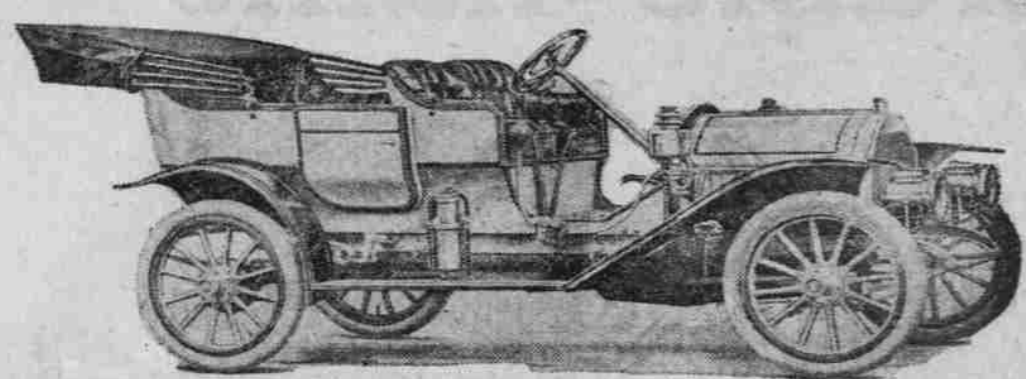


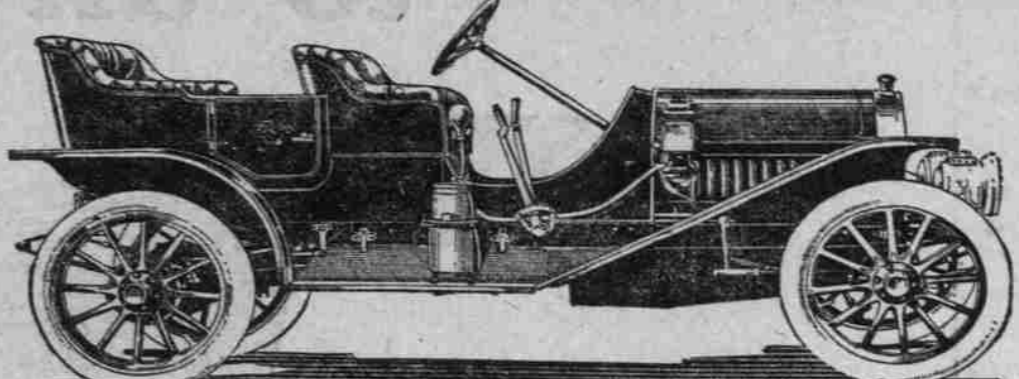
"Regal" Quality Fully Insured by Two Million Dollars' Worth of Fine Factory Equipment!!

Easy to Operate, Simple in Construction, Beautiful in Design and Finish



REGAL THIRTY TOURING CAR—\$1350 F. O. B. Portland, with magneto and five lamps, and \$1450 with glass front, speedometer and top, all best quality.

Beautiful! Comfortable! Powerful! Silent! Speedy! Simple!



REGAL THIRTY DETACHABLE TONNEAU—\$1350 F. O. B. Portland, with magneto and five lamps; \$1450 with glass front, speedometer and top, all best quality.

Will Take You Anywhere As Fast or Slow as You Desire to Go

PROMPT DELIVERY OF 1911 CARS GUARANTEED

Complete Factory Facilities

Regal Cars are manufactured cars—made by one company, under one supervision. Four years ago, when the Lamberts—the well-known capitalists of Detroit, Mich., and Fred W. Haines, the manufacturer, first discussed producing a thirty-horsepower car of Regal excellence for twelve hundred and fifty dollars, they unanimously decided that the mere assembled proposition would not do. The only way to make a car of such quality to sell at such a low price was with complete factory equipment.

During the years since, this decision has been rigidly adhered to. The Regal plants have steadily grown from an output of three cars a day in 1907, to thirty cars completely manufactured and shipped each working day in 1910. These three years have been conscientiously devoted to the development of one model. Tools, machinery, buildings, organization, have been untriflingly improved, added to and changed in order that a perfect thirty-horsepower car might be produced for twelve hundred and fifty dollars. The ultimate result is the 1911 Regal Thirty, the strongest, most durable, quietest and most handsomely finished low-priced car made.

In the Regal factories it is not sufficient that each operation on each part be done with a special tool made for the purpose; each part after each operation is measured with a fine gauge made for that one operation, at great cost. If the measurement on any fine working part varies so little as 1-1000 part of an inch it is discarded as unfit.

Briefly, complete Regal factory equipment means to the purchaser of a Regal car this—That he gets high-grade construction and finish but does not have to pay a high price for it. That he can depend upon the manufacturers' and dealers' statements as to quality. The claims of the Regal manufacturers are sincere because every part is made under their own personal supervision. That extra parts can be quickly obtained at any time within one year or five years after the car is bought.

Four Years of Proof

Automobile quality is proved by years of good service. The strongest claims and speculators cannot take the place of such proof.

Regal quality is insured by proper factory facilities, but beyond that is the strong, undeniable proof of time and service. The Regal Thirty was the first low-priced car of such size and luxuriousness and power made in America. Four years of factory experience and effort have seen it improved to higher and higher standards, with every feature, every item of workmanship, every particle of material, tested and found true by thousands of satisfied owners. The price alone has remained stationary.

It was the first 1910 Regal Thirty that made the grueling run from New York City to San Francisco, and captured the touring car record between those two points. No car of cheap construction could have gone through such punishment and have arrived at its destination in good condition—as did the "Regal Plugger."

It was a standard stock car, Regal Thirty, that won the cup in its class at the last Redlands, Cal., hill climb. Performance, not claims, was needed, and the Regal stood the test.

When you purchase a Regal, you buy a motor that has proven its excellence through three years of hard usage. You get bearings that are absolutely known to give long and good service. You get gears that have run without noise and with great durability for thousands of miles. You procure the product of experience and certainty at low cost.

It resolves itself into this—You may get good service from a low-priced car of another make. But there is no other low-priced car of the size and power and appearance of the Regal that has so beyond question proved its excellence and durability and worth, as has the Regal.

Live Agents Wanted! We want responsible representatives in all portions of Oregon to sell the "Regal" line of cars. Best possible terms given. For detailed information write the

GRAHAM MOTOR CAR COMPANY

Phone A 3268

Fifteenth and Washington Streets, Portland, Oregon

Phone Main 5468

LOZIER CARS HERE

Agency Will Be Established in Northwest.

PORTLAND AUTOS MANY

J. R. Hall, Factory Representative, Says Rose City Is Above Average in Ownership of Machines. Sign Posts Recommended.

That Portland is one of the best automobile cities on the Pacific Coast is the belief of J. R. Hall, of the Lozier Motor Company, of New York, who was a Portland visitor last week in the behalf of his company. Mr. Hall was here trying to establish a Lozier agency for Oregon in Portland.

An agency for this car was established with the Metropolitan Motor Car Company but as this company has dissolved business a new agency must be established. It was said last week that Captain C. P. McCann and W. T. Sieddon, of the Tip-Top Automobile Company, of Hood River, were the agents for the Lozier in Oregon and Washington, but this was not so for no permanent agency for that car was established in these two states although the cars were handled by the Metropolitan Motor Car Company of both Portland and Seattle.

Mr. Hall is a factory representative and has been making a tour of the sub-agencies of the Lozier Motor Company throughout the Pacific Coast and is particularly interested in the future of his car in the Northwest.

To that end he will probably install agencies for his company in Portland and throughout the Northwest. He has had many offers to take care of the interests of this popular car and may accept one within a few days. At present he is making his headquarters at the Hotel Seattle in Seattle. He has been on the Pacific Coast for some time and is much impressed with the scenic grandeur of the Western part of the United States and particularly Portland.

The New York automobile man will continue his journey from Seattle to Spokane, Salt Lake City, Kansas City, Chicago and way points and on to the home factory in New York. All along the way he will inspect the agencies for his car.

Autos Gaining Ground.

"I am much impressed," said Mr. Hall, "with the automobile outlook on the Pacific Coast and I think there is a great future for the gasoline propelled vehicle in the Western United States. Particularly is this true in Portland. I find the automobile industry in its infancy. Here in Portland with its fine agricultural tributary territory, the farmers are just awakening to the prospects of the automobile as a time and labor-saver.

"In my estimation before many years have gone by the horse and wagon as a means of transporting their crops to market will have been supplanted by the automobile truck, many of which are being sold to enterprising ranchers in California.

"One thing you need in this country is sign posts to guide automobile parties throughout the surrounding country. This has proved a big factor in the automobile touring in the East and

TO BE GOOD CHAUFFEUSE IS BEGINNER'S AMBITION

Mrs. W. A. Cadwell Is Recent Addition to List of Portland's Woman Motorists Driving Their Own Cars.



MRS. W. A. CADWELL, IN CHALMERS-DETROIT '30."

AN enthusiastic beginner in the ranks of Portland's women motorists is Mrs. Cadwell, wife of W. A. Cadwell, the local real estate broker, of 375 East Ninth street North. Mrs. Cadwell, who has been rather frail for a number of years, took up motoring a short time ago for her health, and finds that the plan was a very wise one.

"The pleasant hours spent in the open air, combined with the keen interest of operating my fascinatingly responsive car, have proved about the best tonic I could have hit upon," said Mrs. Cadwell to an Oregonian reporter. "I am sure I have found the surest

way back to robust health and strength. I love the green woods and fields, and it is so good to be able to so speedily reach and enjoy them, yet be within a brief hour or so of one's own comfortable city home. I am venturing on longer and more difficult trips all the time, and I am really impatient for the day to come when I shall feel skillful enough and strong enough to join those delightful motoring cavalcades to Tillamook, Mount Hood and such beautiful but distant places.

Mrs. Cadwell's car is a Chalmers-Detroit, 1910 model, and she is shown at its wheel in the accompanying picture, posed for The Oregonian camera man recently.

In California and should prove a good investment in this locality.

View From Crest Is Liked.

"In Portland I find fully as many automobiles in use as in any of the other cities of the Pacific Coast, in proportion

to size, and within the next few years the number will be doubled or trebled. After an automobile ride to your Council Crest I was introduced to one of the grandest sights I have ever seen in the world. There I saw three snow-capped

mountains and two broad rivers in addition to the broad expanse of green virgin forest, of which my state, New York, has been almost entirely depleted. If we but had this scene in New York! Nature has done much for your beautiful city. I hope to locate on the Pacific Coast some day and Portland appeals to me very much."

Mr. Hall said that the Lozier Motor Company has a gigantic new factory under construction at Detroit, Mich., to help the output of the present factory located at Plattburgh, N. Y. Owing to the small facilities of the present factory much trouble has been experienced by the Pacific Coast cities in getting their cars supplied but with the addition of the new factory this will be overcome. The new factory will be opened in the early fall and will double the output by January. A number of Lozier cars are in use in Portland and Oregon.

Mr. Hall left for Seattle on Friday evening and will remain there about a week when he will visit the Inland Empire on his way East. The Pullman car will probably be handled in Portland by one of the other automobile agencies.

The Crowe Automobile Company sold a 20-horsepower Overland runabout to A. R. Fleming, a Portland man, last week.

Dr. G. W. Tarnesie purchased an Overland car last week from the Crowe Automobile Company, local agents. The car is a 38-horsepower toy tonneau.

The R. H. Thompson Auto Company, Portland agents for the Speedwell car, will move today into the building with the Pacific Automobile Company at Eleventh and Jefferson.

The Rose City Electric Automobile Company recently had a new charging plant and switchboard installed in its garage. The charging plant has a capacity of charging 30 cars. The new plant is equipped with devices that make an overcharge impossible.

H. P. Christensen, a Portland business man, while driving his automobile at high speed along a road near Castle Rock, Wash., ran into a rock which had recently come down from the mountain side and his car was hurled 50 feet over a cliff. In the descent the car turned over three times, but with the exception of a bent guard no damage was done. The car was run on into town under its own power. Mr. Christensen's only injuries were a few cuts and bruises and a discolored eye.

W. J. Clemens, Julius Meier and Lewis Russell will probably leave today for a trip to Astoria and Seaside. William Warren's White gasoline car was the first to try the road between Portland and the city by the sea.

The East Side Automobile Company has just received a consignment of the famous Apperson "Jackrabbits" cars. This car is a new one to the Pacific Coast, although extensively used and known throughout the Eastern part of

the country. An excellent record is claimed for it.

It's easy enough to be pleasant. When your automobile is in trim. But the man worth while is the man who can smile when he has to go home on the rim.

It is proposed to make the 1911 Glidden tour an ocean-to-ocean race. This will be a severe test for the machines.

For the Vanderbilt cup race, which will be held on the Long Island Motor Parkway on October 1, three Benz, three Marmons and three Fiat cars have already been entered. Barney Oldfield and George Robertson will drive Benz cars. Ray Harroun and Joe Dawson will drive Marmons.

George H. Dammeler, of the Dammeler Investment Company, toured the Tillamook region last week in his Jackson 50.

Joseph H. Bramhall, a prominent Portland timberman, is now riding about the city in a seven-passenger Croxon-Keeton, purchased from the Hollenbeck Motor Car Company last week.

Almost every automobile man along Astoria and Cannon Beach is contemplating a trip, is away, or has just returned.

Miss Blanche Scott, the young woman who drove an Overland car all alone from New York to San Francisco, arrived at her destination last Monday.

Victor Murdock, Congressman from Kansas, who is a strong factor in the

fight against Cannonism, is the owner of a Waverly electric car, which he uses at his home.

Dr. C. E. Brown, in his Speedwell roadster, will leave this week for Tillamook, where his son is in camp at a Summer school.

The "Only" car has opened up an agency in Los Angeles and will probably enter the Portland field before long.

The Tourist factory at Los Angeles, which has been closed for some time, has been reopened under the management of Sam Johnson, an automobile man of wide range of experience.

Since the success of the Automobile Club picnic was established by the Franklin frolic last Sunday, other local dealers are contemplating holding similar affairs.

Ed Hollenbeck, of the Hollenbeck Motor Car Company, sold three Marmon cars last week—two in Astoria and the other one at Hood River.

Mrs. W. J. Van Schuyver recently purchased one of the prettiest cars seen in Portland this year. Her new car is a Babcock electric four-passenger coupe. It is finished in gray upholstery and has a special body finish.

Mrs. A. Berry purchased a Babcock electric Victoria from the Rose City Electric Automobile Company.

The Rose City Electric Automobile Company last week delivered a four-passenger Babcock coupe to Mrs. H. C. and Miss G. E. Gearen. The car was upholstered in drab.

Auto Chug-Chugs

F. G. PLUMMER, of the Northwest Bulk Company of Portland, was a Mount Hood visitor last Sunday. He drove a model 16 Buick and left Portland on Saturday morning and returned on Sunday. The night was spent camping on the Sandy River.

Joseph McNary, manager of the Oregon Timber and Lumber Company of Portland, has joined the ranks of the motorists. He purchased a Croxon-Keeton from the Hollenbeck Motor Car Company.

The Hollenbeck Motor Car Company has established a subagency for the Marmon and Croxon-Keeton cars, for which it is the Oregon distributor, in the Linklater building in Hillsboro, Washington County.

George J. Lockwood is making a tour of the Willamette and Columbia River Valleys, where he is establishing sub-agencies for the Excelsior motorcycle. He is connected with the Hollenbeck Motor Car Company.

O. Aagaard, a county official of Clark County, who resides at LaCenter, received a Marmon car last week from Morris Martin, on behalf of the Hollenbeck Motor Car Company, local distributors.

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BOOTLEGGERS GOES TO JAIL

Tillamook Man Is Also Sentenced to Pay \$500 Fine.

TILLAMOOK, Or., July 30.—(Special.)—Edward Hadley, one of the bootleggers arrested yesterday, pleaded guilty today and Justice Stanley imposed a fine of \$500 and 30 days in jail. This is the second time that Hadley has been convicted.

It is expected that several more bootleggers will plead guilty and get the limit, as the county officials do not intend to stop their investigations. A detective agency has guaranteed to furnish evidence in the future.

Pointexter Files Declaration.

OLYMPIA, Wash., July 30.—(Special.)—Miles Pointexter, of Spokane, today filed his declaration of candidacy for Republican preference as United States Senator with the Secretary of State.

STUDEBAKER

FLANDERS 20 SUBURBANS

Have arrived and we are now in position to furnish you the best real Automobile value ever offered to the American public. Four cylinders, 20-horsepower, sliding gear transmission, magneto and lamps free. Price of four-passenger Suburban, delivered at Portland...\$890 Runabout, seating two...\$850 Racy Roadster, seating two...\$890

Get a demonstration at once.

STUDEBAKER

Garage and Salesroom, Cor. Chapman and Alder Sts. Phones—M 1853, A 2436.

