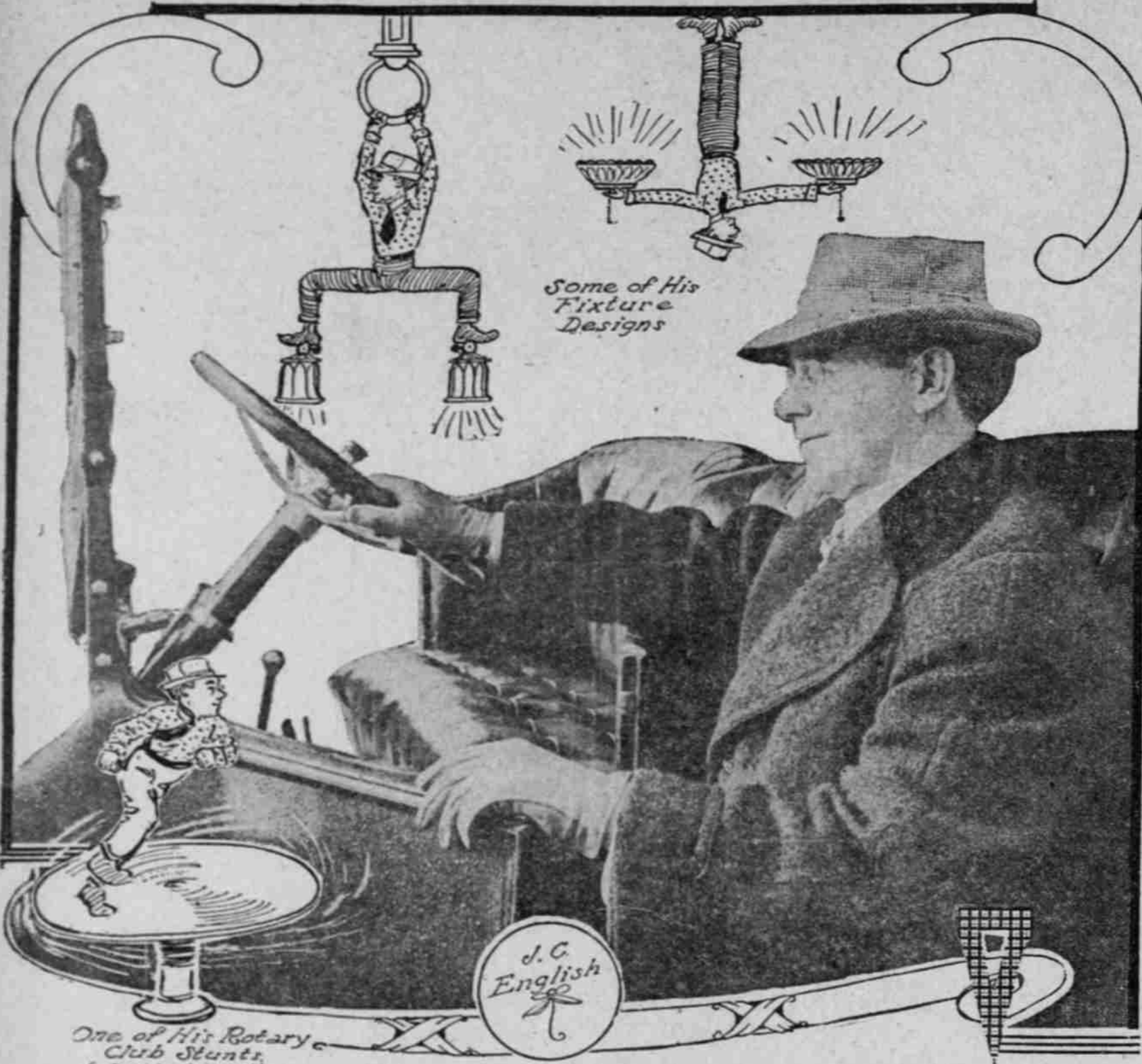


Prominent Who Portlanders Motor



"I no longer can afford an automobile, but rather, can afford to be without one," remarked J. C. English, the big dealer in lighting fixtures and ex-president of the Rotary Club, as he sat at the wheel of his new 1914 Studebaker car the other day, prepared to meet a business engagement.

"For business purposes alone I ven-

ture to guess that I spend more time at the wheel of my car than I do at my desk across the river. When I brought home my first automobile in 1909 I felt that I had indulged in a rank extravagance, but I have since learned better.

During the eight years that he has been a motorist, Mr. English has owned two Packards and four Studebaker cars, in addition to the Ford and the

Studebaker delivery car that are now operated for the English Company.

In the summer time and on pleasant Sundays throughout the year, the English car is employed to take the entire family on recreation trips. The English boys are close students of automobiles generally and read all automobile dope with a vengeance.

"The first thing the boys do Sun-

day mornings is to grab the automobile section of The Oregonian," said Mr. English last Thursday, as Photographer McMonie, of The Oregonian staff, was snapping a picture. "Inevitably they ask me if I know the man whose picture appears under the caption: 'Prominent Portlanders Who Motor.' I wonder what they will say when they spy their daddy's face in that frame?"

RISES IN PRICE SEEN

Chalmers Official Predicts General Advancement.

COST OF MATERIALS SOARS

Difficulty in Obtaining Tools and Automatic Machinery of Latest Type is Pointed Out as Another Argument.

An increase of \$100 in the price of the Chalmers Six-18 touring car from \$1225 to \$1325, effective March 1, was the sensational announcement made recently by executives of the Chalmers Motor Company. Coming on the heels of sharp advances in the cost of all raw materials, the Chalmers announcement is expected to be the forerunner of similar policies throughout the entire industry.

"New materials have advanced in price to new high levels in the past few months, and the end is not yet in sight," says Hugh Chalmers in a letter received by H. L. Knox, local Chalmers distributor, last week. "We have found it impossible to manufacture a car conforming to our standards of quality at anywhere near the former production costs. Rather than sacrifice quality or cheapen our product in any way we have decided to advance the car's price."

Price Increases Foreseen.

"I predict a general upward revision of motorcar prices all along the line before many months. There is no other way out for the automobile manufacturer."

"The European war has been responsible, in a great degree, for the big increase in the costs of raw materials. The tremendous demand for steel, copper, tin, lead, aluminum, sheet metal and other materials for use in the manufacture of war munitions has made prices high and deliveries uncertain."

"Vanadium steel, which sold at \$1.85 a pound only a year ago, has jumped to \$4.50 a pound. Aluminum has nearly tripled in price, going from 13 cents a pound to 32 cents a pound. Other sensational increases are: Steel bars, from \$1.10 a hundred to \$2 a hundred; high-speed steel, from \$1.85 a pound to \$2.25; leather, from 25 cents a foot to 35 cents; copper, from 14 cents a pound to 24 cents."

New Machinery Hard to Obtain.

"Added to the many troubles of the motorcar maker is the difficulty in obtaining machine tools and automatic machinery of the latest type. Factories turning out airplane and other munitions of war have practically curtailed the output of the machinery makers."

"Steel mills are making no promise of delivery within the six months period, and parts manufacturers are accordingly held up in their production. Almost every concern in the metal industry is turning down orders, having accumulated a quantity sufficient to keep them at top speed for months to come."

"The situation can result in only one thing—higher prices on cars within the

next 60 days. If we find that materials continue to climb after the \$100 increase in price on our car has taken effect, we will undoubtedly be compelled to again raise the price. We have as yet made no change in the price of the Chalmers Six-20 model, now selling at \$1650, because this car is being built from materials purchased last Spring.

Dressing-Room on Wheels.

It matters not to Miss Bessie Eryon where "locations" for filming operations are placed. She drives to the scene in her Maxwell cabriolet, makes up in the interior of the car and emerges ready to pose for the millions of admirers who watch for her name on the movie theater boards, with hearty enthusiasm.

Endurance Champion Honored.

All over Southern California municipalities have been holding themselves in civic holidays in honor of the Maxwell touring car, which recently revised the A. A. A. records by running 20,612.3 miles without a motor stop.

CAR SHORTAGE GRAVE

MACHINES AS DIFFICULT TO OBTAIN IN EAST AS ANYWHERE.

Prosperity Reports Are Cited as Reasons for Increased Demands for Automobiles.

The shortage of automobiles for 1916 is likely to be serious for, where it was believed the big demand would come from the West, that demand is general and dealers along Broadway, New York, are quite as hard set to obtain cars to satisfy the demands of their customers as are dealers throughout the wheat and corn belts of the West.

Recent reports state that Kansas banks are overrun with money and compelled to refuse deposits owing to the law and in the East money is being coined in the stock market. Many are

being made rich and when men make money in quantities they immediately become customers of the automobile dealers.

In England the "new rich" are growing in numbers and demands for cars have cleaned Great Portland street, the automobile row of London, of everything salable, while all through the English possessions, according to James Holland, of London, and formerly editor of Automobile Topics of New York, the demand for cars is as great today as before the war started. American makers are looked to in their trouble by the London dealers and American makers, hard pressed at home to supply the demand, are unable to take care of the foreign business at the doors.

American manufacturers with more business at home than could be attended to with top-notch production and with more business in foreign countries than could be attended to, even though American markets became slack, are likely to face conditions that will bring about a car famine in a short space of time. The shortage of material is vital at this time and will keep down production figures.

IT WAS NOT LIKE THIS IN OLDEN DAYS



"No fair peaking." The above pictures are neither paintings nor tricks of photography. They are real photographs taken not far from here with honest landscape, real girls and the latest Studebaker automobiles as subjects. Perhaps the girls really didn't sleep in the car with the treatment shown in the pictures—the weather has been a trifle cold for that sort of thing—but they have demonstrated with telling effect how far the

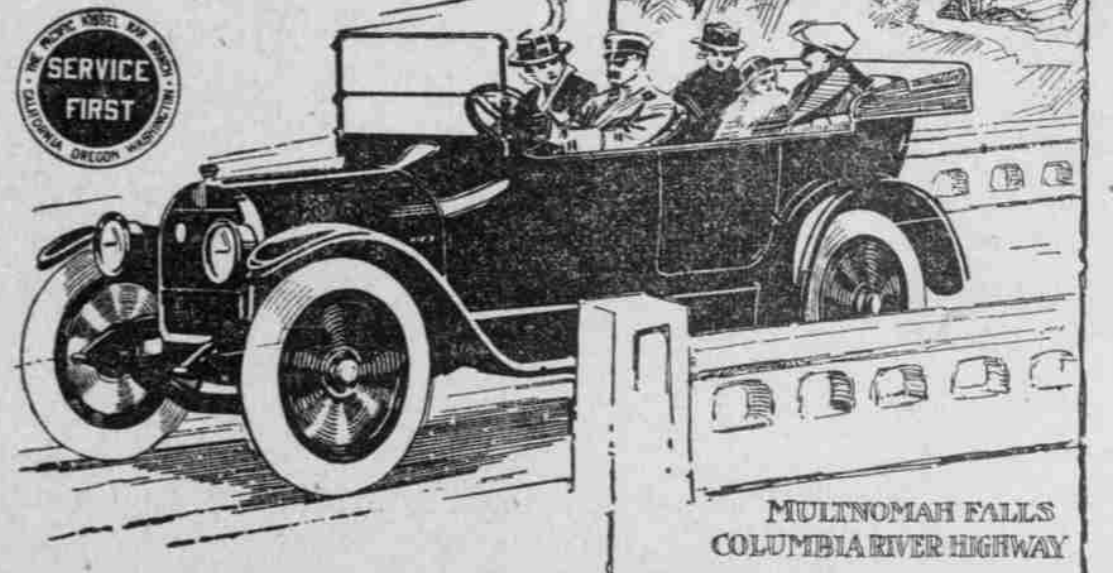
The KISSEL KAR is most used where it is best known. Its sterling integrity and perfect reliability count up heavily in the test of specific performance. It wins its way by its loyal service. The highest quality of material and labor, with a determination to produce the best, is put into KISSEL KAR construction.

The red thread of class runs through the KISSEL KAR from the 5-passenger Touring car at \$1050 to the 7-passenger Sedan with the "All-Year" top and body at \$2100, f. o. b. Factory.

The Pacific Kissel Kar Branch

58-60 23d St.—PORTLAND—Phone Main 6214

San Francisco—Los Angeles—Oakland
Pasadena—San Diego.



Touring the Coast in a KISSEL KAR

CYCLE AND PHONE LINKED

PERRY ABBOTT POINTS OUT CARE OF COMMUNICATION LINES.

Motors Doing Share in Aiding Police Work, Declares Portland Distributors of Harley's.

"Telephone communication in the United States is such a common thing nowadays—and nights—that no one gives a thought to its bearing on civilization and the amount of police work required in keeping the telephone system in service," says Perry Abbott, Portland distributor of the Harley-Davidson motorcycle.

"I call it police work because that is what it amounts to. The telephone companies must maintain eternal vigilance over their lines to have them in readiness for the service of the public 24 hours a day. Much of this work

is done by linemen on motorcycles who go wherever the wires lead them.

"The telephone is taken for granted like railroads, electric light and like running water and sewage systems in American cities. In a few seconds the busy man can get in touch by telephone with practically any other person in the same city. Only a few minutes are required to arrange a conversation with business houses hundreds of miles away.

"While the European nations are scratching hard to get enough copper to make war munitions is not bad time for the people of the United States to think of the blessings enjoyed in this country as a result of the many tons of copper stretching out in thousands of miles of telephone wire linking up cities and villages and the homes of the farmers with American markets. The telephone certainly is an important factor of civilization and the motorcycle is doing its share in making possible this high degree of civilization in America."

The fear of contamination from the books of a public library seems to have been overestimated. The dust gasses during a cleaning of the Yale library was found by chemical analysis to be entirely harmless.

Save 50% on Your Tire Bill

Double Tread Lock Stitch Tires. Made from two old tires, cemented and sewed together. Prevents punctures and blowouts and gives about the same mileage as new ones. Vulcanizing tires and tubes. Bring them to us. Bring in your old tires.

Bailey's Tire Shop
Stark at Twelfth. Main 2330.

Portland Brazing and Machine Works
209 GLISAN STREET.
Phones—B 4450, A 1232.
MAKE A SPECIALTY OF WELDING FROZEN RADIATORS AND CYLINDERS.
"SATISFACTION GUARANTEED."

H.O. PECK GARAGE
MACHINE AND REPAIR SHOP.
Automobiles bought, sold and exchanged. Gasoline, oils, tires, storage and vulcanizing. 1063-1065 Hawthorne ave. Tabor 2948.

R. D. O'Brien East 322. E. C. Phirman
UNION AVENUE GARAGE COMPANY
SUNDRIES, TIRES AND GENERAL SUPPLIES.
AUTOMOBILES STORED AND REPAIRED.
Corner Union Avenue and Wasco St.



Relief from tire troubles
A sense of satisfaction and security
The cessation of hostilities with the dealer
More mileage for your money

Ask for Tire Book
SAVAGE TIRES
Factory Distributor
John A. Walters Co., Inc.
Broadway at Ankeny, Portland