

MICHIGAN PARTY IN AUTO ARRIVES HERE

Motorists Who Started Trip in October Are Wending Way to Tillamook.

VALE REACHED IN 3 WEEKS

C. E. Davis Will Manage Portland Branch of McGraw Tire and Rubber Company—Branch in Seattle Intended Soon.

BY CHESTER A. MOORE.

Perhaps all's well that ends well, but as it was in Shakespeare's day, so it is today. The Michigan party which started in late October on a 3000-mile automobile trip that couldn't very well be called "Santa" to Tillamook Bay, Or.

Undoubtedly a band of Michigan and New York people who motored across the borders of Oregon, where they have been the distinction of ringing the curtain down on cross-country automobile touring on the notable year of 1915.

Authorities at the office of the Portland Automobile Club say the last tour-de-force from the East reported there in late September.

A Ford car loaded to the attic with seven persons, baggage and bird-ways that had pulled away from Saginaw, Mich., on October 15, arrived at the Oregonian office last Friday night and yesterday its driver Elliott Huggitt sought to ask the way to Tillamook by way of Gaston.

In the car were Mr. and Mrs. C. M. Huggitt, their four boys, aged 15, 12, 8 and 4 years, respectively, and Alva Gladstone, a nephew, who piloted the car most of the way. As far as Bend the Michigan party was accompanied by Matthew Travis and family, of New York City, who had toured this way in their Studebaker car. The two parties met on the high road near the side of Michigan and they shared lock through snow, mud, water and dust, and dust, across the plains and mountains to Oregon.

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who was recently appointed to the newly created position of Pacific Coast advertising manager of the Firestone Tire & Rubber Company, visited several days last week with F. W. Thatcher, manager of the Portland Firestone branch. Mr. Lindeman will maintain headquarters at San Francisco, where he will work out publicity and advertising service that will help to bring the Firestone dealers of the West closer together and keep the name Firestone constantly before the public.

Hurray for Clackamas County! The taxpayers at the annual meeting last week directed the County Commissioners to make a levy of 2 mills to finance the construction of hard-surfaced roads in 1916. Some day the expression, "You can always tell when we cross the county line from Multnomah will die out. It is expected that at least five miles of paved road can be constructed with the \$66,000 that will be raised by the Clackamas County levy.

CHALMERS IS HERE

New Machines Prove to Be Up to Expectation.

SIMPLICITY IN CAR NOTED

Peace Reigns Once More at Keats Auto Company and Peek at Latest Creation Shows Auto That Is Clear Up to Rating.

Peace reigns once more at the Keats Auto Company. Following several disappointments from the railroad, the carload of the new Chalmers model—the "Six-40"—arrived here early last week, so it is not necessary for the members of the Keats organization to "put off" those who have been waiting for a peek at the latest creation of Hugh Chalmers.

Needless to say, the new car lived up to its advance notices. Both in looks

tributors at the factory in Detroit recently. "All due to that wonderful little power plant," was the way Mr. Keats explained it. "There is an engine that will turn at a speed of 1600 revolutions per minute, a development heretofore unachieved in an American stock car. It is positively unanny the way that little car acts. It does all manner of things you wouldn't expect from a car of its size, much less its price."

"All of the conveniences found on the larger Chalmers models are embodied in the 'Six-40.' In fact, there is little apparent difference between them in this respect. In the 'Six-40' the driver does not have to move out of his natural position to perform any operation necessary to running the car. It carries complete electrical equipment, of course, and has numerous other improvements and conveniences so comforting to the motorist. The tonneau is unusually roomy, providing adequate space for three passengers, while the front seats were evidently designed with the view of providing comfort for the proverbial fat man."

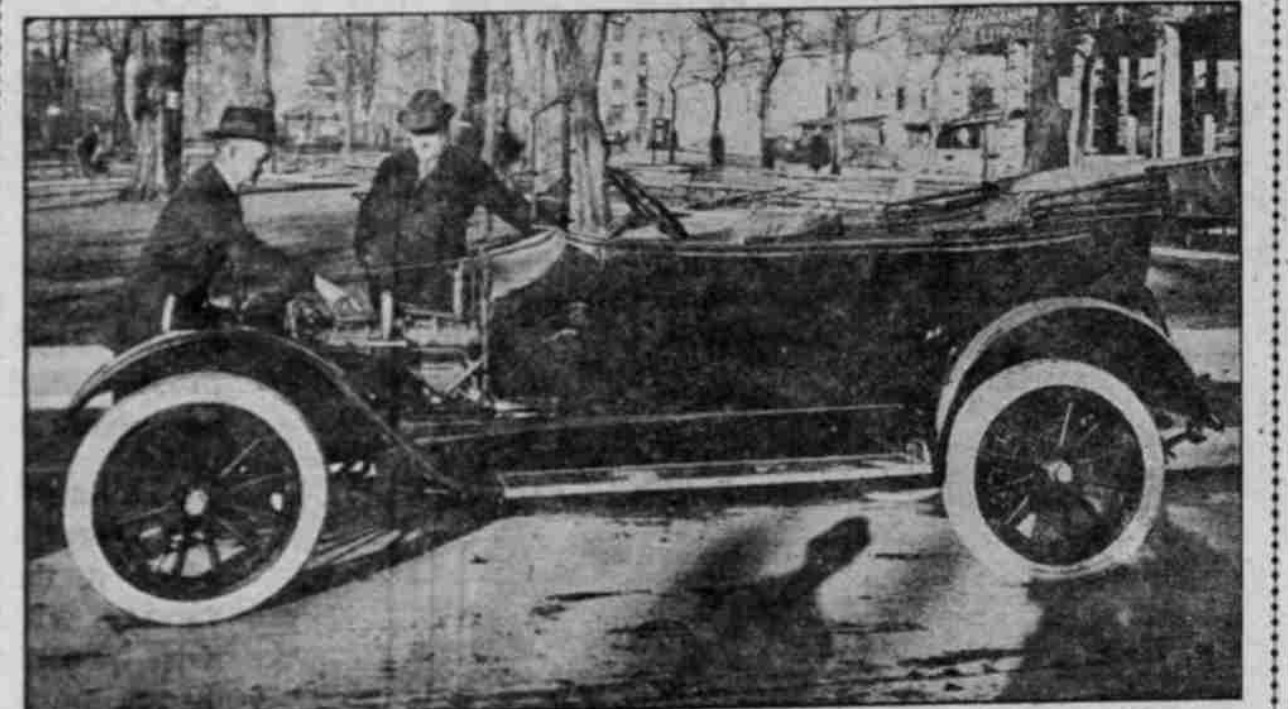
2000 JEFFERY QUADS SOLD

World's Record in Motor Truck Production Is Made.

A new world's record was established in sales and production of a motor truck model of two tons or over, when it was announced that more than 2000 Jeffery quads have been built, bought and delivered.

Stretched out in a line with 10 feet between successive machines, these Jeffery quads would make

SALESMANAGER, FRESH FROM FACTORY CONVENTION, SHOWS HIS "BOSS" THE FINE POINTS OF SENSATIONAL NEW CAR.



Charles B. Harris Explaining the 1916 Chalmers Motor to H. L. Keats, Chalmers Distributor for Oregon and Washington.

cars for January, February and March deliveries.

Every automobile man in Portland had heard all about "Deadwood in the alley" and like expressions through the activity of the Automobile Howling League, which is now conducting a tour of the country that interests the entire trade. The games last week put the bowlers of the Dulmage-Manley Auto Company on the top of the heap, with the Davey Motor Car Company five in second position. To date the clubs stand as follows:

Chalmers	10	1	1st
Dulmage-Manley	10	2	2nd
Cover	10	3	3rd
Overton	10	4	4th
Oregon Motor Car	10	5	5th
Northwest	10	6	6th
Northwest Auto	10	7	7th

and in performance the little high-speed machine proved that the enthusiasm of Salesmanager Harris had every ground for existing. Without any apparent effort it negotiated the steepest paved hills in high gear, while tests in the densest traffic proved its greater rated power and wide range of speeds in high gear.

Motor Not Complicated.

This model is the smallest that Chalmers has ever built. While rated at only 25-horsepower, it readily develops 45-horsepower at 2600 revolutions a minute. With its light weight chassis, this car is able to perform in a manner befitting a machine of much greater rated power.

One thing particularly noticeable about the "Six-38" is the absence of those things which tend to make a motor complicated. The power plant is so strikingly simple that it instantly attracted wide comment. This indicates the trend of the latest design—the endeavor to reduce to absolute simplicity the entire structure of the modern lightweight automobile.

Set amidst a display of several of the larger models of the same make, it was impossible to distinguish any difference in the appearance of the little six from the point of body finish, although sold at a much lower price than heretofore has been asked for a Chalmers, the "Six-38" has all of the distinguishing points of its name that are classed under that broad heading of "finish." It is a "regular" Chalmers in every sense of the word.

Car Considered Remarkable.

The most remarkable performer the Chalmers company has ever built, was the verdict given by H. L. Keats, the veteran Oregon distributor, after he had tested the "Six-38" over Portland's steepest hills and in the heaviest traffic. In this he was in perfect accord with Charles B. Harris, his sales manager, for Mr. Harris' enthusiasm had already reached a high pitch as a result of exceptional demonstrations given him while he was attending the annual convention of Chalmers dis-

Xmas Suggestions For Motorists!

A Few Things to Be Appreciated

Thermos Bottles, Pots and Jars... \$1.50 to \$15
 Gauntlets, a fine selection... \$2.50 up
 Auto Clocks... \$2.00 up
 Flower Vases... \$3.50 up
 Rear-Sight Mirrors... \$2.25 to \$6.00
 Tool Boxes... \$3.50 up
 Books on Care of Autos... \$1.00
 Folding Pails... \$1.00 to \$2.50
 Radiator Ornaments... 75¢ to \$5.00
 Tire Pressure Gauges... \$1.00
 Pennant Holders, per pair... \$2.00
 Robes for Auto... \$2.50 up
 Pendleton Blankets... \$8.50
 Pendleton Steamer Rugs... \$11.50
 Klaxon Warning Signals... \$4.00 up



FLASH LIGHTS—All the latest improved styles, \$1.00 up.



Chase Plush and Pure Oregon Wool Auto Robes and Steamer Rugs—All Prices. ROBE LOCKS \$1.00

THE LARGEST SUPPLY HOUSE IN THE NORTHWEST

Coats and Caps, all styles and prices. Striking Bags, Footballs, Boxing Gloves, Baseballs, etc.

Free delivery to any part of the city



Auto Gloves

for all tastes and all seasons, at all prices. Our specialty is Grinnell "Rist-Fit" Gloves—the kind you see advertised. They're "ventilated" for warm weather. Washable "Reindeer" leather. Come see them



AUTO CLOCKS \$2.00 UP

BICYCLES—All sizes for boys and girls, \$14 to \$50

BALLOU & WRIGHT

BROADWAY AT OAK STREET
Phoness—Broadway 307, A 6638 Seattle, 817 East Pike Street

filled the following night letter to his son, Norman DeVaux, Pacific Coast manager for the Chevrolet, who is now at the Chevrolet factory at Flint, Mich.

"Shly following carloads: Otto Wilson, Salem; James Irvin, Albany; each six '490' models; B. F. Goodpasture, Eugene; Daniel & Dougherty, La Grande; Ben Trembley, Pendleton, each one Baby Grand and five '490' models; these carloads to arrive about January 15.

"Goodpasture, Eugene, five '490'; one '490' roadster, if not roadster six '490' touring model; Mark Rickard, Corvallis, six of the '490' model; these carloads should arrive about March 5.

Mr. DeVaux left for his former home in California last night to act as Santa Claus for his kin in that section.

Truck Loses Decision.

Down Fourth street in Washington, with the right of way at intersections, drove Mrs. Gottrell in her Maxwell touring car. A five-ton truck loaded with brick rammed the Maxwell amidships. The truck broke its steering gear and frame. The Maxwell rolled away in quest of a running board and fender, but was essentially as sound as ever.

The average man's heart weighs from 10 to 12 ounces; the average woman's from eight to 10.

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C. E. Davis, well known locally through his connections with the Dulmage, Goodyear and United States tire companies, will manage the Portland branch of the McGraw Tire & Rubber Company, of East Palestine, O. This announcement was made Saturday by C. E. Warner, Pacific Coast district manager, who has just established a branch at 344-8 Burnside street, opposite the H. L. Keats Auto Company.

The McGraw Company is the fifth largest manufacturer of tires and tubes, its branches being the McGraw, Congress, Pullman and Imperial. It already is represented at branches in San Francisco, which is Mr. Warner's headquarters, and in Los Angeles. The district manager intends to place a branch in Seattle soon. He has been on the Coast only three weeks and has opened one branch for each seven-day period.

The Portland branch will do no retailing, the McGraw line being sold through jobbers.

Back from attending the special conference of Western distributors of the Chalmers, held at Salt Lake last week, H. L. Keats brings tales of a broadside campaign to be launched on the Pacific Coast by the Chalmers organization by opening with the new year. The Western distributors went to the Mermon capital to meet Paul Smith, the Chalmers vice-president and general sales manager, who could not spare the time to come any closer to the Pacific.

"Of course it wasn't anything like the big convention at the factory," said Mr. Keats, "but what it lacked in size was more than offset by the enthusiasm. It was the first convention of its kind ever held in the West, and the results would indicate that it will be an annual affair. It brought all of the Western distributors together in a way so that they would concentrate on their own problems. We were able to accomplish things there that we couldn't at the National convention because the latter is so wide in its scope that it is impossible to take up national subjects with any degree of detail."

Most of the Western men got their production of the Chalmers "Six-38" at the Salt Lake meeting, and came away enthused with the prospects for an unusually prosperous year.

Guess who Old Doc Yak is to be in real life next year?

Answer, Emil Glutche, of the Henry Weinhard plant.

Secretary of State Olcott mailed out nearly 6000 of the new 1916 license tags last week, and tag No. 348, the numeral painted on the Tag machine that delivers the tags in great numbers, was in a semi-section every Sunday, was mailed to Mr. Glutche.

Already the new license tags are being worn. It is worth being long with the old yellow and black tags will be entirely out of date and nothing but the new red and white plates will make the motorist immune from the clutches of the law.

Some day, when you are not afraid of your lack Bert Elting, manager of the Portland branch of the J. W. Leavitt Company, Overland distributors, what he means by the expression, "ham fat." Mr. Elting handled a load of actors over the Columbia River Highway last Sunday. Until almost the end Mr. Elting, who had donated two cars at the request of the Chamber of Commerce, allowed the pompous men of the stage to direct him hither and thither and call him "chauffeur" quite condescendingly. The last straw finally came, however, and Manager Elting managed to lose himself on a road about 14.5 miles out of the way and nearly succeeded in getting the actors back to town too late for the evening performance.

C. E. Lindeman, formerly connected with the Firestone branch of Seattle

New Car Owners in County

The following new cars of 1915 and 1916 model were registered by Multnomah County residents last week for the first time, according to M. O. Wilkins, of the Automobile Record:

Wideman & Co., 28-30 North First, Overland, V. H. West, care Ladd & Tilton Bank, Cadillac; W. Stevens, 1925 Williams avenue, Harper, W. W. Savage, 1641 Belmont, Overland; M. Hesterman, Carnation, Sweet, E. Peterson, 23rd Street dock, Ford; Ernest Palmer, 271 Madison, Buick; Robert H. Lord, care John Deere Fire Company, Carl G. R. Knight, 529 Washington, Buick; William Greenberg, 121 Fifth, Ford; Sarah Blackman, 409 First, Ford; W. B. Beale, Post Sheridan, Cadillac; Arnie Ford Company, East Twenty-eighth and Holladay, Buick; Otto Albert, 525 Carbett, Cadillac; Studshaker, W. F. Hovey, Graham, Ford; Carl H. Jackson, 509 Lumbermans building, Overland; Green C. Love, Goodson building, Mitchell; T. L. McDonough, 412 Sumner, Mitchell; Edward Newberg, 400 Holladay, Cadillac; B. K. Smith, 1415 Belmont, Cadillac; Harry Wells, 737 Alberta, Dealy.

Choice of a Husband.

Boston Transcript.

Edith—Would you marry a man to reform him?

Allice—Not if I could get a man who didn't need reforming.

Carload Orders Filed for Chevrolet 490's.

Fine Line of Orders Booked by Fred W. West on Trip, With Total Expense of \$770.

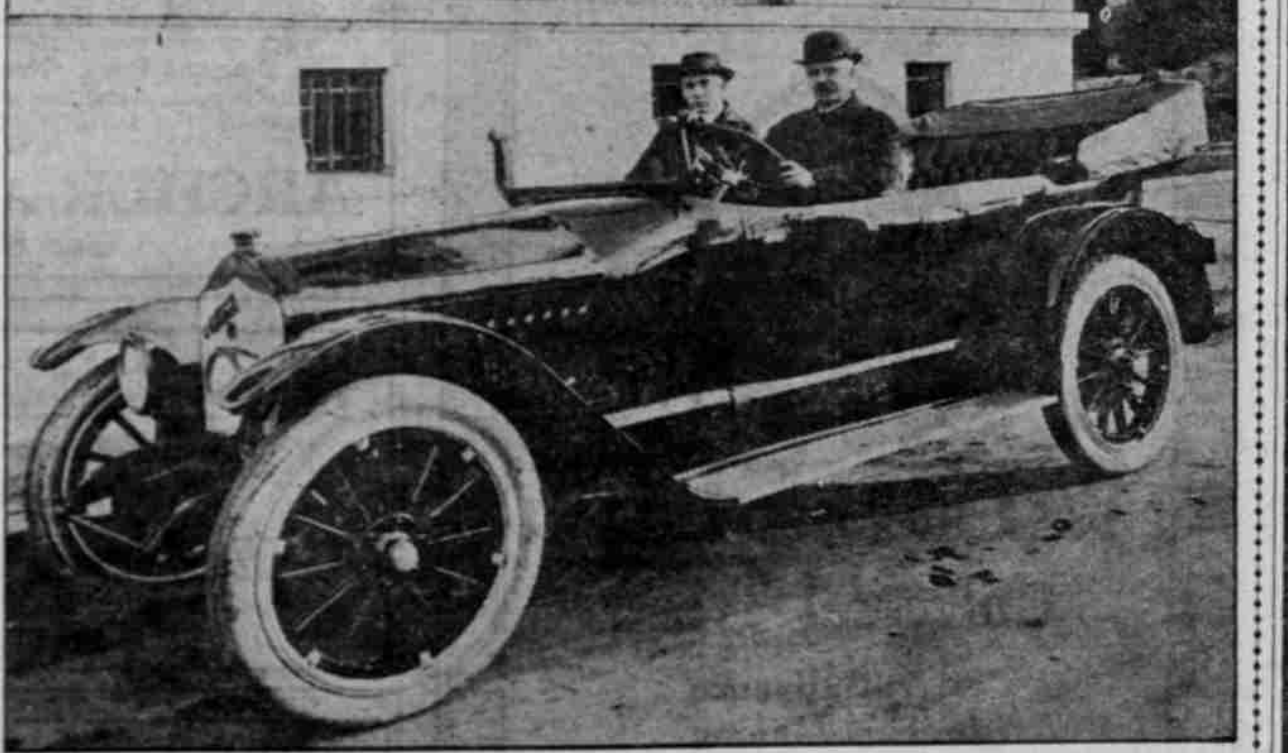
THERE can't be any "hot air" about this because two automobile reporters were present and saw it happen, that is, they saw the finale.

Early last week Fred W. West, who in distributing Chevrolet motorcars over this territory, packed his travel kit full of contracts and order blanks and took the fastest train for Eugene and way points.

Two days later he returned with enough orders from agents to fill up several railroad cars. His expense account for the trip was \$770, which included railroad fare, hotel levies and money spent for meals.

As a result of the flying trip made by Mr. West, and one or two long-distance calls, Mr. DeVaux last week

PORTLAND AUTOMOBILE DISTRIBUTOR CELEBRATES BIRTHDAY IN LATEST CAR ON MARKET.



A. B. Manley, President of Dulmage-Manley Auto Company, at Wheel of New 12-Cylinder National Car; Roy Wilson, Star Salesman, at Left.

To pass his birthday at the wheel of the first 12-cylinder National automobile to reach this territory was the experience of A. B. Manley, president of the Dulmage-Manley Auto Company, the other day. Mr. Manley admits that he was guilty of a dire plot in this connection.

"You know I only have a birthday once a year and I thought it would be enjoyable to pass that day this year at the business end of the sensational new National," said Mr. Manley yesterday. "I didn't let the National factory in on the secret, but they knew well enough that I had to have my first National 12 sample here before a certain Tuesday. It arrived on Monday night and my first experience with a 12-cylinder car came bright and early the next morning."

Mr. Manley took pride last week in driving his friends up and down the steep hills about Portland in the National "12." The way it flattened out the tall hills on top gear was a revelation even to Mr. Manley himself, who has been hearing compliments to the car for many months.

That Reo Factor of Safety Is More Than a Mere Sales Term

50% OVERSIZE IN ALL VITAL PARTS is your guarantee under all conditions.

SOMETIMES WE WONDER if prospective buyers appreciate the full significance of the famous Reo slogan quoted above—or if, perchance, some value it as lightly as they probably do some other mere advertising terms.

YOU NEVER HEAR of a Reo car developing a weakness in any vital part.

YOU KNOW REOS for their marvelous uniformity of excellence in performance and for their economy of upkeep.

YOU'VE BEEN IMPRESSED by the fact that every Reo owner you know is enthusiastic about his Reo—none of that diversity of opinion you've found among owners of some other makes of cars.

BUT HAD YOU STOPPED to analyze the condition and to discover the reason?

SATISFACTION—YES. But that alone is not all. Uniform Satisfaction—unanimous enthusiasm among Reo owners—those who use their cars responsibly and equally those who abuse theirs, as you know.

PRICES AT FACTORY.

WELL THAT REO FACTOR OF safety, "50 per cent oversize—15 per cent extra strength—in every vital part" is the answer. That factor of safety is protection against all kinds of driving and all kinds of roads—all kinds of abuse as well as use.

TAKE REO THE FIFTH, for example:

THAT GREAT CAR is now the oldest car in the world—has been made in practically the same form for more years than any other.

HAS OUTLIVED SCORES of would-be rivals and still leads. Is still America's most popular automobile among discriminating buyers.

AND NO MATTER whether the man to whom you are talking owns a 1910 or a 1916 model, he is equally enthusiastic in his praise—the 1910 man perhaps a trifle more so because of the greater evidence he has had of its quality.

THAT SERVICE IS BUILT IN at the factory. Reo service is second to none—when on occasion you may need it. But the kind of Reo service of which we are most proud is that service built in at the factory—that 50 per cent oversize factor of safety and of satisfaction.

NORTHWEST AUTO CO., Distributors
Broadway at Couch. F. W. VOGLER, Pres., Phoness: Broadway 887, A 4959.



The New Reo Fifth \$875

The New REO "SIX" \$1250