

BURDEN OF DEALER IN AUTOS IS HEAVY

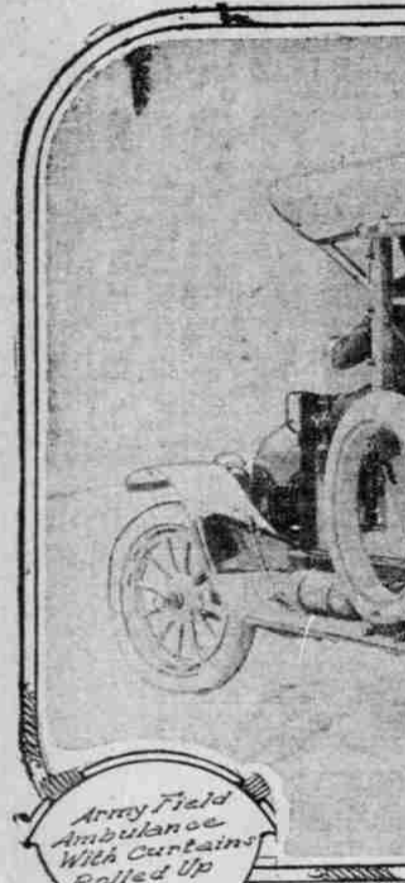
Fred West Tells How Untiring Efforts to Please All Family Off Brings No Sale.

LOSS OF EASE MOURNED

Manager of Gerlinger Company Says Many Demonstrations Mean Profit Is Eaten Up and Fire of Questions Is Tax on Salesman.

BY FRED W. WEST.
Manager of the Gerlinger Motor Car Company.

AMERICAN MANUFACTURERS SUPPLY NEEDS OF BATTLEFIELD.



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Among the popular carriers are the military ambulance which is built to carry several wounded at a time without discomfort and the Indian cycle which is provided with a couch arrangement.

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Seaside Asks Crossing Change.

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ROAD TO BE MARKED

Goodrich Company Maps Out Trail to Northwest.

TOURISTS TO BE DRAWN

"See America First on Goodrich Tires" Is Slogan and Booklet Is to Be Sent to Westbound Automobile Tourists.

"See America first on Goodrich tires" is the 1915 slogan adopted by the Goodrich National Touring Bureau. This has special reference to the Northwestern States, for the Goodrich Touring Bureau has announced its plans to cover Colorado, Wyoming, Montana, Northern Idaho, Washington and Oregon with the Goodrich guide post signs and is preparing accurate road log and highway map books to be distributed throughout the United States. Copies

of these will reach every motor tourist headed West this season.

"For the first time Americans are beginning to appreciate their own country," said W. D. Albright, manager of the Portland Goodrich branch yesterday. "Everywhere motorists are getting their cars ready for the road, gathering together camping outfits and studying Goodrich route maps. The Goodrich National Touring Bureau authorities estimate that fully 800,000 cars, carrying more than 1,000,000 people, will be on the roads this summer, spinning toward the thousands of wonderful spots which this country affords.

"They estimate that many thousands of these cars will traverse the Northwestern highway which the touring bureau has designated as the Goodrich Wonderland Trail. This starts from Denver, goes north through Wyoming past Yellowstone Park, into Central Montana, covers the Park-to-Park Highway to Glacier National Park, thence south and west through the lake region of Northern Idaho, and on into Spokane, later crossing the Cascades to the Coast.

"Practically every motorist on the transcontinental tour, with time to spare, will be interested in taking this trip. It affords the tourist an opportunity to visit the great National parks of the United States including Mount Rainier, the Wonderland Drives to Mount Hood, Mount Shasta and Crater Lake on the trip south over the Pacific Highway, the latter having just been sign-posted with all the recommended side trips.

"One of the Goodrich sign-posting trucks is in Seattle and in April will start east on the Goodrich Wonderland Trail erecting the enamel and indestructible signs on four-inch oak posts, thoroughly erected, straight across Washington through Spokane, Northern Idaho and into Montana points, connecting the National parks and the main highways, thence south into Cheyenne and Denver. This will be completed before July 1, so as to afford every possible facility and convenience to the thousands of tourists who will be induced to take this route. Excepting the large grades on this Goodrich Wonderland Tour the roads in general are better than the Lincoln Highway from Cheyenne to Reno."

There is no pauperism in Serbia. The poorest have some sort of freehold property.

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Work also is planned in Clarke and Cowlitz Counties, \$192,000 having been appropriated for this section of the highway.

The highway commission also decided to spend the balance of \$1600 available

for the Olympic highway for the present biennium on the graveling of the Lake Quinalt section, allowing this money to be expended under direction of Chehalis County.

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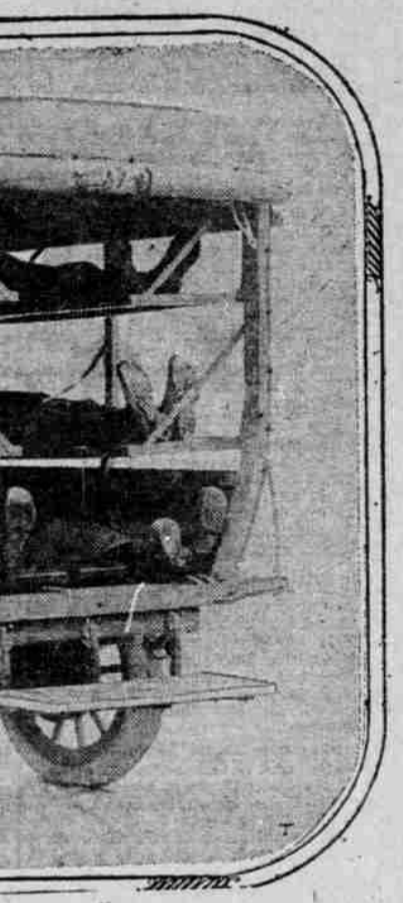
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PACIFIC HIGHWAY IN WASHINGTON TO GET ATTENTION.

Commission Decides to Take Up Work, for Which \$425,000 Is Available, but Not to Halt Auto Traffic.

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All possible improvements will be made this summer, the commission decided, but care will be taken not to interrupt automobile travel, as the entire highway in Washington already is easily passable. Highway Commissioner Roy was instructed to prepare his plans accordingly.

The Thurston County work, eliminating the Nisqually Hill grade, probably will be one of the first pieces of work undertaken. The Northern Pacific Railroad has decided to the state four miles of railroad grade abandoned on completion of the Point DuFouca cut-off line. This will be widened and connected with the existing route,

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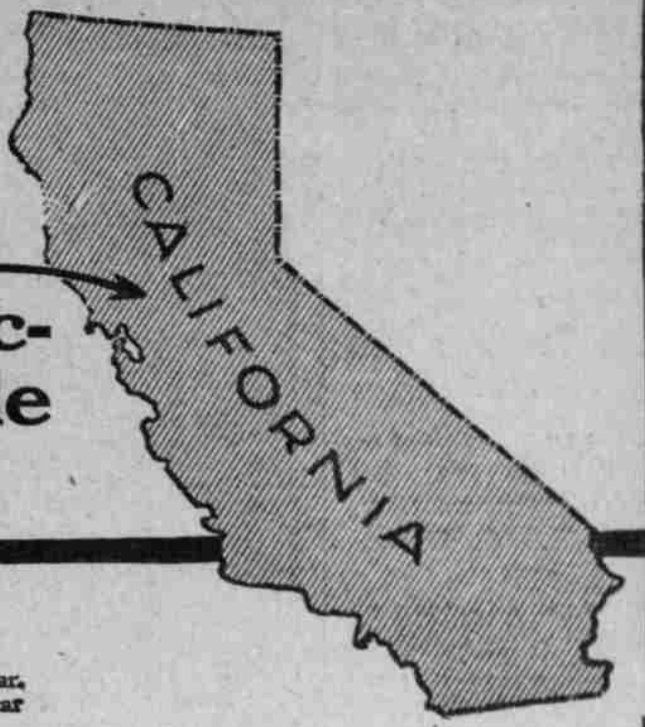
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More Studebaker Cars Registered in This One State than most manufacturers built the whole year



That's more than most manufacturers built in the whole year. And it's 50 per cent more than the California sales of any other car that's priced at more than five hundred dollars.

But the important thing to the man who is buying a car is not how many Studebakers were bought—but WHY.

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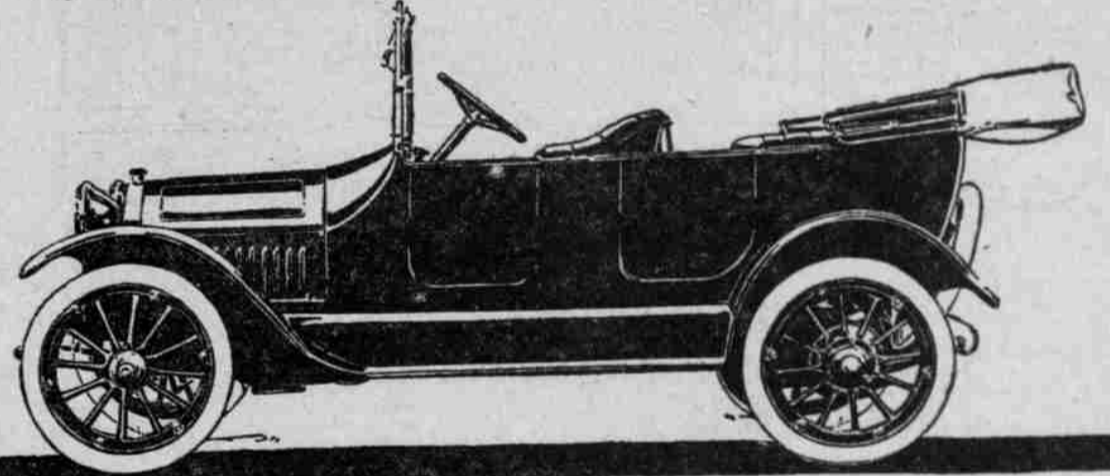
And the reason simply is the car itself and what it can do on the roads. It's as handsome a car as ever you laid eyes on. Graceful in design and rich in finish. But year after year in all kinds of weather, Studebakers have been making good. And year after year buyers of Studebaker Cars have become more convinced of the service-giving quality and safety and CERTAINTY that Studebaker builds into the car

—and this is the car

—because it's a Studebaker

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- Studebaker FOUR 985
- Studebaker LIGHT SIX . . . 1385
- Studebaker SIX, 7-passenger. 1480
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of American makes of electrically equipped motor cars owe a large part of the success of their starting and lighting systems to the source of electrical energy, the

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