

CAR IS LIKE HUMAN

"Be Kind to Your Automobile,"
Advises C. L. Boss.

GOOD TREATMENT PAYS

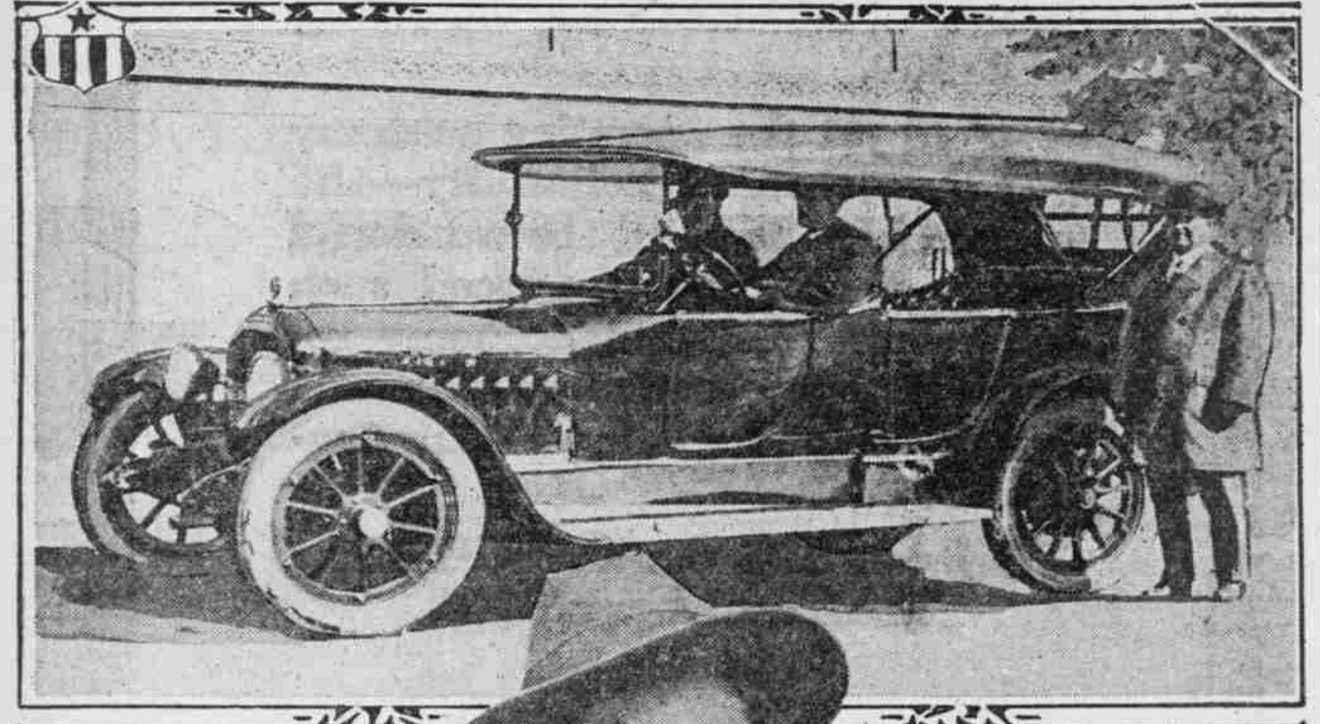
Hudson and Maxwell Dealer Treats
Out That Best Drivers Treat
Machines With Same Care
Mother Gives Child.

"An automobile is much like a human being in its idiosyncracies and temperament and the owner who studies his car will find that it will respond to his wishes if these qualities are dealt with as one would, or should, deal with a

gins to 'set up' for no apparent reason and the same trouble will occur time after time.
"In this instance it is undoubtedly some nervous idiosyncrasy of the driver of which he is unconscious until the error is pointed out to him.
"Familiarity of mechanical construction, however slight, sometimes causes misunderstanding, but as soon as the owner adjusts himself to this he has no difficulty.
"This same peculiarity is noticeable in railway locomotives and many an engineer has to become acquainted with his locomotive before he can get the best results from it. The best engineer, like the best automobile driver, feels a genuine affection for his machine. This regard may result from the fact that the machine has in fact these idiosyncracies and that the driver, being able as no one else to understand them, has a personal feeling of responsibility and paternalism toward it.
"So if you want to get the best results from your automobile, get acquainted with it. Treat it as you would your best friend—as in reality it is—and it will purr like a pleased kitten and will respond to your slightest touch and obey your slightest command."

Oakland Increases Space.
To provide space required by increased

PEERLESS EIGHT, TO BE HANDLED HERE BY D. C. WARREN MOTOR CAR CO., AND SNAPSHOT OF NEW SALES MANAGER.



child—with gentle care and the resolve to develop its character."
C. L. Boss, of the C. L. Boss Automobile Company, dealers in Hudsons and Maxwells, with a large experience in human nature and automobiles, was thus philosophizing one evening recently after a successful day.

"The affection some people have for their motor cars is remarkable," continued Mr. Boss, "and he has always noticed that those who hold this affection for their cars are the ones whose machines last the longest, give the best service and make the best appearance."

"Abuse or ill treat a cow and she will not give down her milk. Treat her with kindness and she will give you her best. You will remember that the woman back East who built model dairy barns, hired only milkers who were kind to animals, had ideal conditions in her stables and even went to the extent of having music in the barns at milking time, was able to obtain remarkable results.

Automobile Not Slave.
"The same rule applies to automobiles. The owner who mistreats his automobile, recklessly racing it over all kinds of roads in all kinds of weather, leaving the mud and grime adhering to it and letting it stand out in all sorts of atmospheric conditions, who pays no attention to the mechanical parts and generally treats it as if it were some sort of cast-iron slave, cannot expect the best results.
"Contrast this with the owner who thinks of his car as his best friend. When he takes the machine out of the garage it is with a feeling of pride and respect. He sees that the body surface is clean and polished. He sees that the carburetor is adjusted to the best possible degree, that all the mechanical parts are in the best possible running order and that all parts where there is possible friction are properly lubricated.

His attitude is that of a parent toward a child who needs his best possible care and nursing. When he drives it is with discretion, over the best roads, and when it is necessary to run over rough roads the rate of speed is tempered to the occasion so that as little vibration as possible results.
"When any trouble develops, as it will on the best cars and in the best-regulated families, the driver, instead of flying in a rage, should, in a cool and scientific manner, determine exactly what is the difficulty and adjust it. Then the car will purr along again in a happy and contented manner. Mental balance and poise on the part of an owner or driver is a very necessary attribute.

"Temperament in an automobile is noticeable in many instances when different drivers operate the car. One person can take out a machine and it will run perfectly. When, however, some other takes the wheel the car be-



Above—New Peerless Eight, With D. C. Warren at the Wheel. A. M. Stone is the Man Standing. Ben Renner, Peerless Factory Representative, is Seated by Mr. Warren. Below—A. M. Stone, Who Came From California to Be Sales Manager for Mr. Warren.

business demands, the Oakland Motor Sales Corporation, handling the Oakland Sensible Six, have engaged quarters across the street from their salesrooms at 344-50 Burnside street, near Broadway, for a service station. In order to fix the location of the salesrooms on the public mind a big electric sign, proclaiming the "Oakland Sensible Six," has been erected over the building at Broadway and Burnside.

CONSTRUCTION SET FOR SPRING

Survey of Baker-Cornucopia Post Road About Completed.

BAKER, Or., Oct. 20.—(Special.)—If all goes well the surveys on the Baker-Cornucopia post road will be completed this fall and construction work will begin as soon as the snow melts next spring, according to M. O. Bennett, assistant state highway engineer, who spoke at a luncheon given in his honor here today. Mr. Bennett said that he will submit plans and estimates for the road as soon as they are completed, so that the Federal engineers may take action during the winter.

Eagle and Pine Valley people, who will have access to the road, have promised a liberal subscription to the fund for construction. The Baker-Unity road must wait until the State Highway Commission has caught up in its work, Mr. Bennett said.

PEERLESS IS TAKEN

D. C. Warren Motor Car Co.
to Handle Big Eight.

VELIE LINE ALSO IS KEPT

A. M. Stone, of Los Angeles, Widely Known Automobile Man, Formerly Handling Stutz Car, Here as Sales Manager for Firm.

Two announcements of interest were made last week by D. C. Warren, president of the D. C. Warren Motor Car Company, Inc. One was that he has closed arrangements to handle the Peerless Eight for Oregon and South-

western Washington and the other that he has brought to Portland as his sales manager A. M. Stone, of Los Angeles, one of the best-known automobile men of California.

Mr. Stone and the Peerless arrived at about the same time. Mr. Stone has taken up his new duties with vigor and the Peerless, with its beautiful lines and record for sterling service, is the center of much interest.
The Peerless is by no means a new car to Portland. It has been represented in this territory for the past 10 years by the H. L. Keats Auto Company. Mr. Keats, however, is now devoting his entire attention to the wholesaling of the Chalmers car, so Mr. Warren obtained the chance for which he had been waiting for two years to take the Peerless.
Ben Renner, of Cleveland, factory representative of the Peerless Motor Car Company, was in Portland during the week attending to details of the transfer.

The D. C. Warren Motor Car Company has for the past three years been distributor for the Velie car in the Oregon and Southwest Washington territory. He will continue to handle that car in conjunction with the Peerless.

"I wanted no time in closing for the Peerless when the opportunity was offered," commented Mr. Warren. "For I have been waiting for two years to get this line to handle with the Velie. It has been my idea to handle two lines of high-class cars in the Velie and Peerless price ranges.

"This is the second year of the Peerless Eight type, the car with the famous 'loafing' and 'sporting' speed ranges. The car is one that any dealer can handle with enthusiasm, for its performance is proved and well known."

Mr. Stone, Mr. Warren's new sales manager, is a veteran in the automobile business. He began way back in the early 1900s in the racing game with Barney Oldfield. He was with Oldfield in his old "Green Dragon," with which he made an unofficial mile record of 33 seconds to settle a little bet as to what a certain car could do.

After leaving the racing game he went into the automobile business. He was with the Stearns people for a time and for the past several years, until just recently, handled the Stutz car in Los Angeles.

Two hundred carloads of farm machinery have arrived at Savannah, Ga., from the works of the International Harvester Company, and will be sent by steamer to Norway and thence overland to Russia. The value is placed close to \$1,000,000.

The second annual all-year-car show, which closed yesterday at the Davis-Broadway street salesrooms of the Portland branch of the Pacific Kiesel-Kar Company, was unusually successful. The many visitors who attended the show attested the interest that is taken in the convertible car idea, in which Kiesel is the pioneer.

One of the interesting features of the show was the weather test to which one Kieselkar of the all-year type was subjected during the entire eight days of the show.
For 16 hours on each of these eight days a stream of water was directed against the car. At the end of the show examination of the car showed it had weathered the test perfectly.

The forward end of the car, against which the water had been driving with considerable force during the entire period, was found to be absolutely dry. The same was true toward the back, where the water fell much as it would have done during a severe storm.

Paint and enamel on all parts touched by the water was found to be unimpaired. It had not been disintegrated or even discolored by the water. The purpose, of course, in submitting the car to such an abnormal test was to demonstrate its weatherproof qualities. This was done to the satisfaction of all observers.

The show was held under the direction of Del Wright, manager of the Portland branch of the Pacific Kiesel-Kar Company. Fall, Winter, Spring and Summer models were on display at the show.
In addition to the body design and construction features of the all-year car, much interest was taken in the convertible car of the Kiesel-built power plant, axles and brakes.

Daily Bulletin to Move.
In order to get closer to the automobile trade center, M. O. Wilkins, presi-

Opposite Virtues in One Car

"Loafing" Range

A performance so soft, smooth and flexible as to convey the impression that these gentler virtues were the sole aim of its creators—and remarkably economical of fuel.

Great Economy

Peerless

TWO POWER RANGE

Eight

Great Power

A performance exhibiting such stupendous power and speed that you imagine that this car was built to contend with those master cars that excel in these qualities alone.

"Sporting" Range

You have only to open the throttle wider to release the double poppets and utterly change character of your car.

The soft purr of your "loafing" range yields to the deep growl of brute power revealed in its "sporting" range.

Prices			
Touring	\$2340	Coupe	\$2850
Roadster	\$2340	Sedan	\$2990
Sporting Roadster	\$2490	Limousine	\$3690

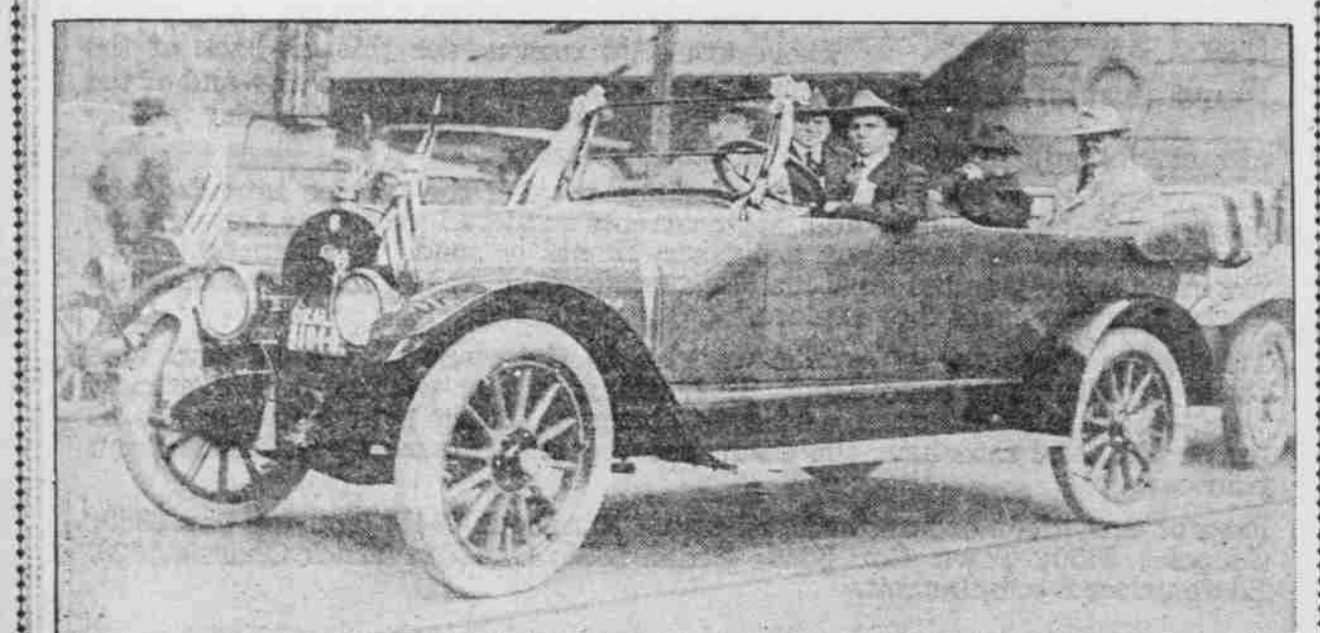
All prices f. o. b. Cleveland—subject to change without notice.

D. C. Warren Motor Car Co.

Oregon and Southern Washington Distributors.
Phone Main 780. 58-60 North 23d, Portland.

The Peerless Motor Car Company, Cleveland, Ohio

DRIVE OVER COLUMBIA RIVER HIGHWAY WINS EXALTED RULER OF ELKS TO COLE "8."



Fred Harper (Right) and Paul Chamberlin, in Tonneau; W. R. McDonald, at Wheel, and C. C. Bradley and J. J. Berg Are Prominent Elks.
Before Fred Harper, grand exalted ruler of the Elks, wound up his recent visit to Portland he confided to friends that when he got home he would buy a Cole "8." This decision came as a result of the distinguished visitor viewing the recent wonders of the Columbia River Highway from the tonneau of a Cole "8" in company with Paul Chamberlin, C. C. Bradley, J. J. Berg and W. R. McDonald. He was an interested visitor at the Northwest Auto Company, where he inspected the several models of the Indianapolis car.

SHOW BIG SUCCESS

Much Interest Displayed in All-Year Kieselkar.

DURABILITY PUT TO TEST

Car Subjected to Stream of Water 16 Hours per Day During Eight Days of Show Proves to Be Absolutely Watertight.

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EASTERN OREGON PROSPERING

Many Chalmers Cars Driven by Farmers of Wheat Country.

NEW ROAD IS COMPLETED

North Bend Plant of Standard Oil Company Cost \$75,000.

WHY?

The Torbensen Internal Gear Drive is the best—it is used in Republic Trucks.

Roberts Motor Car Co.

DISTRIBUTERS
Park at Flanders.

HIGHWAY LINK IS PLANNED

Work Expected to Start on Cooks-Collins Stretch November 1.

WHITE SALMON, Wash., Oct. 20.—(Special.)

Highway Conventions Announced.

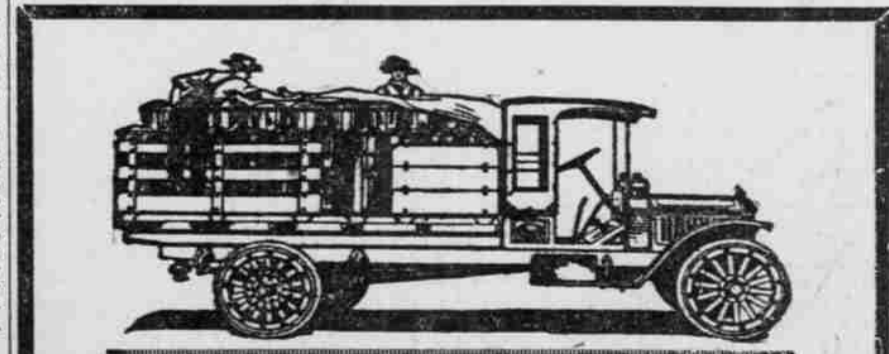
LEWISTON, Idaho, Oct. 20.—(Special.)—The preliminary announcement of the programme for the greatest good

roads convention ever held in the West has just been announced. The Interstate Highway Association and the Idaho Evergreen Highway Association have issued official announcement of the joint sessions of the associations to be held in Lewiston on November 7 and 8. A large attendance is expected due

OAKLAND WINS ON HARD TEST

Sensible Six Able to Crawl in High-Gear, Low-Speed Race.

An unique motor-car test was held in Kansas City recently, at which automobiles of various makes were entered in what might have been termed a tortoise race. The object of the race was not to ascertain which car had the greatest speed, but to find which could throttle down to the slowest speed on high gear.
In the line of march were approximately half a dozen cars of approximately the same price class as the Oakland Sensible Six. The Oakland won the contest by maintaining a sustained speed of only one-half mile per hour.



Every Fourth Truck Now Being Built Is a Republic

From the Smallest to the Largest Truck Factory in the World in the Short Space of Four Years.

Quality at a Reasonable Price. A Truck that is not only Lowest in First Cost but Upkeep Cost as well.

The Torbensen Internal Gear Drive is the best—it is used in Republic Trucks.

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