

INTEREST IN LINCOLN HIGHWAY NOT ONLY GREAT BUT GENERAL

Contributions Received Represent All Parts of Country and Many Industries.

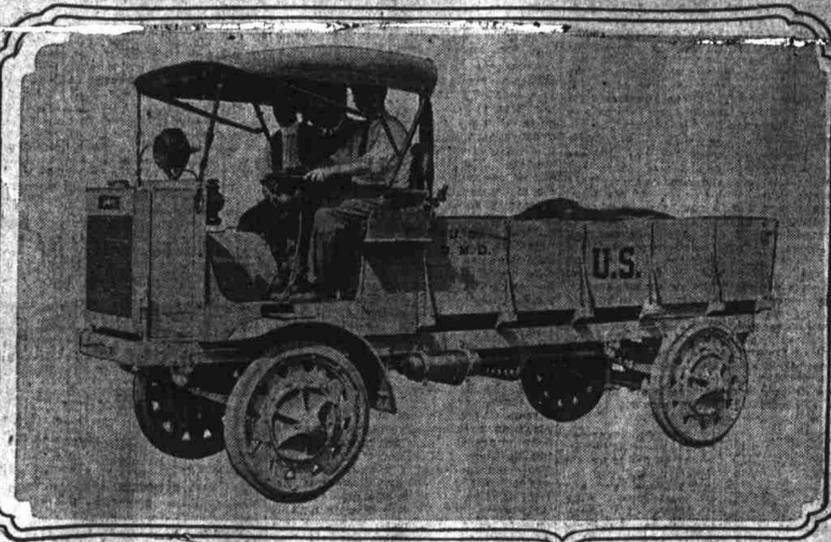
Detroit, Mich., Oct. 17.—The response by the large business and financial interests to the recent appeal of the Lincoln Highway association for funds with which to build a transcontinental highway has been most gratifying.

Subscriptions Widely Spread. Subscriptions have come from many representative men all over the country. For instance, the bankers are represented by such men as James G. Cannon, president of the Fourth National Bank, New York.

While the route has been announced, the actual work of construction of the highway will not be started, so far as this association is concerned, until the \$10,000,000 which is required has been pledged.

We have been given much of our support by the automobile companies and their allied industries. The cement interests have pledged of their product to an amount which aggregates about \$2,000,000.

GOVERNMENT ADOPTS TRUCKS WITH FOUR WHEEL DRIVE AS BEST FOR ARMY USE



Jeffery truck, which is first of four to be delivered to United States quartermaster's department.

The first of the new four-wheel drive trucks recently purchased by the United States has been delivered. It is claimed that, on account of this truck driving on all four wheels, it is of greater value for army use, as it gets better traction.

This four-wheel drive idea was tried out in Portland two years ago, when William McCloud had a four-wheel drive truck built and exhibited on the local streets. Just what went with the company organized to build the trucks is not known.

A one hundred mile test of the new quadruple truck, built by the Jeffery company, for the quartermaster corps, United States army, has just been completed, and the first truck of this new and interesting design is now in service with the troops on the Mexican border.

No adjustments were made, and the hood was not raised during the entire run. The truck has been adopted in the military service with the expectation that it will be able to carry an equal load and travel anywhere that a four-mule team can go.

The truck drives, steers and brakes on all four wheels. It climbs over an obstacle instead of pushing the front wheels over. It will leave the road and travel over plowed fields, and will pull up a 55 per cent grade.

The differential works on the wheel that has traction. This makes it possible to get traction on any one of the four wheels if difficulty is encountered in mud, or if any one wheel slips on ice.

Mr. Keats said, "that more than 200,000 cars will be made and sold in this country in 1914, the prospective buyers who are expecting lower prices, and await the coming of the 'perfect car' will never be automobile owners. They can, however, get more real car value for their money today than ever before."

At the close of business Tuesday, September 30, the Cadillac Motor Car company had manufactured and shipped 2778 of their 1914 models. This is four times as many models as were manufactured and shipped during the similar early period of the 1913 season.

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AMATEURISM IS REAL FOUNDATION OF SPORT Effort to Mix Auto Racing and Industry Only Another Proof of Old Truth.

Abandonment of the Vanderbilt and Grand Prix races by the Savannah Automobile club, for the same reason that caused the abandonment of so many other events—failure to attract a sufficient number of entries—has caused the president of that Georgia organization to declare that automobile sport has become "commercialized."

It can never become a racing and other form of sport, and business remains together for any considerable period of time. Sport is foreign to industry.

AUTO DEALER TELLS OF DAY WHEN CARS WERE TAKEN AS JOKE

Thirteen Years Ago America Had Never Had Show; 15 Miles an Hour Wonderful.



Harry Keats.

There is only one Harry Keats in Portland. Everybody who has been here any length of time knows this happy round personage, who directs the destiny of the Chalmers output in the northwest.

Before entering the automobile business, Mr. Keats was a bicycle man. Those were the days, however, when it was not fashionable for men entering the field of fortune to carry extra poundage.

"Thirteen years ago the man who seriously talked of the automobile as a practical thing was laughed at. At that time 15 miles an hour was considered a wonderful performance, but today motor cars have averaged 140 miles an hour on the Daytona beach course."

"Today we have over 800 automobile makers where we had about 24 thirteen years ago. Not more than \$2,000,000 worth of cars were sold then, whereas a conservative estimate places the sales for 1914 at \$200,000,000."

While it is safe to predict, Mr. Keats stated that while 75 per cent of all sales are actuated by pleasure, the owners soon find they can combine both pleasure and business. The farmer, rural mail carrier, country doctor, real estate agent and other business men in small cities realize that the motor car is a labor and time saving investment.

YEAR 1914 EXPECTED TO EXCEL ALL OTHERS

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YOUNG BENEDICT NOT BIT SHY ABOUT MATCH

"Chet" Moores, Automobile Man, Faces Alter With Unusual Courage.

The Moores Motor Car company recently received an additional member of importance among the company's officials, when Chester Moores, the younger of the two brothers who handle the Stearns-Knight car for Oregon, took unto himself a bride in the person of Miss Luene Moreland, the daughter of Judge Moreland of Salem.

The wedding really spelled the unifying of two of the oldest families in Salem. C. E. Moores, the bridegroom's father, is now residing in Portland. He was a pioneer of Salem and had lived there since coming west until quite recent times.

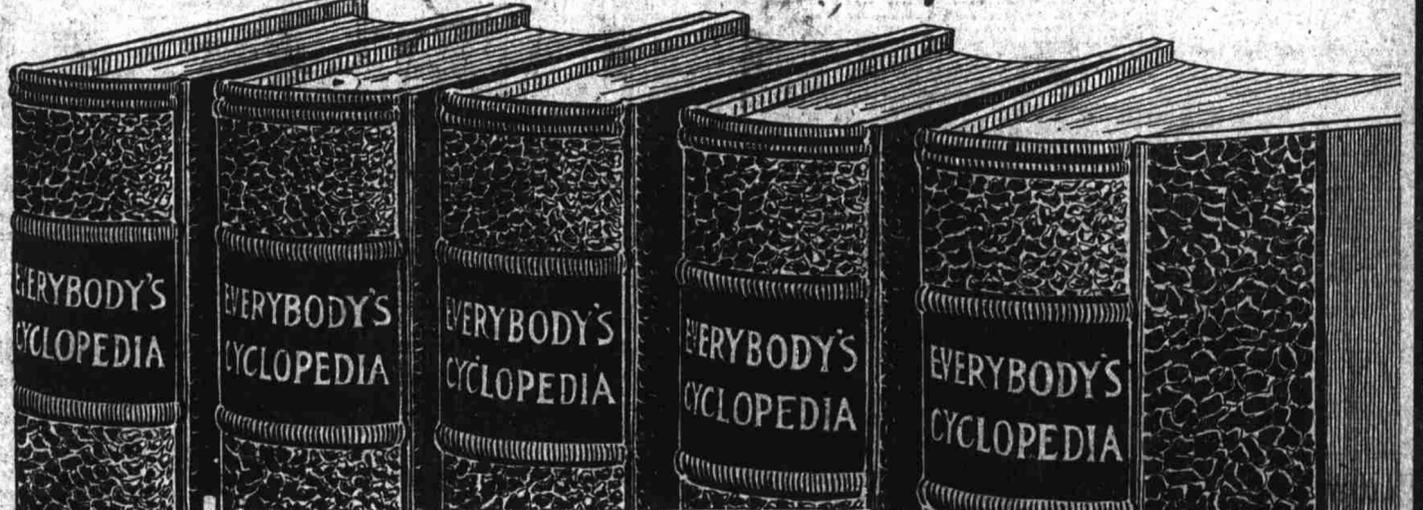
Chester Moores or "Chet" as he is known to his friends, is one of the most popular men in automobile row, and he was the subject of no end of good-natured chaff when his wedding was first announced. People were really surprised at the very matter of fact way in which he prepared for his wedding.

Whenever any one started to say to him, "Well, don't you feel excited about it? Getting kind of nervous?" all the young benedict would say was, "Why should I worry? She's so much better than I am and she's had every opportunity of knowing all about me, seeing that we were playmates together ever so long ago, that I know what a wise step I'm taking and if she's satisfied with me for her husband, I'm the one to be congratulated on my luck."

For fastidious stenographers a perfume preparation for cleaning typewriter type has been invented.

WANTED! NO. 1 OLD AUTO TIRES—75c per lb. delivered. NO. 2 OLD AUTO TIRES—5c per lb. INNER TUBES from 14c to 25c per lb. Nothing too large or too small to handle. A phone call will bring a representative—call Main 5198. J. LEVE Wholesale Dealer in Scrap Rubber Metal and Cast Iron. Office and Metal Warehouse 186 Columbia St. Rubber Warehouse 307 Front St. IRON YARDS, S. E. CORNER WATER AND MILL STS.

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