

PORTLAND MAN GETS FACTORY POSITION

Roberts Chosen Northwestern Representative With Headquarters Here.

CHANGE OF OFFICE NOTED

Entire Pacific Coast Previously Controlled From Branch at San Francisco—Features of New Cars Are Enumerated.

This is to introduce H. R. Roberts (our own Bert), as Northwestern representative for the Hupp Motor Company, with headquarters at Portland and with territory covering Oregon, Washington, Idaho and Montana.

Ever since Mr. Roberts left the sales management of the Frank C. Riggs Company a few months ago all of the men along the automobile row and Bert's countless friends in other lines of business in Portland have been wondering what he has had up his sleeve all this while.

NEW AUTO LICENSES READY SOON.

Before the close of business tomorrow the workers in the Secretary of State's office will mail to every present automobile owner and motorcycle owner in Oregon an application blank inviting to fill it out and thus apply for his 1916 license number and tag.

IN ORDER TO PLACE HIMSELF IN THE BEST OF HEALTH TO TACKLE THE ARDUOUS DUTIES OF THE RESPONSIBLE POSITION HE IS ABOUT TO ASSUME.

In response to a telegram from the factory officials Mr. Roberts left last Thursday night for Detroit, where he will pass about a fortnight studying the 1916 Hupp car and getting thoroughly acquainted with the factory officials and policies.

COMPLIMENT PAID TO PORTLAND.

"Previously the entire Pacific Coast has been controlled from a branch office located at San Francisco," said Mr. Roberts. "The creation of a separate district with a branch office at Portland is a distinct recognition of the importance of this Northwest territory and a compliment to Portland."

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The Chevrolet Company is known as a \$20,000,000 corporation. Mr. Durant, the man behind the car, started the Buick plant in 1902 and to this day he owns a controlling interest in the General Motors Company, which manufactures the Cadillac, Buick, Oldsmobile, Oakland and the G. M. C. truck. There is absolutely no foundation to the rumor that James Cousins, Henry Ford's former partner, is to be affiliated with the Chevrolet Company.

Mr. DeVaux is given credit for starting F. W. Vogler in the automobile business by giving him the Auburn agency for this territory in 1905. Two years later they formed the Northwest Buick Company. Mr. DeVaux moved to San Francisco some time ago and has charge of the Chevrolet distribution for the entire Pacific Coast.

In leaving Portland Thursday for Seattle and Spokane, Mr. DeVaux announced that he would return next Wednesday and then, after a conference with Mr. West, announce the name of the Chevrolet distributor for this territory immediately adjacent to Portland. By that time a full line of the 1916 Chevrolet models will be in Portland and the company officials will be

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He spent so much money that he hasn't the heart to add up his notes and put in his expense account.

Stanley Clemence, the popular and

state that their word is as good as their bond.

"Among other things, they are celebrated as roadbuilders. This in itself is an indication that they are familiar with roads and the vehicles that should be used upon them. Seven Hudson cars are owned by the five brothers."

PATHFINDER HAS NEW ONE

Proposed Transcontinental Trip to Be Made With Only Two Gears.

The Pathfinder Company, of Indianapolis, has sprung a new one on the unsuspecting public in their proposed transcontinental trip, which, it is said, will be made by Pathfinder the Great, their new twelve, with no gears in the car excepting high and reverse. If they succeed in making the cross-country trip all the way on high, they will have set a new record in automobile accomplishment. Certainly nobody has ever yet had the temerity even to suggest such an undertaking.

"There is no question," says W. E. Stalnaker, vice-president and director of sales of the Pathfinder Company, "about our being able to do the thing. We will not attempt it until the roads clear up in the Spring. But we can go anywhere with this car 'on high' that the ordinary car can go when using its full gamut of gears. This we have established in actual tests of the most severe nature. Pathfinder the Great, when it comes to hill climbing, need never shift gears, even when un-

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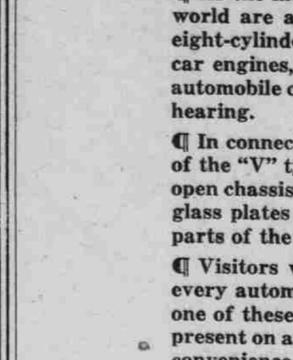
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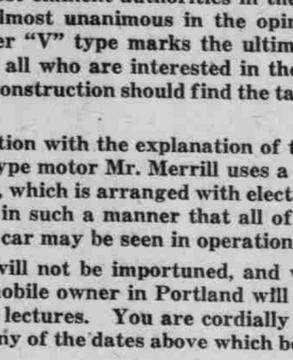
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As long as there are hills your car MUST climb, why not buy a car with POWER to climb them EASILY?

When you invest in the vicinity of \$1,000 or more in a car, think not of the name of the car, not of its price—but of what the car must do when you get it on the roads.

Hills there are and always will be. POWER you must have to climb them. And all things considered, we believe this new Studebaker 4-cylinder car at \$885 is the greatest hill-climber among the Fours of the year—and we will gladly—more than gladly—test it against any other car of its class.

In POWER and flexibility, this 4-cylinder motor equals most of the Sixes now on the market. It is the ONLY 7-passenger, 4-cylinder car with a 3 1/4-inch bore x 5-inch stroke, FORTY Horse Power motor that has ever been offered in America or Europe at less than \$1000.

And this new Studebaker sets a new standard of VALUE for Fours. Its price has been reduced from \$985 to \$885. Yet nothing but the price has been lessened. In POWER, size and quality the car has been GREATLY INCREASED. Wherever materials have been changed, BETTER materials have been used. The upholstery, for example is the finest, hand-buffed semi-glazed leather purchasable.

Certainly in the face of such FACTS—facts that can be proved by yourself to your own satisfaction, you cannot wisely buy any car until you know how much this Studebaker offers. See the car today.

STUDEBAKER

South Bend, Ind. Detroit, Mich. Walkerville, Ont.

OREGON MOTOR CAR CO., Local Distributors

Chapman and Alder Sts. Main 9402, A 7656

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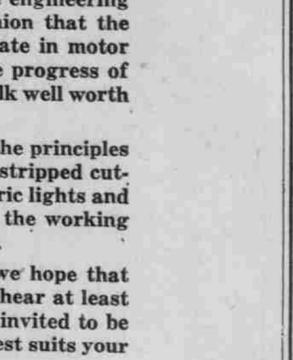
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