

WRIGHT IS CHOSEN AUTO CLUB HEAD

Portland Dealers Hold Annual Election of Officers for Coming Year.

TO SEEK BETTER FEELING

Plans Formulated for Year Looking Toward Ridding Association of Many Petty Grievances.

The Portland Automobile Dealers' Association held its annual meeting at the Commercial Club Monday evening. Officers for the ensuing term were elected. The newly-elected incumbents are: President, C. F. Wright, of Ballou & Wright; vice-president, P. A. Combs, of Archer-Combs Company; secretary, R. E. Blodgett, of the Firestone Tire Company; treasurer, G. S. Brackett, of the White Motor Car Company. Plans for an active year were formulated. The membership of the association has been materially strengthened during the past six months because of the advent of nearly a dozen new dealers into the local field. As a consequence a feeling of keen rivalry has prevailed between the old and new dealers.

Better Feeling Expected.

The result of the commercial enmity has carried with it its natural losses and continual banding among the dealers. All this will be replaced by a spirit of good fellowship if the plans of the new officials carry. To accomplish this end it is proposed to include all the dealers in the city in the membership of the association. Following on this it is proposed to hold semi-monthly or monthly meetings for the purpose of cultivating acquaintance and familiarity with the trade. The petty grievances that have heretofore prevailed, it is hoped by the adoption of these methods, will vanish.

Probably the most conspicuous effort of the new regime to better the existing conditions that manifested itself at the meeting Monday evening was the selection of a committee to provide a "love feast" in the near future. President Wright appointed C. H. King, of the Keats Auto Company, as chairman of the committee, with H. R. Menzies, of the Hess-Menzies Company, and H. C. Archer, of Archer-Combs Company, as members. The committee subsequently reported that Thursday night, December 3, had been selected for the event, to be held at the Commercial Club. The banquet will be confined exclusively to members of the association.

A programme is now being arranged and includes a series of business talks by the guests. Good roads will also be discussed and plans will probably be made whereby the association will lend valuable aid to President E. Henry Wempe, of the Portland Automobile Club, in his fight for better highways in this section.

GOLD-PLATED CAR ON SHOW

New Studebaker Is Acme of Expensive Auto Manufacture.

Probably the most expensive and the most elaborately finished automobile in the city is now on exhibition. This is a Studebaker landulet, finished in gold-plate trimmings and cut-glass embellishments. It was manufactured at the factories of the company in South Bend, Ind., expressly for show purposes and was shipped from there to the local agency in San Francisco, where it has been placed on exhibition. All the metal trimmings of the car are gold-plated; even the alarm horn and air tube leading to it have been "jeweled."

The gear-shaft lever and emergency brake lever, glass front sashes, hood hinges, handles, metal molding and the lamps are gold-plated. The interior of the car is the apex of the artists' efforts. The upholstery is of the finest broadcloth, with handsome coach lacing. The dome lights are of expensive cut-glass and are so arranged that when the electric switch is turned on the interior of the car is flooded with a brilliant light. The motor is of the new Studebaker type, of 4-horse-power. The body is finished in royal blue with a natty white stripe. All the new features of the Studebaker output for the next season are embodied in this extraordinary car.

Cornell Wins Distance Run.

BROOKLINE, Mass., Nov. 20.—Led by T. S. Berna, Cornell's team easily won the Intercollegiate cross-country championship from nine other colleges today. Technology was second, Michigan third and Yale fourth. Berna's time was 23:45. Remarkable going for the broken course of six miles.

In England one person in every hundred is unable to read and write; in France, two in every hundred.

OFFICERS ELECTED AT RECENT MEETING OF AUTOMOBILE DEALERS' ASSOCIATION.



C. F. WRIGHT, PRESIDENT. P. A. COMBS, VICE PRES.



ROBERT E. BLODGETT, SECRETARY. G. S. BRACKETT, TREASURER.

At a meeting of the local Automobile Dealers' Association held Monday evening at the Commercial Club, officers for the ensuing term were elected. The new officers are: President, C. F. Wright, of Ballou & Wright; vice-president, P. A. Combs, of Archer-Combs Company; secretary, R. E. Blodgett, of the Firestone Tire Company; treasurer, G. S. Brackett, of the White Motor Car Company.

AUTO BUSINESS BRISK

MANY CARS DELIVERED TO LOCAL AND OUTSIDE BUYERS.

Changes in Agencies Noted and New Cars Enter Field—Bits of Gossip Around Town.

The Covey Motor Car Company sold Cadillac "30s" to the following purchasers last week: Dr. O. F. Botkin, H. C. Campbell, R. H. Wood, Mrs. J. W. Beakley, John W. Baker, A. E. Andrews and E. M. Hatch, all of Portland. Cadillac 30 touring cars were delivered to C. F. Gilbert, of Hood River and C. H. Snyder, of Medford, Or.

W. C. Hood, special representative of the Chalmers-Detroit Motor Company on the Pacific Coast, spent several days in the city last week as a guest of the management of the Keats Auto Company, local representative of the Detroit concern. Mr. Hood spoke enthusiastically of the future outlook for business in this field, and said that sales of his product in this locality during the past 90 days far exceeded his most sanguine expectations. He left for his headquarters in San Francisco Friday.

Ballou & Wright, sixth street accessory dealers, last week acquired the local agency for the production of the "Clare Liquid," one of the staple productions, a patented preparation recently placed on the market, which, after distribution on the glass of a windshield insures clear vision to the motorist. The preparation keeps the glass clear, and obviates all danger arising from the accumulation of mist or rain.

Frank M. Fretwell, publisher of the Western Motor Car, Seattle, Wash., was a visitor in Portland for several days last week.

The Northwest Buick Company shipped three Model 17s to the Northwest Auto Supply Company at Spokane last week.

P. A. Combs, of the Archer-Combs Company, Oak street accessory dealers, will visit the National Automobile Show, to be held at the Madison Square Garden, New York, the first of January.

Robert Simpson, a popular salesman and well-known along Automobile

Row, has acquired the agency for the Auburn car. A carload of demonstrators will arrive from the factory in Auburn, Ind., during the coming week. Until permanent quarters are secured Mr. Simpson will have headquarters with the Northwest Buick Company, Seventh and Couch streets.

Dr. G. E. Watts since relinquishing his interest in the Covey Motor Car Company a few weeks back, has formed a partnership with E. S. Wilson, a well-known demonstrator and motorist here. They have acquired the local agency of the Knox car, under the firm name of the Western Auto Car Company. Mr. Russell will manage the salesrooms and garage that are being fitted up at 531 Alder street. A Knox gray tonneau and a thistle-green touring car will arrive from the factory at Springfield, Mass., the latter part of the week. These will be utilized as demonstrators until the arrival of subsequent shipments.

The Keats Auto Company, during the past week delivered a Chalmers to Dr. U. C. Coe, and a Chalmers "40" to F. L. Burton, all of Portland.

M. B. Duffield has purchased the interests of Cuthbert & Spithoof in the local agency for the Hupmobile cars. Messrs. Cuthbert & Spithoof have since become affiliated with the local agency of the Northwest Studebaker Brothers Company.

Fred A. Bennett, president of the Bennett Auto Company, during his recent visit at the factory of the Reo car in Lansing, Mich., secured an allotment of 200 Reo cars for the coming season to be distributed among his subagents in Oregon, Washington and Idaho. He also secured a dispensation to distribute a limited number of the Reo productions in the Hawaiian Islands.

A 1910 model of the Reo car was received during the past week, and among its novel characteristics is the left-side steering wheel and gears. The manufacturers of the car are imbued with the belief that all standard cars will be equipped similarly because of the gradual enforcement of the traffic regulations in all the large cities in the country.

Among the natty new arrivals on Automobile Row during the past week is the new 1910 White Limousine, received by the White Motor Car Company. The exterior of the car is finished in a highly decorative signal green. The interior is designed for theater and party use. The upholstery is of a beautiful shade of green brocade. A cut glass bouquet vase and toilet sets also adorn the interior. The car was placed on exhibition in the display rooms of the local agency last week.

PORTLAND AUTO SHOW A HUMMER

Plans Outlined Last Week Develop Big Time in January.

SURPASS LIKE DISPLAYS

Three-fourths of Dealers of City Vote in Favor of Proposition After Stormy Debate as to Expense of Show.

A joint meeting replete with bursts of oratory and flights into the realms of frenzied finance was held by the Automobile Dealers' Association and the members of the automobile show committee of the Portland Automobile Club, in the clubhouse of the Keats Auto Company Wednesday evening.

The gathering, which marked the largest ever attended in local autodom, was held for the purpose of talking final and definite action upon the automobile show proposed to be held under the auspices of the Portland Automobile Club during the last week in January, in the Armory.

Question of Advisability Arises.

After the announcement had been made public that the show was to be held and plans were being formulated to make it the banner one of its kind on the Pacific Coast, several of the prominent dealers cautiously weighed the feasibility of such an event, with its results.

Some of the conservative dealers and whose business represents the bulk of the enterprise here, averred that the advertisement derived from exhibition sources was considerably in advance of other channels of publicity. Many of the larger dealers and probable exhibitors strengthened their contentions when the rumor was verified to the effect that 50 cents a square foot would be charged by the show committee for exhibition space. This specific item, they contend, is equal to that charged by the management of the National show to be held in Madison Square Garden during the early year.

Basing their arguments upon the lengthy list of cars that would necessarily have to be exhibited at that proposed rate, the extra expense for insurance, help and incidentals, the dissenting dealers figured that they will necessarily be compelled to expend sums ranging from \$100 to \$200 in order that they might provide a suitable exhibit at the coming show.

Stormy Debate Ensues.

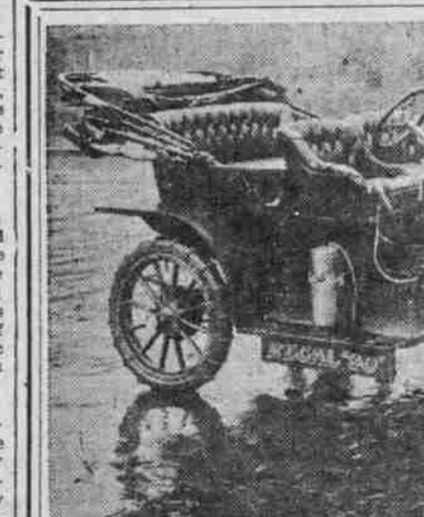
After a stormy debate upon the feasibility of holding the show, the matter was put to a vote. When the ballots were counted it was ascertained that 75 per cent of the dealers in attendance were in favor of the show and voted accordingly. The show committee was authorized to proceed with its plans for making the coming exhibition of cars the best ever held on the Pacific Coast. With that end in view, Secretary Will Lipman of the Portland Automobile Club, and chairman of the automobile show committee, has begun negotiations with a firm of scenic artists in New York for adding the artistic embellishments to the selected exhibition rooms in the Armory.

Harry Keats, president of the M. L. Keats Auto Company, will attend the National shows at the Grand Central Palace and Madison Square Garden in New York immediately after New Year.

OVERLAND HAS NEW DEVICE

Foot Control Eliminates Changing Gears by Hand.

The Crowe Automobile Company, Sixteenth and Alder streets, received a carload of the 1910 model "38" Overland Run-



BABY TONNEAU.

Specifications of Regal '30'

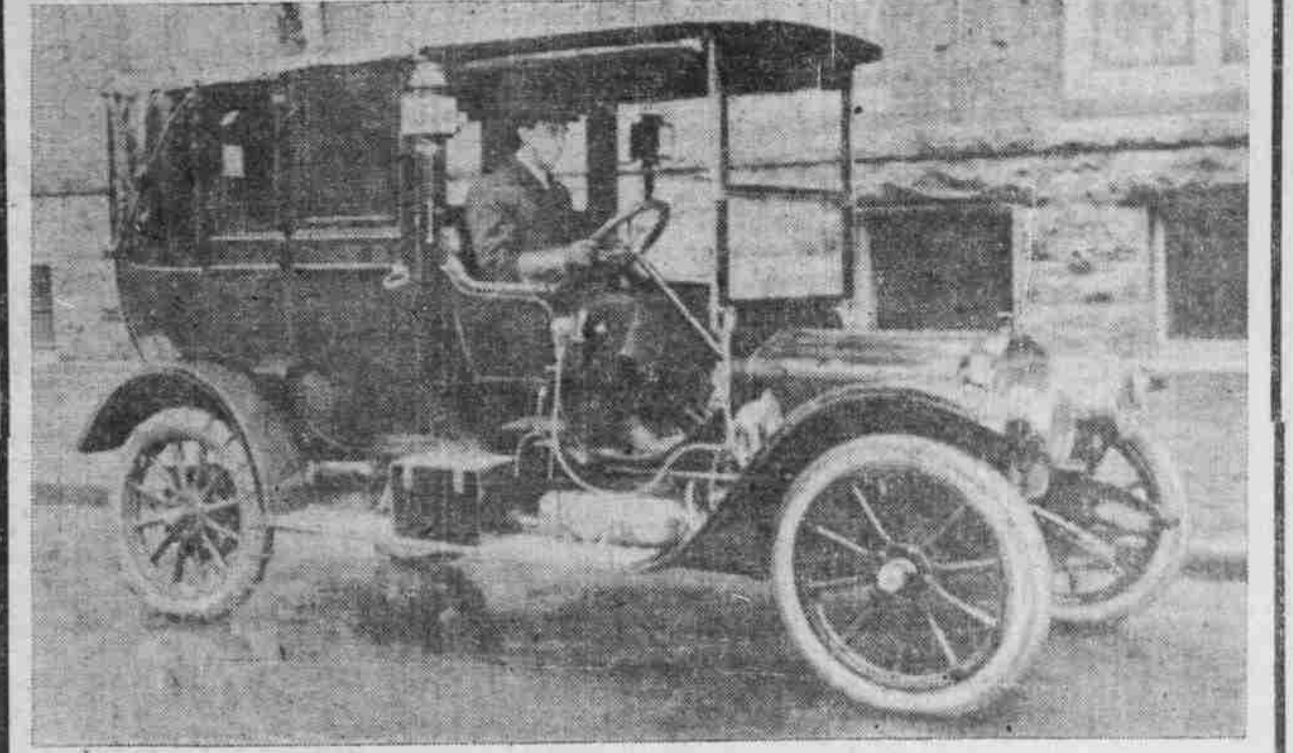
Horsepower—30.
Engine—Four-cylinder, four-cycle vertical type.
Cylinders—Cast in pairs, with integral water jackets.
Valves—All on one side, interchangeable and mechanically operated.
Crank Shaft—Single piece forged especially heat-treated, large bearings with fly-wheel flange forged integral on crank shaft. All bearing surface ground to size and crank shaft and fly wheel balanced.
Frame—Four-cylinder.
Connecting Rod—Drop forged steel I beam cross section, marine type cap.
Lubrication—Circulating system. In this system, the oil is pumped from reservoir. This pump forces the oil through special ducts and tubes to the different bearings and connecting rods, providing a positive stream of oil to each part needing lubrication at all times. The unused oil, flowing to the bottom of the crank case proper, overflows into the oil reservoir and from there is pumped again through the different bearings. This provides liberal oiling to all parts of the engine.
Ignition—Dual system, consisting of Remy High-tension Magneto and Batteries.
Cooling—By the thermo-siphon system, large radiator.
The Belt-driven Fan insures proper circulation of air through radiator and sound engine.
Carburetor—Schebler.
Clutch—Improved cone type. Leather faced. Engages easily and without any jerk or slip.
Transmission—Selective sliding gear. The entire transmission is operated on roller bearings.
Speed—Three forward and one reverse, direct on high speed. Shaft drive.
Spear Axle—Semi-floating type, fitted with truss rods.
Entire Axle and Transmission run in a bath of oil, thus insuring perfect lubrication at all times.
Brake—Four in number.
 Springs—Semi-elliptic front. Full elliptic rear.
Frame—Pressed steel, U section. Frame dropped over rear axle.
Tires—65 inch wheels. Wheel Base—67 inches.
Five-passenger and baby tonneau \$1500 F. O. B. Portland, fully equipped with top, glass front, magneto and full lamp equipment with generator.
Roadster fully equipped same as 5-passenger and baby tonneau, \$1450 F. O. B. Portland. Write for catalogue.

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OREGON AGENT, 551 ALDER ST., PORTLAND, OR.

INTER-STATE AUTOMOBILES
Best Machine on the Market for the Money.
WATSON AUTOMOBILE CO.
AGENTS.
503 Alder Street. Phone A 7612.

IMMEDIATE DELIVERY

MODELS NOW ON EXHIBITION



WHITE

Steam or Gasoline

THE travel demands of present-day family and social life are splendidly fulfilled by the White Limousine and Landulet. While they attain the acme in the style and luxury of their appointments, they are possessed of all those qualities which insure reliable performance under the severest conditions of service. They represent the highest degree of perfection of the motor-car-maker's art.

WHITE MOTOR CAR COMPANY

C. A. EASTMAN, General Manager. G. S. BRACKETT, Secretary

86 TENTH STREET, PORTLAND, OR., BOTH PHONES

Our Permanent Home Now in Course of Construction, Sixth Street, at Madison. All Modern Equipments and Conveniences at Your Service. Absolutely Fireproof; Steam Heated; 40,000 Square Feet Floor Space.

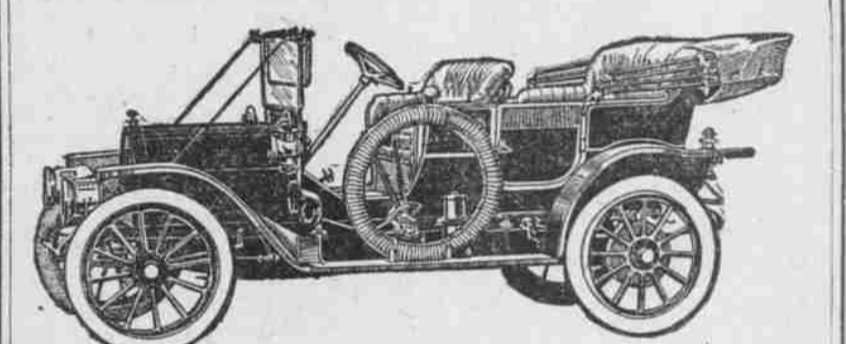
abouts during the past week. The cars present a handsome appearance and are finished in royal blue with fine line gold striping. The Overland "38" is fast, powerful and smart in design, having 32x3 1/2 inch tires, 102 1/2 inch wheel base, four cylinders, 30 horse-power motor, with cylinder cast singly and five main-shaft bearings. The new arrivals are fitted with the Overland foot control, which eliminates the necessity of changing gears by hand. The new arrivals sell for \$1350 F. O. B. Portland.

As a result of his visit to the various factories in the East which his company represents Mr. Crowe reports great activity in the manufacture of automobiles. He was successful in securing samples of all lines, which will arrive during the coming week.

Special Race Cars Opposed.

NEW YORK, Nov. 20.—The American delegates to the International Conference of Automobile Clubs, to be held in Paris December 7, have been instructed to urge that international automobile racing in the future be confined to bona fide stock cars, classified according to piston displacement, with a minimum weight limit in each class. It is expected that this will do away with the expensive construction of racing cars and will make the results of races more indicative of the normal worth of competing cars.

30-35 REO \$1475.00



30-35 H.P. Four Cylinder \$1475, With Top, Magneto, Tire Irons, Trunk Rack, Robe Rail, Gas, Lamps, Side and Tail Lamps and Generator, 34x3 1/2 Tires F. O. B. Portland.

TAKE NOTICE OF THAT EQUIPMENT AND NOTE THE ABOVE PRICE IS F. O. B. PORTLAND

Note the following specifications and come and get a demonstration.

30-35 H. P. Motor, five-passenger Touring Car or Toy Tonneau Roadster, 34-inch wheels, three forward-speed selective type transmission, 108-inch wheel base, tonneau seat, 48 inches wide, oil reservoir, pump and all connections contained in crank case, spiral cam gears, multiple disc clutch, 10-inch clearance under lowest part of rear axle, main bearings adjustable from outside of crank case (an exclusive Reo feature), aluminum foot mats and running board.

MAGNETO, TOP, TRUNK RACK, FULL LAMP EQUIPMENT, ROBE RAIL AND TIRE IRONS, \$1475 F. O. B. PORTLAND.

We were going to make the price \$1450, but the railroads have raised the freight rates, taking effect December 6.

Fred A. Bennett

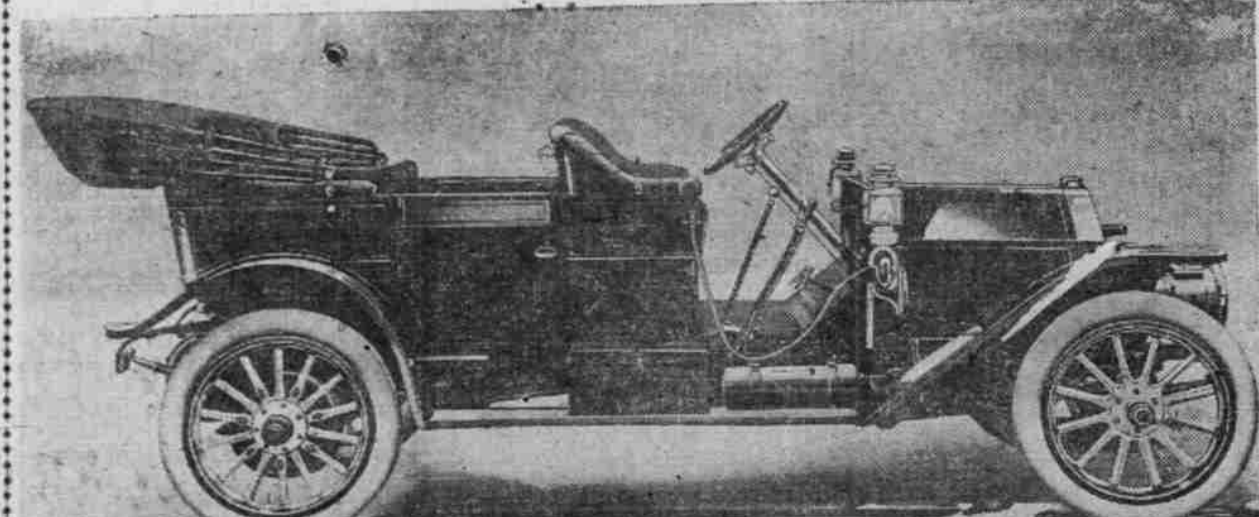
Distributor for Entire Northwest.

"CLARO"—A LIFE SAVER

Just what you have been looking for. An investment of \$1.00 will save you hundreds. CLARO applied to your WINDSHIELD keeps the glass perfectly clear in rainy weather. Ask your dealer for it.

BALLOU & WRIGHT 86 SIXTH STREET

NEW MODEL SAID TO BE IN CLASS BY ITSELF.



FIFTY HORSEPOWER STODDARD-DAYTON.

Among the new models expected to arrive during the coming week, the model 10 F 50 H. P. Stoddard-Dayton will make a bid for recognition. Fred A. Bennett, president of the Bennett Motor Car Company, recently returned from a visit at the factory in Dayton, Ohio. He says the new model far surpasses any of the former productions and is in a class of itself from a constructive and decorative viewpoint. A demonstrator will arrive early next week.