

OFFICERS RE-ELECTED PLACES FOR YEAR

Alden Sampson Manufacturing Company Re-Elects Men Who Guided It in 1910.

BRISCOE STILL AT HEAD

Office of Assistant Treasurer Added to Roster—Sampson Motor Trucks Bought Unseen—Old Dobbin Is Outclassed.

The same officers as headed the Alden Sampson Manufacturing Company for the last year, will remain in charge during 1911. They were named at elections held in New York. It was voted to add the title of assistant treasurer to the present officers.

The following were elected: President, Benjamin Briscoe; vice-president, Morris Grabowsky; treasurer, Frank Briscoe; secretary, G. E. Mitchell; assistant treasurer, Fred C. Winkler.

Benjamin Briscoe, in addition to being chief executive of the Alden Sampson Company, is president of the United States Motor Company. Morris Grabowsky, the vice-president, is general manager of the Sampson Company. Frank Briscoe, treasurer, is president of the Briscoe Manufacturing Company and the Brush Runabout Company. G. E. Mitchell, secretary, is manager of the Pittsfield factory of the Sampson Company.

The assistant treasurer, F. C. Winkler, has been auditor for the past six months. He was previously in charge of the savings department of the People's State Bank of Detroit, Mich.

S. B. Dunsenberry, it was announced, will be placed in charge of the touring car division. Mr. Dunsenberry is assistant general manager. He came from the Brush Runabout Company, where he was engaged in special work. He previously was vice-president of the Westinghouse Storage Battery Company, an organization which he founded.

With the Detroit shops practically completed and the Pittsfield, Mass., factory tripled in capacity, the manufacturing area of the Sampson Company will total 288,533 square feet. The Sampson Company will build the most complete output in the industry for 1911, ranging from the 100-pound light delivery motor to the five-ton size. The intermediate sizes are the one-ton, the two-ton, the three-ton, and the four-ton.

Motor Trucks Bought Unseen.

More than 400 Sampson motor trucks have been purchased by men who never saw them. Some of the trucks, moreover, were in the early stages of manufacture. President Benjamin Briscoe, of the United States Motor Company, cited these facts in an interview a few days ago on the motor industry outlook.

Mr. Briscoe, who also heads the Alden Sampson Manufacturing Company, was in Detroit to make plans for the introduction abroad of the United States Motor Company products. The European extension is known as the United International Motors, Ltd.

Sampson's commercial vehicles will not be put on foreign markets for some time, according to Mr. Briscoe, on account of the demand in this country. However, the Sampson "22" touring car will figure prominently in the European invasion.

The orders for the Sampson trucks in this country are as great as we can handle," said Mr. Briscoe. "We have orders for more than 400 trucks as fast as we can deliver them. Detroit, Mass., factories can build them. Department stores, especially, are awaking to the advantage of motor trucks for their delivery work. One eastern department store will use 100 Sampson trucks. "All sizes from the 100-pound to the five-ton are being sold. The day is past when people of this country are exorbitant prices for motor cars. Automobiles are being bought as a necessity, not as a luxury rather than the luxury of the few. People want to deal with companies that serve the motorist. "Be right." They want good automobiles of attractive appearance. In the commercial field the demand is especially insistent. Business men buy motor trucks on business principles. They insist on durable trucks that are economical in their upkeep."

Dobbin Again Shetled.

Old Dobbin again has been outclassed by an automobile in an economy test in Danville, Ill., corroborating the result of a similar test in Greater New York last October. The horse and the automobile were hooked up to a car on a fair basis to determine their relative maintenance cost under actual conditions of service. The result of the test showed that the Maxwell automobile costed a passenger mile cost of 1.83-100 cents, while the cost of the horse and buggy was 24-100 cents per passenger mile. These figures do not vary from the New York figures more than one-tenth of a cent per passenger mile in either case. They showed that while the service was far different from that of the New York test, the Maxwell automobile was consistent in its reliability as well as in its upkeep cost.

1911 Cars Are Fine.

Columbia cars for the season of 1911 offer the finest examples of the coach-builder's craft, mounted upon chassis of the most approved design and construction. The Columbia product is the embodiment of features representing the best mechanical thought of the day. In plan and build, nothing is left undone to combine the utmost refinement of detail tending to promote comfort and convenience, with the greatest measure of mechanical efficiency. That this policy has resulted in an artistic and highly finished product is evident in the models displayed. The great Columbia works in Hartford, which has capacity of 5000 cars annually, is building but 1000 cars for the season of 1911, and the infinite care with which these cars are being produced is everywhere reflected.

Two Well-Balanced Brothers.

It might be said that Dr. McNab, manager of the United Motor Chicago Company, is a well-balanced production. He is "M. D. McNab, M. D." The McNab family determined to have a physician in the family and prefixed "M. D." to the good old Scotty name of McNab. Ten years of studious application to the doctor's part added the "M. D." to the family designation. But as the best-laid plans of mice and men often go hang, just so Doctor McNab laid down his case of vital to pick up the tools of commerce. He has been signally successful in his new work.

Now peculiar is this "M. D." McNab. M. D. It is not more peculiar than the case of Dr. McNab's younger brother. The family sought to make sure of his future at a tender age by prefixing the initials "A. B." to the proud name, and an obliging college added another brace of alphabet openers, and so this younger

FEMININE MOTORIST IS A LIVELY ENTHUSIAST

Miss Sadie Delovage Gets Enjoyment Out of Her Automobile and Spends Much Time in Car.



MISS SADIE DELOVAGE IN HER AUTOMOBILE.

MISS SADIE L. DELOVAGE, of 185 1/2 Sixteenth street, is one of the most expert of Portland's numerous feminine motorists. Miss Delovage drives a trim, smooth-going Chalmers "Thirty," in which she says she can go anywhere that a professional chauffeur goes.

"I have had this little car since April," said Miss Delovage to a reporter for The Oregonian, "and I have kept it going pretty steadily. I get so much delightful enjoyment out of motoring that I spend nearly all my leisure time in the car, doing my errands, shopping and marketing incidentally. It seems sometimes that I almost live in my motor. I may be even a little too enthusiastic, but I have excellent health and buoyant spirits, direct results, I am sure, of the exhilarating sport, the good weather, and the wholehearted out-of-door living. If I were to spend my leisure hours penned up in the house, cuddled beside the grate, or drowsing over magazines and novels, I am sure the world would not seem half so big and splendid and delightful."

Miss Delovage has spent a great deal of time abroad, and has motored in every corner of Europe, one of her

brother is privileged to sign himself "A. B. McNab, M. D."

Many a man has won a "plug hat" in a wager of one sort or another, but it has not been recorded heretofore that municipalities have indulged in a flirtation with Dame Fortune; yet the census returns from the south were the subject of an interesting bet between the cities of Richmond, Va., and Atlanta, Ga.

The Virginians bet the Georgians that Atlanta would fall behind in the census figures. When Richmond lost the bet, that community "made good" by sending on a 4000-pound "stove-pipe" hat made out of cast iron. To transport this two-ton headpiece, a Sampson truck was pressed into service and this truck carried the hat through Atlanta in the presence of thousands of people. Among the public officials who rode on the truck were United States Census Supervisor L. F. McCalland, of the Fifth District of Georgia; Colonel F. J. Paxon, chief of

memorable experiences being her motoring along the beautiful Rhine.

"We avoided the railroads and steamboats as much as possible," said Miss Delovage, "and traveled by motor instead, wherever it was possible to do so. In this way we saw all the interesting corners of the Old World, handpicked by the loss of Tinker and the inability to replace him with a good man, put us out of the running."

"The expanded Pacific Coast League was a success from the start, and the poor old Pacific National League, the organization backed by President Lucas, the National Association and several California Angels, especially the latter, struggled along for a time, and after having been forced out of Portland, Dugdale put a climax on the league by refusing to take his Seattle team to California as originally scheduled. Henry Hart, John McCloskey's San Francisco 'Angel,' had coughed up about all the money he had, and the refusal of Dugdale to send his team to California robbed him of the last chance he saw of recouping some of his losses, and he threw up the sponge."

Fans Like Term "Outlaw."

"The one reason why the Pacific National League failed so dismally was not because it did not have good teams, nor because it possessed an unwieldy circuit, but simply because the baseball fans love independence, and the term 'outlaw' in baseball is synonymous with independence. The fans of the Pacific Coast preferred the independent organization to that dominated by the 'baseball trust'."

"That same year the National Association pledged its support and its players to the poor 'suckers' who backed the Pacific National League in California, yet the men who wasted their good money in the effort to preserve the integrity of Mr. Lucas' organization, never received a penny of remuneration, and, as far as the players' league is concerned, that it would be impossible to tender the new clubs any players worth while for the difference. Eastern clubs would never consent to such a proposition."

'Tis But a Puny League.

"It is nearly eight years since the Northwestern League, outside of Dugdale, invaded California, and that league is still in existence, but it is but a puny league and never will be anything else until Portland is strongly aligned with it. Mr. Lucas is no longer connected with the league, but I do not think that will make any material difference as far as its success or failure is concerned. In my opinion there is only one logical league in this part of the country, and that is an all-Pacific Coast organization. The Pacific Coast League will always dominate the baseball organization."

BASEBALL RISE ON COAST IS RELATED

Buzz-fest Follows Tinker's Visit and Game's Evolution Comes Out.

VETERAN TELLS HISTORY

Dubious Glances Greeted Portland's First Team in Spring of 1901, Says J. P. Marshall, Former Secretary-Treasurer of Club.

The visit of Joe Tinker to Portland resulted in numerous fanning fees on the part of old-time fans and baseball enthusiasts, and during one of these dissertations on baseball, past and present, J. P. Marshall, secretary-treasurer of the Portland Baseball Club from 1901 to 1903, in which latter year he was also president of the club, gave the following as his impression of the evolution of baseball in the Northwest.

"When we organized the Portland team in the Spring of 1901, scarcely any one believed it would be a go. Nearly all predicted financial disaster for the team as well as for the magnates who put up the money. W. H. Lucas was instrumental in organizing the league, and after his visit to Portland, Frank Spencer, Max Felschner, Cal Zilly, Chester Whittemore, myself and several others decided we would take a chance and back the Portland team. Jack Grim was secured as manager of the team with the exception of Eddie Plunk, Henderson to the roll early in June or July."

Tinker's Loss Was Handicap.

"Anyway, we won the pennant and, not only that, but we put the gronches and knuckers to rout by making money. The following year was fairly successful, financially, but disastrous as far as baseball was concerned, for our team, handicapped by the loss of Tinker and the inability to replace him with a good man, put us out of the running."

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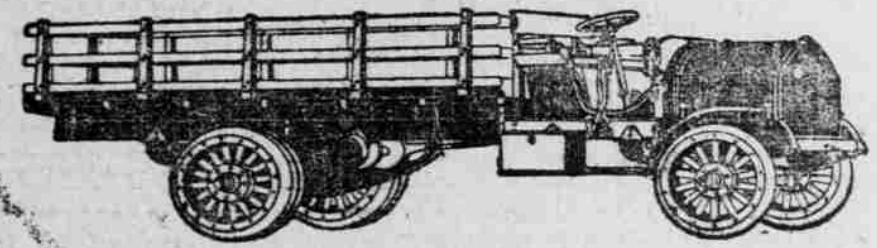
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PORTLAND.

In this country for the reason that it has to be pacified because of its remoteness from the center of baseball markets. There are no leagues in our immediate vicinity from which playing talent may be drawn, and whenever a Coast club drafts a man it does so on a gamble.

Coast Doesn't Have Pick.

"The American Association, the Eastern League and Southern and Western leagues, have not only the major leagues in close proximity to be ready for possible castoffs, but also may draw from the many little circuits in the Central

and Middle Western states. Of course, the Pacific Coast League is privileged to draft from these smaller leagues, but the pick of the players have been sold to the Eastern class A and major leagues long before the Coast has a chance at the draft.

"I think it will be but a short time

until an organization is formed on the Coast that will be in a position to demand recognition as a third major league, for the growth of the cities on this slope will soon make such a league possible."

In five years the Government has undertaken 25 reclamation projects representing an expenditure of \$69,000,000.

At the New York Palace Show there were 57 per cent more pneumatic tired cars equipped with Goodyear's than nearest competing make.

No-Rim-Cut Tires

Motor car owners have long and willingly paid 20 per cent extra for Goodyear No-Rim-Cut tires. Now they cost nothing extra, because of our enormous production.

We have sold half a million Goodyear No-Rim-Cut tires, and last year our tire sales trebled. Yet, until lately, these premier tires cost 20 per cent more than other standard tires. Our multipled output has cut the cost of production.

All because the tires can't rim-cut, and because Goodyear tires are 10 per cent oversize.

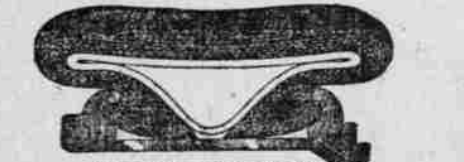
Now these same tires—No-Rim-Cut tires—tires 10 per cent oversize—cost no more than other standard tires. Our multipled output has cut the cost of production.

The difference is this: Goodyear No-Rim-Cut tires don't need to be hooked to the rim. Through the base on each side we run 63 braided wires—a feature which we control.

These wires make the base unstretchable. When the tire is inflated the wires contract. A pressure of 134 pounds to the inch then holds the tire to the rim. Other makers, to get rid of this hook, use a single wire or a hard rubber base. But both are impracticable. The braided wires, which contract under air pressure, are absolutely essential to a safe hook-less tire.

In addition to this, Goodyear No-Rim-Cut tires are 10 per cent over the rated size. That means 10 per cent more tire at no extra cost. With the average car tire adds 25 per cent to the tire mileage, because it avoids overloading. You get these advantages without extra cost when you specify Goodyear No-Rim-Cut tires.

Together they cut down average tire bills half. They are more fully explained in our book, "How to Select an Automobile Tire." May we send it to you?



The Cause of Rim-Cutting

Flange digs into the tire. That is what causes rim-cutting. A tire may be ruined beyond repair in a single block, if you run it flat.

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UNITED MANUFACTURERS

OLYMPIC CLUB FOLLOWS LEAD OF MULTNOMAH IN MIDWINTER SWIM



SAN FRANCISCO, Jan. 7.—(Special.)—The annual hike through Golden Gate Park and the dip in the surf of the Olympic Club, was the opening feature of the year's sport. The outing took place on Monday, January 2, and was a decided success. Fully 300 members of the club participated in the walk and more than 200 of them took the plunge in the surf. It was a pleasant day and none of the clubmen suffered any discomforts from the cold water.

After the plunge, the athletes and their friends repaired to the Seal Rock House, made famous as the training quarters for Jack Johnson, and an elaborate breakfast, together with a programme of speeches and musical features that had been arranged.

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