

WOMAN IS LISTED AS RECORD DRIVER

Mrs. C. L. Hansen, in Ford, Last Motorist to Reach Government Camp This Fall.

SNOW IS 18 INCHES DEEP

Dealers' Motor Car Association Gives Demonstration of How to Sell Cars and Also Shows Folly of Some Methods.

It now looks very much as if the distinction of being the last person to motor as near Mount Hood as Government Camp in the year 1916 is to fall to a woman, Mrs. C. L. Hansen, wife of the forest ranger at Zig Zag Station, who drove the Ford from Zig Zag to Government Camp Hotel last Sunday through a foot of snow.

News of this feat was received Wednesday night from L. F. Pridemore, one of the proprietors of the hotel, who said that the stand of snow at that time was about 18 inches. Mrs. Hansen left Zig Zag, which is about 11 miles below Government Camp, at 11 o'clock and arrived at the hotel at 3 o'clock after bucking snow pretty much all of the way. The snow was 12 inches deep at the time Mrs. Hansen made the trip.

In view of the several-inch fall after Mrs. Hansen's arrival Mr. Pridemore expressed the belief that no other motorist will perform the feat again until after the winter season is over. Last November, just the week before Thanksgiving, Frank C. Risley, who in a Jeffery car, plowed through snow ranging to a depth of two or three feet and arrived at Government Camp after a four-day fight with the elements. Unless somebody is brave enough to duplicate his performance, Mr. Pridemore says the record for the car up in 1916 will fall to Mrs. Hansen.

How to sell and how not to sell automobiles was explained to the various automobile dealers and salesmen in attendance at the first monthly salesmanship meeting conducted by the Dealers' Motor Car Association of Oregon at the Press Club last Monday evening.

NEXT THURSDAY IS TO BE "SAFETY-FIRST" DAY IN PORTLAND.

At the instance of C. M. Menzies, sales manager of the Northwest Auto Company, arrangements have been made to have next Thursday set aside for official observance as "Safety-First" day in Portland.

Every motorist in Portland and vicinity as well as those called upon at that time to take particular notice of the right-of-way rule and the rule that provides that all corners shall be turned squarely. Stickers are to be printed, placing emphasis on these two points.

In order to assist in carrying out the general programme, H. P. Coffin, public relations commissioner, has announced that on Thursday he will distribute booklets setting forth the provisions of the new traffic ordinance.

TIRE DEVICE IS OFFERED

INVENTOR OF NON-SKID COVER CONFERS WITH AGENTS.

George Gunther, of Seattle, inventor of a non-skid automobile tire belt, was in Portland last week to confer with H. C. Huntington, manager of the Portland Rubber Mills Company, and the officials of the Lambert Multi-plus Tire Company, relative to the manufacture of his device, which has already been introduced into general use in Southern California.

The pictures of the famous "Death Valley Dodge" trip through the wilds of the desert shown at a local movie house the latter part of last week attracted wide attention and gave the Dodge car a tremendous amount of valuable advertising.

Accompanied by E. H. Cummings, territory manager, Leland J. Sparks, manager of the Portland branch of the Firestone Tire & Rubber Company, returned recently from a business trip through the Western cities and towns and Oregon where they found conditions good. Mr. Sparks left last night for another trip out in the territory.

About December 15 the firm of J. Levy, wholesale dealer in scrap rubber and metal, will move from his present location at 188 Columbia street, to his new building at 189 Front street, near Yamhill, which he purchased recently from the Joseph A. Strowbridge estate.

A. L. Sliender, until recently connected with the Portland branch of the Phoenix, Aia, where he saw some of the trouble along the border, has opened up stores at 249 Hawthorne avenue, where he is selling "Twenty-first Century Motor Fuel," which he claims gives more power and more mileage than gasoline.

CARE OF TIRES RECOMMENDED

Goodyear People Urge Filling of All Little Holes in Case.

"The proper care of the tread is one of the important elements in tire conservation which we are trying to impress on motorists," says J. A. Leatherman, branch manager of the Goodyear Tire & Rubber Company.

have a fair chance to protect the carcass. "Ordinary tread cuts are noticed and vulcanized by many motorists. But the little cuts, caused by nails, broken glass, etc.—these are the ones which cause so much trouble. These little cuts suck in dirt and moisture, which work into the cotton fabric. The union between the rubber of the tread and the fabric of the carcass is soon destroyed. Sometimes a tread that has been cut badly on stony roads will separate all the way around the tire the result of a single rainy day's driving.

"A little time and care expended in filling these little cuts with tire putty is amply rewarded by additional mileage. It is just like the care bestowed on the grease cups. It pays."

EMPLOYEES' FUND SET ASIDE

Firestone Tire & Rubber Company Provides Insurance. Adding still another link to the great welfare chain that binds its employees closer together, stockholders of the Firestone Tire & Rubber Company at their annual meeting, November 2, voted to give \$1,000,000 for an employees' welfare and insurance fund.

NEW POST IS ACCEPTED

E. H. DOWNES NOW WITH FIRM OF BALLOU & WRIGHT.

Automobile Salesman Is Appointed to Take Charge of Smith Form A Truck Department.

After being associated in the automobile trade in Portland for four years, three years as manager of the sales department of the Locomobile Company of America, and for nearly one year as salesman at the Portland branch of the Pacific Kieselkar branch, E. H. Downes cast his lot with the wholesale accessory firm of Ballou & Wright last week, having been appointed to take charge of the Smith Form A truck.

Mr. Downes first went with the Locomobile Company in 1913, and through every stage of the automobile business from the repair shop end to the factory. For a time he was also engaged in the industry in Europe.

In becoming manager of the new department created by Ballou & Wright to handle their added line, Mr. Downes foresees a large field for the distribution of the Smith form A truck. On the commencement of his activities last week two carloads of the new attachment were sold in the Oregon territory outside of Portland.

"The growth of the Smith Form A Truck Company, manufacturers of the attachment which combines with a Ford power plant to make a one-ton truck, reads like one of the romances of the automobile industry in the tremendous achievements which have taken place in the short space of 13 months," said Mr. Downes yesterday.

"From a manufacturing idea only 13 months ago, the Smith Form A truck has risen to a position of being one of the biggest single producers of motor-driven hauling vehicles in the country and the sales demands have already called for a minimum production of 20,000 attachments within the next 12 months."

"The Smith form A truck attachment uses the power plant of the Ford and several other small cars, including the Buick, Dodge, Chevrolet and Maxwell, to make a one-ton truck.

"It consists of a regulation channel steel frame with individual axle, chain and sprocket final drive system and fits over the frame of the car with which it is to be used throughout the entire length, giving a one-ton truck with 125-inch wheel base and with a loading platform of nine to 12 feet.

GEORGE GUNTHER SAYS PATENT SAVES ROAD SURFACE AND PREVENTS CAR FROM SLIPPING ON WET STREET.

George Gunther, of Seattle, inventor of a non-skid automobile tire belt, was in Portland last week to confer with H. C. Huntington, manager of the Portland Rubber Mills Company, and the officials of the Lambert Multi-plus Tire Company, relative to the manufacture of his device, which has already been introduced into general use in Southern California.

Mr. Gunther indicated last week that one of the Portland concerns will receive contracts to supply the stretchless belts of hard-woven duck which are placed over automobile tires under the process conceived by Mr. Gunther.

"Lay your own road down and kick it up after you," is the idea back of Mr. Gunther's invention, which, he says, increases tire mileage, absolutely prevents skidding and is not destructive of highway surfaces.

The G. G. Non-skid is a broad belt that encircles the rear tire, seven-eighths of the way around and runs over a spindle or pulley attached to the running board of the frame of the car. The belt thus provides a continuous non-skid pavement for the tire.

To test out his device Mr. Gunther drove his automobile up and down the full length of the Pacific Coast a year ago and reports that it acted satisfactorily. He does not pretend that it works well in mud, but says it defies wet pavements, sand and other so-called obstacles to the movements of automobiles. Mr. Gunther will endeavor to convince the Commissioners of Multnomah County that his device should be adopted here to preserve the pavement of the Columbia River Highway.

COLE EIGHT TO ADVANCE \$100

New Price on Touring Car Will Be Put in Effect January 1.

Beginning January 1, 1917, the price of the Cole Eight touring car and the Cole Eight roadster will be advanced \$100, giving models a selling price of \$1,100.

Established in 1852—64 Years Of Business Success



The World's Largest Manufacturers Of Fine Cars

THE NEW SERIES 18 CARS With Seven New and Exclusive Features THE DAY OF HIGH PRICES FOR FINE CARS HAS PASSED

STUDEBAKER NEW SERIES 18 CARS, with seven new, special and exclusive improvements are FINE CARS, warranted by us to completely satisfy the most particular and fastidious persons. We believe these cars represent the greatest automobile values ever offered to the buying public, and that persons accustomed to paying \$2000 or \$3000 for cars will, upon examination, concede that these Studebakers equal ANY such cars in quality of material, design, workmanship and finish, and also concede the truth of our statement that THE DAY OF HIGH PRICES FOR FINE CARS HAS PASSED.

Studebaker has centered its great resources and experience on ONE BASIC DESIGN, with all parts interchangeable for both the FOUR and SIX, except the motor. One equipment of machinery, tools, character of manufacturing operations and quality of material suffices for both models.

No revolutionary changes have been made in the basic Studebaker design for four years. The same group of EMINENT ENGINEERS AND DESIGNERS are responsible for the evolution of the new Series 18 models, yet the many improvements and refinements adopted as the result of our experience have made these new models decidedly the best cars we have ever produced. They are sold with our guarantee of prompt and efficient service and the replacement without charge for defective parts, if any are developed, within one year from date of sale. We guarantee our cars to give absolute satisfaction, provided they receive the care a highly developed piece of machinery should receive.

The Series 18 cars are leaders in the industry, history makers, which put Studebaker in the lead with new and greater values at popular prices. Studebaker has led the way in nearly every forward step in automobile construction in which the owner profited. STUDEBAKER WAS THE FIRST

- to produce a six-cylinder car selling for less than \$2000; -to produce a 50 horse power car selling for less than \$2000; -to produce a seven-passenger car selling for less than \$1000; -to establish a uniform, international service system for owners; -to produce the now popular crown fenders;

and, finally, Studebaker was the first manufacturer of FINE CARS to offer its product at medium prices, thus leading the way to greater values and compelling other manufacturers to increase values and reduce prices.

Studebaker has \$13,000,000 invested in the most efficient and modern plants in which it manufactures all of its engines, axles, transmissions, differentials, bodies and tops. Middlemen's profits (parts makers) included in the price of assembled cars and small manufacturers' cars are almost entirely eliminated in Studebaker selling prices. It is necessary to pay from 50% to 100% more than Studebaker prices for cars of corresponding value.

Seven New Improvements and Additions

GUN-METAL FINISH. Original, rich and exclusive finish of deep lustre and permanency, applied in TWENTY-FIVE OPERATIONS. No finer finish is possible than that of the Series 18 Cars. A permanent body finish depends largely on the slow and careful building up of the different coats of color and varnish—the Studebaker way. Fenders and aprons are rich, black enamel.

NEW AUXILIARY CHAIRS. Arm chairs, original and exclusive with Studebaker, patent applied for. These large, roomy and comfortable chairs fold up and slide under rear seat when not in use. They dispense with the unsightly recesses in the tonneau floor and with slit carpets, commonly used in other cars. When these chairs are underneath the back seat the Studebaker is a roomy, beautiful FIVE-PASSENGER CAR—instead of the regular seven-passenger car.

REVERSIBLE FRONT SEAT. Original and exclusive with Studebaker, the front passenger seat is reversible so that passenger can sit facing tonneau or facing forward. Both front seats are covered with leather, have large and handsome robe strap, and are adjustable to all leg lengths. No more comfortable seats are found in any car, regardless of price.

The Four-Cylinder Car Still Remains a 7-Passenger 40 Horse Power Car The Six-Cylinder Car Still Remains a 7-Passenger 50 Horse Power Car The Most Powerful Cars in the World at Their Prices

Table with columns for FOUR-CYLINDER MODELS and SIX-CYLINDER MODELS, listing car models and prices.

CODE FOR AUTOS URGED

SIGNALS BY COMBINATIONS IN USING HORN PLANNED. Morse Telegraph System is Taken as Basis for Method to Be Used by Drivers.

A code of signals, based on the Morse telegraph code, and intended principally for the use of drivers of automobiles, although adaptable to many other practical purposes, has just been published by O. M. Moore, of Hoquiam, Wash., who suggests that all auto drivers should adopt a standard set of signals, well known to each other and which will soon become familiar to pedestrians as well. The signals may be conveyed in various ways, as with a whistle, horn

AUTO PLANT TO RISE

BRISCOE PLANS ASSEMBLY UNIT AT OAKLAND OR LOS ANGELES. A. S. Robinson, Manager of Branch Here for Kieselkar Reports on Trip Through California.

An assembly plant will be located in the near future by the Briscoe factory either at Oakland or Los Angeles, Cal., according to A. S. Robinson, manager of the Portland offices of the Pacific Kieselkar branch, Kiesel and Briscoe dealers, who returned a few days ago from a trip through California. The two cities are now fighting valiantly for the proposed new assembly plant. Mr. Robinson reports.

Camp Car Attracts Attention.

An Ingenious Chandler distributor in Southern California has inaugurated a novel way of attracting attention to the car he handles, by converting it into a camping car, built on prairie schooner lines. This car with its unusual camping outfit is a familiar sight along California roads. In every respect the equipment of the car is complete, including the Goodyear tires. The front seats fold out over the running board, making room for a mattress which rolls down from the rear of the tonneau, providing a comfortable bed. A small gasoline stove is carried on the running board. The track serves in the dual capacity of ladder and table, the lid forming a table when dropped.

Upkeep Cost Is Small.

Sixty thousand miles of travel—regular expenses less than \$7. Just about one-one-hundredth of a cent a mile. C. W. Satterlee, of Independence, Mo., hasn't been bothered with repairs, nor

Wagner Lighting and Starting System.

The Wagner Lighting and Starting System is individual to Studebaker cars and has been further improved by increasing the cranking power 12%.

Willard Storage Battery.

The Willard Storage Battery is absolute assurance against ignition, lighting and starting failure. Studebaker uses a 100 AMPERE hour battery.