

A. E. OLSON, OF H. L. KEATS, IS HANDLING THE SAXON ROADSTER, TO BE FOLLOWED BY A LOW-PRICED SIX



OLSON HAS ONE OF THE LATEST FOURS, THE SIX WILL SOON BE HERE AND PLACED ON SALE AT SEVERAL HUNDRED BELOW \$1000

**AUTO'S POSITION BIG**

Transportation Has Its Effect on Economics.

**EDUCATION IS BENEFITED**

Motor Vehicle Has Accomplished Wonders in Many Fields During Recent Years—Autos Bring City to Country.

"When you consider the question impartially, perhaps nothing has had so much to do with the advance of civilization as transportation," says Frederick S. Fish, president of the Studebaker Corporation, in a recent statement. "It has effected economies in almost every branch. The feeding of nations, the growth of business, civilization itself really rests upon the fundamentals of quick and easy transportation; the kind of transportation that has been evolved within the last 50 years. One hundred years ago savage tribes felt the pinch of hunger every other year. Children and weaklings died because there was no food. Statistics show that barbarous tribes were affected by famine about once in every six years. Civilized nations felt the pangs of hunger at least once in every 15 years. Carlyle himself wrote that in his day two-thirds of the people of England did not know what it was to have enough to eat or to be sufficiently warm for comfort at least three months in every year.

**Transportation Big Factor.**  
"The last lingering vestige of famine felt by a civilized country was the failure of the potato crop in Ireland in the early '40s. Since that time famine has been unknown in civilized countries. Of course, we have had famines among the teeming millions of India and China, but even hunger conditions in Asia are much less dreadful than they were 50 years ago.

"Today it is almost impossible for any one, in normal conditions, to suffer hunger in any part of the civilized world. Swift steamships, railroads and that form a network over the country, make it possible for supplies of goods to be hurried from one point to another, and if there is a threatened district to buy food the world is so large that food is offered to the people who require it as a free gift.

"Perhaps the finest example that we have of this is the magnificent efforts made by the United States to feed the people of Belgium during the present great war.  
"In no less remarkable way, perhaps, the automobile has had to do with the advance of modern civilization as has any form of transportation. The automobile has brought city and country closer together. It has brought comfort and contentment to the farmer, who, before the day of automobiles, was isolated on his distant farm. It has even advanced the cause of education. Today, in the Middle West, fine schools are built at central points and automobiles are used to carry children from surrounding districts to the school. Better teachers are engaged, bigger and finer schoolhouses are erected, children are better cared for and education is made much easier than it was in the old days when the farmer boy trudged three or four miles through drifting snows to the little red schoolhouse. The automobile has always had a tremendous effect upon urban life of our country. It has enabled the city dweller to live in the country and to make his daily trip between home and office a pleasure instead of a trial.  
"The automobile has even mitigated the horrors of war. Think how impossible it would be to feed the millions of fighting men in Europe if it were not for automobile trucks and lorries that operate on the edge of the far-flung battle lines. And all this tre-

mondous impetus toward transportation and consequent civilization has been the outcome of less than two decades. Twenty years ago the automobile industry in this country amounted to nothing. Today the automobile industry represents a business investment of over \$500,000,000 a year. And the \$500,000,000 a year does not commence to cover all branches of the business; a tremendous additional amount is invested by the makers of automobile parts and the investment of accessory makers runs into figures that are astonishingly large.

**Auto Industry Young.**  
"An army of men find employment in automobile building and in selling cars after they are built. Take the case of Studebaker alone. We employ 12,000 men in our Detroit plant and 10,000 in our South Bend factories. We have nearly 4000 dealers scattered throughout the United States, business connections in nearly all the civilized countries of the world, and yet Studebaker is only one of the many corporations that manufacture cars in this country. "It has been estimated that the number of all automobile dealers, sub-dealers and limited dealers in the United States will exceed 25,000 separate and distinct concerns. This tremendous business has been evolved and built up by a well-distributed knowledge of what a good automobile should be able to do. When the possibilities of the automobile as a factor in modern transportation began to be known there were thousands of 'Muberry

Sellers' all over the country who saw 'millions in it' and without capital or business resources they commenced to manufacture automobiles with as little fundamental knowledge as they possessed capital.  
"Those were the days when automobile knowledge was not very general. There was an insistent demand for cars, and selling almost any sort of automobile was easy. Today the average man has a pretty fair working knowledge about automobiles and year by year he becomes more critical as his knowledge grows greater.

**CORD TIRES GET TEST**

GOODYEAR EQUIPMENT FOR ELECTRICS MEETS NEEDS.

Long Battery Mileage, Durability, Comfort, Security and Simplicity, Qualities, Says Company Official.

In its announcement for 1915, the Goodyear Tire & Rubber Co. gives an important place to its cord tires. These tires recently were put to severe test by E. C. Garbe, of the Studebaker Agency in Portland. Mr. Garbe sent a car equipped with cord tires over the Columbia Highway, but the journey over the worst of the rocks failed to have any effect, whereas few cars escape without tire trouble.

"Goodyear was the first company in America to build cord tires for electric passenger cars," says a Goodyear official. "The company has been manufacturing and selling and steadily improving these tires de luxe ever since. Eleven years ago, in 1904, Goodyear began to make cord tires. Builders of electric cars soon saw their advantages and they became standard equipment on most makes.

"For years Goodyear experts have given all their time and skill to developing an ideal electric car tire. The result is seen in the most comfortable riding, the safest and handiest tire to be had for the work.  
"Successful electric tires must have these definite qualities: long battery mileage, durability, comfort, security and simplicity. To secure comfort, Goodyear cord tires are made larger than others, obtaining greater cushioning, fewer jars and jolts and less vibration. In the Goodyear 14x4 cord tire there is 40 per cent more air than in other cord tires of the same rated size.  
"Simplicity of handling is obtained through the use of the Goodyear rim, which has only two parts, the base and the side flange. The flange snaps out in a second when a tire is to be removed, and it snaps on again just as easily and quickly when a tire is applied. And when the flange is on, it is there to stay. The tire itself is held on the rim by six tapes of braided piano

**RETRENCHMENT!**

With the outbreak of the war in Europe the injunction went over the land to retrench. The banks said retrench. The manufacturers said retrench. The lawyers advised clients to retrench.

From being a little-used word, "Retrenchment" suddenly sprang into prominence. Husbands told their wives to cut down on personal expenses. Mothers told their children to be careful of their shoes because they couldn't have new ones. Everybody started to retrench.

There was nothing much wrong with American business except retrenchment. Just stop a moment and think what retrenchment means. Suppose everybody stopped buying; there wouldn't be any business. Suppose everybody cut expenses in half, there would be only half as much barter and sale, half as much work, half as much money in circulation and half as much profit. Retrenchment is the death knell of business.

Look at the other side of the picture. If everybody goes on spending just as usual, business is bound to be good. Every dollar you spend gives work to somebody else. Every dollar that man spends gives work to yet another.

Spend your money. Spend so that others can spend, to enable others to spend, so that still others may spend—and so on indefinitely.

Don't be extravagant. But don't stop spending. Don't cut down on your necessities just because, over in Europe, several million men are slaughtering each other in senseless war.

You are not in Europe. You are right here in these United States. American business can only continue to thrive if you do your share toward increasing commerce.

If you need an automobile, the Chalmers is an absolutely safe investment. It is not complicated; it does not require a skilled mechanic to make any possible adjustments; it has been tried and found true, and best of all, it "stays put." Also the price is within reach of the great majority of the buying public.

Our business is the selling of automobiles—good automobiles—and we want you to know, as many others have found out, that the Chalmers is a good, safe machine to buy.



This monogram stands for all you can ask in a motor car

**H. L. KEATS AUTO CO.**

Portland, Ore.

Seattle, Wash.

wire. Nothing can break or force them loose. So much for security."

**ELECTRIC IS FOUND EFFICIENT**

Kansas City Doctor Finds Average to Be Less Than \$7.50 Monthly.

The Electric Vehicle Association is in receipt of a letter from a physician in Kansas City, one of the hilliest cities in the country, extolling the virtues of the electric vehicle as used in his practice in the place of five horses for the last six years. He further states that he obtained 12,000 miles from his first set of batteries and the same mileage from his first set of tires. He also advises that the average cost of charging, which he does at home, is \$7.50 a month, and that the repairs and upkeep averaged less than \$5 a month for the six years he has had the vehicle, which is still running with entire satisfaction.  
This doctor's experience is that of a large number of physicians all over the country, for the electric appeals especially to them for its low operating cost, its dependability and noiseless-

ness, and particularly its complete cleanliness, which is a most important factor to men of this profession.

**Tire Tape Useful.**

The large knurled hand nuts that hold the wind shield in position sometimes are very hard to turn by hand. In such cases a piece of tire tape wound around the circumference of the nut

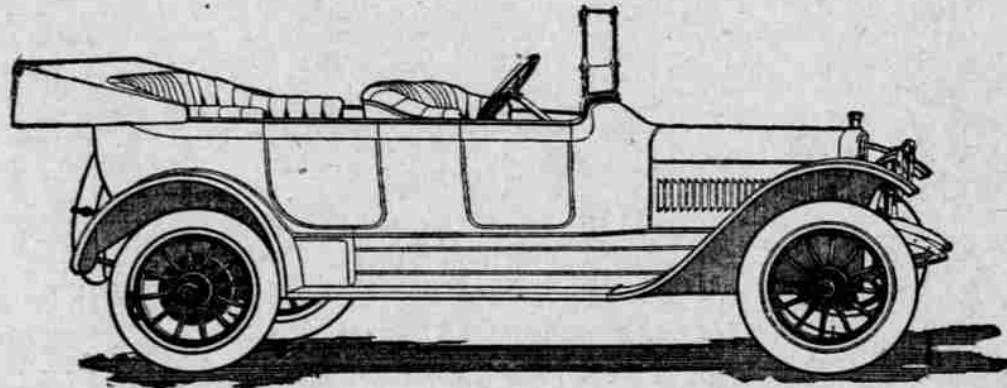
will give a handhold that will accomplish the object sought.

**Interliners Found Efficient.**

Extensive experience of actual users goes to show that interliners in any tire, new or old, are a positive advantage worth while. They render

largely obviate "stone bruises" and give better proportion between casing and inner tube than is offered by common sizes as now sold. As a result of a series of experiments I have found that an "oversize" casing with a good interliner well cemented in will give over twice the service that the common pneumatic tire of intended size will offer in use on common roads.

**REAL ZEST**



Human enjoyment demands individuality. The commonplace is tiresome. When men drove fine horses, the joy of it all was in the animals' splendid individuality—a horse without "points" had no charm. So with motor cars. Utility is ordinary; the real zest comes from owning a car of signal superiority over commonplace cars—a car belonging to an entirely different class, a car of distinguishable individuality. This zest will be yours when you own a 1915 Winton Six. We give your personal car personal treatment to please your taste; and as for merit—simply write your own guarantee.

AT THE SHOW

**The Winton Motor Car Co.**

23d and Washington Streets, Portland

**Studebaker**

**THE SALES OF 1915 STUDEBAKER FOURS and SIXES**

exceed the sales of any car sold in Portland in the same price field by a large margin. This is due to several important facts, such as superior mechanical specifications, the enormous facilities and recourses of the Studebaker Corporation, etc.

The automobile-buying public of today is surprisingly well informed on the mechanical construction of cars and the status of the various automobile manufacturers, as well as the dealers distributing the product; therefore, it is perfectly natural to assume that the car with the largest sales meets the expectations of most of the automobile buyers. We give below the specifications of the 1915 Studebaker Four and Six, and by checking them over you can readily see that there is a real reason for Studebaker popularity.

- STUDEBAKER SIX.**  
Electric Starter, Electric Lights.  
Tires, Safety Tread on the rear wheels, 34x4, Goodrich.  
One-Man Type Top, good quality, with Mohair-Top Boot.  
High-Grade, Larger-Size Stewart Warner Magnetic Speedometer.  
New Design Locking Ignition and Lighting Switches.  
Full Floating Rear Axle.  
Complete Equipment of Timken Bearings.  
Wind Shield made expressly for Studebaker Body, Rain and Storm Proof—adjustable to rain and clear vision and ventilation.  
Extra Deep Upholstery.  
Complete Set of High-Grade Tools, Pump and Jack.  
Electric Horn with Button set in center of Steering Wheel.  
Magnetic Gasoline Tank Gauge.  
Studebaker-Schebler Carburetor with Dash Attachment.  
Quick Detachable Demountable Rims with Extra Rim carried on Locking Tire Carrier at rear of Body.  
Studebaker Stowaway Side Curtains.

- STUDEBAKER FOUR.**  
Electric Starter, Electric Lights.  
Extra-Grade Tires, Safety Tread on the rear wheels, 33x4 Goodrich.  
One-Man Type Top, good quality, with Mohair-Top Boot.  
High-Grade, Larger-Size Stewart-Warner Magnetic Speedometer.  
New Design Locking Ignition and Lighting Switches.  
Full Floating Rear Axle.  
Complete Equipment of Timken Bearings. Wind-shield made expressly for Studebaker Body, Rain and Stormproof, Adjustable to Rain and Clear Vision and Ventilation.  
Extra Deep Upholstery.  
Complete Set of High-Grade Tools, of Pump and Jack.  
Electric Horn, with Button set in center of Steering Wheel.  
Magnetic Gasoline Tank Gauge.  
Studebaker-Schebler Carburetor, with Dash Attachment.  
Quick Detachable, Demountable Rims, with extra Rim carried on Locking Tire Carrier at Rear of Body.  
Studebaker Stowaway Side Curtains.

**Oregon Motor Car Company**

Local Distributors of Studebaker Automobiles.

Frank C. Riggs, Pres.

Cor. Chapman and Alder Sts.

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