

HIGHWAY HELD BEST

Columbia River Scenery Is
Gorgeous, Says Visitor.

CALIFORNIAN IS ECSTATIC

W. M. Klinger Sings Praises of
Roadway—Project Declared One
of Greatest Assets That
Oregon Has Acquired.

"The most beautiful automobile trip in the West, if not in the whole United States," is the way William M. Klinger, of San Francisco, head of the automobile department of the London and Lancashire Fire Insurance Company, describes the Columbia River Highway in an interview published in the Oregonian and automobile sections of various California newspapers.

When Mr. Klinger was in Portland recently he was driven over the highway by Leroy R. Fields, of Fields & Honeyman, resident agents in Portland for Mr. Klinger's company. During his stay in Portland Mr. Klinger, who is recognized as perhaps the leading automobile insurance authority on the Pacific Coast, addressed the members of the Dealers' Motor Car Association of Oregon on automobile insurance.

Highway Is Wonderful.
"Some Portland friends had been elaborating on the wonders of the scenery along the Columbia River and in order to prove their claims they offered to take us over the highway," says Mr. Klinger in his newspaper interview. "We left early one morning in my friend's Cadillac Eight and I am frank to admit that this wonderful scenic roadway affords the most gorgeous scenery of any automobile road that I have ever traveled."

"The Cadillac hummed smoothly along over a highway that took us through the high mountains past beautiful waterfalls and under wonderful trees that had a dignity and splendor of their own."

"During the two years that the highway has been open to the public, the expenditure of the vast sum of money required for its construction has been more than justified and it is my belief that future years will prove it to be one of the greatest assets that the City of Portland and the State of Oregon has ever acquired."

"The highway leads out of Portland by way of Sandy boulevard, passing through a fertile dairy and agricultural district, skirting the Columbia River to Troutdale. At this place the road detours from the Columbia and winds along the Sandy River, whose glacial-fed waters form in the snow fields of Mount Hood and follow a tortuous way made picturesque by cataraacts and waterfalls, to the mother waters of the sea."

Farm Lands Picturesque.
"A few miles further on the highway leaves the Sandy River," says Klinger, "and winds by easy grades and graceful curves through picturesque farm and woodland until it reaches Rooster Rock, where from an elevation of 1900 feet, the first awe-inspiring view of the Columbia River is obtained. From here for several miles the road is hung on the side of the mountain, having been blasted out of a wall of solid rock, which rises perpendicularly from the river for nearly 1000 feet."

"There are no grades on the highway exceeding 5 per cent and to maintain this gentle rise and fall, the road frequently loops back upon itself. The motorist after making this wonderful trip pays tribute to the engineering skill which gave this highway to the American people."

TRUCKS GO TO EAST INDIES

KisselKars Will Be Used on Dutch
Island Plantations.

"As an example of how more than one half the world can be at war and still not interfere with Uncle Sam's exportation of motor trucks," says W. L. Huggins, of the KisselKars, "is shown by an allotment of 33 KisselKars now being shipped to the Dutch East Indies by way of San Francisco, Honolulu, Philippines and China, to arrive at the destination some time in September."

"Most of these trucks are to be used as demonstrators by our Amsterdam dealers to prove to plantation owners and shippers the efficiency of American motor trucks over the slow and crude native methods in transporting teas in the mountainous districts. Owing to the extreme tropical climate, where the thermometer never goes below 70 degrees, extra large radiators were installed, giving greater radiation surface for water-cooling purposes."

"An interesting side light on the cars with which the trucks have to be packed and stored on board the Atlantic liner is that every visible part of the trucks is covered with a coat of white lead paint instead of grease to prevent the rats from gnawing right through the frames and chassis."

BAD ROAD TO BE FIXED

LANE COUNTY AND HIGHWAY COMMISSION GET TOGETHER.

Except This One Strip South of Cottage Grove, Highways in That Section Are in Good Condition.

EUGENE, Or., July 7.—(Special).—Relief is in sight for motor tourists who have traveled over the Pacific Highway between Cottage Grove and the Lane County line south of that city and declared it "the worst road in Oregon." The Lane County Court has notified the superior in that district to work the road and received a reply from him stating that he would have done it sooner but for the fact that he believed the best way to get the road permanently improved was to let it get good and rough.

W. H. Cowles, proprietor of the Spokane-Review at Spokane and Northwest director of the Associated Press, when he stopped in Eugene, after traveling over the Pacific Highway in his large Pierce-Arrow car, was delighted with Oregon scenery, "if only that little piece of road near Cottage Grove was put in shape to travel," he said.

C. H. Foss and party from Los Angeles, on their way to Kallispel, Mont., declared the road the worst they had encountered since leaving the California city. "It is a disgrace to any country inhabited by civilized people," Mr. Foss asserted.

J. W. Workins, of Eugene, returning home from Los Angeles, expressed a similar opinion. "The Lane County Court gave assurance this week that the road will be put in shape for summer travel immediately. At a recent meeting an offer by the State Highway Commission to spend \$75,000 in paving this strip of

road, on condition that the county prepare the grade, was declined. The court made a counter proposal asking the state to expend \$5000 in assisting the county to macadamize the road. This sum has been voted by the Highway Commission. The members of the court, a few days before the \$5,000,000 hard-surface road bond issue was voted upon, issued a statement opposing the construction of hard-surfaced roads in Lane County and favoring macadam.

With the exception of the road south of Cottage Grove, Lane County highways are as a rule in good condition. The road to McKenzie bridge is reported in excellent shape for motor travel. The road from Eugene to Tri-

OPERATOR ASSUMES CHARGE OF STUDEBAKER COMMERCIAL CAR SALES.



J. H. D. Wolfenden.

After being associated for the past seven years with the Townsend Creamery Company in Portland, J. H. D. Wolfenden last week accepted appointment as manager of Studebaker commercial car sales for the Oregon Motor Car Company, local dealers in Studebaker cars.

During his connection with the Townsend company Mr. Wolfenden had charge of the company's commercial cars and became especially well acquainted with Studebaker cars during the last three years. After studying commercial cars from the business man's standpoint for years, Mr. Wolfenden is in intimate touch with all angles of motor truck problems and feels that he understands the needs of the operating costs, upkeep and depreciation.

angle Lake over the high pass is good, but the Lake Creek road beyond Triangle Lake is almost impassable, owing to mud holes and ruts.

CITY-TO-SEA TRIP FAST

JOURNEY BOTH WAYS MADE BY
MAXWELL CAR IN 11 HOURS.

George V. Adams, Salesman With C. L. Boss Automobile Company, Driver
Who Established Record.

From Portland to Seaside and return in 11 hours' running time was the record established last week by George Adams, a Maxwell salesman; David Kilton, George Stevens and Jack Peterson, who are connected with the C. L. Boss Automobile Company, Hudson and Maxwell dealers in the Portland field.

Mr. Adams reported upon his return to Portland that the sturdy little 1916 Maxwell, which had already done 50,000 miles in the heavy service, made the entire trip of 300 miles and that it had to take on only one pint of oil. At one point the Maxwell speedometer was shoved ahead to the 47-mile point. The average gait for the trip was about 27 miles an hour, which shows that the road must have been in fairly good condition. No trouble of any kind, even with tires, was encountered.

Going, the Maxwells got off the road beyond Forest Grove and struck all sorts of road conditions in the Banks and Buxton district before being set right again. They completed the down trip through Vernonia, Mist, Jewell, Olney and Astoria to Seaside, returning by the same route and through Timber to Forest Grove and return.

"Spooners" Are Victims of Autoist's Pranks.

E. C. Habel Finds Great Fun in
Using Headlights on Courting Parties.

THE great fun of throwing bright automobile headlights into the tonneau camp of Columbia River Highway spooners at night is the latest outdoor amusement discovered by E. C. Habel, manager of the Manley Auto Company, distributors of the Hupmobile, Gray and National cars, who returned to Portland via the Columbia Highway last Wednesday following a delightful part-day trip to Estacada and Log La Barre.

"Particularly on the evenings of Sundays and holidays the highway seems to be literally alive with automobiles filled with loud and noisy who, evidently inspired by the wondrous scenic beauties of the great boulevard, hug and kiss each other much after the fashion of some of the state favorites," said Mr. Habel last week.

"The spooners, of course, are anxious to remain in the dark as much as possible so that they may carry on their flirtations in secret, but the motorist who wants to make them a bit of trouble and at the same time have a stock of sport can always locate the lovesick pairs with his headlights or spotlight. It surprised me to discover how easy it is to pick out spooning couples here and there among the many machines which throng the highway on gala days."

ANOTHER PAYROLL ADDED

Big Takes Box Company at Klamath Falls Will Employ 35 Men.

KLAMATH FALLS, Or., July 7.—(Special).—One more substantial payroll was added to Klamath Falls' prosperous industries recently when the Big Lakes Box Company started operations in the old Savidge Lumber Company plant. This new enterprise will be under the management of A. J. Vove and Burge W. Mason, experienced boxmen. Merle S. West, local manager for the Big Basin Lumber Company, is interested in the venture, as is W. A. Dwight, of San Francisco. About 35 men are to be employed this summer, and 35,000 feet of lumber a day will be worked into box material.

The managers report that the help situation is well lined up now, that the market for their product is good, and that everything points to a profitable season with them.

AUTO INCREASE BIG

Motor Cars in United States
Total 3,512,000.

LICENSES ARE \$25,865,369

Output of Last Year Shows Gain
of 43 Per Cent Over 1915—In
1906 Registrations Were
Only 48,000 Cars.

WASHINGTON, D. C., July 7.—In 1916 there were 1,067,332 more motor cars registered in the United States than in 1915. This was an increase of 43 per cent. The gross total of registered cars, including commercial cars, was 3,512,986; the number of motor-cycles registered was 250,820. The several states collected in registration and license fees, including those of chauffeurs and operators, a total gross revenue of \$25,865,369.75.

Of this amount 92 per cent, or \$23,910,811, was applied directly to construction, improvement, or maintenance of the public roads in 43 states, according to figures compiled by the office of public roads of the United States Department of Agriculture, in circular 73, Automobile Registrations, Licenses and Revenues in the United States, 1916.

The figures for 1916 correspond closely with the annual percentage increase of motorcar registration of the last three years. This yearly increase has averaged 40 per cent in the number of cars and 50 per cent in revenues.

When viewed over a period of years the increase in motorcar registration and gross revenue has been remarkable. In 1906 the total state registrations were approximately 48,000 cars, on account of which the several states collected in fees and licenses a total gross revenue of about \$190,000. Only a small part of this was applied to road work. In 1916 the \$25,865,369.75 collected formed nearly 9 per cent of the total rural road and bridge revenues of the states.

Recent years have shown an increasing tendency to put the spending of the motorcar revenue in the hands of the state highway departments. Of the total amount applied to road work in 1916, 79 per cent, or \$16,411,529, was expended more or less directly under the control or supervision of state highway departments. Only 13 states did not exercise any direct control over the expending of the net automobile revenues.

SPARE TUBES SAVE EXPENSE

Running on Flat Tire Even for
Short Distance Is Costly.

The care of tubes is an important item for the consideration of the motorist who wants to keep his expenses down. There is no reduction in the expense of replacing tubes, but there is the greater saving on account of the casing. A bad tube suddenly letting the weight of a heavy car down onto the flattened casing causes untold damage which can never be recovered. This damage is, of course, increased if it becomes necessary to drive the car on to the nearest garage for changing.

By far the cheapest way out of such a dilemma is for the motorist to keep a reserve supply of one or two good tubes in his car, so that changes may be made immediately at the side of the road.

In speaking upon this point, the service manager of the Flak Rubber Company says: "Never run a car on a flat tire; keep a spare tube on hand ready for immediate use. A short run of no more than a mile or two will show how slowly driven, causes a breaking down of the casing fabrics which cannot be repaired. Hundreds of miles are taken off the life of the tire by such practice. The only remedy, and a simple one, is to carry a spare tube so that a change may be made instantly."

New Car Owners in County.

The daily reports of M. O. Wilkins, publisher of the Automobile Record and president-manager of the Dealers' Motor Car Association of Oregon, show that the following temporary police permits were issued in Portland last week to the purchasers of 1917 model automobiles pending the arrival of the official state license tags from Salem:

W. L. Scruggs, 2806 East Sixth street, North, Oldsmobile.
Mrs. J. Rich, 280 East Eighth street, Oldsmobile.
E. Burleson Thompson, Custom-House, Dodge.
F. T. Blythe, Solo, Or. Grant.
C. E. Bockley, 224 North Twenty-fifth street, Overland.
R. C. Darnell, Union Meat Company, Buick.

A. R. Starbuck, Dallas, Or. Chalmers.
I. F. Barnett, Wasco, Or. Chevrolet.
L. L. Northchester, Burns, Or. Chandler.
H. C. Frye, Laconia, Or. Chandler.
H. J. Duncan, Vernonia, Or. Ford.
P. G. Payton, 2016 Sixty-fourth street, South, Studebaker.
A. E. Hickey, Electric building, Studebaker.

R. H. Keys, Fossil, Or. Reo.
J. E. Donovan, 303 Third street, Buick.
E. R. Patterson, Hesperia, Or. Cadillac.
H. L. Johnston, 352 Grand avenue, Chevrolet.
O. Coulter, Mount Solo, Wash. Chalmers.
A. V. Lucas, Mabel, Or. Overland.
E. E. Kain, 40 First street, Buick.
C. B. Miller, 305 Twelfth street, Buick.
G. V. Taylor, Wiley B. Allen Company, Ford.

N. C. Gregory, 515 Corbett building, Oakland.
P. H. Coffey, tax department, Courthouse, Chevrolet.
Rutha Gough, Bull Run, Or. Overland.
H. Roz, Hillsdale, Or. Oakland.
W. C. Trunk, 325 Fifth street, Maxwell.
Benjamin Rybko, 727 Kearney street, Overland.
J. Zurburg, Linton, Or. Overland.
L. G. Vico, Chamber of Commerce, Buick.
M. J. Canovan, Tangent, Or. Oldsmobile.

J. Daly, 775 Wilson street, Maxwell.
J. G. Kidwell, 673 Wasco street, Cadillac.
C. W. Bale, Albina Engine Works, Studebaker.
F. R. Patty, 481 East Eleventh street, Ford.
D. Degross, Tigard, Or. Overland.
H. Tucker, Courthouse, Dodge.
Mrs. J. Schaeffer, 586 Northrup street, Buick.
J. H. Gray, 203 Stevens building, Velle.
F. W. Baker, 824 First street, Buick.
Ella Davidson, Gresham, Or. Chevrolet.
P. J. Newman, 51 First street, Dodge.
L. E. Sillings, Broadway and Burnside street, Hupmobile.

C. A. Conn, 724 Lombard, Chalmers.
George Tucker, Buxton, Or. Overland.
Clarence J. Dieler, 231 East Thirty-fifth street, Overland.
W. R. Lacey, 419 East Fifty-first street, North, Chevrolet.



Reproduced from an actual photograph taken near Fort Bridger, Wyoming

A Performance That Proved

This is the story of one of the most gruelling tests to which an automobile was ever subjected.

Remember as you read it that the car was a Series 18 Studebaker taken from a dealer's stock, that there were no trained service-men at specially established "controls" to care for it, that the trip itself was not "factory planned," that it was just an ordinary tour.

No Special Preparations

On May 20th last, this Studebaker car left San Francisco as the pilot car for a caravan of advertising men going to the St. Louis convention.

No special preparations were made as far as the car was concerned. The trip was to be a long one—but nothing unusual was expected.

The first two days were pleasant and the roads were good.

Seas of 'Dobe Mud'

The third day found the party at Lovelock, Nevada, in a pouring rain.

The harder it rained, the stickier and more tenacious became the 'dobe mud. In places the pools were hub-deep. This mud was cement-like in its consistency—it took a pick and shovel to remove it from the wheels. Yet the Studebaker car pulled sturdily along and showed ample reserve power for conditions even more difficult. This lasted for three days until they reached Salt Lake City.

Over the Rockies in a Blizzard

Leaving Salt Lake City they started for Evanston, Wyoming, traveling the latter half of the distance through one of the hardest rainstorms imaginable—the road was washed out and the car had to find its own way over rocks and along ledges that seemed impassable.

Starting from Evanston for Fort Bridger they ran into a blizzard, which at lower levels turned into rain.

The road was a veritable canal.

At one point they only made nine miles in five hours (the picture above shows why).

More Rain and Mud

All the way through Colorado the rain continued—and kept up as the car struggled through the gumbo mud of Western Kansas.

Even between Topeka and Kansas City the roads were in awful condition.

Arrived in Perfect Running Condition

At Kansas City the clouds lifted, the sun shone and the rest of the run to St. Louis was made without incident.

Despite its all but unsurmountable difficulties the Studebaker car arrived in St. Louis only 24 hours behind schedule in perfect running condition and having only changed one tire during the entire trip.

So well had it come through its terrible experience that the car was driven on to Detroit to the Studebaker factories without any overhauling whatsoever.

This performance is further proof of the remarkable durability of Studebaker cars—a durability that is due to one thing only—the mechanical perfection of this splendid automobile.

Any car that will come through a test like this in perfect running condition—any car that will perform as this one did is worth your serious consideration—you owe it to yourself to get a Studebaker demonstration before you buy any car.

There will be no change in Studebaker models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

THE STUDEBAKER CORPORATION OF AMERICA
Wholesale Only
Chapman and Alder Streets

Oregon Motor Car Co.

RETAILERS
Park and Davis Streets Phone Broadway 616

Live Agents Wanted in unoccupied territory for this—the coming business of stability and profit in this country. Write, wire or call for proposition.

AMES WORM-DRIVE TRUCKS

With the Ames Worm-Drive Truck Attachment the Ford car enters the same class as the best trucks being built today. You can have a ton to a ton and a half truck with a Ford or any used car.

You can increase the value of any used car up to three hundred per cent by making a truck with it.

No rebuilding to do—the pressed steel (not cast steel) frame replaces the entire rear part. There are no

chains to come off—no grinding in of dirt—no rattles. It is more quiet than bevel gears. Two men can make a truck from a Ford in 1½ hours.

The rear axle, torsion tube and propeller shaft from a Ford has a cash value of \$67. You save this when you use the Ames Worm-Drive Attachment.

Remember! This is the same Worm-Drive type as used on 79 per cent of all trucks built in this country today—regardless of price.

The Price of This Attachment Complete—Delivered in Portland Is \$435.00

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