

APPEAL TO WOMEN EMBODIED IN CARS

Problem of Refinements Is Considered More and More by Crafty Engineers.

SAFETY DEVICES PROVIDED

Development of Motor Industry Is Made Along Practical Lines—Effects of Influence in Men Is Felt in Sales.

What refinements we incorporate in our car to make it appeal instantly to the woman?

This problem is considered more and more by the crafty engineers who pattern the modern-day automobiles. Now that the woman herself is becoming a driver and has such a lot to say which car it shall be after successfully urging hubby to buy an automobile, the builders are putting nice little things in the make-up of cars that are meant purposely to catch the woman's eye.

There is one activity in life in which women have the full suffrage—in the selection and operation of motor cars. Whether the fair sex have seized the privilege or whether it has been magnanimously granted them matters little. The fact remains that in this country women are exercising that privilege to the full—and there are no good reasons why they should not.

Safety to Women Provided.

When the first products of the industry wended their uncertain way over our streets and highways it took courage for a woman to sit behind the wheel. It seemed a bit daring, just a trifle unconventional. Madame Custom and Precedent had not been consulted and, aggrieved, these two straight-laced dames shook their gray curls and whispered behind their hands.

Fortunately, however, for the development of a great industry and the health, happiness and well-being of the people, the matter of woman and the motor car was lifted from the narrow confines of fashion problems and placed securely on the basis of practical common sense—the basis of utility and healthful and enjoyable recreation. It merely became the question: "Can she drive a motor car with ease, comfort and safety?"

And thus the answer depended on a development of the motor car along practical lines—the increase in comfort and luxury, the simplifying of control, greater ease of operation and the invention and perfection of such important accessories as the electric lighting and starting systems.

Attraction of Car Grows.

As these things were accomplished more and more women have taken to the motor car with joy and confidence. No one knows how many women drivers there now are in this country, but statistics are not needed to emphasize the fact that thousands are driving cars. It is a condition we all observe every day on the streets of any and every city. And they are good drivers, safe drivers. Just watch one guide a big car through the mazes of big city traffic and observe with what ease she handles her car.

In the motor-car world there are no longer any restrictions as to sex. The automobile is for woman as well as for man, and this fact is responsible for incalculable benefits to health and happiness.

But there is another phase of the relation of women to the automobile. Whether women drive or not, they have an immense influence on the selection of the car the family is to own.

An expert investigator, traveling 42,000 miles in this country to ask dealers about this matter, found that the men who sell automobiles estimate that

Buick Cars Are Handled by George W. Dean.

Howard Automobile Company Chief Always is on Alert to Satisfy All.



GEORGE W. DEAN, BUICK.

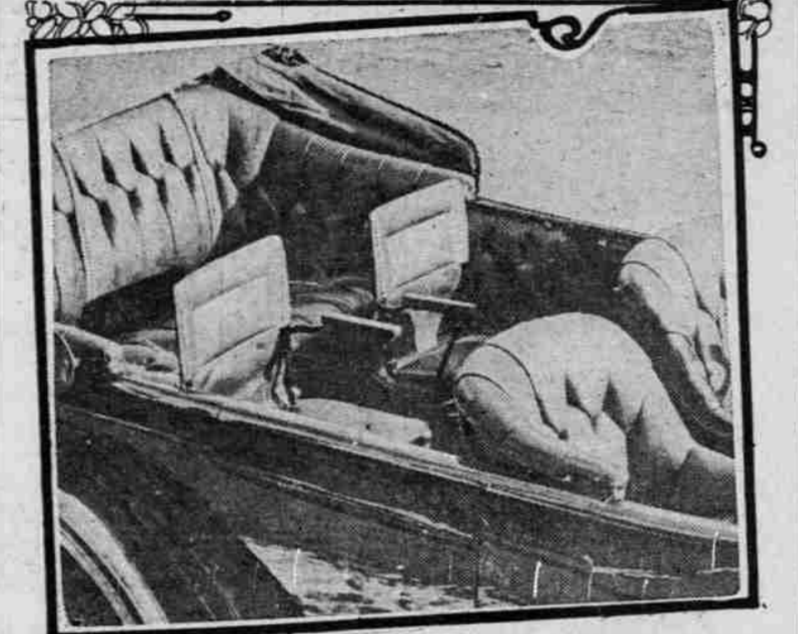
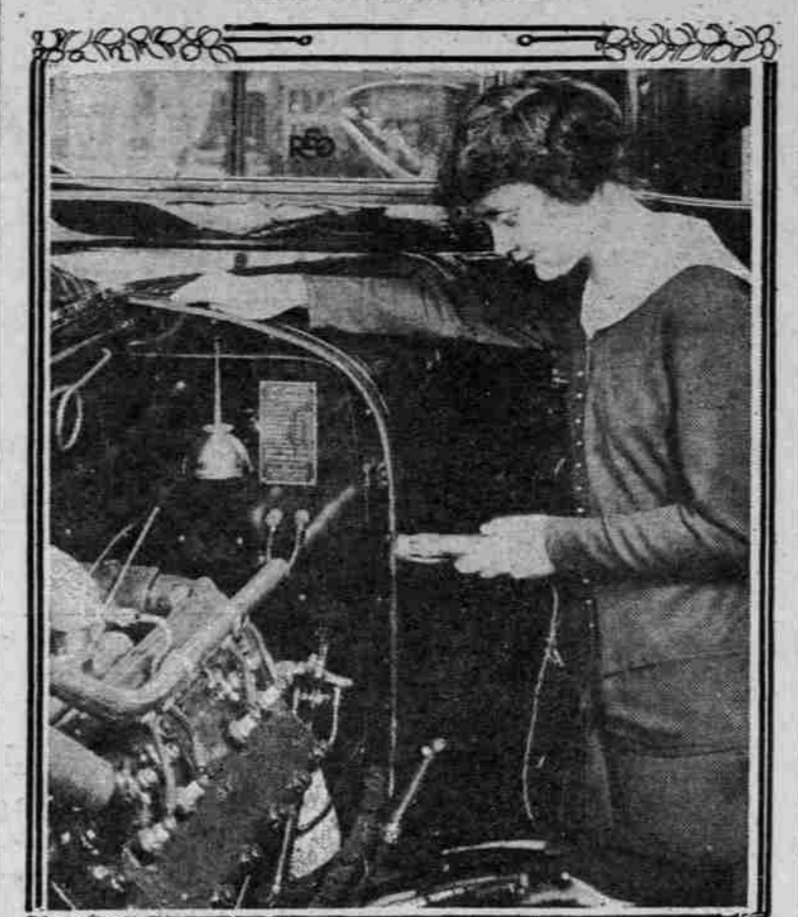
SHAKE hands, if you please, with George W. Dean, the master of ceremonies at the Portland headquarters of the Howard Automobile Company, Pacific Coast dealers in the Buick automobile.

Any time you want to know the sterling qualities of the valve-in-head motor call on Mr. Dean up at Fourteenth and Davis. If he isn't busy selling a Buick or reorganizing one of the important departments of the big Howard branch he will be willing to talk for hours on the Buick type of motor construction, explaining as he goes the large number of times the Buick name turns up in the Oregon registrations.

Two characteristics are found in the 1916 Buick programme: First is that it has dropped its four-cylinder models of a year ago and is now building only two models and both of these are sixes. The second is that instead of dropping generally in the price field, Buick has risen from a \$900 price a year ago for its four to \$935 this year on its small six. The large seven-passenger six is \$1485, which is \$150 less than the large seven-passenger six of last year. All considered the policy shows considerable price reduction when the value is considered. It is only two seasons ago that Buick took up the six-cylinder movement.

Similarity of design is found in the two chassis, except in the motors. The little six uses a 2 1/2-inch engine with the cylinders cast in a block, while the larger six has a 2 3/4 by 5-inch motor with the cylinders in pairs. Otherwise the design of both is very much the same, the characteristic Buick overhead valve construction being adhered to.

HERE ARE TWO OF MANY MODERN AUTOMOBILE REFINEMENTS THAT APPEAL TO WOMEN.



(1) Miss Irving, of Northwest Auto Company, Using Combination Dash, Trouble Light to Read Road Signs and Use Aluminum Cup of Electric Globe for Drinking Cup. (2) View of National "12" Showing Tonneau Chairs With Arm Rests and Divided Front Seats.

women—mothers, daughters and sisters—influence from 50 per cent to 90 per cent of all purchases of cars. Even if they do not intend to drive, women are vitally interested, because they are sensitive to style impressions, to social impressions, to the desirability of owning a car that is well and favorably known by other women. In every family style, comfort, convenience and economy are chiefly women's responsibilities. Any decision that hangs upon these is likely to be her decision.

And thus it is that woman is now a prime factor for consideration in the designing, manufacturing and merchandising of motor cars, and the motor-driven vehicle is no longer the special and exclusive commodity of man.

Hill Named After Dodge Bros. Car.

Out at Ogden, Utah, there is a hill called "Dodge Brothers' Hill" and it got its name because it was climbed by a Dodge Bros. car with nine people aboard. The total weight of the load was 1715 pounds and the grade on the portion of the hill covered varied from 20 to 45 per cent.

The fence post to the rear indicates the steepness of the grade.

Initial Painting Pays for Tour.

"Initial painter on automobile doors" might be the answer of Smith M. Johnson, of Middlefield, O., if asked the nature of his business. At any rate that is the way he paid his way on a motorcycle trip to San Francisco to see the Panama Exposition.

AUTO COST IS COMPUTED

CARS AND CONDITIONS ARE FOUND TO DIFFER WIDELY.

Summary of Data Compiled by Maxwell Company Is Offered by Mr. Boss to Inquirers.

How much will it cost me to run my automobile?

This is the question the average non-motorist of moderate means is asking himself these days. There can be no general answer declares "Pay-as-You-Ride" Boss, of the C. L. Boss & Co., Portland Maxwell distributors.

"The data from these trips, made under impartial observation, with different drivers and in different conditions, was rendered still more accurate by the fact that each car put in its 1000 miles in the actual service of prospective buyers, doing the work which each buyer would do with a car of his own. All the cars were new and selected at random from dealers' stocks.

"None of these cars required replacement or repair of any sort. None suffered accident. In every case the expenses were limited to those required for gasoline and oil. Several punctured tires were repaired at current rates. At the end of the run each car was sold for what it would bring, the result definitely establishing the amount of depreciation incident to 1000 miles of use—more, in all probability, than the average motorist would give a car in three months.

"These Maxwell cars averaged 22.3 miles to the gallon of gasoline, and ran the 1000 miles on an average of three cents of oil in dollars and cents the cost of all this wide range of running figured exactly \$6.051 to the mile—slightly more than half a cent.

"In every case the car was sold to one of the prospective buyers who had

officially as an observer over a certain part of the run and had himself certified to a part of the car's performance. The depreciation was so slight as to constitute a negligible quantity—this despite the fact that depreciation in sales value is supposed to be at its maximum for the first 1000 miles.

"Of course, these figures were the result of a widespread series of tests in a light car. The Maxwell's lightness undoubtedly played an important part in the remarkable fuel efficiency results attained. This is also true of the light tire wear incident to these tests, after several of which tire experts pronounced the tires as good as new.

"Tire wear, depreciation and all expense included, the result of the tabulation seem to show plainly that the average Maxwellite's motoring expense should be somewhere near one cent a mile, and is as likely to be under this figure as over it."

Edward E. Cohen Introduced to Public.

President of Oldsmobile Company, of Oregon, Is Veteran Dealer in Portland.



E. E. COHEN, OLDSMOBILE.

LADIES and gentlemen, this is Edward E. Cohen, president of the Oldsmobile Company of Oregon and veteran of the Portland automobile row. "Ed" has sold just about as many cars in this little town as any next fellow, and it is safe to say that few dealers anywhere have ever made so many sales that have stayed "put."

Not many times in the past decade has any car purchaser jumped back upon Mr. Cohen with the cry that he was any of the type in which the pusher in order to sell the car.

It is a rather strange coincidence that Mr. Cohen, who was one of the first to enter the automobile business in Portland, should now be selling the first car in this field, the Oldsmobile, and that he should now sublease space from H. L. Keats, the man who first brought the Oldsmobile to Portland.

Oldsmobile has changed its 1915 policy of building fours and sixes and now builds but two chassis, a four and an eight. Both have the same wheelbase, 120 inches, use 23 by 4 tires and are of similar design excepting the motor equipment. Both motors are Northways using valve-in-head construction and fitted with Delco equipment. The eight-cylinder chassis is stronger where additional strength is required. The four lists at \$1095 and the eight at \$200 extra.

In the four the characteristic overhead valve engine is still used, this being of the type in which the push rods are entirely inclosed—an unusual feature where they run up the side of the cylinders. The eight is an L-head 2 1/2 by 4, and like the four, the cylinder heads are detachable.

RISE OF AUTO IN 15 YEARS IS RAPID

Numbers of Motor-Drawn Vehicles Already Far Surpass Use of Horses.

CHANGE MADE BY STAGES

Innovation Often Is Accepted in Grumbling Spirit, but Is Destined to Hold Sway in Final Action.

At the beginning of the automobile movement in this country it was natural that none of the participants should have any idea of the extent to which mechanically propelled vehicles would alter the habits of mankind, affect politics and social development and introduce new and difficult problems.

Certainly none of them imagined that 15 years afterward there would actually be more motor cars than horse-drawn vehicles, or 95 per cent of the former to 5 per cent of the latter, on the streets of the cities; that the record speed of a mile in less than one minute would be achieved, making the motor car the undisputed speed champion of the world, and that the contrivances not only of animal traction but also of rail traction would be seriously disturbed in 1915.

But, challenged, these are every-day facts and the ardent enthusiasts who started things 15 years ago, many of whom had been keenly interested in motor cars years before, are fully entitled to be classed as pioneers who have wielded a world-wide influence.

Changes Made by Stages.

Every great change in the world which has affected the lives of human-kind has had to go through the same stages. First of all comes the incredulous but good-humored contempt of the public. The unthinking average man says to himself the change is not worth worrying about, for it is only a fashion or fad for the time being.

Then comes the second stage, when much illogical and ill-defined irritation is expressed to a large extent because the invention, condemned in advance, has dared to succeed. At this period some of the community, more progressive than the rest, are beginning to adopt new inventions on account of the fact that it saves either money or time, or distance, or any or all of these. Closely following this stage of periodic opposition comes one of violent and often general opposition. This is the fear of interested parties that they will be affected, their methods rendered obsolete or their dividends reduced.

Finally the time arrives when the innovation is accepted in a grumbling spirit as another evil which the human race has to bear, till eventually the force of habit begins to tell and tolerance begins to appear. Thus the human will, and this has been the history of the fight made by the pioneers of automobilism.

Much of Law Not Known.

The last enemy of progress to surrender is of course the law, for here tradition and custom are all-powerful. In automobilism, as in some other matters, the law is all contrary to common-sense and behind the needs of the times. The government has not time to attend to all reforms and this much is plain in the history of automobilism. It is almost forgotten that the requirement calling for persons to advance one-half mile ahead of every traction engine on our public highways to give signal of warning is still on our statute-books, and that even now no car may exceed 20 miles an hour even on the loneliest and straightest road without infringing the statute, no matter whether the road be deserted or crowded.

Looking back 15 years, it is wonderful to recall what was done by the skilled and intelligent driver with the very unreliable cars in those days. One reason was that hardly any one owned a motor car who was not the driver himself and understood the mechanism.

This was an absolutely necessary accomplishment then. For constant adjustments had to be made, often on the roadside, and mechanical breakdowns were quite common. Indeed a century ago men were employed to repair automobiles as an unusually good performance and few cars could boast of having covered more than a few thousand miles on the road without returning to the shops.

From the financial point of view the change that has come over the industry is equally startling. Some of the odds and handicapped by want of capital, constituted the whole of the motor car industry of 1900, and a few hundred men were employed. In 1916 the manufacturers of motor cars and accessories alone, not to mention dozens of other allied industries, are contributing more than \$100,000,000 into billions, and they employ over 500,000 workmen.

And now for the future! No one can say to what extent the all-conquering motor car will have still further demonstrated in the next 15 years its superiority over other modes of traction. Perhaps then car construction will become nearly harmless, our main thoroughfares dustless and the last remnants of public hostility will have vanished. Even the law may have to be altered to suit the new conditions of affairs. At any rate, however, by 1930 the motor car will have influenced human life, whether in the country or in the city, and the problems connected with road locomotion will be recognized as all-important in every civilized community.

INSURANCE PLAN FIXED

GOODYEAR TIRE & RUBBER COMPANY HAS RETIREMENT PLAN.

Establishment of Awards Is Announced in Christmas Statement to Men and Women Employees.

In a Christmas statement to employees the Goodyear Tire & Rubber Company announced the establishment of a plan of retirement awards, and also a group insurance plan for Goodyear workers, men and women.

The company already has in operation a plan whereby Goodyear men, in office, sales division and factory, who show conspicuous ability, are made "young partners" by acquiring common stock under easy conditions.

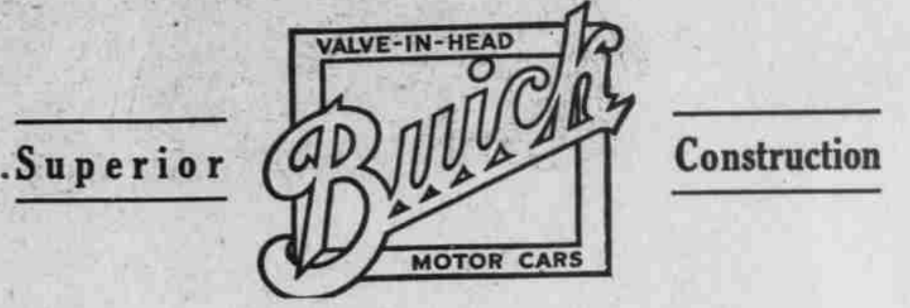
A home-building plan for Goodyear employees also has worked out with remarkable success.

The retirement awards make provision for stated monthly payments for life to men who have reached the age of 70 and women who have reached 65, and there is also a condition under which old employees may retire, with awards, under the age limit mentioned.

At the Auto Show

Beautiful Cut-Out Stock Chassis

Showing in Detail



Our Full Line of Roadsters and Touring Cars

\$1100—F. O. B. Portland—\$1635

Howard Automobile Co.

Pacific Coast Distributors

Auto Show Armory, Jan. 24-29

Salesroom, 14th and Davis Sts. Main 1130, A 2550

At the Auto Show— The New BRISCOE 38-Four At \$750

Just arrived, and you ought to see it! It's hard to stay away from superlatives in talking about this model, and even superlatives wouldn't do it justice.

An improvement over last season's tip-top model, and less in price! "How do they do it?" Briscoe efficiency and progress and small overhead margin are the answer. Anyway, the value and the quality are there, and the price is right and reasonable.

Five-Passenger Touring, 38-Horsepower, with the smoothest-running and softest-humming motor you've ever heard; 114-inch wheelbase, graceful lines, roomy tonneau, deep-cushioned seats, demountable rims, cantilever springs in the rear—a handsome, comfortable, powerful car in every respect.

BRISCOE

With the same body and chassis you can have, if you prefer, an 8-cylinder motor for \$950. This interchangeable motor idea is a distinct Briscoe innovation which has attracted the intense interest of motorists all over the country. Visit our exhibit at the Portland Automobile Show, January 24 to 29, inclusive. Remember, this model, with 4 cylinders, \$750—with 8 cylinders, \$950, F. O. B. Factory.

Any time you wish a demonstration, we'll be at your service.

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