

## SERIES 18 MODELS STUDEBAKER'S OUT

Added Refinements and Improvements Result in Smoother Operation.

COMFORT ALSO INCREASED

Sales Manager of Portland Retail Firm Declares New Cars Are Destined to Stand as Pre-eminent Leaders.

With added refinements and improvements resulting in smoother running, more comfort and greater convenience, the series 18 models of the Studebaker car are announced for the first time all over the United States today, and according to Assistant Northwest Manager A. E. McKenzie and F. M. Leeston-Smith, sales manager of the Northwest Auto Company, the new cars, samples of which are already on the sales floor of the Oregon Motor Car Company, are destined to stand out pre-eminently as the leaders of all Studebaker models yet produced.

A. E. Brown, Northwest manager of the Studebaker Company, and W. C. Garbe, head of the Oregon Motor Car Company, together with the territory men from the Northwest, have been at the Studebaker administrative offices in South Bend, Ind., and Detroit, learning the good points of the new car first hand.

It is understood that the Studebaker men are about to uncover some right lively news in every nook and corner of the country, and the announcements made today, so motor enthusiasts had better hold their breaths for a bit until they see what Mr. McKenzie, Mr. Smith, Mr. Brown and Mr. Garbe have up their sleeves.

**Basic Design Unchanged.**  
"This new Studebaker is unchanged in basic design, yet the many improvements and refinements noticeable throughout make the new models infinitely better in every way," said F. M. Leeston-Smith in discussing the specifications of the new models yesterday.

"At first glance it is evident that exterior changes have been made in the new Studebaker. The new models are finished in a gun-metal gray. A fine white stripe running around the top of body adds just the right decorative touch to the dignified beauty of this soft tone of gray. The radiator, fenders and aprons are enameled in lustrous black. Twenty-five paint and varnish operations are required to finish a Studebaker car, but the strikingly original and exclusive effect secured goes far in substantiating the claim for a quality car.

"Studebaker has adhered to its customary lines in this year's cars, simply improving them in some slight details that add to effect. Beauty is the dominant note of the whole design and there is nothing about the general appearance of either the four or the six which is not in accordance with conservative ideas on body design.

**Front Seats Arranged Unusually.**  
"One of the notable features of the cars is the new unique arrangement of the front seats. As in the series 17 models, they are separate and built to conform with the contour of a person's back, but in the new cars the seat next to the driver's is reversible. It is a new and exclusive Studebaker idea and it permits the passenger in front seat to become more intimately a member of the motoring party.

"Operating easily and simply on a bracket arrangement, the passenger may face forward or face tonneau, as it suits him or her convenience. Both front seats are adjustable to meet the requirements of persons of different leg lengths. A flexible leather robe strap, which fastens to the backs of the front seats, will be found both serviceable and convenient.

"The tonneau is roomier than ever, because the auxiliary seats are now of an entirely new design, developed by Studebaker within the last year. Instead of folding back against the sides of the car, up against the back of the front seat or down into a recess in the bottom of the floor, these new Studebaker auxiliary seats fold up and completely disappear under the rear seat when not in use.

**Chairs More Comfortable.**  
"These new seats are now armchairs, adding greatly to the comfort of the extra passengers. The new type of Blackmore door curtain opener is another innovation which will be appreciated in inclement weather. It represents an entirely new idea from a convenience standpoint and by its use the storm curtains open with the doors from top to bottom. This patent feature goes away with the necessity of cranking or sliding when alighting from the car and prevents crushed hats and broken feathers.

"Both the careless and the unfortunate motorist will find reason to enthrone over the new protection feature afforded in the new models. To protect the owner against theft and unauthorized use of his car, a patent lock this year adds a Yale pin-tumbler lock to the equipment on dash. Without its own proper key, to unlock ignition switch, the Studebaker cannot be operated.

**Every-Weather Top Is Handy.**  
"The new Studebaker every-weather top will remedy one of the big bugs of Winter motoring in touring cars. This convertible top, made exclusively for Studebaker, really gives you the use of two cars for the price of one. It is designed and fitted to the body so well that it becomes a part of it—there's no suggestion whatever of a makeshift or compromise. It adds not only to the pleasure of motoring, but to the utility and convenience of the automobile.

"The same powerful Studebaker motor that brought fame to the series 17 models has been retained in the new cars. It has been refined in detail, but no radical changes have been made. The principal feature and one of deep concern to motorists, is the elimination of all noticeable vibration.

"This has been accomplished by using a piston of superior design and the lightening of certain reciprocating parts. The chassis frame is the same light construction which has characterized all Studebaker cars. Slight changes have been made in some of the chassis parts.

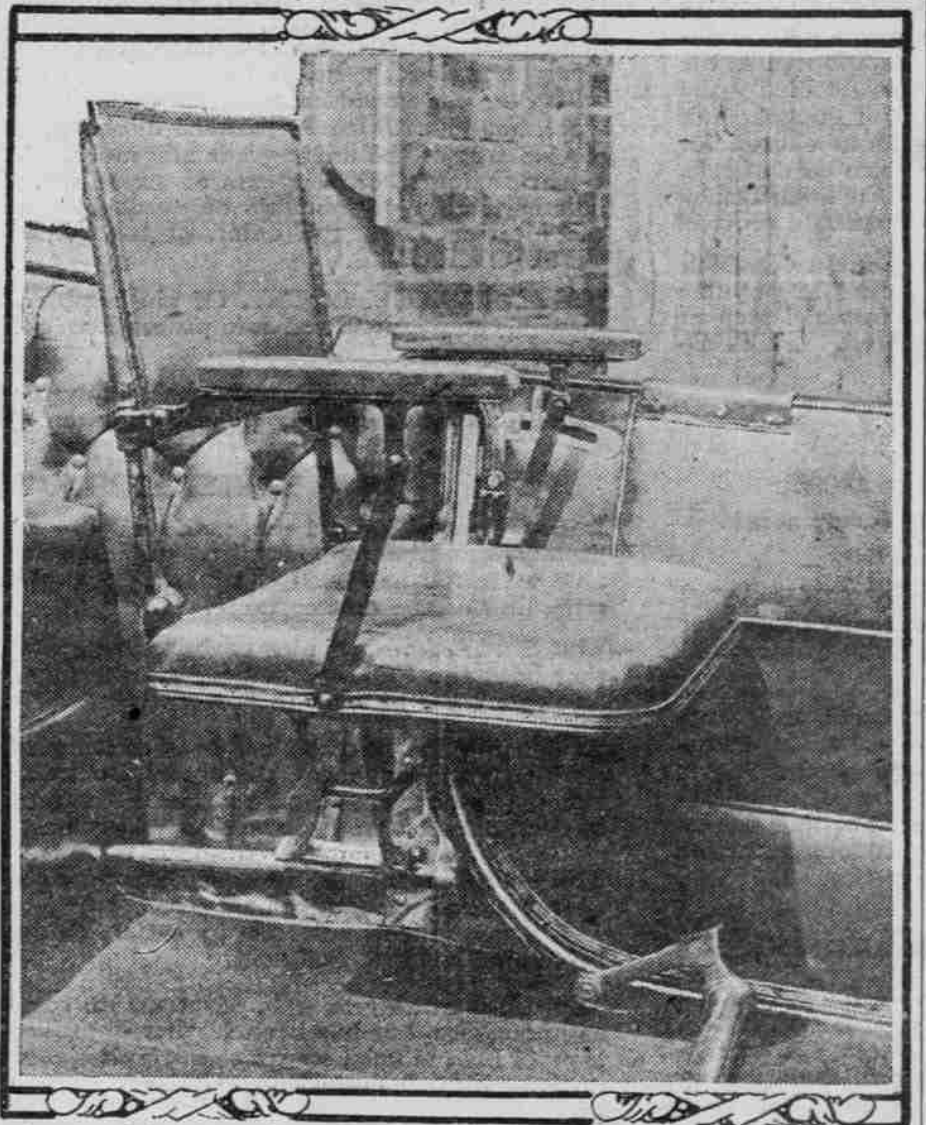
**New Car Owners in County.**  
ACCORDING to the reports of M. O. Wilkins, publisher of the Automobile Record, the following temporary police permits were issued in Portland last week to the purchasers of new cars, pending the arrival of the official state license tags from the office of Secretary of State Olcott:

Herman Netsch, 355 Rodney avenue, Ford. Ralph Ackley, 210 Rothschilde building, Vella.

## TWO ORIGINAL AND EXCLUSIVE FEATURES OF NEW STUDEBAKER MODELS JUST ARRIVED IN PORTLAND.



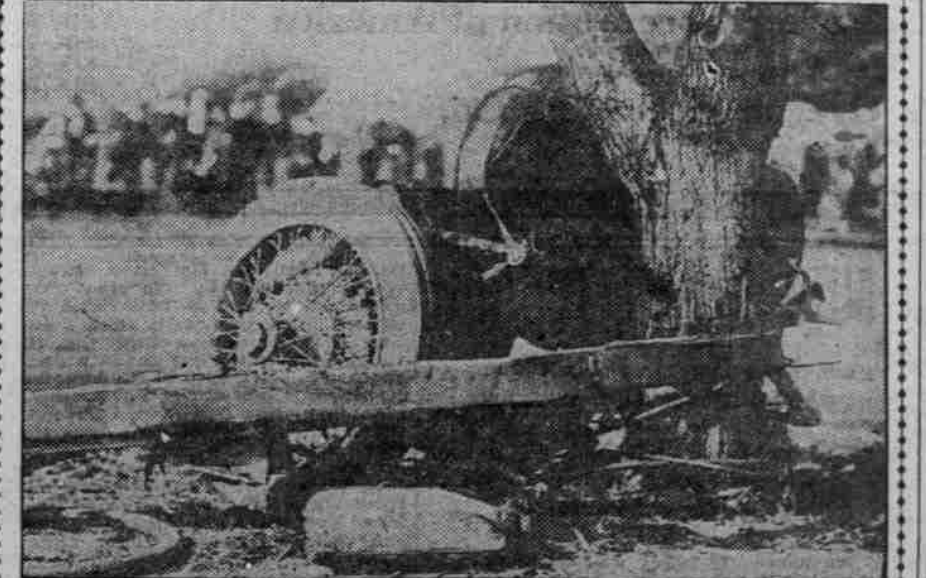
Reversible Front Seat Which Allows Passenger Next to Driver to Face Either Way.



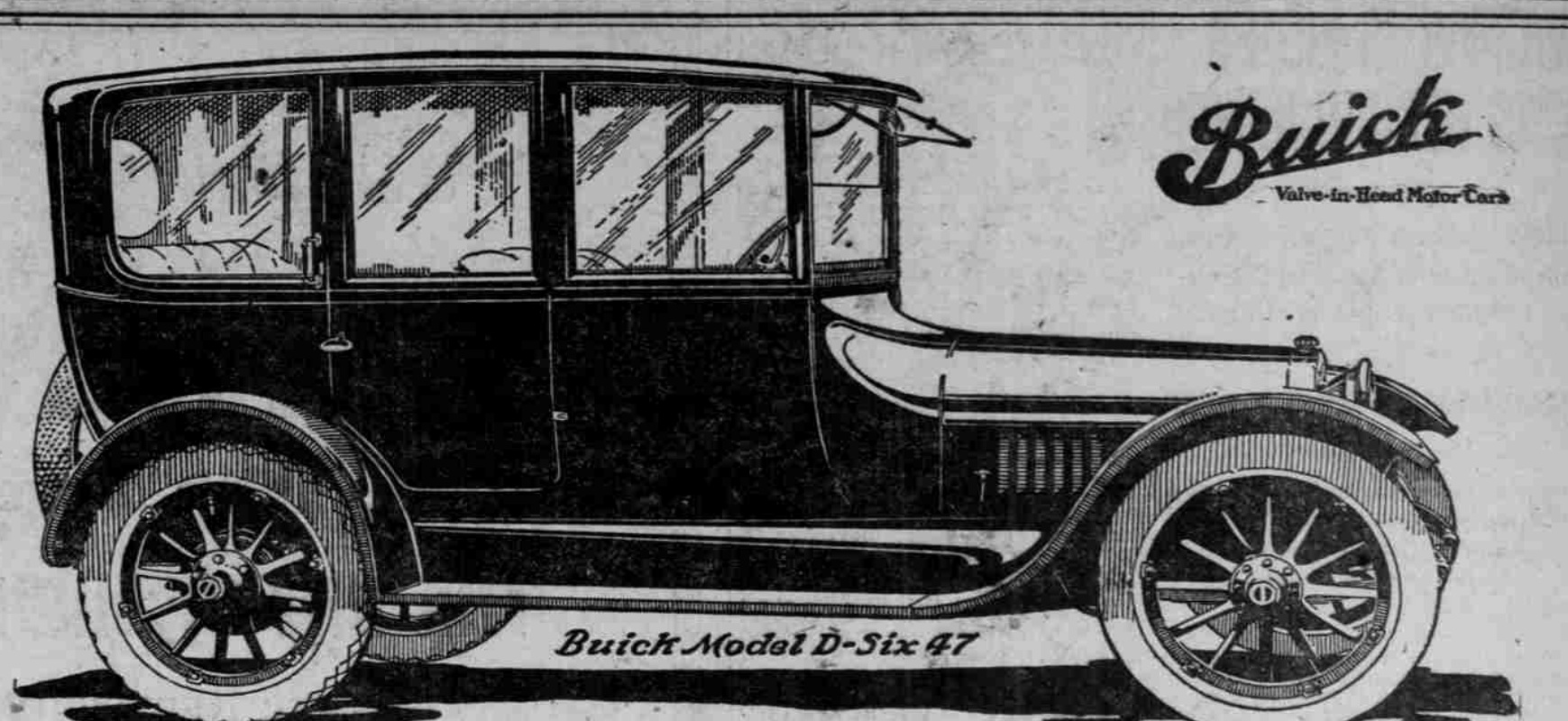
Arm Chair Form of Auxiliary Seats Which Fold up Under Rear Seat of New Studebaker

May A. Ball, 589 Sixth, Winton.  
F. W. McClellan, 1233 East Twenty-seventh North, Ford.  
George P. Sullivan, 192 First, Ford.  
Glen Townsend, 55 Union Avenue North, Ford.  
J. C. Deaver, Corbett, Or., Ford.  
F. C. Jackson, 18 East Sixty-sixth, Kissel.  
O. E. Wellington, 520 Northwestern Bank building, Maxwell.  
J. E. McKinney, 215 North Jersey, Ford.  
S. Cohn, 685 Hoyt, Ford.  
Dr. H. Peterson, 150 East Emerson, Ford.  
A. L. Harvey, Fairview, route 1, box 90, Ford.  
E. W. Matthews, 1021 Yeon building, Buick.  
C. R. Lane, 391 Broadway, Ford.  
A. J. Hughes, Venable Hotel, Ford.  
M. C. Purdin, 608 East Taylor, Ford.  
T. D. Thomas, route 1, box 119, Fairview, Ford.  
K. Iada, Troutdale, route 1, Ford.  
E. C. Shelvin, Spalding building, Pierce.  
E. G. Guhart, 88 Garfield avenue, Ford.  
George D. Full, Northwestern Bank building, Cole.  
C. C. Patrick, 808 Chamber of Commerce building, Studebaker.  
Dean Vincent, 201 Broadway, Ford.  
J. P. Anderson, Villa St. Clara, Chalmers.  
Ray King, 617 Selmon, Ford.  
James D. Campbell, McMinnville, Or., Humble.  
W. Wright, care Northern Pacific Terminal Company, Humble.  
John Ellis, Troutdale, Or., Oldsmobile.

## SPEEDY RACE CAR CUTS TWO TREES IN TWO AND KILLS FOUR PERSONS BEFORE COMING TO HALT.



Louis Jackson's Harmon Car as It Looked After Being Wrecked on Santa Monica (Cal.) Race Course Recently. The above photograph shows the wreck of Louis Jackson's Harmon car on the Grand Prix race course at Santa Monica, Cal., on November 18. Jackson, the driver, a movie man, S. L. Jenkins, and two spectators were killed. The car cut two trees in half before it finally came to a stop at the base of the third tree. The trunk of the first tree was thrown 100 feet across the track, and Jackson's body was cut cleanly in two.



**The Buick Seven-Passenger Sedan**  
\$1950, F. O. B. Portland  
Also built as a three-passenger Coupe, \$1575.00  
In these closed cars will be found all the conveniences of an electric. Combined with the powerful yet economical Buick Valve-in-Head Motor. Both models on display. Phone and we will send a car for you.

**HOWARD AUTOMOBILE CO.**  
Fourteenth and Davis Streets  
Main 1130—A2550

## HORSE SENSE URGED

Auto Game Essentials Set Forth at Banquet.

## MAXIMS AND PUNS HEARD

Dinner in Compliment to Paige Dealers of Oregon Is Followed by Moving Pictures of Races and Unusual Events.

The first essential in the auto game is a little horse sense. Auto men are never afraid to part with a dollar—won't go far. Don't worry, gasoline is only 20 cents a gallon. Let your lights so shine before men that they may dodge your motor. Sell yourself and you can sell your prospect.

What has become of the standing broad jump record since automobiles came into use? The saddest words of tongue or pen: "I've got to buy new tires again."

**Unique Dinner Is Held.**  
The above sayings, maxims and puns appeared beneath the delicacies on the menu card at the "Let 'er Ride Dinner" given at the Hotel Portland last Monday evening by the Paige Motor Sales Company.

The dinner was given in compliment to the Paige dealers, who came in from various parts of the state to look over the newest cars to arrive at the Portland headquarters and to sign up for additional deliveries.

A number of other guests were also present, including A. G. Clark, who read a witty biography of W. B. Doan, head of the Paige Motor Sales Company; Ed. W. Richards, of the Goring-Richards Company, and W. J. Carkeek, the wizard piano player of Sherman, Clay & Co. Several musical numbers were rendered by Mrs. Viola Clark, Miss Bess Meeker and Miss Stevens.

**Racing Pictures Are Viewed.**  
Before the banquet adjourned to attend the "Punkin Festival" at the Armory, moving pictures were flashed on the screen of the recent Vanderbilt race, of the Paige factory buildings and department activities and 50 slides of the famous climb of Mount Hood accomplished last July by a Paige car sent out by Mr. Doan.

A colored picture of the car climbing up the side of the mountain was shown on the front of each menu pamphlet. During the course of the programme, which was arranged under the direction of W. S. Barnes, Mr. Doan's chief lieutenant in the Paige Motor Sales Company, a number of "fake" telegrams were read, each of them containing a sidelight on one or other of the visiting dealers.

## WINTER TROUBLE AVOIDABLE

Solution for Prevention of Freezing Recommended.

C. M. Menzies, general manager of the Northwest Auto Company, says that

most of Winter trouble in driving is due to the neglect of owners to prepare for it at this time of the year. Of course, most people will use an anti-freeze solution and the best and safest is that made from denatured alcohol and water. If the alcohol is renewed from time to time as it evaporates this strong solution will keep the circulating system from freezing even on the coldest days. The radiator should be drained and the solution mixed and stirred and then poured in. This is very important in cars using the thermo-siphon system of cooling.

The next step is to check over carburetion and ignition. The carburetor should be adjusted to give a rich mixture. This will enable the engine to start quickly and save the battery. In checking the ignition system it may be well to have the spark plugs set for quicker starting. The matter of checking up the ignition system is a matter of not more than half an hour, and it is best to let an expert attend to it. Then you have your battery fully charged at the beginning of Winter. Use your lights economically. Good tires in Winter are a big comfort and it's easier to change poor ones on nice days than it is in sloppy and cold weather. Keep the hands warm and study your instruction book.

**THE BRONSON OXY-GENERATOR**  
Gives Perfect Combustion by Increasing the Oxygen.  
It is easy to put on or off. Nothing to harm the engine. Nothing to renew. Will last the life of the motor.  
You will get more mileage, more power and a smoother running engine with Distillate than Gasoline if you use the Oxy-Gen-Erator.  
TRY IT AND SEE. GET YOUR MONEY BACK IF IT DOESN'T.  
PRICE, PUT ON, \$12 (It takes about 1/2 hour to install.)  
**The Bronson Shop**  
Burnside at 14th. Phone Main 395  
Make an Appointment by Phone.

## CADILLAC OUTRACES AIRCRAFT

Curtiss Flier Near Buffalo Defeated by Gasoline on Wheels.

Gasoline on wheels proved victorious over gasoline on wings in a recent race between a Cadillac Eight and a Curtiss aeroplane near Buffalo.

Road and air races are becoming quite the thing at the Curtiss aerodrome on Niagara Falls boulevard. They usually are staged at early morning hours, when the roadway is clear of traffic.

In this one, Phil Rader drove the flying machine, and Hal Neater the Cadillac. The car belongs to Neater, who says that a short time ago he made better than 91 miles an hour.

When all was ready Rader swung out into the road from the hangar at 30 miles an hour. He was flying 50 feet above the motor car. The speed increased until the aeroplane's tractor screw was roaring. Yet neither gained until the Cadillac's speed reached 85 miles an hour. This left the flier behind and put the motor car across the finish line as the winner. The race was over a four-mile stretch of the boulevard.

## VELIE COMPANIES MERGED

Capital Stock Raised to \$2,000,000 and Directors Hold Over.  
At a meeting of the stockholders of the Velie Motor Vehicle Company, manufacturers of the well-known Velie "Biltwel" Six, and the Velie Engineering Company, builders of the Velie motor trucks, held at the offices of the companies in Moline, Ill., recently, the two companies were merged into one under the title "Velie Motors Corporation."

In the light of more efficient and economical operation the merger was deemed expedient at this time. Hereafter with the buying power consolidated, and the best of sales and manufacturing talent of the two companies devoted to the development of the one, even more rapid strides may be expected of the Velie organization.

The capital stock of the Velie Motors Corporation has been increased to \$2,000,000, which has been accomplished

without the introduction of new capital. Velie stock is not available on the open market. The personnel of the directorate remains unchanged, as follows: W. L. Velle, S. H. Velle, F. R. Todd, C. B. Ross, F. E. Bradford, O. E. Mansur and L. E. Nutt.

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**33 4/5 HORSE POWER**

**Maxwell**

**C. L. BOSS & CO.,**  
615-617 Washington St.  
Portland, Or.  
TOURING CAR \$595 ROADSTER \$580

## Smith Form-a-Truck

Hauling Costs Placed on Definite Economy Basis

Smith Form-a-Truck has accomplished in a few months what hundreds of manufacturers have been trying to do for ten years. It has placed hauling on a definite economy basis—established the lowest ton-mile hauling cost ever obtained by any form of service.

It has been found equally adaptable to every line of hauling and delivery work, ranging from the service demanded by the smallest users to that demanded by the biggest contractors, manufacturers and stores in the country.

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