

TRIBUTE PAID TO FLAG AND PACIFIC HIGHWAY

Frank Branch Riley at Peace Celebration at Blaine Terms Undertaking Greatest Ever for Exploitation of Pacific Coast to World.

BY FRANK BRANCH RILEY.
(Address delivered July 4 at Blaine, Wash., at peace celebration conducted by the Pacific Highway Association.)

It is peculiarly appropriate that we should give testimony of the blessings of peace upon the common ground of the open road. For more than any other of the devices of man, the highway is designed to stimulate the pursuits of peace, the freer intercourse and the closer friendship of neighboring peoples.

The road breaks down the barriers of misunderstanding and prejudice, of ignorance and dark suspicion. It is the relentless foe of narrow localism; it blots out the illusion that just across the border the contemptible enemy waits, ready to invade, to murder and to conquer.

I never see one of these little Pacific Highway signs that gleam like comforting signals at every puzzling crossroads and forks without feeling a thrill of patriotism. I know that when the road has turned the next corner it does not stop, but sweeps on, following winding rivers, climbing mountain barriers, now fringed by beading creeks and golden fields, now held in the clutch of dark canyons. But it goes on, never hesitating, as local roads do, at county lines, never halting at state boundaries and never any more than pausing at the international boundaries.

holocaust overseas. We have seen one people after another topple into the abyss. We have watched the bloody butchery of millions; have seen man return to primitive barbarism. Enthrilled, we have beheld old civilization changing international law into international anarchy. And, sickened and overcome, it seems to us as we watch, that we are beholding a cataclysmal end of nations.

Gladly we grasp this opportunity to turn from the spectacle of the failure of diplomacy and repudiation of treaties to praise one scrap of paper that has stood the test, to celebrate a peace that has endured, and to express the right determination that we shall never settle, in slaughter, any dispute of ours.

I see the Union Jack floating against the blue of the Canadian sky. I salute

OFFICER OF EASTERN FACTORY VISITS PORTLAND TO PLACE AGENCY.

Stanley C. Wilson.

That conditions on the Pacific Coast are exceedingly favorable for commercial car business is the firm belief of Stanley C. Wilson, secretary and treasurer of the J. C. Wilson Company, of Detroit, who was a visitor in Portland last week.

Within the near future the Wilson Company probably will announce the appointment of its distributing agency for this territory and not long afterward Pacific Coast deliveries will be made by the company of its one-ton, two-ton and three-and-a-half-ton trucks.

The Wilson Company is about to embark in the manufacture of motor trucks on a large scale in its big Detroit plant, located at Warren avenue and Fifteenth street, in which for 20 years it has been carrying on a large business, first as carriage manufacturers and later as automobile plants and trimmers. Preparations are being made for commercial car manufacturing on a large scale with quantity production starting October 1.

Pacific Highway Main Unit.

The Pacific highway, as it is maligned and ridiculed at first, has come to be an institution, Canadian and American, of the big West. It is the principal unit of the Federal system of related highways, the golden chain that binds the last West.

Every year its termini are forced farther north and farther south, and there are some fine fellows not far from me (and I admire them even if they are hopelessly demented about this thing) that will never stop until the road shall really begin in the Arctic snow at Point Barrow and end under the palm trees on the shores of the Straits of Magellan.

It is a challenge for me to come and see you up there, to match our valleys and forests and snowy volcanoes with your own; and no American can resist the appeal. The road calls you to come over to us, and in the coming and going, there lies the realization that on both sides of an invisible line we are both doing the same big things in such the same and for the same ends. In the hands of these two nations lies the destiny of a continent.

We are all here, British and Yankee, bold pioneers in the dawn of civilization, the human migration has been to the West, always West, and the trail has lain to the Mediterranean, the Atlantic, the Pacific, and now, led by heroic adventurers like your own admirable Admiral Vancouver and our Captain Gray, we have come to the end of the white man's trail. There is no more West.

Work Declared Only Beginning.

We have sniffed the tang of the Pacific, have scaled the walls of the Rockies, and here, hand in hand, Canadian and American, we stand together on the shores of a new ocean and face the front of the world. Beyond the sea is the same old East again, and it is here we begin together, in the final evolution of the race, the exploitation of the same old building up of the finest civilization the world has ever seen.

We are all workers here.

We are all workers here. In the States we have a saying that in New England, where higher education is a passion, the first question asked of the stranger is, "What do you know?" In the South, where birth and pedigree are so all-important, the question is, "Who are your?" In New York, where "Who are your?" is the question is, "How much yuh got?" But in our big West, with tremendous things to accomplish, the eager demand is, "What can you do?"

It doesn't matter so much who your grandfather is.

It doesn't matter so much who your grandfather is, whether or not you have a university degree, or a dollar to your name. The test is, how useful can you be, what part can you play in this big plan to fill an empire of unused land with home builders?

Vast Area Rich in Resources.

In our great work, we have scarcely scratched the surface of a big job. No State of Oregon has an acre of land half the German Empire, and there are 50,000 people only in it. It is so open in resources, potential beyond the imagination of the wildest prophet. It was designed by the Almighty to support in happiness and health 35,000,000 of people, the same is true here and everywhere hereabouts.

Oh, we are too busy with problems that concern us here to quarrel.

Oh, we are too busy with problems that concern us here to quarrel. Sentimentally, commercially and otherwise, we are cousins and neighbors, and we shall never fight.

For 12 months my country has been the agonized observer of a hideous

Just a word to dealers

The Pathfinder with its Continental Twin-Six is going to be a big factor in the dealer situation. We are obtaining dealers on a selective basis—and now with increased facilities we are going to add greatly to our dealer list—and if you are the right party, you are INVITED.

Ask us about our new Selling Plan—we don't build cars on your money or tie up your capital. Ask us about the fifteen distinct and unique Sales Supports that is a part of our legal contract. Ask us to prove to you how we help you to make money during the dull times between seasons. Make us PROVE this—even out of idle curiosity.

W. E. Studebaker
Vice-President and Director of Sales.

AUTO SERVICE PROMISED

PATHFINDER COMPANY ENGAGES EXPERT ORGANIZERS.

1915 Model Single Six and Twin Six Cars Are to Be Made Quality Leaders.

Concentrated on the development of the new 1915 Pathfinder single six and twin six models by the Pathfinder Company, of Indianapolis, Ind., is the knowledge of one of the foremost retail automobile dealers in the country, W. E. Stalhammer, who has the record of placing more high-grade cars on the boulevards of Chicago than any other dealer, and who has just become vice-president and manager of sales.

Identified with him is St. Clair Couzens, who has been for the past five years automobile editor of the Chicago Daily Journal. Mr. Couzens has been connected with the automobile industry for eight years in a publicity capacity.

Mr. Stalhammer's experience in Chicago as a retail automobile distributor fits him specially to understand the dealer's problem. He knows just what the word service means, and what the automobile buyer ought to demand when purchasing a quality car, such as the 1915 Pathfinder.

St. Clair Couzens has studied the automobile situation from the buyer's standpoint and through his newspaper experience has a thorough knowledge of cars, their history, faults and successes.

The Pathfinder single six for 1915 will sell for \$1625, which is a reduction of \$27, and the Pathfinder twin six, which will be equipped with a Continental Pathfinder 12-cylinder motor, will sell for \$1975. The Pathfinder production for 1915 has been greatly increased and plans are under way to make it one of the foremost quality cars in America.

FORD REDUCTION PROMISED

Price of \$350 Held Too Low at Present but Likely in Future.

The rumored reduction in the price of the Ford car will be a fact shortly, according to a statement accredited to Henry Ford, president of the Ford

Road Information

BOUND for Sacramento, Cal., where they will attend the annual convention of the Federation of American Motorcyclists, nine motorcycle enthusiasts left Portland last Thursday over the Pacific Highway. Three couples, O. P. T. Daenitz, tourmaster, Mrs. Daenitz, Mr. and Mrs. Ceil Bowman, of Vancouver, B. C., and Mr. and Mrs. Perry Abbott, were riding Harley-Davidson sidecars, while A. C. Knight, W. H. Bennett, his chauffeur and solo, a copious display of pennants and armbands told that the travelers were from Portland, and that they were on the "Northwest Rambler" tour to California.

A considerable number of cyclists preceded the touring party, and they left yesterday to catch up with the procession before they reached their destination. Several of the riders will travel to San Francisco and Los Angeles before returning home.

Mr. Bowman reported that some of the roads between Seattle and Portland were rough and that many machines were being pulled out along stretches where the roads are torn up.

At Eugene the riders were joined by Clyde Fisk and Miss Martha La Teller, and at Lebanon by W. E. Sears.

Mr. and Mrs. H. A. Moore, in their Cadillac car, accompanied by their son and daughter, Mr. and Mrs. Harry R. Moore, and niece, Miss Gladys Watkins, drove over the Columbia Highway on July 6 as far as The Dalles, where they stopped for refreshments and gasoline, and then finished the trip to Moro. They report the roads were in good condition, except in a few places near Bonneville, where the recent rainfall was the heaviest. The road over the uncompleted tunnel is not bad, only steep, but the Moores

feel that the beautiful scenery along the highway fully repays one for any little inconvenience. Before leaving the party made a trip to Grass Valley and into Gilliam County, where Mr. Moore has several wheat ranches.

Packed up in a Cadillac Eight, Ziba Bennett, president of the Ziba Bennett Plantation Company, of Pine Bluff, Ark., called at The Oregonian last week for information on the road north of Portland. With his brother, W. H. Bennett, his chauffeur and a colored boy cook, Mr. Bennett had traveled through St. Louis, Kansas City, Santa Fe, Trail, Grand Canyon, Los Angeles, San Diego, San Francisco and the Pacific Highway to Portland. They came over the coast route through Crescent City in order to see the big trees in that section.

From Portland they were en route to Seattle, Yellowstone Park, Salt Lake, Colorado Springs, Denver and Chicago. Not long after they reach home they will make a trip to the White Mountains in Vermont.

"I call these roads out here pretty good," said Mr. Bennett. "There were a few bad places, but I wouldn't call any-

thing dangerous except some of the situations on the Crescent City route. "We dipped our machine into the Pacific Ocean just to say it had tasted both oceans, and the tide came in and stuck us for our trouble."

After driving their Ford roadster all the way from San Francisco over the Pacific Highway, Mr. and Mrs. Orin Osburn, of Baker, called at The Oregonian office Thursday to inquire as to the condition of the Columbia Highway to The Dalles. They were delighted to learn that it would no longer be imperative to ship their car that distance.

In going to San Francisco Mr. Osburn drove from Baker through Bridgeport, Malheur City, Burns, Alsea, Redding and Red Bluff. Because of adequate equipment he carried for sleeping out anywhere Mr. Osburn was privileged to travel early and late and he made the trip to San Francisco in less than six days and the return as far as Portland in less than five days. With a good folding bed a tourist can make dry camp any place, he says.

One of the most complete touring outfits that has passed through Port-

land this year attracted considerable attention on the streets last week. It was a Packard Six, manned by four clean-cut college men from the University of Minnesota, W. J. Kahler, E. A. Berg, E. O. Doyle and J. C. Frabini, who are making an 800-mile lecture tour of the Western United States to pay their way through college for another year. In all they will deliver 30 illustrated lectures at cities and towns about 150 miles apart. They lectured one night last week at Vancouver, Wash., and the next night at Eugene.

The Minnesota men report that the Yellowstone Trail from St. Paul across to Seattle is in fine condition and that their entire trip to Portland was under favorable conditions except for some bad roads in Minnesota, and the bad stretch south of Kelso, Wash.

John A. Walter, the "gasoline king" of Portland, has returned from a round trip to San Francisco made in his Hugobule. He calls the Pacific Highway a good road.

J. T. Lupton's 1912 Packard, from Chattanooga, Tenn., arrived in Portland

last week carrying Mr. Lupton and his party, who had driven north from Los Angeles. Other "foreign" cars in Portland last week were decorated with Battle Creek, Mich., and Syracuse, N. Y. flags.

Still another Chattanooga car, a Hudson six, brought John W. Ash and his family, who were on their way to Corvallis. They came by way of the John Day country and marveled at the fact that they were three days away from a railroad at one stage of their journey.

George Gray and his daughters, Misses Gertrude and Margaret Gray, of Seattle, started home last week after driving down over the Pacific Highway. They motored up to Salem to visit relatives before returning. The condition of the highway south of Kelso caused the Grays to lose some of their pride in their state.

Beauties to Ride in Studebakers.

The Studebaker agency at Los Angeles has tendered the use of 10 seven-passenger, six-cylinder Studebakers to the party of 46 young lady winners in a National beauty contest for touring the grade without the least difficulty

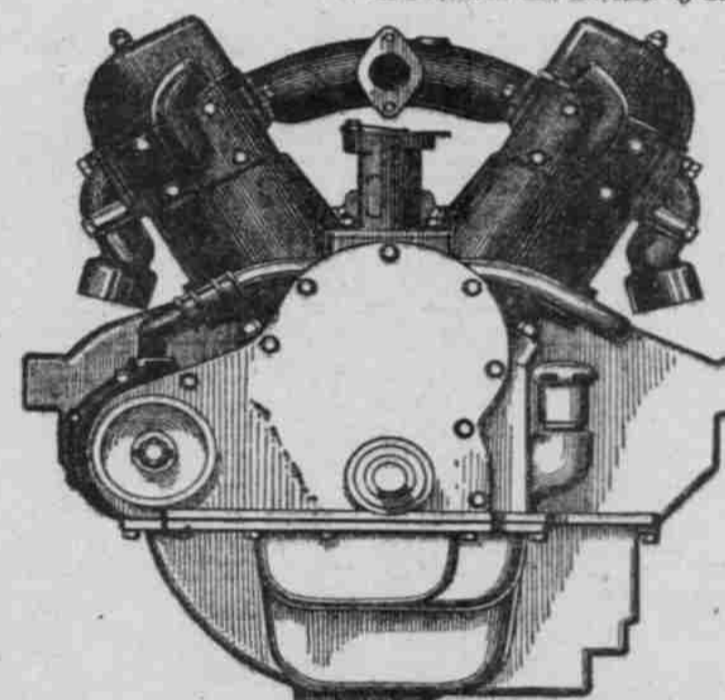
by the Universal Film Co., the reward being a trip to the Panama-Pacific Exposition.

ROAD MAP IS TO BE ISSUED

Hood River Club to Publish Best Routes Through Valley.

HOOD RIVER, Or., July 17.—(Special.)—The Commercial Club, for the accommodation of increased automobile traffic, has authorized the secretary, H. E. Scott, to issue a map of the roads of the valley. The map will be issued in folder form and will be valuable to motorists who plan a tour of the Mid-Columbia region of the Cascades.

The Commercial Club, co-operating with the County Court, is making every effort to improve the rough points of the Columbia River Highway. Men are busy constantly at Mitchell Point removing loose stone from the roadbed and applying new surfacing where needed. A team of horses will be put there Sunday to assist machines that may become mired. However, it is said that cars properly handled will come over the grade without the least difficulty



The motor that will revolutionize the automobile industry
Pathfinder
Continental Twin-Six Motor

The coupon is for your convenience—send it today and we will place in your hands by return mail a full and complete detailed description of the Pathfinders—the cars that are absolutely going to make you feel differently toward all motor cars you have ever owned or known—the motor action is beyond description.

Send Coupon now Remember—all we ask is to place the EVIDENCE in your hands without any obligation on your part. Then if you so decide—we will arrange for you to see and ride in the new Pathfinders—so fill out the Coupon today—FOR YOUR OWN SAKE

The Pathfinder Company

INDIANAPOLIS, U. S. A.

Not a car of parts—but a UNIT

The Pathfinder is a perfect whole—a complete unit in which everything is the accepted best—there is nothing below the standard in the whole chassis—it is truly the classical motor car chassis from radiator to rear axle. The Pathfinder Twin-Six is just another example of engineering for which all Pathfinder models have been famous. The Pathfinder Single-Six and Twin-Six are not on trial. The Pathfinder has established an enviable reputation for everyday service under all road conditions from the Atlantic to the Pacific.

Luxury resplendent

The graceful lines of the body, the wonderful high polish finish—the beauty and luxuriousness—the soft, deep cushions that are the last word in comfort—will cause you to exclaim—"There is a REAL CAR."

And the price—\$1975—for the Pathfinder Twin-Six will also meet with your full approval.

And in considering the Pathfinder Twin-Six, do not overlook the new Pathfinder Single-Six at \$1695. As your choice will lie between a Six and a Twelve, don't decide on any car till you see and ride in these two really wonderful Pathfinder cars—and you can get a Single-Six immediately, if you should decide on it now.

Talk to your own dealer today

Perhaps you have a preference in dealers—you favor some particular dealer whom you know to be absolutely reliable and dependable. See him at once—and simply tell him you are interested in the new Pathfinder Twelve or Six, or both. You may be doing him a great favor by putting him in touch with us. Cut this announcement out and show it to him. We will arrange for him to visit our factory and actually ride in the Pathfinder Twelve and Six. After he investigates he can give you his judgement—we will abide by his decision—that's fair to both of us.

If you do not care to do it in this way, you at least want to know more about these wonderful cars FOR YOURSELF.

Send this coupon today

Name _____
Address _____

The Pathfinder Co., Indianapolis, U. S. A.

Without obligation on my part, send me full details of both Pathfinder Twin-Six and Single-Six

I have no choice of dealers.
 Prefer _____ as dealer.