

HOLLER "8" IS OUT

E. E. Gerlinger Betrays His Zealously Guarded Secret.

FEATURES ARE DISTINCTIVE

"More Power and Less Weight" Is Phrase Used to Describe Qualities of New Car Just Put on Market.

The secret is out! The name of the new car that E. E. Gerlinger has been guarding so zealously for the past two weeks—trying to keep it "dark" as the big surprise of the automobile show—has been betrayed.

It's the Holler "8"! For several weeks it was whispered around that the manager of the Gerlinger Motorcar Company had contracted for the Oregon and Washington distribution of a car that has been creating a sensation throughout the East for the past year. He steadfastly refused to commit himself and last week, when great activity was evinced around the Gerlinger building upon the arrival of the mysterious car, he persisted in denying the rumor. However, his plans for holding off the announcement until the opening of the show went awry and he reluctantly showed the details.

Because of its many distinctive features and the fact that it paved the way for an entirely new type of automobile, the Holler "8" is at the moment interesting. It was the first eight-cylinder car built to sell at less than \$1000.

In it you will see how successful the engineers have been in applying the multicylinder design to a car within reach of the average buyer. As the pioneer in this new field, the Holler "8" presents many interesting points for discussion, not because of any freakishness, but in the new application of tried and proved principles of automobile construction.

"More power, less weight," is a phrase that persistently attaches itself to the Holler "8." It combines the decided advantages of the eight-cylinder motor—flexibility, abundance of power and freedom from vibration—with those of a lightweight chassis, the Holler weighing less than 2400 pounds, ready for the road.

Of course, it has all the conveniences, comforts and accessories demanded in a quality car. In point of finish, both as regards the mechanical details and the body, the Holler "8" lives up to the claim that it is not "built down to a price."

"More power, less weight," means all that the phrase implies when it is applied to the Holler "8," said Mr. Gerlinger, in discussing the new car. "The motor has a bore of three inches and a stroke of 4½ inches, giving it a piston displacement which makes possible the production of marvelous power."

"Not only does the Holler '8' typify what has been accomplished in the way of applying the multicylinder design to a car of moderate price, but it exemplifies another important feature of modern automobile engineering. Through the application of the eight-cylinder motor to a lightweight chassis, the Holler designers successfully introduced a creation that answers the demand for a five-passenger automobile combining the power and mechanical luxury of the large 'four' or 'six' with the minimum of weight. Therefore, the people are looking more closely to expense, and the fact that they have been educated to the economical advantages of the car with sufficient power to obviate hard pulling on hills, rough jolting over bad roads and other strains incident to lack of power in proportion to weight, is responsible for the development of the multicylinder design."

Many Friends Won by Dealer Formerly in Idaho.

Fortune Made in Blackfoot Business Operations Often Troubles F. W. Vogler.



F. W. VOGLER, - REO

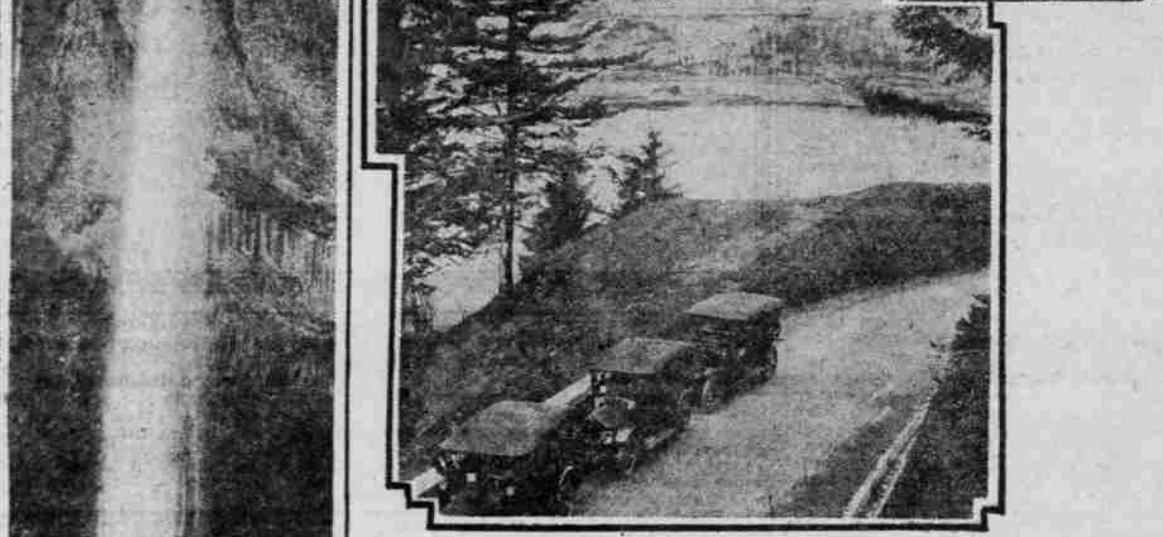
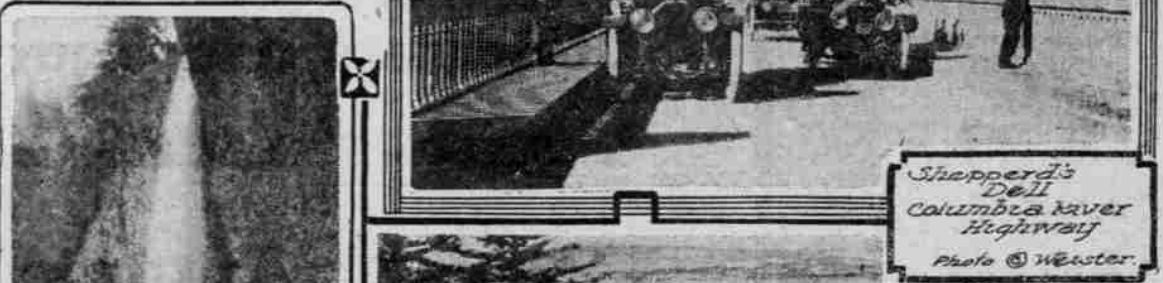
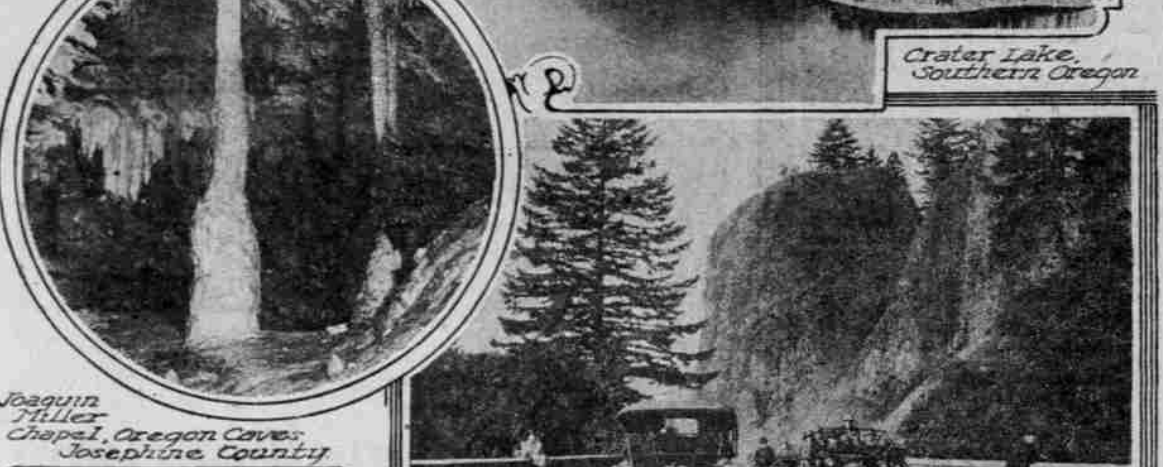
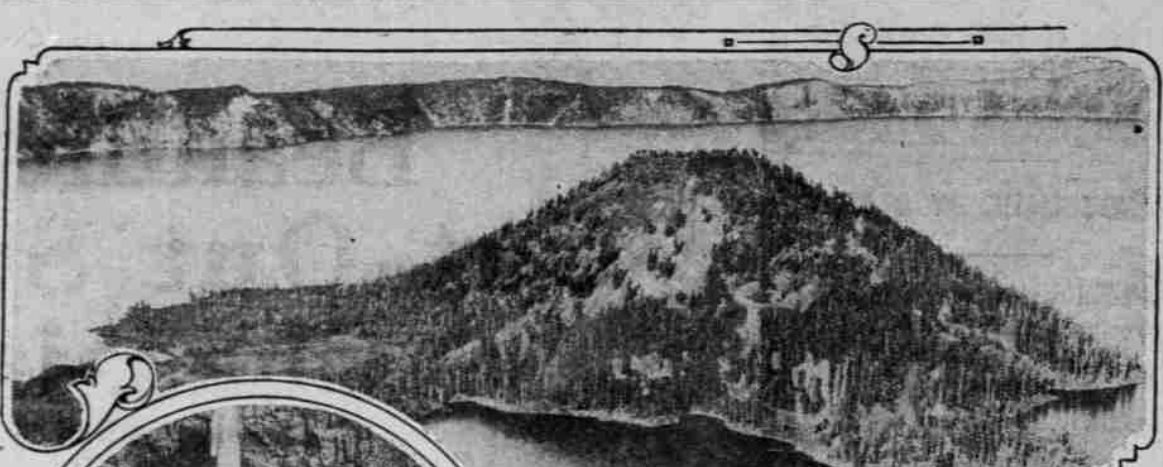
IN Blackfoot, Idaho, the scene of his early activities, F. W. Vogler, president of the Northwest Auto Company, of Portland and all the minor points of the Pacific Northwest, has more friends in the square foot that Santa Claus. Mr. Vogler made his fortune up in that country and every time he goes up here to cast away his profits from one of his sawmills or other big enterprises in that territory, the town fathers declare a holiday and Mr. Vogler "H" with extra big capitals.

For some time now it has been Mr. Vogler's particular business to scatter his many Reo and Cole pleasure cars in this Northwest as the people would stand for and a glance at state registrations shows that the people have been quite generous in that respect. Now Mr. Vogler and his sales manager, C. M. Menzies, are back from the New York show, with the announcement that they have taken the agency for the Marmon car. Call Mr. Vogler "Flying Dutchman," "Admiral" or what you will in honor of his mania for speed on both land and water, you will have to hand him credit for covering a wide variety of business activity and covering it well.

Reo is marketing two cars, a four and a six, the chassis of much the same general design. The four with 115-inch wheelbase and 24-hp. tires, sells at \$1250 or a reduction of \$100 from the previous model. It is the surprise that the Cole Motor Car Company, of Indianapolis, sprung at the New York show,

WONDROUS OREGON SCENERY AND ROADS CONSIDERED TOURIST MAGNET

Chamber Official Points Out Awe-Inspiring Features of Grandeur That He Thinks Will Attract Avalanche of Visitors to West—Fishing on Picturesque Streams Is Afforded For Easterners.



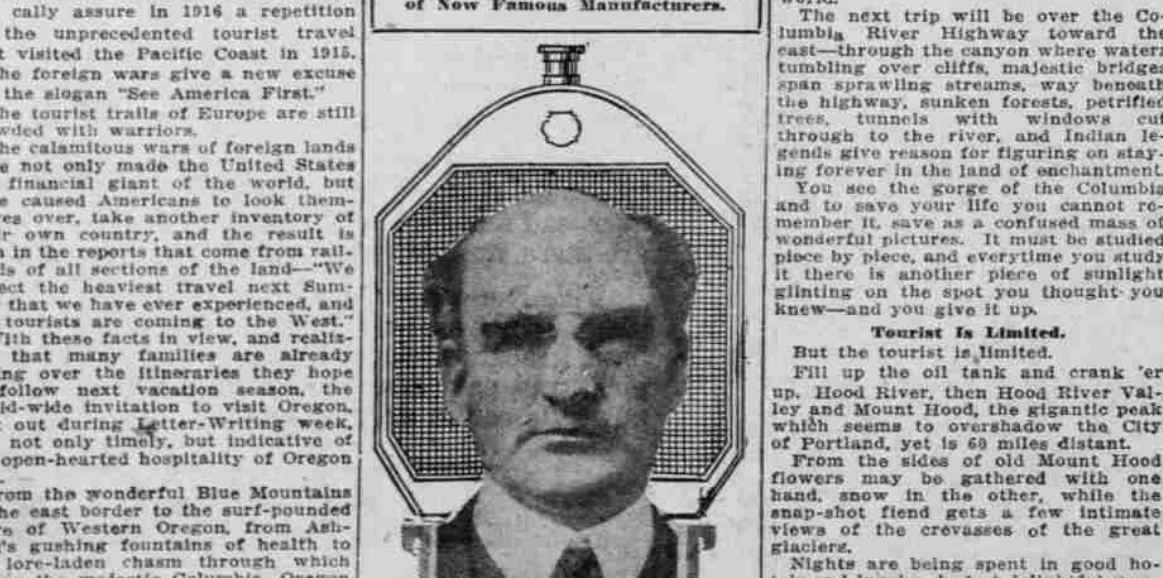
Typical Scene on Columbia River Highway

tions of Indian relics at the City Hall should entertain them for a week, and now they are ready to begin seeing Oregon, and the Northwest.

By auto the traveler first should go West over the Columbia River Highway to the windings of the hills bordering the

Laurels Often Won by H. W. Mitchell as Driver.

Chief of Automobile Firm Is Nephew of Now Famous Manufacturers.



H. W. MITCHELL, MITCHELL

WHO is there who hasn't wondered whether or not H. W. Mitchell, head of the Portland firm of Mitchell, Lewis & Staver, dealers in the Mitchell automobile, is related to the makers of the Mitchell?

Here is the answer: Mr. Mitchell is a nephew of the Mitchells who have made their name famous by spreading it on an automobile that has made good in all parts of the United States. The Portland representative of the Mitchell family is always interested in public affairs, being now director of the Portland Chamber of Commerce, and is ever ready to send a car out on an exploring expedition. Many a time his car has won laurels on trips to Mount Hood, and he bears the unique distinction of having driven the first automobile through Mitchell's Point tunnel on the Columbia River Highway, thus making it a case of "Mitchell in a Mitchell first through a Mitchell."

An unusual point regarding the 1916 Mitchell is that you can purchase a five-passenger car with either six or eight-cylinder motor at \$1250, this being the only concern giving this option without additional charge. Last year Mitchell had a four-cylinder model at approximately the same price, but this has been dropped, and the two 1916 models, the 1916 six and eight, are new designs.

The eight-cylinder motor is distinctive and uses the intake pipe as the water outlet also, the manifold being of duplex form. In general respects the engine is simple, and an instance of this simplicity is found in the timing gears, of which there are but three.

out the sagebrush country can turn back from Mount Hood, retrace the Columbia River Highway and in like manner make a round trip from Portland to Rainier National Park.

The tourist is now ready for the interior of Oregon. Going south on the Pacific Highway, he crosses the Willamette on the suspension bridge just below Willamette Falls, at Oregon City, where he will see the Anglers' Club battling with the mighty chinook, and will abandon the car for a boat to try it once, if there is a drop of red blood anywhere about him.

Then on past the paper mills (visiting them if desired) to the Molalla. By far the most picturesque road is to go up the Molalla and then turn south on the motor road built by convicts, and run south along the foothills. The auto party gets glimpses of the full 65 miles of the width of the West. The valley is a nation's granary, a cheese factory for the world, a butter storehouse for the universe, a fruit garden where Evergreen blackberries brush against the varnish, and where prunes, cherries, and strawberries, and loganberries, and garden sass cluster around rose-covered houses where happiness is a large element and where hospitality extends even to the gasoline can. It's a valley where the barn hides a machine for the family, where trolley lines are architecturally placed to improve the looks of things, as well as to serve the public, where the initiative and referendum were born, and the recall had its first try-out.

Fishing in Streams Afforded. To the east of the road just described is Willamette Springs and the fishing of the Upper Molalla and the Santiam. Right here is the place to camp and get acquainted with the first names of a few mountain trout. With a little training they learn to eat out of the hand.

Swinging around through the plains of Lebanon and Brumville, the car runs into Albany or to Eugene, and again it is on the Pacific Highway. Halfway down the party can into Salem for the night, or stopped at Silverton with Mrs. Anderson, and incidentally placed a flower on the grave of Homer Davenport.

A choice of hotels at Eugene or Albany, and then the car should turn back on the west side of the valley to Corvallis. The greatest agricultural college in the West can be visited; a trip made to Newport in three days for the children's battle with the breakers, while the elders dig rock oysters and rather agree. Then back through Independence and the greatest hopyards in the world, to McMinnville, and a choice of two roads to Portland. In the meantime four more could be used in a trip to Tillamook Bay and through the big trees of the Coast Range.

A couple of nights of dancing at the hotels and the car is again sent southward over the Pacific Highway. This time straight through the center of the valley to Eugene.

Trip on McKenzie Pleasant.

The famous McKenzie River is just there to the left. Yes, take it in by all means.

You drive up the river about 25 miles; leave the car and hire a boat; then you drift down through the eddies and have the time of your strenuous existence while battling the grand old daddies of all the trout that ever grew.

Two days will be about all of that anybody could stand unless the tourist is a fishing fiend—then he will see no more of the state. He will stay right there—until he hears about the salmon of the Umpqua and the trout of the Rogue River.

Back again on the Pacific Highway, Marshfield and Coos Bay are just off to the right, while straight ahead is the splendid valley of the Umpqua River, where Roseburg and her beauties invite you and further on over the hills the traveler comes to Grants Pass.

The auto is in the mining country now, and close to Josephine Caves named by Joaquin Miller "The Marble Halls of Oregon." They are tremendous caves of white marble, where curious formations in rooms and openings spread out under many acres of ground. A good road leads almost to the caves. Guides and hotels are there.

Back to Medford again, and then for F. C. Riggs Not Pioneer in Portland, but Is Live Wire.

Loyalty to Oregon Shown by Resignation From Big Factory to Settle Here.



F. C. RIGGS, PACKARD

FRANK C. RIGGS, the man who is known in Portland as the "live wire" of Detroit electric cars in the "salon" exhibition in the Multnomah Hotel lobby, is not a pioneer Portlander (he resigned as sales manager of the Packard factory to settle here) but his name dents the register of every live Portland citizen.

No native son loves Oregon more than does Mr. Riggs and none has done more as a private individual to put Oregon on the map. His money, his muscle and his mind are always on tap to back anything that is good for Oregon. "We don't know what his parents gave him for a middle name, but we hereby and hereon suggest that the 'C.' should stand for 'Citizen,' a word that sums up his character quite fittingly."

The year 1916 is an entirely new one for Packard, a more radical year for it since it changed years ago from a single-cylinder motor to a four, says Frank "Citizen" Riggs. "The old Packard features of design have largely been altered, the rear axle gear set, used since the first of its multi-cylinder models, has had to give way to the unit type, with motor to make production possible, the low price of \$2750 making production imperative."

"Although continuing its two four-cylinder and six-cylinder models of 1915, Packard has made important alterations in them, most conspicuous, however, being the reduction of the four from \$1275 to \$1025 and cutting the six from \$1600 to \$1250."

Seventh Annual Automobile Show

Opens Tomorrow Evening 7:30 at the Armory

An opportunity to inspect, side by side, 100 newest, latest and most popular pleasure cars, also a complete line of commercial trucks and accessories.

Admission 25c Afternoon and Evening

Crater Lake. Up and up the machine until the sun is settling in the west the car comes out on top of the world. The need of proper charging, filling of water and taking weekly hydrometer readings constitute three simple rules that every automobilist should follow. Of course an essential requirement is a good battery and with a good battery and the little attention it requires no trouble should be encountered from this source.

It is important that ball bearings have just the correct amount of play in their runs. If too much there will be a blow of great force delivered when the wheel is thrust sideways, and this is the usual cause of split balls. If not enough play there will be a grinding wear that will soon destroy the correct action. As a general rule, there should be just enough play to produce a slight side motion to the wheel when it hangs free.

Howard Covey Has Record to Be Proud of.

Co-Exhibitor in Show at Multnomah Hotel Is Busy as Agent.

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station will gladly do this free of charge in case the motorist does not care to bother about it.

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