

CALIFORNIA AUTO LAW CALLED IDEAL

State Speed Limit Obviates Danger of Arrest by Town Marshals Along Line.

TOURS ARE NOW PLEASANT

Fines for Breaking Ordinances Unknown to Motorists Frequent and Warning Is Issued—New Fender Demonstrated.

BY RALPH J. STAEBLLI

California, always on the watch to make laws, or roads, or anything else which may benefit the motorist in general, has now one of the most ideal speed statutes in the United States. Its value lies in the fact that it is an universal law. The motorist passing through the different parts of the country has only to learn one speed law and to govern his speed accordingly. This follows a decision of the Appellate Court of the Third District which recently decided that the State Motor Vehicle law preceded all municipal laws covering the same subjects. In congested districts other rules will govern under the special sections of the law which fix the speed within restricted zones. The pace on highways on which there are many houses, is limited to 20 miles an hour. The manner of approaching blind curves and bridges along the road, all are governed by the state law. Motorists hail this with delight, for it has eliminated the petty graft from the street and the motorist can now fairly rich. Now the Sunday tourist can take an outing without the constant fear of being fined for breaking laws of which he knew nothing.

In some parts of California the game got so bad that automobile clubs warned members and passing tourists not to include certain towns of the tour, as they probably would have to pay a handsome fine for the right to pass through.

There is some talk of requiring auto trucks to be equipped with fenders. To the layman, that does not seem like an objectionable feature. At least it would seem the proper thing on some of the heavy city cars which offer no chance of escape for the pedestrian if he is hit.

In New York they are showing a new fender called the Royer Automatic. The device drops the instant that the auto hits a pedestrian and saves the person hit from being run over.

E. H. Royer, the inventor, is demonstrating the device. His partner stands in the street and the automobile hits him at a speed of 14 miles an hour—several miles faster than autos usually are traveling when they hit some one—and the fender picks him up without injury.

The worst feature of the truck is the big rear wheel found on some of them. This stands out further than the front wheel in many instances and is apt to hit the pedestrian who has gauged his step by the front one.

Because of the excellent facilities which it has for such work, the Western Electric Company has decided to make automobile repairing one of the features of its business instead of a side issue. The shop at Sixth and Salmon streets will also be the scene of auto activity.

In spite of the war and the fact that almost all European cars which are being manufactured are taken over almost immediately by the governments under which they are made, several of the European makers have space at the New York auto show and will have several cars on display.

The 1915 auto salon, as the exhibit of foreign-built cars is known, will be held as usual by the Automobile Importers' Alliance.

Not only will the exhibits be there, but there is every indication that the foreign show will be larger than ever before, with more individuals and more styles.

Speaking of auto styles, several Eastern men are waging a campaign to eliminate that from literature. Their point is that "style" implies a passing fancy. They want to call them "models" as implying something for the future as well as the present.

The latest among the Good Roads projects under consideration is the

WHO'S WHO AMONG CITY AUTOISTS



F. L. FULLER, VICE-PRESIDENT PORTLAND RAILWAY, LIGHT & POWER COMPANY.
Good roads have one of their staunchest advocates in F. L. Fuller, vice-president of the Portland traction and power system. Mr. Fuller drives a Stearns, and while Portland's streetcars are noted up and down the Coast, and in fact all over the country, for good service and the best of equipment, Mr. Fuller nevertheless gets around a little bit faster with his motor. The fact that he is connected with the railway is one of the reasons why he is boosting good roads. The company expects much from its freight department and the good roads movement means more to be hauled. For the city it means a greater city and a greater city means more people and more nickels. Aside from that, Mr. Fuller is an enthusiastic motorist for the pleasure there is in it. He always drives the car himself and the country roads are never too bad to demand periodical attention from the vice-president of the streetcar company.

DODGE TO ENTER FIELD

FOREIGN REPRESENTATIVE TO VISIT SOUTH AMERICA.
Big Chance to Build Up Export Trade in Pleasing American Model Seen and Effort to Be Made.

Before leaving to establish permanent headquarters in Singapore, Straits Settlement, G. E. Willems, recently appointed foreign representative of Dodge Bros., will visit Central and South America with a view to developing an export trade with these countries. Mr. Willems will sail shortly and expects to pass two and three months in the Southern Hemisphere. "American motorcar makers, devoting their efforts to the manufacture of moderate-priced cars, have succeeded in turning out models that should appeal forcibly to the buyer in Latin countries," says Mr. Willems. "A car may have a powerful and efficient motor, but the South American purchaser demands, in addition, pleasing lines of the stream-line type. French and English cars have been given credit in the Latin countries for their elegant and pleasing lines of body design, but the American manufacturer, with his enormous production, has not only improved on the original design, but offers his product at a lower price. My first impression of resemblance to the better type of light car now being marketed by French concerns. This appearance, combined with the powerful motor in the car, should render it a big seller in the foreign market. I am confident that we can build up an important export trade not only in South America, but with all countries not affected by the European war."

ROAD-SIGN CAMPAIGN NOW ON
McMinnville Automobile Club Acts to Have Guides Everywhere.

McMINNVILLE, Or., Dec. 19.—(Special.)—The McMinnville Automobile Club has launched a campaign to install guides or finger boards on all roads and highways in the various counties of the state.

G. S. Wright, president of the McMinnville Automobile Club, has forwarded to all county courts a letter drawing attention to section 6217 of Lord's Oregon Laws, which provides that road supervisors shall erect such guides or finger boards at all forks and crossings of roads or highways and maintain them. It also provides that supervisors shall not be paid until they have complied with the law. The letter also sets forth that tourists visiting the Panama-Pacific Exposition will be aided and impressed if the required guides are placed.

CHEHALIS ROADS ARE BEST
Washington Highway Commissioner Praises County's System.

ELMA, Wash., Dec. 19.—(Special.)—According to the annual report of R. Roy, State Highway Commissioner, Chehalis County has the best roads of any county in the state. "The average cost of the gravel roads has been around \$2500 a mile, with an added expenditure of \$300 a mile a year for a few years for maintenance," says the report. "An effort is being made to keep the roads in excellent condition by using the patrol system as far as possible."

ROAD SUPERVISOR SUGGESTED
Walla Walla Commissioner Sees Chance for Saving in Work.

WALLA WALLA, Wash., Dec. 19.—(Special.)—A plan to do county road work cheaper and more effectively is being advanced by Commissioner H. A. Reynolds, who suggested Wednesday to the Board the employing of a road superintendent to supervise all county work in an auto; abolishment of the job of supervisor, allowing a foreman to each gang and requiring him to stay with the gang. At present there are four supervisors, each of whom has a foreman. The saving, it is estimated, would be \$400 a month or \$5000 a year.

H. D. Eldridge, another Commissioner, stated he favored the plan. He and Reynolds are a majority of the Board.

AUTOS HAUL FREIGHT

Many Portland Lines Open Up Remote Markets.

FARMERS ARE AIDED ALSO

Agricultural, Dairy and Poultry Products Are Brought to City by Trucks Which Take Out Big Shipments of Merchandise.

Just what the auto truck business means to Portland and the volume to which it already has grown was brought out in a chat with S. Harder, of the Reo truck service, one of the several companies which runs daily trucks into the country on a schedule which is as exacting as that of the railroads.

His business is taken by way of example, and while he has kept no exact figures of tonnage, the amount which those trucks move may be arrived at in a general way, enough to show the large business which they create. The Reo service has 16 trucks of that name in operation to points within 25 miles of Portland. In many places these are in active competition with the railroads, but in many others they carry on the business where a railroad would not pay.

More Than Two Tons Daily Average.
These 16 trucks handle on an average 2 1/2 tons of merchandise each day. The slack time for the ranchers, but the trucks do not return empty. They bring back every kind of farm produce—eggs, butter, milk, fresh meat, chickens, garden truck hay and fruit.

At this particular time of the year the business on the return trips is lighter than ordinarily, as this is the slack time for the ranchers. But the average return load of each truck is about a ton and a half.

Troutdale Shipments Are Many.
Just now the Troutdale truck is bringing in 2700 sacks of potatoes and there has been so much business that the truck on the Gresham run has had to be called on to help pick up a load on the way home.

The milk which these trucks bring each day amounts to 300 ten-gallon cans, but in the Spring three times that amount will be handled by the autos. The fruits and vegetables will increase accordingly until some trucks will make two trips a day and the imports will far exceed the exports.

Recently the company put on a truck in Clarke County, Wash. This has been in operation about two weeks and has already been declared a boon by the farmers. However, trouble with the Road Supervisor may cause its recall.

Other people who are doing a heavy freight business are Williams Brothers, of Oregon City. They operate six trucks between here and Oregon City, taking in the Clackamas County towns.

Trade Amounts to Thousands.
Other firms are the Pioneer Auto Truck Company and Parker & Gerber. These people all have regularly established routes, which mean thousands of dollars in trade to Portland which would not come here otherwise.

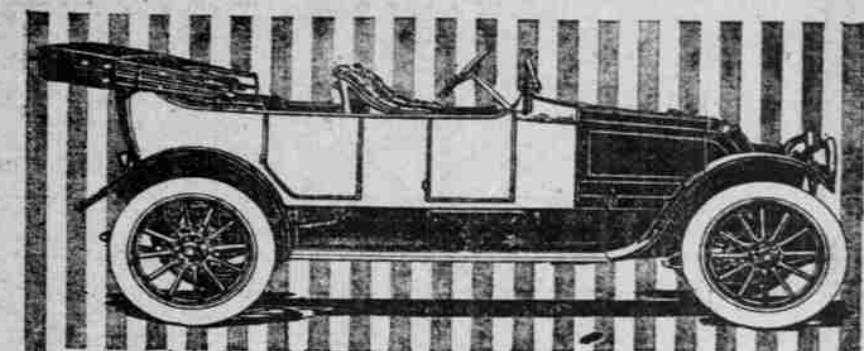
The truck business is looked on by such men as Amos Benson and J. E. Yeon as the biggest arguments for better roads.

"There is an impression that we go only where there are railroads, with the object of bucking them," says Mr. Harder. "They are fighting us and trying to close the roads on us, as they have done in Washington County, are now trying to do in Clackamas, and have in a measure done in Clarke County."

"Most of our business comes from territory where there are no railroads, or where our customers are far removed from the railroads."

Trucks Aid Farmers.
"The truck business will make farm property of every description more valuable, as it enables a man to make more out of his farm, and since the productivity is the basis for taxation, we may naturally expect a more equal distribution of taxes. In that way, the arguments of those who still fight good roads or to keep trucks and commercial vehicles from using those that we have are hurting their own interests."

"The produce which we take away from Portland is from merchants of every description. We carry everything from livestock to nails, and



Your Sense of Values—and the Franklin Car

THE critical automobile buyer, especially the man who has used up one or more ordinary cars, has learned several things that are not in the book— And when he selects the Franklin he does it in the light of his mature judgment about automobiles. Now let us give you a few facts—

The Franklin is the only direct-air-cooled engine—no water, no plumbing, no overheating in summer, no freezing in winter. The Franklin has a wood sill, instead of rigid, heavy steel. The Franklin always has used full elliptic springs. The Franklin is equipped with extra-size tires—resulting in owners' average of 8,000 to 10,000 miles the set of tires.

We are the exclusive Franklin dealers in this city—can show you the Car, and right now are in shape to deliver a limited number of cars before January first—possibly before Christmas, if you order quickly. Come see the Franklin.

Six-Thirty Franklin Touring Car, 2750 lbs., \$2300
BRALY AUTO COMPANY
31 North Nineteenth St. Main 4880, A 3881

Announcing The Opening of

Battery Repairing **Battery Charging**

SERVICE STATION

Chanslor & Lyon Co.

627 Washington Street
(Near Twentieth)

leave it anywhere. In that way we have opened new markets to the dealers and from the farmer's end we are giving him new markets, too."

TRIP IS OFFERED WITH CAR
Studebaker Dealer Breaks Record With Unusual Offer.

Notwithstanding the enterprising methods of city automobile dealers in pushing the sale of their respective lines, it has remained for a small but mighty enterprising country dealer to put all past efforts in the shade by offering to a club of five customers a free trip from the Northwest to Detroit and return, all expenses paid.

The maker of this offer is Henry J. Fayman, Studebaker dealer at Waterville, Wash., who has advertised that within 60 days from date of ad all persons purchasing a Studebaker "six" at standard price will be given a free trip from Wenatchee, Wash., to Detroit and return—transportation, board and lodging paid by him. He makes this offer providing five such sales can be made in that period.

He states his object is to give the purchaser an opportunity to see Studebaker automobiles manufactured and become more familiar with the Studebaker policy, stating that everyone of these Studebaker purchasers will be a booster for Studebaker cars ever after.

A deposit of \$200 is required on each order, to be credited when car is delivered. February 1 is the date for the trip to start.

Second 300-Mile Trophy Won.
At an average speed of practically 60 miles an hour, Lee Taylor, of Middleton, O., flashed around the Grand Prize Automobile Course, at Savannah, Ga., and succeeded in capturing the second annual 300-mile motorcycle classic. His time was five hours two minutes and 32 seconds. This smashed last year's record, made by Bob Perry, by 30 minutes. At the last lap, Joe Wolters, of Chicago, was leading the field when he blew out a tire and was forced to ride the last five miles on the rim. He finished second, and Irving Janke, of Milwaukee, Wis., was third. The event proved an exciting one, nine of the 32 machines entered crossing the tape within 13 minutes.

British Women's Rifle Corps.
London Globe.
The women of London do not confine themselves to knitting socks, sewing shirts, making bandages and attending the wounded. Mrs. Haverfield, wife of a British officer, has formed a volunteer corps for home defense, and the women are drilling, rifle shooting and marching. If the Germans come, an enthusiastic and capable body of women fighters will be offered to the War Office.

JUST A MINUTE:

Save 15% to 35% on Gasoline or Distillate with a Master Carburetor—Ten days' trial
STORE OPEN EVENINGS UNTIL CHRISTMAS
ARCHER AND WIGGINS
OAK STREET, CORNER SIXTH.
AUTOMOBILE SUPPLIES SPORTING GOODS

NO COLD FEET

If you will use

Clark Foot Warmers

BALLOU & WRIGHT

BROADWAY AT OAK

BOWSER GASOLINE and OIL TANKS

STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, District Supt. Sales, 415 Corbett Bldg. Main 1476.

DIAMOND TIRES

Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7003

NEW MODELS OF THE NATIONAL AND HUPMOBILE WHICH ARRIVED IN PORTLAND DURING WEEK AND TWO OTHERS THAT WILL BE HERE SOON.

Overland Model 82 six cylinder

New Sixor Six

Hupar Sedan

National Six