

HUDSON SUPER-SIX IS NEW SENSATION

Car Went on Exhibition Last Week for First Time at C. L. Boss' Store.

MOTOR LATE INVENTION

26 Horsepower Developed by Model Just Out. With Absolute Lack of Vibration—Lines of Machine Are in Keeping.

To show the new seven-passenger Hudson Super-Six, a model just announced at the New York show, C. L. Boss, the Hudson distributor for Oregon, was issued 2000 engraved invitations to patrons and friends who are asked to visit the Boss store on Upper Washington street last week. The first samples of the new car arrived late the week before.

"Long before any of the new cars arrived and we had nothing to show prospective purchasers we were selling cars right and left, and now that the Super-Six is here the interest is intense," said Mr. Boss yesterday.

"The new car is not merely a new model with minor refinements. It is

ANNUAL AUTOMOBILE SHOW NUMBER OF THE OREGONIAN WILL APPEAR NEXT SUNDAY.

In keeping with its usual custom, The Oregonian next Sunday will publish a comprehensive automobile section pertaining to the annual Automobile Show that will be staged by the automobile dealers of Portland next week, commencing Monday.

The special section will carry a frontispiece done in color and will be illustrated extensively. The aim will be to cast interesting sidelights on the automobile industry at large, as well as to exploit the wares that are to be shown at the local show, and tell the readers of The Oregonian something about the importance of the industry locally and the men who handle the Portland trade.

a sensational upheaval of all present impressions and beliefs regarding motors, and particularly six-cylinder motors. Even the rumor of the new Hudson car has for months kept motordom on edge. But the wildest rumor was tame compared to the truth.

"Its builders assert that the Super-Six begins a revolution, and there seems every reason to anticipate that their belief is well founded. The heart of the new Hudson Super-Six lies in the motor, in which is comprehended a new invention of Hudson engineers. The motor is patented, and the name Super-Six registered, so that the full benefit of the discovery belongs solely to the Hudson company to owners of Hudson cars.

26 Horsepower Produced. "The motor is no larger than last year's motor, 34 1/2 inches, but the power has been increased by 80 per cent. The best power heretofore effectively produced by a six-cylinder motor of this capacity was about 15 horsepower. The new Hudson Super-Six effectively uses 26 horsepower. Yet the new motor is strictly conventional in every feature.

"It is simply an advance on the present type of standard motor, with the addition of the new discovery of the Hudson engineers. This utilizes more of the developed power. The motor develops about 84 horsepower as in old-type sixes, but, owing to its absolute smoothness and lack of vibration, as much as eight horsepower is consumed within the motor itself, leaving the immense margin of 76 horsepower to be utilized in driving the car.

"The Hudson Super-Six is said to develop the highest power per cubic inch displacement of any automobile motor ever built. The fuel consumption at 40 miles is about the same as like-sized motors at 20 miles. The motor runs as smoothly at low speeds as it does at high speed. This means that the life of the motor is increased due to its smoothness or lack of vibration. Therefore, this is not a motor that needs the usual overhauling every season, misuse or accidents, of course, excepted.

"The object of high speed in the motor is not merely high speed in the car. It can be utilized for speed if the driver wishes, but the fact that the motor is capable of this high speed insures power, flexibility, ease of control, quick acceleration and reserve capacity for difficult roads or hills. It gives the ability to creep at low speed on high gear. It gives the ability to accelerate quickly, to climb hills on high gear and to avoid changing gears.

Lines Are Beautiful. "In beauty, luxury and finish the Hudson Company has done its best to reach the apex in the new car, both in open and closed models, of which there are six. It is a masterpiece of beauty. The car has new body lines. The radiator is higher. The line of the car sweeps in an unbroken curve direct from the radiator to the back of the rear seat. The windshield is slanted. The car has the dividing cowl on the back of the front seat. All the upholstery is in genuine grain leather. No fabric leather is anywhere employed. The wheel base has been increased to 123 1/2 inches. There is more room than ever before, yet the car retains its low, graceful, racy appearance, so much desired.

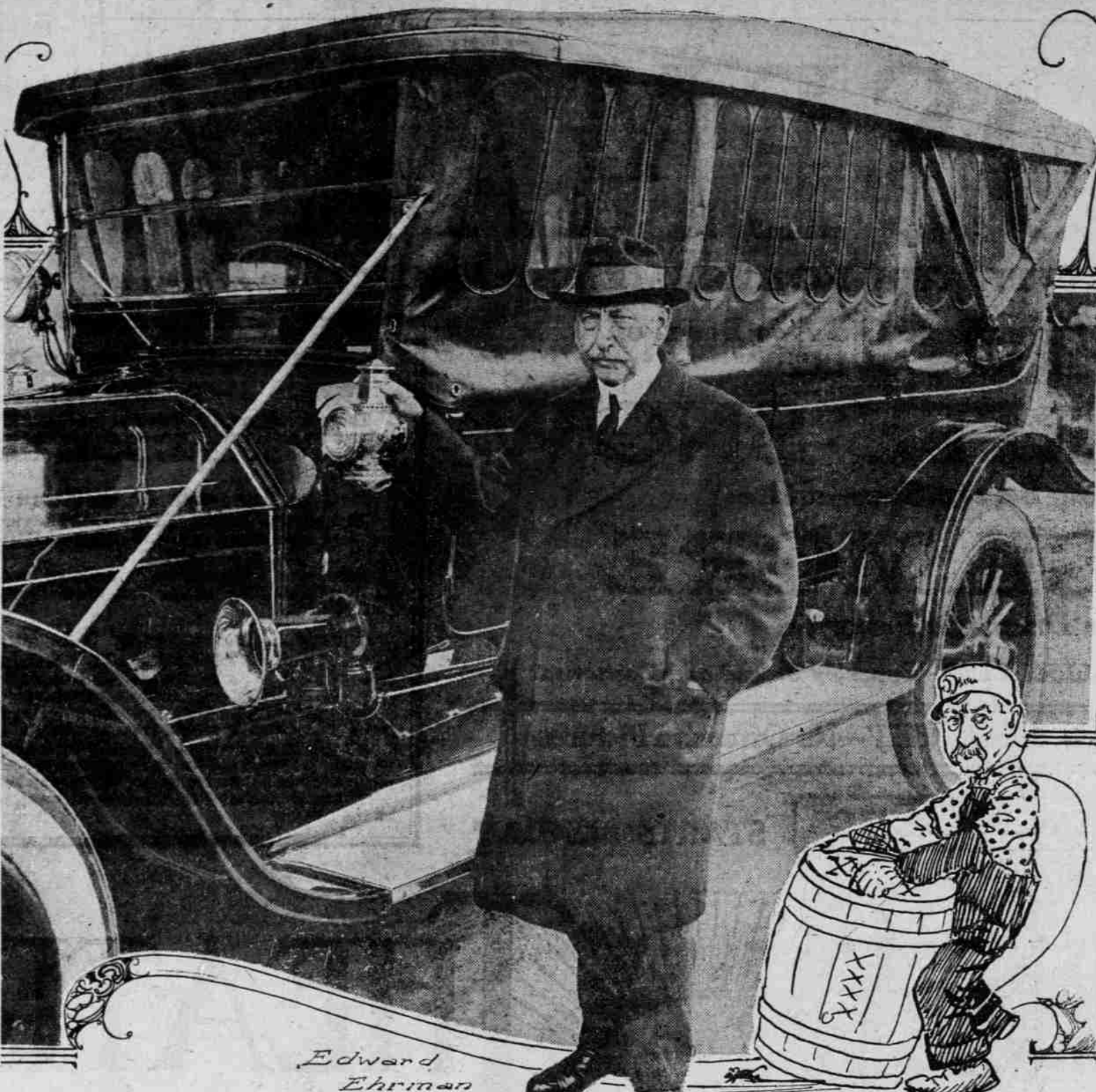
"A new vacuum feed system, with the supply tank in the rear of the car and the feed tank beneath the cowl, has been developed especially for the Hudson Super-Six. Also a new carburetor has been developed which is a marvel of inventive skill. Only one chassis is furnished for the Super-Six, but on this chassis are built six bodies—the phaeton, the touring sedan, the cabriolet, the limousine, the town car and the roadster. Prices range from \$1275 for the phaeton to \$2500 for the limousine and the town car. These prices being f. o. b. Detroit.

"During the last six months the capacity of the Hudson factory has been practically doubled. The company is now building almost every part of its car in its own factory.

June Oddfellows Install Officers.

IONE, Or., Jan. 15.—(Special.)—Joint installation of June Lodge, No. 135, and Rebekah Lodge, No. 91, was held at the Oddfellows' hall January 8. The following officers were installed for the Oddfellows: W. H. Crook, noble grand; John H. Clark, vice-grand; Joe Mason, secretary; M. R. Morgan, treasurer. The following officers were installed for the Rebekahs: Mabel Dayner, noble grand; Edna Puyser, vice-grand; Elvina Davidson, secretary; Della Corson, treasurer.

Prominent Portlanders Who Motor



Edward Ehrman

ALTHOUGH he has owned only one automobile, a big Pierce-Arrow purchased three years ago, Edward Ehrman, of the wholesale grocery firm of Masbn, Ehrman & Co., enjoys the supreme distinction of holding Oregon automobile license No. 1, the honor held until this year by the late E. Henry Wempe, who brought the first automobile to Oregon and owned a great number and variety of

cars during his residence in Portland.

For many years, however, the big company with which Mr. Ehrman is associated has owned several cars, and he is by no means new at the motoring pastime.

The initial Oregon registration tag was not obtained by Mr. Ehrman merely for the asking. He sent in his application early, but, even so, he was compelled to submit his name to a lot-

tery drawing competition with a large number of others who wished to step into the shoes of Mr. Wempe as owner of the flagship among 24,000 Oregon pleasure cars.

For every class of work where motorized transportation can be used to advantage. In every line of business we constantly are reminded of the fact that "satisfied customers" are one of the biggest assets. Right there is where the motor truck is of great value to the merchant who is forced to maintain a comprehensive delivery system.

With motor truck equipment it is possible to maintain proper delivery schedules under most any weather conditions we have in this part of the country. Not only that, but it widens the field of service, does the work in much shorter time than horses, and reduces the cost of making the deliveries.

New Interest in Auto Noted. During the recent convention of County Judges and Commissioners in Portland the motor truck figured prominently in the deliberations. Most of the county officials talked forcefully in favor of the permanently improved highway, pointing out that the right kind of roads make it possible for the farmers to haul their produce to market by motor, thus effecting great savings in time and cost of cartage.

This trend of thought indicates how strong the commercial car is getting to be in the rural districts. Oregon farmers don't have to be "sold" on the superior value of the truck over the horse; they will use them in great numbers just as soon as they get good roads.

The past week has developed more real "prospects" for motor trucks than any week of the present season. An average of four a day called to inspect our line of trucks. This indicates better than anything else could the active interest that is being taken in com-

TRUCKS BRAVE SNOW

Merchants Discard Wagons for Motor Vehicles.

HIGHER INTEREST IS NOTED

E. E. Gerlinger Declares That No Better Test of Greater Economy of Automobile Could Have Been Made for Dealers.

BY E. E. GERLINGER, Federal Truck Distributor.

No better demonstration of the efficiency of motorized transportation could have been placed before the business men of Portland than that produced by last week's heavy snowfall. Not one, but several, of the larger merchants were forced completely to withdraw their horse-drawn equipment and replace it with motor trucks of whatever character available.

This was done in order to maintain a semblance of system in regard to deliveries, something which the com-

mercial car is capable of doing under any weather conditions Portland is likely to be subjected to.

As soon as it became apparent that horses would be unable to negotiate any kind of a stiff grade with a reasonably heavy load, all of the available trucks were hired. The week proved a rich one for those motor truck owners who rent their machines, for the supply was early exhausted, as evidenced by the fact that Thursday there were numerous calls asking us to rent rebuilt Federals.

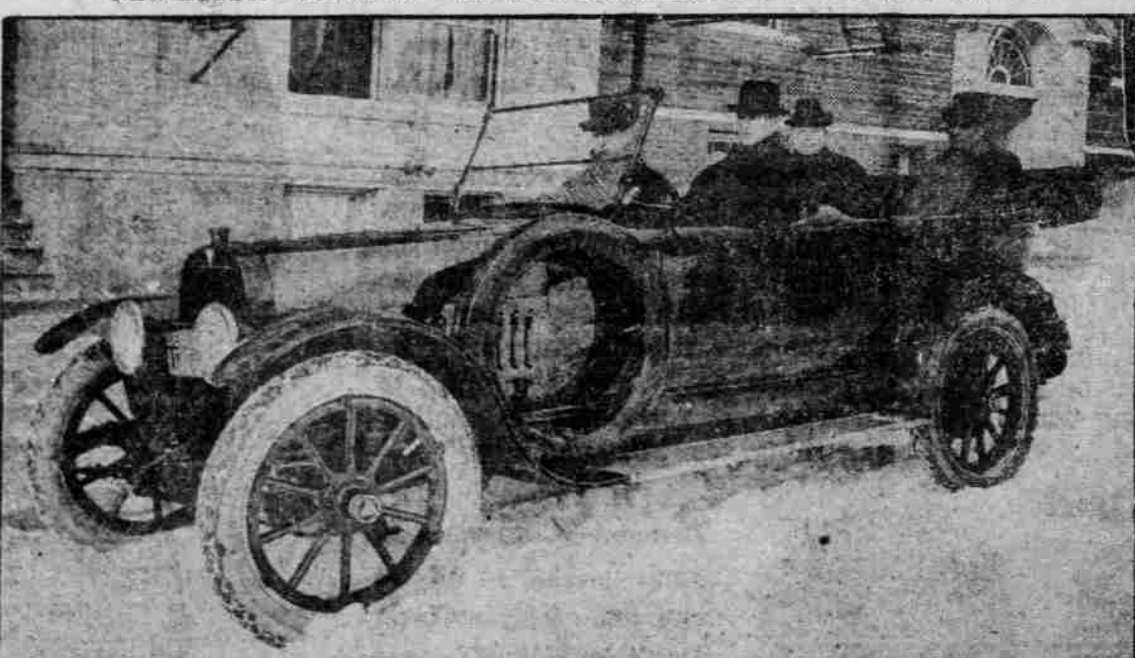
Delivery Systems Retarded. There can be no question but that such weather conditions force the merchant whose business is of sufficient volume to make deliveries an important factor to give more serious consideration to the matter of motorizing his transportation. When snow makes it impracticable for horse-drawn haulage, the wide-awake business executive cannot help but be impressed with the "all year round" efficiency of the motor truck.

To see the four-wheeled iron horse swiftly carrying heavy loads through deep snow, up icy hills and over slushy streets, with no apparent effort, drives home the truth of the contention that "motorized" transportation pays big dividends.

I do not mean to convey the impression that we believe that a motor truck will "fit in" under any conditions. That is not so.

Economy Greater in Some Cases. But where there is steady hauling of big loads, constant deliveries or numerous orders and a wide territory to be served, the commercial vehicle will prove more efficient and more economical than any other kind of transportation. One type of truck will not do it all. But there is a motor truck

NEW HUDSON "SUPER-SIX" HAS GOOD LOOKS AND SHOWS WORLD OF POWER.



From Left to Right—E. L. Fraley, E. D. Sutor (at Wheel), W. J. Byrne and C. L. Boss, all of C. L. Boss & Company, Hudson Distributors in This Territory.

The Indian Sign

"Savage" on tire or tube stands for high quality and a low price—maximum service and an easy riding car.

Savage Tires and Grafinite Tubes are as honest as "The Indian Sign."

SAVAGE TIRES

Call on our employed distributor and save the middleman's profit. Mail or phone your order if more convenient.

Ask for Tire Book

The Savage Tire Co.

Factory Distributor

JOHN A. WALTERS CO., Inc., Broadway at Ankeny, Portland



were purchased close to the Goodrich plant, the ground was cleared, sets laid out, paved, sewerage, gas and electric light provided and homes built and sold to work on the basis of rent, no down payment being necessary.

CONNECTIONS NEEDED

Make Joins of Quality Is Explained.

Electrical connections are important. Where the cables are connected several fine wires to get

flexibility without breakage. The insulating material for one-half inch and crowd over it a one-inch-long piece of small brass tubing having a lumen just large enough easily to admit the wires, forcing the tube half an inch into the insulating material.

Then, with a pair of round-nose pliers, bend a loop in the half-inch end that protrudes. The bending of the tube flattens it and binds the contained wires to make a permanent terminal that is better than any that can be made by soldering.

The Salvation Army is 50 years old. It was founded in 1865 by General William Booth.

AUTO DIRECTORY

MOTORISTS, ATTENTION

Per cent of alcohol to use for different temperatures.
10 per cent alcohol 25 degrees above zero
15 per cent alcohol 30 degrees above zero
20 per cent alcohol 35 degrees above zero
25 per cent alcohol 40 degrees above zero
30 per cent alcohol 45 degrees above zero
Get of any druggist.

BUT, BUY DIAMOND TIRES AND WEED CHAINS FROM US. ARCHER & WIGGINS COMPANY SIXTH STREET AT OAK.

We Wish to Announce the Opening of
Storage Battery Department
Send us your battery work for efficient and prompt service. All makes repaired and recharged.

Ballou & Wright

Broadway at Oak

DIAMOND TIRES

Vulcanizing and Retreading R. E. BLODGETT, 28-31 North 14th, Near Couch Phone Main 7095

BOWSER GASOLINE and OIL TANKS

STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES, S. D. Stoddard, District Supt. Sales, 415 Corbett Bldg. Main 1476.

Seventh Annual Automobile Show

Opens Monday Evening
January 24th, Armory.

Oregon Garage Men's Convention
January 28, Accessory Room, 2:30 P. M.