

DRIVES SUGGESTED TO CHARM GUESTS

Portlanders Want Memory of City Not to Be Dimmed by Exposition Glories.

"GO WHERE ROADS GOOD"

Columbia Highway One of Many Possible Routes for Admiring Visitors, While City Offers Roads of Scenic Delight.

DRIVES THAT WILL IMPRESS VISITORS ON ROUTE TO FAIR, SUGGESTED BY PORTLANDERS.

"Anywhere the roads are good," Columbia River Highway. Willamette boulevard and back by Linnton road. Terwilliger boulevard. Skyline boulevard. Canyon road and thence to Portland Heights. Milwaukie avenue to the Waverly Golf Club. Sandy road to Troutdale. Along Base Line, Section or Powell Valley roads.

How are we to impress on the visitor to Oregon next Summer who "stops off" in Portland on his way to the Panama-Pacific Fair the beauties of Multnomah County?

Prominent men interested in the welfare of Portland are beginning to devise ways and means. They realize that possibly 50 per cent of families in Portland will be entertaining guests at some time during the season, many of them from Eastern points.

In all the jumble of scenery, points of interest and memories of the West, it is Portland to be singled out in such a distinctive way that this city will be one of the illuminating thoughts of the trip when reminiscences are in order.

Job Ready for Autolast.

For the man who has an automobile it would seem to be easy.

But the average man with an automobile doesn't seem to find it so.

A representative of The Oregonian called up a large number of representative Portlanders yesterday and asked them where they planned to take their visitors.

It is true they were not road enthusiasts, but they all owned machines; they all liked to drive, but they could not formulate ideas just as to the location of accessible points of interest.

The non-autolast will find it possible this Summer to take his friends by auto stage runs to many points of interest, not the least of which is the famous Columbia River Highway run, which by the end of June will permit traveling to Cascade Locks.

Mr. Meier Knows 60 Roads.

Yet in the city proper there are very many accessible points of excellent condition for autolast, while in the country about Portland their name is almost legion.

"I discovered," said Julius Meier, discussing this fact, "that I could start out every day for 60 days and each day drive my friends over different roads, each of surpassing interest and beauty."

Here are some of the suggestive drives offered by leading Portlanders: First of all, the Columbia River Highway! And to the citizen who has never traveled that wonderful way let it be told here, so that he can retell and impress all the more his admiring friends just what the wonders of that much-to-be-famed highway are.

Columbia Highway Sights Many.

All who have traveled over it in its infancy—and many of these have traveled in other countries where scenery is capitalized as being a definite cash-value asset—declare there is no road in the world which offers so wonderful a vista to the traveler.

Perhaps that sounds too strong. Well, here are some of the most remarkable features—any one of which, for example, would be a mecca for tourists in England or France:

Crowns Point, Latourell Bridge and Falls, Shepherd's Dell, Bridal Veil Falls, Angel's Rest, Multnomah Falls, Gordon Falls, the Multnomah Falls, the East viaduct which is 680 feet long and the West viaduct, 1,100 feet; Oregon and Fall Falls, St. Peter's Dome and Catherine's Dome, Pierce Creek Falls, the Bonneville fish hatchery and park, and Eagle Creek Bridge, all of which are in Multnomah County.

Cascade Locks En Route.

Come now, Mr. Average Portlander, did you know that much Multnomah County geography?

Just a short run beyond the Multnomah County line are Cascade Locks, another unusual, if not a scenic place of interest.

But it can safely be said that the world has nowhere else to offer such a collection of mammoth waterfalls and mountain and gorge scenery as the 42-mile run along the Columbia Highway.

Rock Work Is Notable.

Longer trips, such as those to Mount Hood, have been discussed before in The Oregonian and will be again.

While taking the Columbia River Highway run, the visitor should have pointed out the unique Italian dry masonry on the many culverts and bridges and the fact that one of Portland's wealthy men, John B. Yeon, donated his time to the county to make the road a non-ability.

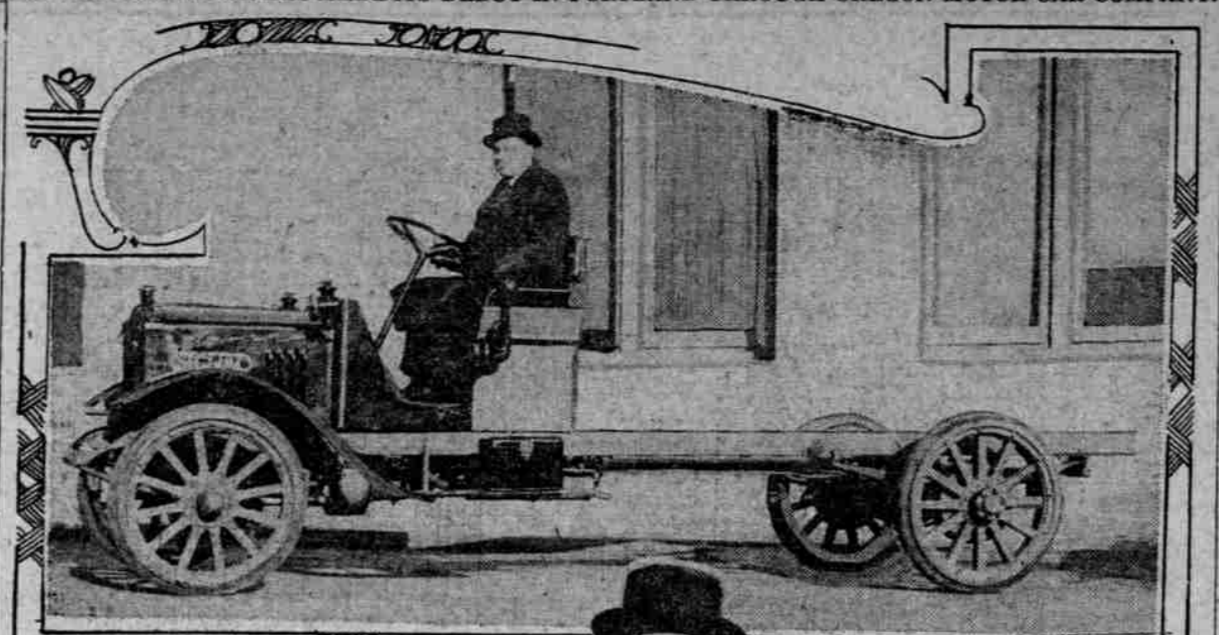
In Portland one may take the trip up the Canyon Road to the Summit, then bearing to the left steadily swing about Portland Heights and back to the city either by Montgomery Drive or by other routes.

The Linnton Road offers a fast trip, showing the lower harbor. The return may be made by the ferry to St. Johns and back by Willamette boulevard.

Milwaukie avenue out to the golf links offers a fine hard-paved run for an hour or two.

City Routes Suggested.

NEW TRUCK WHICH HAS MADE ITS DEBUT IN PORTLAND THROUGH OREGON MOTOR CAR COMPANY.



SIGNAL TRUCK HERE

Oregon Motor Car Company Has Demonstration Car.

TON AND HALF IS CAPACITY

Worm Drive and Brown Rear Axle Are Features in Which Newly Appointed Distributors Put Faith for Sales.

The Oregon Motor Car Company has recently been appointed the distributor for the Signal Truck, a ton-and-a-half size of which arrived in Portland during the week. S. E. Gilbert, a truck man who formerly was in the business in Chicago, is handling the trucks for W. C. Garbe, manager of the Oregon company.

The particular feature of which the local men are most proud is the worm drive and the Brown rear axle.

In many ways the truck resembles the Signal one-ton machine except that it is much heavier and has heavier axles and transmission, proportionately.

The ignition is accomplished with the Eisemann, high tension truck type and all cables are doubly protected by means of fiber insulators.

The cooling is of the built-up truck type, having vertical tubes with fins in the cooling section. Top and bottom tanks and sides are supported by heavy iron frames and castings.

The radiator is mounted on dropped front members of the frame and is unaffected by the weave of the side rails.

The transmission is of the standard selective type. High gear is direct by means of jaw clutch. Gears and shafts are 3.5 per cent nickel steel.

A multiple disc clutch completes the transmission equipment. All plates are of tempered raw steel, being faced with Raybestos and driven by eight large diameter pins mounted in spider which is bolted to the fly-wheel.

The truck has a general air of simplicity, but looks very rigid. The frame, brakes, control and other details measure up to the standard set by the parts enumerated. The drive is through the springs.

HIGHWAY WORK NEARLY DONE

Woodland Reports Progress in Surmounting to Hayes.

WOODLAND, Wash., Jan. 23.—Hayden Brothers and Bidwell, who have the contract for surfacing more than two miles of the Pacific Highway from the east approach of the steel bridge across the Lewis River towards Latourell Center, have completed their contract, which is a few days later than they expected on account of the excessive rains and cold weather.

A miscalculated blast wrecked the sheds over the crusher and boiler house. Crushed rock is being furnished Clark County. A rock road is being built to Hayes, about four miles above Woodland.



S. E. Gilbert and Signal Truck.

ROAD EXHIBIT GOOD

Section at Auto Show Shows Oregon's Improvements.

DISPLAYS ARE REALISTIC

Paintings Show Columbia Highway With Vivid Realism, Bringing Out Many Famous and Beautiful Spots Gracing Route.

The Portland Automobile Dealers' Trade Association is entitled to a great deal of credit for the public spirit they have displayed in devoting about one-half of the ballroom in the Army during the automobile show to an educational good roads exhibit, featuring the Columbia highway. In this room, which houses the automobile accessories exhibit, a space has been provided for a good roads exhibit.

The walls of the room are hung with some of the mammoth paintings which have been prepared for the Columbia highway exhibit in the Transportation building at the Panama Exhibition. Several of these have been completed and are installed that Portland people may have the pleasure of seeing them before they are sent to San Francisco.

These paintings are the work of Fred A. Routledge, who, in addition to being an artist of unusual ability, has the advantage of knowing the entire country from the seashore to Hood River and Mount Hood, having tramped over every foot of the ground. This close acquaintance with his subject has enabled him to paint from the heart and the productions are pronounced by critics to be remarkably true.

Famous Points Are Shown. The paintings which have been completed and installed in this room consist of a large one measuring 30 by 15

feet showing Hood River Valley in blossom time with Mount Hood in the background. Famous points in the Hood River Valley are brought out prominently. Another represents the mouth of the Columbia River, showing the docks at Flavel, Astoria, Young's Bay with Saddle Mountain in the distance. The beach is shown as far as Wash-Kahle Mountain. The new steamer Great Northern is shown together with other river and ocean-going craft.

Another painting shows Multnomah Falls with the highway bridge in the foreground and the foot bridge recently presented by S. Benson. Still another represents Latourell Falls in all its beauty.

These paintings are the preliminary portion of the mammoth scene which will depict the Columbia highway in the Transportation building and are being provided by a committee of which J. C. Ainsworth is chairman. The State Fair Commission has already contributed \$1500 toward the cost of this work, the balance to be provided by public subscription, the greater portion of which is already assured. In the raising of the funds required for this work prominent business clubs of the city, the Portland Automobile Club, and the Automobile Dealers' Association have been large factors.

Beauty Spots Reproduced. There are also large and numerous photographs of the beauty spots along the Columbia highway and another painting of a section of the highway showing proposed improvements along the Columbia River.

In this room will also be shown every evening except Monday during the show a series of views along the Columbia highway, shown and explained by S. C. Lancaster, consulting engineer for Multnomah County, who laid out this famous highway. These stereoscopic pictures are beautiful hand-colored slides, many of them being in the new natural color process showing scenes along the Columbia in beautiful Autumn tints and in a way never before shown.

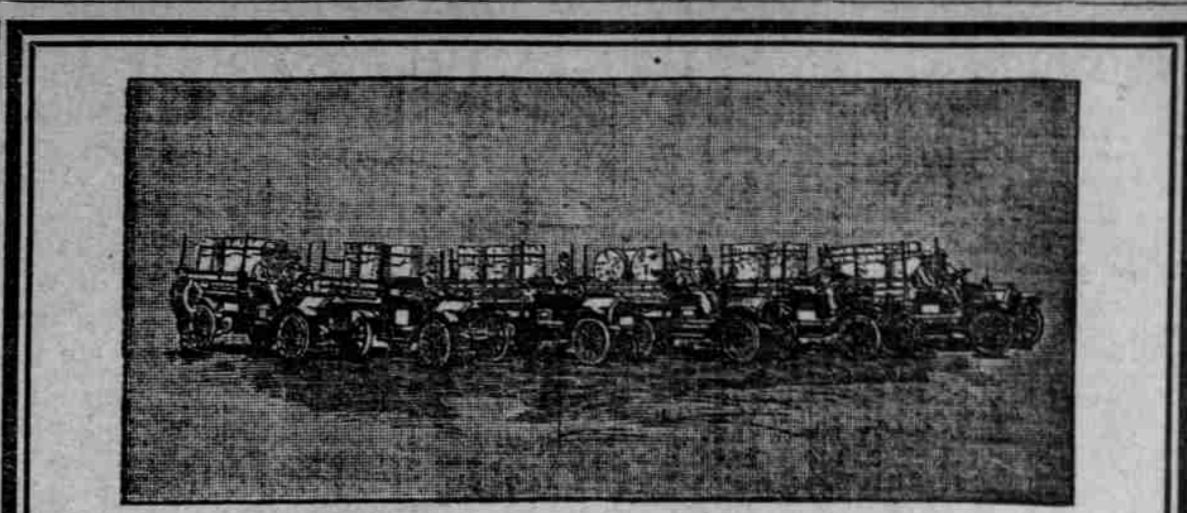
This entire exhibit is purely educational and is a part of the automobile show without any additional cost, and will be enjoyed by many who may not be interested in even seeing the motor cars themselves.

Osage orange wood is a source of dye and can be used to supplement the imported fustic wood, as a permanent yellow for textiles.

HUPMOBILE MAKERS AT THE FACTORY SCHOOL, WHERE THEY ARE LEARNING THE FINE POINTS OF ALL DEPARTMENTS.



IN THIS SCHOOL, THE HUP EMPLOYEES ARE TAUGHT BY THE ENGINEERING EXPERTS THE ARTS IN ALL DEPARTMENTS.



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YEARS of successful service have proved how successfully FEDERAL Motor Trucks have fulfilled the demand of the commercial world for an efficient, sturdy, dependable, economical means of transportation.

In the service of some of the world's largest users of transportation, as well as in the service of concerns who require but one or two trucks,

the FEDERAL has always made good. It has never been an experiment.

It rapidly became known all over the world as the "Truck Triumphant," and in addition to the extensive use of FEDERALs in the U. S. A., these trucks are being used in foreign commercial fields and in huge fleets by foreign governments.

On the Pacific Coast, where conditions are extremely hard on motor trucks, the FEDERAL has demonstrated its real ability in a forceful manner. Over 700 FEDERALs are operating now on the Pacific Coast.

All the sturdiness—all the dependable and efficient service-giving qualities of the double chain drive FEDERALs—which the Federal Motor Truck Co. still continues to manufacture at Detroit—are combined with the silence, cleanliness and long life of the worm gear drive FEDERALs.

It is not a new truck—but merely a change in the final method of drive. Aside from the change in final drive, the same engineering principles that have made the FEDERAL Chain Models such a success are retained in this new model.

The capacity is the same—3000 pounds.

Because of its silence, cleanliness, simplicity and long life, the worm gear drive truck has long been a favorite for hotel service, ambulance work, bus lines, bakeries, department and furniture stores, etc., as well as in most other lines of business.

Worm gearing retains full efficiency as long as it lives, and longer than any other form of drive. Tests and actual service have proven the worm gearing used in the FEDERAL to be highly efficient—and it actually grows better with age.

Worm gearing is dead quiet and stays quiet—has a greater range of gear ratios than any other

form of drive—is the simplest drive, easiest to operate and least expensive to keep in repair. It gives a smooth, uniform drive, with great pulling power.

Greater efficiency is obtained over other forms of power transmission because of entire freedom from dust, dirt or chips and because of the perfect lubrication possible.

You can investigate the new FEDERAL Worm Drive Truck thoroughly at our service station. And it is worth the time of any business man who is confronted with haulage problems to make this investigation.

Chassis Price \$1900 F. O. B. Detroit

BODIES EXTRA—BUILT TO YOUR INDIVIDUAL REQUIREMENTS

Gerlinger Motor Car Co.

EMPLOYEES ARE TAUGHT

EDUCATION IN EFFICIENCY METHODS IS PROVIDED.

Hupp Company to Make School as Important as Any Other Department of Auto Factory.

The education of shop employes in efficiency methods has for the past year or two commanded the attention of the entire industrial world. Big manufacturing establishments in various lines for a long time have had their factory schools, where employes are drilled to work with precision, safety and in a manner which will be to the employe's own advantage.

One of the first automobile manufacturers to see the light of educational work, its benefits not only to the employe, but also to the factory and factory product, is the Hupp Motor Car Company, which recently established a factory school, open to all their employes.

It is the opinion of S. H. Humphrey, manufacturing manager, that it will not be long before the factory school will be as important a part of an automobile factory as any of its other departments.

"Our idea in opening the factory school," said Mr. Humphrey, "is to teach our men to become efficient mechanics, to show them the fundamental principles back of motor-car designing, to give them reasons for accurate and careful workmanship and to make them more valuable to themselves."

"This mechanical school will be a big benefit to every man who attends. We teach them the principles of motor-car construction, how to read blue-prints, the functions of the different parts of the engine, their relation to each other, why it is necessary that each man stick to his job and that we have no shirkers, and the results of shoddy work after the car is on the road."

"Right here is where I think we will accomplish our biggest aim, for if we can show in every part of it is necessary that we have accurate and careful workmanship in every part that is placed in the automobile we will be able to say without hesitation that it would be impossible to build Huppmobiles better."

"The school is in charge of R. G. Blaine, son of the noted professor of mechanical devices at Belfast and a graduate of Edinburgh University. Mr. Blaine, besides being an expert mechanic, has had a liberal education along mathematical lines. He is an ideal man to have in charge of such a school."

"It is a pleasure to hold meetings twice a week, and we shall have experts to talk to our men at frequent intervals on different subjects."

"It is the aim and object of this company to build Huppmobiles in the best way possible, and for this reason the thorough education of our employes is of utmost importance. I know that this school is going to bring us big results, for in the short time the school has been in operation—only a little over a month—its effect throughout the factory has already become evident."

FORD STATIONS EVERYWHERE

1,000,000 Cars Soon to Be in Use and Parts Always Obtainable.

With the completion of the 300,000-car schedule August 1, 1915, there will be 1,000,000 Ford cars in operation. A million Ford owners mean Ford dealers in proportion. There are nearly 800 Ford dealers. And in the hands of these Ford dealers is kept a stock of Ford parts aggregating about \$12,000,000.

The ratio of Ford owners as compared to owners of all motor cars is shown, for example, by California, Iowa

and Florida, three extreme points in the Union. More than 50 per cent of all the automobiles owned in these three states are Fords, and there are 113,000 cars in Iowa, too. There is a Ford dealer every 16 miles in Iowa. In greater New York City and vicinity there are Ford branches in Long Island City, Brooklyn, the Bronx and Newark. All these stupendous figures, 1,000,000 Ford owners, 6000 Ford dealers and \$12,000,000 of Ford parts in the hands of Ford dealers, merely mean that it is impossible for a Ford driver, anywhere in this country, to get out of the zone of immediate Ford service. It is the basic principle of Ford service, not only to take care of every Ford owner, but to take care of him immediately, wherever he is.

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