

"QUAD" TRUCK HERE

Loaded Jeffery Car Tested on Heavy Roads.

ALL WHEELS ARE DRIVEN

Bottomless Highways Traversed by Auto That Was Designed for Use of Government—Logs, Bad Grades and All Conquered.

The first Jeffery "Quad" truck arrived in Portland during the week and all that has been said of it is claimed to be far short of what might be said, according to Frank C. Riggs, who has undertaken to bring the wonderful performer into the territory. As soon as it arrived the truck was

the Department of Labor reported that for 1914 the various establishments making automobiles and parts employed 33,413 men, and this number has increased.

GOODYEAR TO SELL NEW TIRE

Products of Motz Company to Be Handled in Future.

The Goodyear Tire & Rubber Company has taken over the sale of the products of the Motz Tire & Rubber Company, "Motz High Efficiency Cushion Tires," for electric; "Motz High Efficiency Commercial Cushion Tires," for gasoline and electric commercial cars, and "Motz Cushion Side Flange Truck Tires."

The transfer of sales will take place formally February 1. On and after that date Goodyear will make all sales and adjustments. In the meantime special representatives of the Motz Company will call at all Goodyear branches to make sure that all details are handled without confusion and that the trade is taken care of. By the new arrangement it is promised that users of Motz tires will receive much better service than before, because of the facilities provided by Goodyear branches in all the principal cities of the country. Motz tires have been handled by distributors in various cities. Hereafter the sales methods and policies applying to them will be the same as apply

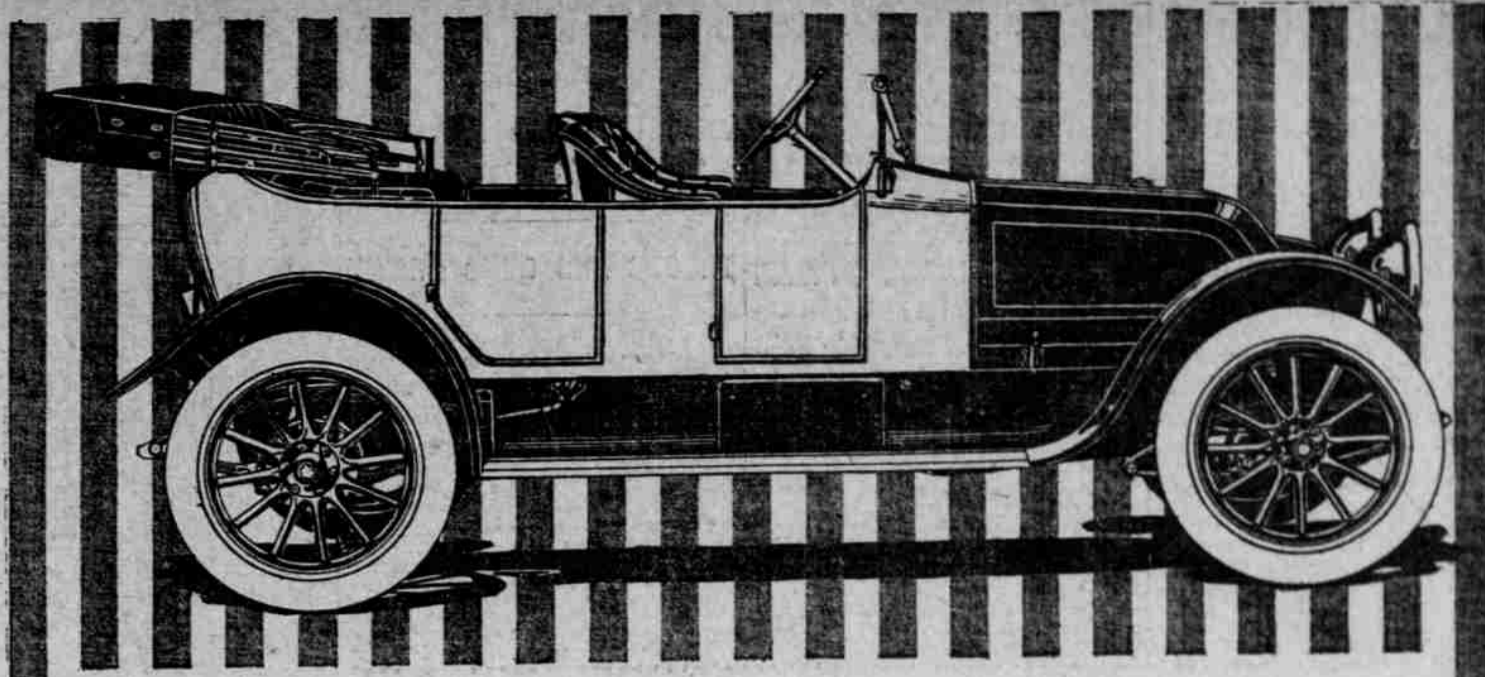
COLE PLANS BIG TRIP

Transcontinental Motor Tour for 1915 Mapped Out.

MANY BODIES CO-OPERATE

Indianapolis Automobile Builder Has Aid of San Francisco and San Diego Exposition Officials as Well as Road Boosters.

Plans for the greatest transcontinental tour in the history of motoring have been mapped out by a well-known Indianapolis motor car builder. Through his efforts, it is believed, the year of 1915 will see hundreds of automobile owners traversing the United States to San Francisco and San Diego. J. J. Cole, president of the Cole Mo-



The Motor Car of Today —the FRANKLIN

WHETHER you are a Franklin owner or not, as a motorist you will be interested to know that the Franklin Car is closing the greatest year in its thirteen years of history—

That the sales of the Franklin Car are now greater than any other car at its price or at any higher price— That the sales of Franklin Cars have increased eighty-eight per cent. in the past twelve months.

There is a more practical attitude towards the automobile in this country. We see it—every day, and in the tone of every question asked us about the Franklin.

More emphasis on running economy—gasoline, oil and tires. Less concern about first cost. Wider understanding of what the direct-air-cooled Franklin Engine means in getting 365 days a year service from a car. Take ten minutes to stop in and see the Car here.

Six-Thirty Franklin Touring Car, 2750 pounds, \$2150

Braly Auto Co.

Nineteenth, Near Washington Street

Phones: Main 4880, A 3881

NEW TRUCK WITH POWER IN FOUR WHEELS, WHICH WILL BE HANDLED BY FRANK C. RIGGS.



JEFFERY "QUAD" IN WASHINGTON MUD—BUT NOT IN TROUBLE.

taken to Vancouver and driven to La Center over that part of the Pacific Highway which motorists some time ago said was closed to traffic for the winter.

It might be well to mention what a "quad" truck it means "quadruple drive," which in turn means that the truck has power in every one of the four wheels on the chassis.

Loaded Truck Attempts Roads. One motor does the work but the power, through a unique but simple arrangement is put into the four wheels from one transmission set.

The truck was loaded down Friday, just after the night of rains. The piece of road selected has no bottom to the average auto. This truck, loaded to the hilt, was demonstrated for Captain H. A. Hagerman, of the quartermaster's department, W. E. Froude, of the Frank C. Riggs Company, went along. A Vancouver man bet dinners for the crowd that the truck would never reach La Center with its load.

W. E. Froude tells the story: "It is impossible to describe adequately the condition of the road. Half the time we could not see the wheels. It was just a furrow of mud, but the truck pulled through everything."

Second Gear Used Often. "A great deal of the work was done in second gear, but the differential on the front wheels, with its lifting and pulling power, got the truck through. Captain Hagerman declared the performance remarkable. He has done considerable testing of four-wheeled power trucks and recently went on a 1600-mile trip, averaging 59 miles a day.

The part of the road which we traversed is a formation of soft clay and red mud, making a slick and soft surface with little traction. The efficiency of the "quad" has been demonstrated on the firing line of Europe for the truck has brought supplies to all the camps, through plowed fields and other ground, where only the pack horse would go.

Truck Designed for Government. "This truck was designed to meet the requirements of the United States Government and especially to supplant the escort wagon. The idea of the Government was to have a truck which would go anywhere that the four-mule wagon could go.

The principle of applying the power to four wheels, gives the truck a powerful leverage. For example, it will climb any grade which offers traction. The limit is about 60 per cent and the truck has climbed grades of that kind when the surface had to be made into steps to give traction."

This truck is now on exhibition at the Jeffery and Packard home, at Twenty-third and Washington streets, and will be shown at the Auto Show.

More Than 450 Factories Make Motor Vehicles.

Michigan Alone Has 89,413 Men Employed in Building Automobiles, and Number Is Growing.

THERE are more than 450 listed manufacturers of motor vehicles, some making both pleasure and commercial cars. Of these, 179 make general passenger cars, 245 gasoline commercial cars, 77 cycle cars, 27 motor fire apparatus, 18 electric pleasure cars and 21 electric commercial vehicles.

There is an increase in the number of manufacturers over the last two years, but a decrease as compared with the number at the end of 1911, except as regards cycle cars, which are a new development.

The total production for the year ending June 30, 1914, was approximately 125,000 cars and trucks, valued at \$125,000,000. The average valuation of cars has consistently decreased until it is now about \$380, more than half the cars selling at less than \$500.

Of dealers and garages, there are listed 13,500 automobile dealers, 13,650 garages, 1250 repair shops and 689 supply houses.

In exports there was an increase from \$5,502,000 in 1907, to \$34,500,000 in the 12 months ending June 30, while the imports during that period have decreased from \$1,842,000 to \$1,422,000.

Figures as to the number of employees in the automobile industry are not available because of the various allied trades involved, but in Michigan

to other products in the regular Goodyear line.

For the present the sale of Motz tires will be handled as a part of the work of the Goodyear motor truck tire department, under the direction of C. W. Martin, Jr., manager of that department.

Motz tires have made a big place for themselves in the automobile field. Their first strength was in electric pleasure car equipment and in a few years after their introduction they became standard equipment with many makers of electric cars. Of late years they also have invaded the commercial vehicle field and now are known favorably in all branches of motoring.

PRIZES FOR RACES HIGH

TOTAL OFFERED BY BIG TRACKS MAY REACH \$400,000.

Indianapolis Has Fattest Purse, With \$100,000 and Omaha Following at Heels.

INDIANAPOLIS, Jan. 16.—Prize money for automobile racing, conservatively estimated, will total \$200,000 this year, with its \$50,000 in cash and \$25,000 in accessories. The largest individual purse, of course, belongs to Indianapolis, with its \$100,000 and \$25,000 in accessories, prizes and trophies. The various cash awards, in the order of their financial importance, are as follows:

Indianapolis \$50,000
St. Louis 25,000
Omaha 15,000
Vanderbilt 15,000
Venezia 15,000
Grand Prize 10,000
Paco-San Diego 10,000
Elgin 10,000
Los Angeles-Phoenix 10,000
Oklahoma City 5,000
Dallasburg 5,000
Galveston 5,000
Salisbury Hill 5,000

Total \$205,000
Prizes which may be added, provided the promotional schemes behind them do not fail, are: Chicago, \$50,000; New York, \$50,000; Minneapolis, \$50,000; Detroit, \$25,000; Los Angeles, \$10,000, together with minor offerings by dirt tracks, such as Feoria, Grand Rapids and Kalamazoo. The prospect seems most inviting, even to the most hardened pessimist. Certainly there are few other sports presenting a like inducement.

Kelso Improvements Under Way. KESLO, Wash., Jan. 16.—(Special.)—The Jannan-Poulsen Logging Company, which operates west of Kelso, is beginning the construction of a new store building and dock at its landing on Coal Creek. J. D. Young, manager of the company, says the camp will resume logging operations about March 1. A small crew will be employed in the meantime, however, putting the camp in shape and on the construction of the dock and store. Mr. Young predicts a fair year in the lumber and logging business.

tor Company, is the originator of this transcontinental tour for Cole owners to the Pacific Coast. In this work he is receiving the co-operation of the officials of both the San Francisco and San Diego expositions and also the aid of the various highway and road roads associations throughout the country. Twenty Cole owners already have signified their intention of making the trip.

"I believe," says Mr. Cole, "that the people themselves should have first hand information about the roads they are to build and own. I do not believe that Congress or State Legislatures should go ahead building whatever sort of roads they see fit, levying unexplained taxes andavoring generally with the road proposition till the people themselves have a chance to pass on their purchases, or at least to form some kind of concrete notion as to what they need and ought to have."

Real Touring Year Due, Is View. "I often have thought," continued Mr. Cole, "that if ever there arose an occasion to tour across the proposed routes of the big National highways that everyone in a position to help the movement should lend his encouragement. The coming California expositions give the incentive the people have needed. Couple with this the fact that a great traveling factor will now be compelled to tour America who heretofore have passed much time abroad, and you have the making of a real touring year."

"1915 will be the greatest touring year that the United States ever saw. It will result beneficially to the entire country, too. California will not reap all the benefit. Every state will come in for its share. The wholesale personal education relative to every state traversed will result in a distribution of wealth up to this time unknown. It will result in interstate investment, which could never come from merely looking out of car windows. Americans, as a rule, don't buy sight unseen. Once they have crossed the country in an open car they will see for themselves many waiting opportunities to invest profitably—aside from the fact that they will spend a great deal of transit purchase money, from which every state will benefit."

Pacific Coast Routes Praised. "Manufacturers of motor cars now have a real chance to show their appreciation of the public's patronage. They also have a chance to prove openly the permanence and unlimited and practical benefits accruing from the industry which will grasp the chance, too. I believe every public-spirited builder of cars in the Nation will throw his power into the situation and help the country to realize the need of the great transcontinental highways and to educate the people themselves to such an extent that they can prodetermine with their votes and their influence just how their good roads taxation shall be spent."

"There are some wonderful roads on the Pacific Coast, particularly in the Northwest, and I intend to see that Cole owners travel these roads. These great American highways are going to be built rapidly. The people should study the problem at once. We already are in touch with prominent leaders of the two expositions and Western state officials as well, with a view to making the Cole tour a success. We will be

glad to give other manufacturers the benefit of preliminary work, if any care to write us for it, because we want the Pacific touring fever to be an epidemic in 1915."

FARMERS PLAN ROAD WORK

Northwestern Umatilla Residents After Route to Columbia.

PENDLETON, Or., Jan. 16.—(Special.)—Farmers in the northwestern part of Umatilla County have almost decided to construct a hard-surface road from the German Hall to the Cold Springs landing on the Columbia River, a distance of 18 miles. They have requested the State Highway Engineer to make a survey and his assistant, Lyman Griswold, is expected to commence work this week.

The expense of the survey will be borne by the farmers interested, and they are prepared to spend as high as \$15,000 a mile to build a permanent road. The purpose is to make it possible to transport wheat to the river by auto trucks and trailers.

Value of Printers' Ink Is Explained to Dealers.

Apperson Agents Urged to Hammer Worth of Car at Public Constantly to Prepare for Eventual Increase in Sales.

THE following message on advertising was sent to all Apperson dealers by Elmer Apperson, president of the makers of the Apperson "Jack Rabbit" car. It's timely and has been endorsed by other big men who realize, like Mr. Apperson, the need of the additional stimulant.

"During the season, at intervals, we will write you about advertising. "It is a great question and one which you can no longer ignore, providing you have been ignoring it up to this time. Advertising is so important and so closely linked with the success of your business that you should consider it a part of your business and pay some attention to it."

"George Fitch, in one of his clever essays, says this about advertising: "Some businesses can get along without advertising, just as some men can make a living, although both are tough jobs. Advertising has kept Sarah Bernhardt young and attractive for 67 years and the lack of it made Edgar Allen Poe starve at 40."

"Advertising, to be successful in its purpose, must be persistent in character and methodical in appearance. You must remember that persistent advertising creates confidence and reputation establishes reputation. Advertising performs this wonderful miracle unconsciously. Let us cite an example. "Take, for instance, Stearnway pianos. When we think of pianos do we not unconsciously think of Stearnway, and without any apparent reason? It isn't because we are familiar with pianos, not because we know about the construction, not because we are judges of tone

value, but because we have seen the Stearnway pianos advertised for years, and the name has remained with us and is associated in our minds as the best in piano construction. Imagine, if you can, the value of the name "Stearway" as an asset alone. And what is true of pianos is true of any other persistently advertised product.

"Apperson dealers should plan a local campaign of advertising, the same way we do a National campaign. "If you want to grow—if you want to expand—why not spend a limited amount of money in developing your name and your business?"

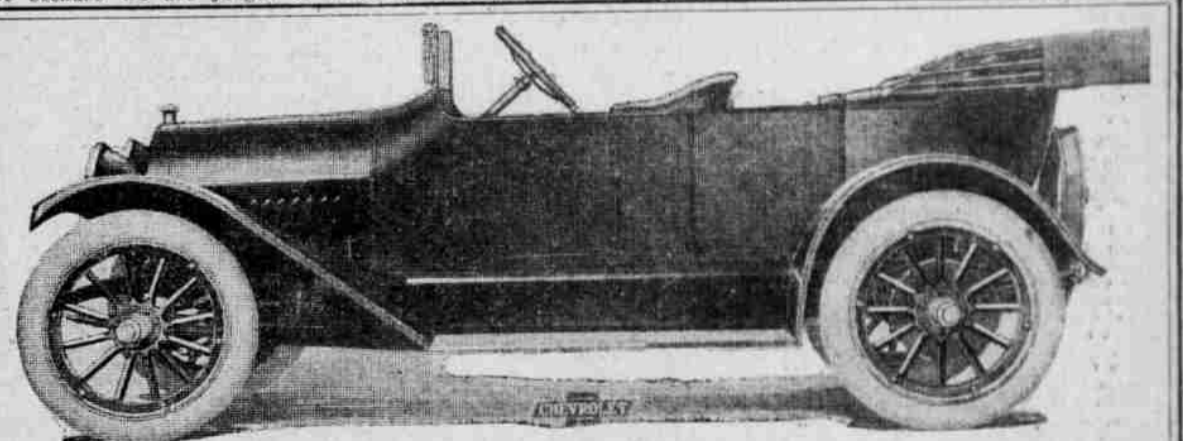
"Do it systematically—regularly. Printer's Ink is such a vital force today that to ignore it is simply to admit that you are backward—that you are not a 20th-century merchant.

"Look about you. Notice those who are successful—who are coming to the

front—invariably they are advertisers, believing in the use of publications that get into touch with the people."

For Tire Repair Men. In placing or replacing a valve stem in an inner tube, drop the stem inside the tube before vulcanizing the opening, then crowd the stem up through the stem hole, first making the edges of the hole slippery with rubber cement.

Dangerous to Race Motor. The products of combustion and partial combustion which are thrown out through the muffler are often very poisonous when not freely diluted with air. This indicates that in small, close rooms the engine should not be run for any length of time.



THE CHEVROLET "BABY GRAND" TOURING CAR, COMPLETE WITH STARTER, \$1085, F. O. B. PORTLAND.

The Chevrolet Won Fourth Place in the recent Los Angeles-Phoenix, Ariz., road race in a field of 20 starters—all higher-priced cars—and against such drivers as Barney Oldfield.

The Answer Is, Chevrolet Cars are built by people who know.

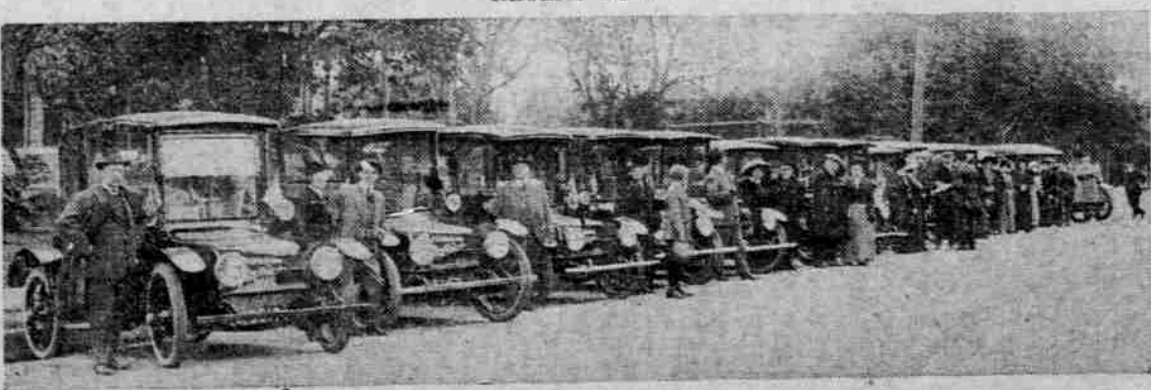
A GOOD CAR AT A REASONABLE PRICE

See Us at the Show

Northwest Chevrolet Motor Car Co.

Broadway at Couch Street

CALIFORNIA-BUILT ELECTRICS WHICH DEMONSTRATED MILEAGE-MAKING ABILITY IN RECENT RUN.



BEARDSLEY ELECTRICS AT START OF RUN WHICH CARRIED THEM MORE THAN 100 MILES ON ONE CHARGE.