

This \$250 to \$400 represents the difference between the price of a Studebaker and the price of any other car that equals it in value.

The reasons for this difference are immaterial to you as a buyer. What you WANT is the car that gives the most for its price. And when you find, as you will, that cars with the same power. size and quality that the SERIES 17 Studebakers offer, cost hundreds of dollars more, make the salesman tell you WHY.

If a car gives no more, there's no reason at all for paying a higher price, is there? Just see these SERIES 17 Studebakers. Make your own comparisons with other cars-then ask the other salesmen why THEY want from \$250 to \$400 more than the Studebaker prices? Thirty minutes spent in making such comparisons will save you several hundreds of dollars.

# **Oregon Motor Car Co.**

Park and Davis Sts.

Local Distributors

Phone Bdwy. 616

Detroit, Mich. South Bond, Ind. Walkerville. Ont. NEW DEVICE WORKING ON EAST SIDE LOT, WITH FRED EWING AT WHEEL.

FOUR-CYLINDER MODELS Touring Car, 7-passenger \$ 875 Readster, 3-passenger - 850 Landau-Roadster, 3-pass. 1150 - - - - 1525 Sedan

STUDEBAKER

SIX-CYLINDER MODELS Touring Car, 7-passenger \$1085 Readster, 3-passenger - 1060 Landau-Roadster. 3-pass. 1350 Coupe, 4-passonger - -1600 . . . . Limeusine. 7-passenger -

1675 New Location 2500 F. O. B. Detroit

After several months of experimental work, E. E. Gerlinger last week announced that he was ready to market a tractor attachment that will fit any automobile. With this invention, which he has had pat-ented, he expects to help solve the second-hand car problem to a considerable degree. He says that it is obvious that such an attachment which can be installed for a comparatively insignificant sum, will find ready favor among farmers. A feature of the attachment is that it can be put on and taken off easily, so it does not tie up a ma-chine indefinitely. It has a gear ratio of 40 to 1 and will hau three 14-inch gang plows with ease. Mr. Gerlinger announces that the Gerlinger tractor attachment will be manufactured, along with the Ger-siv truck in his Tacoma factory.

It is the gap between Hebo and Wil-\* iamina, 31.6 miles, that locks the door on automobile travel during a major portion of the year and it was this chapter of the trip that consumed an "overwhelming majority" of the 24 hours, less 10 minutes, required for Mr. Predeleh and his three trip comman-

Treated the automobile folk of the Tiliamook region to just about the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the more than half a moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off sharply by a contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the mone big chuck to be ready for the contact the mone base of supply exists a contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the moning board ripped off squarely at the intake, base one contact the moning board

## Start Made During Rain. The start was made at Burnside street

FAMOUS \$25,000 GOLDEN
 FAMOUS \$25,000 GOLDEN
 CHASSIS TO BE IN PORT-LAND APRIL 20-22.
 W. C. Garbe, manager of the Oregon Motor Car Company, Studebaker retail dealers, an-

not coast down hills as much as haw been the custom on previous gasoline conomy tests in Portland. Whenever he reached the top of a sharp, long hill he turned the engine off and let the car go hungry as long as it would at a respectable speed before he gave it nourishment again. Mile Traversed Without Fuel.

BOTH DAY AND NIGHT

balgh and his three trip ions from Bay City, Charles Stone, A. L. Dansan and Rupert Anderson, to jump from Bay City to Portland, Mr. Ridebalgh is a Portlander who claims the Oregon Agricultural College as his

Bad Gap Consumes Time.

six truck in his Tacoma factory.

Without any serious intention at all, Without any serious intention at all, Mr. Ridebalgh jokingly remarked one day that he thought he would drive his Cadillac over the mountains to Port-land. His friends, particularly those who drive Fords and think that vari-ety of car the only pebble in the puddle, scoffed at the idea, saying quite post-tively that no automobile could hope to make the trip until long after the Fords had dented the path.

Scoffing Inspires Effort.
This attitude, more than anything else, compelled Mr. Ridebalgh to attempt the trip, and when, many hours later on the mountain top near Dolph, when it looked like the Jig was sky then it looked like the Jig was sky the Ford disciples that the Cadillac crew would soon he back supplied the mountaintot o defeat the mountaintot o defeat the mountaintot o defeat the mountaintot o defeat the mountaintot of the Cadillac crew would soon he back supplied the mountaintot o defeat the mountaintot o defeat the mountaintot of the Cadillac crew would soon he back supplied the mountaintot of the Cadillac crew would soon he back supplied the mountaintot of the Cadillac crew would soon he back supplied the mountaintot of the Cadillac crew would soon he back supplied the mountaintotic road if it tooks a monit.
From Bay City to Tillamook the road grade crossings will be made safet of travel out of a Chalmers of travel this year.
Mearly 160 of Iowa's 900 dangerous rafter of travel out of a Chalmers of travel this year.
Mearly 160 of Iowa's 900 dangerous rafter of the new Chalmers car. Mr. Hirsch did the new Chalmers car. Mr. Hirsch did

for a few minor washouts and along those 22 miles from Tillamook to Hebo the way was so inviting that I'm ashumed to report how fast we actually traveled," related Mr. Ridebalgh soon after his arrival in Portland.

### Sharp Boulders Encountered.

Sharp Boulders Encountered. "The road just this side of Hebe is hadly cut up into rute and no work has yet been done in removing rocks and other results of washouts. In places it was necessary to dive into holes three or four feet deep and then climb un the other side of the depression. There were boulders there sharp enough to tear any tire to shreds. About half way between Hebo and Dolph towns, 11 miles apart, we met our first bad mud obstacle in the form of a quarter-mile stretch with 'gun' strewn along to a thickness of three feet.

"Here four heavy, well-trained draft horses were hitched on, but they couldn't budge the car from its posicouldn't budge the car from its posi-tion in the deep groove. Tire chains were useless. In their place we em-ployed stout rope and got busy with shovels, crosscut saws and lines. After digging out what seemed to be several acres of mountain rond real estate the anxious little engine and the four horses turned the trick.

### Horses Again Employed.

"For three-quarters of a mile this side of the big mud we had to pull up a 5 per cent grade that was rough but hard-crusted, and it seemed almost as good as smooth cement after what we had just tackled. Later we met lots of mud a foot and a half deep that re-quired low gear orders and plenty of backing up and charging for a mile. We dug out of one bad hole without horses. horses

horses. "On the steep climb about 100 yards the other side of the Dolph postoffice at Toll Gate we had to call again for horses to pull us through the slush. "On one of the many hills just this side of Dolph I burned out my clutch in fightling heavy odds with three sep-arate charges. It took us an hour and a half to cover one 50-yard dash and then we had to throw in a lot of dry dirt to correct certain impossible places. places.

### Deep Ruis Straddled.

"In watching the car from behind the boys told me it took the 'waves' much like an ocean liner, with its tail high in the air part of the time. The ruts were so deep in places that I had to straddle them by placing the wheels

debaker retail dealers, announced last week that the gold-en - stripped Studebaker chassis, which created such a sensation at the Eastern automobile shows, would arrive in Portland April 20 and remain on display in the company salesrooms Davis and company salesrooms, Davis and Park streets, for three days. The chassis is said to have cost \$25,-000, containing 350 ounces of pure gold, and is guarded jeal-ously by detectives on its trip over the country.

The rain handicap was particularly a noticeable on the hills because the car was equipped with Goodyear Cord tires without the supplement of anti-skid feature

Taking advantage of every "coast" he could, Mr. Hirsch kept the Chaimers rolling over the Sandy road at a speed averaging about 20 miles an hour and didn't turn around until he reached Fairview, where the Stewart speedom-eter registered exactly 13.3 miles from the starting point.

Route 1s Retraced. Then the 13.3-mile route was re-raced all the way to the Keats garage \* when it was found the car still had "juice" to spare. Accordingly it was turned loose on the park blocks and played back and forth between the

CHALMERS "6-30" RUNS 27.2 MILES ON GALLON OF GASOLINE.

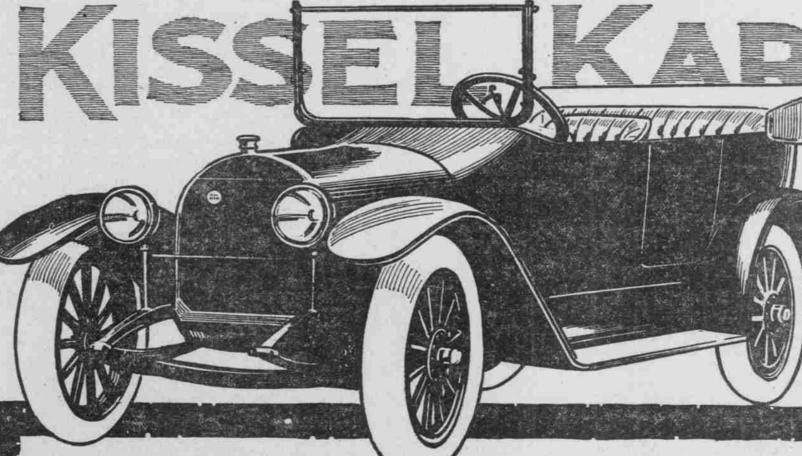


RESULTS OF RECENT ECONOMY RUN TO FAIRVIEW AND BACK.

Mile Traversed Without Fuel. Between the city limits and Park-ross he covered more than a mile with-out paying a drop of gasoline, but there were not many other coasts on the entire trip, and when he did coast he did not wait for the car to come to a complete stop. At no time did he drive faster than 35 miles an hour, seven when coasting down steep hills because the pavement was slick and it didn't take much to put the car on skidding lurches that were dangerous. The complete fairness of the test is shown by the fact that Mr. Hirsch did not stops were absolutely necessary, and by the fact that he returned over

ing Our Machine Shop Doing Cylinder Grinding and Machine Wor Beginning Monday, April 10, we will put on a night crew in our machine shop, so that we can give our patrons more prompt service. Work called for and delivered in daytime. Phone East 4814, C 1148.

> COOK & GILL COMPANY, INC. 120-122 Union Avenue North, Portland, Oregon



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The biggest motor car success of 1916....Convenient, roomy fourdoor body....Divided front seats ....Luxuriously comfortable.... Marvelous power....Flexible Kissel Motor.... Westinghouse Ignition .... Stewart Vacuum Feed System .....115-inch Wheelbase ..... Completely built under one roof .... The car with an insistent appeal...... The

## 5-PASSENGER \$1050

32 High Efficiency Four 5-passenger Touring car at \$1050.... Other KisselKars, \$1250 for the 36-Four Touring to \$2100 for the 42-Six 7-passenger "All-Year" Sedan. All prices f. o. b. Factory.

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