

GUESS-CAR BUYING IS LOST ART

Purchaser Now Has Every Opportunity to Know All About Machine.

WOMEN AID IN JUDGING

Lines of Car, Its Looks and Comfort Decided Better by Fair Sex Than by Men—Many Definite Questions to Be Asked.

BY J. J. COLE, President Cole Motor Car Company. The days of guesswork in buying motorcars is over. There is no reason why a purchaser of a motorcar should not know positively just what he is buying before he has actually bought it.

HIGHWAY OPEN ONLY TO CROWN POINT TODAY.

On account of the heavy recent rains, Roadmaster Yeon has been compelled to close the Columbia River Highway at the point where the hairpin curves commence on the east side of Crown Point. Because the fills on these curves will not be settled sufficiently, the scheduled brick pavement will not be laid until next year, but Mr. Yeon will build a temporary gravel road this week connecting with the old county road that is 1200 feet distant from the highway.

Short Stretch Not Completed.

As yet there is not a continual line of pavement from here to Crown Point. But this is virtually so now and when the pavement of the Base Line road is completed it will be possible to drive 1.9 miles past the old Twelve Mile House on pavement without touching non-paved roads. The road on the east side of the Twelve Mile House and then the motorist is on the old road leading to the automobile clubhouse. This is not being paved, but the surface is in good condition despite the heavy rains.

One Spot Muddy.

Then there is level pavement through the canyon, past the Crown Point and on to the point where the road does the figure eight stunts through the trees below and east of Crown Point. This road was positively muddy last Tuesday, and was still muddy today, however, it is gradually being cleaned up. But this contrast between the pavement and the gap of dirt will be hard-surfaced, is the strongest

Woman Would Judge Design.

Don't take your own judgment on the car's looks—a man's judgment on matters of beauty are not always as dependable as a woman's. You have some woman in your family who has judgment on body lines and color is worth more than yours. So ask her. Ask her to judge the car's design. She'll tell you whether the upholstery and the tilt of the seats and the general interior are to your liking or not. She will also tell you whether it rides to her satisfaction.

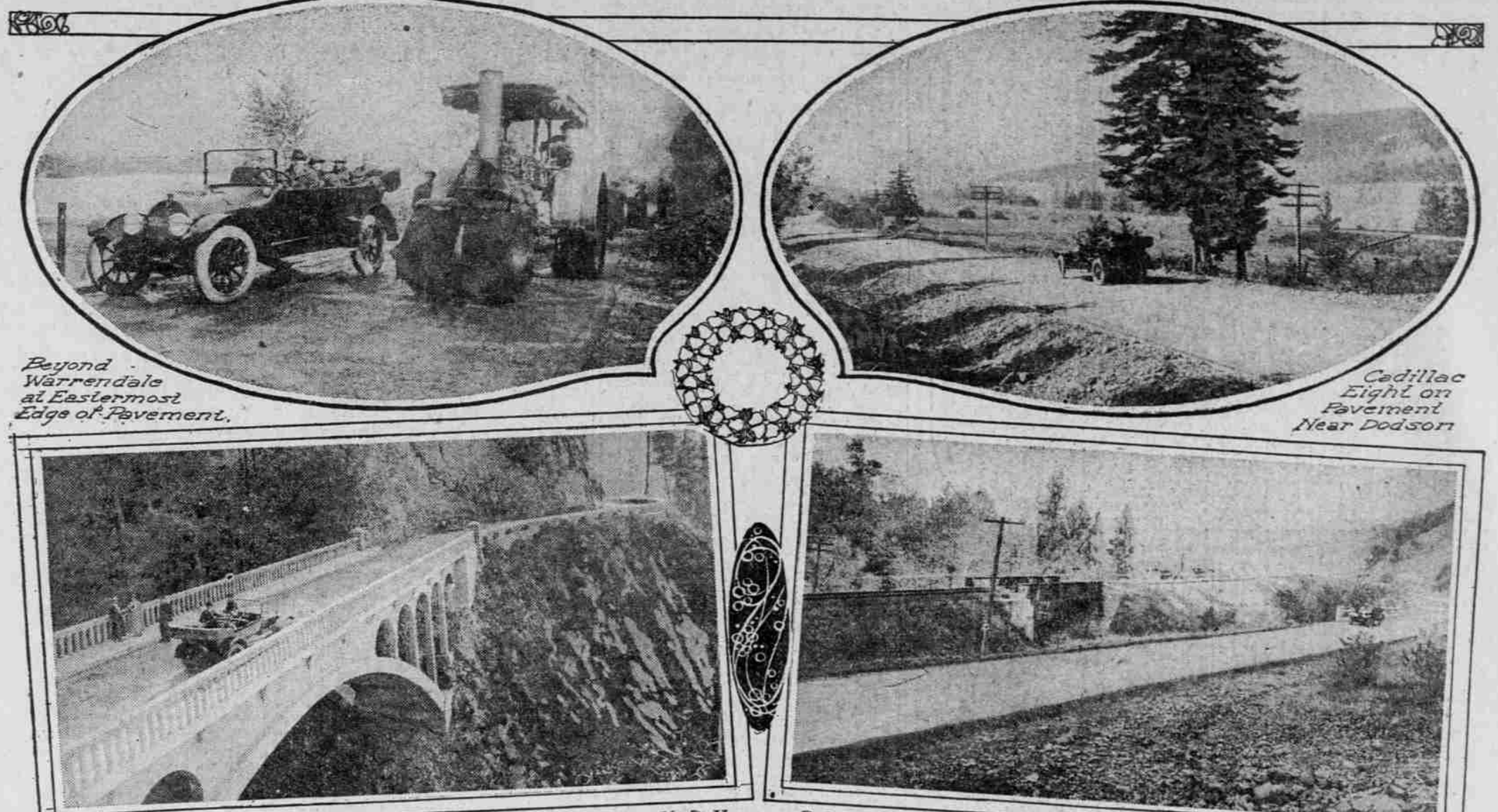
Right there, do you know that there has been a sudden change in motorcars?

What was considered easy riding a year ago is no longer so. Actually, the way in which automobile bodies have been constructed and the way in which they are driven is a revelation to you and the first time you ride in one of the best new-type motorcars in one of the new cars respond rapidly. And the same intense improvement is evident in the new alertness in traffic. The car dodges around more quickly, it is safer, surer and more self-sufficient. The motor does business instantly, and the clutch, brake and transmission co-ordinate so well that the whole action of the car becomes what the driver calls "reflexion," or what we laymen call spontaneous and sub-conscious. The point is that the car does things so quickly that they are done before you have time to figure out how they are done. Make the car your buy show you that it is capable of reacting instantly both with clutch and brake and with the steering wheel and smooth and pleasant about it.

Hill-climbing power is unmistakable—so is the fact that you should not have to shift gears any more on the majority of the so-called bad hills. And the car should accelerate all the way up and still have a reserve of reserve power. The other questions can be answered either yes or no by the car itself—except the last two, which deal with price and the character of the company behind the car. On these two points you will have to draw on your own knowledge of the automobile industry and of mechanical engineering.

COLUMBIA RIVER HIGHWAY IS TO BE DRIVABLE YEAR AROUND. DECLARES HOWARD M. COVEY AFTER TRIP TO WARRENDALE

Trip Taken in Cadillac Eight and Speed of Sixty Miles an Hour Made at One Point, Then Car Slowed Down to One Mile, Still on High Gear—Gaps in Paving Being Closed Up—Necessary Route Described.



Beyond Warrendale at Easternmost Edge of Pavement. Cadillac Eight on Pavement Near Dodson. Below Horsetail Falls Where Highway Parallels Railroad.



Fresh Pavement on Bridge at Shepherd's Dell. Mr. Covey Thanks J.H. Shewry, 'Boss of the Road' for 'Generous' Courtesies.

BY CHESTER A. MOORES. THE motorists of Portland and Oregon should thank John B. Yeon and congratulate themselves, for they are about to be able to drive over the full length of the world-surpassing Columbia River Highway at any old time of year and at all stages of weather. That much was determined last week by Howard M. Covey, of the Covey Motor Car Company, who steered a palatial Cadillac Eight over 40 miles of roadway from The Oregonian building to a point near the terminus of Multnomah County beyond Warrendale. The trip was made at the instance of The Oregonian in order that the reading public might know "what's what" along the Columbia Highway at present.

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Just this side of Shepherd's Dell we found a patch of 100 yards that had been filled recently and that wasn't quite mature enough for laying permanent surface. The pavement has been laid over the bridge across Shepherd's Dell and is now being completed around the edge of the tall slabs of rock on the other side. Unless you ride in an official machine you will not be permitted to drive past Shepherd's Dell for a week or so unless Mr. Yeon declares a special occasion, as he did last Sunday, and permits public travel as far as Warrendale. For a distance of about a mile and a half between Shepherd's Dell and Bridal Veil the pavement had not been laid and at a few places beyond the busy paving crews were bridging tiny gaps that had been left until the last thing so that the ground where fills had been made would have more time to settle to permanent level. Along here somewhere a deputy sheriff wouldn't believe us when we told him we had Mr. Yeon's permission to travel further, and he threatened to chuck us in the cold waters of the river if we didn't turn back. Then the jolly Mr. Shewry, who has charge of

all work being done on the highway by the Warren Brothers Construction Company, appeared, and quickly stamped us with his O. K. This ceremony sent us on our way to Warrendale and away from the abusive threats of the deputy sheriff.

Pavement Extends 40 Miles. In going out to the highway our speedometer was set at the zero mark when the car flew across the intersection at East Broadway and East Fifteenth street. The measured distance from this point to the end of the completed pavement on the other side of Warrendale was exactly 39.8 miles. Without making deductions for any of the dozen or more stops, due to road obstruction by steam rollers, motor trucks and paving crews, Mr. Covey sent the sturdy Cadillac over this distance in five minutes less than two hours, which is a remarkable record considering the conditions. I have never ridden faster than Mr.

freely in all the territory covered by its 65 branches, and the results traceable to our newspaper advertising campaign are astonishing. "Our policy of including dealers' names in our newspaper advertisements, we find, has had a wonderfully stimulating effect on tire sales. The motorist is not left to hunt our tires. We tell him exactly where to get them."

PARK HIGHWAY OPENING SET. Eastern Lewis Citizens' League Is Making Arrangements. MORTON, Wash., Oct. 2.—(Special.)—The opening of the National Park Highway again has been set for this time, for October 9. Governor Lister has sent word that he can attend Secretary J. A. Ulah, of the Citizens' League of Eastern Lewis County, under the auspices of which the opening will be held, is now engaged in sending out invitations, as well as many personal letters.

Studebaker Day Is 8 Hours. New Schedule to Be Effective at Plant November 1. Consistent with constant endeavors to better conditions for its employees, the Studebaker Corporation has announced an eight-hour working schedule, to be in force in the Detroit plants, starting with November 1. The Studebaker company devotes about as much time and energy to matters concerning the personal well-

fare of employees as to the betterment of its manufactures. In efforts to improve working conditions and environment for its employees the policy has been always to anticipate where changes appeared desirable. Notable among the accomplishments in this direction has been the system of medical examinations which every applicant for employment must undergo. This is a protective feature as much for the benefit of the workmen as for Studebaker, and gives assurance that a man is physically fit for the nature of his employment. That the examination is not a mere matter of form has been shown by its acceptance without requiring further examination by the insuring company in insuring a general policy covering the lives of Studebaker factory men.

CHALMERS OFFERS NEW CAR. Twin-Body Type Placed on Market as All-Year Model. Recognizing the demand for a car of the twin-body type for all-year-round use, Chalmers Motor Company has just announced a new model for Fall delivery, to be known as the Palanquin. The Palanquin is the name given to an entirely new type of body, which converts a touring car into a full-fledged limousine in a few minutes. The Chalmers Palanquin is the first to give this body a distinctive title. Long before the days of Pullman cars and luxurious limousines, the last word in royal equipages was the palanquin, a box-like, curtained conveyance for one person, and moved by place to place on the shoulders of four men. Because only crowned heads or very wealthy personages could afford palanquins, the word has always been synonymous with luxury in the mind of the public.

MAXWELL SHOWS EFFICIENCY. Hoosier motorists are discussing with amazement the recent trip of James Linville, of Greensburg, who drove a new 1915 Maxwell from Detroit to his home, 364 miles, in nine hours and four minutes, running time, averaging 49 miles an hour and doing it on an average gasoline consumption of 24.5 miles per gallon.

NEW RECORD IS MADE. FORD CAR DRIVEN ACROSS CONTINENT BY AMATEUR. Trip of 3747 Miles Made in 20 Days and Total Expense Is Given as Only \$118.70. Driving a Ford Car, Joseph Darling, of Los Angeles, made what is declared to be a record run, for non-professional drivers, from Los Angeles to New York, when he completed the distance in 19 days, 18 hours and 15 minutes. This mark is said to be fully five days better than the best previous amateur record and is expected to stand as a permanent record. The run was made under the sanction of the American Automobile Association.

Man Says 164,000 Miles Is Enough. Harris Montgomery, of Hartford, Wis., has decided that 164,000 miles is good enough service for an automobile and has passed his KisselKar on to another owner. Mr. Montgomery is a commercial photographer and travels almost constantly. He purchased his old KisselKar in 1908 and declares that it has been through every possible experience liable to wreck a car. He now owns a smart new KisselKar 32-Four and declares he will miss his old "road pal."

Banknote Is 1914 Standard 4245 tons of bean oil, valued at \$422,000.

GIRL MOVIES FAR

Anita King, Movie Actress, Crosses Continent.

ADVENTURES ARE MANY

Journey Is Made Under Difficult Weather Conditions, but Kissel-Kar Driver Is Undaunted and Forges Ahead.

Speeding eastward through Ohio on a stiff enough schedule to tax the average man, the little Paramount girl, Anita King, is rapidly nearing the end of her nerve-racking cross-continent trip. She expects to deliver the message given her by Mayor James Ralph, according to advice received in Portland last week by H. C. Skinner, manager of the Pacific KisselKar branch. Spanning the country in even so dependable an automobile as the KisselKar is a difficult and dangerous venture for a woman to attempt alone, and Miss King is frank enough to admit that she doesn't want to do it again.

Among the fund of interesting detail which Miss King had related, she tells us she encountered a tramp who insisted that she let him travel in her car with her. "I wouldn't permit myself to show how frightened I was, but I had him a flask of whisky I had in the car and asked him to come to the theater in Reno where I appeared the next night. Sure enough he came and brought me a wilted bouquet of flowers."

Miss King also received a proposal on her trip in Wyoming. Because of a lift to a shepherd who was carrying a wounded lamb to town. He said he admired her courage in making the trip alone, and after detailing all his earthly possessions, asked: "Wouldn't you like to make this trip our honeymoon trip?" Between Grand Island and Kearney, Neb., Miss King's car was stuck in the mud. A farmer came along with a load of hay, and hoisting interlocking movie actress atop the load of hay with him, he offered to send another team to pull her car out of the mud. They drove along a little way, and the hay cart struck a rut, upsetting the hay, movie actress and farmer all in a heap.

Costume Specially Designed. Miss King wears no frumpier en route, but a costume designed especially for her of heavy, waterproof material. She wears trousers, over which she slips a skirt of the same material when she approaches a city, and high boots and a tight-fitting cap. Miss King says that the performance of her KisselKar has been nothing short of wonderful, only the replacement of minor consequence being necessary, although the roads have been wretched. The weather through nearly the entire trip has been very bad.

MONMOUTH, Or., Oct. 2.—(Special.)—The erection of many new bridges, the hauling of hundreds of loads of gravel, the widening and straightening of roads for the convenience of farmers in many districts and the oiling of 80 miles are the accomplishments of Roadmaster Finn, of Astoria, and a large army of assistants which have worked on the Polk County highways since early Spring. With the clearing of the weather in March, scrapers were operated and rough spots in the roads were smoothed down for a new season. Cement bridges have replaced old wooden structures, and where new roads have been built the drainage has been provided for. Because of the growth of the dairy industry in Polk County, several new highways were demanded. Farmers make daily trips to the nearest milk canneries, creameries, and new roads have been necessary to shorten the routes. Grading has been extensive. Roadmaster Finn has directed the Super-visors of the various districts in proper construction. Hills have been cut and some hills made.

POLK ROADS IMPROVED

EIGHTY MILES OILED AND HEAVY GRADES ELIMINATED.

Many New Highways Added as Aid to Dairy Farmers, and Ranchers Are Heavy Buyers of Autos.

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The cement gravel from the sloughs, placed on the roads in Central Polk County many years ago, has packed thoroughly, but the supply of slough material has been exhausted.

Polk County roads were in better condition this Summer than ever before. The cost of the new roads, a appropriation for road oil, while commercial clubs and the principal cities aided, and some individual subscriptions were received. In all about 80 miles were oiled, constituting the principal highways, and the entire work cost about \$3000," said Roadmaster Finn. "The cost of the season is practically done."

Farmers in each district have supported the good road movement by furnishing labor, and because of the roads Polk County residents purchased many new cars this year.

HIGHWAY GRADE IS FINISHED

Road Out of Ridgefield Is to Have Macadam Surface.

RIDGEFIELD, Wash., Oct. 2.—(Special.)—The grade of the new pavement highway No. 4, leading east from Ridgefield for a distance of 5700 feet towards Horn's Corners, practically is finished. Several cuts and fills were made to obtain a 5 per cent grade. The crushed rock was used for making the foundation for the macadam, which will be placed on the new road shortly. The new grade will have a roadbed 24 feet wide, with a 13-foot macadam center. The road will be graded and will connect with the road through Horn's Corners, Pioneer and the Pacific Highway at Crab's Corners, which is included in the improving district of this highway from Salmon Creek to La Center. The stretch of road from the east end of permanent No. 4 to Crab's Corners has been graded and covered with three grades of crushed rock. This work was done by the county.

Maxwell Shows Efficiency.

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