

MOTORCAR MAKERS MORE OPTIMISTIC

Bankers' Confidence in Big
Note Issue Improves Gen-
eral Sentiment.

OUTPUT FIGURES REVISED

Depression at First Feared Now
Thought to Have Been Overcome.
High-Priced Cars Are Still
in Good Demand.

Announcements made by several motor manufacturers indicate it is evident that the depression threatening the automobile industry a few months ago has given away to a more optimistic feeling and that the production for 1911 will be larger than was at first expected. The improvement has been to a certain extent at least, the result of the General Motors Company's success in floating a \$15,000,000 note issue through several well-known bankers.

Manufacturers argue that if financiers, after a prolonged investigation, can be induced to cast a \$15,000,000 smile upon the automobile industry it is pretty certain that future is bright and accordingly many have been revising their earlier estimates.

Output Is Estimated.
No official figures have been given out for the total production of automobiles for 1911, but the Cadillac Company, one of the General Motors Company's subsidiaries, will produce at least 12,000 cars, although the price has been increased from \$1600 to \$1700 a car. The Buick, another constituent concern, made about 30,000 cars last year, but over-produced, and for the coming season the output will be nearer 15,000.

The E-M-F Company, of Detroit, has a capacity for 60,000 cars a year and reports an annual demand for its output. About 7000 cars will be turned out within the next three months, and the plants in Detroit, Pontiac and Port Huron will be worked day and night. This company recently cut the price of its "30" from \$1250 to \$1000 and its "20" from \$750 to \$500, but explained that the reductions were the result of lower operating costs due to more systematic operation, and were not caused by a lesser demand.

The United States Motor Company is turning out about 25,000 new models, which is about the same as for 1910, but as a result of its entrance into the English market, the 1912 output should be considerably greater. The United States Motor Company's subsidiaries make the Maxwell, Columbia, Brush, Alden-Sampson, Dayton and Courier cars as well as engines and parts. Business for the three months—August, September, October—was 27 1/2 per cent greater than for the same period last year.

Other Figures Given.
The White-Overland Company will put about 18,000 machines on the market for 1911. It delivered about 20,000 cars for the first eight months of the year last past. The new motor car company, with a capacity of between 50 and 60 cars a day, is making 15,000 1911 vehicles as compared with 10,000 for 1910. The Hupp Motor Company, of Detroit, producing low-priced cars, is operating at about 200 cars a week. During the first six months of the year closed yesterday the Ford Company shipped 11,465 machines, and since has been manufacturing about 150 cars a day. The Warren-Detroit Company will issue about 2000 for 1911 and the Regal Motor Company about 5000 more. The Packard Motor Car Company, manufacturers of high-priced cars, is finding 1911 a very satisfactory season, and for the third quarter of the last calendar year, manufactured automobiles valued at \$4,596,100, as against \$3,273,790 for the corresponding period the previous year. Of the former amount \$15,721 was paid out for the Selden royalty, and of the latter sum \$25,863.

George S. Brackett, of the White Motor Car Company, has received word from C. A. Eastman, manager of the company, who is now in the East, that the new White "40" would be received in Portland next Wednesday. Mr. Eastman was tendered the use of one of these large cars during his stay in Chicago, and after a thorough demonstration upon the rough streets there, came to the conclusion it is the easiest riding car he has ever driven. The car is a left-hand drive vehicle, a new White feature.

Guy Ketcheson, owner of 1910 Winton Six, toy-tombeau, returned from a trip East last week. Business in the East is on the increase, according to the Winton owner, in all lines of industry. Mr. Ketcheson reports having been well entertained by all the Winton dealers in the cities he visited.

"PROS" CLIP MANY RECORDS

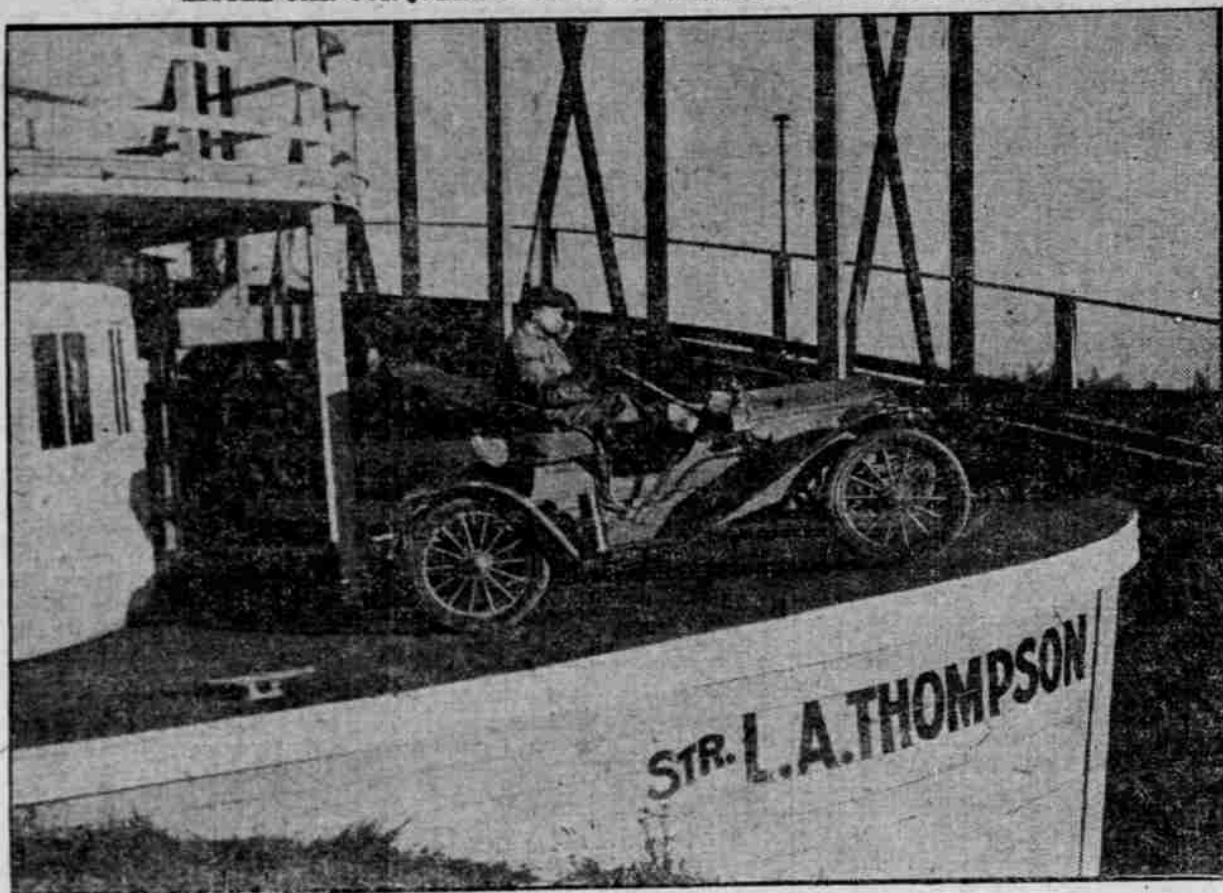
Early Part of 1910 Sees Fast Time
Made in Running Races.

Following are the notable performances among professional athletes in the past year:
At New York City, February 5—Fred Meadows, of Toronto, won a 15-mile indoor professional race in 1:24:14.5.
At Stockholm, Sweden, was second.
At Johannesburg, S. A., February 12—Donaldson, the South African sprinter, broke the world's professional record for 100 yards, defeating Arthur Ponth, world's champion, and C. Holway, American, in .009.

At San Francisco, Cal., February 21—Johnny Hayes won the marathon race in 2:41. Pat Connelly, of San Francisco, was second and T. Fitzgerald third.
At New York City, March 1—Thor Johansen, Swedish professional runner, established a new indoor marathon record by going the full distance in 2:38:31.5 over a ten-lap track.
At Pittsburgh, Pa., March 11—Donato defeated Tom Longshaw in a 30-mile race by 20 yards. Time, 1:54:08.25.
At New York City, April 2—Gus Lundstrum, of Sweden, won the second international marathon derby in 2:30:25.5. Jim Crowley was second and Johansen third.
At New York City, April 24—Thore Johansen, of Sweden, defeated James J. Crowley in a match race, running the full marathon distance in 2:39:42.5.

At New York City, May 2—Edward Payson Weston, the 72-year-old pedestrian, finished his transcontinental walk, which he began February 1 from Los Angeles to New York City, in 77 days.
At Melbourne, Australia, May 18—J. L. Davis, holder of the world's 40-yard high hurdle record of 38:1.5, set a new record in a handicap race at 37:2.5.
At Toronto, Ont., June 4—George Goulding set a new record in the mile walk. His time was 6:25:45.

LITTLE CAR CONQUERS COUNCIL CREST, DESPITE MUDDY ROADS.



STR. L. A. THOMPSON

METZ RUNABOUT.

Although appearances are very much to the contrary, this photograph was taken on the highest point above the river in the vicinity of Portland, a point noted for the excellent views of the Willamette and Columbia Rivers and the surrounding country, which it affords. The boat is very easily explained, it being one of the several amusement devices to be found on the Crest. The car is the Metz Runabout, sold in Portland by the Mitchell, Lewis & Staver Company. This little machine has achieved quite a reputation as a hill climber. It conquered the Council Crest Hills with ease going up without chains when the roads were in muddy and slippery condition.

AUTO MIGHTY HELP

Oliver K. Jeffery Talks of Wonder-Working Car.

WORTH IS BEYOND PRICE

Poetry of Motion and Psychology of Appeal Understood by Real Estate Salesmen in Dealing With Prospective Buyers.

"In these swift-whirling days it takes less than a generation for a luxury to become a necessity," said Oliver K. Jeffery, of the firm of Keasey, Humason & Jeffery, the other day. "For instance, observe the automobile. It has been less than 15 years since the first crude model of a motor car was turned out, and automobiles were still in the luxury class at the beginning of the present century, but they did not long remain a luxury. With the production of the first practical machine the utilization of the automobile for business purposes was assured. Today the automobile is a necessity in many lines of business—certainly in the real estate business."

Mr. Wempe Brought First Car.

"The first motor car to arrive in Portland," continued Mr. Jeffery, "was a Huppmobile of the 'one-lunger' type. Bought here, I believe, in 1898, by E. Henry Wempe, and it was regarded as an experimental luxury. It was one of the primitive affairs that you read about now, and it belonged in the luxury class, as did the various other gasoline pleasure craft that followed it in the next season or two. Just note the contrast today. There are 1,000 automobiles licensed to operate in the State of Oregon, and the greater percentage are devoted largely to business use, and are used exclusively for business purposes."

Many Call It Blessing.

"Of my own personal knowledge the automobile has wrought a revolution in the real estate business. To the progressive, up-to-date real estate firm it has become indispensable. It is a time-saver beyond calculation, and there is the slightest doubt but that it is a potent business-getter."

"When an important deal is under consideration, it is very often the waiting automobile, ready to whirl the prospective purchaser to the location of the property in question, which swings the sale. Streetcars and horse-drawn vehicles are slow and clumsy and fraught with trivial annoyances. Except for the automobile, the customer would postpone his visit to the property, and very probably change his mind before the deal could be closed."

"By means of the substantial touring car," continued the energetic real estate man, "foreign travel, orchard and farm lands, timber holdings or other outlying properties can be reached quickly and comfortably at the shortest notice. This means much to the busy man-about-town, or to the visiting Eastern capitalist, who is ready to invest in Western lands, but who has only a few days, or perhaps a few hours, to spare in the city and vicinity."

Railways Are Excelled.

"Railroads and electric lines are all right in their way, but their schedules are too often inconvenient, and many times the ground to be looked over is miles distant from any station, necessitating a tedious journey behind a rattling, noisy, and in some ramshackle vehicle; result, the prospective purchaser has neither the time or the patience for the trip. This is one of the times when the automobile scores. It is ready to start at any minute, and carries the investor with the greatest possible speed and the maximum of luxurious comfort to the scene of operations."

Salesmen Prefer Automobile.

"In selling suburban property," Mr. Jeffery added, "the automobile has marked advantages over the streetcar or other vehicle. If the salesman takes his customer to view the property he wishes to sell in a streetcar, the chances are ten to one that something will come up to make a bad impression; the draw may be open at the bridge, and remain open an inconceivable length of time; the car may wend its way through the most undesirable dis-

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Multnomah Gains on All Sides, Despite Fire in Summer.

SETBACK ONLY TEMPORARY

Greater Club and Clubhouse Now Building—Membership Shows Increase—Winter Drill to Be Big Event of Present Season.

Psychological Effect Noted.
"Then, too, there is the peculiar psychological effect that an automobile has upon the mind of the prospective purchaser. Your customer may be one of those slow-minded, hard-headed, close-fisted persons whom nothing else in the world but an automobile ride would appreciably affect. If such a customer is interested, yet reluctant, the effect of a visit to the property under consideration in an automobile is invariably noticeable, and very often brings results."

Laurels Fairly Won.

"As a time-saver, if nothing else, the automobile has earned its laurels in the strenuous work of selling real estate. Added to the time it saves the busy purchaser who is whirled out swiftly to view his new possessions, it is an important factor in saving the time of the real estate salesman, and in increasing the volume of business a firm is able to handle. By means of an automobile property may be visited, details attended to and the deal closed while the mere preliminary would be yet unaccomplished by the less progressive firms who do not utilize the automobile. This saves the time of the salesman, and that of the firm and increases immeasurably the volume of business. I have no hesitation in saying the value of the automobile in real estate business is so great that it is impossible to estimate it in dollars and cents."

Henry Enke, proprietor of the City Dye Works, made his son a present of a White torpedo car for Christmas. Mr. Enke is a confirmed White partisan, using these cars in his delivery work.

Interviews with Portland automobile owners disclose the fact that they are in favor of the tax of 25 cents on every horsepower for the maintenance of good roads. This bill, which is to be presented before the Oregon Legislature, this winter is the result of the efforts of Howard M. Covey, of the Covey Motor Car Company, and E. Henry Wempe, ex-president of the Portland Automobile Company.

The latest arrival in Portland's motor circles is the Autocar owned by Herman Wittenberg. It arrived last week and is a trim-looking torpedo car, much along the lines of the White torpedo machine.

The Crowe Automobile Company has established an agency with L. A. Looney for Marlin cars at Jefferson, Or.

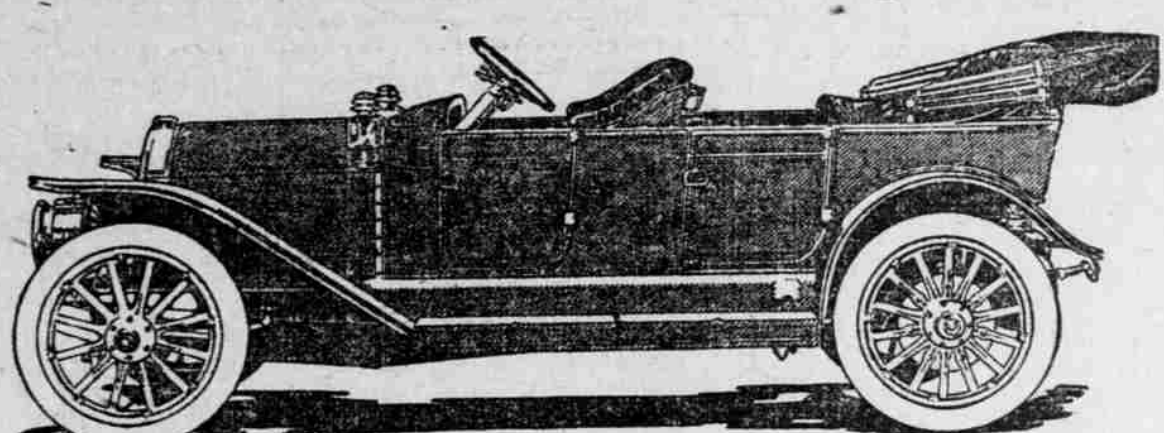
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IMMEDIATE DELIVERY

Come in at once and see these marvels, which offer the greatest value for the money of anything on the market.

1911 Stoddard-Dayton



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\$2700—Completely equipped, foredoor, top, glass front, robe-rail, 5 lamps, Prest-O-Lite tank, universal G. D. demountable rims, cylinders 4 3/4 x 5, two independent ignition systems, including Bosch D. 4, magneto, wheelbase 120 inches; f. o. b. Portland.

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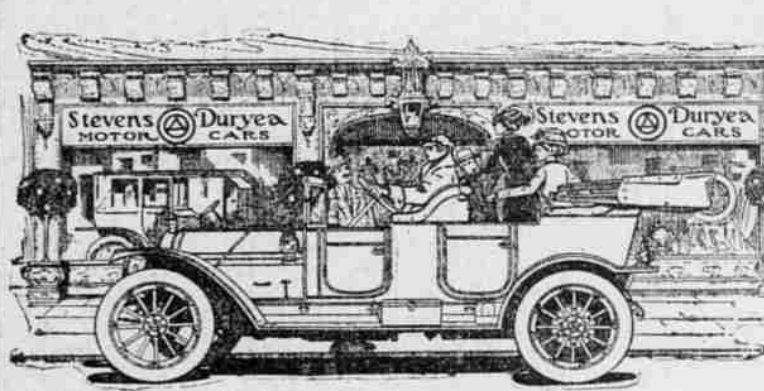
Phone Marshall 1915 86 Tenth St., Bet. Stark and Burnside

clubhouse and quarters of any institution in the land.
When the annual meeting of the club is held next month every department will show gains compatible with the handicap the indoor attractions have been under, and this will prove one of the biggest advantages to the increasing of interest in all the club's undertakings.
Considering the handicap the Multnomah Club has labored under during the past several months, the progress it has made in all lines is remarkable. This is all due to that ever loyal spirit shown by every man who ever possessed a membership card in the club, for each and all have come forward and volunteered assistance where such was in the power. Commencing today each individual member of the club is constituting himself a committee of one to secure at least one new member before the new quarters of the club are completed, and this means that a big increase in members can be expected by that time. This action is purely voluntary on the part of the club members and has not been the result of a board meeting. Such spirit simply means a bigger, better and much more successful Multnomah Club by the time 1912 is ushered in.

Copper Output Passes Record.

WASHINGTON, Dec. 31.—The activity in the production of lead, copper and zinc from primary sources in the United States was greater in 1909 than in any previous year. Complete figures have just been issued by the United States Geological Survey. The total output of copper from the smelters was 1,092,551,624 pounds. The total quantity of refined copper, including domestic and foreign ores, was 1,301,021,454 pounds, an increase of 253,059,946 pounds over the previous year. The total quantity of lead smelted or refined in the United States in 1909 was 47,045 tons. The apparent consumption of lead by American industries was 302,013 tons. The total production of zinc was 255,760 tons, while the consumption was 271,274. In the production of copper, Montana leads all states, with Arizona second, Michigan third and Utah fourth. The United States produced 38 per cent of the lead of the world and 30 per cent of the zinc.

Defective Wires Cause Loss.
MONTESANO, Wash., Dec. 31.—(Special.)—Early this morning fire caused by defective wiring destroyed the Montesano planing mill, which belongs to the Sylvan Lumber & Shingle Company, and the loss cannot be estimated, as all papers and books were burned. A large drying shed which adjoins the office was saved.



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Five-ton truck with dump body. Specifications furnished on application.			

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35-Horsepower, 5-passenger, \$1750
40-Horsepower, 7-passenger, \$1985

DELIVERY WAGONS, \$1350 UP, F. O. B. PORTLAND
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