

AUTO CLUB HAS 5 NEW, 4 HOLDOVER DIRECTORS

Members of Portland Club Review Work of Past Year, Discuss Plans for Entertaining Eastern Visitors and Consider Means of Publicity.



The members of the Portland Automobile Club at the 19th annual meeting in the rooms of the Commercial Club last Tuesday night elected C. C. Overmire, Ira F. Powers, John Kelly, Walter M. Cook and James D. Abbott directors to succeed George W. Stapleton, James E. Appleby, Walter M. Cook, Frank E. Watkins and H. L. Keats.

The newly-elected directors will serve for two years and will rule the affairs of the club during the coming year in conjunction with the holdover directors, W. J. Clemens, who has served as president for several years; C. F. Wright, A. L. Fish and John B. Yeom. The holdovers have one year yet to serve.

Visitors' Entertainment Planned.
Plans for entertaining out-of-state visitors who will frequent the club grounds during the coming season en route to and from the Columbia Highway were discussed extensively at Tuesday's meeting. Some members felt the privileges of the club should be extended informally to all visitors, but the prevailing view was that visitors should be admitted to the clubhouse on a card issued by the assistant secretary or secretary and that these cards should specify the affiliated club in which the visitors hold membership.

The annual reports of the officers showed that of the 432 memberships, 42 hold life cards. One of the most respected life members, E. Henry Wenne, died during the past year.

Financial Reports Made.
According to the report of the house committee the total revenue of the clubhouse grill for the year was \$6193.10 and the total cost of operation \$7292.32, leaving a net loss of \$1134.72. It cost only \$250.15 to maintain the bar and a total of \$3378.45 was received, a net gain of \$323.27, reducing the loss on the grill and bar to \$907.45. The total receipts and disbursements for the year ending April 1 virtually balanced at \$23,000, there being a slight amount on hand, according to the report of Treasurer Walter M. Cook.

Following is the report of the retiring secretary, Mr. Appleby:

"During the past year there were 26 regular meetings of the board of directors, besides a number of committee meetings.

Board's Action Commended.
"Owing to conditions of the past season it was deemed advisable by the board not to take any formal action in connection with most of those who resigned, nor, with the exception of a few, to drop any members. A number of those members who failed to pay their 1914 dues are this year paying their 1914 and 1915 dues, showing that the board's idea in not dropping those members delinquent for last year's dues was a wise one."

"The following is a statement of our financial condition at the end of March, 1915:

Assets.	
Real estate	\$30,000.00
Building	10,500.00
Water right	1,500.00
Pumping plant	300.00
Ice plant	700.00
Lines	400.00
Crockery and glassware	325.00
Silverware	200.00
Clubhouse furniture	3,000.00
Tools and implements	450.00
Office furniture	100.00
Automobile	1,000.00
Kitchen equipment	1,400.00
Accounts received	2,940.00
Reserve fund	100.00
Total	\$42,497.00
Liabilities.	
Bills payable	\$ 742.90
Accounts payable	1,188.15
Total	\$1,931.05
Net worth April 1915:	\$40,565.95

Name Called Unfortunate.
"It is unfortunate that our organization bears the name 'Portland Automobile Club,' because our sphere of work is far broader than the name implies and, besides, the name has served to inspire unfounded prejudice against us in certain quarters," said President Clemens in his annual report.

"Our club has accomplished a great deal during the past year in financing and encouraging road and bridge improvements. We were the first to take up the question of building the Columbia Highway, which is now almost a reality, and we raised \$20,000 to repair the notoriously bad stretch of road between Rex and Tigardville. The contract has been let for this improvement and the work will go ahead as fast as conditions will permit."

"The officers of the club have waited upon the City Council, the County Commissioners and the legislature whenever unfriendly or biased legis-

C. C. Overmire.

lation was under consideration. We were successful in part only.

Unlighted Cars Allowed.
"After taking the matter up with Mayor Albee and the police officials, I am able to inform you that you will not be arrested for leaving your unlighted cars standing in front of brilliantly illuminated theaters, churches and other similar buildings. The city officials realize that there is no need for such a regulation which would require unlimited damage to batteries."

"In driving about the city we should always make it a rule to yield the right of way to the other fellow. The only reason there are not more accidents of serious nature is simply because machines do not happen to come from opposite directions at the same time. The ordinary drivers are altogether too careless in passing through the congested district. Twenty miles an hour should be the limit at all times in the city."

300 New Members Wanted.
"What the club needs most is new members who will take an active interest in the organization affairs. We should attract 300 new members during the coming year and make a good many of them life members."

"On the road maps that are being circulated through the agency of the magazines Portland is being alighted and the route which passes through Portland is shown as a side trip. We even have to face the criticism scattered abroad by our ex-State Highway Engineer Bowly, whereas, as a matter of fact, the worst part of the Pacific Highway is in the northern part of California instead of in Oregon. Something should be done to correct this unfavorable impression of our roads."

Publicity Need Emphasized.
Secretary Appleby reported that Los Angeles County is spending \$300,000 in publicity to bring tourists to the city and that Portland should wake up to the situation at once. He said that the proposed Seattle book and that it would probably be ready for distribution the latter part of this month or early next month.

H. P. Coffin, chairman of the public safety committee, reported that 500 cases had been prosecuted during the past year and that a large number of these cases were occasioned by the recent introduction of jitney travel, which he characterized as a curse to the city. He expressed the belief, however, that the jitneys were passing out rapidly.

A vein of optimism characterized all forecasts for the amount of club business to be transacted during the coming year. The fact that the Sandy Bridge was closed for about a year served as a distinct discouragement to travel by way of the clubhouse, but now the new structure is completed and an increased amount of travel is expected because of the opening of the Columbia Highway and the prospect of visits from a great number of Eastern and out-of-state tourists.

C. C. Overmire, one of the newly-elected directors, predicted that the Automobile Club would soon be one of the leading organizations of Portland and that the clubhouse would come to be one of the most popular stopping places in the West. He said that a number of his Eastern friends had commented favorably on the club grounds and on the work carried on by the club.

Bridge Paving Asked.
J. C. Fridge suggested that it was only a question of time until the club would have to take up the proposal to consolidate with the new Chamber of Commerce.

By unanimous vote the club voted to



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Total Administration, Sales and Advertising Expense on REO Cars

DID YOU READ THAT statement is a recent Reo ad to the effect that "the total administration, sales and advertising expense of the Reo Motor Car Company is less than three per cent?"

DID YOU ANALYZE IT? Did you make from that analysis a deduction that was not only surprising but of vital import to you?

IF YOU DIDN'T, just consider the matter now. Just think what that efficient management; that low "overhead" means to you as a buyer.

ALL MAKERS TELL YOU in their ads of the great value they give you in their cars. Those are statements—worth face value unless you know the inside of their business and know it cannot be true.

WE DO NOT SAY it isn't true—we say that if you know certain things you might know that it couldn't be true.

WHEN WE TELL YOU the above fact about the Reo Company we have stated something from which you may make your own deduction and find that it is possible for the Reo company, under those conditions to give the buyer of a Reo car a greater percentage of actual car-value for his every dollar than he can hope to obtain not only in any other automobile, but in almost any other commodity.

AND THAT IS JUST WHAT we do give. Reo cars occupy a place that is unique among automobiles. Not only are they made in a factory where lighting, sanitary and other conditions under which the men work are ideal, but the Reo plants are so advanced in machinery equipment, they are called the "Model Automobile Factories" by men who know.

MACHINE TOOL MAKERS know that if they can show greater accuracy, and more economy of production in any new machine they can get it in the Reo plant for a try-out.

AND IT'S AN ADAGE in that business "if it makes good in the Reo plant you can't make enough of them"—for every other automobile concern will order duplicates.

SO YOU SEE REO CARS are made under ideal conditions. It stands to reason that the quality and the value is in the car. That you have always known.

ADD TO THAT THE FACT above stated—that the sales expense is so low as to be almost unbelievable to men in so called "staple" lines of trade, and you have the other reason for the wonderful Reo value.

YOU KNOW OF COURSE that, never since the first Reo was made has it been possible to make enough cars to supply all who wanted Reos. And that this year, while other cars—and good ones too—go begging for orders, the demand for Reos has broken all records—it is four times the capacity of the plants today.

AND YOU'VE WONDERED doubtless at that tremendous demand for this car.

WELL THE REASON IS THERE—in those two facts. A car made by the most advanced methods in an ideal plant, by American workmen 90 per cent of whom own their own homes—and an administration and sales expense so low it makes possible values that are impossible in any other car save a Reo.

IF YOU HAVEN'T placed your order for your Reo do it at once. Only way to be sure of getting one at all is to order now—and if your order comes at once we can take care of you and give you a definite date for delivery.

Northwest Auto Company
Broadway at Couch St., Distributors for Northwest. F. W. Vogler, President. Main 8887, A 4959



petition the County Commissioners to pave the center of the Morrison-street bridge, where, it is said, hundreds of punctures have been occasioned by nails in the wood planks, and to increase the lighting of the bridge on the Hawthorne and Morrison bridges.

A vote of thanks was extended the officers and directors for their work during the past year and the Police Department and the Sheriff's Office for their untiring efforts in arresting automobile thieves.

According to regular procedure, the election of officers should have been held last Thursday, but President Clemens was unable to muster a quorum of the directors. Ira F. Powers, C. F. Wright is ill, John B. Yeon has been giving every minute of his time in campaigning for the road bond issue and James D. Abbott was out of town last Thursday. President Clemens will be out of the city for a week and it is impossible to predict when the election will be held.

Mr. Yeon has handed in his resignation as a director of the club and it is suggested as possible that James E. Appleby, one of the retiring directors, may be induced to fill out the one year of Mr. Yeon's unexpired term. In that event it is probable that James E. Appleby, one of the retiring directors. Thus far, C. C. Overmire, one of the new directors, is the only one who has been mentioned prominently for the club presidency.

Douglas Sets Road Taxation Figure.
ROSEBURG, Or., April 10.—(Special.)—The County Court has apportioned three-fourths of a mill, based on the assessed valuation of the property involved, to each road district of the county. This was done in order that road improvement work may begin at once in different sections of the county.

The oldest bridge in Maine will soon be replaced by a new one. It is in Jay, and was built in 1847.

COLE SPEED IS SHOWN

RATE OF 75 MILES ATTAINED ON INDIANAPOLIS TRACK.

Wager Decided and Loser Shows Appreciation of Car by Saying "Drive to Chicago for Dinner."

INDIANAPOLIS, April 10.—Just two weeks ago two motorists happened to meet and in the course of their conversation the topic of "speed" was discussed while speaking of various motorcars. It was shortly after the announcement of the new Cole eight-cylinder car. One of the men already had seen and ridden in it; the other was doubtful as to the friend's veracity. As is usual in such cases a wager as to the speed of the Cole eight with top and windshield in position resulted.

Both men knew Charles S. Crawford, chief engineer of the Cole Company, and Mr. Crawford was prevailed upon to visit the speedway and "let her out." He consented and the three made the trip to the big brick track. With three men in the car Mr. Crawford did the first lap at a speed of 60 1/2 miles an hour with top and windshield in position. The second lap was made at a speed of 62 1/2 miles an hour and a third lap at 63 miles an hour. On the stretches the car attained a speed exceeding 70 miles an hour.

The winner was a good loser, who paid and smiled and then offered a suggestion. Turning to Crawford, he said, "I never have ridden as fast as I want to because I was never lucky enough to be the friend of a race driver. Suppose we put the top down, and lower the windshield and make another lap for speed." They did. Mr. Crawford start-

ed up the track and the tap was made. The speedometer on the straightaway showed a speed of 75 miles an hour. The car was stuck in every respect and fully equipped.

The loser was satisfied—almost. "How fast can you go in second speed," he asked. "Forty-five miles an hour," Mr. Crawford answered, and then proved it.

"Let's drive to Chicago for dinner," said the loser, "we can make it in time."

STUDEBAKER BUSINESS GOOD
Check for \$40,000 Paid Out at One Time for 1915 Cars.

When an automobile dealer pays out \$40,000 at one time for cars to insure him against a possible shortage he is not worried by thoughts of hard times. Good news of prosperity upon the Pacific Coast was taken to Detroit, the automobile center of America, by the managers of the two Studebaker California branches, E. R. Carpenter, of San Francisco, and R. D. Maxwell, of Los Angeles. The particular good news for the Studebaker factory was more than a mere report of trade conditions, however, for Mr. Maxwell brought with him a check for \$40,418.40, given him by the Russell Motor Sales Company of Los Angeles, as payment upon delivery of nearly 10 carloads of Studebaker cars.

"Studebaker sells more cars annually west of Denver than any other manufacturer selling machines that retail for more than \$600," said Mr. Maxwell, in telling of his large check. "This lot of cars does not represent the sales of the Russell Motor Sales Company for 1915, but merely a sale to guard the company against the shortage of Studebaker cars which it wishes to anticipate."

"In California there are 300 Studebaker dealers and 400 Studebaker service stations. No matter where one turns he is never more than a town

away from a Studebaker expert. In addition to our branch in Los Angeles, there are 40 Studebaker service stations in the city. These effectively do away with the congestion that once hampered the branch. Inspections and adjustments are now made throughout the city, and an owner is never more than a short distance from a garage where his car is sure of intelligent care."

Invitations Out for Convention.
Invitations to attend the motortruck convention in Detroit on May 5 and 6 have just been sent by the National Automobile Chamber of Commerce to all the active established manufacturers of motor vehicles. Among the packages of Selling on Time Payments and How Such Sales Should Be Handled," by Windsor T. White, president of the White company and chairman of the

commercial vehicle committee of the N. A. C. C.

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