

LOCAL AUTO DEALER "HANDLES" A CARLOAD EACH DAY



H. L. KEATS

H. L. KEATS, of the pioneer automobile company of that name, is mightily busy these days handling shipments of the new Chalmers "Baby" 32 Six, which is now arriving at the rate of three cars a day.

The new Six, which is smaller and lighter than all others in the Chalmers line, was first introduced to the motoring public at the New York automobile show in January. Since that time it

has attracted favorable comment all over the country. "The fact that surprised me most on my recent trip East was the business being transacted in the large cities," said Mr. Keats yesterday as he rolled up his sleeves in the bustle of rush business.

After conferring last week with L. J. Morse, Western manager of the Locomobile Company of America, Mr. Keats determined not to take over the Locomobile agency for Oregon until the new 1915 models are announced. He

had already made arrangements to handle the line, but Mr. Morse brought the "sad" news last week that the Locomobile company has sold all of its limited 1915 production and that the branches at San Francisco, Los Angeles and Seattle are entirely without cars.

The Locomobile factory at Bridgeport, Conn., turns out only 1200 pleasure cars a year and it is now kept running to capacity filling a \$4,000,000 order for three and four-ton trucks to be used in the European war.

JULY ARRIVAL ADVISED

TOURIST FROM EAST WILL FIND OREGON ROADS LURING.

Columbia Highway to Be Opened to Land of Entrancing Scenery, Sunshine, Roses and Comfort.

The man who is going to put his camp-outfit, family and a friend or two in his motorcar this Summer and take the trails over the great Rockies to the wonderful land of sunshine and roses on the Pacific Slope will do well to plan on reaching Oregon July 1 or later. The reasons are many.

Other construction work, which has been going on for two years on the main road arteries of the state, will be completed by that time and touring greatly facilitated. All over Oregon efforts have been directed to road improvement and, considering the state's population and already has a system of roads of which it can be proud.

OLDSMOBILE TO SEE BEST YEAR

Company Looks to Big Returns. Entering on 17th Annual Birthday. The Oldsmobile Company is entering its 17th year in business and, unless signs fail, its best year, according to J. V. Hall, sales manager of the company.

Evolution of Automobile Is Wittily Related to Club.

Will Lipman Tells of Wonderment Caused by Early Expeditions to Hillsboro and Busy Mechanics Who Hay to Be Taken Along.

WHEN Will Lipman had finished narrating humorous incidents of early motoring days in Oregon every one present at the annual meeting of the Portland Automobile Club last Tuesday night realized, perhaps better than ever before, what a remarkable evolution and improvement has taken place in motorcar design in the past several years.

TIRES AND JEWELS CONFUSED

Autoist Apologizes After Denouncing Diamond Rubber Company. Since the publication of their "fair list" prices the Diamond tire people have received many letters of commendation and many assurances from tire purchasers and dealers of continued confidence and good will.

SMOKE AT RACES LESS

FURTHER ACTION OF CALIFORNIA OFFICIALS EXPECTED SOON.

Rule to Be Formed to Enable Coping With Nuisance That Has Prevailed Long.

To formulate some rule that will enable officials of an automobile race meeting to cope, on a definite basis, with the smoke nuisance which has prevailed at virtually all the California race meetings during the winter, will undoubtedly be the function of the authorities of the sport at no distant date.

GEORGE E. JOHNSON IS NAMED

Place on Auto Booklet Committee Is Filled by President. President W. J. Clemens, of the Automobile Club, has appointed George E. Johnson, manager of Chanslor & Lyon, to fill the vacancy in the booklet committee made by the resignation of C. F. Wright, who gave up his duties on account of ill health.

The final selection of the Columbia River Highway pictures was made Tuesday by the committee. The other material is being put into shape as rapidly as possible and the presses are expected to hum soon, as a large number of copies are turned out.

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—and then, when you go to see that other car, and the salesman strolls up with a smile:

—ask him if that car of his has a FULL-floating Rear Axle—a Rear Axle that carries the weight of the car on the axle housing and NOT on the shaft—a Rear Axle that has TWO Timken Bearings in EACH of the hubs and in the differential. That's the kind of axle you get on this Studebaker FOUR. It's the highest development that the Rear Axle has reached. And it compares with the old-style semi-floating and three-quarter floating axles as its beautifully light and strong housing of stamped steel compares with the malleable cast housing other cars use.

—ask him if that car of his uses battery ignition. And if he says "Magneto"—ask him WHY. Most of the high-grade cars, you know, have discarded magnetos, because a magneto current weakens when your motor slows up—and it doesn't give as hot a spark at low speeds as at high speeds. But a Studebaker Battery ignition is reliable at any speed. It insures steady firing—no skipping or missing. Trouble-proof, too. So don't let the salesman dodge on the ignition—ask him WHY. A magneto on an elec-

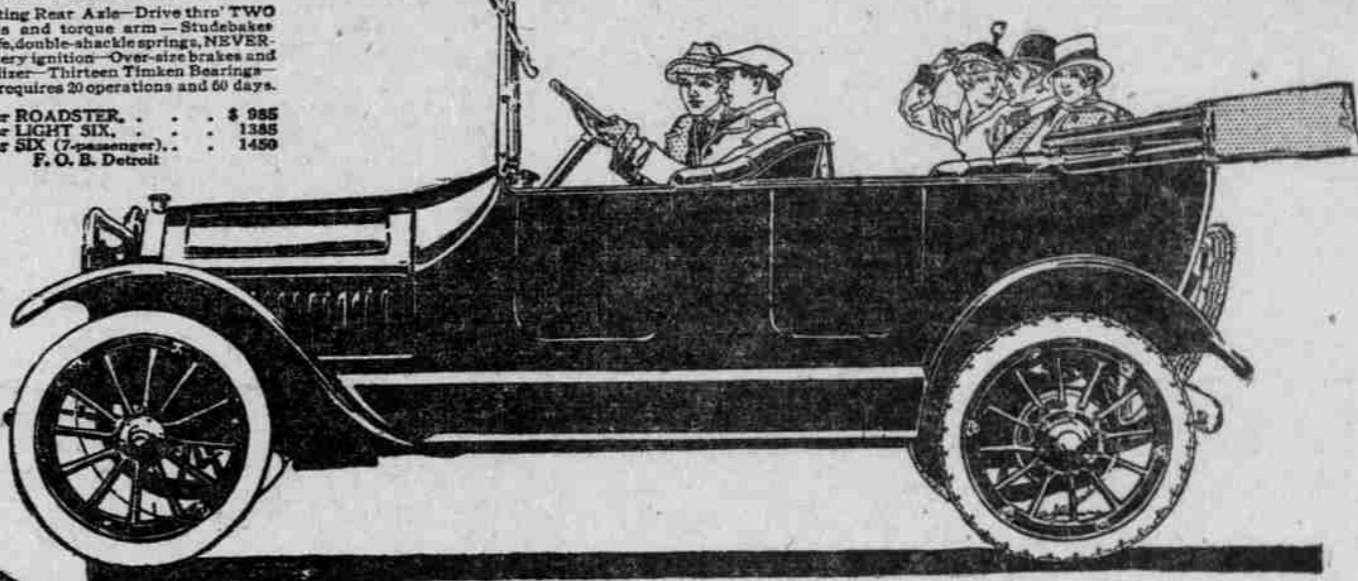
trically equipped car is as useless as the fifth wheel on a wagon. —ask him if that car of his drives thro' the springs—or whether it has radius rods and a torque arm. Costs a whole lot less, to be sure, to design a car that drives thro' the springs—but it makes the car HARD riding. But TWO radius rods and torque arm such as Studebaker uses keeps the driving mechanism in line, and it keeps the springs free for the one thing they are intended for—taking up the jolts and jars from the roads. That's one of the reasons this Studebaker FOUR is one of the straightest driving, EASIEST-riding cars you ever sat in. Look for radius rods on other cars.

—ask him if that car of his has Brakes that guarantee a SURE stop when you have to stop. You have to stop QUICK sometimes, you know—and hills are steep. And undersized brakes aren't any guarantee of safety at such times. Studebaker uses OVER-size brakes—larger than most cars weighing half a ton more are using. Your car ought to have brakes just as safe. So ask that salesman to show you as much brakes as the Studebaker has. Go over every little detail of those other cars. And ASK the salesmen frankly. Get FACTS.

FOUR \$985

Studebaker DIFFERENCES FULL-floating Rear Axle—Drive thro' TWO radius rods and torque arm—Studebaker TRIPLE-life, double-shackle springs, NEVER-falling Battery Ignition—Over-size brakes and brake equalizer—Thirteen Timken Bearings—finish that requires 20 operations and 60 days.

Studebaker ROADSTER . . . \$ 985 Studebaker LIGHT SIX . . . 1385 Studebaker SIX (7-passenger) . . . 1450 F. O. B. Detroit



See it at The Oregon Motor Car Co. PORTLAND DEALERS Chapman at Alder St. Phones Main 9402, A 7656

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Smoke from the exhaust of racing automobiles has been long a stench in the noses of the spectators and a source of accident to competitors. It arises from the incomplete combustion of gasoline and from the surplus of lubricating oil with which some drivers insist on drenching the motors of their cars.

In the early days of the sport this smoke was accepted as a nuisance which could not be avoided. That the time is now ripe for engineers to design cars which will not smoke or else suffer the penalty for inefficient motors and carburetors is a view which is taken by many racing authorities.

This was, in fact, the stand taken by the management of the recent Venice, Cal., grand prize race. The course at Venice was only three miles in circuit and contained several narrow stretches, on one of which the grandstand happened to be located. The turns were sharp in several places and the danger from smoke especially great.

Acting on the power conferred by the American Automobile Association rules for the protection of spectators and the general safety of contestants, the Venice authorities, backed by Chairman Kennardell, of the contest board, announced before the race that any automobile reported as smoking, either on the course or on leaving the pits, should be flagged to a stop and the crew compelled to drain the crank case. This precaution worked wonderfully in reducing the amount of smoke on the course. While several drivers complained bitterly over what they proclaimed a hardship, and although the restriction may have eliminated a few cars during the race, it was generally voted that the experiment had been a success.

As a matter of fact, the offensive smoking is, to a great extent, a driving trick, used by the crew of a car that is being overtaken to prevent the car following a good enough view of the roadway to enable it to pass. Hitherto such tactics have been deemed semi-legitimate. The more advanced school of engineers and racing experts unite in predicting the elimination of the smoke nuisance.

"There is really no excuse for a smoking automobile, either on the race track or in the hands of a private owner on the road," declares Ray Harroun, chief engineer of the Maxwell

MAXWELL TEST RUNS 76 HOURS

Economy Record Established on 19 Gallons of Gasoline.

The Maxwell contest, which came to a brilliant close at 4:30 Friday in San Francisco, is still the topic of conversation along automobile rows of that city. The remarkable run made by this motor on its 19 gallons of gasoline has set a record for economy and consistency that is apt to last for some time.

Seventy-two hours and 19 minutes, running idle in the salesroom of the Pearson Motor Car Company, the Maxwell "25" motor kept to its tank, and not once during that time was it necessary to stop the motor for any reason or adjustment whatsoever. At the starting of the contest the lubricating oil reservoir was filled and this supply of oil took care of the motor during all the hours of the test.

The result of the 1000-mile utility test, which was held in the early part of February, and in which a Maxwell "25" ran 1000 miles on 49 gallons of gasoline, in all kinds of weather and over all kinds of roads, combined with the economy test, just closed, will furnish enough data for those who are anxious to figure out the possibilities of this car on a basis of what it has accomplished.

"The surprising factor in the recent economy guaging contest," said H. C. Skinner, Oregon distributor of the Maxwell, "was the length of time the motor was able to run on its allotment of 19 gallons of gasoline. Expert mechanics and veteran motorists who took interest in this contest had estimated that it would not run nearly so long by at least 15 to 20 hours. The results of this test are gratifying, as it shows that besides being one of the most consistent running motors in any automobile, it is also one of the most economical."

More Autos Sold in Lewis.

CHEHALIS, Wash., April 10.—(Special.)—Judging from the number of automobiles already sold and delivered in Lewis County this season, 1915 promises to exceed all previous years in volume of business. Already four high priced cars have been delivered locally, with some half dozen medium priced

ones and an unfilled list of orders for some of the cheaper kinds.

Many of the cars are going into the country districts, the better road conditions in Lewis County being to a large degree responsible for the strong demand.

State Fairs to Conduct Own Races.

The state fairs will ask no more motor race sanctions from the American Automobile Association. At a meeting in Chicago Monday and Tuesday, March 23 and 26, a special committee delegated by the American Association of Fairs and Expositions, of which the

We have no fences to mend

before asking you for Diamond Squegee Tire preference.

This tire's record in 1914 was so clean—so thoroughly satisfying to 99 out of every 100 users that it stands out as the bright spot in the haze of tire argument.

And bear in mind the above mentioned figures are not ours, but represented the testimony of hundreds of tire dealers covering the sale of over 500,000 Diamond Squegee Tread Tires.

What is more, this volume of undeniable tire evidence will be placed in every tire user's hands free for the asking.

Diamond Squegee Tires are sold at these "FAIR-LISTED" PRICES:

Table with 4 columns: Size, Diamond Squegee, Size, Diamond Squegee. Rows include 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4, 34 x 4, 36 x 4 1/2, 37 x 5, 38 x 5 1/2.

FAY NO MORE



For Automobiles, Put on Diamond Squegee Tires For Cyclecars, Motorcycles