

SUBSIDY FOR AUTO TRUCKS SHOULD BE GIVEN IS CONTENDED

Modern Warfare Demands Motor Equipment for Purposes of Transporting.

ANIMALS ARE TOO COSTLY

Leaving Out Question of Speed, Cost of Feed Would Be Prohibitive.

What would Uncle Sam do if an unkind fate should suddenly plunge the United States into a war with either of the allied forces in the present European and Asiatic strifes? Naturally, an army would have to be raised. Assume it to consist of 2,340,000 men; not all at once of course, but eventually. The mustering in, organizing, clothing, equipping and training of this enormous force would be a tremendous undertaking. But certainly not the least among the problems to be solved would be that of transportation. A force of 2,340,000 men would require approximately 87,248 wagons and ambulances. Most of these would have to be acquired after war started. An invading army would bring along its own transport wagons. And in view of the wonderful mobility afforded by the motor truck in the present war in Europe, it is practically a foregone conclusion that the invaders' transport wagons would be largely of the self-propelled type. To match such an army in mobility Uncle Sam would have to do likewise. In one respect he would be fortunate—there are 17,000 trucks of 1 1/2 tons capacity, 10,000 two ton trucks and 12,000 three ton trucks for him to pick from. These are the trucks available for army work that are already in commercial service in the United States. But they are not enough. To fall back upon mules would be costly and perhaps disastrous. Look at the figures! For 87,248 wagons and ambulances, no less than 357,744 mules would be needed. These animals with their vehicles would need 730 miles of road space. They would eat over 600,000 pounds of hay a day, and about 3,240,000 pounds of grain. This forage alone would occupy over half a million cubic feet—for one day's ration—and the feed bill would total about \$83,000 a day, which is \$2,500,000 a month, or about \$30,000,000 a year! Surely, then, it would have to be motor trucks. But where would they come from? The 29,000 trucks of suitable load carrying capacity would just about fill one-half the bill. In order to insure the type of machine it needs, the war department should encourage commercial owners of motor trucks to adapt their requirements to those of the army. In other words, the United States should insure for itself a supply of motor trucks by adopting a subvention plan for army type motor trucks. There is nothing new or radical in this. France appropriated \$375,000 for subsidizing army type motor trucks away back in 1903, which is very old history in the motor truck business. That was only a small beginning, but it showed the other nations the way for Germany, Russia, Italy, Austria, and even conservative England followed suit. France has had a longer experience in this kind of thing than any other nation, having started her army motor truck trials, in conjunction with the Automobile Club of France, in 1906. It

Speed Kings in An Exciting Duel

Bob Burman and Barney Oldfield Attacking Father Time at Every Chance They Get.

Bob Burman, the speed king, and Barney Oldfield, who held the title for years, have engaged in a record duel and both are attacking old Father Time at every opportunity. Burman with the Peugeot, and Oldfield with the Christie front-drive car, his Fiat Cyclone or the Mercer. Records never thought possible of breaking to any great extent are falling regularly, and an indication of the great speed that is being made is obtainable from the record figures of Barney at St. Louis September 29. The speed merchant made the mile in :44, two miles in 1:27 and five miles in 3:40 1/2. Burman, in his battle for records, lowered the 15 miles to 21:35, the 20 miles to 17:10 at Springfield, September 19, and on September 12 he annexed the 15 mile mark with a record of 12:47, a considerable cut from 13:30, the old figure.

took France three years to decide on making subvention appropriations, and four years longer were necessary (1909-1913) to determine the ideal kind of truck for army service. The use of motor trucks in war are many and various. France is provisioning her army by the aid of hundreds of trucks. Germany is exciting the admiration of the military world by the wonderful mobility of her troops—due to her motor transport. England continually is strengthening the weak spots in her expeditionary force by raising reinforcements to the front by motor vehicles. Austria, Russia and Belgium are all using power wagons to advantage. Among the most important uses for motor vehicles are: Transporting the wounded from the firing line to the field hospitals; generating electricity for searchlights, wireless instruments, cooking, etc.; carrying ammunition, field guns and other supplies to the firing line; transporting aeroplanes, dirigibles, captive balloons, aerial observation ladders, wireless outfits, searchlights, portable workshops, spare parts for all kinds of machines and apparatus used in war; carrying fodder for horses and water for men and animals.

Motor cars and motorcycles are invaluable for the use of the general staff in inspection purposes, or for transporting messages when field telegraphs and telephones are not available. They are also especially useful for scouting purposes. Armored motor trucks, provided with quick firing guns or with loopholes for sharpshooters, or both, are available for dispersing advance guards and cavalry that are out on scout duty or masking the activities of a larger body of troops.

Gasoline and oil are plentiful and cheap. A motor truck can carry enough of them for a 100 mile run or more. But with horses and mules one-half of their effective load is their own fodder. Apart from the mobility and strategic advantages of the motor truck in war, there is the economic side. Great Britain spent \$175,000,000 for "re-mounts" alone in her little scrap with the Dutch Boers in South Africa. Surely, then, it is good business for Uncle Sam to appropriate one three-hundredth of that sum to insure a substantial nucleus for a modern army transport system.

Quite a Depression.
From Judge.
Mr. Skids—I want you to be as economical as possible, my dear. Times are very dull, and I want to continue to be able to look the world in the face. Greedy Skids—I should say they were dull, when the only way a man can look the world in the face is to let his wife go around without any clothes.

Automobile Show Will Be Conducted During February

Annual Exhibit Promises to Eclipse Those Held in Previous Years Here.

At a meeting of the Portland Automobile Trade association held last week it was decided to hold the annual automobile show for 1915 during the month of February. The final arrangements and the appointing of a committee to handle the business affairs of the show were not settled at the meeting. Bert Roberts, manager of the Winton branch in this city, and president of the trade association, is very enthusiastic over the prospects for the best automobile show ever held in Portland on account of the many new and big class automobiles that are being announced by dealers for the 1915 season.

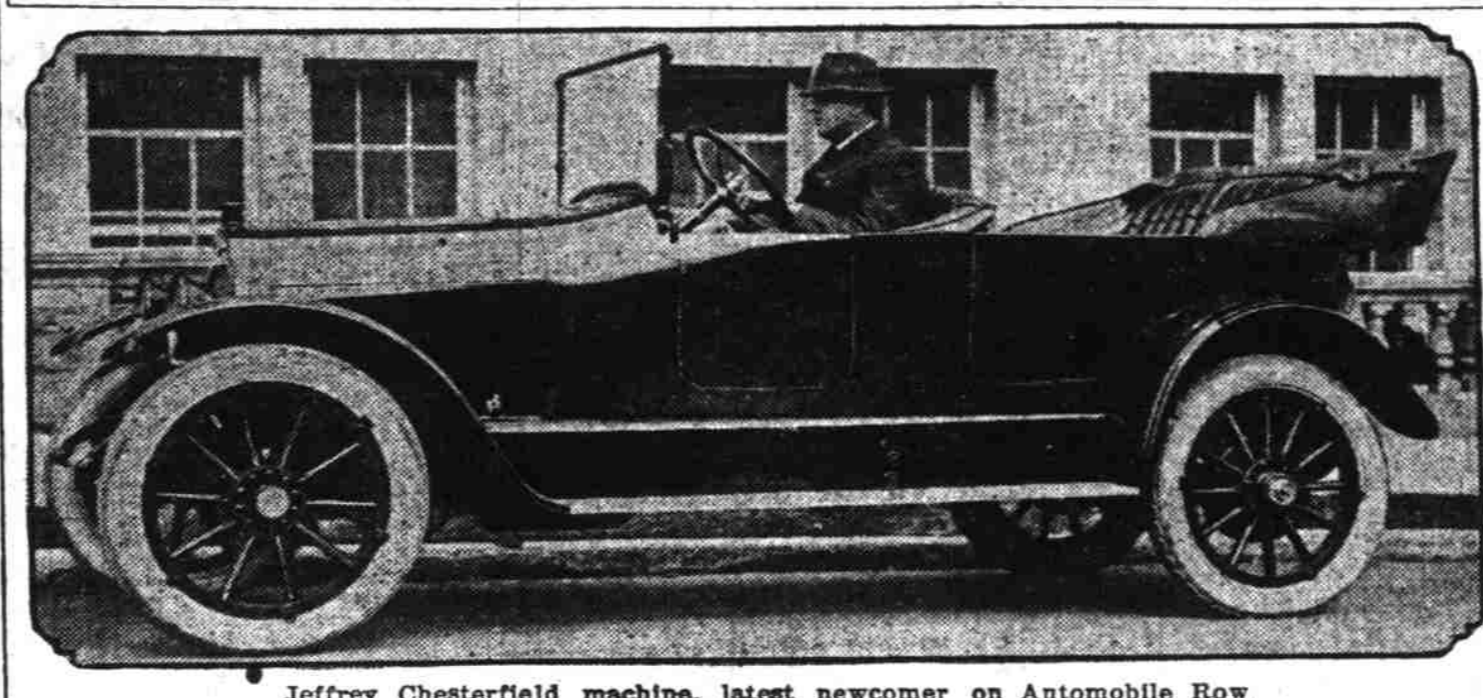
Last year when the automobile show was first proposed, every effort was made to secure the new ice skating rink for the exhibition. This building will be completed in plenty of time for a show this season, but it is doubted if the management of the rink will close skating and allow the automobilists to use the building. In that case it is more than likely that the Army, the same building that was used last year, will be used again this season. It has also been suggested by a few of the dealers that only pleasure vehicles will be shown during the 1915 show. Portland dealers gave the people of the northwest a most creditable show last year, and those at the helm of the proposed proposition this season may the 1915 show will be a much finer display than last year.

FRIENDLY COUNSEL FROM DEALER WOULD SAVE BUYER TROUBLE

Advice on What and Where to Look for Difficulties Would Save Annoyances.

A few friendly suggestions were recently given the purchaser of a Chalmers Little Six by H. L. Keats, northwest distributor for the line, regarding the care of his car. "Time and again," said Keats, "an automobile owner is heard to remark, the gasoline and oil bill is inconsequential when compared with the other expenses of a car. That may be very true if the car is compared with tires and overhauling when the car is driven by a careless person. "On the other hand, the gasoline and oil bill is quite an item to be considered especially now that the government is about to place a war tax on gasoline, and no right minded man would deliberately purchase a car that consumed twice as much oil and gasoline as another equally good car. "Economy along that line is accomplished by an efficient engine and car plus an efficient driver. The fewer parts there are to operate, and the easier they operate, the less power is needed. In other words, you do not want a large complicated motor which

ARRIVAL OF NEW "SIX" WAS AWAITED WITH MUCH INTEREST IN PORTLAND



Jeffrey Chesterfield machine, latest newcomer on Automobile Row. Due to the prominence of Frank C. Riggs in the automobile industry of the state of Oregon, a great many people have awaited with interest the arrival of the Jeffrey Chesterfield Six shown above. The new car arrived in

Portland the first part of last week and has been continually admired and praised by the many who have seen it. The car in itself has design and style that distinguish it in any company. For instance, good off is an economy. When a knock is perceptible in the motor, eradicate it at once or it will do more harm as it gets worse. "Overhauling bills may also be cut down by using ordinary horse sense."

Motors Much Like Suits of Clothing

Once in a while man gets one he fancies, and then he uses it on every possible occasion. Some automobiles are made to sell, others to enjoy for the moment, and still others to grow old with. Motor cars are much like suits of clothes—a man gets one, he wears it awhile, and then casts it aside for something new. He gets another. Somehow he feels easy in it, it sort of fits him all over. He wears it as long as he can that season, and instead of throwing it away, or selling it to the second-hand man, hangs it in his closet. Although it may be out of style, and it shows the wear it has had, he does it whenever there is opportunity. Some kinds of motor cars are like that, their owners drive them year after year, no matter what attractive new models may be brought out.

dollars in repair bills will be saved. "Shift gears when necessary. Don't try to make the hills on high. The lower gears are placed in an automobile for a purpose and should be used. Don't wait until you get within a few feet of your destination and then look your brakes. Anticipate the little things in driving a car and it will last just twice as long and save you much trouble and money. "If the motor car dealer would always give the purchaser of a machine a little good advice in regard to handling the car when it is first purchased, many of the owners that come to our salesmen every day for information would be saved their trouble."

LAW ENFORCEMENT ALL THAT IS NEEDED

Present Traffic Laws Good Enough if They Were but Properly Enforced.

Why all this talk of changing the existing traffic regulations? Portland at the present time has as good if not better traffic regulations than any Pacific coast city. If the present laws are properly enforced by officers there would be very little agitation regarding new ordinances. Every day trucks and touring cars may be seen racing up and down the streets, breaking the present speed limit. Saturday morning a truck was driven past the corner of Broadway and Morrison streets at a speed in excess of 50 miles an hour. Another machine, carrying license No. 16120, was driven down Salmon street at a speed estimated at more than 35 miles an hour. Let the policemen of Portland enforce the present laws and there will be no necessity of passing new ones every few months, which simply further confuse the public.

An electric heater for bath tubs that is said to heat a gallon of water a minute has its heating elements radiating from a central hub, like the spokes of a wheel.



September Was the Biggest Month in the History Of The Studebaker Corporation

In point of sales, in number of Studebakers actually sold and delivered, not only was last month the biggest September, but the biggest individual month in all the sixty-two years of Studebaker business. Isn't it remarkable that this should be true just at this time!

Studebaker Business for September, 1914, (Automobile Division only) Sales of "SIXES" and "FOURS"—\$4,277,797.92

Studebaker Actual Percentage of Gains in Sales for September 1914, over September, 1913 List

Atlanta	245 Per Cent Gain	Minneapolis	270 Per Cent Gain
Boston	222 " " "	New York	77 " " "
Chicago	322 " " "	Omaha	520 " " "
Dallas	268 " " "	Philadelphia	752 " " "
Detroit	114 " " "	Portland	251 " " "
Kansas City	508 " " "	St Louis	49 " " "
Los Angeles	71 " " "	San Francisco	107 " " "

Total Average Gain 232 Per Cent

N. B.—These are merely Branch Sales and do not include the tremendous direct sales to Studebaker Distributors and Dealers—which show an equivalent gain

Does this unprecedented Studebaker Prosperity not reflect at least normal business conditions for the whole American people? We believe, too, that the widely spread volume of Studebaker sales in September demonstrates that American prosperity is general. Studebaker dealers everywhere broke records in September. Every state, county, city and village in the country showed tremendous Studebaker gains. That means that the economic conditions of this country are universally and intrinsically sound. This means more than isolated optimism. It means national soundness and national confidence. Actual September Studebaker Sales. Analyze those figures. You realize that they are proof, not merely of the national popularity of a long established house and its standard-product, but of the unflinching courage and untroubled outlook of the American people. Also those astonishing figures prove more than the overwhelming popularity of the Studebaker line, the new Studebaker "FOURS" and Studebaker "SIXES," and the distinctive Studebaker manufacturing methods and ideals and integrity.

Those astonishing figures attest the national appreciation of what has gone before in the sixty-two years of Studebaker history. That is Studebaker Service. The Studebaker Corporation does not merely sell a motor. It sells motoring. A Studebaker purchaser buys not merely a Studebaker car—but he also buys Studebaker Factory Service. The Studebaker Corporation is represented not merely by salesmen, but by Servicemen. The Studebaker Corporation keeps Studebaker cars running for Studebaker owners. Every city and village in the country is a Studebaker service-station. Studebaker Branches, Studebaker representatives everywhere, from the Atlantic to the Pacific, from Canada to the Rio Grande, are equipped, are instructed, are pledged to give Studebaker Service. For such service the Studebaker Corporation has more than \$1,000,000 worth of Studebaker parts distributed among Studebaker representatives. That means immediate, economical, personal service to Studebaker owners—everywhere. This one achievement of organization has entered, we believe, largely into the achievement of Studebaker Sales. Studebaker owners everywhere are selling Studebakers for us.

Studebaker Prices

FOUR Roadster	\$ 985
FOUR Touring Car	985
SIX 5-Passenger	1385
SIX 7-Passenger	1450

F. O. B. Detroit

THE STUDEBAKER CORPORATION OF AMERICA
Northwest Branch Chapman and Alder Streets.
OREGON MOTOR CAR CO.
PORTLAND DEALERS
CHAPMAN AND ALDER STS. Tel. Main 9402, Home A-7656

Applying to All Studebaker Cars
Full floating rear axle with Timken Bearings, Electric starting and lighting, Extra sized tires, Safety tread on the rear, Built-in windshield, "Crown" type silk mohair top, Crown Emblem.



Every Tire Trouble Brings You Nearer to Goodyears

Every rim-cut is bound to remind you that No-Rim-Cut tires avoid this.
Every blow-out should suggest that our "On-Air" cure ends a very frequent cause.
Every loose tread will urge reduction of this risk. In Goodyears—by a patent method—we reduce it by 60 per cent.
Every puncture suggests our double-thick All-Weather tread. So does skidding. So does wear.

Those are four exclusive Goodyear features. To get them you must get No-Rim-Cut tires. And that time is surely coming. It has come to hundreds of thousands already.

More men use Goodyears than use any other tire. And they are men who seek just what you seek.

We've Earned It
We have earned this place for Goodyears—the topmost place in Tiredom. We have attained here a quality supreme and unvarying. We have long spent \$100,000 yearly on laboratory efforts to better them.

On one exclusive process—our "On-Air" cure—we spend \$450,000 per year.

The result is maximum sturdiness, the limit of safety, the minimum of trouble. You want the benefit. Soon or late that want will bring you to these matchless Goodyear tires. From that day on, you will never give them up.

Start now—when our All-Weather tread offers winter security such as no other tread can offer.



Any dealer can supply you Goodyear tires. If the wanted size is not in stock he will telephone our local branch.