

GREAT TRAFFIC BY MOTORS EXPECTED

Eugene Prepares for Continuous Stream of Tourists and Visitors This Year.

BIG GASOLINE TANK BUILT

With Proposed Pacific Highway Transportation Company, Regular Business and Fishing Excursions Brisk Days in Sight.

EUGENE, Or., Feb. 20.—(Special.)—With Eugene a crossroads for trans-state motor traffic, Eugene motor companies are preparing for arrival this season of more than 10,000 motor cars.

The terminal of great east-and-west trans-state highway reaching from the Willamette Valley to the Idaho line. It is the only connecting link between the Pacific Highway and the Central Oregon route into California.

Last year the McKenzie road was first opened to motor car traffic. From 10 to 40 motor cars passed over the five miles of lava bed daily, according to actual count made by the Government.

The traffic last Summer so vastly exceeded the use for which the highway had been designed that the wear was tremendous. Much work must be done this Spring to put the road in shape for the Summer.

The McKenzie River for years had drawn motor traffic because of its wonderful fishing and scenic beauties. The resorts draw thousands of cars annually.

Eugene has several other attractive side trips for motor cars. The Snake River, with its salmon fishing, and its combination of beach and lake resorts, is reached from Eugene by way of Lake Creek.

"HILL" BUILT FOR TEST

CHALMERS ENGINEERS USE DYNAMO SYSTEM TO TRY CARS' POWER.

Apparatus, Installed at \$100,000 Cost, This Autos Overcome All Grades to Be Met on Roads.

Making a "hill" grow where none grew before is a \$100,000 feat in "landscape architecture" accomplished by the Chalmers engineers at the Detroit factory, according to H. L. Keats, the local Chalmers dealer.

The hill is in reality a series of electric dynamo-meters by which every Chalmers car is tested. They cost \$100,000 to install, eliminate the necessity of sending cars out on long road and hill trips, and give the same results in a far more scientific way than any actual hill test ever devised.

The electric dynamo-meter system is one of the things experts generally figure on seeing during their visits to the great automobile factories of Detroit.

In the making of this famous \$100,000 "hill" test, the completed chassis of Chalmers cars are set in steel frames. Great chains are fastened to the rear wheels and to great dynamos, and running under their own power the motors of the cars work against electrical resistance.

By means of this wonderful test absolutely uniform quality is secured for every car turned out. It enables the Chalmers Company to guarantee that each car is as powerful, smooth-running and sturdy as every other car of the same model.

PUBLIC GETS CONFIDENCE

Little Technical Knowledge Needed to Operate Autos.

Thousands of persons are buying automobiles today who a few years ago fought shy of them. They had the money and the inclination, but lacked the necessary confidence in the cars themselves.

dent of the Willys-Overland Company, of Toledo, O., who is now at his winter home in Pasadena, this fault has been entirely eliminated in the modern automobile. A man no longer worries about a hundred and one things while driving his car and does not have to familiarize himself with each and every detail of its construction.

STUDEBAKER HAS PART IN WAR

Officers in Six Make Capture of Boer Rebel De Wet.

That an American made six-cylinder car was the leading factor in the capture of General Christian De Wet, the famous Boer veteran who recently fled to the Union of South Africa, was learned recently from a letter received from J. B. Ritchie, Studebaker distributor for that territory.

When there appeared signs of unrest among certain elements of the Dutch population, the South African military commander a number of motor cars

FAIR TO BRING 5000 AUTOS HERE, IS VIEW

Automobile Club President Predicts Big Tourist Travel for Oregon.

ROAD INQUIRIES IS BASIS

Booklet, Now Being Issued, Tells Why Motorist Should Visit State. Nominating Committee Busy for Election in April.

"Unless all signs fail, thousands of automobile tourists from the Eastern States will pass through Oregon during the coming Summer, either on their way to or from San Francisco," said W.

its membership from 200 to 800, acquired a beautiful clubhouse on the Sandy River and increased its assets from about \$5000 to approximately \$25,000.

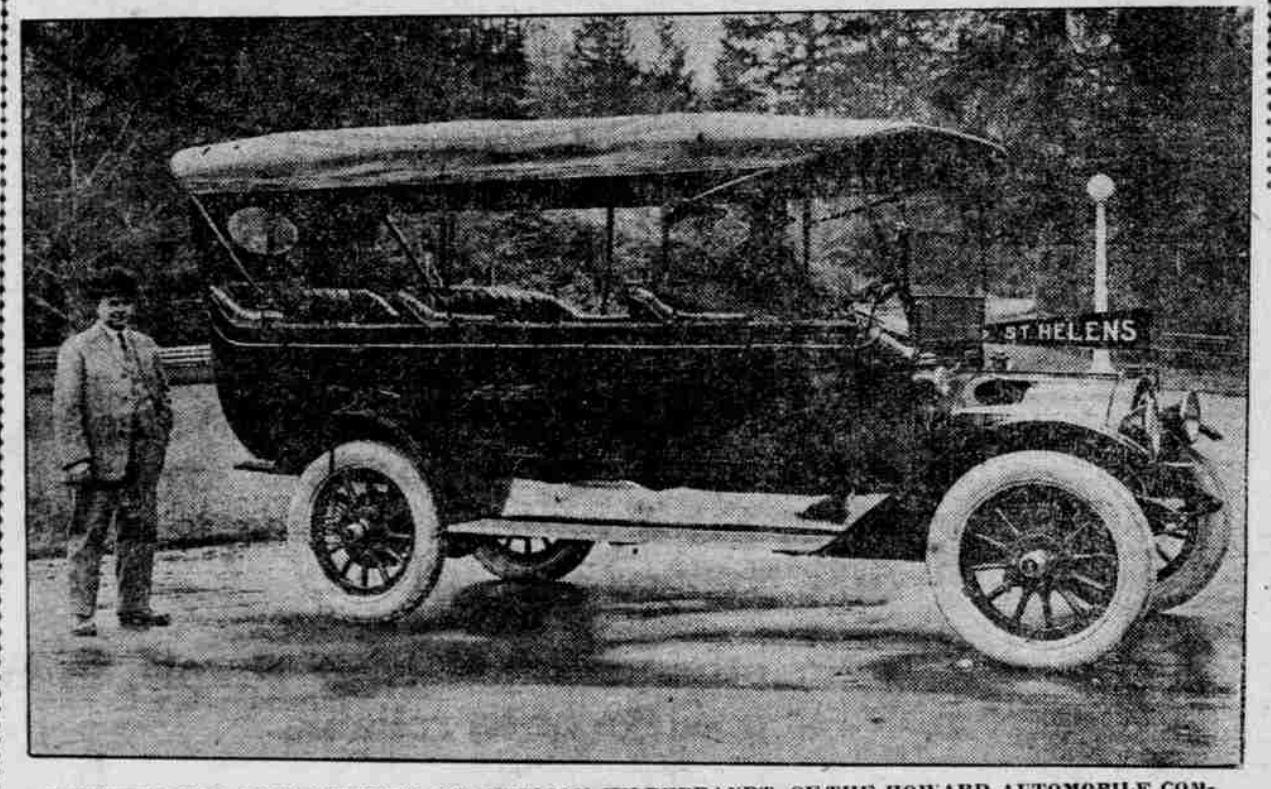
Excellent Year Is Forecast. "Present indications point to an unusually excellent year for the club," said Mr. Clemens. "The fact that the Columbia Highway will be completed and the new Sandy River bridge finished should attract many more people to the clubhouse. The bridge cannot be used as yet, except for walking, however, because of a large hole at the other end of the bridge that has not yet been filled in."

The Portland Automobile Club was honored by an invitation from W. L. Hughson, chairman of the racing committee of the Panama-Pacific Exposition, for its president, Mr. Clemens, to serve as one of the judges at the big Vanderbilt race tomorrow morning. Mr. Clemens expressed his thorough appreciation of the compliment, but was forced to decline on account of urgent business. Governor Hiram W. Johnson, of California, will officiate at the races in the role of honorary referee.

Tire Care Deemed Important.

The Goodyear Tire & Rubber Company has been advocating for a long time what it calls "The Science of Tire Care," believing that, whether applied to a solitary car or to a fleet of delivery trucks, scientific care as opposed to haphazard inspections will pay big returns in reduced tire bills. Now

TWELVE-PASSENGER BUICK MOTOR BUS IS DELIVERED FOR PORTLAND-ST. HELENS RUN.



KENNETH FISH AT THE WHEEL AND WILLIAM HILDEBRANDT, OF THE HOWARD AUTOMOBILE COMPANY, AT HIS SIDE. THE OWNER, FRANK SHEPARD, STANDS AT THE REAR.

for general service over the rugged territory of Eastern Transvaal and Northern Orange Free State, where there are practically no railroad facilities and few roads.

The Studebaker dealer at Kimberley, in the diamond mine district, was required to give up the Studebaker Six which he had retained for his private use, and this car was used in all the pioneering and scouting exhibitions conducted by the military in the troubled zone. More than 3000 miles had been covered in reconnoitering in this car when the driver and officers whom he carried learned that De Wet and his staff were close at hand.

Other forces were brought into play to assist in the capture, but the Studebaker carried the officers who first laid hands on the veteran and carried him to the nearest railway station.

Knight Motor Inventor Returns.

Immediately after the outbreak of the war, Charles Y. Knight, inventor of the Knight motor, who for the past six years has made his home in Coventry, England, sailed for this country, and practically all members of his consulting engineering staff have also returned to America. The result has been a revival of the interest in the Knight motor, especially in view of the fact that the Pioneer "Knight" people of this country, the F. B. Stearns Company, are marketing the first moderately priced Knight automobile ever put on the American market.

Jefferson Court Views Road.

GATEWAY, Or., Feb. 20.—(Special.)—The County Court of Jefferson County, consisting of Commissioners King, Boegil and Gard, arrived here Monday morning and were taken out by Road Supervisor Perry Monroe to view the work already done on the Gateway-Ashwood road. They will also decide the feasibility of finishing up the work.

Auto Club to Elect Soon.

After talking away enthusiastically for an hour or more about the desirability of attracting tourists to Oregon by every means possible, Mr. Clemens reflected a moment and then announced in positive terms that the Portland Automobile Club would have to find a new president to serve it. The annual election will be held early in April, when the new president and five members for the directorate will be elected.

In addition to President Clemens, the terms of Directors James Appleby, Walter M. Cook, H. L. Keats, George W. Stapleton and Frank E. Watkins will expire. The nominating committee, composed of Mr. Appleby, James D. Abbott, A. J. Kingsley, J. C. Olds and H. C. Skinner, probably will not report its recommendations until about 10 days before the election.

Charles F. Swigert has been mentioned prominently for the presidency, but he said yesterday that he would not accept the position, as he felt he was not the man for the place. Since Mr. Clemens became president four years ago the club has increased

MOTORCYCLE NOTES

In order to keep its members in touch with the club's activities, the Keystone Motorcycle Club of Harrisburg, Pa., now issues a monthly publication called The Keystone Motorcyclist.

A number of motorcyclists of Wheeling, W. Va., are planning to make the trip this Summer to the Panama Exposition.

The Arrow Motorcycle Club of West Hoboken, N. J., is preparing for a feature motorcycle parade to be held the latter part of March.

There has been about a 50 per cent gain in the number of motorcycles used in South Dakota during the past year.

Reports show that every fifteenth inhabitant of Great Britain uses a motorcycle or a bicycle. The postal service alone utilizes about 11,000 machines.

Delivery of special orders by the Johnson Fish Company, of Green Bay, Wis., will in the future be made on a motorcycle.

The motorcycle club of Salem, Or., has made application for membership in the Federation of American Motorcyclists.

A committee already has been appointed to arrange for the second annual endurance run of the Yonkers Motorcycle Touring Club, which will be held on June 20.

Legal Action Chairman Johnson of the Federation of American Motorcyclists has appointed C. J. Wangerin as Federation of American Motorcyclists' attorney for Portland, Or.

Two new motorcycle clubs have been affiliated with the Federation of American Motorcyclists, the Yale Touring Club, of Lake County, Indiana, and the Asheville, N. C., Motorcycle Club.

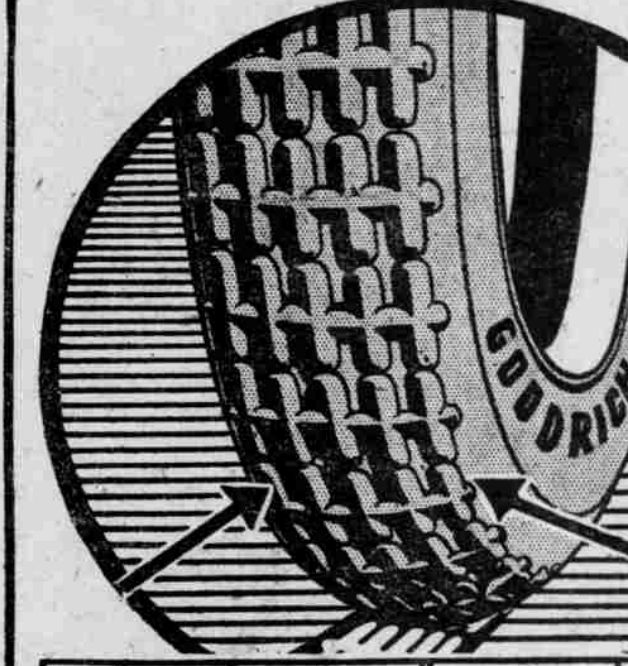
"I have enjoyed a whole season's riding without an ounce of trouble," says Harrison D. Mason, a motorcyclist of New York City. "Have taken some pretty big trips during the season, and always arrive home free from any trouble whatever."

Here is the first "Gold Standard" in Tire Valuation

SOMEbody HAD to do it! Because, Tire Price-Lists have been getting into the "Joke" Class. Price-Lists were too generally being Printed UP for the sole purpose of being Discounted DOWN by the Retailer. VALUE was being lost sight of, in the hot Competition as to who could quote the greatest Discount OFF Price-Lists padded up for the purpose.

Some reliable Standard, to judge Values by, has been badly needed. We have the "Temerity" to cut loose from the Padded Price-List Procession, and supply it. At this writing (Jan. 1st, 1915) nine leading Tire Manufacturers Price-List (to Consumers) their 34x4 Plain-Tread Tires at following figures (each initial letter represents a well-known Tire). None of these Brands can be proven to average more Mileage than GOODRICH Plain-Treads, under similar use. Now observe the differences in Price.

Table with 11 columns (Goodrich, B, C, D, E, F, G, H, I, J) and 3 rows (Retail List Price, Goodrich Valuation, Overcharge above Standard prices).



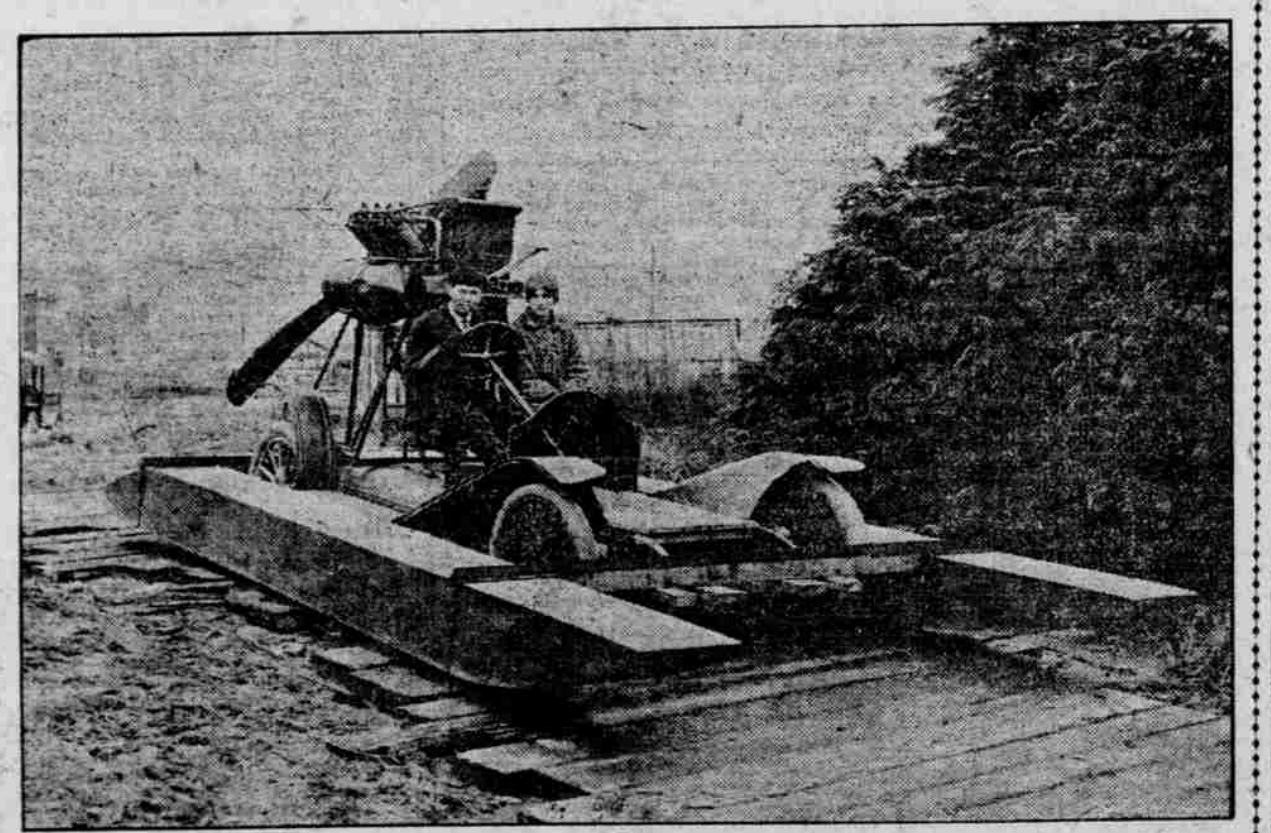
OBSERVE that the Retail Dealer could "Discount" the above competing Tire Price-Lists to the extent of bottom line (on 34x4 Plain-Tread) and still give LESS intrinsic Value than GOODRICH when sold AT PAR of its List-Price. Similar differences, in VALUE, apply, of course, on all other Sizes. Here follows the "Goodrich-Standard" Price-List on some of the popular Sizes. You may safely pin your faith to it as the Limit of Sure Value.

Table with 4 columns (SIZE, PLAIN TREAD, SIZE, SAFETY TREAD) and 8 rows of tire specifications and prices.

COMPARE these Prices carefully with what you have paid for other Tires of dependable Make. Then ask yourself, what YOU ought to do about Tires in future. Compare these Goodrich "Fair-List" prices, showing tremendous reductions with prices you have previously paid. For instance, old prices on Goodrich 34x4, Smooth Tread, \$24.35. Present "Fair-List" price, \$19.40. Ask your dealer for Users' Net Price List, showing prices on all sizes. THE B. F. GOODRICH CO. Akron, O.

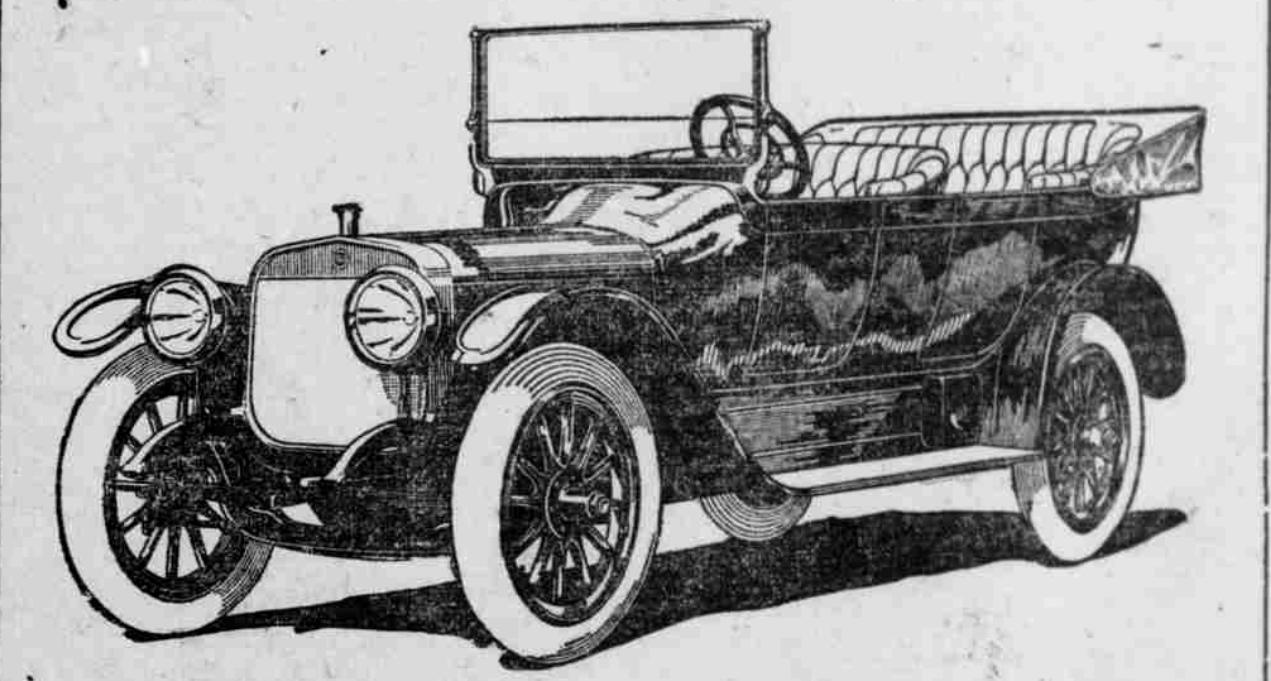
GOODRICH FAIR-LISTED TIRES

FREAK MACHINE INVENTED AT MARSHFIELD, CARRIES PASSENGERS OVER LAND AND WATER



V. C. GORST AT WHEEL OF HIS "AMPHIBION." MARSHFIELD, Or., Feb. 20.—(Special.)—V. C. Gorst has named his freak locomotion contraption "The Amphibion," because of its ability to travel on land or sea. The Amphibion has not been tried out on the high seas, but on the waters of Coos Bay it has proven capable of a speed of 15 miles an hour. On its trial trips, the freak maintained a speed of 75 miles on the beach between Coos Bay and the Umpqua River, and can go faster, so the owner says. Recently The Amphibion entered the water at North Bend, speeded down the bay to Jarvis Landing, where it took to the sandspit and traveled across to the beach and thence to the Umpqua River. The propulsion is received from the 80-horsepower aeroplane engine. The propeller is seven and one-half feet in length. When the machine passes through down it kicks up a wind disturbance which blows off every hat within 50 feet and bowls over anybody who chances to be directly behind it when the engine is started. The Amphibion was built by Mr. Gorst to make the through run between Coos Bay and Mapleton to connect with the Willamette-Pacific Railroad and it is estimated the journey of 65 miles will be made in two and a half hours. The machine carries five persons besides the driver.

Colors Tell Quality Cars



Ask the salesman what colors you can have before you buy your car. If he limits you to "stock" colors, you can know that he is selling a ready-made, all-look-alike car. But when you buy a Winton Six, either at \$2285 or \$3250, you can have your individual car finished in your own personal color scheme. That's because the Winton Six is a made-to-order car. And you can write your own guarantee.

Have you seen the superb new-size Winton Six? This is the first top-quality car ever sold at less than \$3000, and it's a winsome beauty. Gives motorist a new zest.

Telephone for Demonstration The Winton Motor Car Co. 23d and Washington Sts. Phone Main 4244.