

NEWS OF THE AUTO WORLD

"Simplicity Is the Keynote Of the

OLDSMOBILE"



THE OLDSMOBILE—is the machine the ordinary man should buy because it is so simply built, so easily kept in running order.



Oldsmobile 7 h. p. Standard Runabout.

It is a Motor Car that is not surpassed in excellence, durability and reliability for twice the price. Any man can afford to own an Oldsmobile because it saves money in his business and is a source of healthful outdoor enjoyment besides.

Every perplexing automobile question has been solved in an Oldsmobile. It is made the way it is because that way has been proven to be the best way.

Ask any Oldsmobile driver and you will hear again and again how a Runabout has done more, cost less for gasoline and maintenance and is still doing more business every day than the bigger and more expensive cars.

Standard Runabout, \$750
Light Touring Car, \$1050
10 h. p. and 16 h. p. Delivery Car.

Young Runabout, \$850
30 h. p. 3 Cylinder Touring Car, \$1350
Ten Passenger Coach.

The largest and only complete Automobile Repair Shop north of San Francisco. Garage and Repair Department Oak street between Sixth and Seventh streets

Send for "Goop Talk"—a clever bit of automobile nonsense, and "The Rolling Peanut," George Ade's latest story about an Oldsmobile.

H. L. KEATS AUTO CO.

Controlling Oregon, Washington, Idaho
Retail Store, 64-66 Sixth Street



William Lipman in His New Oldsmobile Touring Car.

(By R. D. Chapin, chairman of the good roads committee, National Association of Automobile Manufacturers.)

The problem that interests the automobile world most at present is the absolute necessity of good roads throughout all our United States. Senator Lattimer has a bill before the senate at the present time which is practically a duplicate of Congressman Browne's bill. His bill provides for an appropriation by the government of \$24,000,000 for the improvement of public roads. This amount is available in three annual installments of \$8,000,000, beginning with the current fiscal year. The fund is to be used in the construction and improvement of the public roads of the country, under the direction of the secretary of agriculture, through a bureau of highways. A plan of co-operation between the states and the United States is provided, whereby the states may apply for and receive a proportion of this appropriation according to population, on condition that they provide the necessary right of way for such roads, that the roads shall be of such public importance as to justify construction, and that they will be maintained without recourse upon the United States after they are so constructed or improved. It is also provided that each state shall duplicate from the state treasury the amount it receives from the government, so that in three years' time a total of \$48,000,000 will be spent by the government and the various states and territories in the country.

From my own experience I know that the states having the best roads thus far are New York, New Jersey, Connecticut and Massachusetts. The reason for this is not accidental, but due to the fact that these four states annually appropriate from \$12,000,000 to \$18,000,000 to the improvement of state roads. It is a revelation to ride over these roads in New Jersey after one traveling the macadamized highways of New Jersey, Massachusetts or any of these four states.

Good roads are going to help greatly in solving a momentous social problem which presents itself today. The trend of our rural population to the cities has almost become a national life throughout the United States, and this is especially noticeable in the eastern sections. However, the rapid development recently of our suburban electric lines, the telephone and the automobile has done much to make life in the rural districts as convenient and pleasant in most ways as in the city. Almost the only thing lacking in the country is good roads for teams or automobiles to travel, and the necessity of these is apparent throughout any one of our states, and there are sections of the four states above mentioned which are still in very urgent need of highway improvement. The farmer and the inhabitants of the smaller towns are rapidly adopting automobiles now, and throughout the west it is surprising to see what a demand for machines is coming from villages of 500 population and upward. It has seemed almost a self-evident truth that the sale of automobiles in any particular district is not dependent upon how much money the residents have, but entirely upon how good are the roads. The almost universal prosperity of this country is a very large population who can afford to buy automobiles, and whether or not they do buy is dependent upon the quality of roads in their particular section. I look for a growth in the auto-

mobile business unparalleled in any other industry, and the rapid development this year of machines for commercial and utility purposes leaves no room for argument as to whether or not the automobile is here to stay.

It is a prominent feature in the business world, it is unequalled for pleasure purposes, and is becoming a most important factor in the problem of transportation for short distances. With a world-wide business, such as is done by my own company, who manufacture not only pleasure vehicles, but build commercial wagons and railway inspection cars, one is most easily convinced of the hold the motor car has upon the American public, and of the certainty that the demand for machines can never grow less and must increase beyond the ideas of most of us. Improvements in American automobiles have been radical in the last two years; we are selling our cars in the original home of the automobile—France, and in aggregate numbers this country far exceeds any other in the quantity of cars manufactured. The American public is going ahead by leaps and bounds, and the only limit seems to be the question of good roads in sections which do not have them now. A united effort on the part of those interested in the matter is the only way to solve the problem. The Lattimer bill, now up before the senate, and if the senate passes it there should be no trouble in the house, and a year from now better roads throughout our country will be an absolute certainty. It surely seems time that we took a chapter from the book of European road-making and emulated the example of our brothers across the water, whose country districts are perhaps more charming than the cities. About the only class of people who seem to receive no great amount of benefit from the automobile industry are the farmers. The rural main delivery was an important recognition of their needs, and good roads are even more to be desired. The prosperity of our farming try will become an absolute certainty if our farms are prosperous, so likewise are the manufacturing interests who sell their goods. The prosperity of the automobile industry depends upon good roads, and if the Lattimer bill can be put through its beneficial effects will be far-reaching.

Many plans are suggested to secure a legislative sentiment and most feasible way is through the speedy adoption of the Lattimer and Brownlow measures. As each state must duplicate from its own treasury the appropriation it receives from the government, it will not take the state long to appreciate the benefits to be derived from better road conditions, as their appropriations by the third year will be no doubt be much larger than the amount received from Washington. It is proposed that the states should maintain the roads, and once our people as a whole fully understand the financial value of first-class highways, there will hardly be an opposing voice to generous appropriations in every state in our union. The press of the country can do much towards influencing popular sentiment as well as legislative sentiment, and concerted action on the part of every one interested for the next few months should pass these measures and permit work to be started before the year 1905 is over.

The movement to organize an automobile club in Portland is taking more definite shape. A meeting of several of the leaders of the movement was held on Friday evening and plans discussed. It was decided to hold a meeting during the coming week, possibly on Thursday evening, at the Commercial club, if the necessary arrangements can be completed. If this evening is satisfactory every person in the city, who has a car, will be notified by telephone that morning or the day before, and requested to attend. It is believed that a goodly representation of the auto-lets of Portland can be secured, for the time is now ripe for organizing.

J. B. Kelley in his White steamer had a strenuous trip recently through the Deschutes country, and he has the record of making the first hard, long run of the present season. On his trip Mr. Kelley was accompanied by Mr. Crow, Dr. Righter, H. Frank Mays and Judge Bradshaw of The Dalles and it is a trip that will long be remembered by every one in the party, for it was a trip up the river, and it was demonstrated the staying qualities of the White steamer. The party left The Dalles at 10 o'clock in the morning and stopped around by the free bridge. At one place they encountered a drop of 1000 feet in two miles, but it was safely negotiated. After getting down to the level of the Deschutes river it was discovered that the road had been washed out and the trip in the auto had to be made up the bed of the river, and it was a hard trip over the stones and small boulders, several times the party stopping long enough to roll extra large boulders out of the way. After getting out on the plain Mr. Kelley hit up the pace, for despite the hard work the car had been subjected to on the trip up the river bed, it was still to the good, and the 10 miles from Moro to Wasco was run in 15 minutes. On the return trip the party followed

the road and did not attempt any more stunts with river beds. The trip back to The Dalles was made in excellent time. The party left Wasco at 4:40 o'clock and the run of 30 miles to The Dalles was finished a few minutes before 7 o'clock. Mr. Kelley says that if anyone is looking for a good, rough road on which to test a car he would advise them to take the trip in from The Dalles by the free bridge, and if the car comes out all right and in running order, they can be assured that it will stand any tour that anyone may care to make around Portland. At one point on the road the party leaned over the side of the car and dropped pebbles into a canyon 200 feet below.

"Ben" Holladay, true to his promise to startle the Portland auto world, did so on Thursday last, when he made his appearance in his new Winton touring car. Without a doubt this car is very handsome, stylish and striking, but these are not the only qualities, in fact the appearance is very little. Mr. Holladay talks about, for while he is naturally proud of its fine finishing, he points out its good features of construction and it has a large number of these good features. In constructing this new model the Winton people have followed many of the standard features of foreign cars, including the engine under the bonnet and a direct shaft drive, which the Winton people believe best for the light touring car. On the street the car makes a most striking appearance. It is finished in silver gray, making it look as if it was constructed entirely of high polished aluminum. There is a great display of brass and with its red upholstery, the car causes many people to turn and take a second look. Although Mr. Holladay has had the car only a few days he has given a number of demonstrations to the auto-lets of Portland, and they all unite in saying that he has a very satisfactory car.

The Journal has been requested to gather the opinion of local experts on the better spark—the jump or the make and break. A talk with leading chauffeurs of the city, shows that nearly all of them favor the jump spark, because of its simplicity and that it requires less current to operate it. There is, as far as can be learned, not a car in Portland equipped with the make and break. The first make and break spark manufacturer were not satisfied in this section, which is being used on some of the big racing machines in the east, but it is likely to be some time before anything of the kind is used in this section. The jump, in addition to its simplicity it is easier, by it to control the time of ignition and it can be operated at a much higher speed than other styles of sparks.

There has been considerable talk during the past week over the purchase by W. E. Travis of a Pope-Toledo car and there has been some inquiries as to what induced him to get that car. There is no question that the Pope-Toledo is a great car and one that can develop great speed. Mr. Travis bought his new car after trying out several at the New York show but what led to the direct purchase is said to be a little speed run he made on the Yonkers road during show week. Mr. Travis went out in a pope and a long the road they encountered a big Mercedes racing car, Mr. Travis was running the Pope-Toledo and there was soon a race with the big Frenchman. Mr. Travis in a short distance passed the Mercedes as if it was tied to a post and this decided the day in favor of the car which Mr. Travis will receive about June.

Covey & Riddle will very shortly receive a Pope-Toledo runabout, for which they expect to find a ready field in Portland. This is one of the popular machines, the price \$550 being very low. It is said that the car is very speedy, and there is evidently something in this claim, for it made five miles on the Florida beach in 11 minutes 39 4-5 seconds, defeating easily the 10-horsepower runabout. INVESTIGATE BEFORE BUYING.

J. C. Ainsworth is much delighted with his White steamer, and nearly every day he is out driving it. It is a 1905 model of the White make and is without a doubt the best steamer in this section. It is equipped with 15-horsepower engines, but they have the compound feature, and can develop 60-horsepower. It is this feature that has made the White steamer the high speed car it is today.

H. L. Keats & Co. are still filling good orders for the Oldsmobile. Ott Wilson, for Salem, customers, has ordered two runabouts and one light touring car. W. Smith of Smith & Gorman, the Seattle agents of Keats & Co., was in Portland on Thursday, and ordered a car-load of Oldsmobiles to be shipped direct to Seattle. Mr. Smith says that Seattle is auto crazy and that 75 cars have been sold there so far this season. Frank Manville of Boise City, Idaho, the company representative in Southern Idaho, was in Portland yesterday and put in an order for a carload for his territory. Mr. Manville has organized a company with \$10,000 capital which will handle the Oldsmobile in Southern Idaho, in the territory controlled by H. L. Keats & Co., which means the Pacific northwest. 24 Oldsmobiles were sold in five days last week.

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Ballou & Wright have been appointed distributors in this territory for Gre-Solvent, a preparation for automobilists, being an antiseptic soap to remove grease and paint. They have also been appointed agents for Monogram oils, which are used on the racing cars in the east.

Reduced Rates to California. The Southern Pacific company has placed on sale round trip tickets to Los Angeles at the rate of \$85, limit 90 days. This affords an excellent opportunity to visit the many beautiful winter resorts of southern California at a moderate cost.

CADILLAC MODEL F
10 horsepower, weight 1,350 lbs.
Seats five. Side doors.
PRICE \$2,500.00.

CADILLAC MODEL E
10 horsepower, weight 1,100 lbs.
Seats two. The most powerful and modest runabout on the market.
PRICE \$2,000.00.

PIERCE GREAT ARROW
Car has been delayed, but it will pay prospective purchaser to wait and see this "masterpiece" of auto construction.
PRICE \$2,400.00.

POPE TRIBUNE RUNABOUT
4 horsepower, weight 750 lbs.
PRICE \$900.00.
This little car is not a toy, but a highly efficient machine. On the Florida beach last January it made five miles in 11 minutes 39 4-5 seconds, defeating easily the 10-horsepower runabout.
INVESTIGATE BEFORE BUYING.
To really say a car is the best doesn't make it so. INVESTIGATE.

Why Waste Time

SEARCHING FOR

AUTOMOBILE SUPPLIES

When a large assortment can be found at our store.



All leading makes of

TIRES

FRESH STOCK

Rambler and Pierce
Bicycles
Bicycle Supplies
Sporting Goods
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Drop in and look us over. Ask for catalogue.

Ballou & Wright

34 SIXTH STREET.

Calumet Restaurant

149 Seventh Street

Wishes to call the attention of the public to the excellent dinner served daily from 11:30 a. m. to 6 p. m. for 50 cents. The daily menu shall from 11:30 a. m. to 2 p. m. for 25 cents. Our every effort is directed toward giving perfect satisfaction.

WINTON

WINTON MODEL C PRICE \$1400

Accessibility

When a motorist desires to inspect the mechanism of his engine, why should he be hindered by the front seat and tonneau of his car? If he wishes to adjust certain parts of that engine, why should he be compelled to wade through a multitude of bolts and screws? In other words, why should the engine of his car not be mounted under a hood over the front axle where every working part is instantly reached from a standing position? It requires but three and a half seconds to reach a connecting rod on a WINTON. Why should it require half an hour on other cars?

Spring Suspension

Why should a motorist endure the shock of a heavy resting spring, when he can have that shock absorbed by the patent compensating springs fitted only on WINTON cars?

Don't buy a cheap car unless you can afford to throw it away next year. Don't buy a car on its outside appearance alone. Make them "show you" the interior of the engine and see how long it takes them to do it.

Four Cylinder Vertical Motors On All Five Models

Model C, 16-20 H. P.	\$1,900	Model B, 24-30 H. P.	\$2,500
Model A, 40-50 H. P.	\$2,800	Limousine, 24-30 H. P.	\$2,500
		Limousine, 40-50 H. P.	\$4,500

Ben Holladay Automobile Co.

495 Alder Street,
Phone Red 3382, Portland, Ore.

THE VALUE OF CHARCOAL

How People Know How Useful it is in Preserving Health and Beauty. Nearly everybody knows that charcoal is the safest and most efficient disinfectant and purifier in nature, but few realize its value when taken into the human system for the same cleansing purpose. Charcoal is a remedy that the more you take of it the better; it is not a drug at all, but simply absorbs the gases and impurities always present in the stomach and intestine and carries them out of the system. Charcoal sweetens the breath after smoking, drinking or after eating onions and other odorous vegetables. Charcoal effectively clears and improves the complexion, whitens the teeth and further acts as a natural and eminently safe cathartic. It absorbs the injurious gases which collect in the stomach and bowels; it disinfects the mouth and throat from the poison of catarrh. All druggists sell charcoal in one form or another, but probably the best charcoal and the most efficient is Stuart's Charcoal Lozenges; they are composed of the finest antiseptics in tablet form and are in a most palatable, pleasant tasting lozenge, the charcoal being mixed with honey. The daily use of these lozenges will soon tell in a much improved condition of the general health, better complexion, sweeter breath and purer blood, and the beauty of it is, that no possible harm can result from their continued use, but on the contrary, great benefit. A Buffalo physician, in speaking of the benefits of charcoal, says: "I advise Stuart's Charcoal Lozenges to all patients suffering from gas in stomach and bowels, and to clear the complexion and purify the breath, mouth and throat. I also believe the liver is greatly benefited by the daily use of them; they cost but twenty-five cents a box at drug stores, and although I cannot sense a patent preparation, yet I believe I get more and better charcoal in Stuart's Charcoal Lozenges than in any of the ordinary charcoal tablets."

A QUICK CURE

For Coughs, Allen's Golden Lung Balsam

NO PAIN

Boston Painless Dentists
821 1/2 HOBBS ST.
known the world over, are the only dentists in Portland having this renowned painless system for extracting, filling, or crowning teeth without pain. Have your teeth extracted without pain and replaced with new ones the same day. All work guaranteed for ten years.

TEETH WITHOUT PAIN
A SPECIALTY

SILVER FILLINGS.....50¢
GOLD FILLINGS.....75¢ to \$1.00
\$5 TO \$10 GOLD.....\$5.00 and \$5.00
FILLINGS.....\$3.00 to \$5.00

We have a specialist in charge of each department. Best artificial teeth-makers, best crown and bridge workmen and gold fillers in the world.

CROWN AND BRIDGE WORK
A SPECIALTY.

Give us a call and you will find we do just as we advertise.

YS GOLD, SILVER AND REMARKS

Boston Painless Dentists
821 1/2 HOBBS ST.
Opp. Major Frank and Old Postoffice.
Hours—9:30 a. m. to 6 p. m. Sunday, 8:30 a. m. to 12:30 p. m.
To be sure you are in the right place come in and visit our office. Dr. E. L. Covy's tooth powder free.

A Hard Hit Ball!

in the Air or On the Ground

Can be stopped by a good man with a good glove or mit. A mit or glove of the right shape and material is what a ball player is always looking for. We have 'em! No dead ones in our stock!

We are carrying the best assorted stock of Baseball Goods on the Coast, and at the right prices.

A RUN ON BASEBALL SHOES—We are selling the regular \$3.00 shoes for \$2.50—all sizes—and the \$4.00 shoes for \$3.50—special prices to clubs.

A Complete Flannel Uniform for \$2.00
Cap, Belt, Shirt, Padded Pants and stockings—in Gray or Maroon.

We also carry a complete line of Bicycles, Bicycle Sundries, Guns, Rifles, Ammunition, Track Clothing, Supporters, Marbles, Toys, Tennis Goods, Fishing Tackle, Dog Collars, Dog Medicine and Muzzles.

The S. H. BRAINARD CO.

The Up-to-Date Sporting Goods House.

123 GRAND AVENUE

ASK FOR CATALOGUE. OPEN EVENINGS.