

CITY HUB FOR TOURS

Portland Center From Which Scenic Roads Radiate.

BEAUTY SPOTS NUMEROUS

Mountains, Beaches, Picturesque Farms and Beautiful Highways in Easy Reach—All Trips Ideal for Summer Visitor.

Since the Rosarians and other Portland boosters have started to bring out the fact that Portland is the Summer Capital of the Pacific Coast, it might be well to mention Portland's position as a base from which to start auto tours of the Northwest.

Portland is ideally situated and more trips may be started from this city than from any other place in the Northwest. This applies to trips that give the auto tourist—the man who is searching for the beautiful in nature—a chance to see the best of Oregon and the Northwest. Portland is the hub of an immense system of roads which lead in every direction, to the snow-capped mountains of the Cascades and to the beautiful beaches of the Oregon coast. The tourist will do well to have the baggage he does not take en tour sent to Portland with the idea of making his tours of the Northwest with this city as the base of supplies.

Beauty Prevails Everywhere.
Nature has provided beautiful scenery close to Portland's gates and almost any town can mention a wonder spot within 50 miles or so of its borders. The tourist entering or leaving the city cannot miss the beauty spots that dot every roadside. The places which are bound to attract great attention in 1915, the tourist year, are numerous.

The road to Mount Hood now has been placed in fair shape and probably will be better when Summer arrives. This formerly was a good two-day trip, but since the work of E. Henry Wempe, the drive can be made a one-day round trip. The big scene, of course, is Mount Hood, but there are any number of other beautiful sights. The road leads through some of Oregon's big forests, up to the snowline on the 11,000-foot mountain.

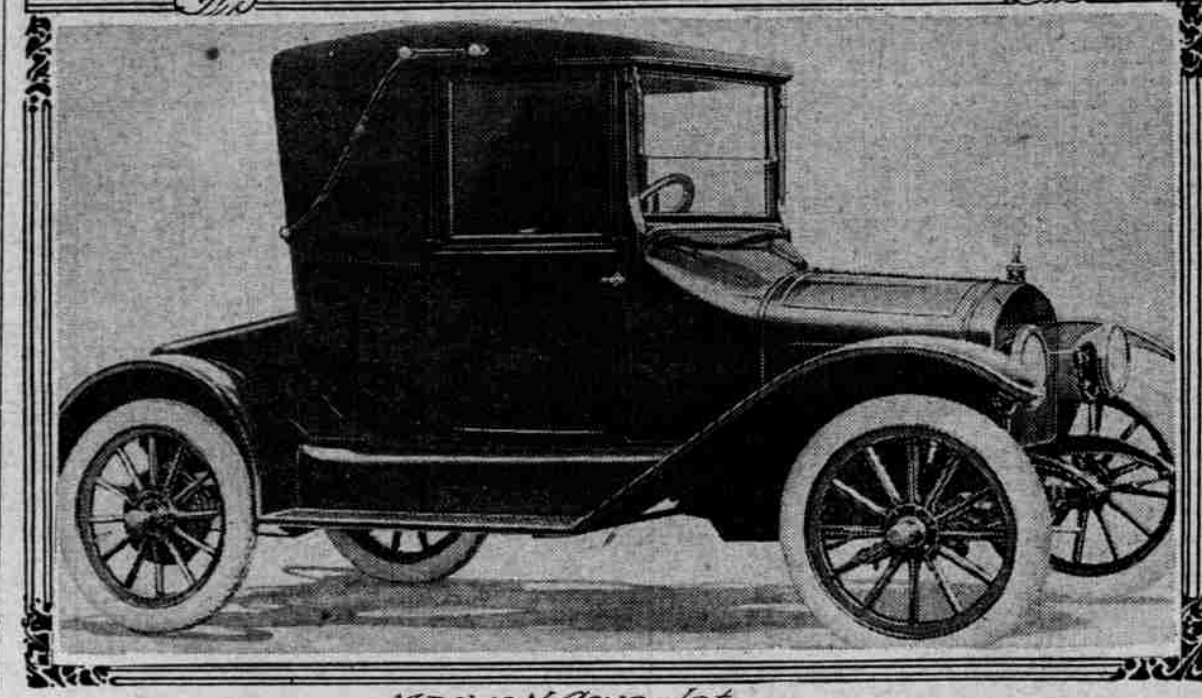
Summer Colony Housed.
A Summer colony has sprung up around the base of the mountain and a number of first-class Summer resorts make it an ideal place to pass a day or two.

To the south of the city are the cities of Salem, Albany, Eugene and Corvallis and a score of towns are to the west of the direct route through the Willamette Valley. Almost all may be reached by different roads from Portland.

Another interesting spot is Willott Springs, a good one-day drive from Portland to the southeast in the foothills of the Cascades. For an afternoon drive the tourist may go up the river to Oregon City, Wilsonville and other points on the banks of the river. Any of the drives in that direction lead through some of the richest farm land in the state.

To the west of the city, by way of Forest Grove, the tourist may pass a few days at the Oregon beaches, which differ from those of most advertised

RECENTLY ANNOUNCED TYPES OF CLOSED CARS WHICH ARE BECOMING MORE POPULAR EACH YEAR.



Maxwell Coupelet

resorts. Oregon's beaches all are backed up by primitive forest. The roads in the beach counties are better on the average than the valley counties and offer many interesting side trips from the coast cottage or hotel.

By going down along the Columbia the tourist reaches Astoria, the center of the salmon industry on the Columbia. There gillnetters and seine-fishermen may be watched through the Summer catching 30 and 40-pound fish which have made the Columbia a by-word for salmon the world over.

Clatsop County also has famous beaches. Gearhart, the principal one, is reached by a hard-surfaced drive through the big forests of that county. This beach is 15 miles long and as hard as pavement.

If the tourist entered Portland by way of the Willamette Valley and the Pacific Highway he cannot afford to

miss the Columbia Highway. This is worth several days of study and is the leading drive in the state. These and many others will keep the tourist busy all Summer and longer.

NOISE DUE TO CARELESSNESS

Study of Effect of Sparking Is Advice Given Autoists.

Careless handling of the spark lever is a frequent cause of disagreeable motor noises which the owner is quite inclined to blame on the car, rather than himself. Study your motor and learn where the spark lever should be to get the most efficient work at various speeds. In a long, heavy pull on a hill you cannot get the best work out of your motor if the spark is too far advanced. In high speed work on level

going you are sure to overheat your motor if you try to drive with the spark retarded. Many an owner will avoid heating troubles and disagreeable and damaging motor knocks if he will study the action of the spark lever and pay some attention to its use.

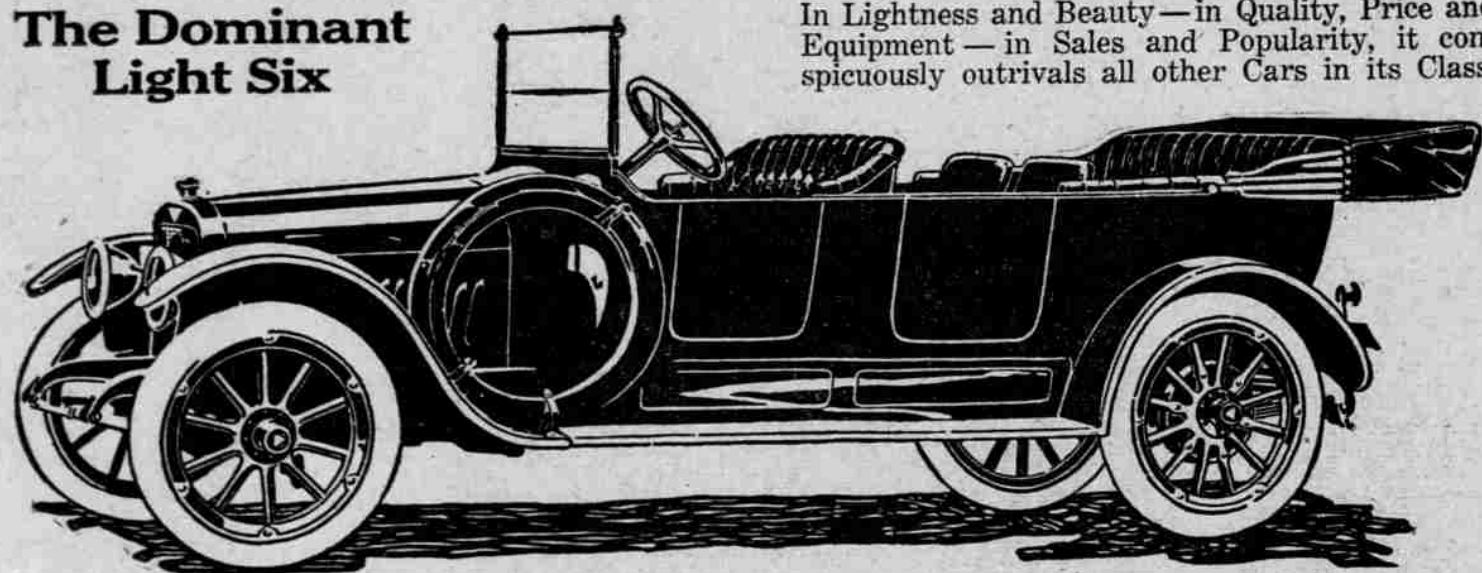
There is scarcely an excuse for not properly operating the spark and throttle levers. These are placed at the top of the steering post in such a position that one does not have to remove the hand from the steering wheel to change their position. They are positively before the eyes of the driver, and should be given first consideration.

Consideration for other drivers using the same thoroughfares is one of the best indications of skill in a driver. "Hogging the road" is indefensible, it is the companion of that other abomination—deliberately throwing dust in the faces of other drivers.

The Hudson Six-40

The Dominant Light Six

In Lightness and Beauty—in Quality, Price and Equipment—in Sales and Popularity, it conspicuously outrivals all other Cars in its Class.



Come, see the greatest thing the Hudson ever did
48 Experts—48 Months

Four years ago, Howard E. Coffin, the great HUDSON designer, started to build this ideal Six.

The whole HUDSON corps of 47 engineers worked with him. For 48 months these 48 experts have given their best to this car.

This is their finished product. Since last year's model these men have added 31 new features. Now every detail shows their conception of the model modern car.

No Waste

Their chief aim has been to eliminate excesses—to wipe out over-tax.

Here is modest size, yet there's ample room for seven. Here is modest power—47 horsepower; yet no man has use for more.

Here is one of the sturdiest cars ever built, yet it weighs 2890 pounds. Former cars of this capacity weighed 4000 pounds or more.

And here is a new-type motor which saves about 30 per cent in fuel.

Tire cost, upkeep and operative cost have been reduced to the farthest limit for a car of this capacity.

Means New Zest

All these new things mean new zest in motoring. And there are many others.

There are new beauties, new comforts, new conveniences. There are scores of modern attractions. Every part and detail will interest you because of its apparent perfection.

A New-Day Price

This new HUDSON also marks the end of over-price. No quality car has ever before sold anywhere near so low.

When a car like this sells for \$1550 it means that prices must be revised.

All these things invite you to come and see this car. Compare it with cars of two years ago. Compare it with cars of today.

We promise you an interesting hour when you come to inspect this car.

We will exhibit at the Automobile Show

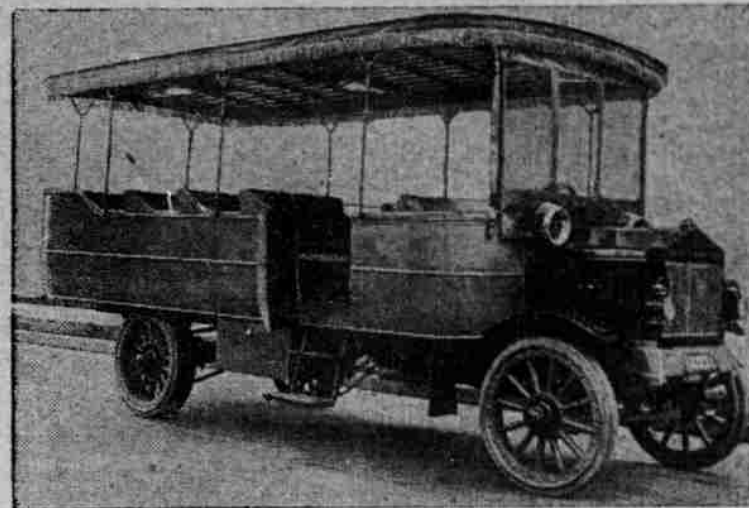
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Factory Distributors for Oregon and Southern Washington

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Portland, Oregon

REO MOTOR BUSES



Motor Bus for country roads and Portland city streets; heated by the engine, with or without electric lights and starter. Its upkeep cost is very little, which enables it to compete with streetcars, railroads and the boats.

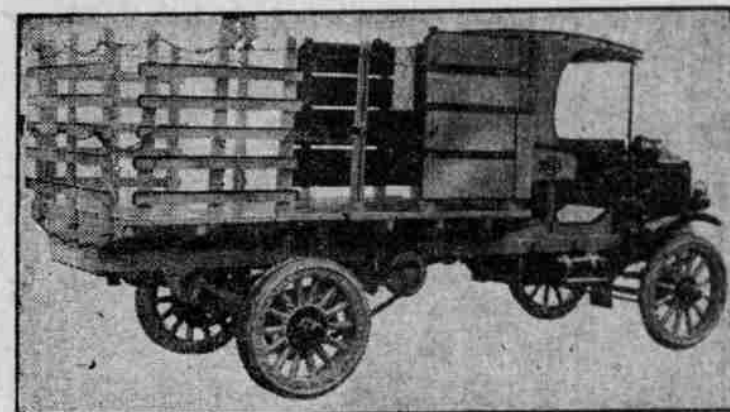
For fuel, the truck successfully burns distillate with factory equipment, which costs only 7 cents a gallon and gives more power than gasoline.

We have financed over seventy men here in Portland to become owners of trucks and motor buses. Spend half an hour with us investigating.

Price \$2700—F. O. B. Portland
\$900 Down—Balance on Installment



REO MOTOR TRUCKS



This REO Two-Ton Truck Will Convince You

Other trucks of equal capacity cost more and costs more to operate, without giving you more in service or durability.

Reo's sales record for 1914 is phenomenal—Nothing in the state to compare with it this year

We have financed over seventy men here in Portland to become owners of trucks and motor buses. Spend half an hour with us investigating.

Price \$1850—f. o. b. Portland
\$600 down, balance \$100 per month

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