

KISSELKAR HOME TO BE DEDICATED

Week of Celebration of Erection of \$25,000 Building Will Open Tomorrow.

A. S. ROBINSON IS AT HELM

Headquarters of Company Located at Broadway and Davis Street Is Along Automobile Row. Big Parade Is Held.

BY CHESTER A. MOORES.

What is generally regarded as the most practical, if not also the handsomest, automobile building in Portland will, for the week commencing tomorrow, be open for the inspection of all users and fanciers of the motorcar.

The new building is located on the northeast corner of Davis street and Broadway in the newly created automobile row of Lower Broadway and will house the Portland headquarters of the Pacific Kesselkar branch, of which A. S. Robinson, a real veteran of the automobile industry, is the active head.

To celebrate the completion of the new building a monster parade was held through the principal business streets of Portland yesterday noon which attracted many thousands of spectators to the curbside. At the head of the procession sailed the famous old 1910 Kesselkar, which carried George Beck, the Blue-Book man, on so many trail-blazing trips in Oregon.

Band Has Place in Parade.

There was also a band in the procession and a long chain of Kesselkars and Bristoles driven by Portland owners, some of whom are women, and also a battery of Kesselkar trucks, but perhaps the knockout feature of the parade was a model of the new building mounted on a Kesselkar truck. A sign on this truck extended the general public a hearty invitation to attend the formal dedication of the building this week, for which 2500 engraved invitations have been sent out to prominent business men and club members of Portland.

And right here let it be said that those who do not attend the coming reception are going to miss a happy time and the sight of a beautiful building dressed and decorated to a queen's taste. Mr. Robinson is mighty proud of his new home, as he has a right to be, and he has left no stone unturned to make the dedication week a rousing success from curtain to curtain.

W. L. Hughson, head of the Pacific Kesselkar branch in San Francisco, will arrive today from San Francisco with Mrs. Hughson. It is Mr. Hughson's first visit to Portland since the location of the new building in this city, but he has been here many times in connection with business relations with the Portland branch of Hughson & Morton.

Music to Ring in Building.

During the coming week the new building is to ring with delightful music furnished in part by electrical contrivances that reach to various parts of the building. The main entrance is to be a temporary garden of floral bouquets with green palms and various other supplements.

A portion of the upper floor will be transformed into a Japanese tea garden, where real Japanese girls are to serve tea and wafers to the women visitors and cigars to the men. In all probability artistic souvenirs will be given the guests, although we must say so unqualifiedly because no one should attend for that reason alone.

The new building is a two-story structure of brick and concrete that has cost the owners of the property between \$23,000 and \$25,000. The plans were drawn by Sutton & Whitney, Portland architects.

Offices Are Attractive.

The salesroom extends across the full Broadway front of the lower floor and is 30 feet deep with tile floors. Lighting is effected by 500-watt nitrogen lamps that are said to make the big room almost as light as midday at its brightest. The interior finish is mahogany with marble base.

Between the salesroom and the garage at the rear are a chain of attractive offices which are to house Manager Robinson, Del Wright, the retail salesman; a private office for "closing," and the telephone, bookkeeping and stenographic departments. One particular feature is a large vault-room, where office supplies can be kept in good order.

The automobile entrance to the garage is from the sidewalk side, where a wide doorway has been provided that will permit at least two cars to pass each other. In addition to wide stalls for the live storage of cars, there are stalls for a garage office, two compartments have been set aside for the wash rack and an oil room. A 10,000-pound hydro-air elevator leads to the top floor where the service department, the stock-room and bins, the dead storage room and a light and airy shop-room are located.

Floor Based With Cement.

The floor of the shop is based with cement, but it has been coated with a wooden floor in order to give the shopmen better working conditions. This entire shop, which extends across the full Davis-street side of the upper floor can be shut off entirely by the use of sliding doors. Fits have been dug under the floor of the shop to give the men an opportunity to work on cars from below, and electrical connections have been provided to facilitate their work. There is a second wash rack on this floor.

The stock-room is served with an elevator which connects with the bookkeeping department. Another modern convenience on the upper floor is a long combination washing and drying stand.

The entire building is heated by steam and hot water, and the vacuum-cleaning system extends throughout.

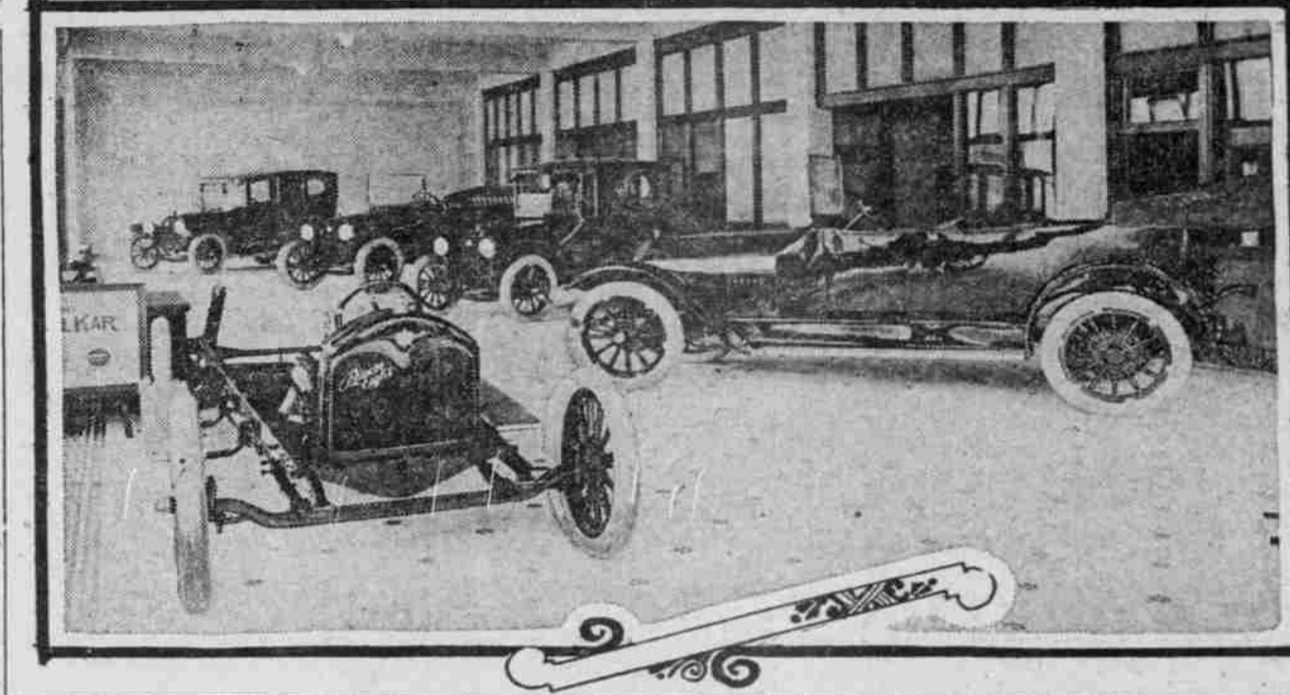
Signs in Copper and Gold.

Across the front of the building huge gold letters tell that Kessel-Kars, Bristoles and Kesselkar trucks are handled in the building, and glass and copper signs at the corners convey a like message. The windows will not be littered with signs of any sort, as Mr. Robinson is quite willing that passers-by shall have a full opportunity to peer into his salesroom. A large electric sign is to be erected on the roof later on.

During a recent visit in Portland W. L. Campbell, secretary of the head offices of the Pacific Kessel-Kar branch at San Francisco, assured Mr. Robinson that the business of the Portland branch would increase to such bounds within the course of the coming year or two that soon the new building would be too small to hold all departments.

Wait and see if this prediction does not come true.

EXTERIOR AND INTERIOR VIEWS OF NEW HOME OF PACIFIC KISSELKAR BRANCH ON DAVIS AND BROADWAY.



MOTOR TRIP HELD BEST

WRITER SAYS COUNTRY IS INTIMATELY REVEALED.

Superiority to Train as Means of Travel Educator Contended in Editorial.

"Motoring has made the whole country neighbors," says the Western Motorist in a current editorial.

"A train, with all due honor and respect to the speedy limited and its cushioned Pullman, is at its very best, a prison, framing in its square windows isolated sections of the countryside. Even the art critic might well weary at several days' viewing nothing but landscapes, even when limited by that consummate artist, Nature.

"The motorist is the courier who marks his journey by the crossroads, ranch gate and the straggling village. The train like a screaming meteor is blind to all things save the clicking wheels which semaphores its progress and is a slave of minutes. Time is the master of the train.

"To these things the motorist is, or can be at choice, indifferent. He notes the crops and sees that the farmer has painted his barn, also that the roadside dwellers have patched their road up with prideful thoroughness. He observes the new schoolhouse which the thriving rural community has demanded and secured, and reads the signs of the times in the stable-born garages.

"Beyond this, upon reaching a metropolis if that be upon his course, or his destination, he has not leaped blindly from station to station, knowing nothing save his own garden, but has weaved a strand all along his road, a personal journey which brings his journey's end intimately near to his starting point.

"Thus the motorist has spun their web along the highways, until unknown distances have become instances of a panorama of human activity, long or short, but to the wise, invariably and intensely interesting."

TRUCK AID PUBLISHED

GOODYEAR COMPANY PROVIDES HINTS ON EFFICIENCY.

Mechanical Assistants Recommended for Nearly All Classes of Work That Bring Results.

Not every truck owner realizes how much more efficient trucks can be made by the adoption of the proper devices for handling the load. These mechanical aids are now so numerous that there is practically no class of merchandise which cannot be handled better by their assistance. Whether it be coal or lumber, dry goods or building material, there is an efficient way to load, carry and deliver.

Such devices have been described from time to time in various magazines, newspapers and trade publications. All of the most important of these have now been collected and are set forth in one article appropriately illustrated under the title "Devices That Make for Motor Truck Efficiency," and appearing as an introduction to volume IV of "Motor Trucks of America," published by the E. F. Goodrich Company, Akron, O. This 144-page volume an edition of which is published annually—is now ready for distribution, and a copy can be procured on application at the Portland Goodrich branch, at Broadway and Burnside streets.

"Motor Trucks of America" has become an institution. Because it contains the detailed specifications of all the important motor trucks made in the United States, furnished by the manufacturers themselves, it has come to be regarded as the most authoritative compendium of information regarding present-day motor trucks that is published. While truck agents and truck salesmen keep this book with them as a matter of course, it is also intended for truck owners and those who are interested in or contemplating the purchase of motor trucks.

Every man in Portland interested in motor trucking in all its interesting phases should make it a point to get in touch with the local Goodrich branch and make application for this authoritative reference work. A copy is free.

490 Cars Shipped in One Day.

The biggest single day's shipment of Studebaker cars in the history of the

STUDEBAKER CORPORATION WAS MADE ON APRIL 29, THE OUTPUT BEING 490 AUTOMOBILES, REPRESENTING A VALUE OF APPROXIMATELY A HALF MILLION DOLLARS.

NIGHT STUDY ADVANCES MANY EMPLOYEES OF PACKARD MOTOR COMPANY REPORT BENEFITS.

A large number of former factory employees of the Packard Motor Car Company have been promoted to positions in the engineering department, as the result of their study in the factory night school. A class of 89 has just completed the prescribed course in mathematics and mechanical drawing, and has received certificates. The entire enrollment is more than 150.

Harvey Saul, of the Packard employment department, said that one of the students had most difficulty in holding his job before he attended the evening classes, inasmuch as he was not an efficient workman, and did not fit in any of the numerous departments in which he was given opportunities. This man led the class in mechanical drawing, however, and has been in the engineering department for some time. He is considered one of the best draughtsmen in the factory.

OWNERS ARE PROUD OF CARS

Records of Feats by Others Is Regarded as Stimulus.

The day when an automobile owner could be awed by tales of remarkable performance seems to have passed. Instead of saying "wonderful," "marvelous" or some other equally surprising word, the average motorist reading of a certain feat, is more likely to write in to the factory and comment that "such and such a performance was fine, but you ought to see what I did in my car."

The fellow who describes the 10-foot flash he caught on his latest trip has nothing for enthusiasm on the automobile owner, the chief difference being that the evidence of the motorist is more likely to be taken at its face value.

TIME IDEAL FOR MOTORING

Car Owners Are Assured of an Enjoyable Summer.

Now that the sun is warm, the trees in bud and the flowers in bloom, vacation is more and more the dominating conversational theme.

"Where are you going this summer?" To those who do not own cars this is often a perplexing question, for they are perforce bound to ironclad timetables and inflexible steel rails.

But to the motorist a planned route is unnecessary. It is safe to start without a thought of destination—to be a real nomad. Steer wherever, from day to day, the fancy dictates. Good roads are everywhere. Good hotels are everywhere. What matters direction

SAFETY FIRST IS URGED

USE OF PROPER SIGNALS HELD PRIME REQUIREMENT.

Great Number of Accidents in New York Cited as Brief in Behalf of Good Warnings.

"With city traffic conditions as they are today, a man should have no more right to operate his automobile without an efficient warning signal than a steamboat captain would have to sail his vessel in a fog without a proper warning signal," remarked a traffic officer recently.

"If a vessel captain were caught doing such a thing he would immediately be taken before the authorities, lose his captain's certificate and the chances are that he would land in jail. The same penalty should be inflicted on the automobile drivers who will risk not only their lives, but the lives of others, on the old-fashioned horns or buzzers for warning signals, when such products as the Stewart signals are available at prices so low that they are within the reach of everyone."

"Did you ever stop to appreciate the fact that during 1915 there were 23,380 persons injured or killed in New York City alone and that nearly 50 per cent of the persons killed in street accidents were struck by automobiles?" said an official of the Stewart Company, "with such a situation confronting the public, it is the positive duty of every automobile driver to safeguard himself and others against accidents. In most cases the accidents are due to lack of proper warning signals, therefore, it is essential for all carowners to see that their cars are equipped with warning signals, which can be heard under all conditions and which are in perfect order all the time.

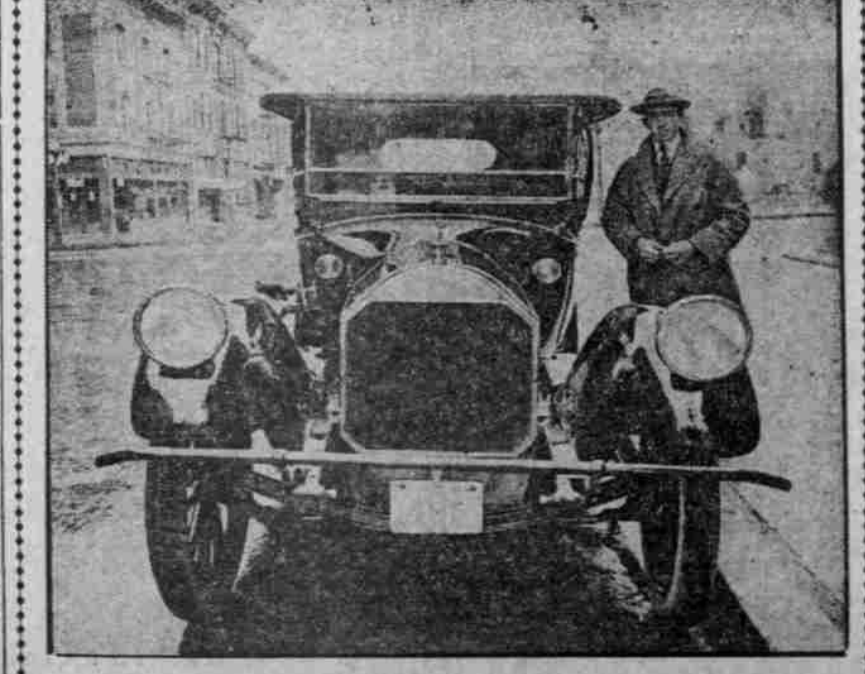
The tremendous popularity of the pleasure car and the increasing necessity for commercial motor vehicles convinced me a long time ago that soon the streets would become so congested with automobiles that danger would be imminent unless the cars carried proper warning signals."

WATER POWER IS LIMITED.

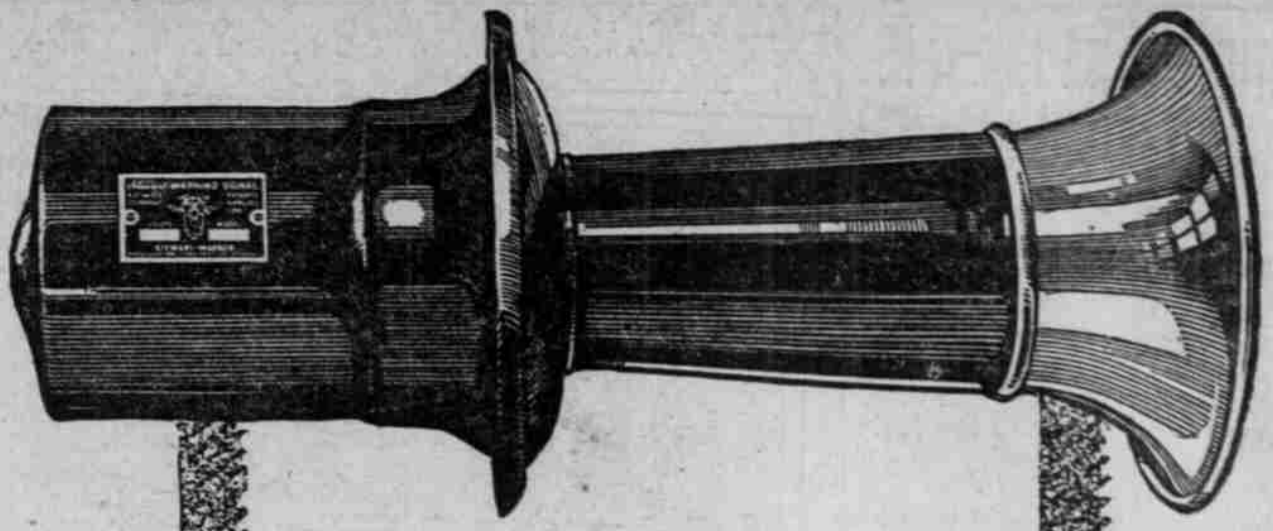
MEDFORD, Or., May 11.—By the ruling of State Water Superintendent James T. Chinnock, the California-Oregon Power Company's claim to 1500 second-feet on Upper Rogue River was denied and 300 second feet allowed.

This will permit ranchers on the Upper Rogue to have water for irrigation purposes which has not been possible heretofore. The company's claim, according to Mr. Chinnock, would have been in the nature of granting a monopoly, as the low flow of the river varies from 1100 to 1400 feet.

NEW CAR CLIMBS TO TOP OF PORTLAND HEIGHTS AT SPEED OF 28 MILES AN HOUR ON HIGH GEAR WITH 4 PASSENGERS.



Pierce-Arrow "38" Which Now Sells for \$4545 in Portland Fully Equipped. C. C. Fagan, Resident Salesman, Stands at Right.



Stewart Warning Signals

Motor Driven \$6 Hand Operated \$3.50

A Clear Road

Nothing adds to the pleasure and relaxation of driving an automobile like a clear road ahead.

In dense city traffic or on unknown country pikes a Stewart Warning Signal on your car will guarantee you a clear road every minute.

Don't sit tense and rigid every second trying to guess what others are going to do—and if you don't guess, have a smashed car—a lawsuit—a trip to the hospital—unnecessary trouble and expense.

And don't wait until after you have a serious accident to discard a weak little buzzer, or bulb horn.

Put a Stewart Warning Signal on your car today and countless times every day its penetrating, clear blast will command a clear

road and safety for you, your family and your car.

The Stewart (hand) Signal was \$5 last year. So many thousands were sold for safety insurance that our volume has been doubled and there has been a consequent reduction in price to \$3.50.

Many prefer a motor driven signal. The Stewart has all the power, durability and features of any signal on the market—yet its price is only \$6.

Any automobile equipped with Stewart Products has all around quality. In selecting your next car see that it is fully equipped with Stewart Vacuum System, Stewart Tire Pump and Stewart Speedometer. It will cost you no more.

For Sale by Accessory Dealers, Automobile Dealers and Garages—Everywhere

Stewart Products Service Stations 333 Ankeny St. Phone Broadway 5666

No car is better than its accessories



ADS SELL CHALMERS

MILLION DOLLARS TO BE SPENT THIS YEAR BY FIRM.

Newspaper Advertising Found to Be Best Method for Disposing of Autos—Big Campaign On.

"Money makes the mare go," is the old saying. Hugh Chalmers has changed it to "advertising makes the cars go," and so firm is Chalmers in his belief that \$1,000,000 will be spent this year selling the public about Chalmers cars.

Newspaper advertising is the backbone of the Chalmers campaign, though of course some of the great National weeklies and magazines are also used. Paul Smith, vice-president in charge of sales, says this of newspaper advertising:

"The local newspaper is now the medium. It is the solar plexus blow which hits at the door of each home in each dealer's town. And that means sales now. The National weekly and magazine is necessary, but the timely blow is delivered by the daily paper in each district. As a proof of our absolute faith in this fact we are using 1400 newspapers throughout the country several times each month in the campaign we are now waging."

In a recent talk before the Portland Chamber of Commerce Hugh Chalmers said:

"Advertising increases my sales so that I simply cannot afford to do without it. The only man who can't advertise is the one with so much business he can't handle it, or the man with so little business it is not worth while. Our secret of advertising is as simple as A B C. Be honest, be sensible and be persistent."

HUFF TALKS ON SHOW LESSON

Dodge Bros.' Chief Engineer Says Public Wants Standard Value Car.

In reviewing what the automobile shows brought forth, Russell Huff, chief engineer of Dodge Bros., says: "One of the impressive facts as revealed by an analysis of the inquiries received from automobile show visitors is the growing respect of the public for the established models of motor cars."

"New types naturally have their attraction, but the serious-minded person looking for a real investment, and who cannot afford to play with an experiment, wants a model which has proved its reliability and established its worth by long use in the hands of thousands of owners."

REDUCED PRICES PENNSYLVANIA TIRES

EFFECTIVE MAY 15

VACUUM CUP TIRES EBONY BLACK RIBBED TREAD TIRES

Guaranteed per warranty tag attached to each casing for 6000 miles. Guaranteed per warranty tag attached to each casing for 5000 miles.

Price.	Sizes.	Price.
\$14.20	30x3	\$12.05
18.75	30x3 1/2	15.65
20.75	32x3 1/2	17.65
29.25	32x4	24.80
30.30	34x4	25.75
43.40	36x4 1/2	36.90
52.75	37x5	44.80

Other Sizes in Proportion. The above new lists place these famous tires on a price basis comparable to ordinary makes, while their unusual service quality is rigidly maintained. Ask your friends who are using them!

A. J. WINTERS CO., Distributors

We sell GASOLINE for 18c per Gallon. 67 Sixth St., Portland, Oregon

Willard

STORAGE BATTERY

Opening the Season

Now that good roads are in order, you'd better make sure of your storage battery. Bring it around and learn what real service means.

Storage Battery Service Co.
80 Broadway North

Free inspection of any battery at any time