

It's a Pleasure to Know Those With Whom You Do Business. These Are Successful Business Men  
It's a Recognized Fact That These Men Would Not Be Connected With Any Business That Was Not Run on a Business Basis

The Western Auto Co. Has Taken Over the Plant of the Defunct East Side Auto Co.

Our employes you will find courteous and at your service.

Our garage is fire-proof and one of the most modern and up-to-date west of the Rocky Mountains.

Our machine shop has no equal on the Coast and we guarantee our work.



DR. G. E. WATTS, President, Prominent Physician and Surgeon and Pioneer Auto Dealer.



E. D. SUTOR, Vice-President and Sales Manager, One of the Best-Known Salesmen in the State.



JUDGE E. V. LITTLEFIELD, Secretary, Prominent Attorney.



W. A. CADWELL, Business Manager, Well-Known Business Man.



J. MITCHELL, Master Mechanic, One With Recognized Ability as a Mechanic.

Buying a car from us, it is not a chance happening that you get service.

All our cars are tested on track and road before painting and are recognized by all dealers as one of the best lines on the market.

NOTICE

The old management of the defunct East Side Auto Co. is not in any way connected with the Western Auto Co.

NOTICE

Our demonstrations are free. Write for Catalogue. It would be a pleasure to have you spend one hour with us, so we might show you that we are doing some business and are in a position to take care of you.

KNOX PREMIER MOLINE

BEST BY TEST

MOTOR WISE CAR

THE DREADNAUGHT CAR

WESTERN AUTO CO.

209 Union Ave. North, Cor. Holladay

East 566

C 6138

NEW WHITE COUPE IS NASTTIEST EVER

Closed-Body Automobile, Recent Arrival, Among Pretty Limousines.

DRIVER'S SEAT ADJUSTABLE

Arrangement of Doors Similar to Others Except on Right, Which Entrance is Located Near Rear of Car.

Evoking the greatest interest that has ever been manifested in a closed-body automobile in Portland, the new White gasoline coupe, distinguished by a score of innovations in construction and detail, is now on exhibition at the White Motor Car Company's salesroom, Sixth and Madison streets. It is one of the nasttiest vehicles of that class that has ever come over the transcontinental railroads to Portland.

FIRM IS TAKEN OVER

WESTERN AUTOMOBILE COMPANY ABSORBS PLANT.

Company Takes Possession of All Equipment and Building and Will Have Modern Concern.

One of the most important transactions in Portland's automobile departments occurred last week with the absorption of the East Side Automobile Company by the Western Automobile Company. By this proceeding the Western Automobile Company takes over the finely-equipped automobile garage building and all equipment at 209 North Union avenue.

As heretofore the Western Automobile Company will be the agents for the Moline, Knox and Premier cars. The company was organized a year ago to handle these cars. The office and garage was formerly located at 211 Alder street. Last Summer the East Side Automobile Company was organized and took over the Western Automobile Company, this combination operating garages on the east and west sides of the river.

This deal has been pending for several months. It is said. The Western Automobile Company will no longer operate a garage on the west side of the river. At the East Side plant will be the most modern and up-to-date garage on the Pacific Coast. This building is 16x20 feet in dimensions, is two stories high of brick and concrete construction, and has 30,000 feet of floor space, making accommodations for 100 cars.

WILDS ARE PIERCED

Cadillac Car Penetrates to Canada's Frozen North.

ATHABASCA IS REACHED

In Temperature of 12 Below Zero and on Rough, Snow-Covered Roads, Automobile Goes Many Miles Where No Man Dwells.

No vehicle—wagon or automobile—has ever penetrated so far north into the frozen Canadian wilds as did a Cadillac 1911 car a few weeks back, when the fifty-fifth parallel was reached and a short stop made at the northernmost Hudson's Bay trading post on Canadian soil.

The trip north was made from Edmonton, in Alberta province, by Tom Evans, Cadillac factory representative on the Pacific Coast, and the Cadillac dealer at Edmonton, in the latter's new demonstrating car. When the start was made the thermometer registered 12 degrees below zero, the ground was rough and frozen hard, and snow had newly fallen. At times the car traveled 15 or 20 miles without passing a sign of human habitation or animal life. After the car traveled about 60 miles the Athabasca River—covered with four feet of ice—was reached, and the car was steered out on the ice. After another 100 miles Athabasca Landing was reached, where the party was advised not to attempt to proceed farther north. It was also learned that the Cadillac was the first car to make the trip to Athabasca, and

that few wagons ever made the trip in winter. After a few hours' rest the party pushed on to the Hudson's Bay post over the dog trail.

The following day the return trip to Edmonton was made in less than five hours, and the Edmonton people were surprised to learn that the Cadillac had earned the distinction of being the first automobile to penetrate the wilds beyond Athabasca. In fact they could hardly believe that such a trip had been made until the mail carrier arrived from the Hudson's Bay post some time later and told of having seen the car at the post.

A 1911 Flanders "40" started on a non-stop run at Los Angeles, Cal., on December 2, and is running still. On December 12 the car had traveled 4,992 miles, passing the former Pacific coast record. The car is after the world's record for non-stop runs, which is a trifle more than 10,000 miles. The car is doing all its running on the city streets and roads and is running very slowly, averaging not more than 400 miles every 24 hours. Despite this long grueling race the engine has not missed an explosion. The Southern California Automobile Association is in charge of the race and has an observer aboard the car all the time. Such is the message sent to the local E-M-F Northwest Company by the Los Angeles agent of the Flanders and E-M-F car on December 16.

J. H. Hellbronner, of Hood River, Or., is now the owner of a handsome White gasoline car, having taken one home with him after a visit to the White Motor Car Company, of Portland.

Traveling at the speed of 67 miles an hour, Harry Cohen in an E-M-F automobile, won a race from Ely's racing aeroplane on the Atlanta speedway track. The car also defeated a large Stoddard-Dayton with an expert driver and a Cole "30." Ely, the aviator, was formerly a Portland man, having been automobile salesman for the Auburn Motor Car Company. He took to maneuvering air craft while in Portland and decided to give up the less exciting automobile selling business for something more lively, going East to take his place alongside the famous aviators of the world. His rise in the world of aviation has been exceedingly remarkable for he accomplished many feats of dar-

ling in the air that have recalled those of the Wright brothers, Curtiss, Ham-ton and others. His feat of rising from the deck of a battleship while at sea was the first of its kind ever made. He has made several other history-making flights.

The largest automobile omnibus ever operated on the streets of Portland is under construction at Bohmors, McDougal & Moore's, on upper Alder street. The specially-made body will be fitted on the chassis of a White truck, the truck being sent to the body manufacturing company several days ago. The bus will be ready for delivery within the next month. In addition to being the largest bus ever seen on Portland streets, it will also be the most finely equipped, according to the builders. The car will have accommodations for 16 passengers and will be electrically lighted throughout as well as finely upholstered and finished.

Two front tires on a Franklin touring car owned by Col. Joseph Blethen, of the Seattle Times, have traveled 10,022.5 miles to date and are still running, never having had a puncture or blow-out. The tires were put on the car March 30, 1910. The left-hand front tire is still running on the air pumped into it when it was removed from one wheel to another, but outside of that has not been down. No where is the tread of these tires worn down to a point where the pattern is visible. The roads traveled by the car varied from the brick pavements of Seattle to the roads of Washington.

M. A. Poppleton, secretary of the Portland Seed Company, last week purchased a White gasoline car from the local White agency.

George B. Brackett, secretary of the White Motor Car Company, who in the absence of C. A. Eastman, manager of the company, has received definite word that the new White "40" will arrive in Portland some time this week. Many prospective White purchasers are anxiously awaiting the arrival of the large White machine.

Roy S. Wilson, salesman of the Howard Automobile Company, visited Seattle last week on business connected with the establishment of a Buick agency there in the near future.

AUTO TRUCKS BEST

Horse Being Supplanted by Gasoline-Driven Machines.

HEAVY WORK EASILY DONE

Tests Made by Portland Resident Demonstrate Usefulness When Sand, Gravel and Weighty Material Is Transported.

That the auto truck is destined to very soon supplant the horse in all heavy hauling, such as the moving of sand, gravel and crushed rock, is the opinion of C. J. Cook, general contractor, of 55 North Seventh street, who is now using six of the gasoline-driven trucks. A little more than a year ago, when there was a shortage of draft teams, Mr. Cook purchased five big Graham auto trucks and started them hauling gravel, crushed rock and sand in various parts of the city.

"I cannot say that everything has been smooth sailing with us in the matter of these motor trucks," said Mr. Cook in an interview, "but our year's experience has shown us that gasoline completely outclasses the horse in our kind of work, even though the best auto trucks now offered on the market are far from perfect and are lacking in many essentials for effective handling of heavy materials."

When asked to specify some of the imperfections in auto trucks, Mr. Cook said that the Eastern manufacturers evidently underestimate the tremendous strain to which the vehicles are put in loading and conveying the material that must be handled continuously.

"I do not wish to speak disparagingly of the trucks now being turned out by the various factories," said Mr. Cook, "for they are serving their purpose and are doing excellent work on lighter hauling, but for sand and gravel moving something stronger is required, and the tire difficulties must be solved before the best results can be had. Our experiments with the trucks showed us this, in a very short time, but even with these imperfections the vehicles were so far superior to teams that we decided to keep on using them and to work out such improvements as we could ourselves."

"And what progress have you made so far?" Mr. Cook was asked.

"Well, just enough," he replied, "that we have now set up an automobile factory for ourselves and expect to have a model truck of our own ready for operation by the first of the year."

Machine Strongly Constructed. "We have built this machine of the very strongest materials throughout and have equipped it with a style of wheel which we have evolved after much experimenting and which has stood a three months' test most satisfactorily. We will test our new model in every way possible and watch it closely for a few weeks, and then we will turn out of our own factory as many more machines as we will need in our business."

about unsatisfactory. At last we work out a combination of an outer band of steel and an inner cushion of rubber. The steel takes care of the wear and tear and the rubber cushion lessens the shocks and jarring. We have used this new tire on two of our three-ton trucks for three months now and these machines have covered more than 5,000 miles without suffering any perceptible damage. We take this to mean that we have at last discovered the proper kind of tire for the motor trucks needed in our business.

Auto Truck Does More Work. Mr. Cook estimates that one auto truck does the work of two and a half teams. Last Summer his five trucks, working night and day, did the hauling that would have required 25 teams working during the day. Only ten men were required to keep the five trucks in operation night and day, as against the 25 drivers that would have been required for the 25 teams. An auto truck will cover about 60 miles a day, hauling sand or gravel, as against the 25 or 30 miles covered by a team.

"And incidentally I wish to say," concluded Mr. Cook, "that a good teamster, promoted to the operation of an auto truck, makes a much better driver than a professional chauffeur. That has been our experience, at least. It requires only a few days for a man to learn to drive an auto truck and if he has formerly been a good teamster he is much more careful of his vehicle than a regular chauffeur would care. He avoids chuck holes and picks the best parts of the road, whereas a professional chauffeur is very apt to go sailing ahead without troubling to make a little turn to avoid a rough place in the road. This all means a lot to the machine."

Teamsters Are Qualified. "Teamsters need not fear the encroachment of the automobile in truck work, for they are in every way qualified for the operation of the new vehicles. In the near future there will be very little demand for patient old 'Dobbin' as a motive power for the sand or gravel truck. Gasoline is outclassing him more than two to one."

Probably for the first time in the history of the automobile industry the Pacific Northwest has received recognition in the advertising of a line of automobiles. The Marquette Motor Company, of Saginaw, Mich., manufacturers of the Rainier cars, now has in press their catalogue for the season of 1911.

General Manager H. E. Shiland, formerly general sales manager for the Buick Motor Company, during his visit to the Pacific Northwest last Summer, was greatly impressed, not only with the resources of that section, but with the scenic features as well. He was so impressed that he decided to utilize a photograph of Mount Rainier in the advertising of the Rainier cars and to that end has secured a handsome photograph of this remarkable mountain, the picture of which will be reproduced on the front cover of the catalogue for the season of 1911.

The Marquette Motor Company, a side corporation of the General Motors Company, also manufactures the famous racing cars, the Marquette-Buicks, has a factory at Saginaw. These cars have but recently been put on the American market in commercial quantities.

SAN FRANCISCO CONTRACTING COMPANY MAKES GOOD USE OF BIG AUTOMOBILE TRUCK.



35-TON FRAYER-MILLER TRUCK USED BY OSCAR S. LEVY CONSTRUCTION COMPANY.

When asked to specify some of the imperfections in auto trucks, Mr. Cook said that the Eastern manufacturers evidently underestimate the tremendous strain to which the vehicles are put in loading and conveying the material that must be handled continuously. "I do not wish to speak disparagingly of the trucks now being turned out by the various factories," said Mr. Cook, "for they are serving their purpose and are doing excellent work on lighter hauling, but for sand and gravel moving something stronger is required, and the tire difficulties must be solved before the best results can be had. Our experiments with the trucks showed us this, in a very short time, but even with these imperfections the vehicles were so far superior to teams that we decided to keep on using them and to work out such improvements as we could ourselves. "And what progress have you made so far?" Mr. Cook was asked. "Well, just enough," he replied, "that we have now set up an automobile factory for ourselves and expect to have a model truck of our own ready for operation by the first of the year. "Machine Strongly Constructed. "We have built this machine of the very strongest materials throughout and have equipped it with a style of wheel which we have evolved after much experimenting and which has stood a three months' test most satisfactorily. We will test our new model in every way possible and watch it closely for a few weeks, and then we will turn out of our own factory as many more machines as we will need in our business. "As to our new tire," continued Mr. Cook, "patent has been applied for and we are modestly expecting it to revolutionize things in truck hauling. We previously tried every conceivable kind of tire, but none of them stood the wear and tear of heavy loads and rough roads. None of the rubber tires were practical and the wooden block varieties were just