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E-M-F "30" and FLANDERS "20," 1912 MODELS

NOW ON EXHIBITION

NOTICE:—Requests have been so numerous for details and notice of arrival of our 1912 models, we will keep our salesroom open all day Sunday and evenings until 9 o'clock this week. Demonstrations will be arranged for by appointment.

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FLANDERS 20 TWENTY

FLANDERS 20 TWENTY

LOCAL AUTO TRUCK TRADE TOPS EAST

Portland Far Ahead of Rivals, Is the Opinion of J. E. Maxon.

OUTPUT WILL NOT SUFFICE

Manufacturers Failed to Grasp Activity of Buyers—Heavy Demand for Moderate-Priced Cars—Gossip.

BY PAUL J. FEELY.

Portland, as a field for commercial motor vehicles, stands favorable comparison with any city in the United States, and ranks far ahead of the majority of Eastern metropoli in this respect, is the information garnered by J. E. Maxon, of the Portland-Detroit Automobile Company, while on a tour of several Eastern states. Mr. Maxon attended the annual convention of district representatives of the Warren Company in Detroit, July 17-22.

"One never gets a comprehensive idea of the progressiveness of Portland until given a chance to compare notes with men from other cities," said Mr. Maxon yesterday, in discussing his trip. "They can talk all they like about the East being far ahead of the West. But give me Portland every time. It was 19 years since I made my last tour of the East, and I couldn't see half the general improvement that has taken place in this city in the last ten years.

"Portland seems to have the edge on all the cities of its size in the number of automobile trucks and delivery cars in operation. And from the reports of the other agents I learned that it has nearly double the number of the majority of places, irrespective of population. Every one seemed dazed when I told them of the flourishing condition of the auto industry in the Rose City and throughout my entire territory. My report was one of the best submitted, and I was really surprised to discover that this section of the country is so far ahead of many of its rivals."

Output Will Fall Short.

Speaking of the output of the automobile manufacturers, Mr. Maxon said that he received reliable information that, instead of a heavy increase over the 1911 figure, the raise will be moderately light, and that in some instances the number will be cut. He declares this is due to the demand for quality and the failure of many firms to foresee in 1912 the banner season of the industry.

"And this," continued Mr. Maxon, "will make it hard for the dealers to fill the demand. There seemed to be no question but that the orders will exceed the output. This was conceded by nearly every automobile man to whom I talked. Naturally this will cause special efforts to be directed toward early sales, and it looks as if the big business will be done in the early part of the season."

Another end of the auto game that attracted particular attention from the Portland man was the sanitary condition of the factories. One and all, he declared, were paragons in cleanliness and made an inspection tour a real pleasure. The majority are built on the same plan, the idea being to get as much light in the work shops as possible. This necessitates the use of a large quantity of glass in the construction of the buildings.

"One would imagine that nothing but automobiles would be seen in Detroit, the home of the motor car, but you would be surprised to find the scarcity of commercial machines in use there," he said, in noting the difference between that city and Portland from an automobile man's viewpoint. "Off-hand I would say that we have two to Detroit's one. Of course, there is an abundance of pleasure cars in the city. Nearly every one owns a machine. The freight charges are eliminated and this makes considerable difference. But Detroit does not seem to be near as live and wide-awake as this city."

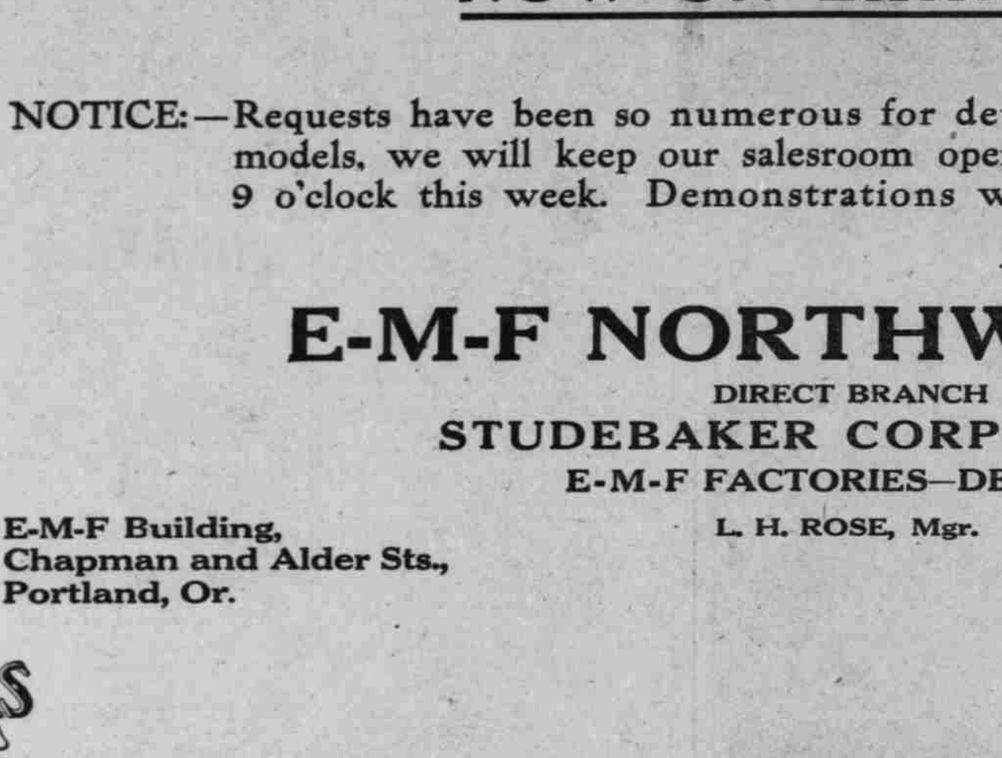
Local men who have been East recently are unanimous in the belief that sentiment this year will be strongly in favor of completely equipped cars at a moderate price. In anticipation of this demand many manufacturers have provided autos to meet this trade, and the prospective buyer need not have any fears about being given ample makes to pick from.

Benjamin Briscoe, president of the United States Motor Company, says the automobile business is still in its infancy and that manufacturers who produce a good car at a popular price will have all they can do to take care of their trade for a number of years.

Some road commissioners seem to think that it is economy to dump stones on a road and let the traffic roll it down. The motorist, however, is of a decidedly different opinion. Such surface plays havoc with tires and makes automobiling anything but a pleasure.

GIRL PILOTS AUTO FROM CALIFORNIA TO PORTLAND WITHOUT MISHAP

Miss Ida Whitter Makes Four-Day Trip Without Serious Difficulty, Establishing Excellent Record for Speed on Most Interesting Tour.



MISS IDA WHITTER AT THE WHEEL OF OVERLAND CAR SHE DROVE FROM CALIFORNIA—HER FATHER, DR. W. Y. WHITTER, IS SEATED BESIDE HER, AND MRS. WHITTER IS IN THE TONNEAU.

DRIVING an automobile continuously for four days, covering roads that were in turn hilly, rocky, sandy, muddy and full of hidden chuckholes, has its hardships as well as pleasure, says Miss Ida Whitter, the 17-year-old daughter of Dr. J. Y. Whitter, of Cedarville, Cal. The young girl drove her father's car from her home town to the Rose City and, despite the difficult travel in many sections, brought the machine into Portland little worse for wear and suffered no serious mishap during the entire journey.

Though young and frail, Miss Whitter is an adept student of mechanics, and takes keen delight in overhauling the auto and attending to necessary repairs. Expert mechanicians are rare in Cedarville. Two years ago, when the physician bought his first car, he was put to no end of annoyance through inability to make petty adjustments and had trouble getting his machine back from the garage because of the scarcity of help. This prompted Miss Ida to take a thorough course in mechanics with the result that now there is little need of sending the car to the repair shop.

Besides being a skillful driver, Miss Whitter is exceedingly careful. Going over the rough spots, she piloted the car with the ease and ability that marks the clever chauffeur. When on a particularly good stretch of road she does not believe in opening wide the throttle. She thinks that a steady, even gait is the most enjoyable, and far more saving on the machine.

The trip north from California was marked by a wonderful variety of scenery. Many times the journey was lengthened by short runs of exploration over the countless crossroads that intersected the main highways. These little trips were through some of the most delightful country imaginable, Dr. Whitter said, and afforded a fine opportunity of getting a thorough idea of the territory they passed through. Especially was this so around Summer Lake, Paisley, Bend and Silver Lake.

Considering the condition of the roads, the mountainous territory passed through, late morning starts, long stops for luncheon, early discontinuation of the day's ride and the numerous side trips taken, the party made fine time, as 150 miles was the average day's distance.

Leaving Cedarville for Paisley, by way of Alturas and Lake View, a stretch of 45 miles of bad road was encountered. That was between Lake View and Paisley. Except for a bit of sandy soil and a long climb near Silver Lake, the second day's journey was fairly good. Reaching the latter town they passed through Summer Lake, Redmond was the end of the third day's ride. Considerable sand and rough roads were passed over between Bend and Redmond. The last leg of the trip, to The Dalles, took them through Opal City, Grass Valley, Wasco and Miller's Bridge. On this day the best roads were found.

One of the most beautiful sights that encountered the tourists' eyes was the country around Miller's Bridge. All were enthusiastic over this territory. The automobile was shipped from The Dalles to Portland, the party making the rest of the way by boat.

From here Dr Whittier, Mrs. Whitter and his daughter continued on to Seattle and Vancouver, B. C. They left here Thursday.

ROAD IS PRAISED

Autoist Says Seattle Route Is Much Improved.

TRIP IS ONE OF PLEASURE

H. F. Brace and Family Enjoy First Stage of Proposed Tour From Puget Sound Metropolis to Southern California.

Tired of luxurious train traveling, and desiring to see for himself the condition of the roads from Seattle to Los Angeles, H. F. Brace, a prominent business man of the former city, passed through here Wednesday in his big touring car on his way to the Southern California metropolis.

The Seattle man was greatly impressed with the improvement made in the highways over the first stretch of the journey. It has been months since he was over the route, and the great change wrought by the continuous repair work he declared to be marvelous.

"It used to be so bad that a person would rack an automobile terribly to make the Seattle-Portland run," said Mr. Brace. "Now, however, road conditions have changed so completely that it is really a pleasure to make the drive. Most wonderful of all, I believe, is the new Carroll Point grade. Formerly this was the worst point on the entire trip, and now it is one of the finest. It is certainly a big boost for convict labor. No better piece of road work has been done around the Northwest."

Being on a pleasure tour and having no set time to arrive at his destination, Mr. Brace will not attempt to hit up any speed on the way south. Instead, he will take every opportunity of exploring the country through which he passes, and has set his mind on seeing everything worth seeing.

"That's my idea of traveling in comfort," he said. "In an automobile you can do as you like and enjoy the beautiful country to your heart's content. There is no clanging of bells and tooting of whistles to hasten your return to the journey."

The northern merchant has a good word for the Canadian officials in their progress toward good roads. He says it takes them some time to get started, but that when they get "a move on" they hurry. On a recent tour through British Columbia, he declared he drove over miles of the finest kind of roads and that everywhere there was evidence of new work.

Leaving Portland, Mr. Brace will follow the Pacific Highway down through Salem, Eugene, Medford, Ashland, Siskiyou Mountains and on through Chico and Sacramento to San Francisco.

Mr. Brace is accompanied by his wife and little son Jack.

FOREIGN TRADE IS GROWING

American Manufacturers Making Big Gains Over 1911.

The Oakland Motor Car Company recently made a shipment of 22 cars to London and Sydney, Australia, and, according to George E. Daniels, the business given them by foreign dealers has shown a big increase. This makes the fifth large foreign consignment this year, and prospects for future business are looking bright, as the cars, especially the runabouts, have made a decided hit.

Two Oakland cars, entered in the Cleveland News three-day reliability run recently, made perfect scores, each winning a handsome trophy. They were 30 and 40 horsepower roadsters. The first day the run was from Cleveland to Wheeling, while on the second day the party drove to Columbus. The return to Cleveland was made the next day.

The 40 was driven by Howard Bauer, of Buffalo, and the 30 was piloted by Fred Krum, of Cleveland. The distance covered for the entire run was 533 miles.

TOUR TO UNITE BROTHERS

Men Have Not Been Together in Twenty Years.

Charles P. Henderson, vice-president of the Henderson Motor Sales Company, National distributers of Cole 30-40 automobiles, has devised a unique scheme for celebrating a family reunion.

The motor man has four brothers who have not been together for over 20 years. Henderson asked all to meet at Indianapolis and take a trip in the first 1912 Cole turned out by the Cole Motor Car Company. The route to be followed is east to the Green Mountains of Vermont, White Mountains of New Hampshire, south to Boston, New York and Atlanta, Ga., and then back to Indianapolis.

The first brother, who will drive on the tour, R. P. Henderson, is general sales agent for the Parry Buggy Company, of Indianapolis. Three of them traveled a long distance to have this outing and reunion. J. H. Henderson went from Arizona, R. F. Henderson from Oklahoma and G. C. Henderson from Oregon.

* * *

M. C. Dickinson, of the Oregon Hotel, has bought a No. 9 Chalmers.

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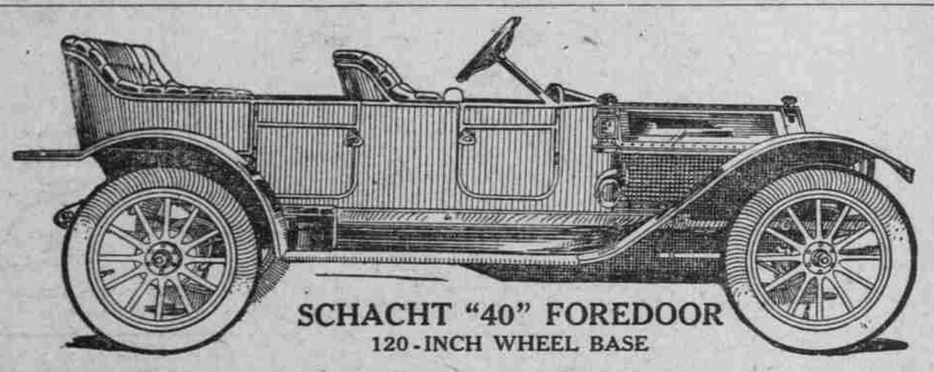

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In addition to its power and beauty of design, the Schacht "40" is built in a way no other medium-priced car has ever been built. A large, powerful motor, with the largest and strongest crank shaft ever put into a four-cylinder car; gears and transmission as big as you find in the average "sixty." Every part built to stand the hardest kind of hammering and come back for more. Throughout it is built with the greatest margin of safety ever put into an Automobile.

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