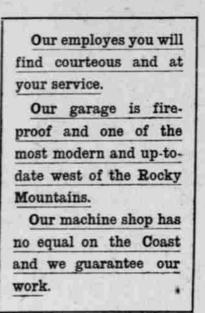
It's a Pleasure to Know Those With Whom You Do Business. These Are Successful Business Men It's a Recognized Fact That These Men Would Not Be Connected With Any Business That Was Not Run on a Business Basis The Western Auto Co. Has Taken Over the Plant of the Defunct East Side Auto Co.

E. D. SUITOR, Vice-President and Sales

lanager, One of the Best-Known





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



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



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

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

Our demonstrations are

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 posi-

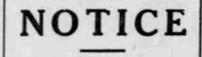
tion to take care of you.

Write for Catalogue.

free.



One With Recognized Ability as a Mechanic



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

VIX PR BEST BY TEST MOTOR WISE CAR

THE DREADNAUGHT CAR

WESTERN AUTO CO.

209 Union Ave. North, Cor. Holladay

East 566

NFW WHITE COUPF IS NATTIEST EVER

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

car without peering through a plate-sizes window continually. Another thing is the arrangement of the doors. On the left the door is situ-ated like those of another type of en-closed car, but upon the the right slde there is a vast difference. The door the start was difference the door is situ-tion of the car but halts about the start was done and the rear of the the start seat door not extend the full width of the car but halts about body, whereby, with the driver's seat for that side of the machine. This was the style the White right exit. Being built upon a 110-inch wheel have the car is given a neatly sloping bed in the rear. In this is located a have here are in this is located a have here and the regulation white the motoring or picnicing paragher-bala. The power for driving the coupe is derived from the regulation white touring car engine of 30 horsepower. The do is doorliand last Monday and orders for its duplicate have been sent bar the in the resultants. Cadillac Car Penetrates to Canada's Frozen North. ATHABASCA IS REACHED

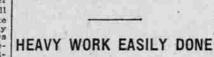
In Temperature of 12 Below Zero and on Rough, Snow

WILDS ARE PIERCED

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 Athabaeca. In fact they could hardly believe that such a trip had been made until the mail carrier ar-rived from the Hudson's Bay post some time later and told of having seen the ar at the post. A 1811 Finnders "20" started on a non-stop run at Los Angeles, Cal., on

Tests Made by Portland Resident

Horse Being Supplanted by Gasoline-Driven Machines.



C 6138

nbout as unsatisfactory. At last we worked out a combination of an outer band of steel and an inner cuehlon of rubber. The steel takes care of the wear and tear and the rubber cushion 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 5000 miles without suffering any percepti-ble damage. We take this to mean thirt we have at last discovered the proper kind of the for the motor trucks needed is our budness. in our busine

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

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 closedbody 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 nattlest vehicles of that class that has ever come over the transcontinental ads to Portland.

railroads to Portland. Its exterior as pretty as the prettiest limousine, its interior the most finety finished of White automobiles, its mechanism of sterling quality and highly pollshed, and its easy-riding at-tributes make the new White coupe stand out as one of the finest cars that has yet traversed a Portland street or a Wolfnermah County rand Multnomah County road. Innovation after innovation is intro-

duced even to the eye of the uneducated autoist. Some of the features are so pronounced that they cannot but at-tract the eye of the casual observer. Chief among these is the car's carry-ing capacity, it being a four-passen-ger vehicle, a feature that is seldom

Driver's Seat Adjustable.

Its sealing arrangement is novel, the driver's seat being an adjustable one. In this manner sliding up close to the steering wheel and levers, permitting entrance and exit on the right alde, another White feature for this year. The main sent is deep, heavily upfic the main seat is used, nearly upon stered, as is all the car, of gray cordu-roy, and is for two passengers. Then, there is the single stationary seat in the tront of the body to the left of the driver's seat. Comfort being the aim for the driver as well as the other occupants, the driver's seat, like the others, is heavily cushioned, and has an adjustable back to it. The levers and mechanism of the car

are placed within easy reach of the chauffour. The only impediment to the trim lines of the car is the location of the pres-o-lite gas tank on the right running-board of the car. However, this detracts but little from the general air of meatness of the car

Window Like Wind Shield.

Another achievement of the designer is the arrangement of the front win-dow, it being a hair window directly in front of the driver, raising outward in the shape of a wind shield. The other half of the window is immovable, protecting the passengers from wind or draft. The driver in caabled to raise the window enough to run his

East, delivery to be immediate.

R. E. Veltum & Co., owners of one of the finest and best-equipped gar-ages in Eugene, were represented in Portland this week by R. E. Veltum, who visited the Howard Automobile Company and secured from them the arenev for the Buick line for the Chiagency for the Bulck line for the City of Eugene and County of Lane, Oregon.



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

One of the most important transactions in Portland automobile departments occurred last week with the absorption of curred 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 Mo-line, Knox and Premier cars. The com-pany was organized a year ago to handle pany was organized a year ago to handle these cars. The office and garage was formerly located at 511 Alder street. Last Summer the East Side Automobile Company was organized and took over the Western Automobile Company, this application constitute on the

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 Auto-mobile Company will no longer operate a garage on the west side of the river. At the East Side plant will be the most modernity equipped garage on the Pacific Coast. This building is 50x200 feet in dimensions, is two stories high of brick and concrete construction, and has 20.-000 feet of floor space, making accom-modations for 180 cars. The officeffs of the new firm are: Dr. G. E. Watts, president: E. D. Suitor, vice-president and sales manager; E. V. Littlefield, secretary; W. A. Cadwell, manager, and James Mitchell, master mechanic, and R. O. Hoffman, sales-man. The board of directors is: Dr. G. E. Watts, E. D. Suitor and E. V. Littlefield.

Littlefield. A. I. Boff, of Salem, who is the agent for the Knox, Premier and Moline cars in Marion and Polk couffice, was a vis-tior to Portland last week. Mr. Eoff has already disposed of one carload of Moline cars in his territory. For Bauer, of The Dallas, also visited the Western Automobile Company last week. Mr. Bauer has the agency for the Moline, Knox and Fremier cars for Wasco County-

Roads, Automobile Goes Many Miles Where No Man Dwells.

No vehicle-wagon or automobile has ever penetrated so far north intothe 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 Ed-with him after a visit to the White

The trip north was made from Ed-monton, in Alberta province, by Tom Evans, Cadillac factory representative on the Pacific Coast, and the Cadillac Evans, dealer at Edmonton, in the latter's new instrating car. When the start was made the ther-ometer registered 12 degrees below

mometer registered 12 degrees below sero, 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 hab-itation or animal life. After the car traveled about 50 miles the Athabaska River-covered with four feet of icewas 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

threed from the Hudson's Bay post some time later and told of having seen the lar at the post. A 1911 Flanders "20" started on a non-stop run at Los Angeles, Cal. on December 2, and is running still. On December 12 the car and travelled 4.-992 miles, passing the former Pacific coast record. The car is after the world's record for non-stop runs, which is a triffe 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. Desplie this long grueling race the engine has not Californis Automobile Association the street the street in the southern California Automobile Association the street the s missed an explosion. The Southern California Automobile Association is in

Two front tires on a Franklin tour-ing 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 punc-ture or blow-out. The tires were put on the car March 30, 1910. The left-hand front thre is still running on the air pumped into it when it was re-moved from one wheel to another, but outside of that has not been down. No-where is the treading of these tires worn down to a point where the pan-vas is visible. The roads traveled by the car varied from the brick pavements of Seattle to the roads of Washington. charge of the race and has an observer aboard the car all the time. Such is the message sent to the local B-M-F Northwest Company by the Los Angeles agent of the Flanders and E-M-F car on December 16.

J. H. Heilbronner, of Hood River, Or Motor Car Company, of Portland.

Traveling at the speed of 67 miles M. A. Poppleton, secretary of the Portland Seed Company, last week pur-chased a White gasoline car from the an hour, Harry Cohen in an E-M-F automobile, won a race from Ely's raclocal White agency.

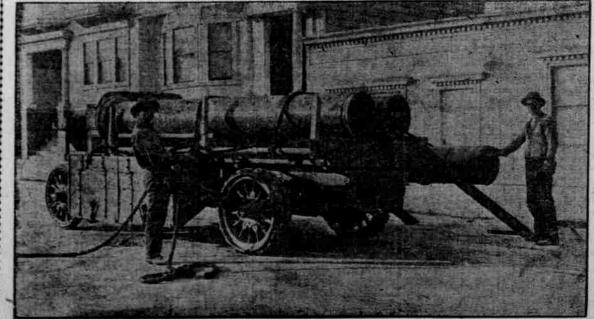
automobile, worf a race from Ely's rac-ing aeroplane on the Atlanta speedway track. The can also defoated a large Stoddard-Dayton with an expert driv-ing and a Cole "30." Ely, the aviator, was formerly a Portland man, having been automobile salesman for the Auburn Motor Car Company. He took to maneuvering all craft while in Portland and decided to the the fact and and decided to

car to make the trip to Athabasca, and for he accomplished many feats of dar- agency there in the near future.

of Seattle to the roads of Washington.

George S. Brackett, secretary of the White Motor Car Company, who in the absence of C. A. Eastman, is manager of the company, has received definite word that the new White "40" will arrive in Fortland some time this week. Many prospective White purchasers are anxiously awaiting the arrival of the large White machine. Roy S. Wilson, salesman of the How-ard Agtomobile Company, visited Seat-tle limit week on business connected with the establishment of a Buick agency there in the near future." George S. Brackett, secretary of the

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



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

Demonstrate Usefulness When Sand, Gravel and Weighty Material Is Transported.

oon supplant the horse in all heavy haul

than a year ago, when there was a short-age of draft teams, Mr. Book purchased

interview, "but our one year's experienc

has shown us that gasoline completely outclasses the horse in our kind of work, even though the best auto trucks now of-fered on the market are far from perfect and are lacking in many essentials for effective handling of heavy materials."

Stmin on Trucks Great.

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 22 or 23 miles covered by

And incidentally I wish to say," con-"And incldentally I wish to say," con-cluded Mr. Cook, "that a good teamster, promoted to the operation of an auto truck, makes a much better driver than a professional chauffour. 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 for-merly been a good teamster he is much more careful of his vehicle than a regu-lar chauffeur would be. He avoids chuck holes and picks the best parts of That the auto truck is destined to very ing, 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 more chreat of his ventce than a regu-lar chanfeur would be. He avoids chuck holes and picks the best parts of the road, whereas a professional chauf-feur is very apt to go sailing ahead with-out troubling to make a little turn to avoid a rough place in the road. This all means a lot to the machine. 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

Teamsters Are Qualified.

"Teamsters need not fear the encroach-"Teamsters need not fear the endrean-ment 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 de-mand for patient old "Dobbin" as a mo-tive power for the sand or gravel truck. Gasoline is outclassing him more than two to one."

mer, 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

When asked to specify some of the im-perfections in auto trucks, Mr. Cook said that the Eastern manufacturers evident-Probably for the first time in the that the Eastern manufacturers evident-ly underestimate the tremendous strain to which the vehicles are put in loading and conveying the heavy metarials 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 haul-ing, 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 experi-ments with the trucks showed us this, in a very short time, but even with these history of the automobile industry the Pacific Northwest has received recog-Pacific Northwest has received recog-nition in the advertising of a line of automobiles. The Marquette Motor Company of Saginaw, Mich., manufac-turers 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 Bulck Motor Company, during his visit to the Pacific Northwest late last Sum-

in a very short time, but even with these 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 fac. was so impressed that he decided to utilize a photograph of Mount Rai-nier in the advertising of the Rainier cars and to that end has secured a handsome photograph of this remark-able mountain, the picture of which will be reproduced on the front cover of the catalogue for the season of 1911.

we have now set up an automobile fac-tory for ourselves and expect to have a model truck of our own ready for opera-tion by the first of the year.

Machine Strongly Constructed.

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 ex-perimenting and which has stood a three months' test most satisfactorily. We will test our new model in every way possi-ble 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 busines. "As to our new tirk," continued Mr. Cook. "patent has been applied for and we are modestly expecting it to revolu-tionize things in truck haultar. We pre-viously triod 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 ware just

tionize things in truck hauling. We pre-viously tried every conceivable kind of tire, but none of them stood the wear and tear of heavy louis and rough roads. None of the rubber tires were practical and the wooden block varieties ware just

. . . J. W. Cahow, an experienced auto mobile man, has secured the agency for the Warren-Detroit cars for Southern Oregon, and will establish headquarters at Medford. Mr. Cahow has been in-specting the various makes of ma-chines handled in Portland for some time and finally decided on the War-

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