

COLUMBIA RIVER IS TOURISTS' MAGNET

Philadelphia Motorists Drive to Portland Over Pacific Highway; Describe Route.

12,000 MILES IN 5 MONTHS

Visitors Pushing on East, but Plan to Return to Oregon and Do Great Drive Again Next Year in Big Cadillac.

No visiting motorist ever described Pacific Highway touring more tersely and accurately than G. T. Harris, of Philadelphia, who arrived in Portland a week ago in a Cadillac that had been driven all the way from Riverside, Southern California.

"During dry weather the Pacific Highway in Oregon is a fair and square proposition and will not give trouble, but when things are wet under foot you can expect to be handled out," remarked Mr. Harris at the Hotel Portland, when asked for his estimate of the Oregon road.

Anyone who has traveled over the full Oregon chapter of the Pacific Highway in various degrees of weather will agree that Mr. Harris has stated the case exactly.

"Luckily we didn't have any trouble at all, because it didn't rain upon us until we reached Eugene," said Mr. Harris. "That made things rather sloppy for us in some places, but there is a solid roadbed pretty much all the way from Eugene to Portland, so we didn't meet the perplexing problems we would have found farther south in case rain had overtaken us earlier."

Evidently the former soft patch of road near Comstock, in Pass Creek Canyon, has been patched up with planking as reported, because Mr. Harris is the first tourist to arrive who hasn't recalled difficulty at that point. In the four-cylinder car which was driven by J. A. Reed, a road man who works out of Boise, Idaho, the owner, were Mr. and Mrs. Harris, their daughter and a friend, all of Philadelphia. The trip from Riverside north to San Francisco was over the ridge route through Bakersfield, which is paved for virtually the full distance. Between Redding and Dunsmuir, in Northern California, Mr. Harris reports that the road was a trifle too narrow for comfort, with only two feet to spare on the edges of the cliffs. He said he didn't think this section of highway would be safe in wet weather. No trouble at all was experienced in coming over the Sierras.

Mr. Harris and his immediate party are now on their way home after spending the season in their winter home at Riverside. In the autumn they plan meeting Mr. Harris and his car at Denver and will then set forth

LATEST INFORMATION OBTAINABLE ON ROADS.

Thanks to the good weather of the past few days, the full length of the Columbia River Highway from Portland to Hood River and The Dalles is in good shape for travel, although there may be a few soft spots at the upper end.

The Pacific Highway south to California and north to Seattle via Vancouver also is said to be in good condition. Two machines completed the Portland-Spokane run last week, reporting good conditions on the average. After an extensive trip through all of the Eastern and Central Oregon country, J. A. Reed, a road man who works out of Boise, Idaho, reported to The Oregonian last week that these roads are in better shape than he has seen them for six years. He made the full trip from The Dalles to Lakeview and also went east.

All of the main trunk roads leading out of Portland are known to be in good condition today, although paving and construction activities near the end of the Base Line road and on the St. Helens and the Palatine Hill roads will necessitate detours for a few days at least.

The Canyon road will be closed within a few days for paving activity, but it will be possible to employ as a substitute the Humphrey boulevard, which is always solid. Considerable work is to be done on the Capitol Hill road leading to the Willamette Valley via the West Side route, but it will be kept open.

Crews are busy paving the Sandy cut-off along the east bank of the Sandy River between Troutdale and the Auto Club bridge, and this will be completed within less than a month, it is estimated.

on a tour of Yellowstone National Park. On their way back to Riverside they contemplate driving to Portland over the Columbia River Highway.

"During the past five months we have driven more than 12,000 miles, but in all that time I did not see anything quite like the Columbia Highway," said Mr. Harris last week after his trip from Portland to the end of the pavement on the highway in every where I have gone recently I have heard your great boulevard spoken of highly and these comments were really the principal magnets in bringing me to Portland. I hope to come back this way after my trip to Yellowstone next autumn and again drive over the highway between here and Riverside, where I am to take delivery of a Cadillac Eight upon my return to our winter home."

Mr. Harris is retired and has spent much of his time during recent years motoring over the famous roads of the country. He also has a home in the Adirondacks.

WOMAN MAKES FORTY TALKS

Miss Cowgill Travels 356 Miles to Carry On Clipp Work.

OREGON AGRICULTURAL COLLEGE, Corvallis, May 13.—(Special).—Three hundred and fifty-six miles in a year, 40 picture talks and canning demonstrations and speaking to 1104 persons in one week is the record made by Miss Helen Cowgill, assistant agent of boys' and girls' club work, in Wasco County last week. Most of this tour was conducted through the rural districts of Wasco County. Many of the districts visited were widely separated and roads were not especially conducive to speed, yet the driving had been so well planned by County School Superintendent Bonney, said Miss Cowgill in making her report, that it was a pleasure to carry it out.

From the number attending the lectures and demonstrations and the interest displayed by them, club work in Wasco County is said to be in an excellent condition. The week's work closed with a teachers' institute at Shaniko Saturday.

SEATTLE MAN DRIVES NEW MITCHELL ROADSTER FROM SAN FRANCISCO TO PORTLAND IN FIVE DAYS.



The Mitchell Was Put to a Severe Test Here

Crossing From California Into Oregon

LONG RUN IS MADE

N. Helgert Arrives in Portland From San Francisco.

TRIP TAKES FIVE DAYS

Only Two Bad Spots Reported and No Chains Are Used on Mitchell, Which Never Gave Trouble to Extent of Puncture.

Although he took his time along the road and stopped here and there to snap photographs and enjoy the scenery, N. Helgert, of Seattle, managed to put a 1916 Mitchell roadster over the Pacific Highway between San Francisco and Portland within the course of five days. Mr. Helgert was one of the first to make the San Francisco-Portland trip this year, the first car from the south having arrived only three weeks ago.

Upon his arrival in Portland the other day Mr. Helgert said that he had come through without chains, a feat that is remarkable considering the condition of some of the roads. He said also that in more than 5500 miles of touring through California, including the trip from San Francisco to Portland, he was not bothered a single time by punctures, the bogie of tourists. He thinks this is a pretty good showing for the tires.

In reporting road conditions, Mr. Helgert said: "The worst roads encountered were near Red Bluff, Cal., and Drayton, Or. For several miles in these stretches I didn't know what might happen next, the mud being huddled nearly all the way and unexpected chuckholes very frequent. The Pass Creek Canyon was also in very bad shape and required a great deal of low gear work, as well as very careful going to avoid being mired."

"This is the kind of driving that tests the power of your motor as nothing else will. I feel there isn't a car on wheels that can't make it. The main thing in taking these long hard trips is to keep your car in good condition. Go over it and see that it is properly adjusted every day and you will be surprised how much more enjoyable your trip will be. The roads from Eugene to Portland are in better shape than I expected, in spite of the rain that has fallen in the past few weeks."

Mr. Helgert spent several days covering the drives in and around Portland and left late last week for Seattle. It is nearly three months since Mr. Helgert set out upon his tour, as he shipped from Seattle to San Francisco February 12.

BEAVERTON TRIP TAKEN

ROADS GOOD MOST OF WAY AND SCENERY FOUND CHARMING.

Perfume From a Hundred Orchards and Laxly-Ascending Smoke Charm Various Scenes.

The city motorist who wants to add to his collection of "Little Journeys on Sunny Days" will find the Canyon road route a pleasant one just now. Last week, in a Chalmers Six-30, the writer spent a pleasant hour and one-half along this delightful road. Just where Jefferson street, a weary of clanging car and rattling mill wagon, turns toward the cool woodland, Canyon road begins. One quick turn and the city is left behind. The road beckons, invitingly, wandering upward on an easy grade, under an overhanging canopy of verdure, pencilled in every conceivable shade of green. A little way up the hill, at the side of the road, rests a great stone watering trough, but the sturdy Chalmers is not thirsty. Instead, some little boys are saving their armadas on the clear, cold water. Another group across the road is gathering wild flowers.

At the city's gate the county road pavement begins, ending at the Washington County line, save a small strip just this side of the little town of Sylvan, where workmen are just beginning to make ready to complete the link. The unpaved part of the city road has been good, but the stretch of paved county road is like a city street. Beyond, where the paving ends, Washington County announces itself with the proverbial "hoit," however, the road into Beaverton is very fair, and not at all dusty as it will be later in the season. Rounding a curve in the road, beautiful Tualatin Valley bursts into view, clad in a filmy robe of emerald. The perfume of blossoming orchards fills

the air; incense from a hundred farm-houses curls lazily upward. We stop the softly-purring motor of our Chalmers and spend a few moments in silent contemplation. It is Springtime in Oregon!

At Sylvan, returning, we point the Chalmers into one of the smooth boulevards that lead from the Heights down to the city, where we take our places among the tollers. But there's a quickening in our endeavor, and in our minds a vision of cool woodland, of splashing brook, of little children's voices, and far off, we fancy we hear the lark singing its Spring song!

Movie Made of Auto Factory.

C. R. Bosworth and Joseph de Frenes, photographers of the Lyman H. Howe Film Company, had many new and novel experiences in making the new picture "The Manufacture of an Automobile" just filmed at the Willys-Overland plant, Toledo. Working with a company of nearly 20,000 "actors," each one going about his daily tasks without pause, was a new sort of studio to them and one that proved full of possibilities.

HIGHWAY PRAISES SUNG

H. H. RICE, OF NORDYKE-MARMON COMPANY, LATEST CONVERT.

Light Metals and Ability to Procure Speed if Necessary Declared Modern Builder's Aim.

Another convert to the great club of Columbia River Highway boosters was made last Friday when H. H. Rice, manager of the Nordyke-Marmom Company, of Indianapolis, Ind., drove over the highway as the guest of Charles M. Menzies, sales manager of the Northwest Auto Company, Marmon, Reo and Cole dealers in this field. They rode in one of the Marmons, which, of course, made the trip all the more enjoyable.

"The demand for our product has been so much greater than we anticipated and the shortage of materials has been so serious that we really have had a pretty lively time back at the factory this year," said Mr. Rice at the Portland Hotel before leaving yesterday. "Originally we had figured on building only 500 Marmons between January 1 and July 31, but we have been compelled to double our production in spite of the material shortage."

"Light metals will mark the rift between the old and the new manufacturers of motorcars. The tendency is not so much for speed as for the ability to speed and the construction that allows for quick and easy acceleration. This can hardly be accomplished when heavy metals are used in automobile construction."

"Lyrite aluminum has been used to such an extent in the Marmon 34 that its weight has been reduced by more than 1000 pounds and its ability has been materially increased."

KANSAS COUNTY HOLDS RECORD

Every Other Family in Pawnee County Owns an Automobile.

Every other family in Pawnee County, Kansas, has an automobile. This is probably the world's record. Census experts figure an average Kansas family at four and a half persons. Pawnee has an automobile for every nine persons. Stafford has one for every 12 and McPherson for every 13.

Kansas has 77,000 automobiles registered. There are perhaps 1000 more in the hands of dealers. Two years ago the state had 34,945. More than \$750,000 is invested in automobiles in the state.

Small Towns Buyers

DEMAND FOR COMMERCIAL CARS IN COUNTRY IS HEAVY.

One City of 25,000 Takes More Trade Vehicles Than Any of Three Large Places.

The theory that the market for commercial cars is restricted pretty much to large cities is disproved in figures compiled by the Studebaker Corporation and announced through Henry T. Myers, sales manager of the commercial car division.

"Commercial car sales in towns from 5000 to 50,000 inhabitants are considerably greater in proportion to the population than in the large cities," says Mr. Myers. "We can name instances even where Studebaker commercial car sales in certain small towns have been in excess of pleasure car sales during the past four months."

"There are several Studebaker commercial car dealers who in the past three months have sold between 10 and 25 commercial cars in towns of not over 25,000 population. One dealer who lives in a town of a population of 25,000 people has sold as many commercial cars to merchants, liverymen and farm-

ers as the total sales of each of three large branches.

"Selling commercial cars is not a matter of location or population. It is wholly a matter of getting out and going after commercial car business along well-defined and systematic lines."

Of the 10,000 half-ton and one-ton models to be produced during 1916 by the Studebaker Corporation, a large

proportion have been spoken for by distributors in towns of a size that were not considered seriously as a market for commercial cars two years ago.

Five Additions Made in Year.

The Haynes Automobile Company is completing the fifth addition to its plant within the present fiscal year. The new structure that is being com-

pleted at the present time will house the production of the "Light Twelve" car. It is expected that the manufacture of the high-power, lightweight car will be under way by June 10.

Revelations on oil and mining developments, rents on state lands, leases and fees pour in so rapidly to the state of Wyoming that she may soon be in the position of not having to raise any taxes at all for support of the state government.



OPENING

Broadway at Davis

MONDAY, MAY 15

Open Evenings
Tea Room
Music

Opening of the Magnificent New Home of

The Pacific KisselKar Branch

Broadway at Davis Street, Monday, May 15

THE OCCASION will be observed by continuous open house throughout the week—open evenings—musical programme. The entire public is most cordially invited to come and inspect the new building, which is one of the finest in the Northwest—a fitting home for KisselKars, Kissel Trucks and Briscoes.

The Pacific KisselKar Branch

Pacific Coast Distributors

San Francisco Los Angeles Oakland Pasadena San Diego

SMALL TOWNS BUYERS

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Buick

Valve-in-Head Motor Cars

The Big Idea Back of Buick Success

Back of every commercial success there is a big idea. The bigness of the success is always in proportion to the bigness and soundness of the idea.

The public has discovered that back of every Buick motorcar there is a fixed and definite engineering idea—as big and sound as the motorcar industry itself.

The idea is the Buick Valve-in-Head motor. It is an idea that has been the cornerstone of Buick success. In time we confidently predict that it will be the universally accepted principle of motorcar design.

Manufacturers are today adopting this idea as rapidly, if more reluctantly, than the public. The public proved it long ago, and one by one the manufacturers are admitting its soundness. It is the biggest idea ever conceived in connection with the development and manufacture of motor-propelled vehicles.

The demand for Buick Valve-in-Head motorcars has always been and is now in exact ratio to the spread of knowledge concerning the methods of designing and building motorcars. Today this demand is so insistent that even the greatly enlarged Buick plant cannot fully supply it.

Howard Automobile Co.

Pacific Coast Distributors
We Can Give Almost Immediate Deliveries

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now on exhibition at our salesroom

Built for those who can appreciate real value in a high-grade light car.

4-Cylinder.....\$1225 } AT PORTLAND
8-Cylinder.....\$1325 }

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