

SALE OF AUTOMOBILE IN 1914 GREATEST IN HISTORY OF INDUSTRY

Deduction of Prominent Portland Dealer Is That Motor Is Necessity, Not Luxury.

"The year of 1914 witnessed the highest mark in both the production and sale of automobiles since the inception of the industry. With general business nothing to boast of, a so-called luxury looms up with a big sales increase," says H. L. Keats, northwest distributor of the Chalmers line.

"The deduction is plain: The motor-car is positively and conclusively not a luxury, but a real necessity in carrying on the affairs of this high geared century. Indeed the term 'pleasure car' commonly used to distinguish the passenger automobiles from freight carrying motor vehicles conveys an entirely erroneous and misleading impression.

"The keenness of competition in the work of the world, as it is carried on today, makes success largely dependent upon the conservation of time. The minutes count, and automobiles save hours of them daily.

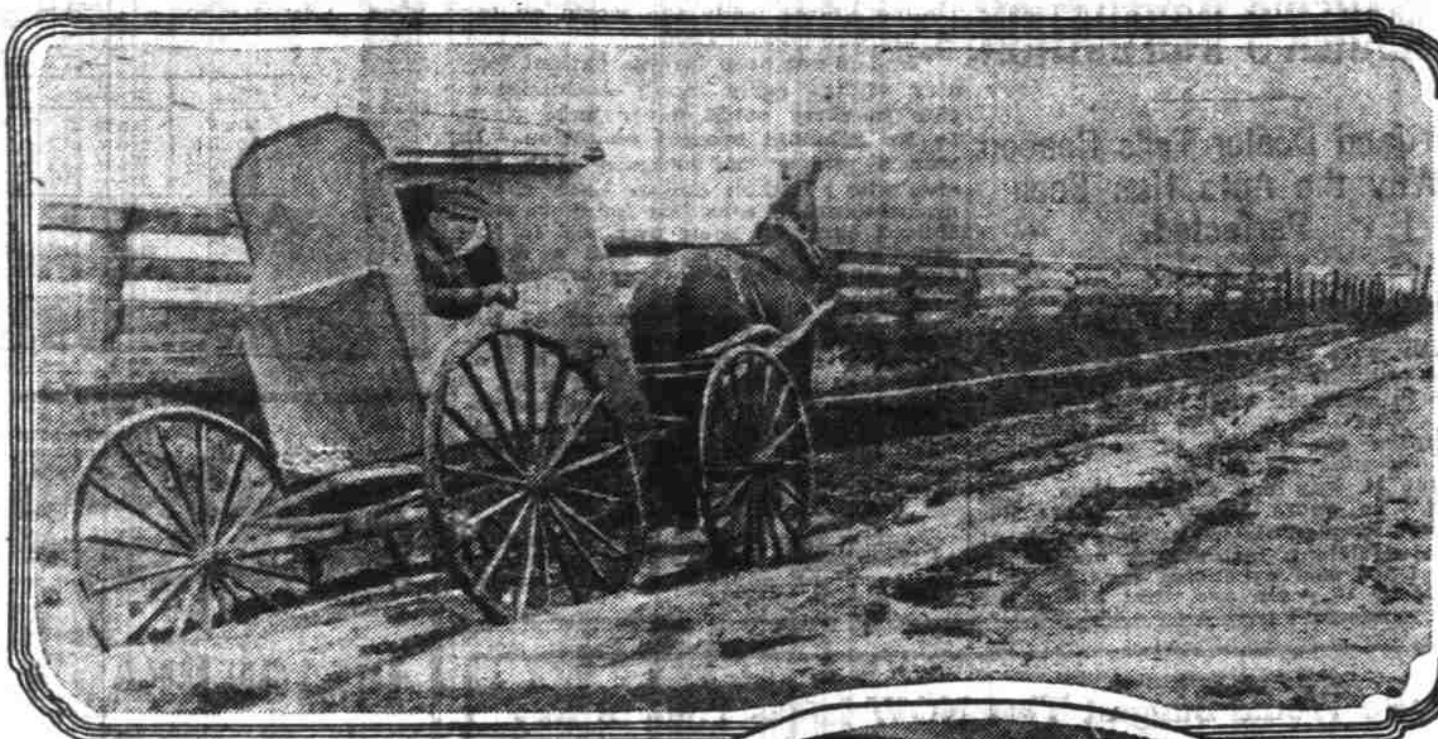
"An analysis of 1914 sales proves that a very large percentage of machines were bought for a carefully computed economical purpose. Business houses have found through the use of cars they can multiply the efficiency of their outside force, not only enabling them to expand their zone of operations, but to cover the old ground in a fraction of the time formerly consumed. The professional man has long recognized the economical value of the automobile, and is plainly handicapped without one.

"Observe that I have considered only the so-called 'pleasure cars.' The motor truck has just as big, and probably an even more useful future. The great European war has shown what a wonderful utility the power driven vehicle is, not, I am glad to say, as an engine of destruction, but principally as first aid to the commissary and hospital forces.

"Yet the automobile has only just begun its work, and its possibilities are still unknown or unappreciated in a major portion of the world. It will figure as a main factor in the extension of civilization's boundaries, and its use become more diversified as its universality broadens. The future of the automobile? Great!"

Plans are under way for the amalgamation of the two national motorcycle organizations of Canada, the Canadian Motorcyclists' association and the Canadian Wheelmen's association.

HARD GOING IN WASHINGTON COUNTY



HIGHWAYS OF FRANCE ARE BEING WIDENED

Purpose Is to Facilitate Work of Transports in Getting to Front.

French national highways, leading from base depots to main points along the fighting line are being widened by the military authorities in order to facilitate the work of the army transports. Practically all French macadam roads are flanked by grass tracks, sometimes as wide as the road itself, on which trees have been planted at regular intervals. These tracks give pasture to cattle when on the move and the trees act as a protector against the sun and wind. Owing to the immense amount of traffic on the main roads, the grass tracks have been used by men and horses, leaving the center free for automobile convoys, until, instead of a smooth, trim grass surface, there is nothing more than a bed of mud.

The military authorities, taking the work out of the hands of the department of roads and bridges, is now making the side tracks fit for traffic. Stakes are driven into the road and over these are placed wood beams or old railroad sleepers, laid longitudinally. Logs are placed crosswise above the sleepers, at regular intervals of about five feet. A heavy



A graphic argument for good roads. Top—J. L. Van Kirk, carrier on R. F. D. No. 2 out of Forest Grove, traversing a mud-laden road in Washington county. Bottom, left to right—Charles Himes, postmaster at Forest Grove, and J. L. Van Kirk and A. E. Gardner, two rural carriers operating out of that office, with a day's delivery of parcel post mail, part of which must be delivered over roads of the character shown in the top photograph.

layer of broken stone and sand is spread over this wood framework. The surface thus obtained is found entirely free for automobile traffic, comprising heavy convoys, fast touring cars, and troops being moved in buses and trucks.

The work of transforming the roads is being undertaken by the engineer corps in the army and by territorial troops who are officially considered to be resting, in other words, who are not in the actual firing line.

A series of talks for the benefit of the riders is being delivered at the Buffalo (N. Y.) Motorcycle club.

HONOLULU AUTOISTS NOW FORMING CLUB

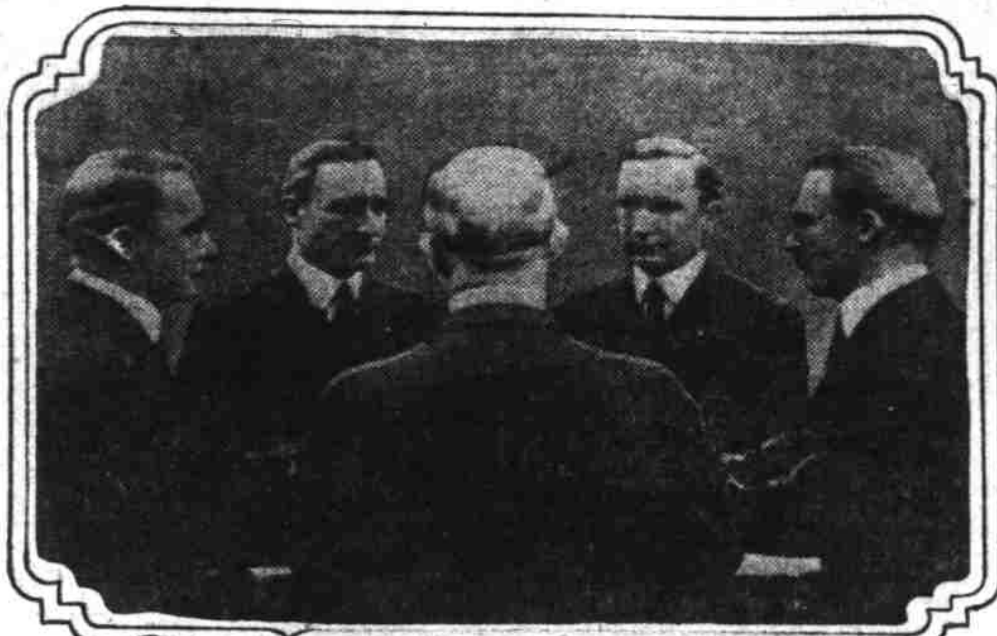
Islands Have Had Big Number of Cars for Years but No Organization.

Honolulu, Hawaii, can now boast of an automobile club. There have been a great number of automobiles sold in the islands during the past eight years, but it was not until January 20 that the automobile owners of Honolulu made the initial move toward the organization of an automobile club.

In a letter to Mel G. Johnson, of the Howard Co., Edward Dekum of Honolulu, asked that copies of the constitution, by-laws and house rules of the Portland Automobile club be sent him, that the new club might have the advantage of the information to be secured therefrom.

It is expected that a membership of 1000 can be secured, and that the admission fee can be fixed as low as \$5, with annual dues at \$5. The purpose of the club are to provide for the enforcement of all legislative rules regulating automobile traffic for the mutual protection of all persons using the public highways; to encourage the construction of good roads and bridges; the improvement of public highways; to arrange for pleasure runs; and to cooperate in securing national, state and municipal legislation and rules governing and regulating the use of automobiles in the various towns and counties in the territory of Hawaii.

IS DOING WORK OF FIVE MEN



C. H. Williams, Portland manager of Goodyear Tire & Rubber Co., seen from various angles.

C. H. Williams, manager of the local branch of the Goodyear Tire & Rubber company, has been busy since his return to Portland, and has decided that he has been doing about five men's work. To prove this, he submits the above photograph taken of him while he was getting things lined up for the spring campaign. "Everything points to good business," says Williams, "and there is no doubt but what any scare of hard times there may have been has disappeared, and that the automobile industry in Oregon is in a more healthy condition than ever before. People who have for years been 'prospects' for a machine have decided that this year they will take delivery of their car. Many have been influenced to make this decision on account of the standardizing of the prices of tires and sundries, thereby reducing the maintenance and upkeep of an automobile to such an extent that the man with the moderate income can now enjoy all the pleasure derived from owning and operating his own machine."

'ON TO CALIFORNIA' IS SLOGAN NOWADAYS

Transcontinental Automobile Touring Bids Fair to Be Big This Year.

Indianapolis, Ind., Feb. 27.—"On to California" seems to be the 1915 slogan for motorists in the United States and Canada. At least the reports from automobile manufacturers, who are receiving numerous inquiries from persons driving their particular make of automobile, would indicate that transcontinental automobile touring will be heavy this season.

The owners are asking for information on the different routes, the condition of the highways, what equipment they should carry, and any other information regarding the joint across the country that the manufacturers are in possession of.

Frank E. Smith, head of the Premier company, as a result of the flood of inquiries from owners, has ordered a supply of the booklets on the Premier Owners' Tour of 1911, reprinted and generally distributed. This publication contains valuable information on transcontinental touring. It gives one day trips along the routes from the Atlantic to the Pacific oceans. It describes the conditions of the highways, gives information on the matters of equipment, organization, things to avoid, and things to enjoy. Not only will these Premier transcontinental books be distributed to Premier owners, but any person or organization contemplating a trip across the country will be entitled to them upon application to the Premier company, in Indianapolis.

The Hudson Stands at the Top Place in Its Class

For several months past the pessimists have been trying hard to pin a "Rest in Peace" wreath on prosperity.

But they have failed. It simply couldn't be done. All the pessimism in the world couldn't kill the brand of prosperity this country is facing.

If there ever was a time for the merchants and manufacturers to "make hay" it is now.

The automobile industry has shown greater resistance than other lines during the recent depression. This resistance was by the few big strong companies whose product is everywhere recognized as standard. Other car makers in common with general manufacturers are making a desperate fight for existence.

The Hudson has shown great resistance and extraordinary gains. As evidence: Two years ago the Hudson Motor Car Co. made and sold \$8,000,000 worth of motor cars. Last year \$11,500,000, and this year \$7,498,000 in the first five months of their fiscal year or at the rate of \$18,000,000 for the year's output. Think of such a gain where others show losses!

Other makers endeavor to copy the HUDSON appearance. They claim HUDSON quality, but they lack the engineering skill, the selected brains, the ability which goes into every Hudson. The above figures prove that already the buying public has discovered the difference between the genuine and the imitation.

We confidently predict that soon many of these imitators will be forced to adopt drastic measures to market their product. They will resort to extraordinary newspaper claims. They will be compelled to reduce prices radically. Remember, when that happens, it is the last grasp at the straws in the current to prevent the final sinking into oblivion.

Many factories will probably claim that because they have paid "paper" dividends they can afford to reduce car prices.

Are they philanthropists? Would you, if you had a paying business and could sell all your goods, reduce prices and so divide your profit with the public? WOULD YOU?

Isn't it more reasonable to suppose you had to reduce the price of your goods because you weren't selling them?

Be warned in time. Don't be misled. Study the history of the automobile business and judge the future by the past.

You will instantly realize that if you buy such a car, you buy a product which the manufacturers must market at any price it will bring; that you soon would own a car without a factory, without a dealer, without a home—an outcast in the greatest manufacturing industry on earth.

Remember that quality remains long after the price is forgotten and that the Triangle on the Radiator is the Hallmark of Quality.



C. L. Boss & Co.
Distributors of Hudson Motor Cars

615-617 WASHINGTON STREET

PORTLAND, OREGON



Simplified Driving

On the Overland (Model 80) steering column is a set of electric buttons. By just gently pressing these buttons, the car is electrically started, stopped and lighted.

No other method is as simple, as accessible, as positive or as reliable.

"But"—you say—"other cars have this advantage."

Certainly—but only those cars that sell at a much higher price.

Why pay more?

Buy an Overland and save money.

Model 80 8 Passenger Touring Car \$1075	Model 81, Roadster . . . \$798 Model 80, Roadster . . . \$1080 Six—Model 82, 7 Pass. Touring Car - \$1475 Model 80, 4 Pass. Coupe . . . \$1000 <i>All prices f. o. b. Toledo</i>	Model 81 8 Passenger Touring Car \$850
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