

NEW BRISCOE FOUR AND EIGHT CYLINDER PLEASE BEHOLDERS

Thirty Day Trial Selling Plan Is New Feature in City Automobile Business.

TWO MOTORS FIT BED

Owner Can Have Four or Eight at Slight Difference in Price.

Scores of automobile owners and prospective owners visited the local Kiesel Kar branch during the past few days inspecting the new Briscoe car which arrived Wednesday, according to H. C. Skinner, manager of the Pacific Kiesel Kar branch on North Twenty-third street. It is reported that many took demonstrations in the new car, testing the machine out for speed, resiliency, riding qualities and hill climbing abilities.

"In all of these features," declares Skinner, "the new Briscoe has made a highly favorable impression and in this make of car we believe we have a machine that will amply meet the needs of the average motor car owner. But the feature which has appealed to the public as being the most unique and advantageous innovation in automobile buying is the thirty day trial selling plan, by which an owner is given an unusual opportunity to determine for himself whether his next car is to be an eight cylinder model or a four.

"Outwardly there is no difference between the four and eight cylinder Briscoe cars. Both motors set in the same engine bed and if a purchaser, after having driven the four motor for a period of 30 days decided that he would prefer an eight cylinder model, we will lift the four motor out and replace it with an eight for a slight additional expense. In the building of the car, this idea was kept in mind and it has proven a master stroke in economical manufacturing.

"The speed and resiliency of the Briscoe motor under the severest tests during the past week has won many of our prospects and in hill climbing there are few hills that the machine can not negotiate on the high gear with the greatest ease. These facts, together with the exceedingly low price of both four and eight, will undoubtedly make the new Briscoe one of the leading sellers of the coming season."

First Carload of Autos Being Sent To Hawaiian Isles

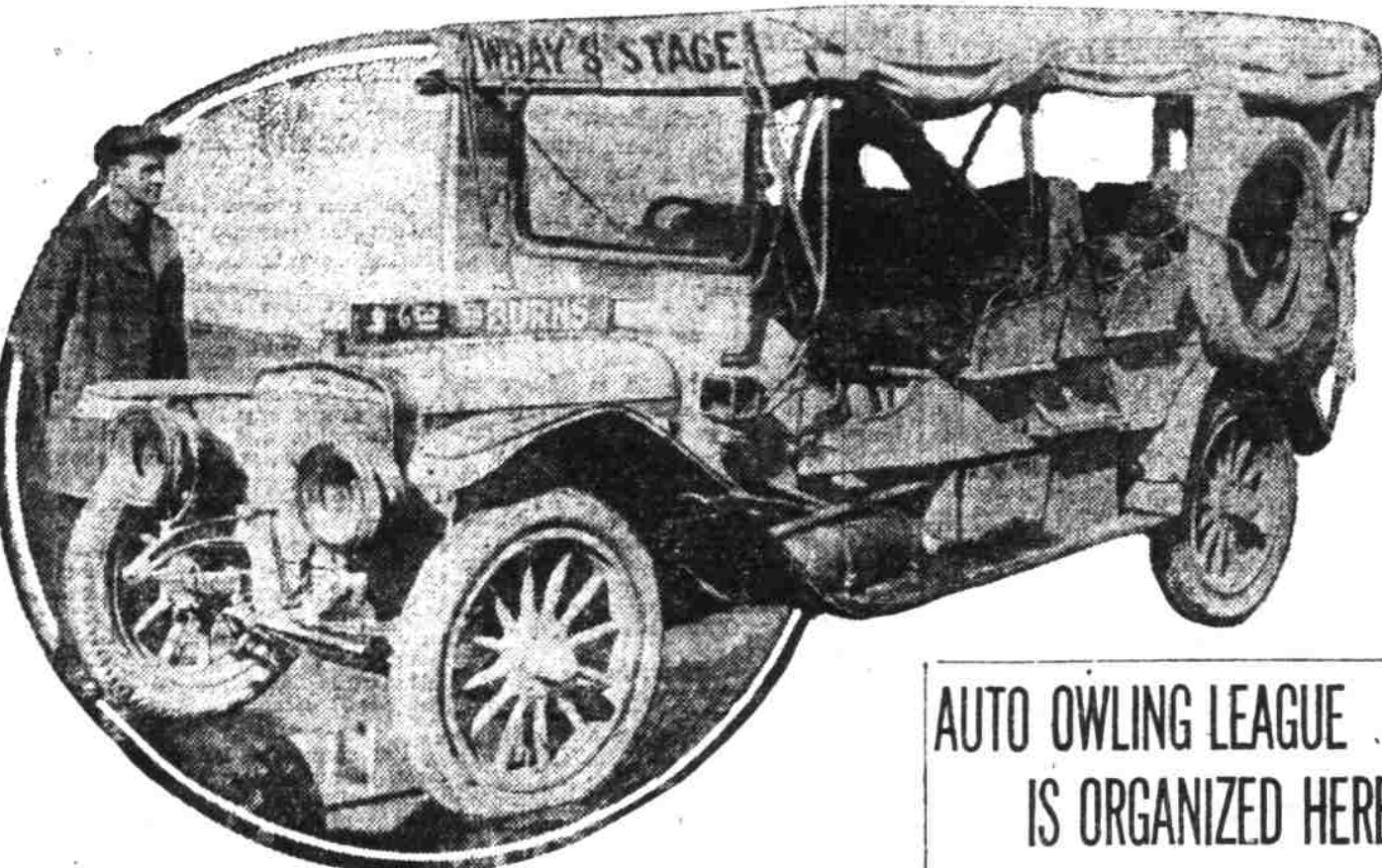
The first carload of automobiles to be shipped from Portland to the Hawaiian Islands is being forwarded by the Northwest Auto company of this city to the Royal Hawaiian Garage, that firm having been appointed agents for the sale of the Cole cars in the territory. During the recent visit to San Francisco of F. W. Volger, he met the head of the Hawaiian concern and took up with him the matter of the agency. Negotiations were completed Wednesday of last week by cable, and the first carload is now going forward. All of the cars sold in the islands will be furnished through the Portland agency.

ALONG PACIFIC HIGHWAY



Above—A section of the Pacific Highway between La Center and Woodland Washington. Below—Main street, Woodland, Washington.

WINTON STAGE HAS SUCCESSFUL SEASON



Winton Six car which was operated between Bend and Burns past season by J. M. Wray of St. Johns.

The stage line business of eastern Oregon was closed the first of November when J. M. Wray of St. Johns, Or., returned with his big Winton Six that he had been running between Bend and Burns since last March. During that time the car had made 23,999 miles between the two desert towns, carried 400 passengers and more than 40 tons of express. Between Bend and Burns has been known as the hardest stage line in the state for many years. Many have tried to maintain uninterrupted service between the two towns, and failed. Last year, J. M. Wray of St. Johns bought from the Portland branch of the Winton Motor Car company a 1912, 48 cylinder and took it over to his home in St. Johns and built a body after his own design. The fact that he made three round trips each week between March and November speaks volumes for the service rendered from his machine. There were several other machines on the run besides the Winton and all report that this last season has been one of the most profitable since the stage line business was inaugurated in that part of the state. A. C. Stevens, local manager of the Winton people, has already sold one other machine to be placed in service in eastern Oregon during the next season.

MISUSE OF THE WARNING DEVICES EVIL OF TODAY

Some Autoists Sound Horns to Attract Passing Women; Other Cases Cited Wherein Original Purpose of Signals Is Lost Sight Of.

It seems too bad that now, when adequate warning devices have been perfected for the use of automobilists, the use of them has degenerated from the timely and practical to disturbing the peace and quiet of the community in which they are used. There is hardly a minute of the day in Portland that you do not hear the screech and squeak of the auto signal devices, and when you look to see what has occasioned the blasting noise you find the operator of the car merely playing with the signal or trying to be funny—decidedly a use for which the signals were not intended. In times past, the motorist used to think it a grave responsibility. The tooting or honking of his bulb horn. True the street urchin took advantage of the driver's absence to sack up to the car and squeeze out an occasional toot, but the wear and tear on the horn were negligible. Many Cases Cited. Public officials generally found that through leaks, inferior manufacture, etc., bulb horns were for the most part

entirely inadequate, especially in the cities where a sharp raucous note would more readily attract a pedestrian's attention to approaching danger. It took three or four years to put the bulb horn practically in the discard and replace it with a mechanical or electrically sounded device producing a harsh, rasping note of almost any reasonable length. Now that most automobiles are equipped with warning instruments that warn a great majority of motorists have concluded to let the precaution rest with the possession of such instruments as a means of merely warning the pedestrian of danger, and have included in the category of uses for the electric noise makers the following: Letting the folks in the house know you are waiting outside. Attracting the attention of the sprightly lady with the flirty eyes walking harmlessly along the street. Celebrating the Fourth of July, Thanksgiving, Christmas, New Year's, St. Valentine's day, Albee's wish to buy more cars for the police department, Chinese funerals and April Fool's day. Conveying to the wild woods and country folks the information that you and your friends are out on a hilarious joyride. A few conscientious minded motorists in their old fashioned way use their squawks to indicate to pedestrians and other street traffic that they are coming from a certain direction, and are only about so far off.

Practice Is Scored. On the other hand there isn't a day that some fool smart one and every reader of this article knows one or more, who does not take great pleasure in sneaking up close to some infirm person crossing one of the streets, and then when the fender of the car almost touches the poor pedestrian, turn on the juice of the electric signal at full force. This is a practice that

the mayor and his traffic police should frown upon, and if possible, heavily punish a few offenders, and it will soon become unpopular with a few of the Portland drivers. If the drivers can only be taught to use their warning signals in the true way they were intended to be used it would be generally appreciated by the public, and in this day quiet running motor and hard surfaced streets undoubtedly lessen the number of accidental killings and maimings. Danger Is Referred To. The motor vehicle is a deadly weapon, and when its owner neglects to sound an adequate warning at the adequate time, he is guilty of concealing that weapon and is committing an offense many times more serious than letting his tail light go out, stopping his car at an improper angle to the curb, and the many other errors of automobile management for which the Portland motorists are arrested these days. A few of the suggestions above might be looked after by that great squad of special Portland Automobile club traffic directors. There is no excuse for the driver of an automobile or motorcycle who deliberately fails to give warning and plenty of it, in time to prevent accidents. The effort is slight, the expense is nothing, and the results are certain to be well worth while.

Black Coffee Campaign On. Berlin, Nov. 20.—In order to cope with the diminishing supply of milk the minister of the interior has inaugurated a black coffee campaign.

ARCHER & WIGGINS COMPANY
Announce the NEW
Michelin
UNIVERSAL TREAD CASING
A REAL Advance in Tire-Making
Let Us Show You

Staudé Glare Stopper
This is what you have been looking for—insures safety when driving at night.
BALLOU & WRIGHT
BROADWAY AT OAK

AUTOMOBILE AND SHOP SUPPLIES
Spark Plugs TOOLS Brake-Lining
MOTORCYCLES AND ACCESSORIES
Preer Tool and Supply Co.
74 Sixth and 311 Oak Sts. Phone—Main 1692, A-1692

Diamond TIRES
Vulcanizing and Retreading. R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7005

EDWARD EHRMAN IS POSSESSOR NOW OF 1916 LICENSE NO. 1

Honor Formerly Fell to the Late E. Henry Wemme, Pioneer Car Owner.

NOTICES ARE SENT OUT

Each Owner Received Same Number He Had Last Year, So Far as Was Possible.

Reports from the secretary of state's office at Salem, received yesterday, show that license number 1 for the 1916 season was allotted to Edward Ehrman, Portland, Or. Mr. Ehrman is of the firm of Mason, Ehrman & Co., wholesale grocers. License number 1 has been held for the last five years by the late E. Henry Wemme, known throughout the northwest as the owner of the first automobile in Oregon, and as one of the greatest good roads boosters in the northwest. Notices for issuance of the 1916 licenses went out from the secretary of state's office about November 8. Every owner was favored, as far as possible, with the same number that he carried during the 1915 season. There has always been much rivalry among owners throughout the state to

hold certain numbers. There were eight or ten applications for license number 1. Mr. Olcott finally decided the ownership of the same by lottery. Placing all the names of those who had made application for number 1 in a hat, one of the girls in the office was asked to draw one name out. That name was Edward Ehrman, of Portland.

Mr. Olcott asks all owners to promptly return their applications for the 1916 licenses, and wherever possible the same number license will be issued for 1916 as was used for 1915. Private With Prince's Income. Trino, Nov. 20.—One private in the South African contingent here has a private income of \$20,000 a year while others have given up salaries of from \$6,000 up, to draw the king's shilling a day. Mendota Lump Coal, \$5.50 per ton delivered. Albina Fuel Co. (Adv.)

HOW TO REACH COLUMBIA RIVER HIGHWAY CONDITION OF OTHER ROADS HEREABOUTS

The Columbia river highway is now open to Stone, a few miles above Warrendale, and will be open to that point all winter. The best route to the highway at present is to go out the Sandy boulevard to its junction with the Rockwood cross road, a short distance this side of Fairview, thence over the Rockwood road to the Base Line road and thence out the Base Line to the Automobile clubhouse. This route furnishes the longest stretch of paved road. By going this way the bad place on this end of the Base Line at Montavilla, where a sewer is being put in, is avoided, also the under grade crossing on the Sandy road near the county farm, which is under construction. Alternative routes are out the Powell valley road to Gresham and thence to the Automobile clubhouse or out Division street into Section Line road and on to the Automobile club.

Best Route Into Willamette Valley. The Capitol highway, or Slavin road, leading into Washington and Yamhill counties is not yet open to travel. Persons desiring to go up the Willamette valley by this route are advised to take the Boone Ferry road to the Jewish cemetery where a turn to the right is made into the Taylor's Ferry road and thence to the Baird Lane road. Here turn to the right and follow to intersection with the Capitol highway at Multnomah school house. The newly paved Canyon road is now open to the Washington county line.

Condition of Foster Road. The Foster road is open through Lentia to Johnson creek. It will probably be 10 days yet before the section between Johnson creek and the Clackamas county line is opened to travel. The Capitol highway, the pavement of which in some sections is still green, will probably not be open its full length, between the end of the Taylorville boulevard and the Washington county line, before the middle of December.

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AUTO CLUB TO GIVE DINNER DANCE ON THE EVE OF NOVEMBER 24

Invitations Are Being Sent Out; to Serve Special Turkey Dinner at 7 P. M.

OCCASION BE INFORMAL

At Last Dinner Dance Every Inch of Seating Capacity Was Engaged by Members.

There have been so many requests from members of the Portland Automobile club for another dinner dance that the entertainment committee is sending out invitations for the evening of Wednesday, November 24. It has been decided to serve a special \$1.50 turkey dinner promptly at 7 o'clock and to arrange the tables according to individual parties, thus doing away with the feeling of formality that is always noticeable at a banquet table. Music has been engaged for the occasion, which will be strictly informal. At the last dinner dance given by the club every inch of seating capacity was reserved four days after the cards had been mailed, thus making it necessary for the entertainment committee to return a number of requests for reservations.

\$750
Roadster \$725
Model 55, 6, 8, 10, 12

Mature Popular Judgment Says This is the Car to Buy

This model was announced early last June.

In a few weeks we had built, sold and delivered more of these cars than had ever before been built of any car of over 100 inch wheelbase, by any producer anywhere in any length of time.

At that time we were building about 300 cars a day.

With more of these cars in every-day service in the hands of owners than of any other car of its size ever produced—

There was, very quickly, everywhere, the greatest opportunity ever offered for people to judge a car by its performance.

Now we are building over 600 cars per day.

This unprecedented demand follows the performance test in every-day service, not of a few thousand cars, but of a record output.

In the mature judgment of the buying public you get more for your money in this car than you can get in any other car now on the market.

Never before has the purchaser of an automobile had so well founded, clear and conclusive a popular judgment as this to guide him in right selection.

Let us show you the car and demonstrate it.

The five passenger touring car is \$750; the roadster \$725; the famous Overland Six—seven passenger touring car \$1145—the new Model 75 is \$615 for the touring car; \$595 for the roadster, all prices f. o. b. Toledo.

J. W. LEVITT CO., Distributors
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Broadway 3535
The Willys-Overland Company, Toledo, Ohio