

WORK ON HIGHWAYS TO BE SPEEDED UP

Interstate Association Wants Conference at Pasco Next Month to Lay Plans.

ALL-YEAR ROAD BACKED

Evergreen Highway to Be Most Practical, Not Only for Tourists, but Also for Local Taxpayer. Freight Rate to Be Lower.

To encourage the early completion of the principal highways in Washington which will form connections with the highway systems of Oregon, Idaho and Montana...

Cross-State Route Proposed. This new association results largely from the late awakening of good-faith sentiment in Idaho and Montana...

Connecting directly with these, the Evergreen Highway, following the windings of the Snake and Columbia rivers, will furnish a water-grade road between mountain and sea that can be traveled every day in the year.

The Evergreen Highway will be the shortest route between Portland and Spokane or Lewiston, and, at the same time, a route that will be open for travel when other east-and-west highways are closed.

Road is Party-day Way. It is nature's route—the route that most eventually be the main channel of commerce from east to west...

The travel along the lines proposed will have to be diverted over the Columbia River Highway for the next few years, until the completion of the road along the north bank of the Columbia can be accomplished.

The Evergreen Highway will also be a link in the Yellowstone Trail, a National route from Plymouth Rock to Puget Sound. And in conjunction with the Interstate Highway meeting there will be held a meeting of delegates from the cities and towns of Washington interested in the Yellowstone Trail.

The tentative programme of the meeting following: "The Late Federal Aid Road Law," by a highway engineer connected with the United States office of public roads.

"The Highways of Washington," by a representative of the State Highway Commission. "The Highways of Oregon," with illustrations of Columbia River Highway, by a representative of the Portland Chamber of Commerce.

"The Highways of Idaho," by a representative of the North & South Idaho Highway Association. "The Highways of Montana," by a representative of the Missoula Commercial Club.

"Highways and Motor Cars," by a representative of the Portland Chamber of Commerce. "The Yellowstone Trail," from Plymouth Rock to Puget Sound, by a representative of the Association, from South Dakota.

"All-the-Year Motorists," by a representative of the Dealers Motor Club Association of Oregon. "Planting of Evergreens and Shade Trees Along the Highway," Open discussion led by J. L. Dumas of Dayton, Wash.

"Uniform Road Markings," Open discussion led by W. H. Castner, of Missoula, Mont., editor of the Northwestern Motorist. "Municipal Free Camp Grounds for Tourists," Open discussion.

GRANT SIX RUN REMARKABLE

Trip of 3850 Miles in Mountainous Northwest Country Sets Record. To have conquered mountain passes, ploughed through mire and sand, hauled deep, and covered some of the worst roads in the country, and still maintain an average of 18 1/2 miles a gallon of gasoline, and 800 miles a gallon of oil, was the remarkable record achieved by E. M. Cox, factory representative of the Grant Six, in a two months' tour throughout the Northwest.

Mr. Cox covered a total of 3850 miles and penetrated Idaho, Montana, Eastern Washington, Utah, Oregon and Western Washington. His route he crossed Snoqualmie Pass, the Klockom Mountain Pass out of North Yakima, the Rockies in Montana and the Cascades near The Dalles.

vestment that should bring direct and profitable returns in cash business and added good will and prestige for their businesses. "Take the automobile industry as an example of the success and failures directly traceable to advertising. Look around you and see what cars are making good. You will note a good dozen from a low price car to the top one on the market; then recall or look up the advertisements that have introduced these cars to the present users. "I am willing to bet the price of any one of those cars that the manufacturers as well as the dealers of these cars stated—and even understood—the facts about these cars and the service they were giving to buyers. They told of the car and what might be expected of it—if it did not make good they did."

Mitchell Extensions Large. The capacity of Mitchell Motors Company, Inc., plant at Racine is being doubled for the coming year. Large additions are being made to the machine shops. And a five-story body plant is now ready for occupancy. All the Mitchell bodies, open and enclosed, will hereafter be built in the Mitchell factory.

TRADE FIELD IS LARGE

MANY AUTOMOBILE TRUCK ATTACHMENTS SOLD.

Portland Manufacturer Places 18 Vehicles on Orders From Salem and Portland is Encouraging.

There is a large field in and about Portland for the manufacture and sale of automobile truck attachments, according to F. A. Hawks, manager of the Western Oregon Truck Company, which is now engaged in the construction of tractors and trailers in the large garage building at Twenty-second and Kearney streets.

Within the past few months Mr. Hawks has sold 18 truck attachments in Salem, which is more than the Portland field has absorbed, although he is quite encouraged by the number of sales closed in Portland recently. Mr. Hawks feels that Portland is bound to become a great market for attachments in the near future, as soon as merchants and business men have become accustomed to their use. Just last week he sold a two-ton truck rig to the Edlensen Fuel Company and his men are now building a lumber tractor for the West Oregon Lumber Company.

Mr. Hawks, who is now also sales manager of the Palace Garage Company, retail dealers in Fords, was formerly with the factory at Seattle where the Western truck attachments are made for Fords as well as for all makes of car on the market. In coming to Portland to locate Mr. Hawks brought Frank Nelson, formerly foreman of the factory at Seattle, and at the present time tractors of all sizes, two-wheel trailers of 1000 and 1500 pound capacity and four-wheel trailers of one, two and three-ton capacity are being built in Portland, with Mr. Nelson directing the machine work.

Mr. Hawks opened his connection with the Seattle factory two years ago as territory man for Montana, Idaho, Washington, Oregon, California, Utah, Colorado, Arizona, New Mexico and Texas. He has been engaged in the business of selling automobiles for the past six years, four years of which time he has been affiliated in one capacity and another with truck concerns.

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 automobiles pending the arrival of official state license tags from Secretary of State Olcott:

- George Schwalm, 1116 Tenino, Oakland. I. N. Fleischner, 321 Broadway, Pierce A. Thomas Farrell, 320 Oregon street, Overland. B. Hite, 443 Stark street, Ford. R. C. Loucks, Oswego, Or., Studebaker. G. M. Lock, 207 Manchester building, Ford. Dr. S. LeFevre, Bridal Veil, Or., Reo. W. T. Leaming, 173 North Sixth street, Ford. H. D. Anderson, 241 East Twenty-first street North, Ford. Mrs. Ida West, 1011 Mississipp, Ford. Dr. K. E. Moran, 1002 Stevens building, Oakland. William Jacobs, 92 1/2 Sixth, Ford. Guy R. Porter, 524 Royal Exchange building, Ford. A. R. Johnson, 1330 Northwest Bank building, Saxon. R. J. C. Williams, 1180 Williams avenue, Ford. R. J. C. Williams, 923 Irving, Ford. George B. Hageman, 306 Oak, Ford. A. L. Lawler, 1554 Vincent, Maxwell. S. S. Arnold, Route 4, Box 82, Salem, Overland. George M. Robb, 147 Front, Ford.

PROMINENT BUYERS' DAY IS BIG SUCCESS

Studebaker Corporation Sales Manager Praises Idea for Originality.

6000 ARE QUICKLY SOLD

Announcement of New Model Series 18 Car Is Followed by Increase in Sales—Buyers Are Prominent.

Monday, December 4, 1916, was designated as prominent buyers' day by the Studebaker Corporation, and it will go on record as a great day.

There never has been any question concerning the originality of automobile men, but it was left to J. J. Ollier, vice-president in charge of sales of the Studebaker Corporation, to evolve an idea so distinctly new and original that it has almost started. Coincident with the announcement of the new series 18 cars, it occurred to Mr. Ollier that if the wonderful value and quality of the Studebaker series 18 cars was brought to the attention of people who have been in the habit of paying from \$2000 to \$5000 for their motor cars, such people would be quick to recognize that value.

Dealers and salesmen, greatly enthusiastic over the new models, lost no time in interviewing the most prominent people in their territory, and, upon an inspection and thorough demonstration of the cars, soon after the announcement of the new series 18 models, December 3, 6000 of the most prominent business, professional and public men in America placed their orders for Studebaker automobiles. It was precisely as Mr. Ollier had anticipated.

Insofar as the city of Portland was concerned the following prominent people purchased new Studebakers during the time set aside as prominent buyers' period: City Commissioner Bigelow, District Attorney Evans, Will Knight, R. L. Balzer, manager of the Contractors' Equipment Company, and James P. Clark, of the Standifer-Clarkson Shipbuilding Company. In addition three Studebaker buses were sold to the Multnomah Hotel.

At Walla Walla prominent buyers included John Ankeny and George Drumheller, whose wheelbarrow run to \$300,000 this year. Before leaving Iwaba, L. A. Keller, new Northwest manager, sold Studebakers to Grover Cleveland Alexander and Joe Stecher. The list of prominent buyers from the Nation at large includes members of the President's Cabinet, Governors of seven states, United States Senators, State Senators, United States Congressmen, State Congressmen, Mayors of large cities, noted jurists, bank presidents and directors, great manufacturers, presidents and directors of great corporations, nationally known, famous authors, champion athletes, famous big league baseball players and favorite stars of the stage and screen.

Rockefeller is Purchaser. The Cleveland, O., dealer reported the sale of a Series 18 Studebaker "Six" to Frank Rockefeller, former oil king, Secretary of the Navy Josephus Daniels couldn't resist the luxury and refinement of a Studebaker limousine, and "Uncle Joe" Hanson, ex-Speaker of the House of Representatives, at once concluded he wanted a Studebaker.

Norman E. Mack, former chairman of the National Democratic Committee; Senator Smoot, of Salt Lake City; Victor L. Berger, first Socialist Representative elected to Congress; Senator Lafe Young and other men high up in political and public affairs examined the new series 18 Studebakers Monday, December 4, and by placing their orders helped to make prominent buyers' day a great occasion.

CADILLAC GIVEN HIGH RANK

Steep Climb Made at Chattanooga Without Going Into Second.

Different communities usually have different standards, to a certain extent, by which to judge motor car performance. In flat or level sections of the country, with good roads, for example, people are interested chiefly in a car's power of acceleration. Its speed and like features. Where the roads are not so good, people look especially for stamina and the ability to negotiate rough going with ease and comfort. Power and hill-climbing ability. In addition to the foregoing, are among the qualities chiefly sought in hills or mountainous country.

Chattanooga, Tenn., is in such a section, and its favorite climb is Signal Mountain. If a car makes the Signal Mountain climb on high gear, at the new Cadillac eight did the other day, it is given a 100 per cent rating in public estimation. The Cadillac was fresh from the factory, having been driven but little



Two Power Ranges—a "Dual Personality" Car

The "Loafing" Range Economical Operation

In its "loafing" range it exhibits all the admirable traits you would expect in an eighty horsepower eight of real class. And through all its varied performance in its "loafing" range, it is automatically operating on half fuel rations—in fact it uses fuel so sparingly as to shame many a lesser powered six—even many a four.

The "Sporting" Range Extravagant Performance

You have only to open the throttle wider to release her double poppets and give her full fuel rations—and utterly change her whole character. Now you have brute power and speed that puts all ordinary contenders at your mercy—you have nothing to fear from even the few cars that rightly claim the distinction of real class.

Let us give you a demonstration unlike any you ever had.

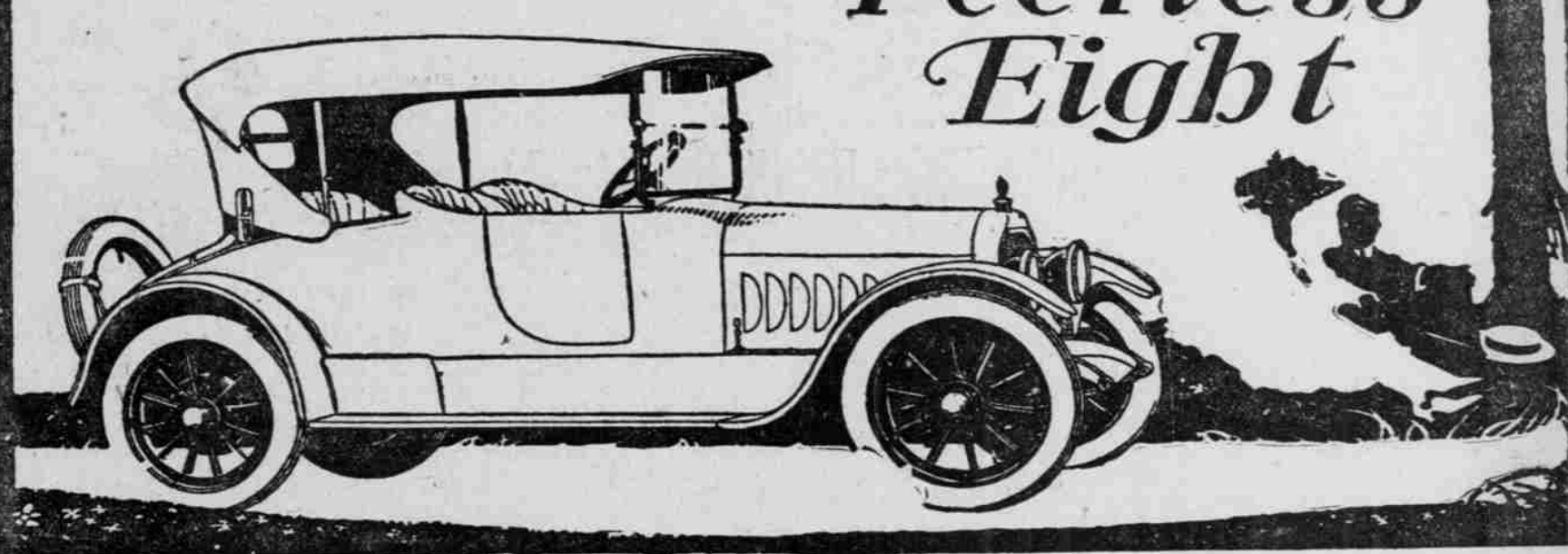
PRICES

Table with 3 columns: Model, Price, and Notes. Includes Roadster \$1890, Touring \$1890, and Sporty Roadster \$2250.

H. L. KEATS AUTO CO. Broadway at Burnside Street—Phones: Broadway 5368, A 1170

The Peerless Motor Car Co. Cleveland, Ohio

Peerless Eight



REO PLANT GROWS

Oldsmobile Factory Also is Modern and Expanding.

EMPLOYES OWN HOMES

Good Salaries Are Paid Workers, Hours and Labor Conditions Are Attractive and Inspiring for Best Effort Given.

LANISING, Mich., Jan. 13.—(Special.)—This busy little city can only be given credit for two automobile factories, but these two are real factories and the industrial backbone of the community. Of course Lansing is the capital of the State of Michigan and during the legislature the politicians disburse a little money up here but the neat homes of some 7500 workmen are not due to this but to the liberal payroll of the Reo and Oldsmobile automobile factories.

The Reo is one of the largest factories in the world manufacturing automobiles. While this factory occupies 45.16 acres of floor space an idea of its importance cannot be accurately obtained from this as the Reo officials are great on efficiency and believe in making one foot of floor space do what two feet did before. The Reo factory now employs close to 5000 skilled workmen. These workmen are not foreigners but skilled "Yankee" mechanics of the best type. They are paid good salaries, their working conditions, hours, etc., are particularly happy, they all own their little homes in Lansing and with this condition of affairs these men are naturally loyal to the Reo factory and put their best efforts into their work as is shown by the finished product. Hardly a week passes that the Reo factory is not enlarged. At the present time they have under construction a new parts stock department and machine shop also a new heat treating department. The new parts stock building will be five stories high, 175 by 190 feet, and is located conveniently alongside the railroad track for shipping purposes. What is true of the class of workmen at the Reo factory is also true of the class of workmen at the Olds Motor Works where the famous Oldsmobile is manufactured and Fred Weisman, late Indianapolis speedway publicity ex-

205,000 OVERLANDS SOLD

Dealers' Convention Contracts for \$175,000,000 Worth.

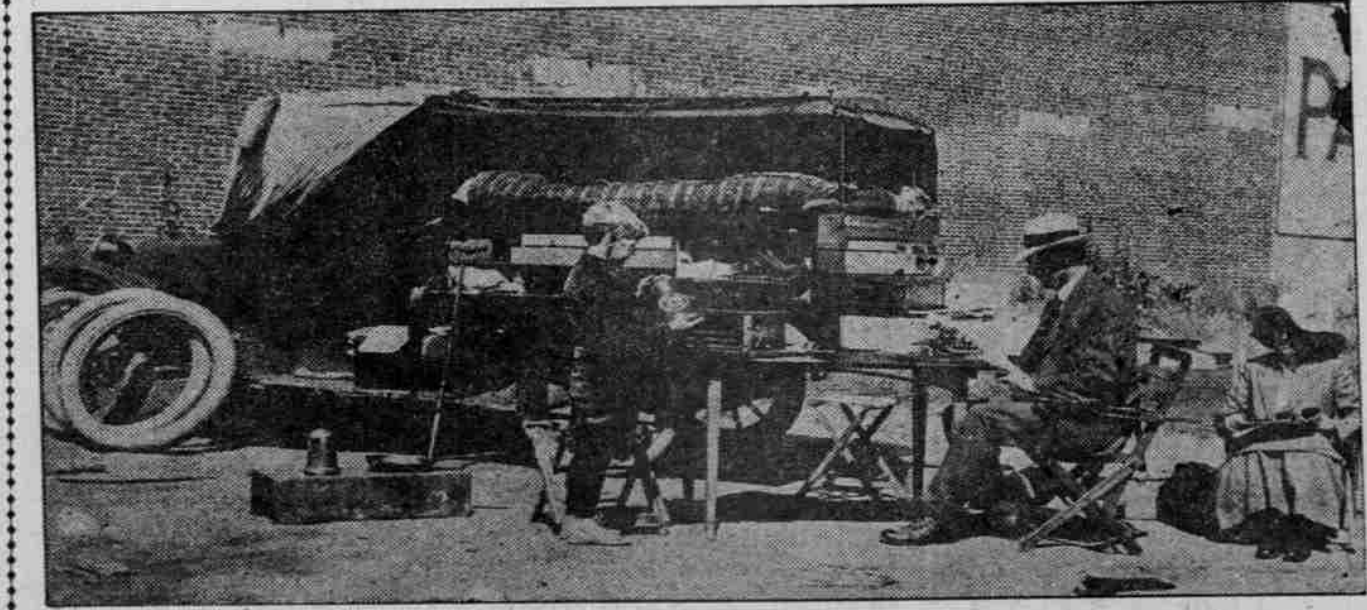
In the dealers' convention recently, the Willys-Overland Company broke all records for business gatherings. A total of 8600 dealers and their guests were entertained in the days between December 4 and 21. No delegation numbered less than 800. High water mark reached 1500. Figures showing the purchase of cars are astounding. In all 205,000 cars, with a value of \$175,000,000, were contracted for by United States dealers alone.

Truck Tire Immense.

Truly a "Colossus of Roads" is the New Glant truck tire now being produced by the Firestone Tire & Rubber Company, the dimensions of the equipment giving it the distinction of being the largest single tread solid tire ever built. Forty-two by fourteen inches, the New Glant marks an achievement in Firestone tire construction. Larger than two seven-inch duals, it was constructed to meet the commercial demand for a tire that would give adequate service on the largest trucks, those of 6 and 8-ton capacity. Read The Oregonian classified ads.

Announcement ON MARCH 1 Western Truck Attachments One and two-ton for Fords and all other cars will raise in price from \$350 to \$375 Orders placed now for future deliveries will be closed at old prices. FEATURES—Two-inch Timken bearings, Ford breaking system eliminated, extra large springs, etc. WESTERN OREGON TRUCK CO. Phone Main 90. 22d and Kearney.

MODERN AUTOMOBILE IS FURNISHED WITH CONVENIENCES OF HOME.



DR. L. B. HARVEY AND FAMILY "AT HOME" WHERE THEIR DODGE CHANCED TO CARRY THEM. Dr. L. B. Harvey, of Los Angeles, has solved the home problem and how to be indoors while out in the open. Determining several weeks ago to spend a year or more traveling about the country, Dr. Harvey purchased a Dodge Bros. car and had the body reconstructed according to his own design. A glance at the picture shows how it was transformed into a comfortable traveling home. Dr. and Mrs. Harvey have the upper berth, while sunny finds a cosy bed on the front seat. Provision is made for carrying clothing and food, and it will be noted that the doctor has his typewriter for chronicling the story of the trip, while the phonograph is along to afford amusement.

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