

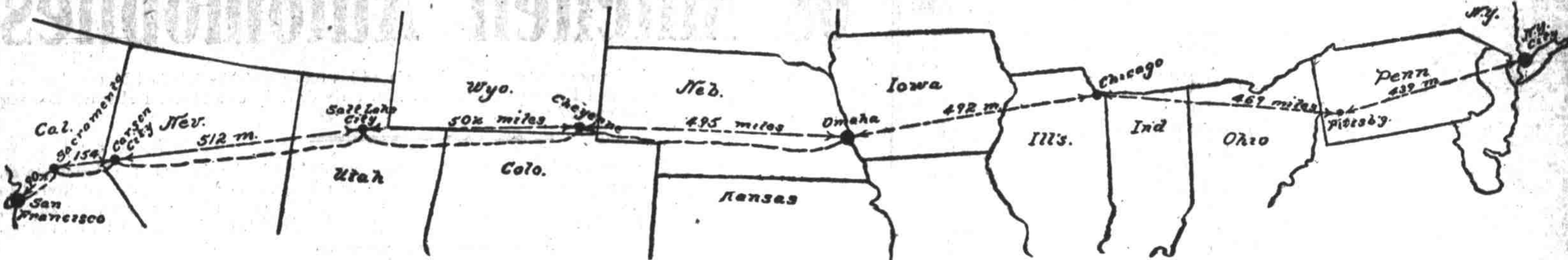


MODEL 30 TOURING CAR

# PREMIER

"The Quality Car"

## LOOK AT THE MAP



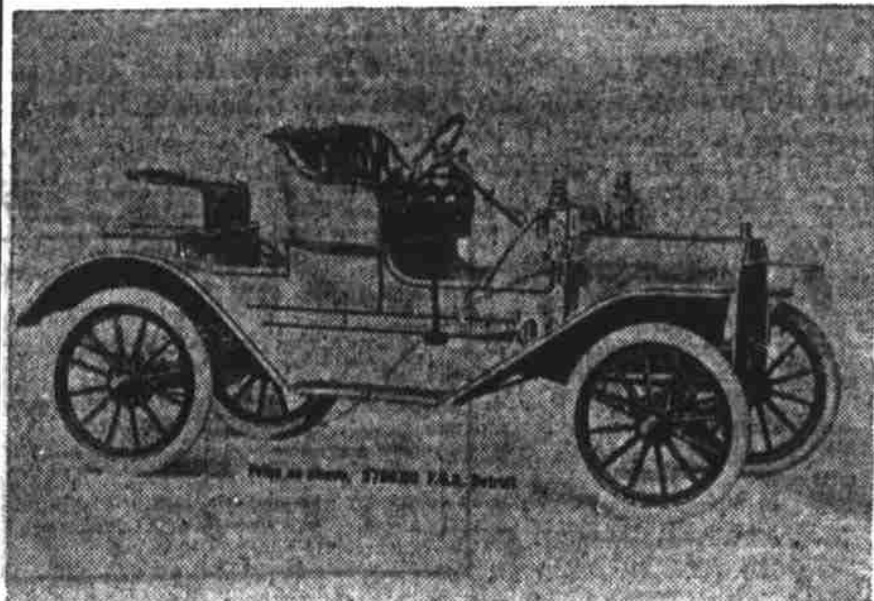
and figure the distance from New York to San Francisco and return to Omaha—4,906 miles; that is the distance a Premier car ran, with a load, under official supervision, without a stop of its motor. This is the world's record by more than 1,300 miles. Again take your map and trace the route from Cleveland to Chicago, Indianapolis, Columbus, O., Pittsburg, over the Alleghenies and Blue Ridge to Baltimore, Philadelphia and New York—1,586 miles. That is what the Premier did without an adjustment or repair, and without necessity for them, in the greatest of all Glidden Tours (1907), in which it was the only 4-cylinder contestant for that trophy, listing under \$3,500, to receive a perfect score. Finally, study a road map, count and measure the hills between Boston and New York, and ask yourself if any car could make the round trip in a day with bonnet and high gear sealed. The Premier is the only car ever to accomplish it, also breaking the road record each way.

If these remarkable results were accomplished with the 1907 car, what may not be expected of the new 1908 cars with their refinements and improvements based upon extensive experience. The value of a motor car is not determined by its list price, but by its ability to give satisfactory results in service. We want YOU to determine the REAL value of the Premier. The new 1908 models embrace high tension jump spark, and low tension make-and-break ignition with Bosch magneto; multiple disc inclosed clutch; selective type sliding gear transmission; clutch driven real axle; powerful internal and external brakes on rear wheels. Handsome, fast, powerful, quiet and comfortable, with very low cost of maintenance. Visit our store and see them, or send for new catalog.

**MODEL 30** 30-35-H. P., 4 CYLINDER, 5 PASSENGER TOURING CAR \$2,600  
 TWO OR FOUR PASSENGER ROADSTER - - \$2,600 | **MODEL 45** 45-55-H. P., 6 CYLINDER, 7 PASSENGER TOURING CAR \$3,750  
 TWO OR FOUR PASSENGER ROADSTER - - - \$3,500

All equipped with metal bodies, five handsome lamps, generator, horn, tools and tire repair kit.

### Ford Roadster \$750



15-18 H. P. Four-Cylinder Roadster, \$750 F. O. B. Factory.

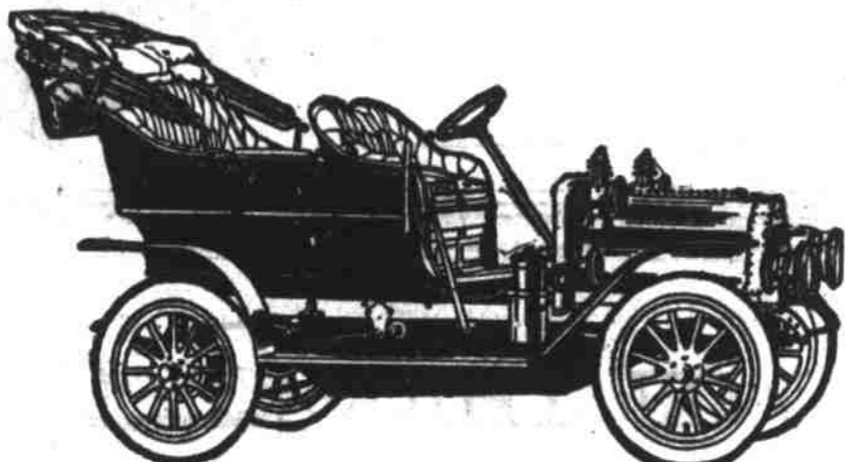
### ANOTHER FORD SENSATION

The greatest value ever offered in a Gentleman's Roadster. Carload just arrived.

# REO

20 H. P. Touring Car \$1,250—F. O. B. Factory

Why pay \$3,000 for a five-passenger car when this car will carry five passengers anywhere that any automobile will go at less than half the first cost and less than half the cost of maintenance.



20 H. P. Roadster ..... \$1,000  
 10 H. P. Runabout ..... \$ 650

**Think This Over**  
 and call and let us prove to you that it will do just this.

F. O. B. Factory  
 F. O. B. Factory

### Kisselkar \$2,000



35-40 H. P. Four-Cylinder Touring Car or Roadster, 108-inch wheel base, tonneau seats 52 inches wide, \$2,000. F. O. B. factory.

**Get a ride in this car and compare it with other cars at the same price**

REO PREMIER  
 KISSELKAR FORD

# FRED A. BENNETT

DIST. Washington, Oregon,  
 Idaho, British Columbia

495 Alder Street  
 Portland, Oregon

1409-11 Broadway  
 Seattle, Wash.

309-11 Second Ave.  
 Spokane, Wash.

### MOTERING NOTES

Motorists of Portland, Maine, are organizing a club.  
 A new auto livery company is being formed in Cleveland, with a capital of \$50,000.  
 Although Globe, Arizona, has 10,000 residents, there is not an automobile in the city.  
 One of the best methods of saving repair expenses is to pick the best road for the car.  
 The new car designed for Fire Chief Wallace of Cleveland will be equipped for carrying a life net.  
 The Automobile club of Switzerland has organized a war automobile corps, which will consist of 120 cars.  
 A single New York City motor cycle policeman recently arrested 35 chauffeurs for speeding in one day.  
 The Pittsburg Motorcycle club will hold a race meet June 6, with six events, including a one hour handicap.  
 A car recently purchased by the town of Tyne-mouth, England, can be used as an ambulance, fire apparatus or prison van.  
 The Spanish postal officials are figuring on introducing motor vehicles for delivering letters and packages in rural districts.  
 A French metallurgist has at last achieved the long sought for process of copper plating steel, protecting it from corrosion.  
 A consular report says there were about 25,000 pleasure automobiles and

1,113 commercial cars in Prussia on January 1.  
 Thirty-one different makes of cars are represented among those owned in New York City for the use of officials and departments.  
 "Black smoke" indicates too much gasoline to the amount of air in the carburettor; blue smoke indicates too much cylinder oil.  
 Judge E. H. Gary, head of the steel trust, will be elected president of the Automobile club of America at New York Tuesday night.  
 The municipal authorities of Jersey City, New Jersey, will amend their fire regulations so as to prohibit the storage of automobiles in stables.  
 The Motor club of Harrisburg is the latest acquisition of the Pennsylvania Motor federation, which is a nontrade, non-supporting organization.  
**Autos and Geography.**  
 One unique result of the New York to Paris race has been to spur school children in both America and Europe to a closer study of geography.  
 Never use emery cloth to clean the point of the spark plug or the porcelain, as it roughens it, making sputtering all the easier. Use an old tooth brush.  
 With 42 clubs as members, the New York State association of the American Automobile association is the strongest, numerically, in the country.  
 After having furnished for many years a large proportion of the steel used in automobiles built in other cities, Pittsburg at last has a factory of its own.  
 French chauffeurs have secured the promise of the minister of public works to support their bill to require every driver to be a mechanical engineer.  
 If a motor does not start by turning it over two or three times, one should be sure that the switch is on, and that

the carburettor is properly primed for starting.  
 Automobiles loom up as a strong factor in breaking strikes of drivers or teamsters, their speed and power to glide through crowds making them especially available.  
 Owing to the large number of automobiles which now frequent that city, the Toledo, Ohio, city council has adopted an entirely new set of rules designed to aid traffic.  
 Red and white, with touches of gold, enhanced at night by 10,000 electric lights, were the colors used in the Pittsburg dealers' second annual show the past week.  
 Actual test has shown that the automobile used by Fire Chief Coates of Indianapolis can be started and gotten under way quicker than a horse can be hitched.  
 The Kaiser and German empress took with them to the island of Cortu, where they are spending several weeks, six touring cars and two motor transports for baggage.  
 The management of the annual fall fair at Appleton, Wisconsin, already is making arrangements for a series of automobile races during the three days of this year's show.  
 Special care should be taken in filling grease cups to remove mud which may have splashed upon them, otherwise the grit is likely to find its way to and injure bearings.  
 Milwaukee automobilists are jubilant over the plans for the Milwaukee county park commission, which is planning to make Milwaukee a succession of parks and boulevards.  
**Injury to Auto Roads.**  
 Much time will be devoted at the international congress of highway engineers at Paris in October to discuss-

ing methods to prevent automobiles injuring macadam roads.  
 In the endurance contest to be held by the Norristown (Pennsylvania) Automobile club on April 27, no mechanical device for showing speed will be permitted on any of the machines.  
 The Automobile club of Little Rock is the first to be organized in Arkansas, while others are under way at Pine Bluff and Fort Smith, with a state association in sight.  
 President J. E. Coughlin of the Dorchester (Massachusetts) Automobile club, who recently sailed for Naples with his wife, intends visiting France in time to witness the Grand Prix.  
 New Haven auto lovers still are complimenting the promoters of the recent show there on the excellent taste displayed in using stately palm trees as the principal floor decoration.  
 The cities of Frankfurt, Wiesbaden and Hamburg have united with the Imperial Automobile club of Germany in pushing the proposed \$1,000,000 speedway or motordrome.  
 The Automobile club of Bridgeport, Connecticut, will hold its annual hill-climb on the morning of Memorial day, on Sport Hill, Easton, Connecticut, the road up which is both steep and tortuous.  
 It is now thought that either the Atlantic City or Cape May beach, in New Jersey, will be selected as the course for the annual race for the trophy offered by Sir Thomas Dewar.  
 Dr. Henry Ostrom, an evangelist, who is preaching in Philadelphia, urges motorists not to be afraid to attend church in their machines, and to use them to carry aged and infirm church-goers.  
 The Massachusetts highway commission, which has charge of the registration of motor vehicles, expects to

collect \$90,000 in license fees this year, of which nearly one half already has been received.  
 Americans who winter in Paris have adopted the fashion of breaking the season by motor trips to the Riviera, and at this season of the year many American cars are seen daily on the roads of southern France.  
 A fight for good roads has been inaugurated in Virginia by the board of directors of the Virginia Travelers' Protective association, representing nearly 3,500 traveling men, wholesalers and manufacturers.  
**New Automobile Laws.**  
 The Minneapolis Automobile club has persuaded the city council to agree to repeal all of the existing municipal motor vehicle regulations, in return for which the club's attorney is to furnish a draft of a proposed new ordinance.  
 As an instance of the desire of the municipal authorities of European resorts to cater to the pleasures of tourists, the council of Nice recently imposed a principal street and coated it with a dust preventive to attract motorists to the city.  
 The Chicago Motor club, the youngest organization of autoists in that city, has begun injunction proceedings to prevent the enforcement on May 1 of the wheel tax, which inflicts upon motor-driven vehicles double the tax imposed on horse-drawn ones.  
 A Paris court has sentenced to six months' imprisonment the chauffeur who fatally injured Mme. Lamber, wife of the architect of Versailles palace, and has ordered the owner of the car to pay the widower an annuity of \$440 during the remainder of his life.  
 In the Wisconsin city made famous by beer they have this most superb-

ous way of announcing that a motorist has been fined for exceeding the speed limit: "John Heber has joined Judge Neelen's 1908 auto club, and has paid his initiation fee of \$10 and costs."  
 Alexander S. Revall of Chicago, who is at the head of the commission in charge of the erection at Paris of the statue of Lafayette, paid for by American school children, is touring Italy in his car with Mrs. Revall while awaiting the time for the official dedication of the statue.  
 Explosions in the muffler of a multi-cylinder car are caused by the cylinders firing irregularly. The unexploded charge passes through the exhaust pipe into the muffler and is ignited there by the heat of the next explosion. Very often a poor spark caused by a weak storage battery is the cause of the trouble.  
 New Jersey reaped \$85,694 from motorists in 1907, \$80,064 from 17,519 registration certificates and 18,085 drivers' licenses, and \$5,640 from fines for law fractures. All this money was used for road improvement, the cost of maintaining the department of motor vehicles, \$12,373, being borne by the state department.  
 George W. Cooley, engineer and secretary of the Minnesota state highway commission, is working on a unique experiment with sand roads. He has planted clover in the road and along the sides. When it attains a good growth he will cut it and mix it in the sand of the roadway. In this manner he hopes to so change the nature of the soil as to make it good for road-building.  
 It is estimated that South America furnishes about 85 per cent of the world's supply of India rubber.

### OREGONIANS OWN 250 MOTOR CYCLES

Portland Has Club Which Takes Cheap Run to Capital City.

That the motorcycle is rapidly coming into favor as a mode of conveyance is shown in the large number of machines owned in the state, there being in the neighborhood of 250. From orders received by local dealers there is every possibility of this number being sent up to 350 before the year is over.  
 The latest thing in motoring is the Motorcycle club, which has been informally organized by 30 or 40 Portland riders. The first run of the club was to Salem last Sunday. The riders left the Rose City at 6 o'clock, lunched in the capital and returned in the afternoon. The 156 miles was covered at slight expense, the greatest amount of gasoline used by any one machine being less than two gallons. The cost of the gasoline was about 25 cents.  
 While machines throughout the state range from two to five horsepower, the high-powered machines are most popular.