

Prominent Who Portlanders Motor



E. L. Thompson

FEW among the prominent business men of Portland who motor have a longer string of automobile tours to their credit than E. L. Thompson, of the banking firm of Hartman & Thompson.

This summer Mr. Thompson and his family drove over the Pacific Highway to the California exposition and back again. Three years ago they made a

similar trip that carried them over into Mexico, and that included side trips to Riverside and Del Monte and to various points adjacent to Los Angeles.

Mr. Thompson also has driven to Seaside and back three times, several times to Puget Sound, once as far north as British Columbia, and has enjoyed motoring trips to the Tillamook beaches and through the Willamette Valley on various short trips.

"On all of these trips it has been my habit to make a record of road conditions, gasoline and oil consumption and of the character of hotel accommodations available along the respective routes," chatted Mr. Thompson behind the wheel of his Packard the other day. "All of this special touring information has been compiled and filed by my son, and often provides valuable research material for good road authorities."

It was in 1905, the year of the Lewis and Clark Fair, that Mr. Thompson purchased his first automobile, a two-cylinder Oldsmobile. Since that time he has owned somewhere between 12 and 15 other cars. At present he buys gasoline for three high-priced cars. One is an enclosed car that is used by the family in the winter; another is for touring purposes, and the third is used by Mr. Thompson on his business trips about the city.

NEW FOUR PROMISED

Jeffery Company Announces Plans for 1916.

STANDARD SET AT \$1000

Makers Say Aim Is to Produce Best Low-Price Quality Car to Embody All Distinctive Advantages.

KENOSHA, Wis., Aug. 7.—The spectacular feature of the 1916 plans just announced by the Thomas B. Jeffery Company, of this city, is the new Jeffery Four, with enlarged seven-passenger capacity body, at \$1025—without the auxiliary seats, \$1000.

The Jeffery Company also announces the Jeffery Six at \$1250 with the same specifications as the Jeffery Chesterfield Six, which sold in large volume during the past year at \$1450. The silent worm drive, Lanchester cantilever springs and other notable features which have made the Chesterfield a leader among light sixes will be continued in the new Six in addition to certain refinements, making for even smoother, quieter operation.

The chief emphasis, however, of the Jeffery Company will be placed on the new Four. In discussing the Jeffery plans for the coming year E. S. Jordan, general sales manager and secretary of the company, said:

"In offering the Jeffery Four to the American public at a \$1000 price it is not the purpose of the Jeffery Company to meet temporary price conditions nor to compromise with an imagined desire on the part of dealers and the public for cheapness. On the contrary, it is the aim and determination of the Jeffery Company to establish the Jeffery Four as a standard car at a standard price.

"The new price is the direct result of the continued popularity and constantly increasing demand for the Jeffery Four. This has brought about large scale production with its consequent economies. We have reduced selling and overhead expenses. We have cut the margin of profit. We have introduced certain advanced methods of construction which save money, and we are now able to give

the public more car at \$1025 than has heretofore been possible to give at the original price of \$1150.

STANDARD IS SET.

"We have refused to go below the \$1000 price because we have found it impossible to produce a quality car at less than \$1000. We are not charging more than \$1025 because we have perfected a car which in quality, ease, comfort, efficiency and economy will satisfy the most critical buyer, not only at the time of purchase, but after he has driven the car for a number of seasons.

"The only mechanical changes are matters of simplification, making for less weight and greater accessibility. The new car weighs but 2540 pounds, 200 pounds lighter than last year. The motor is essentially the same, but develops more power on the hills than last year. The unit power plant makes for greater simplicity and accessibility.

"The starting and lighting system is the famous Bilur, the same as used by Packard. The Stromberg model K12 carburetor has proved out a wonderfully economical gas user and a great developer of power and speed. The clutch is of the dry disc type. The rear axle is Jeffery-built, of the same type used by Pierce-Arrow. The rear springs are extra length, two inches longer than on the original Jeffery Four, giving an ease of riding at high speeds over country roads not found elsewhere except in the highest-priced cars.

"In building the new Jeffery Four it has been the aim of Jeffery engineers to produce a car which would even excel the original Jeffery Four in tire and gasoline economy, at the same time offering the public an automobile of standard seven-passenger capacity, so that the average owner who insists on quality and who frequently wants to take out more than five passengers could satisfy these needs without paying a high price to start with and without feeling big gasoline and tire bills each season.

"Figures gathered from Jeffery Four owners on tire mileage, gasoline consumption, repairs and replacements covering a period of years come as a revelation to the average automobile owner, whether he has been driving a low-priced or a high-priced car. For example, on the Jeffery Four the average owner's cost for parts in the past two and one-half years has been but \$2.95.

"One of the chief reasons why such excellent results have been attained is said by Jeffery officials to be the fact that the Jeffery is 32 per cent built in the Jeffery plant. Practically every operation is under the direct control of Jeffery inspectors. The Jeffery Company is not dependent upon parts makers and is directly responsible to the public for the quality of its automobiles.

HIGHWAY GUIDE GIVEN

TRAVEL WILL BE PERMITTED TO DAY TO MULTNOMAH FALLS.

By Making Detours at Springdale and Latourell, Motorists Can Drive On Columbia River Highway.

By making a detour from the main highway between Springdale and a point where the Grange hall stands, not far this side of Chanticleer, it will be possible for motorists to travel over the Columbia River Highway for the next few weeks almost as far as Latourell.

At present a paving plant is located on the highway just back of Latourell, and until the paving has been completed up to Latourell Falls it will be impossible to drive all the way to the falls on the highway. By dropping down from the highway into the town of Latourell, however, and then swinging back to the highway again, motorists can resume travel on the highway near the falls, and for today only Roadmaster Yeon announces that he will permit machines to travel as far as Multnomah Falls, but no farther.

In order to reach Springdale it is imperative that motorists follow the Section Line road past Gresham and a sign-posted detour that leads by way of the Auto Club grounds. Then after crossing the Sandy River bridge and the winding road that leads to Springdale a detour is necessary because of the paving activities between Springdale and Grange hall. Instead of taking the right-angle road at Springdale, take the middle course and continue to follow the road signs for four miles, when you will come back to the highway at a point near the Grange hall this side of Chanticleer. At one place this detour nearly merges with the highway again, but the highway is blocked and the road now being traveled loops back abruptly before again swinging around to the highway.

From the point of intersection at Grange hall the main highway is open past Crown Point and on nearly to Latourell. Here another detour through the town of Latourell is necessary if the motorist wishes to avail himself of today's opportunity to go on to Multnomah Falls.

TILLAMOOK TRIP OUTLINED

(Continued From Page 5.)

but the easy-riding Hudson kept all dispositions pleasant. The big trees and the wonderful creeks in this vicinity are fascinating, and here for the

first time one begins to feel "beachy."

Just before reaching Dolph a succession of stubborn hills compelled Mr. Byrne for the first time in 75 miles of travel to pull the powerful Hudson down from the high gear on a hill. At the town of Dolph there is a private toll gate, where a 50-cent assessment is levied against all automobilists. Last month 921 automobiles paid toll at this gate and the tender predicts that nearly 1500 will pass through during the current month. The total travel for 1914 was 2500 machines, but this year should see a much larger aggregate, because the roads are in much better condition and travel will probably be possible later in the season.

The worst road on the entire Tillamook trip is located between Dolph and Hebo outside of the toll gate jurisdiction. For five miles out of Dolph the road is rough and almost muddy in places, but the scenery along Alder Creek and Three Rivers is so beautiful that the traveler almost forgets the bumps that it costs to go through. The authorities at the toll gate advised us that the workmen operating on this road will have the big wrinkles taken out before the end of this week.

Macadam Road Excellent.

From the town of Hebo all the way into Tillamook the county has constructed a macadam road that is par excellence and the scenes along the Big Neatucca River and Beaver Creek are enough to make the lover of fishing chatter like a maniac.

The big bridge into Tillamook is closed and just as the motorist reaches the outskirts of this busy city he is compelled to make a detour to the left through a cow pasture for a mile, where warning aren't needed to keep the speed down to a snail's pace.

As we were bound primarily for Neah-Kah-Nie, a point 30 miles north of Tillamook, we stopped at the Tillamook Hotel only long enough to satisfy hearty appetites, clean up a bit and fill up on gasoline.

It was nearly 9 o'clock, however, before we got away. The 20 miles of road down through Bay City and Nehalem to Neah-Kah-Nie beat anything the writer has ever seen for a country highway. For the first part of the way out of Tillamook the road is paved, but somehow or other you like the rest of the road better. This road down to Neah-Kah-Nie is said to be a high and dry proposition all through the year, and it certainly looks the part.

Beach Resorts Visited.

When it finally came time to leave Neah-Kah-Nie for home we drove back through the giant spruce trees, some of which are 45 feet in circumference at the base, and across and along the beautiful Nehalem River to Miami. Here we branched off from our natural

to the Garibaldi, Ocean Lake Park, Barview, Twin Rocks, Saltair, Elmore Park, Rockaway and Lake Lytle resorts, where we admired the respective view-points and mingled with the vacation crowds that had come from every direction. It is enough to remind one of the Atlantic Coast beach resorts to see so many substantial resorts built along in a row. As the six miles are traveled over an excellent automobile road from Miami to Lake Lytle, one can scarcely determine when he arrives at one resort and when he leaves the other.

After feasting our eyes on the scenery and activity along this stretch of road,

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TAG SYSTEM CHANGED

HOWARD COMPANY INTRODUCES NEW METHOD IN OREGON.

Prefix Letter Added to Numbers of Dealers' Cars, With Permission of the Police.

The Howard Automobile Company, of Portland, Northwest distributors for Buick cars, is the first to introduce into Oregon a new system of numbering dealers' cars.

The former custom of numbering dealers' cars was to assign to a dealer a number, and on the plate it read "Dealer D" with the number which was assigned to each particular dealer.

According to this method of numbering cars, it was impossible to tell the difference between different cars operating under the same number. As most of the dealers have from five to 12 license numbers and they were all duplicates of each other, a question which confronted C. H. McCutcheon, manager of the Howard Automobile Company's Northwest interests, was to find some way so that each car being operated by the Howard Automobile Company could be located by some designing mark.

As several of the other states have found it an advantage to prefix dealers' numbers with an individual letter,

this question was taken up with Ben W. Olcott, Secretary of State, by Mr. McCutcheon, of the Howard Automobile Company, and after the subject was explained to Mr. Olcott, he agreed that the idea of giving the dealers numbers with an individual letter prefix was a good thing and that it was something that the state, no doubt, would later adopt. Therefore, he issued orders to have made a set of dealers' numbers for the Howard Automobile Company with separate prefix letters.

This was done after the police department of Portland had been consulted in the matter, and they readily realized how much easier it would make it for the police department in locating any one particular car.

It is anticipated that in 1916 this system will be followed by the State of Oregon, with reference to the dealers' numbers, as it has proved satisfactory in other states.

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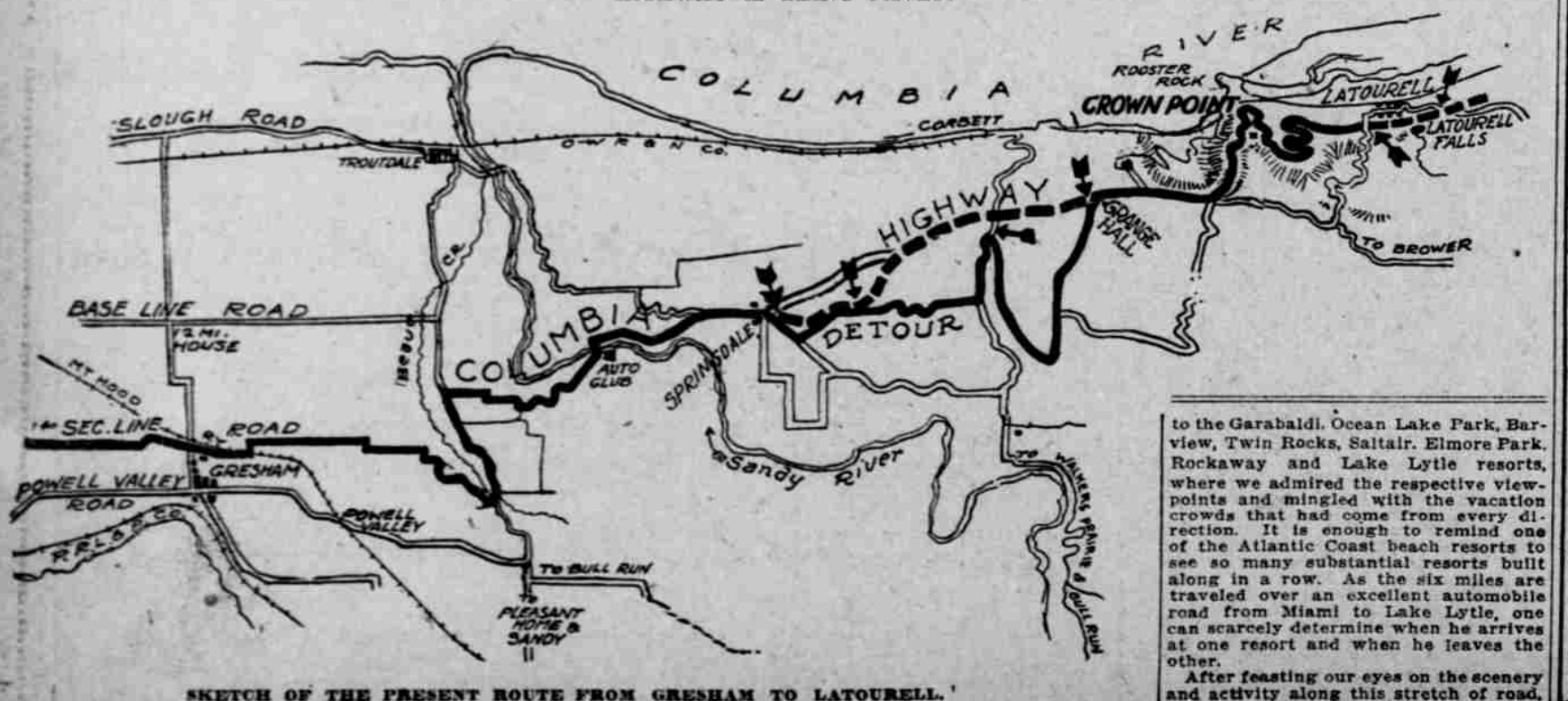
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SKETCH OF THE PRESENT ROUTE FROM GRESHAM TO LATOURELL.