

# HIGHWAYS IN GOOD CONDITION IN CENTRAL OREGON COUNTRY

Condition of Highways from La Pine to Silver Lake as Good as Could Be Desired.

## NEW SIGNS TO BE PLACED

Eastern Oregon Highway from California to The Dalles Will be Marked by the Goodrich People.

Road conditions through Central Oregon are reported the best ever known at this season of the year, writes Harry C. Hays, traveling representative of the Howard Automobile company, distributors of Buick cars on the Pacific coast.

In a Buick 37 touring car, and accompanied by Peter Lacy, driver for the Southern Oregon Auto Co., in a Buick 1500 pound truck, Hays here today left The Dalles Thursday morning, April 1, writing from Lakeview under date of April 4, Hays says:

"I see you are featuring the fact that your small Baby Six will travel at the rate of three or four miles an hour in high gear, and a scheme like this would be a fine way to demonstrate it."  
"I thought that this enterprising agriculturist is perfectly willing to make the trip for the small consideration of one car and \$200 for expenses for himself and the bull!"  
A group of Pendleton youths offer to stage a bank robbery, and hold out a glowing promise of realms of "publicity with pictures" in the papers all over the country, all for the modest sum of \$500 each; and a crippled acrobat, living in Medford, is perfectly willing to drive a car backwards around the world for \$10,000 and expenses.

Offers to "star" cars in vaudeville, in the "Legit" and in the "movies," for liberal considerations are numerous.  
A Seattle genius has built a boat with paddles that can be driven by the rear wheels of a motor car, and for \$5000 and a car will cruise from Seattle to San Diego and drive the car back overland by way of Portland.

A Spokane mechanic has designed a wheel 40 feet in diameter to be propelled by a motor car set within the wheel, and he will tour the country if he is presented with a car and allowed \$50 per day for expenses.  
**Genius Bug Busy.**  
Quite as interesting are suggestions for mechanical improvements, and it is here that the genius "bug" is at his best. One man has perfected an attachment that instantly envelops the driver to get away unidentified in case of accident. Another has submitted a

"Last year, when we had the same trip, we probably picked the worst time to make it, and this year probably the best."  
"We left The Dalles Thursday morning in a heavy rain, and until we reached Miller's Bridge, about 14 miles out, we were in the mud all the time."  
"From Miller's Bridge to Shaniko we had good roads, but from Shaniko all the way through Antelope Canyon the roads were really bad."  
"We found very slow going just outside the town of Silver Lake, where we encountered high centers and deep mud."  
"After we passed through Antelope Canyon, the roads were just like paved streets clear to Prineville. Shaniko we had good roads, but from Shaniko all the way through Antelope Canyon the roads were really bad."

"We stayed all night at Madras, as it was late, and we did not know the roads very well, arriving in Prineville at 9 o'clock the next morning."  
**Some Mud.**  
"From Prineville to Bend the roads were good, and we stayed at Bend all night."  
"From Bend to La Pine we encountered some mud, but not enough to hinder us at all."  
"From La Pine to Silver Lake I never saw better roads. The truck was ahead of me and certainly did some traveling."  
"Just outside of Silver Lake we met the mail truck laid up at the side of the road with a broken jack shaft. We put the mail on our truck and I took the passengers in with me and we continued our journey."  
"The great Silver Lake hill was pretty slippery for about six miles, but from there through Paisley to Lakeview, the roads were wonderful."  
"The mail delayed us quite a little, and we did not reach here until 10:30 last night."  
"From Bend to Lakeview we used the second gear only three times, and if the roads were dry throughout the journey, I believe the drive could be made on high gear."  
"The first automobile tourists came through from Reno this afternoon in a Haynes Six."  
"They say the roads are bad, but that they got through without serious difficulty."

**To Put Up Signs.**  
"They complained bitterly of the almost total absence of signboards, but they should wait until they leave here, as I believe there are about more than 12 or 15 signboards in the 40 miles between Lakeview and The Dalles."  
"We did not take the high desert road as we did last year, as it was reported that there were many wet spots in it and it is a hard road to follow through not being signboarded."  
Mr. Albright, local manager of the Goodrich Tire & Rubber company, has been informed by the touring department of his factory that the eastern Oregon highway from the California line to The Dalles will be marked with Goodrich road signs some time this summer. It has been recommended by Mr. Albright that the road marking be done, if possible, before July 1, when the heavy tourist travel will start over this highway and flow to Portland over the Columbia highway.

# Sweden Now Has Motorcycle Corps

Movement to Provide Army with Needed Arms Was Voluntary, Starting in Stockholm and Spreading.

When the Swedish army, shortly after the outbreak of the great war, was partly mobilized, the absence of a military automobile corps made itself keenly felt. As the news from the battlefields of Europe still further accentuated the great usefulness and importance of motor cars in warfare, some patriotic citizens of Stockholm undertook the organization of a volunteer automobile corps. About 50 experienced motorists enlisted immediately, and the number has increased steadily ever since. The enthusiasm for the project displayed all over the country has caused the establishment of branches of the corps in several other localities. It is expected that by April 30, when a general review is to be held, every army town will have as its adjunct one of these motor corps. Regular courses of instruction and drill practice will then commence. One of the new organization's primary aims will be to promote the improvement of the Swedish roads and the building of new ones, principally with a view to military use, but also for the benefit of motorists in general. In this work the volunteer automobile corps will cooperate with the Swedish Road association.

# 600 1915 Cars

Registered—March 17 to April 17. 1700 re-issues. Statistical Statements, Oregon Registration will be ready Tuesday

**M. O. Wilkins**  
Portland, Oregon

# GENIUS BUG LONG ON IDEAS, BUT VERY SHORT ON CASH

Letters Carrying Suggestions of All Kinds Received by Harry L. Keats; Money and an Automobile Objects Sought in Exchange for Brilliant Tips.

"If we accepted some of the propositions made to us in the name of advertising, Chalmers cars would be doing some 'stunts' in various parts of the country that at least would attract quite a bit of local attention," said Harry L. Keats, northwest distributor of the Chalmers line.

For years Mr. Keats has made a practice of preserving letters from cranks, and the big file that is kept in a convenient drawer of his desk contains communications on a variety of subjects that make startling reading.

A recent addition to this interesting collection is a letter from a farmer in Columbia county, who offers to drive one of the new Baby Six Chalmers, just received in Portland, Or., by the local distributor, from Portland, Or. to San Francisco with a prize hereford bull towing behind. He wrote:

**Makes "Modest" Request.**  
"I see you are featuring the fact that your small Baby Six will travel at the rate of three or four miles an hour in high gear, and a scheme like this would be a fine way to demonstrate it."  
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# PORTLAND AUTOISTS REACH GOVERNMENT CAMP IN GOOD TRIM

E. J. Clark, Driving Jeffrey Chesterfield Six, Takes Party to Mt. Hood.

**FIRST CAR OF SEASON**  
Rhododendron Tavern Reached Over Good Roads Without Trouble—Little Snow Hampers Journey.

Again Government Camp, on Mount Hood, has been reached from Portland by automobile before May.

Yesterday morning, just as the sun was peeping over the eastern hills, a Jeffrey Chesterfield Six from the local salesroom of Frank C. Riggs left Portland on the 56 mile grind, to be the first to arrive at the mountain resort for the year 1915. This is one of the most coveted performances of the local automobile agents, and the car that first reaches the mountain each year is given much publicity throughout the country, for none but the best dare attempt the trail for fear of meeting defeat.

Driving the Jeffrey yesterday was E. J. Clark, one of the firm of the Frank C. Riggs company, accompanied by H. E. Dove, factory representative of the Jeffrey concern, Bert Roberts, sales manager for the Frank C. Riggs company, and Chester Moores, a newspaper man.

Last year Mount Hood was reached on April 9 by a party in a Mitchell, which broke all previous date records. The party last year, however, met with much trouble, and was delayed six or seven days while crews of mountaineers shoveled snow several feet deep for more than a mile. From the telephone report received in Portland, those with the Jeffrey did not have quite so much trouble. They did, however, have to shovel snow for a short distance.

They also report the roads in passable condition between Portland and Rhododendron Tavern, and say the trip that far can be made without trouble of any kind. The trip to the camp was made in four hours, running time.

**Tires' Remarkable Showing.**  
Hot on the heels of Barney Oldfield's 300-mile no-stop victory St. Patrick's day, comes the news that he has won the 100-mile road race at Tucson, Arizona, in four hours' running time.

# Jitney Far From Temporary Craze

Prediction Made However Crude Service Is Now, It Will Be Developed to Meet Modern Conditions.

"Street railroad people who profess to be confident that the jitney bus service is only a temporary craze and that eventually it will go the way of horse and cable cars, are overlooking a few fundamental facts," says H. H. Franklin, "or else they are just giving out a line of cheerful talk hoping to discourage the jitney promoters."

"When a man of moderate means can afford to carry himself around in an automobile, it would be strange if automobile service cannot be so developed that the public can be carried economically and profitably."

"Street car service is hopelessly loaded down with expense in comparison to the possibilities of the jitney bus service. Street car service has the investment and maintenance of central power stations, the track system, the power conveying system, not to mention the street cars themselves. The cost for equipment per passenger carrying capacity and the cost for operation is much heavier than by automobile service."

"The people finally are going to demand that is cheapest, quickest, most convenient and most satisfactory. However crude the jitney bus is today, its development to meet modern conditions is sure to come."

# Truck Business to Be Made Important

Scale Will Be Much Larger Than Automobile End Has Been Carried on Heretofore.

The Columbia Carriage & Auto company is preparing to enter the truck business on a much larger scale than they have heretofore in the automobile end. And in this connection C. G. Irwin, secretary and treasurer of the concern, left Portland last week to visit the automobile centers of the east for the purpose of securing ideas that will be applicable to Oregon conditions. This concern has the Oregon distributing agency for the G. M. C. line of commercial vehicles, and it will be at the Pontiac factory that Mr. Irwin will spend the greater portion of his time while away from Portland.

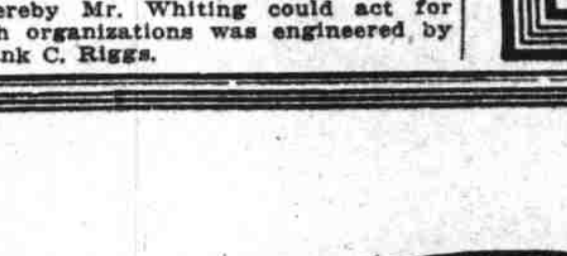
# AUTO ASSOCIATION SECRETARY RESIGNS

Jack Crittendon Will Be Succeeded by J. C. Gay; Assistant Also Named.

At the weekly meeting of the Portland Automobile Trade association in the Commercial club building Thursday noon, Jack Crittendon, who has acted as secretary of the organization for the last year with great success, resigned, and J. C. Gay, office manager of the Portland branch of the Firestone Tire & Rubber Co., was elected as Mr. Crittendon's successor.

Jack Crittendon is one of the best known automobile men in Portland, having until recently, when the Deere concern gave up the distribution of automobiles, been manager of the automobile department of the John Deere Flow company, northwest distributors for the Yale line. Mr. Crittendon has accepted a position with the Covey Motor Car company, Oregon distributors of the famous Cadillac 8 cylinder, and will act as road man for that concern. Mr. Crittendon is well fitted for the new position, as during his stay with the Deere company, he became acquainted with the leading business men in every town throughout the northwest.

Mr. Gay, the new secretary of the trade association, is comparatively a newcomer to Oregon, having assumed the office management of the Firestone branch about a year ago, when that company established its branch in Portland. Prior to the opening of a branch in Portland, the Firestone product was handled by Bob Blodgett. At the meeting Thursday it was also decided to give Mr. Gay the services of an assistant secretary, and he was instructed to secure Walter Whiting in that capacity. Mr. Whiting is assistant secretary of the Rotary club, and will now act as assistant to both organizations. The arrangement whereby Mr. Whiting could act for both organizations was engineered by Frank C. Riggs.



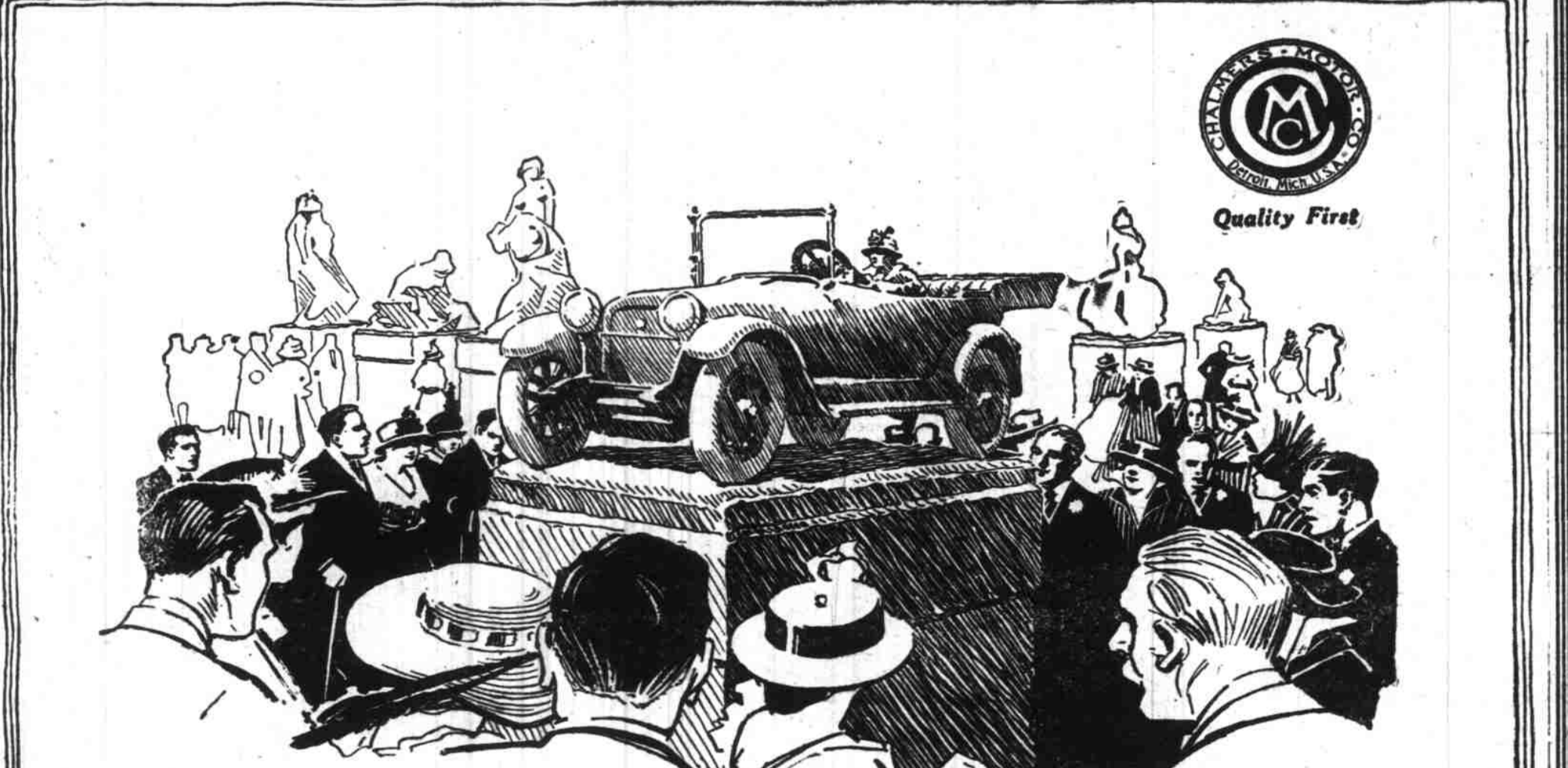
Has Distributed \$250,000. With the running of the next 500-mile race, the Indianapolis motor speedway will have distributed \$250,000, or a quarter million dollars, among the various entrants who have competed in its events since the beginning of the institution. In 1909 and 1910, the first two years of the track's existence, over \$25,000 was distributed in prize money for minor contests. In 1911, the first 500-mile race was held for \$25,000. In 1912 the purse was raised to \$50,000, where it has remained ever since.



**Ford economy is not alone in low price, but in the low cost to operate and maintain. For an average cost of two cents a mile, they serve and save; add luxury to pleasure and bring profit to business. Over 700,000 owners have found the Ford dependable, economical and easy to operate. And in any contingency, there's a Ford agent close at hand—with a complete stock of parts. That's "Ford After-Service for Ford Owners."**

Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915.  
Touring Car \$490; Runabout \$440; Town Car \$690; Coupelet \$750; Sedan \$975, f. o. b. Detroit with all equipment.

On display and sale at Ford Motor Co., E. 11th and Division streets, Portland, Ore. Phones Sellwood 2323, B-2341.



# Beauty

THE lines of beauty are unmistakable whether in statue, painting, typography or a motor car.

"Those things are beautiful which are completely adequate," says John Ruskin. Its the complete adequacy of the Chalmers that makes it a beauty.

"The lines of the Chalmers cars are such as to make them noteworthy even when contrasted with finest foreign models.

Their streamline bodies possess a distinctive grace.

There are no fenders built—whether flat or merely crown—that are as handsome as

the Chalmers molded oval fenders conforming with exquisite harmony to the clean-cut sweep of the body lines.

The doors are wide and flush-fitting, the running boards are clear. The tires are carried in the rear.

It is a woman's car in beauty, a man's in performance, a child's in safety.

But there is only one way to observe beauty and that is to observe it.

We invite you here to observe

**The Chalmers New Six, \$1400**  
Also Light Six 48, \$1650; Master Six 54, \$2400

**H. L. Keats Auto Co.**  
SEATTLE, WASH. Distributors PORTLAND, OR.  
1513 Broadway Broadway at Burnside

Let your next car be a Chalmers

# COLE

# WILL ARRIVE Tuesday, April 20

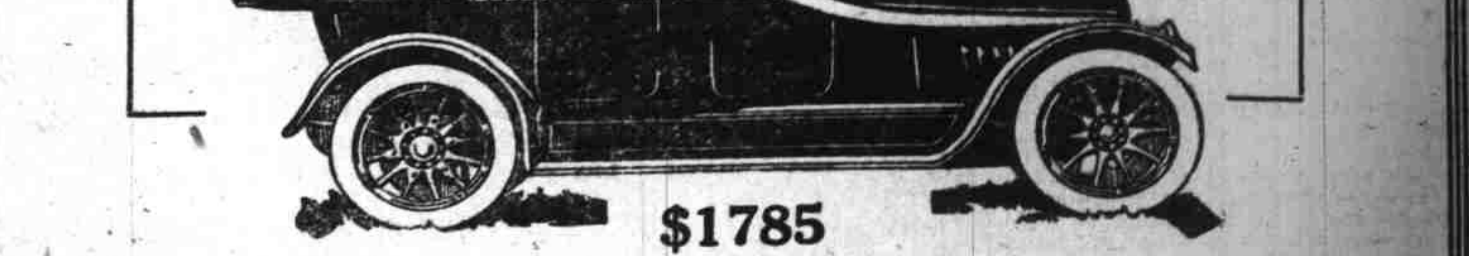
This sensational car, which has already won thousands to eight-cylinder construction as applied by the Cole engineers, will be here Tuesday and will be on display at our sales room.

Developing over 70 horsepower, weighing only 3400 pounds ready for the road, with luxurious comfort for five or seven passengers.

All important Cole units are the product of America's greatest motor car specialists — the acknowledged bests of their kind.

**Cole Motor Car Co., Indianapolis, U. S. A.**

Builders of the Standardized Car



**\$1785**  
f. o. b. Indianapolis  
Distributors

**Northwest Auto Co.**  
F. W. VOGLER, President  
BROADWAY AT COUCH STREET  
Main 8887

A-4959