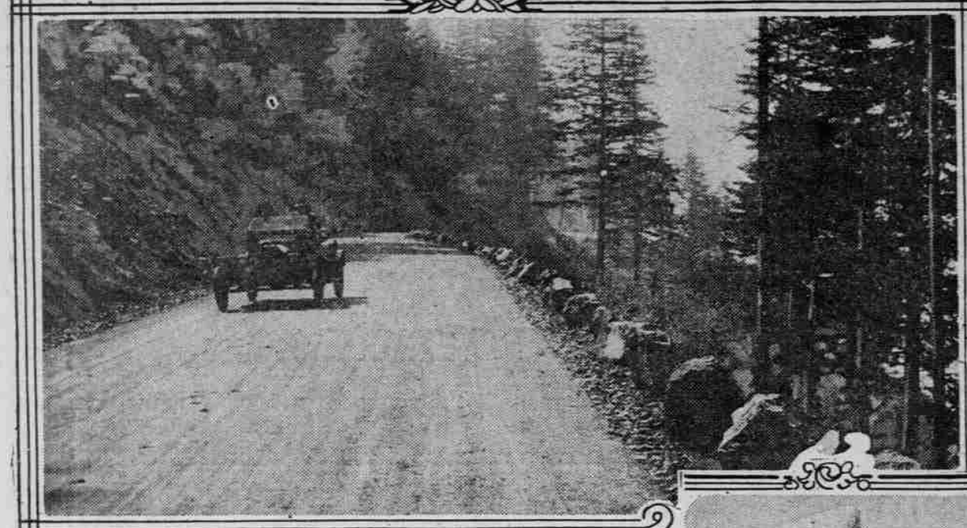
FORD'S SECRETARY CALLS SCENERY ON HIGHWAY "COLOSSAL GRANDEUR"

E. G. Liebold and Party From Detroit Are Amazed at Wonders of Columbia River Route—Road Paved Most of Way—Few Minor Detours Have to Be Made, but Even These Will Be Open All Winter.



One of Cars That Greeted Ford Official on Highway.

BY CHESTER A. MOORES.

"COLOSSAL grandeur!"

Time and time again these two words were exclaimed by E. G. Liebold, secretary to Henry Ford, as he was being introduced to the wonders of the Columbia River Highway last Monday by the officials of the Portland branch of the Ford Motor Company.

The two words instantly struck a reminiscent chord in Samuel C. Lancaster, the "architect" of the highway, who chanced to be in the party. As he accompanies prominent Easterners over the highway day after day Mr. Lancaster says it is interesting to watch for their pet phrase in uttering their wonderment. A big railroad official a few days before had called it "big show" every time he came to a new vantage point, others have said "By George, look at that," and still others are too busy feasting their eyes to find any words but "wonderful," "beautiful" and the many synonyms that come readiest to the mind.

When the two Ford cars, driven by F. B. Norman, manager of the Portland branch of the Ford Company, and by J. W. Capek, the assistant manager, carried Mr. and Mrs. Liebold and Mrs. Liebold's sister, Miss Hattie Wright, Mrs. Norman, Mr. Lancaster and two newspaper men over the highway last week Mr. Lancaster remarked that it was almost exactly two years since he and his men had been turned loose to survey the roadway.

The work that has been achieved in that short space of time through Mr. Lancaster, John B. Yeon, the Bensons, the paving companies and all the others who have placed their shoulders to the wheel, is nothing short of amazing.

Today the motorist can drive all of the 41 miles from Portland to Stone without being compelled to get off the pavement except for a half dozen short stretches that hardly amount to anything.

Few Poor Stretches Found.

The other day Mr. Norman and Mr. Capek chose the Base Line road to reach the highway. Just this side of Montavilla it was necessary to go over the hard gravel road that skirts the Mount Tabor hill and just the other side of Montavilla the road was still blocked by a paving outfit, and it was necessary to skip over terra firma for a few blocks. Then there is a short cut well beyond the Twelve-Mile House that will retain its gravel and sand surface until next Spring, and the hard gravel road that winds around to the radiators were turned right about face right and slips down to the automobile clubhouse.

The Powell Valley road is paved every inch of the way to Gresham and the Sandy road is hard-surfaced all the way to the connection with the Base Line at Fairview.

On the highway proper beyond the Sandy River there is only one place between the clubhouse and Stone that isn't paved. Until next Spring the motorists will not be allowed to travel over the figure eight loops among the trees beyond Crown Point.

In lieu thereof Mr. Yeon has built a short temporary road that hooks on to the old Latourell road for a short distance. This detour, as well as the few other patches of gravel and macadam roads, will be kept in condition for comfortable travel all through the Winter so that motorists need have no compunction about driving over the highway even when wind and rain, snow and icicles are the only course on the weather menu.

The detour at the figure eight is pretty much of a pull for a few yards coming back, but the little Fords took it the other day with full loads without puffing, and all the other cars along the road seemed to cut the riffle without much difficulty.

Paving Not Slippery.

Early last week the short detour between Springdale and Corbett was still being used, but the man who blocked the way notified us that it would be open over pavement within a day or so and the appearance of things at both ends of the construction fortified his assurances.

The trip last week, directly following several days of rain, demonstrated beyond a question of doubt that the highway will not be conducive to skidding, at least while the present surface endures. On the entire trip from Portland to McCord Bridge and back, a total run of more than 80 miles, there was not a suggestion of a slip or slide. The day itself was superb, but in places where the sun had not yet fallen the surface was still wet and there the test was complete.

The Ford party took the drive leisurely in order to give Mr. Liebold time to snap several rolls of pictures and to utter "colossal grandeur" until the woods aseemed to ring with the words. After luncheon at Crown Point the drive was continued past the various waterfalls, with especial stops at Sheppard's Dell, Multnomah Falls and McCord Bridge. Here the Ford and aimed for Portland, where welcome dinners were waiting.

E. G. Liebold, of Detroit, Taking Pictures of Highway for Henry Ford.

Only one accident marred the enjoyment and entertainment of the day. While driving home through Springdale, the car Mr. Capek was piloting struck Miss Ethel Lucas, the 19-year-old daughter of Thomas Lucas, who had stepped out from behind a large jitney bus.

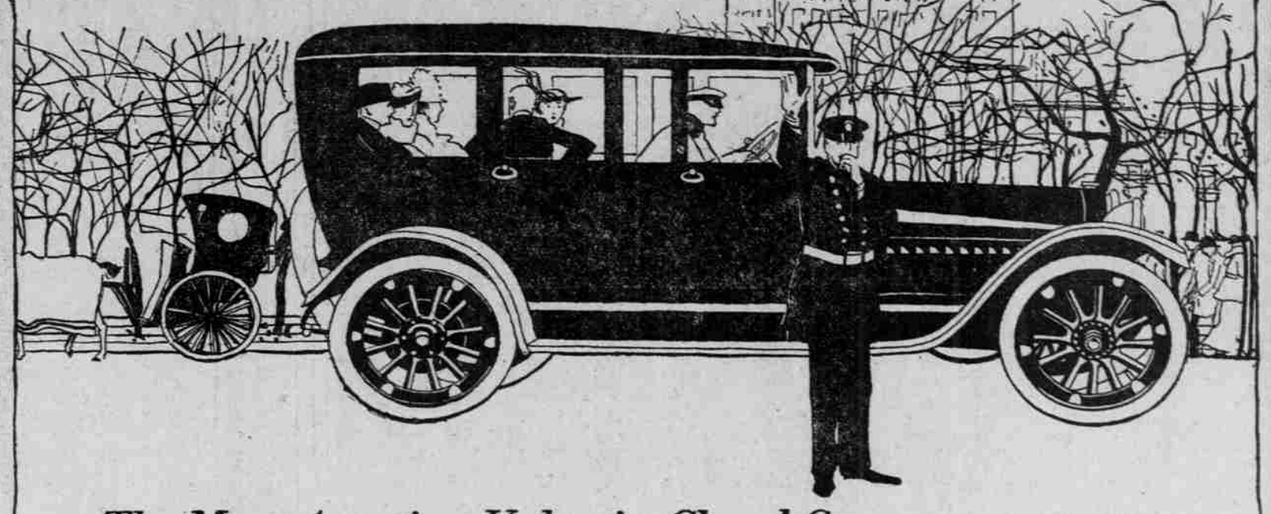
Injury Proves Not Serious.

As the accident came every passenger in the car shuddered with fear that the kirl had been killed, for the car was traveling between 15 and 20 miles an hour and Mr. Capek had absolutely no warning. By swinging the car quickly into the ditch along the road Mr. Capek had avoided hitting the girl except on the left foot, which was crushed. At the same time Mr. Capek had been careful enough not to turn the car too abruptly, else the car would have turned turtle and all of the passengers injured.

After rushing the injured girl to Gresham, we were relieved to have Dr. S. P. Bittner's assurance that her foot was not badly crushed, and that she would be able to walk about again within a fortnight. Strangely enough, one member of the Ford party while the cars were being turned around at the upper end of the journey was hit by the same car. He was not injured.

Studebaker

Convertible Sedan FOUR $1035



The Most Amazing Value in Closed Cars Ever Offered at Any Price!

Never before in the history of the industry has any maker of cars offered so attractive, so POWERFUL or richly finished a town car at so LOW a price as $1035.

Stylish, handsome, richly finished and fitted, and exceedingly graceful in line, it represents the supreme achievement of the coach-builder's art. It has all the elegance and the luxuries and the many refinements that one desires in a Town Car—upholstery of fine grey cloth—handsomely nickeled door-openers—crystal plate glass sides and door-tops that give unobstructed vision—glass in the tonneau doors divided for ventilation—wind-proof and weather-proof construction.

It has the convenience of being readily converted into an open car. Yet the price is only $1035—less than you pay for a mere touring car that equals it in power, size and quality.

And when you remember that this car has not only plenty of room for SEVEN passengers, the famous Studebaker FORTY Horse Power motor, with all its marvelous flood of POWER and its flexibility and hill-climbing superiorities that made the Studebaker FOUR the GREAT 4-cylinder value of the year, you can appreciate what a remarkable value this new Studebaker Sedan FOUR offers.

We urge that you see this new Studebaker model at once. For shopping, calling, theatre going, taking the little folks to school or Father to the office, or for any social use, it is IDEAL. And at its price, it is truly a remarkable value! Come in today.

Four Cylinder Models

Touring Car, 7-passenger	$ 885
Roadster, 3-passenger	850
Convertible Sedan	1035
Landau-Roadster, 3-pass.	1185

Six Cylinder Models

Touring Car, 7-passenger	$1050
Roadster, 3-passenger	1000
Convertible Sedan	1200
Landau-Roadster, 3-pass.	1350
Coupe, 4-passenger	1550
Limousine, 7-passenger	2250

F. O. B. Detroit

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MOVIE INVADES WILDS

NIGHT PHOTOGRAPHY POSSIBLE THROUGH USE OF AUTOS.

Mitchell Car Mounts Great Searchlight to Operate In Grand Canyon of Arizona.

Night motion photography in the most inaccessible places, those places where artificial light has heretofore been unknown, has been made possible by means of an independent travelling power plant, the fruit of the fertile brain of Romaine Fielding, erstwhile Lubin star and now feature director of the Lubin Arizona Company, with headquarters in Phoenix, Ariz.

That this portable plant made out of one of Fielding's big Mitchell motor cars will be found invaluable for field work where it is impracticable to run wires for miles in order to get night photography is the belief of Mr. Fielding. Not only that, but he has completed arrangements to transport his entire company and a host of "properties" to Northern Arizona where this Fall he expects to stage pictures in the Grand Canyon and by means of the light from his portable plant to delve into the depths of the caverns of the great crevass and to utilize for his purpose the dark recesses, caves and trails. It will be the first time where the canyon has actually been employed as a stage for the pictured drama.

The outfit, besides providing equipment for running wires, is also equipped with a powerful 12-inch navy searchlight of the projector type. This is mounted on the seat beside the driver and may be operated either while the car is moving or standing still. The capacity of the searchlight is 4,500,000 candle power and when in operation requires 25 per cent of the full power of the engine.

The entire fleet is composed of Mitchell touring cars and in addition Mr. Fielding whiles away his spare hours at the wheel of a Mitchell Six.

HUDSON MAKES LONG TRIP

New Yorker Crossing Continent Uses Only 322 Gallons of Gasoline.

W. D. Evans, of Hammond, N. Y., has just reached San Francisco in a Hudson, having toured across the continent with his family, covering a total of 4195 miles since leaving his home on June 19.

The route followed on this tour was via Buffalo, Erie, Cleveland and Chicago, thence over the Lincoln Highway through Cheyenne, Denver, Colorado Springs and Salt Lake. Evans kept an accurate log of his transcontinental run, which he proudly exhibits, showing 322 gallons of gasoline used on the 4195 miles or better than 13 miles to the gallon.

This showing of gasoline mileage is overshadowed, however, by an extraordinary showing in the amount of lubricating oil used, namely, 13 quarts for the entire trip or 322 miles to a quart.

Little water was put in the radiator even across the desert of the Midland trail or on the climb up Lookout Mountain from Denver, and never more than a quart at a time. Evans is willing to wager that he can cross the continent with the radiator cap sealed, filling only with water at the start.

CAR SHIPPING IS BIG ITEM

Dodge Company Gets Five Set-Up Machines Into Freight Car.

The enormous demands made on the railroads by motor car companies is little realized by the public. The average man reads of the thousands of automobiles being produced each year but he gives no thought to the complicated task of distributing these cars about the country.

But it is a subject to which the traffic departments of the motor car plants have given considerable thought and attention and many ways have been worked out to utilize the last bit of space in the freight cars.

The method used by Dodge Bros. is typical. From this big plant at Detroit completed motor cars are shipped five to the freight car. This is accomplished by virtually arranging for upper and lower berths for the cars.

In loading, a complete car is run into one end of the freight car. Chain tackles are attached to the roof of the car at either end of the automobile and it is lifted to the top of the car. A staunch frame work is built under it after the wheels have been detached. It is carefully blocked and braced and another car run underneath. The wheels remain on this car and they are carefully blocked. Two cars are packed in the other end of the freight car in the same fashion and the fifth motor car is placed in the center of the car. All the cars are carefully covered with heavy paper.

CAR IS LIKENED TO DISTRICT

A. B. Manley Says Motor Is Chosen Just as Neighborhood.

That the automobile buyer of today selects a car like he chooses a neighborhood, and pays accordingly, is a theory advanced by A. B. Manley, of the Dulmage-Manley Auto Company, distributor of National cars in Portland.

In explaining, he said:

"I have in mind a house—a residence—a pretty good-sized house on a good street in a good city. A typical owner of the National Highway Six lives there. He has moved into that house and into that neighborhood because it has seemed the natural thing for him to do. His kind of people live in that neighborhood and that is why he is there. Three or four blocks to the east or west wouldn't do.

"In a business way this man is pretty big. He does not have to own a bargain automobile. In fact, the automobile he buys must stack up pretty well with the house in which he lives. His house is not an extravagant house; neither is his car; but both are way above the average. Automobiles may be grouped into classes or 'neighborhoods.'"

VAST FORTUNE IS SPENT EACH YEAR ON AUTOS

Total Sum Invested Is Put at $1,080,000,000 for Cars That, It Is Estimated, Would String Twice Across Continent.

HERE are some statistical extracts from Reginald L. Foster's "I Am King Auto."

On June 1 there were 2,000,000 automobiles in the United States.

Eight million Americans ride in these 2,000,000 automobiles every day.

Automobiling costs the United States $1,080,000,000 annually.

To run 2,000,000 cars a year takes 1,000,000,000 gallons of gas worth $130,000,000. (Here's where John D. and the Standard Oil smile expansively!)

Twenty million additional gallons of lubricating oil cost $8,000,000 a year.

Tires? Twelve million of them wear out in every 12 months, and use up another $192,000,000—figuring tires at only $16 apiece.

Automobile accessories—allowing $50 to a car—calls for an outlay of $100,000,000 annually.

Garage expense, $50 a year for each car, eats up another $100,000,000 in one year.

Figuring $50 for each car (if economical repairing is done) and still another $100,000,000 is spent.

Added up it totals some $630,000,000—doesn't it? Some money!

But we've not counted the cost of the cars yet!

There were 600,000 new automobiles bought last year, costing all the way from $375 up to $10,000, some costing even more.

Call the total roughly $450,000,000.

Now add it all up—just $1,080,000,000 for automobiling.

A thousand millions spent on King Auto!

Two states alone have more chauffeurs than there are soldiers and sailors serving the Nation.

More money is spent on tires than for a navy.

Two millions of cars! One to every 50 people in these United States, 17 for every railway locomotive, 28 for every passenger coach.

Placed end to end these 2,000,000 cars would stretch in double line across the continent.

An investment of a billion and a half of dollars! In 1915 another half billion dollars worth of cars will be made in this country alone.

The rich man's plaything, a decade ago, today the "jit"—the poor man's necessity!

The jitney bus is running in 106 cities; a bus that will take you anywhere for a "jitney"—a nickel.

King Auto indeed!

Wife Has Right to Use Hubby's Car.

The Missouri State Court has decided that a wife has the right to demand from her husband the free use of his motor car during his absence from home. In a recent case where the husband, a traveling salesman, had stored his car in a garage, leaving instructions not to let his wife use it, the court ordered the garage owner to release the car whenever the wife desired to use it.

Limousines Growing in Favor.

The favor in which the limousine is growing with the motoring public has been rather surprising to automobile dealers and, what is considered the more remarkable, is the fact that so many are being purchased early in the season. Limousine bodies are associated usually in the mind with cold or unpleasant weather, but the new styles and the fact that they have been brought to a more proportionate equation with incomes of automobile buyers has served to increase greatly their popularity. The new Studebaker limousine is attracting unusual attention wherever shown from the richness of exterior and the luxury of interior finish. The large city branches have reported limousine sales above past business records.

An Oklahoma couple have received permission to mortgage their farm to pay expenses of their divorce suit. The husband says his wife has nagged him since 1878 and he's tired of it.

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Portland office of the San Francisco Pacific Auto Exchange, 400 Glisan Street.

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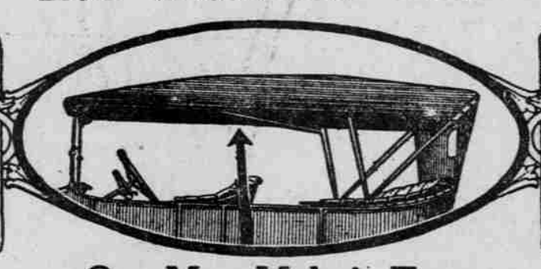
Cash Cash

Maxwell

The "Wonder Car"



One-Man Mohair Top

The new Maxwell is equipped with a one-man real mohair top. It can be raised or lowered almost in an instant, by one person.

There are no top bows near the driver's seat.

This gives the driver and passenger beside him an unobstructed view on both sides of the car.

The storm curtains are quick-adjustable.

We are waiting to take you for a test ride in the car that has broken all low "First-Cost" records, and is breaking all low "After-Cost" records.

One Man Mohair Top — Demountable Rims — Rain Vision Windshield

$655 F.O.B. DETROIT

Electric Starter — Electric Lights — Magneto Ignition

"Every Road is a Maxwell Road"

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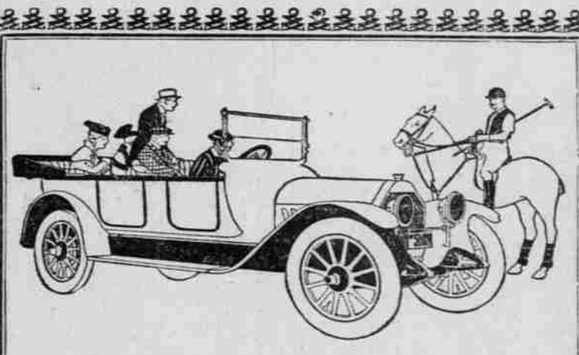

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—This Valve-in-Head Motor

The engine is of the Valve-in-head type, full 30 h.p., responsive, economical, accessible and extra powerful. All valves are enclosed with an effective silencer, producing the most nearly noiseless of all valve-in-head motors.

This motor will deliver 10% to 15% more power than either the L- or T-head type of equal displacement. It can be relied upon to meet the most trying conditions of travel. The simple test of driving will convince you that the car operates smoothly at high and low speeds and has abundant power.

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