

SAN FRANCISCO, CAL,

tor The Oakland "37" on to record-breaking hill-climbing performance on one of its many ascents up the steep Incs-street grade from Filbert to Green streets.

MACHINE CLIMBS 31,950 FEET IN

Remarkable Showing Made On Steepest Grades in San Francisco.

The severest test ever given to motor car in California, and what is believed to be in the world, has just been made under the direction of R. K. Roberts, assistant general sales manager of the Oakland Motor Com-

The wonderful showing made by the model "37" 1915 new Oakland on the endurance run to Tahoe Tavern, in which it proved not only its consist ency of operation and power, but also that it was impossible to heat the

ency of operation and power, but also that it was impossible to heat the engine to a point where the radiator would boll even che excessive low-gear work, has been demonstrated.

It was to prove that the model "37" not only could duplicate the work on the test run but slae could stand a more strenuous strain that Roberts decided to give the model "37" ten hours' work over the steepest hill in San Francisco.

In speaking of this test Roberts says: "There have been a few who doubted the ability of the new Oakland to work smoothly without heating under most trying conditions."

"After looking over the steep hills of San Francisco that would afford enough traction for a motor car to climb. I found the two blocks on Jones street, between Filbert, Union and Green, were in the best condition for the test. There is a persendicular rise in the two blocks of 152 feet, the block between Filbert and Union has a 29.09 per cent grade; the grade between Union and Green is 26.18 per cent, or a general average grade for the two blocks of 27.63 per cent. Last Thursday we took a regular stock model "37" over to this hill in charge of W. B. Carter of our company and George J. De Martini of De Martini and Enyart as drivers.

"For eight hours and thirty-one minutes the car climbed those two hills and came down again, making 167 trips in this running time, being an average of three minutes for the round trip. It can be appreciated from the steepness of the grade that it was low gear work all the time. "At the end of the 167th trip, the neighborhood so strenously objected to our tens that we had to move our scene of operation and we were forced to go over to Filimore street and condition our ten-hou' test over the two steep block between Broudway, Vallejo and Green.

"These two blocks are not as steep as those of Jones street, as the perpendicular rise between Filbert and Union, on Jones street, is cighty feet, and between Union and Green seven-ty-two feet, which gives a total of 152 feet for the two blocks. This meant that the new Oa

neant that the new Oakland in the 167 trips had climbed 25,384 feet high.

"The rise between Green and Vallejo is sixty-eight feet, being a 24.77 per cent grade, and between Vallejo and Broadway a sixty-six-foot rise, which is an even 24 per cent grade. This gave 134 feet in the two blocks on Filimore street, as against 152 on Jones. During the one hour and forty-five minutes run on Filimore street the new Oakland made forty-nine trips, or an average of two minutes for the round trip.

"In the forty-nine trips the car had climbed a perpendicular height of 6565 feet, or a total on the two hills in ten hours and cleven minutes of 31,950 feet straight up in the air.

"Few people can realize what this means without comparison. Taking the average grade of Jones street and Fillmore, which is 28 per cent, or 2 per cent greater than Fillmore street per cent greater than Fillmore street and Mount Everest in the Himalaya mountains, with an altitude of 29,141 feet, by a margin of, 2800 feet, and had returned to the starting point. Mount McKinley, in Alaska, has an altitude of 20,300 feet, and it would mean that the new Oakland had climbed over a third greater height and back again in the test. The new Oakland climbed over a third greater height and back again in the test. The new Oakland climbed over a third greater height and back again in the test. The new Oakland climbed over a third greater height and back again in the test. The new Oakland climbed organes in the set. The new Oakland climbed organes is the people of the starting point.

and back again in the test. The new Cakland climb being 11,650 feet higher.

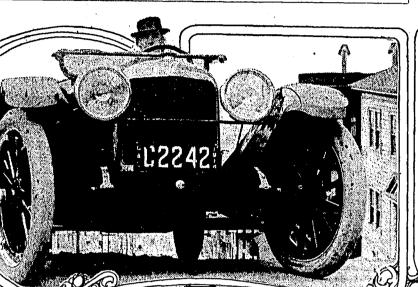
"The world's altitude record for a fiving machine, made in Germany, is between 25,000 and 25,000 feet, while in the United States a United States Army officer has risen something over 17,000 feet. It can be seen by the new Oakland's record of 31,950 feet, if the doen possible to have had a road of that height on a 28 per cent grade, that it would have gone over a mile higher than ever man in the modern flying machine had traveled. "With all this strenuous, low genr work there was never a time when the engine became hot enough to make the water in the radiator boil. Time and again the speciators laid their hands upon the radiators and held them there, without the slightest discomfort. The radiator was never lot and in the height of midday was only warm.

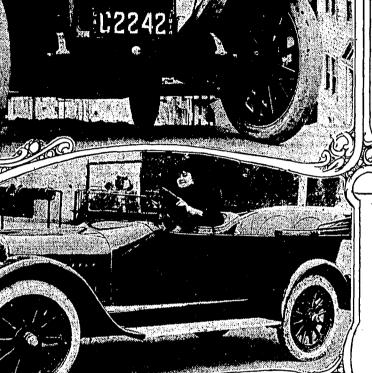
The test was made under the personal supervision of a representative of the press of San Francisco, who the ten-hour run.

Dealer Predicts Big Trade During Fall

E. N. Sells, general manager of the Western Motor Car Company, Chalmers distributers, is very optimistic regarding the coming fall and winter business in Northern California and Nevada. Sells has recently paid personal visits to the Chalmers agents in Sacramento, Fresno, Stockton, San Jose and other leading Chalmers dealers in Northern California, and has been very much impressed by the reports for business in the immediate future which he has received at these points.

George J. de Martini piloting the record-breaking new Oakland "37" over the crest of the Jones-street hill at Green street, in its remarkable hill-climbing performance.







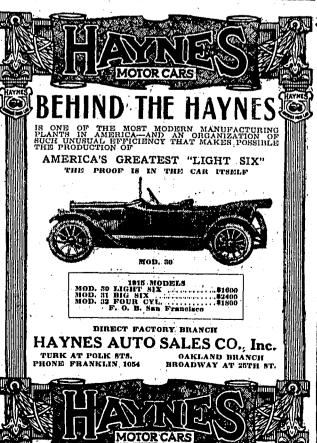
J. F. Chamberlain in his Mitchell car on the Cliff House veranda.
This is the car in which Chamberlain just made the trip between Boston

Coast to Coast

on Pleasure Trip

F. A. Chamberlain, who has just completed a trip across the country and back to his home in Boston, gives some good advice to the motorists who are contemplating this trip.

O. C. McFarland of the Osen-Mc-O. C. McFarland of the Osen-Mc-Farland Company, local Mitchell agents, who recently received a let-ter from Chamberlain, describing the trip, says, "Chamberlain has made a tremarkable journey in his Mitchell four and has travoled some of the worst reads in the country." The sturdy Mitchell has never falled him and has travoled many roads which few motor cars had ever gone over.



Miss Annette Seelos of the Gaiety Theater company at the wheel of the 1915 Chalmers "Light Six" in Golden Gate

BRIDGE FOR HIGHWAY.

Big Factory Unable to Supply Demand

Haynes Plant Works Day and Night, Says Fred Hauger of Local Agency.

Kokomo, Indiana, home of the Haynes, is truly the meeca for au-tomobile dealers this senson, reports Fred Hauger, sales manager of the

Fred Hauger, sales manager of the Haynes Auto Sales Company, distributer for America's First car.

Although the Haynes factory has employed a night shift for the past three months in addition to the regular day force, and the production has been increased to 5000 cars, the company finds it difficult to satisfy the demands of its dealers for cars of the "light six" type, with the result that a great many dealers have come to the factory and camped on the trail until their cars were shipped. And because of the large number of dealers to be found there any one of these days, the visitors to the Haynes factory secure the impression that a sales convention is in progress.

Dealer domand, of course, is created by consumer demand, and it is because of this latter that dealers from every point in the United States have come to Kokemo in person to wait for their cars, and where the distance is not too great they invariably have driven overland in preference to

having the cars go by express or freight. A few such recent trips have been made as far east as Philadelphia, west to Sloux City, north to Minneapolls and south to Nashville.

To date many shipments to Omaha, Salt Lake City, San Francisco and other points on the Pacific Coast have been made by express, because of the urgent desire of experienced motorists to see and ride in the Haynes "light six."

PAINT TIRE RIMS.

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Considerable hard work can be avoided on the road if the tire rims are treated occasionally with a little hard to be more of the finishing character, so it might not be long before the promised permanent repairs on the Park roads is started. Before this work is begun it certainly would be an excellent idea for the Park Commissioners to hold a meeting and endeavor to devise some plan to replace the present dirt roads in the Park with paved boulevards. The day of the dirt road has passed in the tire from rusting on the rim. It is also good to prevent the bead of the tire from rusting on the rim. It is a difficult matter to remove the casing from a rim when it has become rusted.

(Continued of Next Page.)

GOLDEN GATE PARK DRIVES IN NEED OF REPAIR

Modern Boulevards Should Replace Dirt Roads in the City's Playground.

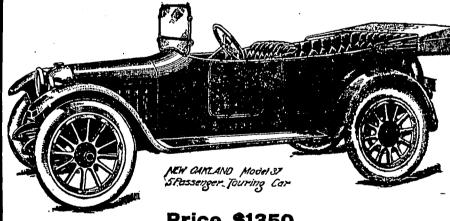
By LEON J. PINKSON,

T a recent meeting of the Board of Park Commissioners the general complaint of the motoring public relative to the poor condition of the roads in Golden Gate Park came up for consideration, and in answering the complaint the superintendent of the city's playground reported that temporary repairs would be made, and that as soon as the Academy of Sciences building was completed the roads would be put in first-class condition.

Thus far the Park superintendent

NEW Oakland 1915

Breaks ALL Records Climbs 31,950 Feet in 27 Miles



Price \$1350

HAS THEM ALL UP IN THE AIR SIX MILES HIGH ON LOW GEAR **CAR NEVER BOILED OR HEATED**

Climbs Jones Street Hill Between Filbert and Green Fillmore Street Between Green and Broadway 216 TIMES

> Was in perfect condition to continue test indefinitely. The car used was our regular demonstrating machine and was in no way special—The gear ratio of the car was standard, and to prove our claim that the ratio or car was not changed for the test, we will very gladly demonstrate this model on the hills used to interested

> > "ONE PRICE TO ALL"

Branch

Alameda County Representative, F. H. Dailey Motor Car Company. 2130 Broadway, Oakland



\$930,000 Paid Each Week

For This Largest-Selling Class Car For weeks that has been the record. Motorists

are paying, on the average, \$930,000 weekly for this new-model HUDSON. No other class car commands anywhere near such

a sale. HUDSON output for September is five times a year ago. All because of the matchless at-tractions offered by this new-type Six.

Come and See Why This HUDSON Six-40 stands today the most popular quality car in the world.

First, because Howard E. Coffin designed it as his finished ideal of a car. And Mr. Coffin has long been considered the leading American designer. Second, because of its lightness. It is lighter than

any other car that seats seven. Third, because its new-type motor has reduced operative cost about 30 per cent.

Fourth, because of its beauty. It has scores of attractions which you never have seen in a car.

Fifth, because of its price. Never before has a high-grade car been sold for \$1550 f. o. b. factory. Come now and see it. In the fall, when the newyear models all come out, is the time to pick out your new car.

Five New-Style Bodies Open and Closed

H. O. HARRISON

1200 Van Nass Ave., San Francisco 3068 Broadway, Oakland