

MANY ROADS GOOD EARLY LAST WEEK

Motor Tourists Report on Conditions in Both Oregon and Washington.

COLD WEATHER HELPFUL

Portland-to-Seattle Route in Fairly Good Shape, and Without Mud. West Side Route to Eugene Hard and Solid.

In view of the heavy rains and numerous distressing road experiences early this month, most Portland motorists have resigned themselves to the

the Washington highways, Mr. Lisberger has anything but praise for roads in some sections of that state. "During the course of the entire 15,000 miles we have covered since leaving San Francisco we were hailed out by team only once, and that misfortune came to our lot near the town of Richland, Benton County, Wash.," said Mr. Lisberger. "And, worst of all, we ran across a farmer with a perfectly good team who said he wasn't particularly fond of automobiles anyhow and he flatly refused to boost us out. "Then there are the roads of Franklin County, Washington. Till but two sticks of gum that those roads, or rather those trails, have not been touched since this country was ceded from England. In places we had to tear down farmers' fences to build improvised bridges. I made a log of the roads in this county, but no one will ever follow in our tracks if they take my advice. "The particular stretch that stumped us was between Washington and Connel. I have been looking up roads for many a good day, but I have yet to find the match for some of those so-called highways. And yet those people up there are inviting motor tourists and expect them to come their way."

MOTOR TRUCK DEMAND GROWS

Business Men Realize Delivery of Goods is Important Feature.

"Nearly every business man with goods to deliver and nothing better than horses to haul them is making his

EFFORT EXERTED TO REDUCE ACCIDENTS

Meeting Called for Thursday to Consider Uniform System of Danger Signals.

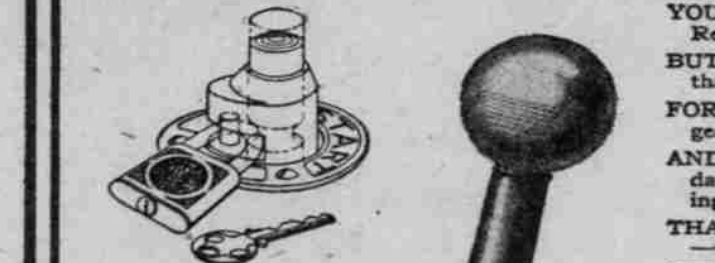
CROSSINGS CAUSE DEATHS

County Officials Are Invited to Devise Method of Warning Motorists—Increase in Wrecks Is Cause for Action.

What can be done to decrease the number of collisions between automobiles and trains at railroad crossings? This broad question is to be consid-



Here's That Reo One-Rod Control



ABOVE IS SHOWN the Reo Third-Proof Locking Device—a feature that is made possible by the unique Reo design. This enables the driver to lock simultaneously the starting device, the transmission and the floor boards. Starting device is made inoperative at the same time that the transmission gears are locked in neutral position. And to make assurance doubly sure, the floor boards are locked down so it is impossible to get at the parts.

EASE OF OPERATION is one of the cardinal qualities of Reo the Fifth—"The Incomparable Four."

THAT QUALITY, perhaps more than any other, commends this car to women. YOU SEE THE PROOF of this in the overwhelming percentage of women who drive Reo cars as compared with those who drive others.

BUT THAT SAME quality—ease of operation—is responsible for many other things that only owners of Reo the Fifth cars fully appreciate.

FOR, NO MATTER how expert you may be in handling a car—in clutch control and gear shifting—nevertheless you do miss once in a while, you know.

AND THE DAMAGE to your pride and your nerves is only a small part of the real damage—that which has resulted from the clashing of gear teeth and shock to bearings and other parts will show up later in the repair shop and the maintenance bill.

THAT REO CONTROL—the original "one rod" control; the original "center control"—is the biggest money saver the Reo engineers have ever been able to offer Reo buyers.

THE VERY FACT that instead of two hand levers, there is only one in Reo the Fifth, is important—one hand on the wheel, the other on the control, gives you confidence and vastly simplifies the operation.

WE'LL TELL YOU in the next ad, how the two feet control both brakes and the clutch—thus making these Reos the simplest cars to operate and control ever known.

BUT THERE'S ANOTHER fact that is not so apparent on the surface; one that all engineers appreciate and most owners; but one the buyer does not always grasp beforehand.

LIKE MANY OTHER BIG FACTS about Reo the Fifth, this is fully appreciated only after a few months of ownership.

THAT IS THE CO-RELATION of all the parts in that Reo clutch and transmission. THE REO ENGINEERS have done all your gear shifting for you in designing Reo the Fifth. It is scarcely necessary for you to think—just move the single lever to the position indicated on the index plate and without a sound, the right pair of gears slip in place.

SILENCE MEANS absence of shock to the gears; absence of undue strain to shafts; absence of injury to bearings.

ALL THESE YOU GET in Reo the Fifth, "The Incomparable Four"—known the world over as "the simplest car to control."

AND AS WE'VE shown, the same engineering that has produced that result that you can see, also produces another that you don't find out till later (unless you talk with an owner of Reo the Fifth), namely, that this is also the cheapest car of its size in the world to operate and maintain.

THE PRICE IS STILL \$875 f. o. b. factory, Lansing, Michigan, despite the present higher cost of both labor and materials.

IF WE FOLLOWED the policy of others, and took advantage of the over-demand for this popular model, the price would be at least \$200 more—or the quality that much less.

BUT THAT ISN'T THE REO WAY. We still incorporate Reo quality; we still put "50 per cent oversize in all vital parts"—and as long as we can do so, will absorb the difference in cost, rather than increase the price.

BUT THAT ISN'T to be taken as a promise that the price of this "Incomparable Four" will always remain at \$875. It may be absolutely necessary to raise it.

BUT MEANTIME, if your order is in you will get your Reo the Fifth at the present price—and just now we can give you a fairly prompt delivery.

Reo Motor Car Company
Lansing, Michigan
NORTHWEST AUTO CO., 64-C
Portland, Oregon,
Broadway at Couch St.
Phones: — Broadway 887,
A 4959.
F. W. VOGLER, President.
C. M. MENZIES, Sales Mgr.

"THE GOLD STANDARD OF VALUES"

AFTER LOGGING 15,000 MILES OF ROAD BLUE BOOK PUBLISHERS RETURN TO PORTLAND.



SAM LISBERGER, AT LEFT, AND H. C. BIGELOW, IN THEIR 4-32 KISSELKAR.

plans to substitute motor trucks," says A. S. Robinson, of the Kisselkar branch.

"Where formerly such men argued that horse delivery was adequate to take care of their requirements, they now concede that motor delivery will not only meet growing needs, but will actually make them grow. They see that while horse delivery restricts their operations to a limited zone, motor delivery, by widening the area, enables them to appeal to a greater circle of people and thus allows a choice of customers."

New Car Owners in County

ACCORDING to the records of M. O. Wilkins, president-manager of the Dealers' Motor Car Association of Oregon, the following temporary police permits were issued in Portland last week pending the arrival of the official state license tags from the office of Secretary of State Olcott:

Adolph Olson, 1021 Yeon building, Buick.
E. B. Porter, 619 East Fifty-fifth street, North Mitchell.
Frank Frazier, 1204 Haight avenue, Ford.
Darwin L. Palmer, 1424 Killingsworth, Oakland.
J. Berg, 241 Ivy street, Studebaker.
E. L. Bronaugh, Northwestern Bank building, Hudson.
R. L. McBride, Meier & Frank, Ford.
H. K. Fitzpatrick, 127 Grand avenue, Ford.
W. Ford, Peninsula Lumber Company, Kisselkar.
A. R. Coombs, 366 Selling building, Buick.
J. A. Hardin, Mora, Or., Oakland.
D. H. Butcherford, 483 East Thirtieth, Ford.
C. S. Barber, 205 North Twentieth, Ford.
J. R. Murrain, 354 Burnside, Overland.
A. H. Young, Union Meat Company, Buick.
Charles Follotte, Hillside, Or., Dodge.
H. E. Short, 808 Selling building, Studebaker.
A. E. DeVoe, 208 Stark, Ford.
Brown, 784 Corbett, Ford.
C. Cutting, 4610 Fifty-fourth street, Southeast, Ford.
G. A. Cobb, 405 Northwestern Bank building, Dori.
W. H. Beharrell, 148 Tenth street, Ford.
Mrs. Gertrude Taylor, 204 Elyse, Overland.
H. A. Wienecke, 105 East Thirty-eighth, Ford.
J. Lee, 705 Alberta, Ford.
C. S. Whitcomb, 807 Sandy, Ford.
H. N. Garvin, 742 Overton, Studebaker.

ered from all angles at a conference called by the Public Service Commission of Oregon to be held at its Portland office, room 252 Courthouse, next Thursday. The meeting will convene at 10:30 o'clock and may last all day.

Statistics show that accidents are increasing yearly at grade crossings and the collisions in Oregon, including the Harrisburg accident last week and the recent fatality at Tillamook, have caused Oregonians generally to give the subject earnest consideration and attention.

The representatives of the Dealers' Motor Car Association of the Portland Automobile Club, of the railroad companies, the members of the various county courts of the state and also the members of the highway commission have been invited especially to the conference and indications point to a large attendance. The general public is also invited.

There are approximately 2300 grade crossings in Oregon, 96 per cent of which have no protection other than the ordinary standard highway crossing warning sign. In the last eight years there have been many accidents on these crossings, 147 of which were attended with serious injury and 40 of which have resulted in death.

The situation is, however, not merely local by any means. A campaign for improved conditions was instigated some time ago by the National Association of Railway Commissioners. The annual convention of this association, held last week in Washington, D. C., was attended by H. H. Carey, a member of the Oregon commission. Mr. Carey will return to Oregon in time for next Thursday's conference and will no doubt be able to offer many valuable suggestions looking toward the necessary legislative action to provide for the elimination of crossings wherever possible and for the installation of more adequate safeguards.

As a result of the present agitation motorists may be required to slow down to a speed of 10 miles an hour or less at crossings. Some states are even going so far as to compel automobiles to come to a complete stop before venturing over crossings.

Also the various county governments of the state may be required to erect warning signs about 300 feet distant

WOMEN MAKE 'LONG DRIVE'

Franklin Behaves Perfectly and Man Is Not Needed.

"They told us when leaving Denver five weeks ago we would never get through to Los Angeles; that such a long trip by women was too risky, but here we are and none the worse for our experience. And we didn't need a man. Our car, a Franklin roadster, performed beautifully. A mechanic's services never were required."

This is the assertion Mrs. C. T. Hamrick, of Denver, Colo., made to a Los Angeles newspaper man recently after driving, with Miss Blair, another Denver young woman from the Colorado capitol up through Wyoming to Yellowstone National Park, thence across Idaho and Washington to Seattle, south through Oregon into California, and down the coast to Los Angeles, a total distance of at least 2500 miles.

The women tourists found the going good from Denver to Yellowstone, but

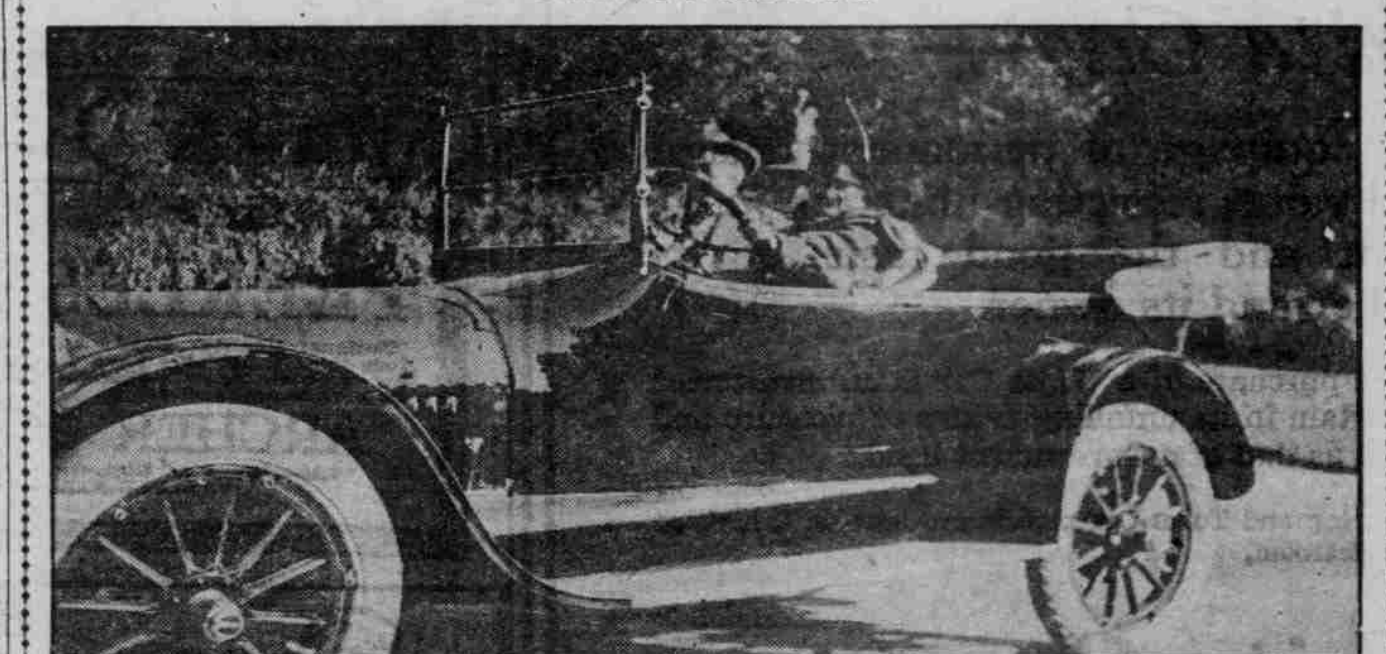
after leaving the Park for Bozeman, Mont., they struck roads through the Gallatin Pass that required chains on all wheels. Between Butte and Missoula, also, the muddy roads with their sharp grades made going difficult, especially in crossing the Nig-

New Building Rushed.

Work is now being rushed to the limit to complete before the first of De-

ember the new three-story addition to the National automobile factory at Indianapolis. This building is an entire city block in length and will be used exclusively to increase the production of the second series of National Highway models.

PENDLETON AUTO MAN PRESENTS NEW BUICK CAR TO HIS BRIDE ON ARRIVAL IN PORTLAND FOLLOWING CEREMONY.



MR. AND MRS. BEN F. TROMBLEY IN MRS. TROMBLEY'S NEW BUICK D-45.

B. F. Trombley, who has been the Buick representative for several years in Umatilla County, passed through Portland last week accompanied by his bride.

Mr. Trombley and Miss Genevieve Clark were married at Walla Walla, leaving immediately for this city. On arriving here they were met at the depot with a new Buick model D-45, which was presented to the bride as the gift of the bridegroom. Remaining in the city two days they continued their wedding trip, which will probably extend over a period of three months, visiting Seattle, Vancouver and points of interest on the Canadian Pacific and on their way to New York, stop at Flint, Mich., to visit the Buick Motor Company's factory.

They will take in New York, Washington and other points of interest east of St. Louis, returning by way of Southern California and San Francisco.

Oakland

The Sensible Six

Announcement

Bigger, better and more refined is the new model 34—Oakland Sensible Six.

The wheelbase is longer. The body is bigger and more comfortable. Skillful designing has refined the valve-in-head motor into one of high speed type, which without any increase in size develops full forty-one horse power at 2500 r. p. m. Riding quality is greatly improved by the use of long, semi-elliptic springs and the use of larger tires.

Power and beauty and roominess are added in generous measure, yet the new Sensible Six weighs but little more than its predecessor. Refinements have conserved and emphasized its lightness with great strength—its fuel and tire economy—its more than sensible operating cost.

And the price of the new Oakland Six, \$945, is also sensible—doubly so when measured against the betterments and improvements which add tremendously to the comfort, convenience and value of the car.

Oakland Eight \$1235—For those who want a big seven-passenger car, Oakland Eight offers the utmost in speed, pulling power and luxurious riding comfort. It has that look of style and distinction—and its lightness and efficiency make its maintenance unusually economical for car so large and luxurious.

OAKLAND AUTO SALES CO. Retail
OREGON OAKLAND MOTORS CO. Wholesale
522-524 Alder St., Cor. 16th.
ALL PRICES F. O. B. PORTLAND.

Model 34 The Sensible Six
\$945 F. O. B. Factory