model 81-T, which will retail at Pacific Coast terminals for \$995, is shown to be one of the biggest of the "Under \$1000" Cars, as the Photograph Might Easily Lead One to Imagine. Manager Fred West, of J. W. Leavitt & Co., is at the Right of the Picture, Ready to Climb in and Give It the "O. O."

HUDSON Six-54 \$2350 HUDSON SIX-24-\$2350 Costly Cars Have a Rival In This Big, Distinguished Six You men who want the utmost, want size, appearance, power and room; want luxury and finish, comfort and convenience, will find your every idea met in this big impressive HUDSON. And it will cause you to revise your ideas of what such a car should cost. For here is the maximum, all that new-day cars can offer. And the price is only \$2350 f. o. b. Detroit. Howard E. Coffin's Third-Year Model The first-year model of the HUDSON Six-54 came out three years ago. It was designed by Howard E. Coffin, the great HUDSON engineer. He was then, as now, considered final authority in motor car engineering. And this HUDSON Six-54, in its first season, became the largest-selling Six in the world. Today we show you his third-year model, his finished conception of a long, roomy, powerful car. C. L. BOSS & CO. 615-617 Washington St., Portland