

SOUTH AMERICA WILL FURNISH A BIG FIELD FOR OUR AUTOMOBILES

Motor Cars Finding Their Way Into Remote Sections of Great Continent.

TRUCKS ARE GIVEN TRIAL

In Some Places Populace Looks With Amusement at Work Done by the Monster Freight Machines.

That the motor car is finding its way into the remote sections of South America, and that the great southern continent will eventually offer an immense field for the automobile manufacturer to take into consideration and to cultivate, is brought out in an article by William A. Field in the May number of the Bulletin of the Pan-American Union. Even in those countries where good roads are scarce the automobile is becoming a necessity for industrial purposes, for in many places it is beginning to demonstrate its value in the transportation of freight and passengers where railroads are impracticable or too expensive to build. In this connection Mr. Field writes:

In the barren nitrate section of Chile where the cart and mule have long done faithful service, one finds today a number of automobiles. During a recent journey through the nitrate fields several machines were placed at the writer's disposal and they did excellent service over some of the most trying trails to be encountered in any country. Furthermore, it was learned that eight motor trucks are to be given a trial in the handling of nitrate.

Truck Caused Amusement.

A few months ago, while the writer was in Paraguay, the first motor truck ever seen in that country arrived in Asuncion. A considerable number of business cars, especially those of cheaper grades, are in use in the Paraguayan capital, but the arrival of the monster truck created a new interest and hundreds of citizens watched the American agent demonstrate the possibilities of his machine.

Business Is Growing.

Bolivian, one of the world's most diversified countries topographically, has been using the commercial automobile for several years to great advantage. Railways were not being built with the activity that the country's trade demanded, and trucks were introduced in a regular run from Potosi to Sucre, a distance of 50 miles where highways are far from good.

Peru, as everyone knows, is not a land with many miles of automobile roads. There are, however, in Lima, the capital, over 300 machines, many of which are used as taxicabs. In Columbia the department of public works has made plans, backed by government appropriations, for constructing highways suitable for automobiles.

Venezuela, notwithstanding that gasoline is 50 cents a gallon in Caracas, is buying cars and improving roads. During the last fiscal year three auto trucks and 27 pleasure cars were shipped to that country from the United States.

The greatest natural field for the automobile, however, is in South America to be found in Argentina, Brazil and Uruguay, and in each of these countries improved highways are being constructed and motor vehicles multiplying rapidly. In 1915 Argentina alone imported 6116 automobiles. An automobile show is to be held in Buenos Aires this year in connection with the country's centennial celebration, an event which will doubtless not be lost sight of by the American manufacturers.

Newspaper Backbone Of His Advertising

Hugh Chalmers Will Spend Million Dollars This Year for Publicity, Most of It Going to Daily Papers.

"Money makes the mare go" is the old saying. Hugh Chalmers has changed it to "Advertising makes the mare go." So firm is Mr. Chalmers in his belief that \$1,000,000 will be spent this year telling the public about Chalmers cars.

Newspaper advertising is the backbone of the Chalmers campaign, though of course some of the great national weeklies and magazines are also used. Paul Smith, vice president in charge of advertising, says this of newspaper advertising:

"The local newspaper is the new medium. It is the solar plexus blow which hits at the door of each home in each dealer's town. And that means sales now. The national weekly and magazine is necessary, but the timely word is delivered by the daily paper in each sales district. As a proof of our absolute faith in this fact we are using 1600 newspapers throughout the country several times each month in the campaign we are now waging."

In a recent talk Mr. Chalmers said: "Advertising increases my sales so that I simply cannot afford to do without it. The only man who can't advertise is the one with so much business he can't handle it, or the man with so little business he can't advertise. Our secret of advertising is as simple as A. B. C. Be honest, be sensible and be persistent."

Backing up this interest-creating advertising, the Chalmers campaign is holding its standard of "quality first" — the 3400 r.p.m. Six-20 Chalmers and the results are phenomenal. The combination of advertising and quality, backed by service and aggressive salesmanship, has already put more than 4,000 of these cars in the hands of owners. The owners are joining the newspapers in advertising and the company is building 2,000 more Six-20s of which are practically sold today — the demand which has been created.

No Spooning on the Roads.

Motor car owners are now facing a fine for violating the law in Lower Merion township, outside of Philadelphia, Pa. The fine is imposed on one who persist in using the tons of their cars instead of their tractors in which to spoon. The general method is to park along the roadside and put the lights out.

Auto for Mail Carrier.

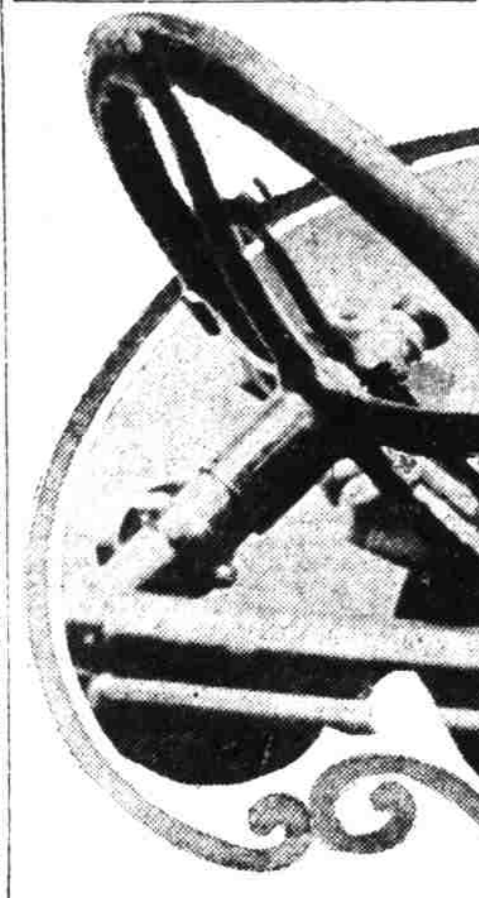
Patrons of Jason Busby, a rural delivery carrier out of Taylorville, Ill., presented him with a motor car as an appreciation of long and faithful service and he has disposed of his horse and wagon. It was necessary to secure permission from the government in order to substitute the motor for the registration wagon.

Paving Plans Are Unavoidably Late

Section Between Troutdale and Stone May Not Be Ready for Dedication of Highway.

Present indications are that the paving of the Columbia river highway between Troutdale and Stone will not be finished before the day set for the official dedication of the highway during Rose Carnival week as had been expected.

Owing to unfavorable weather conditions the contractors have been able to make other than slow progress on the "Sandy cut off" and "Figure Eight" sections.



Miss Belle Bloom, who enjoys her Chalmers as much as her piano.

Gas Tank Struck, Carburetor Struck, Blue Laws Worked

"Let's get a drink," said the gasoline tank to the carburetor. "Right you are," said the carburetor. "I won't go another step. I mean revolution unless we do. Send the driver after a quart of gas."

Whereas Charles F. Runkle, climbed out of the driver's seat of his machine and took his bearings. Nighting on the sign board he discovered that he was in the proximity of Forest Grove, with a good car under him, but wary a drop of the precious fluid that makes the car go.

"It's a good thing we ran out so close to town," commented Mr. Runkle. "With that he stepped out with a willing heart and started out for the town to get gas.

Every good story of the road must have a "but" buried in it. Here is ours.

But, Mr. Runkle had forgotten the "blue laws" of Oregon while the people of Forest Grove had not. He hunted high, and he hunted low for a man who was willing to take a chance. But, gas he could not get. It simply was not for sale on Sunday.

The blue law did not affect the telephone and after some delay, gas from Portland finally arrived.

"Where there's a will there's a way," chuckled the carburetor. "The boss gets his from California and we get ours from Portland."

A government statistician has found that about 1500 persons are struck by lightning in the United States every year, of whom about 500 are killed.

FINDS RECREATION IN CAR



Miss Belle Bloom, who enjoys her Chalmers as much as her piano.

Three Counties Vote On Bond Questions

Umatilla, Union and Coos Consider Road Problems—Two Former Defeat Plans—Coos Carries Bonds.

At the recent primary election three counties, Umatilla, Union and Coos, voted on the question of issuing bonds for highway improvement. In the two former counties the issue was overwhelmingly defeated. In Coos county the issue carried by a majority approximating 500 votes. The amount of the issue authorized is \$352,000. It will be expended in standardizing the grade of the main roads of the county.

The defeat of the bond issue in Umatilla and Union counties was not due to opposition to road improvement but to local disagreement as to the roads to be improved and a sentiment that the county was not prepared to economically administer the expenditure of the large sums to be raised. In Umatilla county the vote was \$50,000 and in Union county \$100,000.

Wasco County Will Vote on Bond Issue

Special Election to Be Held on Matter of Issuance of Bonds for Road Improvement.

It has been decided to call a special election in Wasco county for the purpose of voting on a \$250,000 bond issue for road improvement.

It is proposed to apportion the money as follows:

The Dalles to Dufur, \$25,000; Dufur to top of Tygh grade, \$20,000; top of Tygh grade to top White River hill, \$20,000; Maupin to Shaniko, \$25,000; Shaniko to Antelope, \$25,000; Antelope to Jefferson county boundary, \$20,000; top White River hill to Maupin, \$50,000; Columbia river highway, \$125,000.

This apportionment gives the north end of the county \$125,000 and the south end \$125,000.

Busted Trusts Are Worse by Far Than Whole Ones, By Heck

They busted up the trust, they said.

They cracked the octopus. They trampled the dragon to his air.

With quite a bit of fuss. They cut his throat and hacked his hide.

And gave him forty fits. And with the aid of Uncle Sam They sliced him into bits.

No more the oil of Mother Earth Would wind its pipe-line way into the dragon's maw to be doled out a later day.

At prices low or prices high. Whatever was decreed Without regard to primal worth Or cost of hay and feed.

But now what's this we see proclaimed On filling station's door? The price of gas is higher far Than ever 'twas before.

O, Giant-killer, take no more The dragon's deathly toll. The next time you would kill a trust,

For our sake leave him whole. —Ohio Motorist.

Law Protects Motorists. The New York state assembly has passed unanimously a bill of interest to automobilists, making it a misdemeanor to place on roads anything likely to puncture automobile tires. The measure prohibits the placing on any road, highway or public place of glass, tacks, nails or other articles which might injure an animal or person, or puncture a tire.

MOTORISTS BOUND TO SEATTLE WARNED TO AVOID ROUGH PLACE

Detour off Pacific Highway Near La Center Will Lead Over Good Road.

Rest of Way in Fine Shape. Reports Keats Motor Co. Man Making Journey in Big Chalmers.

HEMPHILL MAKES JOURNEY

By Ralph J. Stachli. Motorists who may attempt the road to Seattle are warned again to take the detour just before reaching La Center on the way out of Vancouver.

He turned the prow of the Chalmers 3400 R. P. M. out over the road from Vancouver at a good pace until he reached a point 14 miles from the reservation town. Here there is a fork in the road. One leads direct to La Center, via the Pacific highway, while the road to the left leads to Ridgefield. The Pacific highway is not yet in shape and also is rough. Machines still are getting into trouble there. So at this point, Mr. Hemphill advises using the road which leads to the left. This must be followed until the first road to the right is reached. That road will lead again to the Pacific highway.

This detour is by way of the road which leads to Ridgefield and will pass the motorist over the worst part of the stretch. The detour is gravelled all the way and in good driving shape.

Rest of Way Fine. The rest of the way to Chehalis is in fine shape and tourists are many, says Hemphill. "I left here Sunday afternoon and drove through Chehalis the same evening. From Vancouver to Castle Rock, with the exception of the small piece mentioned, the roads make one of the finest drives for such a distance.

"In fact the entire distance is good. A short piece of plank road makes careful driving necessary but an average pace of 20 miles an hour is very

PIONEER CAR GOING STRONG



Oldsmobile that was Morrow county's first machine and which is still in active service.

One of the first 10 cars in Oregon is still working and enjoying its ripe old age on the roads of eastern Oregon. It is an Oldsmobile, and is owned by E. H. Hall of the Oregon garage at Heppner, Or. It was the first car owned in Morrow county, and today still has all its original parts, with the exception of the steering gear, which was replaced by a new one.

The road out of Kelama on which they were working a few weeks ago and which was rather bothersome at the time, is now a fine stretch of hard macadam. From Kelama to Kelso the road is excellent.

Kelama Road Improved. The road out of Kelama on which they were working a few weeks ago and which was rather bothersome at the time, is now a fine stretch of hard macadam. From Kelama to Kelso the road is excellent.

When writing or calling on advertisers, please mention The Journal. (Adv.)

TIRE COMPANY WILL GIVE BIG SUMS AS PRIZES FOR RACERS

\$10,000 Will Go to Champion Driver of 1916 Season; Second and Third to Share.

GIFTS TO BE OUTRIGHT

Manufacturers Say No Reason Exists for Inducing Use of Their Brand as Nearly All Do So Now.

Ten thousand dollars for the champion race driver of the 1916 season, the second best and the third, divided in a manner yet to be announced, have just been put up by the B. F. Goodrich Rubber company.

The telegram from W. H. Rankin, representing the 23 official officials, says:

"There is no reason why the Goodrich company should extend any award for the purpose of inducing the use of Silvertown twin valve cord tires and it does not, but gives outright, without a string tied to it of any kind whatsoever, \$10,000 between the authorities determined champion, the second and third in order, irrespective of the make or kind of tires that may be used by said winners.

The American Automobile association, the official association of car owners of this country, has prepared rules to govern the determination of the actual champion for the season of 1916 and will be the sole arbitrator regarding such award.

"The Silvertown cord tire is universally recognized as the type of construction insuring best results in speed contests and is used almost exclusively by racing drivers.

According to the latest "Automobile," 17 of 18 drivers at the Sheephead Bay classics used Silvertown tires. Ralph Mulford in his sensational dash with the Hudson, when he traveled 1819 miles and broke the world's long distance sustained speed record, also traveled on Silvertown.

The public just announced is considered generous recognition of the selection by outright purchase by drivers of racing cars, for use in contests. These selections have been without the influence of any money consideration.

Advertisement for Chandler Six car, priced at \$1295. Includes an image of the car and text: 'CHANDLER SIX \$1295 THIS IS WHY WE HAVE TO BUILD 20,000 CHANDLERS THIS YEAR BECAUSE, in the midst of new motors, new theories, experimental engineering efforts and a host of untried and uncertain ideas, the Chandler Six stands out in the limelight as The Proven Mechanism There are thousands of discriminating motor car buyers who do not want to experiment. Thousands who want a known motor, powerful, speedy and of assured dependability. Thousands who want such a motor in a big, beautiful high-grade car. Thousands who want, with such a motor, Bosch Magneto ignition, Gray & Davis separate unit starting and lighting equipment, solid cast aluminum motor base extending from frame to frame, annular ball bearings, silent spiral bevel gear rear axle. Thousands who insist on a handsomely finished and leather-upholstered tonneau cowl body mounted upon such a chassis. So these thousands are buying the Chandler Six; the pioneer light weight six and still the leader in the entire field of cars selling for less than \$2000. Come See the Chandler Now Seven-Passenger Touring Car, \$1295 Four-Passenger Roadster, \$1295 POWER—Ample to take this car, loaded, anywhere that any automobile can go. SPEED—More than 999 out of every thousand car owners would ever want or dare to use. MOTOR—The marvelous Chandler Motor, built in the Chandler factory for three years past and famous the world over. FREE FROM ANY HINT OF EXPERIMENTATION. Gerlinger Motor Car Co. East Third and Oregon Streets. Telephone Private Exchange East 7222 CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO

Advertisement for Winton Six car. Includes an image of the car and text: 'WINTON SIX Why Fine Homes Always Differ Look over the fine homes in the best residence districts and observe that no two look alike. Why? Because successful men and women invariably have definite, individual ideas. Homes that are different express this taste—so, too, do motor cars that are unlike the commonplace. The Winton Six is made expressly for these men and women. Its superior mechanism is clothed in beautiful forms and colors that are individually planned to meet the requirements of each buyer personally. We have no monotonously-repeated, set "standards." Each Winton Six is a special. It becomes its buyer's personal possession in the fullest sense, because it is precisely the car in performance and appearance that he desired above all others. Our artists gladly submit suggestions for your approval. Two motor and chassis sizes — 33 at \$2485, and 48 at \$3500. Consider us at your service—simply telephone The Winton Company Winton Building, 23rd and Washington Streets Phone Main 4244