

NEWS of the AUTO WORLD

GOSSIP GLEANED FROM AUTO ROW

Portland Dealers Find Business Brisk in All Sorts of Machines.

Los Angeles promoters say that with the Twitchell air gauge tires can be kept inflated at a proper pressure and that much of the money hitherto spent on tires and rims can now be saved to the owner of a machine should he possess one of these machines and use it properly. The gauge when not in use looks very much like the handle of a safety razor and is very easily carried.

The W. D. Newerly Rubber company is arranging to put the little gauge on the market but as yet no firm is handling it in Portland. Their use has become quite general in Los Angeles and southern California, but as yet has not extended north of San Francisco. They will soon be in use here, however.

A Stearns racer made a speed of 35 miles an hour up the famous Grand avenue hill in Los Angeles in a hill climbing contest for speed the other day and established a new record for the run. The big machine made eight miles an hour more than did its nearest competitor, a White Steamer. The hill is very much like the Ford street hill here, and the owners and dealers in cars at Los Angeles use it as a place for testing their cars.

E. E. Cohen, the agent for the Maxwell machines in Portland, has completed arrangements for exhibiting five machines in the coming auto show. He will have a Maxwell, Jr., of 2-cylinder 10-horsepower, a Maxwell model E D, 2-cylinder 14-horsepower runabout, two touring cars of 30 and 40 horsepower each and a 20-horsepower roadster. He is planning to make the Maxwell exhibit one of the finest at the show.

The Chalmers-Detroit car has enjoyed a wonderful sale in Portland. The H. L. Keats Automobile company ordered 125 cars of this make and have all but 15 of them sold. The larger part of those sold are already delivered.

Stell W. Conklin, sales manager of the Packard factory, was in Portland last week and reported a great sale of his machines in the United States. Only 75 cars of that make are on sale in the country today, all the rest of the year's output having been disposed of.

Two Buicks and a Pope-Hartford were sold by the Keats Auto company this week. The Buicks went to C. S. Morse and Charles B. Durbin and the Pope-Hartford to George P. Brice.

E. W. Reader and W. L. Crowe have purchased Ford and Oldsmobile runabouts, respectively, from the Portland Auto Commission house.

The Portland Motor Car company plans to exhibit two models of its Peerless cars at the coming show. The Peerless touring car and the Peerless Chausse will be the types shown.

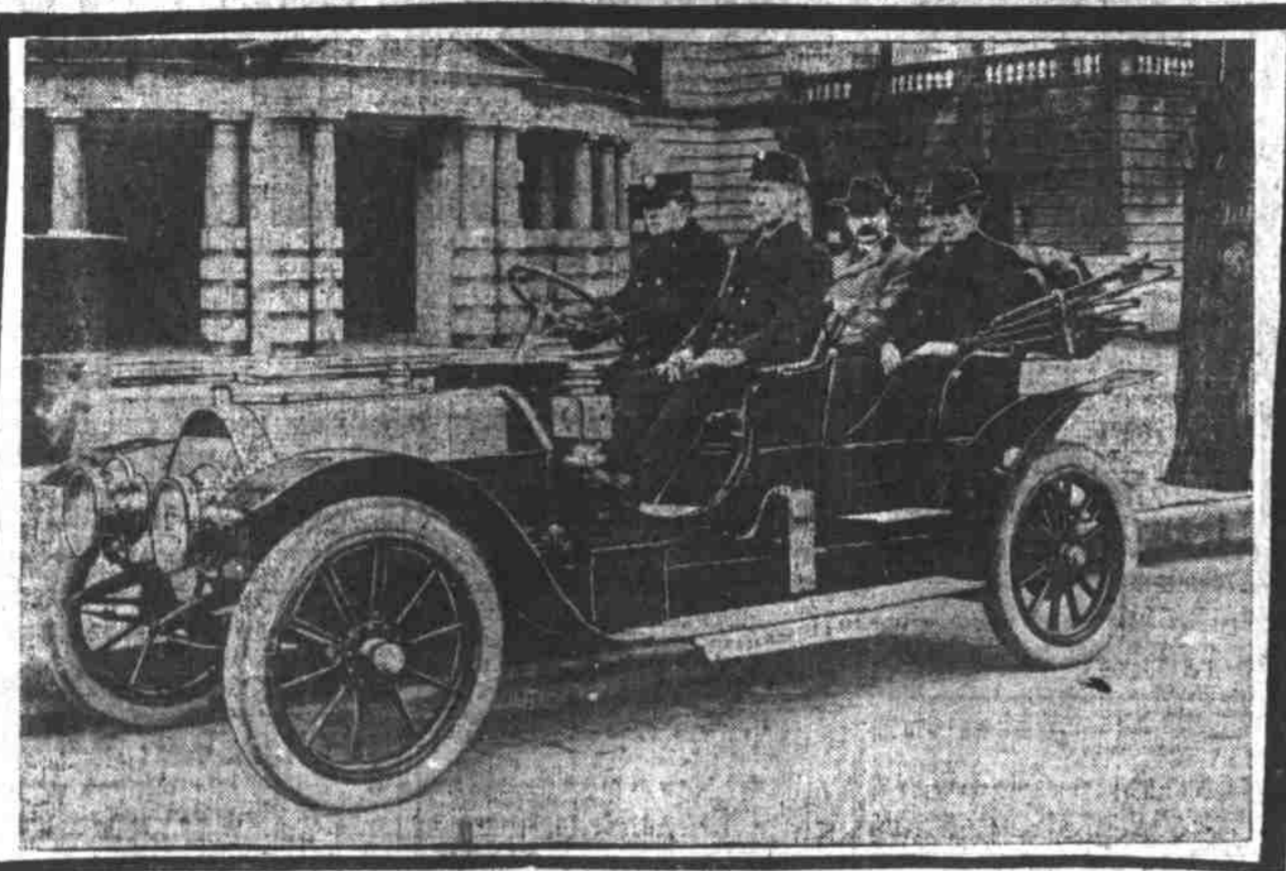
E. E. Cohen received two Maxwell Juniors this week and they are on show at his show rooms, Fifteenth and Alder. They are of a bright red color and very catchy.

Same Old Style of Cooking.

From the New York Times.
Professor Snags — Strange there's been no improvement made in cooking in the last 2000 years. Now, down at my boarding house this morning I had a steak broiled in the regular Pompeian style.

Hoggs—Pompeian style? How do you mean?
Professor Snags—Why, scorched to a cinder on one side and covered with ashes on the other.

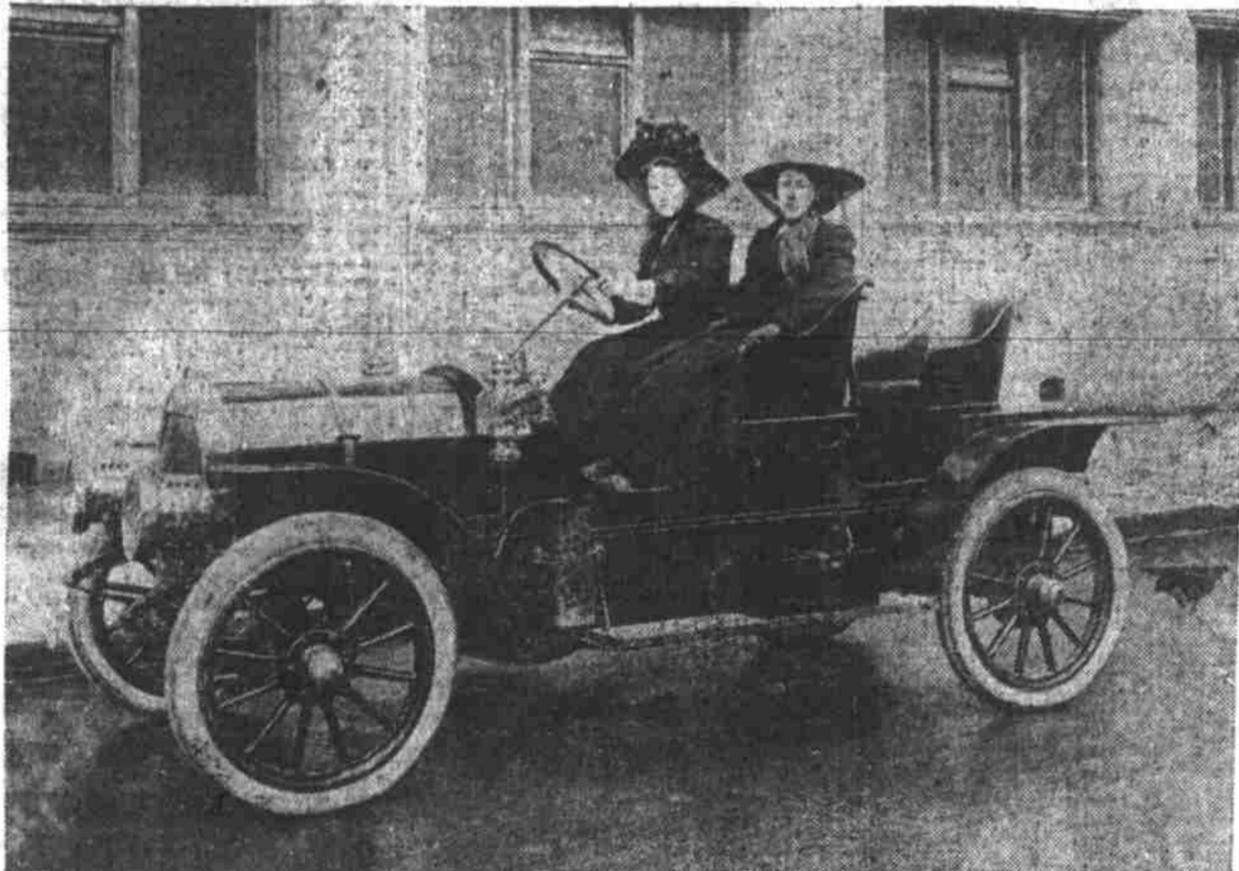
FIRE DEPARTMENT'S NEW AUTOMOBILE



The new six cylinder Pierce-Arrow automobile which Fire Chief Campbell and the fire committee of the executive board are testing. If it is found to be satisfactory the machine will be purchased for the fire department. The price is \$3600.

P. E. Sullivan and John Montag are seated behind Chief Campbell, who occupies the seat next the driver. The party had just started on an extensive road tour when The Journal photographer hailed them and took the picture.

1909 MODEL AUBURN CAR



Trim Looking Machine Handled Locally by the Idanha Motor Car Company, Seventh and Couch Streets.

LONG AUTO RACE OVER CONTINENT

Seattle, Feb. 20.—Upon the initiative of M. Robert Guggenheim and under the management of the Automobile club of Seattle, a New York to Seattle automobile endurance race, for all cars, will take place early in the coming summer. The start will be made from a point in New York city yet to be named and the finish will be in the stadium of the Alaska-Yukon-Pacific exposition in Seattle.

Mr. Guggenheim will offer a trophy valued at not less than \$2000 and not less than \$5000 in cash prizes, and so far has he proceeded with plans for the big transcontinental event, that he can already assure the participation of 20 cars, some of them of foreign make. The expense of the race, which is estimated at \$10,000, will be borne by the Automobile club and Mr. Guggenheim and it is planned to make elaborate preparations. Maps of most feasible routes will be prepared and an advance agent will be sent over all of them to arrange for the suspension of speed laws in the counties and cities through which the route will be made.

Vanderbilt to Start.
William K. Vanderbilt, donor of the Vanderbilt cup, will be the starter at the New York end and Mr. Guggenheim has been invited by the club to act in the capacity of referee. A Pacific coast advisory committee will also be appointed.

The cash prizes will be divided, \$2000 to the winning car, \$1500 to the second car, \$1000 to the third car, \$500 to the fourth car, and \$500 to the fifth car. The trophy will also go to the winning car and in order that it may be altogether in keeping with the event a prize of \$250 has been offered for the best design to be submitted by artists of the northwest.

It is planned that the race shall start about May 15 in order that the finish may take place as close as possible to the opening day of the Alaska-Yukon-Pacific exposition, which is June 1. Committees are now busy with the details and rules of entry and all else will shortly be announced.

FASTEST WOMAN DRIVER



Mrs. Joan Newton Cuneo of New York, who will compete against the best male auto drivers in the world at the Mardi Gras carnival automobile races this week. She is considered the best woman driver in the world.

INCOMPETENT DRIVER CAUSE OF MANY FAULTS

Charles D. Smith has the following to say about incompetent chauffeurs in the Horseless Age:
"Let me caution the man who hires a low salaried chauffeur. The cheap

Archer, Combs & Winters Co.
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BALLOU & WRIGHT Morgan & Wright and Goodrich Tires
AUTOMOBILE SUPPLIES 66 SIXTH STREET
Main 1534, A-1834

Belmore, MacDougall, Moores Co.
AUTO REPAIRING AND REBUILDING — GLASS FRONTS A SPECIALTY
GARAGE, CORNER SEVENTEENTH AND ALDER.

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Corner Seventh and Burnside, Portland, Or.
Phone Main 5368

Chalmers Detroit H. L. Keats Auto Co.
Cor. 7th & Burnside, Portland, Or.
Phone Main 5266.

Cadillac Covey Motor Car Co.
SEVENTH AND COUCH
Main 6470 A 4587

"Firestone" TIRES
Vulcanizing & Retreading R. E. BLODGETT, 510 Alder St. Main 7005

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Corner Seventh and Burnside, Portland, Or.
Phone Main 5368

Peerless PORTLAND MOTOR CAR CO.
326 Alder Street, Near 16th
Motor Cars A-4944. Phones: Main 2583

PIERCE
COVEY MOTOR CAR COMPANY, SEVENTH AND COUCH.

Pope Hartford H. L. Keats Auto Co.
Corner Seventh and Burnside, Portland, Or. Phone Main 5363

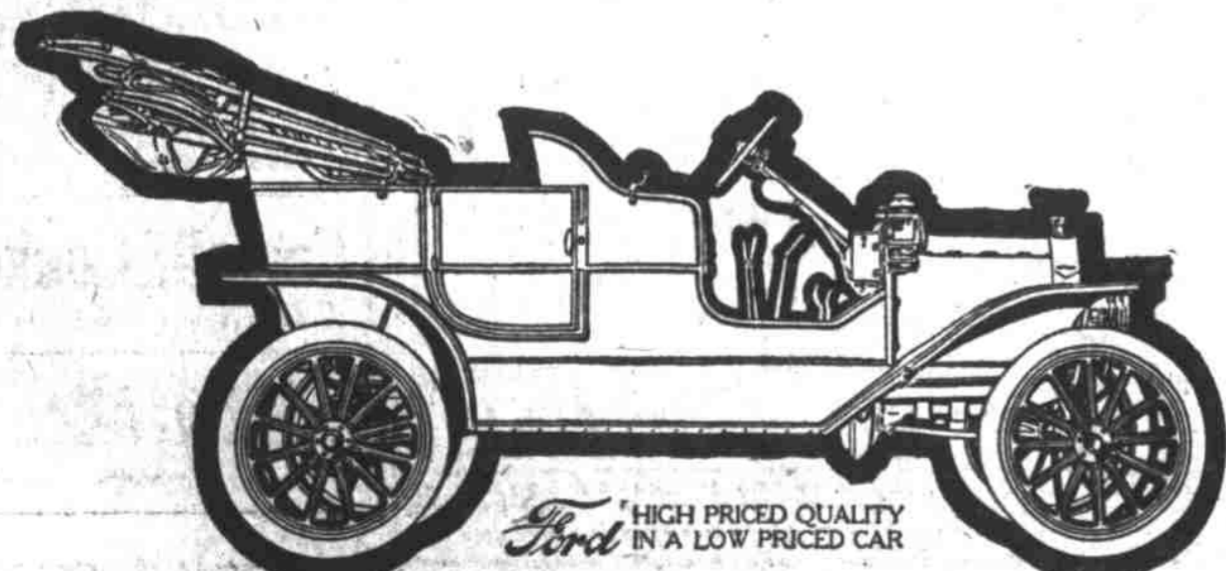
THOMAS H. L. KEATS AUTO CO.
Corner Seventh and Burnside, Portland, Or.
Phone Main 5368

STUDEBAKER Gasoline, Electric
330 E. Morrison St. Portland
308 First Avenue So. Seattle

THE AUBURN IDANHA MOTOR CAR COMPANY
Seventh and Couch, Portland, Ore.

Maxwell AGENCY
526 ALDER ST.
E. E. COHEN-MGR.

--'09 FORD



\$950.00, with five lamps
Think of It--

A four-cylinder 20-24 H. P. roomy, powerful five-passenger. Touring Car, with magneto of superior design, a commodious family car, backed by the guarantee of the financially strongest company in the business. And don't forget the price—\$950, complete with lamps, Portland delivery. See us at once. We have 40 Fords for this market. These cars cannot all be shipped at once, therefore an early order means an early delivery. This same car is sold in a Runabout. No business man can afford to be without one.

THE FORD AGENCY
86 TENTH ST., BET. STARK AND BURNSIDE, PORTLAND, OREGON

SUMMER TIRES NO GOOD FOR WINTER

J. D. Anderson, president of the Hartford Rubber Works company says that the time has now come when automobiles, like men and women, must be shod for the season; that the kind of tires most desirable for summer are not best for winter.

"All kinds of devices," says Mr. Anderson, "were put through their paces by our experimenting department, but we found only one successful device that meets all requirements and that is the Hartford Midgley tread tire. This tire has four coils of heavy steel piano wire incorporated right into the tread itself, so that while the resiliency of the tire itself is not interfered with, the metal comes into contact with the pavement, thereby insuring against the dangerous 'skid' or sideways slip at the same time affording the car protection."

Speakers of the tire situation, generally, Mr. Anderson says that "never in the history of the automobile has the demand for tires been as great. It is something wonderful. In our own case, our business has increased double, triple and quadruple even within the last 12 months."

The Cover That Protects Your Tire



A tire protection which saves you money, time, worry and work.
Proof against punctures, rim cuts and skidding.

For further information see
U-NEED-A
Leather Tire Cover Co.
75 NORTH SIXTH ST.
Phone Main 4497 for Representatives.

According to Advertisements

Everybody makes Better Automobiles than everybody else, and there aren't any poor ones. But some of us Know Better than that. Where there is such a Divergence of Opinion, the buyer must follow the advice given to patients when doctors disagree: "Brace Up and Decide for Yourself."
DECIDING FOR YOURSELF is easy after you have taken a look at our many different styles and models—let's see, there are about 25 in all. Enough to please the most fastidious. High-powered Touring Cars and Roadsters, Electrics, both Pleasure and Business, and full value for the money in the E. M. F. THIRTY. You are neglecting your own interests if you purchase a car without riding in a STUDEBAKER.
JUST A FEW of those new and slightly used cars left. Bargains while they last. And don't forget this—that the name STUDEBAKER stands for excellence, no matter what it is stamped on. "EVERYTHING FOR EVERYBODY."

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