

1896-Twenty Years in Business-1916

After 20 years of successful merchandising, we enter upon our twenty-first year better prepared than ever to care for the requirements of the Automobile, Motorcycle and Bicycle Trade. Our stocks are complete—our organization is experienced, many of our force having been with us for a number of years, thus insuring intelligent and efficient handling of your business. Our location, Broadway at Oak street, is central. Out-of-town dealers and motorists will always find a hearty welcome at our store, and we wish to extend a special invitation to visitors during Auto Show Week, as we have many interesting propositions to submit for 1916.

The SIMPLEX Trailer



Just couple this trailer to your car and you are ready for business and get the full benefit of your motor power. Every car can pull two to four times as much as it can carry. No trouble to attach or detach. The Simplex absolutely follows in the track of the car.

Four Models, \$125 to \$190

A Money Maker for Both Dealers and Car Owners

We Sell Lubrication Instead of Just Oil



VEEDOL

has taken first place among motor lubricants. After selling Veedol one year we have no hesitancy in recommending it to the most critical motorist. We can furnish Oils and Greases in all grades.



STORAGE BATTERY AND MAGNETO DEPARTMENT

We have recently installed a complete STORAGE BATTERY SHOP in charge of an expert. Repairing and recharging of all makes of batteries. Distributors of HELOIS and EVEREADY Storage Batteries for all purposes.

MAGNETO SHOP

In charge of men specially trained in this line. Your Magneto will be as good as new if overhauled by us.



LYNITE ALUMINUM PISTONS FOR FORDS

By using these pistons, Ford owners can obtain the standard of mechanical efficiency, as produced by high-priced motors. 50% less friction, more power and less oil consumption.

G. & J. TIRES

Our Tire Dept. is complete in every detail for 1916. It consists of G. & J. plain, non-skid, chain and nobby treads, gray and red tubes. The new G. & J. non-skid at popular prices is the best for the value ever offered.

We are also distributors of

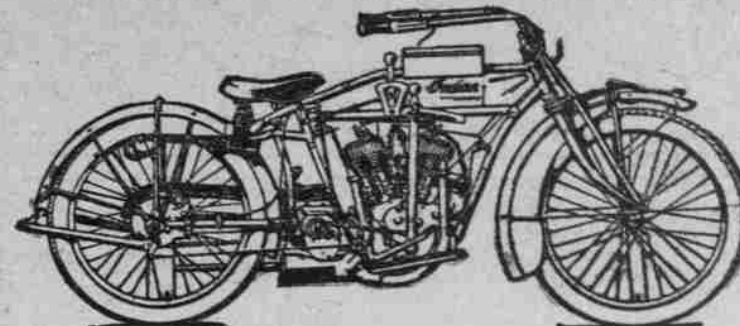
Gibney Solid Tires for Trucks

Pressed on and demountable types. 40% more quality goes into the make-up of Gibney Wireless Solid Tires than in any other truck tire manufactured. Use Gibney's and reduce operating expense.



Motorcycle and Bicycle Department

We have specialized on these lines for years and offer only the best.



1916 Powerplus Indian

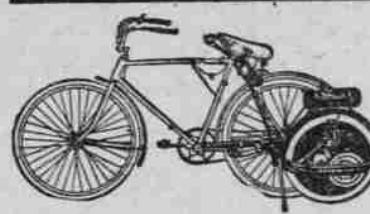
The finest ever offered. Wonderful evenness of power—clean and quiet.

Prices \$160 to \$340

Send for catalogue, and if not represented in your city, apply for agency.

Indian Bicycles

We are now distributing Bicycles manufactured by the makers of the celebrated Indian Motorcycle. The line is extremely attractive, both in designs and prices. Call at our store and examine the Indian line. We are also distributors of Emblem Bicycles and Bicycle Supplies of all kinds.



SMITH MOTOR WHEEL

"MOTORWHEELING" means skipping along on a bicycle with a Smith Motor Wheel attached. No pedaling necessary. The most economical method of transportation to be had. Price \$65.00. There is money in a Smith Motor Wheel agency. See us about it.

In Addition to the Lines Illustrated We Are Distributors of All Standard Motor Supplies, Such as Rayfield Carburetors, Klaxon Signals, Weed Chains, Schebler Carburetors, Pyrene Fire Extinguishers, Columbia and Everready Dry Batteries, Etc., Etc.

Broadway at Oak
Portland, Oregon

BALLOU & WRIGHT

817 East Pike St.
Seattle, Washington

NEW COLE 8 IS OUT

New Features Are Included in Latest Model.

IMPROVEMENT IS NOTED

Wheelbase Is Increased to 127 Inches and Type of Auxiliary Seat System Is Changed—Fine Points of Motor Given.

"Cole eight—now \$1595—bigger and better than before."

That's the New Year's greeting to the motor car public from the Cole Motor Car Company, of Indianapolis. The car will be shown at the Portland automobile show.

With the culmination of the first 12 months of production of their eight-cylinder model, the builders of the standard car stepped into the limelight with the announcement of an improved Cole eight at a reduced price.

The latest Cole eight bears all of these characteristics which have contributed so much to the success of the present model, but, in addition, incorporates many new features that substantiate the claim that the new car for the coming year is "bigger and better" than before.

Though during the past year the Cole company has divided its efforts between four, sixes and eights, during the present year they intend to concentrate on the Cole eight. Both in the production and sales departments activities are being centered on this model and no stone is being left unturned to make it by all odds the most pleasing and capable model the company so far has produced.

The Cole eight for the present season is equipped with the same powerful 70 horsepower motor of 34.4 cubic inches piston displacement that was used in its predecessor, though various improvements and refinements have been worked into its construction. As it is now constructed the motor will have a counterbalanced crank shaft and improved light pistons, two features which stamp it at once as an improvement over its forerunner of the last season.

The wheelbase of the present model has been increased to 127 inches. This allows an increase of three inches in the length of the rear compartment. More advanced lines have been worked into the design of the body, also. To accentuate the graceful streamline effect, a wave-like center cowl has been added. This is divided, however, to afford individual front seats and a clear passageway from the driver's compartment to the tonneau.

Auxiliary Seat Method New.

The auxiliary seats instead of folding up against the front seats, as was previously the case, now are invisible when not in use, but in position they are so arranged as to allow even more foot comfort than in the previous model. The rear seat has been increased to 48 inches in width, the cushions are deeper and lower, the passenger riding farther down in the car.

Another striking feature of the new car is its deeper and wider channel frame. Two inches have been added to the width of the side members, and it has been widened at the rear to afford the most rigid body support. It is by all odds the strongest frame the Cole company has ever used.

Of special interest is the present spring suspension. The rear springs are 27 inches long; the front springs full 39 inches. Both are semi-elliptic

and fasten underneath the frame. The rear spring is swung underneath the rear axle, bringing the center of weight of the car closer to the ground, yet allowing ample road clearance. This improvement on the former Cole direct drive doubly insures easy riding qualities and is calculated to eliminate all road sway. More than ever it is said to act as a built-in shock absorber to take up all road jolts and prevent skidding. The leaves of the spring measure 2 1/2 inches in width and are of the self-lubricating type.

As in the former Cole eight, the present model will have the famous Delco separate unit electric equipment for starting and lighting and ignition. This is the most improved apparatus the

PRODUCTION OF AUTOMOBILES FOR THE LAST 10 YEARS.

Official figures furnished by the National Automobile Chamber of Commerce.

Year.	Passenger Cars Only
1905.....	23,896
1906.....	32,482
1907.....	47,359
1908.....	55,546
1909.....	125,593
1910.....	175,500
1911.....	209,957
1912.....	378,251
1913.....	450,000
1914.....	515,000
1915.....	703,527

the Delco Company has produced and has given thorough satisfaction during the past year. Not only does it insure perfect operation, but permits of the most convenient arrangement in the driver's compartment.

NEW WAY COMPARED

Willis President Points Out Attitude of Times.

SHOWS TAKEN AS INDEX

Now Wealthy Men Don't Hesitate to Purchase Light Cars That They Formerly Wouldn't Drive, Declares Official.

A striking example of what has been accomplished in the comparatively short life of the automobile industry may be found in the record of the Willis-Overland Company. In eight years the Toledo concern has developed into one of the greatest industrial organizations in the world. From a small beginning, with a production of 400 cars a year, it has shown a remarkable growth, until now it stands first among the world's largest producers of medium and high-priced cars.

Few men have figured so prominently in a commercial success as has John N. Willis, in that of the Willis-Overland Company. It is due largely

to his untiring efforts and keen business foresight that the Overland was lifted from comparative obscurity into the front rank it occupies today.

When Mr. Willis purchased the Pope-Toledo plant in 1909 the factory consisted of a few buildings scattered over a seven-acre lot. It was one of the largest automobile factories in the country at that time, but its 220,000 square feet of floor space soon proved inadequate for the production program mapped out by Mr. Willis.

The year previous the Overland shops in Indianapolis had turned out 4000 cars. Mr. Willis figured that with the improved manufacturing facilities of his Toledo plant he could double the output, and while others scoffed at the tremendous figures he went quietly to work and surprised the industry by manufacturing and disposing of 13,000 cars during the season.

This was but a prelude to what Willis had in mind for the future. His ability to judge in advance the public demand enabled him to realize the extraordinary opportunity for growth in the market for automobiles. He saw the day when the home without a car would be as hopelessly out-of-date as the home without a telephone. He saw the evidences of permanency which have placed the automobile industry in the prominent position it occupies today.

Confidence in Future Shown. In fact, so strong was his confidence in the future of the automobile that he overruled the objection of his more conservative associates and devoted all his efforts towards the further enlargement of the plant.

The first addition was a huge brick structure, two full city blocks in length and 150 feet wide, which consisted of three stories and basement. Before its completion three other large additions were under way, and from that day there has seldom been a time

when contractors and builders have not been kept busy on Overland construction work.

With the completion of the buildings now in the course of construction the Overland plant will have 142 acres or 4,486,680 square feet of floor space available. In other words, its president, John N. Willis, has increased his production facilities 1400 per cent in the past eight years.

Mr. Willis declares that the produc-

tion of 100,000 cars during the calendar year of 1915 will be still further increased in 1916, when the output will reach 1000 cars a day.

Motor Rigging Carries Canoe.

Men who are fond of fishing will be interested in the rigging designed by Ray H. Larson, Independence, Wis., for utilizing his Harley-Davidson motorcycle in hauling his canoe to the near-

by lakes, where the black bass fishing is of the best. He has fitted up a trailer on motorcycle wheels, loads his rod and fishing tackle into the canoe and then hauls the entire outfit to the lake with ease. He has made trips with his chum in the sidecar and the canoe on the trailer as far as 110 miles and declares it is the best way to reach the choice fishing places.

England's gold is placed at \$206,000,000.

THIS CAR ISN'T MUCH FOR SIZE, BUT IT'S BIG ENOUGH AND GOOD ENOUGH FOR PORTLAND'S TALLEST ENGINEER.



LITTLE FOUR-CYLINDER SAXON ROADSTER, WHICH COSTS \$445 PORTLAND, WITH SIX FEET FIVE

The above picture was scheduled to have been published in a layout, but one of the subjects in the supplementary photograph was so tall that the camera couldn't catch the top of his head, and it would hardly do, perhaps, to reflect him in beheaded state.

The whole story centers around a sale which G. R. Knight made at the headquarters of the Saxon Sales Company recently. C. S. Brereton, of the engineering department of the Benson Polytechnic School, was in the market for a light automobile. Because of his engineering experience he was a tough "nut" for the various salesmen to crack, but when Mr. Knight confronted him with the long list of the Saxon specifications and took the studious engineer through every detail of the car he surrendered and wrote out a check for the Saxon.

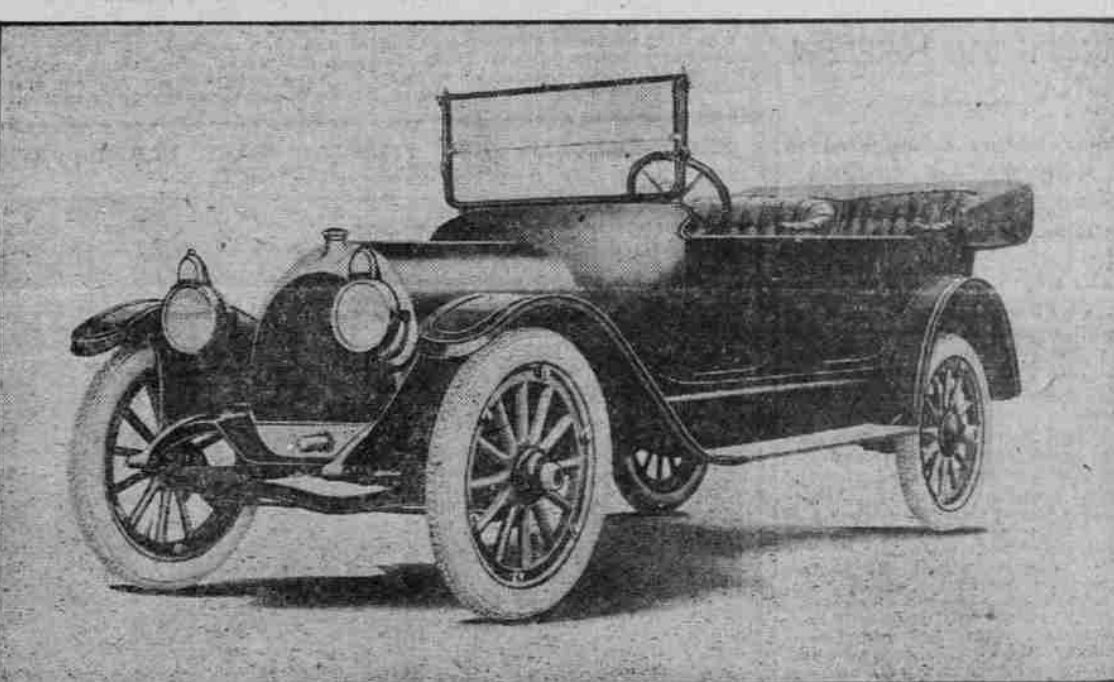
It happens that Mr. Brereton stands a full six feet six inches above the ground, while Mr. Knight, the man who sold him the little rig, reverses the ratio with his five feet six inches. But with all his bulk Mr. Brereton is able to sit at the driving seat of the little Saxon without the least embarrassment or discomfort.

8 Oldsmobile

Distinctive High Grade Light Weight

Weighing Less Than 2700 Pounds

From 2 to 60 Miles Per Hour on High Gear High-Speed Motor, 27"x4 1/2" Three-Unit, Delco Electric System Spiral Gear Drive 120-inch Wheel Base



—You Will Admire Its Grace and Beauty—Its Performance Will Be Very Gratifying—Your Decision Will Be Immediate

8-Cylinder \$1325
4-Cylinder \$1225

AT PORTLAND

The Oldsmobile Co.

E. E. Cohen
Manager

OF OREGON

Broadway at Couch
Phone Broadway 1640