

BUSINESS IS LAID

"Best in 25 Years," Reports Visiting Chalmers Official.

FARMER LEADING BUYERS

War Is Declared to Have Little Effect Directly on Auto Trade, but Greatest Prosperity Era Is Thought at Hand.

"Best business conditions in 25 years," is the laconic message sent by C. A. Pfeffer, vice-president and assistant general manager of the Chalmers Motor Company, who is due to arrive in Portland today on a hurried trip of inspection through Pacific Coast territory.

"Many would have us believe that the unparalleled prosperity existing among big American manufacturing institutions at the present time is entirely due to the war," writes Mr. Pfeffer. "Personally I believe that war or no war, business already has entered upon the greatest era of prosperity that the country has ever seen. And my opinion is founded not only upon the marvelous increase in our own business, but on the reports from every conceivable line of endeavor.

Benefits by War Belittled.

"Of course the foreign conflict undoubtedly will have its effect on American business houses. To America alone can the various European countries look for manufactured goods, farm products, clothing and other necessities. But as far as the benefits accruing directly to the automobile-

help to the engineer and designer of cars which are to be placed in the hands of the average owner—and practically all of its value to the sales department.

"I am not one of those," says Mr. Couzens, "who feels that the racina has degenerated into the hippodrome class. I am in doubt, however, as to its continued value from the standpoint of the maker and user. Isn't it after all more of a sport than an outdoor experimental laboratory for proving the car? There was a time when people marveled at the remarkable speed made by racing cars, because they compared the limited speed which they could make in their own cars with the showing of the special built machines. These days a touring car which will not do 60 miles an hour with its full passenger load is side stepped by the buying public. Many of the real high-



C. A. Pfeffer, Vice-President of Chalmers Motor Company, Who Is Expected to Arrive Today.

classed cars will do better than 60 miles.

HENRY FORD HELPS MAKE FOREIGN CARS AND TRUCKS GIVE THEM AWAY.

Henry Ford put on a pair of overalls at the San Francisco exhibit of the Ford Motor Company the other day and assisted in assembling four automobiles, which he presented to Rear-Admiral William F. Fullam, Commander of the Pacific reserve fleet, and the following officers: Captain Charles M. Toser, of the South Dakota; Captain Joseph M. Rowley, of the Oregon; and Lieutenant Arthur C. Kail, of the Milwaukee. Mr. Ford had made a trip on the Oregon, and to celebrate the occasion he invited the four officers mentioned above to visit the assembly plant at the exhibition. When they arrived he proceeded to put on a pair of overalls and assist the assembly crew to assemble four cars. Laughingly stating that Ford machines are not sold to buyers until the buyer has learned to put on a tire, he made each of the officers go through the operation of putting on a new tire before he presented them with the car.

MITCHELL AGENT TOURS

H. S. RODEBAUGH IS HOME FROM TRIP TO LAKEVIEW.

Portion of Rough Road Gives Splendid Test to Cantilever Which Greatly Reduces the Jar.

H. S. Rodebaugh, sales manager of the automobile department of Mitchell, Lewis & Staver Company, returned last Monday from a tour made in the interest of Mitchell cars through the Valley and Southern Oregon. He started on the trip in a Mitchell "Six or Six" in the early part of October.

"The roads from Portland to Eugene I found in fine shape," said Mr. Rodebaugh yesterday. "The crowding of the roads through Marion and Clackamas Counties will do much to keep them in good shape through the wet weather. From Yoncalla to Grants Pass the roads are of dirt and when I went through they were in good condition. In fact, more pleasant to drive upon than hard macadam. The roads in the Southern Oregon district were better than I expected. I received a good many friendly warnings in regard to bad conditions and the strange thing is that points where I was told I would have trouble were negotiated without difficulty.

"The roads everywhere show evidence of considerable work and are probably in much better shape than ever before. I struck a rough stretch between Lakeview and Klamath Falls. I welcomed this roughness for the reason that I wanted to test fully the cantilever springs on the Mitchell six of '16. I certainly was well pleased with the way the car rode through this bad road and my satisfaction was greatly increased when upon the return trip in a car of another make without cantilevers we were jarred about far more than in the Mitchell.

"In regard to business conditions we automobile men are confirmed optimists, but I really believe that good times are not very far ahead for the part of the country over which I traversed. Everyone is talking prosperously and at some towns where I stopped on my way home for a second visit I found that even in the few days that had elapsed since I had been there previously this feeling had attained considerable growth. I find that farmers are becoming a good deal more interested in the better class of cars and it really surprised me to find how well informed on car construction most of them are. I met many Mitchell owners and everywhere found that the car was favorably known. Taking it altogether, I look for a good year in 1916 for the automobile business."

REAR AXLE IMPORTANCE CITED

Studebaker Company Explains Essay Contest Among Youths.

The rear axle, next to the motor itself, is the most vital part of a motor car, yet it seems to be least understood, or the hardest to comprehend. It was this fact that prompted the Studebaker corporation to institute a prize essay contest among boys not more than 17 years of age, for the best article not exceeding 500 words, on the construction of the full floating rear axle, as used in Studebaker cars, and the advantages it possesses over other types of axles. The essay contest was of a National character and brought several thousand articles discussing the full floating rear axle, coming from almost every part of the country.

Not only do the essays show a great deal of familiarity on the part of young America with automobile construction, but they developed the fact that the young writers possess a creditable mechanical knowledge. Many of them entered into a detailed description showing how a full floating rear axle relieves the shaft of the burden of the car's weight, at the same time affording greater accessibility to the parts having directly to do with the rear



Our New Reo the Fifth Demonstrator Is Here

THIS WILL BE GOOD NEWS to the scores of Reo admirers who have been waiting for a first look at this latest edition of this world's most famous automobile.

IT HAS SEEMED a long time since the Reo folk announced this car at the sensational price of \$875—time always drags for those who keenly anticipate a pleasure.

WE'VE NEVER KNOWN A TIME when interest was so keen as it is with regard to this car.

AND NO WONDER! The Big Reo ad stated that this car had been refined and greatly improved at many points at the same time that the price had been as greatly reduced.

WHEN YOU RECALL that at \$1050, the last-season-price, Reo the Fifth represented such values that no competing car could stand up against it; that other makers had to cut prices early in the season; that demand was so great every Reo the Fifth was snapped up the minute it came from the factory:

WHEN YOU CONSIDER that that demand was so greatly in excess of the capacity of the big Reo plants that, when the last car of the year's output had been delivered, still there were thousands waiting who had to be disappointed.

WHEN YOU CONSIDER that condition, is it any wonder that thousands and tens of thousands of buyers all over this country are eager for a glimpse of this New Reo the Fifth?

WE'VE BEEN MORE ANXIOUS than even you could be—we are importuned every hour in the day for information as to when our new Reo the Fifth Demonstrator will be here.

AND WE ARE GLAD to be able to say that by the time you read this it will be in our salesrooms.

COME IN AND SEE; look it over; ride in it; note the refinements; compare the value that you will receive in this car with any value that is to be had anywhere else in the world.

AND THEN DECIDE. Don't delay. You know the history of every past season—always more wanting Reos than the number of Reos we could get to supply them.

ORDER NOW. Make it a definite order and you can rest secure in the knowledge that you'll be among the lucky ones—you'll have your Reo when you'll want it.

Northwest Auto Company

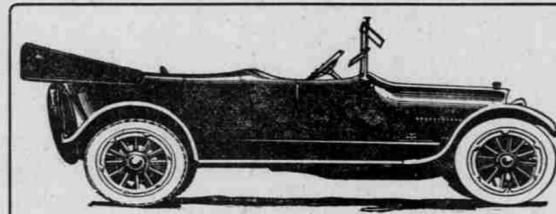
F. W. Vogler, President

BROADWAY AND COUCH STS.

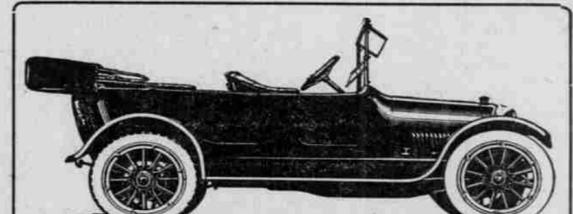
Broadway 887

C. M. Menzies, Manager

A 4959



The New Reo Six \$1250 at Factory



The New Reo the Fifth The Incomparable Four—\$875 at Factory

maker is concerned, I can safely say that with the exception of a few companies engaged in the manufacture of trucks, the war has had little effect.

"Take the record of the Chalmers Company for the past three months as a single example. Cut off from practically all foreign export business, we have actually sold in the three months of July, August and September 154 more cars than we marketed during the first nine months of our last fiscal year. The first quarter of the present fiscal year ending on September 30 showed the remarkable increase of 302 per cent for that period as compared with the same months last year. We have shipped absolutely no cars abroad for war purposes and the above record represents merely the normal prosperity of the American market.

Farmer Reported Best Customer.

"On my way west all reports indicate that the farmer is again leading the way as one of the best customers of the automobile manufacturers. Record crops throughout the grain belt spell more and better cars for the farmers, and our dealers in that section are doubling and trebling their orders for immediate delivery.

"While I have only been on the Pacific Coast a short time, I have gathered from many of your big dealers that California will again establish new records in the sale of cars. I intend to make several short tours over your magnificent roads before returning East."

Mr. Pfeffer as vice-president of the Chalmers Company is typical of the successful young man in American business. Although not yet 30 years of age he already has attained the second highest executive position in one of the largest manufacturing concerns in the country. Previous to his election to the vice-president's chair he was treasurer of the Chalmers Company for two years.

Mr. Pfeffer will be the guest of the H. L. Keatts Auto Company, Oregon dealers in Chalmers cars. He has visited the San Diego and San Francisco expositions and Salt Lake and Denver on the present trip. Mr. Keatts, who has been East, is expected to arrive with Mr. Pfeffer today.

\$10,000 WAY IS COMPLETED

"Permanent" Road Near Ridgefield Made Safe at All Points.

RIDGEFIELD, Wash., Oct. 30.—(Special.)—The new highway known as Permanent Highway No. 4, beginning just outside of the city limits and extending eastward for 3700 feet, within one-half mile of Horn's Corners, is now entirely completed and open to traffic. The work on the new highway was done by the Kern Construction Company of Portland. A new grade has been laid over part of the route through what was a deep canyon, a big fill being made.

Heavy guard rails have been placed on all curves, and the "easy" first idea has been carried out on all possible danger points. The new road is of macadam construction and is one of the finest stretches of highway in Clatsop County, costing about \$10,000. The road has a 24-foot roadbed with a 14-foot center. The County Commissioners have inspected and accepted the new highway.

RACING DUBIOUS ADVERTISING

Official of Pathfinder Company Analyzes Situation.

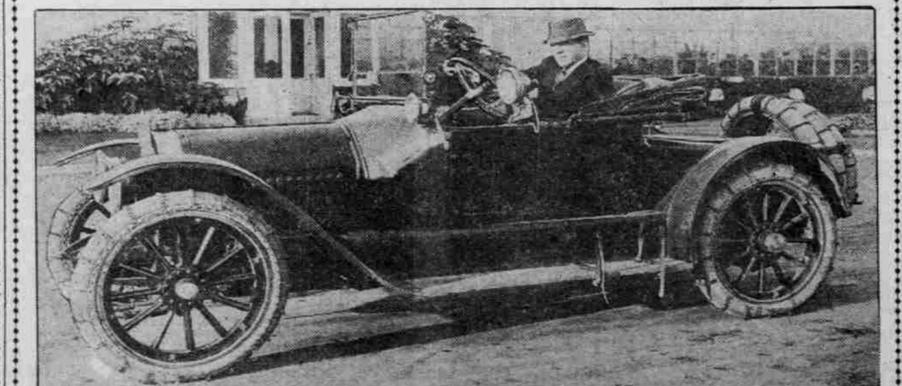
"Has motor car racing lost its value as an asset to the sales department?" This is the question which St. Clair Couzens, of the Pathfinder Company, of Indianapolis, raised when in Portland recently from an unprejudiced and disinterested view point.

Personally Mr. Couzens is a great race fan. He has never failed to see any great race, when it was at all possible for him to get to it, but at the same time, along with many other practical motor-car builders, is seriously wondering if racing has not lost much of its value as a real source of

axle, and increasing efficiency in the car's performance. The prizes offered in the competition totaled \$100.

The change of a generation in human nature is infinitesimal and then some. Now it is the bright red automobile, second-hand, for which Indians are trading away their valuable lands; nothing but a 20th century bead.

WEED TIRE CHAIN REPRESENTATIVE VISITS PORTLAND BRANCH OF HUGHSON & MERTON COMPANY.



W. T. MORRIS, OF WEED CHAIN & TIRE GRIP COMPANY, AT WHEEL OF KISSEL KAR ROADSTER.

OLDS EXPORTS GAINING

MICHIGAN AUTOMOBILE COMPANY TAKES ADVANTAGE OF WAR.

Four-Cylinder Car Is Found Particularly Acceptable to Dealers in Foreign Countries.

"The Olds Motor Works, of Lansing, Mich., is one of the automobile companies which has taken advantage of the shortage of cars in foreign countries, owing to the war, to expand its foreign business and become firmly established with its line on foreign soil," said W. W. Stillson, manager of the Oldsmobile interests for the Northwest.

"The automobile has proven to be the best means of transporting troops, and practically the entire output of European factories has been taken over by the contending armies. Consequently, the foreign automobile dealer has been forced to look for a new source of supply and has turned to the American manufacturer.

"The Olds Company made its first active bid for foreign business early in July with the establishment of a foreign department. At that time Oldsmobile dealers were established only on the islands of Cuba, Porto Rico and Hawaii.

"Owing to the fact that the four-cylinder car was particularly acceptable to foreign dealers and has been received well in the foreign market, the Olds company has been able to expand its foreign business with surprising rapidity. Since July dealers have been established in many countries, including Great Britain, Australia, New Zealand, South Africa, India, Norway, Holland and Japan, and transactions now

are pending in Central and South America, Denmark, France, Italy, Greece and Spain, as well as in a number of the Asiatic countries.

"Although the British embargo on rubber, prohibiting the shipment of tires on cars sent direct from the United States to neutral countries and the high rates of ocean freights, which are fluctuating constantly, have served as a temporary handicap, the Olds company has been able to accomplish in four months what ordinarily would require a much longer period of patient effort in building up a foreign demand for a product."

GOOD ROADS BIG TRADE AID

Clarke County Farmers Report Many Benefits Received.

RIDGEFIELD, Wash., Oct. 30.—(Special.)—The system of good roads from Ridgefield to the southern part of Clarke County already is having a marked influence on the trade in and around this community. This is now being recognized, and proof of this can be given when a grocery company of East Portland purchased a load of apples at the L. V. St. Clair ranch, about a mile east of this place. No road difficulties were encountered during the trip, which was made in good time.

C. N. Weber, another rancher of Ridgefield, near the St. Clair farm, is of the opinion that a ready market opened for the produce at even a moderate price would solve the question of hard times for the small farmer. Farmer Weber suggests that when this fruit is condemned that it be given away to needy families and not thrown aside as being a total waste.

Agents Prove Balanced Lightness.

A novel and convincing demonstration of the "balanced lightness" of a Studebaker car has been given by dif-

ferent agencies showing a car standing on four platform scales, one under each wheel. This "balanced lightness" feature of the Studebaker is a factor in long life for the car and economy of operation. Ideal results have been secured by Studebaker cars users—in part by placing the transmission and rear axle in the same unit. This places the weight of the transmission where it better balances the total weight of the chassis. The same principle for proportionate distribution of weight is followed even down to the storage battery. As a consequence the flywheel and clutch mechanism are left free and accessible, while the propeller shaft and chassis frame are relieved from the strains and vibrations of low and second speed drives.

8000 PACKARD TRUCKS SOLD

Product of Decade Valued at Approximately \$20,000,000.

In the 19 years they have been on the market, Packard motor trucks to the number of nearly 8000, with a value of nearly \$20,000,000, have been sold for purely commercial purposes. These surprising totals, published by the Packard Motor Car Company, indicate the tremendous growth of the commercial car industry and show the tendency of the most progressive business men to adopt power-driven vehicles for the transportation of merchandise. The figures do not include the trucks which have been sold for export.

"A few years ago a business which showed a volume of \$2,000,000 annual production was regarded as a stupendous undertaking, but there are only a comparatively few people now who realize just what the motor truck means to the business world," says W. B. Froude, truck salesman of the Frank C. Riggs Company.