The new Reo "Thirty," with

fore-door, five-passenger tonneau. Four 4x41/2-inch cylinders-108-

inch wheel base - 34 x 31/2-inch

tires-the best of magnetos. Our

latest and finest creation-a

roomy, powerful, stunning car-

Top and windshield not included. Weequip this car with a Mohair Top and Slip Case, a Meager Automatic Windshield, a Speed-ometer and a Gas Tank—all for \$100 extra.

Here is the first attempt to sell a high-

grade car for an even-thousand dollars.

be impossible. We count that this price

will add 50 per cent to our output without

added overhead expense. If it does, the

price becomes possible-at the present cost

of materials. If we find it impossible we

shall later increase it. For we never shall

skimp on any part of this car to keep the

The car is now on exhibit, at this initial

price. And not another car under \$1,500

How We Did It

For a good many years we have con-

stantly increased our output. Year by year,

and part by part, we have brought the Reo

car to perfection. Gradually each impor-

manent machinery has been adapted to it.

can compare for a moment with it.

sent out from its doors.

price at \$1,000.

for an even-thousand dollars.

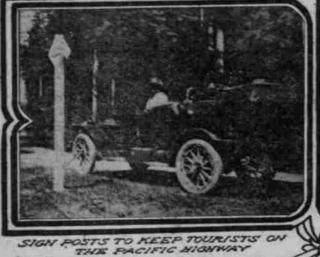
F. B. RILEY FINDS GOOD ROADS ON AUTO TOUR TO BRITISH COLUMBIA

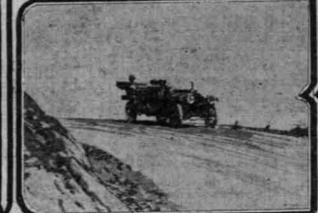
Highways in Western Washington Are Placarded With Directions-Rainier Park, Easy of Access, Will Attract 10,000 Tourists This Year.





BEGINNING OF







APPROACHING THE INTERNATIONAL BOUNDRY,



FERRYING THE SWIFT SHAGIT RIVER, AT MT. VERNON.

After a four weeks' tour through Washington and British Columbia. Frank R Riley has returned to Portand, a more ardent boaster for good roads and enthusiastic over the details of an extended automobile outing. His only shout 5 per cent, where formerly it ran as high as 25, with plenty of chuck holes.

The drives radiating from Tacoma to the Country Club and along the shores of the American and Gravelly Running on no set schedule, but distributing their time as the attractions, weather conditions and roads suggests the long journey in the seven-passenger Packard touring car, which was guipped with tire and motor trunks, small baggage, luncheon and thermos bottle kits. All through the tour the midday meal was sujoyed in some by way of Kirkland, which began with a delightful ferry across Lake small following the Pacific Highway for 20 miles to Blaine, where, like Lynden, there is a choice of three routes from Seattle to Everett, We chose the one by way of Kirkland, which began with a delightful ferry across Lake was the road in these counties therough Shohomish and Skagit Counties and in Whatcom County to Bell-ingham. The roads in these counties therough Shohomish and Skagit Counties and in Whatcom County to Bell-ingham. The roads in these counties of the Country Club and along the shores of the American and Gravelly takes are fine and the one from Tacoma to the Country Club and along the shores of the American and Gravelly the country of the first leg of the lide, may cross the skagit by a crude ferry and eliminate a few miles. Having used this means, I can warmly recommend that to trust the country of the first leg of the lide, may cross the skagit by a crude ferry and eliminate a few miles. Having used this means, I can warmly recommend that the country of the first leg of the lide, may cross the skagit by a crude ferry and eliminate a few miles. Having used this means, I can warmly recommend that the trust of the first leg of the lide, may cross the skagit of the lide, may cross the stage of the lide, may cros tributing their time as the attractions, ed, the motorists thoroughly enjoyed the long fourney in the seven-passenger Packard touring car, which was equipped with tire and motor trunks, small baggage, luncheon and thermos bottle kits. All through the tour the midday meal was enjoyed in some grove of scenic attraction, in regular picnic fashion, and they managed to make connections with some hotel for the night. A feature of the long run that helped considerable toward the enjoyment was the fact that not the slightest mechanical trouble was expe-

"All through the trip I was surprised to find that the condition of the roads was so excellent," and Mr. Riley. "This was particularly so around Tacoma and Seattle and all through British Co-lumbia. So many delightful short trips can be made that the motorist is in a canadary as to which ones to make quandary as to which ones to make. The trip to the Rainier National Park is one that every autoist should make if convenient. As an evidence of the spreading fame of this new park, E. S. Hall, superintendent, expects 10,000 visitors this season.

Mount Rainier's Easy Trail Lures.

"I have an abiding and loyal affection for our own Mount Hood and its snow-peaked neighbors, but I fear that not only will the accessibility of Mount Rainier and the accommodations to be found in the park, divert the Eastern tourists to that region, but Eastern tourists to that region, but will lure the Portlander from his own mountain. And this fact brought added realization of the importance of a fine highway from this city to the snowfields of Hood.

"The road in the park is a stupendous achievement and stands as a monument to engineering. Machines are not allowed to go farther than the Niscually Glacier, but the ordinary

Nisqually Glacier, but the ordinary driver would not care to take his car over the hair-raising sky-line stretches and turns that He above and beyond

and turns that He above and beyond to Paradise Park.

The roads of Central and Northern Washington and British Columbia are thoroughly placarded with directions and cautions for steep pitches and sharp turns and unlike those of Oregen, I saw no defacement of any kind.

The Pacific Highway is already a reality. The patriotic promoters have

reality. The patriotic promoters have created an unbounded sentiment for the road and they have it splendidly marked through Washington. We fol-lowed it for the most part and soon the little white signs grew to be re-assuring and companionable in an un-familiar country.

Many Farmers Own Cars.

"Throughout the tour, especially in the Tacoma, Scattle and Everett coun-try, we saw many farms equipped with garages and passed a great number of cars owned by the rural residents.

When first driving in Canada, the American motorist is considerably confused by the English rule of turning to the left when meeting vehicles and

with a delightful ferry across Lake Washington to that town, from which we motored north to Bethal. For six

Highway this road is spiended to West-minster. From this point to Vancouver many sections were closed for repairs, or seven miles north of this point there was much old cordurey, but later on the road developed into a beautiful thoroughfare and after skirting a charming little lake, a rendezvous for Everett folk, dropped down into that town, ex-

Motor Truck Makes Delivery Better and Easier.

New Van Built Like Big Refrigerator, With Greatest Possible Protection From Heat--Large Territory Is Served Cheaply.

During the past two weeks of warm weather the ice dealers of Portland have had an excellent opportunity of observing the automobile as a factor in the ice business. Those foe companies which have already installed motor truck service for the handling and delivery of their commodity have had much reason to rejoice, and those who have hereinforce been electical are now have heretofore been skeptical are now inclined to be more receptive when the-subject of the power vehicle as a means

subject of the power vehicle as a means of economy is under discussion.

H. C. Harris, promoter of the St. Johns Icq and Cold Storage Company, is among the dealers who have been rejoicing in their progressiveness. Some three months ago the St. Johns company replaced two teams and wagons with a three-ton Packard truck, specially designed and built to order. In this short period of time, according to Mr. Harris, the big motor truck has already proved its great superiority ov the horse-drawn vehicle, and demonstrated its value as an economizer and a "business gette."

"Our truck was made to order for

"Our truck was made to order for to the left when meeting vehicles and passing them on the right. Two or three unfortunate collisions occurred when we were there and the Canadian press near the border frequently companies upon the growing necessity of uniform rules of the road for both Americans and Canadians.

"The drive from Portland to Seattle is materially bettered since the improvement of the Carroll Point grade."

"In drive from Meeting the order we gave the matter a great deal of thought, perfecting every detail of our plans and endeavoring to forestall all our needs. The van, or been established in Portland just one been established in Portland just one our ice, is built on the principle of a big refrigerator, the top, floor and walls all being constructed so as to provide the greetest degree of protection from heat. A heavy, quick-land Company, Members of the firm working door at the rear of the vehicle."

enables our man to take out orders of lee in the shortest possible time and with the least possible disturbance of the low temperature that is maintained in the interior.

"This, together with the element of

greater speed in getting over the ground, enables us to keep waste down to the minimum, to be prompt in our to the minimum, to be prompt in our service, and to serve a greatly increased number of customers living in all parts of the city. We deliver both wholesale and retail orders and cover a territory that it would be utterly impossible to get over with teams and wagons; and I wish to add, also, that we are doing this at a lower cost than we paid under our old system of teams and wagons, even when serving an appreciably smaller trade. Our truck easily does the work of three teams and wagons, and does it in an incomparably superior way, with satisfaction to all concerned."

SALES CREATE VACATION

Hupmobiles All Sold Agency Force Rests Awaiting Shipment.

Vacations for employes of automobile firms are seldom ordered by heads of departments. Ordinarily it is hard for the overworked salesman to get a yearly recreation period. But, nevertheless, that is what has happened at the headquarters of the Smith-Cleveland Com-

quarters of the Smith-Cleveland Com-pany, Hupmobile agents for Oregon. So popular have these little cars be-come in Portland, it has been a big task for the company to keep a stock on the floor. Last week every car on hand had been sold and a new carload, con-taining six cars, had already been or-dered. With no cars to sell and or-ders being placed without the need of demonstrations, Azarial Smith, mana-ger, packed his ditty bag and hied him-self eastward in an effort to obtain

self eastward in an effort to obtain additional cars.

Before Separting he granted his Before departing he granted his salesmen leave of absence until a new stock of Hupmobiles could be obtained. Fred Smith is in charge of the Hupmobile headquarters while Smith, Sr., is in the East. Owing to the fact that there were no stock cars to be had, it was impossible for members of the Smith-Cleveland Company to make the run to Estacada last Sunday for the Portland Automobile Dealers' Association picnic.

W. J. Clemens, President of Port-Journey From Here to Ocean by West Side Route.

he says the Newport tour is delight-

Some expensive materials, like tires and steel, are costing less than formerly. And the selling of our cars costs a great deal less, because of our organization.

The Reo Sensation for 1912

This Car for \$1,000

(Price Subject to Change Without Notice)

All the costly experiments are ended

made. Our machinery, dies, jigs and tools

is hardly a part that we buy.

need no more alteration.

Now we can increase our output by half, with no extra cost save for materials and For all of these reasons, the time seems

at hand when a car of this class can be sold The latest design of Mr. R. E. Olds-the for \$1,000. And, until further notice, we finest car which this famous factory ever are going to do it. The price is subject to change; it may

No Skimping Whatever

The first part of our problem is to let Reo friends know that this car isn't skimped. We have never built a car, at any price, equal to this new model.

We issue a circular of complete specifications. We tell the exact materials used in each important part. You will find that no costly car, in any part of its chassis, uses any better.

We tell how to analyze steel to know that every piece comes up to our specifications. We tell how we test the tensile strength-the hardness. We tell how we crush gears one in each 25-to prove that abuse can't harm them. No other maker, we believe, insists on these extreme tests. tant part has been standardized, and per-

We tell the bearings we use—the very Please measure them up for yourself.

Year by year we have equipped ourselves best in the world-the Timken and one to build every part of the car. Now there Hyatt High-Duty.

We tell how the magneto is given a test which no other magneto will stand. How the carburetor is adapted to present grades now. The expensive changes have all been of gasoline. How the engine is made so trouble-proof and silent.

From the big wheels and tires down to the smallest part we are giving you here the very best that we know. And you can prove the fact in fifteen minutes by comparing the details with high-priced cars.

Designed by R. E. Olds

This car was designed by Mr. R. E. Olds, and is built under his supervision. It is the cap-sheaf of all his experience. That fact alone is sufficient to tell you the worth of this car.

Mr. Olds is the dean of designers. Long before the days of automobiles, the Olds' gas engines were the greatest of their kind. In the early days of the motor car the only cars worth having were built by Mr. Olds. And he has been among the ablest leaders in all progress since.

The \$1,000 Reo is Mr. Olds' latest design. It is the embodiment of all his ripe skill and experience. And that is the utmost one can say about any motor car.

The \$950 and \$900 Reos

A close-coupled car with removable tonneau-on this same chassis-is sold for \$950. Also a Torpedo Roadster-\$900the speediest, classiest, sportiest roadster

Every agent has them now on show.

R. M. Owen & Co. General Sales Reo Motor Car Co., Lansing, Mich.

Northwest Auto Co.

493 Alder Street

Portland, Oregon

YAQUINA TRIP IDEAL

ROADS IN GOOD CONDITION

land Automobile Club, Makes

Over one of the most picturesque roads in the state, Newport, Yaquina Bay and Lincoln County are only 10 hours distant from Portland by automobile. It is one of the most delightful one-day automobile tours in the vicinity of Portland, says W. J. Clemens, president of the Portland Automobile Club. Mr. Clemens prob-ably has made more tours in Oregon than any other Portland motorist and

the says the Newport tour is delightful.

Mr. and Mrs. W. J. Clemens, Miss
Eleanor Ganzmiller, Mrs. Susie Von
Borstel and H. E. Clemens last week
it returned from a five-day visit to Newport and nearby places. They traveled
in Mr. Clemens large touring car.
A new route was traveled by Mr.
Clemens and he advocates the use of
the one shown in the accompanying
map. Instead of going by way of Albany and Corvallis as has hitherto
deen the general choice of motorists.
Mr. Clemens piloted his car to Dayton
and West Salem, then to Independence
and Monmouth, entering King's Valley
just out of Monmouth. Through King's
valley to Blodgett and Eddyville the
road leads into the generally traveled

most of the way.

Newport highway and from there to the Yaquina Bay resort is but a few minutes' travel over a good highway. MOTORISTS TRAVEL FAR Siletz Trip Enjoyable.

Once at Newport there are numerous short and pleasant drives for the mo-torist, one of the most pleasant being One-Day Auto Tour to Coast that into the Siletz Indian Reservation over 27 miles of splendid highway. A delightful part of the ride into the reservation is the 14 miles between Newport and Siletz River. It is necessary to ford the river at this point but say to ford the river at this point but say to ford the river at this point but say to ford the river at this point but say to ford the river at this point but say to ford the river at this point but says the river at the as the water is not more than 18 in-ches deep it can be done easily enough. "The Siletz Reservation is one of the prettiest countries in Oregon, I be-lieve," said Mr. Clemens. "It is level and very fertile. The roads have been nicely improved there and motoring

and very fertile. The roads have been nicely improved there and motoring conditions are simply grand.

"We left Portland at 8 o'clock and were in Newport by 5 o'clock that night. To do this it is not necessary to do any scorching to make the trip in that length of time. A new hotel has been built at Newport and excellent accommodations are to be found. Bathing facilities are good and there are innumerable beach attractions. If one wants to get away from the city for a day's outling Newport is one of the many pleasant one-day trips."

Roads Good on Average.

Roads Good on Average.

The distance from Portland to New-The distance from Fortland to New-port, according to the speedometer on Mr. Clemens' car, is 340 miles. The journey can be made easily in ten hours and done with extremely care-ful driving at that. With the excep-tion of that portion of poor road be-tween Rex and Tigard, in Washington County, the roads were excellent for touring.

Many pleasant experie ces among the Siletz Indians were told of by Mr. Clemens and his brother, Bert Clemens. Bert Clemens has camped on the Siletz River several times and has become fast friends with many of the redskins, due to his athletic prowess. His welcome by the Indians was very cordial. A baseball game was gotten up by the Clemens party while visiting there.

AUTOISTS MAKE TRIP FROM PITTSBURG TO HOOD RIVER.

T. J. Wilson and F. V. Lichtenfeis, Who Left Smoky City July 2, Come All Way West in Car.

HOOD RIVER, "Or., July 29 .- (Spe cial.)-With the tonneau of their highpowered E. M. F. automobile loaded down with their baggage and nearing the end of their 3000-mile journey, T. J. Wilson and F. V. Lichtenfels, of Pittsburg, the first transcontinental autolsts to arrive here, have reached the city from The Dalles. The two left the "Smoky City" July 2. With the execption of having been ditched near Wooster, Ohio, when the steering

near Wooster, Ohlo, when the steering apparatus became deranged, the entire trip was without accident.

"We have been making good time every day, with the exception of five spent in visiting friends along the way," 'said Mr. Wilson. "Our route was over pretty fair roads the whole distance. The worst stretches that we had to contend with were found in Wyoming. We stopped a short time we had to contend with were found in Myoming. We stopped a short time in Salt Lake City and came northwest from there to Huntington. The roads both on this and the other side of Huntington were good. However, the sand between Pendleton and The Dalles gave us a great deal of trouble. "It was great to strike the cool

"It was great to strike the cool mountain roads after we left The Dalles and wound around the hills this side of Mosler. It was one of the most glorious sights that I have ever seen as we started down the descent of the range east of the Hood River Valley and into the great expanse of orand into the great expanse of or

Mr. and Mrs. Andrew McLaren returned last week from an automobile tour to Seattle. They had good luck with their car all the way and say that the roads are in excellent condition most of the way.

chards."

The car was taken by ferry to Underwood, Wash, from which point the autoists will proceed to Cooks, where Mr. Wilson owns extensive real estate and where he will spend several weeks visiting his brothers, F. G. and J. H. Wilson. Mr. Lichtenfela is

his vacation on the motoring trip.

MANY LICENSES TO BE ISSUED

State Registration Office Expects Rush During Last Days. SALEM, Or., July 27 .- (Special.) -- Ur

to today the automobile department of the office of Secretary of State had issued 2725 licenses under the new law. There are three more days in which to issue approximately 2265 li-censes and of other owners of ma-chines in the state.

There is every indication that in the final rush to secure the new numbers before August 1, when the law goes into effect, will deluge the dapartment with mail. Between 400 and 500 letters are being received daily.

Best Form of Binder Puzzles.

The public branch of the Depart-ment of Agriculture at Washington is still at work experimenting to determine the best form of binder to use for road surfacing, preserving the road and laying the dust. Many of these experiments were carried on last year in co-operation with Cornell Univer-sity. Tar, oil and oil-asphalt preparations have been used, and one road has been surfaced with the new oil concrete which has been discovered by the department. The roads, as a rule, have stood up well on the new test.

Falling Rock Wounds Miner.

GOLD HILL, Or., Aug. 5 .- (Special.) -James Anderson, who was hit on the head by a falling rock while working in a shaft at the Gray Eagle mine, on Sardine Creek, six miles from here, was brought to the Gold Hill Hospital to-day. The man's wounds were dressed by Dr. Kelsey, who found that, aside from scalp wounds, he was uninjured.

When George V is crowned Emperor of India at Delhi, next December, 32 Ford cars of the model T type will be derwood, wash, from which point the autoists will proceed to Cooks, where Mr. Wilson owns extensive real estate and where he will spend several weeks visiting his brothers, F. G. and J. H. Wilson. Mr. Lichtenfels is a student of the medical department of the Uni-