

AUTO MAN SEES FAIR

Mel G. Johnson, of Howard Company, Astounded.

EXPOSITION WORK HUMS

Scenic Railway and Big Merry-Go-Round Already in Operation. California Busy on Roads, Traveler Reports.

That a treat is in store for the visitors to the Panama-Pacific Exposition is the assertion of Mel G. Johnson, manager of the Howard Automobile Company, of this city, who returned this week from a flying business trip to San Francisco.

In his short stay in the Bay City Mr. Johnson found time to drive through the Exposition grounds. He is enthusiastic over the symmetry and grandeur of the Exposition buildings and the beauty of the uniform color scheme throughout.

"The Oregon building," said Mr. Johnson, "is one of the most striking of the many state and Government buildings now rapidly nearing completion. In fact, it is the only building in direct opposition to the general color scheme observed in the state and National buildings."

"As an example of the remarkable degree of completion attained at the great fair, it was reported that no less than \$225,000 already has been collected at the gate, and that in the zone, no less than two of the great concessions are already in active operation. The Thompson Scenic Railway and the merry-go-round are in daily operation."

As to be expected, Mr. Johnson's observations also turned to automobile sales. While the train passed through snow which covered the ground to a depth of from three inches to one foot near the foot of the Exposition building, Mr. Johnson expected to see sleigh tracks, he was surprised to find the roads marked with automobile tire chains. He reports the road in splendid condition.

Extensive road reconstruction work on the wagon road in the Sacramento Canyon is still in progress near Gibson. The new road work in progress in the Sacramento Valley, is conducted on an extensive scale, particularly in Colusa County.

From Williams to Arbutic, and southward to the Colusa-Yolo County line, the old road which zig-zagged across the valley on the section line has been abandoned and miles of new road paralleling the railroad have been graded. The work of laying cement roadway and building permanent cement culverts over that part of the road already graded is progressing rapidly.

Business conditions in San Francisco are considerably improved over the conditions prevailing on the occasion of Mr. Johnson's visit six months ago.

William H. Hildebrandt, formerly manager of the automobile department of the L. M. Moore Insurance Department, has affiliated himself with the Howard Automobile Company and is selling Buicks.

"You see," he was this way," said Hildebrandt, "I have had a Buick for many years and I got tired of demonstrating the car and making sales for Mel Johnson without getting paid for it, so I joined him and am ready to show what the new Buicks will do."

Assistant Manager Mulick, of the Studebaker Corporation, is going to buy a dinner for five friends, including Manager Brown, Manager Garbe, of the Oregon Motor Car Company, and half a dozen others around the plant. All received invitations during the week and became curious as to the reason.

It seems that Manager Barrett, of the service department, warned that he "had the nerve" to wear a mustache until December 10. Sure enough, he did, or has done it to date, and Mulick thought it worth the price of a feed to the whole force.

The Studebaker Corporation soon will have its new model on the Portland streets. It is to be known as the "station car," and will be the regular delivery chassis with an express body fitted to carry either passengers or baggage.

It will have seats along the sides and a step in the rear, or passengers can come in through the front, as the driver's seat folds out of the way. Nine persons, besides the driver, can be seated comfortably. For heavy baggage, such as trunks or sample cases, the rear seat can be utilized.

Manager Brown, of the local Studebaker house, expects the first shipment of the model sometime within the next two weeks. It is thought that it will appeal particularly to the farmer and the country drayman. It also will be handy for stage work on short or long runs.

The Dodge Brothers car will be with us tomorrow. The first car to come West, which is traveling in all the style of a prima-donna, will be at the Covey Motor Car Company's show rooms tomorrow where it will remain less than a week, before decamping for other Northwest cities.

The Dodge has been the talk of auto row wherever it has exhibited and at

the rate inquiries have been coming in to the local dealers, Portland also is getting a car with more than a little impatience.

AUTO MAKERS USING MOVIES

Construction of Maxwell Cars Is Depicted in Films.

Another firm has found motion picture photography a useful ally. The Maxwell movies are now being shown in Oregon under the title "From Molten Steel to Automobile," and wherever shown they attract great interest, as it shows the ways of bringing to the attention of the public the greatness of the modern auto plant.

These films are controlled by the Maxwell Company and are shown in every city of the state under the direction of the dealer of the city.

The films show the immense factory in action. The machine is shown being assembled, and later when on the roads some of the scenery is reproduced.

Of local interest is the picture of Latourelle Falls, which has been made part of the reel. Cohen Brothers, the active managers of the local Maxwell agency, will secure a date for the films in Portland, where those interested may see the journey of an automobile from the time the steel is thrown into the furnaces until the assembled car leaves the factory.

In many places these films have been taken to the high schools, where they were shown the students of the physics classes.

Such educational films are becoming more common every day. The Ford Company also has several reels and the Jeffery Company advertises its trucks, demonstration by means of the movies.

FEDERAL AID INDORSED

HIGHWAY CONGRESS SETS OUT REASONS FOR ROAD WORK.

Representative Borland, Speaking at Gathering at Atlanta, Says Politics Enters Too Much in Problem.

ATLANTA, Ga., Dec. 5.—(Special).—That exactly the same reason does not exist in the several states for the improvement of roads was set forth in the unanimously adopted report of the resolutions committee of the American Road Congress, just held in Atlanta, with the largest attendance ever attracted to a highway meeting.

With delegates from all over the country, it naturally followed that Federal aid in good roads called for much attention in the deliberations of the congress, accentuated by the fact that the American Automobile Association co-operated with the American Highway Association in the conduct of the notable gathering.

Chairman W. Tom Winn, of the resolutions committee, presented this reference to "Federal Co-operation":

"Resolved, That the American Road Congress emphatically indorses the principle of Federal co-operation toward the construction of main highways, which will assist the several states to build the main market roads in the one-half of the country which is devoted to agriculture and to build through main roads to the one-half of the country which is not predominantly agricultural, but whose prosperity depends upon mining, the raising of livestock and the presence of the health seeker and tourist."

Representative Borland made the principal address at the "federal aid" session, presided over by Chairman G. C. Diehl, of the American Automobile Association good roads board, and summed up the situation as follows:

"It is easy enough to shoot 'good roads' and to convey the adroit impression on the minds of every hill farmer that he will have the road pass his place; but when we get down to practical business we will find that only a very limited percentage can ever be improved to a high condition and that these roads must be the ones which will serve the greatest number of people. It is easy to defeat the whole plan by appealing to the prejudices of those voters who would be led to believe that they will get no direct benefit from the roads. It is possible even to instill a sense of high indignation against the people whom they think will be benefited."

"It will be necessary in my judgment to classify all existing highways into at least three classifications. The first is the great cross-state or interstate highways, reaching into every county in the state and opening up every section to the benefits of the improved land values, freer social intercourse and higher intellectual life. The second is the main federal or great country roads; and, third, the by-roads, local roads or lanes."

"These various classes of roads should be built, improved and maintained with a view to the amount of traffic that they can bear and must bear. The first class should be of the most permanent and scientific construction. The second class could be of a less expensive nature and would need less maintenance. The third class could be improved only to the extent that the community required."

"The expense of building and maintaining these roads should be distributed upon the same basis. The roads of the first class should be supported by the taxing power of a large area of country, including at least the entire state, because the wealth gathered in the cities ought to contribute to them. The second class of roads should also have a wide taxing power, at least co-extensive with the county and possibly with a group of counties or with some state aid. This would leave the small road district or local community only the burden of the smaller or purely local roads."

"However much politicians may twist and turn and argue about the question,



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We have on display the automobile sensation of the age—the New 1915 Maxwell.

We want to show you this car which has every virtue of the highest priced American or foreign car, and a number of improvements not found in any other car at any price.

This "Wonder Car"—with Electric Self-Starters and Electric Lights only \$55 extra.



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we must eventually come to some scientific method of road improvement. I realize that when we begin to talk about real road improvement, political difficulties of all kinds are encountered. What the people will demand in the next few years in this country is good roads and not politics."

CONNECTICUT IS NEXT

CONVICT ROAD WORK INEVITABLE, SAYS LABOR PRESIDENT.

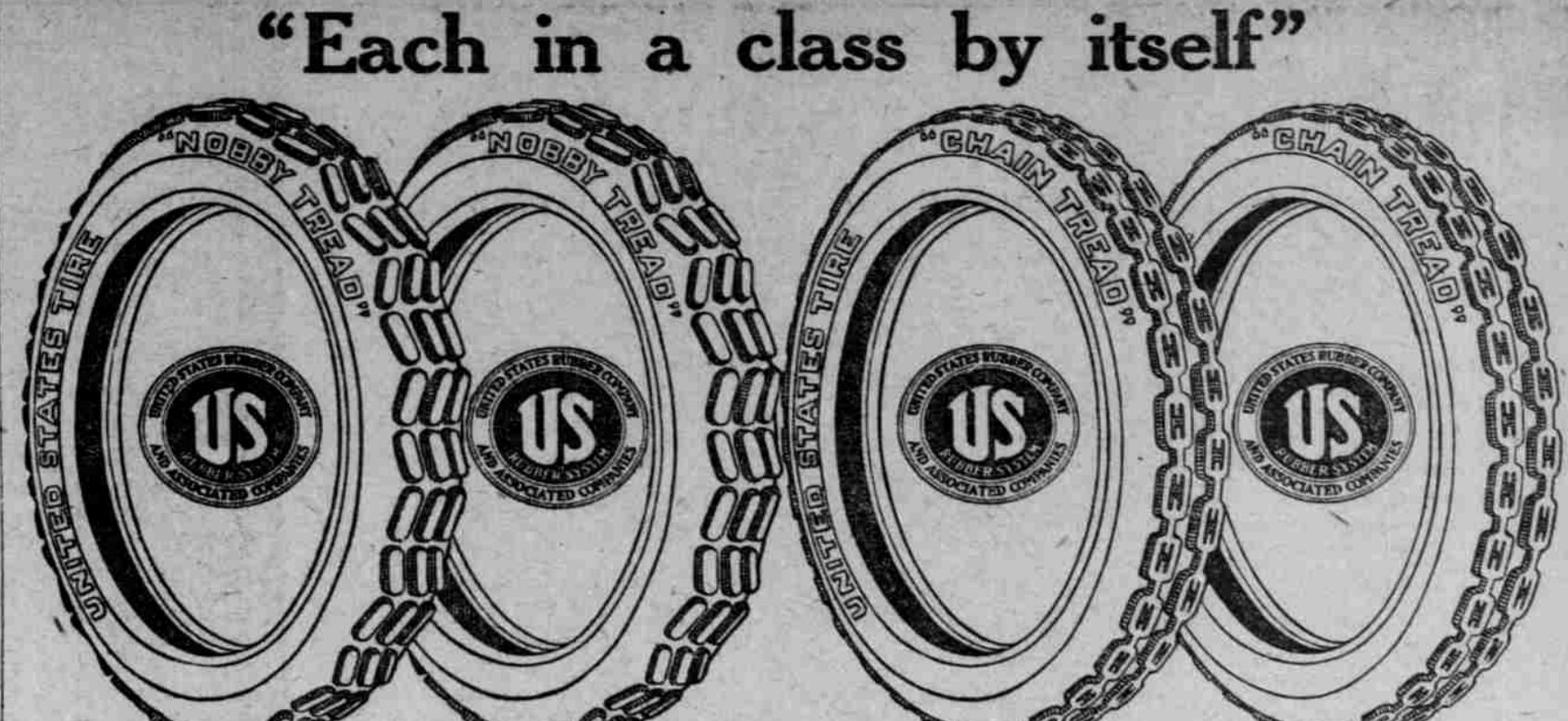
Meeting by National Committee of Prisons Told Fight on Contract System Must Be Continued.

"Connecticut must follow the example of other states and put her convicts on the roads," said President Stronach, of the Connecticut Federation of Labor, addressing a crowded ballroom audience at the beautiful home of Mrs. John H. Plagler, at Greenwich, near New York City. The meeting, held under the auspices of the National committee on prisons and prison labor, was told by Chairman Adolph Lewisohn that the war was against the contract system of prison labor and would so on despite the war in Europe; that labor must be treated justly and the best interests of the convict conserved.

The accomplishment in New York City by Dr. Katherine Davis was brought forth by her able assistant, Commissioner Burdette Lewis, who pointed out that reform meant practical administration and that the prison labor problem must be handled scientifically as outlined by the National committee on prisons and prison labor. Judge Harry V. Osborne, who, with President Woodrow Wilson, secured the legislative reforms in New Jersey, bore the story of the fight in that state of the accomplishment in the road work, and urged the Connecticut men to fight hard in the coming Legislature.

Frederick Hoffman, speaking as an expert statistician, claimed the problem was fundamental to social progress, and Dr. Percy Grant asserted that religion could not be served better than by service in such a cause.

"It's a tremendous inspiration to us here in Hartford," remarked Mr. Solheim, president of the local union, "to have people of National viewpoint come here and encourage us to make the fight to improve the condition of the prisoners. Every union man throughout the country appreciates what is being done by the National committee on prisons and prison labor, but it means real accomplishment when we get together men like Dr. Kirchwey, of the Columbia Law School; Mr. Lewisohn and Dr. Whittin and plan for the fight in the Legislature."



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"Nobby Tread" "Chain Tread"
Our Challenge Anti-Skid Tires

We challenge any competitor's tire to show the same combination of real anti-skid protection and low cost per mile that is given by either "Nobby Tread" Tires or "Chain Tread" Tires.

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Made by the
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EMDEN'S LOSS RELIEVES

RUBBER TRADE GREATLY HURT BY COMMERCE DESTROYER.

Cost to Industry in America Is Estimated at \$1,000,000 by Good-year Company Official.

"The cruiser Emden, which was recently sunk after a career in which she destroyed many merchant vessels, was the cause of some worry to the rubber trade of the United States, and there was general relief at the news of the Emden's destruction," says an official of the Goodyear Tire & Rubber Company. "This relief was direct, and had no relation to anyone's sympathies in the present war."

"The Emden probably cost the rubber industry in America \$1,000,000, directly or otherwise, and had she been allowed to continue to roam the Indian

CARS GOOD-TIMES SIGN

SPECIAL TRAIN BEARING 200 BUICKS IS COMING.

Shipment Requiring 40 Boxcars Decided for Pacific Northwest Hailed as Proof of Prosperity.

A special trainload of 40 cars, containing 200 Buick automobiles, for distribution in the Pacific Northwest, is taken to indicate prosperity in this territory.

Mel G. Johnson, manager of the Howard Automobile Company, Pacific Coast distributors of the Buick line, accompanied by his business associate, A. S. Eldridge, of the Northwest Buick Company, of Seattle and Spokane, returned this week from a flying business trip to San Francisco, where they met C. S. Howard, of the Howard Automobile Company, and obtained an allotment of 200 Buick cars of assorted

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THE HUPMOBILE TAKING A LEADING PART AS A MEMBER OF THE TRIPLE ENTENTE.



ONE OF THE "HUPS" IN THE RUSSIAN ARMY. The Russian army has many of these Hupmobiles in action. The little cars have made a mark for reliability and ability to keep on top of the roads under all conditions. Their ability along speed lines also is making them popular.

"1915" First Special Train of Automobiles to the Pacific Northwest
Will Be "Buicks," of Course!



Will leave the Buick factory, Flint, Michigan, Christmas Day, consigned to the Howard Automobile Co. for distribution in the Pacific Northwest

\$250,000.00
or a quarter of a million is the value of this special trainload of Buicks. The freight bill alone will be over \$18,000.00.

Reason? Buicks Sell!

Howard Automobile Company
Phones: Main 4555, A 2550 Mel G. Johnson, Manager Fourteenth and Davis Sts.