Each Demonstrating Car Must Have Separate License, Says Official.

SECTION OF LAW IS QUOTED

ecretary of State Rules That Dealers Must Apply for Number for Each Machine That Is Brought Into State.

SALEM, Or., Dec. 16.—(Special.)— hat "demonstration" numbers for demonstration" cars are not issuable "demonstration" cars are not issuable under the motor vehicle law, is the substance of a letter which has been sent by Secretary of State Gicott to the E.-M.-F. Northwest Tompany at Portland. The company stated that it desired to use 12 numbers for 1912, but did not wish to give all the information relative to cars required by law as it would be impossible to do so, as from time to time demonstration cars are used and these numbers are desired for that purpose.

In reply Secretary Olcott says:
"Section 3 of the motor-vehicle law providing for the registration of vehicles requires every owner of a motor vehicle in this state shall for each vehicle owned cause an application for

vehicle owned cause an application for registration, under oath, to be filed, in the affice of the Secretary of State, which application shall contain a brief description of the webicle to be registered including the name of the manufacturer, style or type of car, factory number, character of power, name, residence and business address of owner, with name of chauffeur, if not owner who will drive the same. The bore or diameter of cylinders, together with the number of seats, color of body and number of passengers have also been asked for in the application, in order that the horse power of the car may be obtained, and further that the motor vehicle registered may be readily identified from the description conobicle owned cause an application for

Definite Decision.

Harmony ruled at the Friday meeting of the directors of the Portiand Automobile Club. Petty bickerings of the section 2 are an active to another car without following strictly the formalities provided in section 2 of the Ect that "No person shall operate or drive a motor vehicle—unless such vehicle shall have the number plates assigned to it by the Secretary of State conspicuously displayed on the rear and front of such vehicle—and it shall be unlawful to display more than one registration number upon the rear and front of such vehicle shall have attached the unlawful for any person to operate such vehicle.

"As it is specifically stated that it shall be unlawful for any person to operate such vehicle shall have attached the number plates assigned to it by the Secretary of State upon the sworn application therefor filed in his office. I am of the opinion that the strict letter of the law will only be followed by the registration of all cars which shall be operated or driven in this state, whether for business, pleasure or demices, and rear, the number plates acquired and when said has been made, give the required notice of transfer as provided in section?

"As it will be observed from a reading of section 2, before referred to, that the requirements as to registration are mandatory, this department can only make the registrations required thereunds and the suggestion of the first and the suggestion and the suggestion of the first and the requirements as to registration are mandatory, this department can only make the registrations required thereunds of the club, it is always through which shall be appears to me, is to register the cars immediately upon the sworn application for each motor vehicle earlied to section 3.

"As it will be observed from a reading of section 2, before referred to, that

NUMBER OF RACE MEETS FALLS

Game Fast Losing Fascination for Amateurs and Dealers.

The past season has shown a la-mentable falling off in the number of track races and hill-climbs when com-pared to previous years. Aside from track races and hili-climbs when compared to previous years. Aside from the number of track meets promoted by a racing combination, there were only 11 track meets held during the season. There were only four hili-climbs of any consequence. Of course there was a surfeit of road races and hig events that taxed the manufacturers purse heavily, but when it came to the local events in which private owners and local dealers participated there were very few.

Louisville, Detroit, Pittsburg, Bosion, Cleveland, Buffalo, St. Louis, Kansas City, Dailas, Tex.; Washington, D. C., and Providence, R. L. all good racing towns a year ago, lish no track meets during the past season. There were practically no races of any char-

were practically no races of any char-actor west of Kansas City, with the exception of Los Angeles and vicinity. Of the three great speedways in the country, Indianapolis, Los Angeles and trianta, the latter two virtually have seen abandoned and one race only a car will be held at Indianapolis. It is rumored that the racing com-

it is runnered that the racing com-bination which had a monopoly on the game last year will have a rival in 1912. If this proves true the auto-mobile racing game will take on a-boom, so far as the number of meets is concerned. But it is doubtful if the manufacturers will participate in m than a few scattering track events.

FORD IS RETURNED VICTORY

Contest Board Decides in Favor of Model T in Protest Case.

Fruits of a brilliant victory denied the Ford model T on account of a pro-test after that car had carried off the onors in the rondster class in the our-day reliability runs from St. Louis Kansas City and return last August have just been restored to the car, ip a decision handed down by the con-test board of the American Automo-bile Association. After completing the run twice across the State of Missouri. the Ford car had perfect road and tech-nical scores—the only car in the road-ster class to show a clean slate at the

The Ford's victory was protested on the ground that it had no right to uarry a muffler cut-out, nor to have its steering gear wound with tape. The referce allowed the protest and gave referre allowed the protest and gave the prim' to another car, which had been penulized in the technical exam-ination. The case was carried to the contest board of the American Auto-mobile Association. The board, in re-versing the decision of the referee, re-stores to the Model T the laurels of victory earned in one of the hardest reliability contests of the year.



DOVE OF PEACE HOVERS OVER AUTO CLUB MEETING.

Directors Discuss Proposed Clubhouse, but Fail to Come to a Definite Decision.

secured several hundred new members on the strength of it. And as long as the majority of the directors have con-tinually voted in favor of it, there is no reason why it should not be car-

ried out.

'The membership of the club has almost doubled since the present board took office and I think the increase came with the understanding that a clubhouse would be built. As to keeping it up, the club has a revenue of over \$1000 a year and can well afford to give its members something for their money.

give its members something for their money.

"It is child's babble to talk of the club building or even improving roads. What could be done with \$7000 a year in the way of constructing highways? It would be like throwing a load of sand into the ocean.

"Objection has been made to the present grounds. There are few more desirable locations in the county and surely none that can be purchased for a reasonable figure. We own both sides of the road, have a beautiful river frontage and own the property. It is not the plan of the directors to build an elaborate house, but one of modest proportions. There is no truth in the assertion that we are going to throw away an immense amount of money.

"County authorities are supposed to provide signs to guide the public over the roads. They are willing to do this, and there is no need of the club going to that expense. As soon as the map showing the location of all roads in Multnomah County is finished, the county officials will attend to the work.

"If Mr. Riggs and Mr. Jeffery, who now are so active in opposing the completion of the board's plan, had evidenced their disapproval of the clubhouse when it first came up, there might be some reason for listening to their opposition. But they voted for it, and Howard Covey was the only director to balk at it from the first. His objection has been consistent."

AUTO CHUG CHUGS

NEW model, to be handled exclu-A sively by the Portland branch, has made its appearance in Studebaker circies. It is a self-starting Rose "eight" of the latest design, and since its arof the latest design, and since its arrival here has created an immense popularity. The little youngster, an eight-pound boy, was born to Mr. and Mrs. L. H. Rose last Sanday. Since that memorable date "eight" has been on the tip of "Papa" Rose's tongue continually, and despite the fact that the Flanders and E-Mr? are 10 and 30-horse-power respectively, prospective purchasers have been led to believe they have eight cylinders, with all kinds of power. Mrs. Rose is rapidly recovering from the ordeal through which she passed.

Pope-Hartford pleasure cars and the Peerless and Chase trucks, for which he is the Forthwest distributer.

"British Columbia continues to be a good field for the automobile dealers, but Seattle is still in a slump," said Mr. Krats on his return. "The Canadian agents are disposing of all the cars they can get. The country trade around Seattle is about the only thing that keeps up the Seattle automobile business.

cars they can get. The country trade around Seattle is about the only thing that keeps up the Seattle automobile business.

Robert P. Hooper, of Pennsylvania, was re-elscied president of the American Automobile Association at the annual meeting held in New York, Colonnel Frank M, Joyce, of Minneapolis, succeeded himself as first vice-president, while Laurens Enos, president of the Automobile Club of Buffalo, the largest organization of its kind in the world, was selected as third vice-president, Colonel Joyce is looked upon as the logical choice for president at the flext annual meeting.

The Patterson is the latest automobile to be represented in the Northwest. The Twitchell Motor Car Company of Fortland, last week secured the Oregon and Washington distribution of this machine, which is manufactured by the W. A. Patterson Company. The factory is at Flint, Mich. There are two models of the Patterson, 30 and 45-horsepower types. The Patterson company long has been a prominent figure in the wason and buggy field, and although the Patterson automobile is little known in the West, it has attained much popularity in the East. The machines have been on the market for four years. F. L. Kimball, the special factory representative, signed the Twitchel company while he was in this city last week.

The self-starting Warren "40," which is equipped with demountable rims and an electric lighting system, has arrived in Portland. The demonstrator is now being used by J. E. Maxon, the Oregon agent of the Warren company, who is anxiously awaiting the arrival of the first carlond, so that he can make deliveries. This is the first faborage over machine that the Warren company has manufactured, and the demonstrator is the first car of its type to arrive in Portland.

The Stoddard-Dayton Auto Company, Oregon representatives of the Stoddard-Dayton, Pathfinder touring car and the Federal truck, has moved into its new salesroom on Washington street, between King and Twenty-first streets. The company's old salesroom will be continued as

tributary thereto. The Rose City Auto Company has

over the Oregon agency for the

SELF-STARTER IS ADOPTED BY ANOTHER COMPANY.

Mechanical Cranker Rapidly Gaining Favor With Leading Automobile Manufacturers.

A self-starter and an electric-lighting system have been added to the Cole cars manufactured by the Cole Motor Car Company, of Indianapolis. The mechanical cranker adopted is an invention of the Prest-O-Lite Company, of the same city, while the lighting system is that of the Ward-Leonard Electric Company, of New York. This move on the part of the Cole manufacturers, it is said, is the forerumer of numerous announcements that will be made by automobile manufacturers within the near future that

runner of numerous announcements that will be made by automobile manufacturers within the near future that similar additions have been made in connection with their product.

The self-starter question is one that has given automobile engineers much study. It has been a subject that is more or less complicated and the automobile manufacturers have been rather slow in adopting the device for fear that its practicability stage has not been fully developed.

The Prest-O-Lite self-starter now on the market was adopted only after the most rigid tests, in which the motors of the Cole, National, Stutz, Stoddard-Dayton and other factories were used its efficiency is guaranteed by the automobile makers, as are all the self-starters included as part of the equipment of the various makes of motor care.

The self-starter is admitted by all dealers to be the reigning sensation of the automobile mart. Its popularity is wide-spread, and that its universal use chasers have been led to believe they have eight cylinders, with all kinds of power. Mrs. Rose is rapidly recovering from the ordeal through which she the annumencement of passed.

H. L. Keats, of the Keats Auto Company is only more proof to the contention that its acceptance is the contention that its acceptance is the content of the manufacture of automobiles with the manufacture of automobiles with the manufacture of automobile mart. Its population of the cial.—Another connecting link in the proposed Pacific Highway.

CLYMPIA. Wash. Dec. 16.—(Special Pacific Highway function that the automobile mart. Its population of the cial.—Another connecting link in the manufacture of automobile mart. Its

The Topic of the Day

WHY does the Studebaker Corporation spend millions of dollars in establishing and maintaining branches all over the world when they could sell every E-M-F "30" and Flanders "20" they could build through distributers with one-third the trouble?

WHY do they spend a small fortune every year with their agents under these branches, educating and working with them (even to paying their expenses for a trip to the factory)?

WHY does this same firm after educating its branch agents go still further by sending experts direct from the factory into the territory to meet the people in their homes, not only those who are going to buy, but those who have

AND WHY are they the only manufacturers of automobiles in the world to follow this policy?

SIMPLY BECAUSE they realize and have demonstrated that the only way to build right, sell right, and give owners the right kind of service is to have a personal acquaintance with them.

Every manufacturer guarantees his car, but the Studebaker Corporation (E-M-F Factories) is the only one to place themselves in personal touch with each and every owner; and when they advertise or agree to do a thing, are right on the ground to back it up and MAKE GOOD.

Owners appreciate these facts, prospective purchasers-we believe-can see the logic, and results prove them.

The E-M-F Northwest Co.

Direct Branch

Studebaker Corporation

L. H. Rose, Manager

Chapman and Alder Streets, Portland, Oregon. Phones A 2436, Main 5969

FANILY CAR IS POPULAR

HELPS CHEAP AUTOS.

Tendency to Recognize Motor Car as Utility Vehicle Cause of Growing Popularity.

Current motor car buying shows a pronounced trend toward the family touring car. Never before has there been such a strong general preference for cars of this type. Recent activity in the selling field has been featured by a greater percentage of family sales than any of the old-established agents

Two distinct factors have been are distinct factors have been ob-served in explanation. One is the in-creasing tendency to regard the auto-mobile as an inséparable part of home life and the other is the element of price.

It is well known that the market movement in the popular priced divi-sion has been affected by many new medels embodying higher standards of medels embodying higher standards of value for a given cost and, in some cases, lower prices for a given value. The result was that models which were known as family touring cars, sold for approximately \$1500.

Competition, naturally, figured in the changing conditions, but the chief change has been due to economies in purchasing, manufacturing and selling, schieved by a few representative make.

chieved by a few representative mak-

Now a different complexion has been given to this particular market by the appearance of a car which meets every requirement of power, passenger capacity, style and price. This is the Maxwell Mascotte, the latest product of the United States Motor Company. It is a 25-horsepower car, fully measuring up to the standards of Maxwell predecessors.

ing up to the standards of Maxwell predecessors.

The production and sale of this model on a large scale is certain to be felt by the dealers in popular priced cars. Then, also, the influence of the Glidden tour will figure in the situation because that contest was won by the low-priced Maxwell cars in competition with cars of much higher price and power. This victory emphasized the reliability of popular-priced cars and while it particularly benefits the Maxwell line, the whole low-priced division is given a better standing.

Dealers now declare that a great deal of caution is being shown by purchasers. They are making the most careful comparison of details as well as the general mechanical features, at the same time making certain that the as the general mechanical reatures, at the same time making certain that the manufacturing company is one of in-tegrity and financial responsibility. This indicates that the selection of cars will be made with greater discrimina-tion than ever.

Motor Vehicle to Be Manufactured in Springfield. Springfield, Or., has been selected as

Springfield, Or. has been selected as one of the first towns in the Northwest for the manufacture of automobile trucks. The Springfield Autotruck Company has been organized with a capital stock of 120,000. Welby Stevens, Mayor of Springfield, is president; James L. Clark, secretary; George W. Perkins, treasurer, and F. D. Towst, wenners.

HANLY CAR IS PUPULAR to build motor trucks much cheaper here than they can be built in the East. In order to try out the proposition, a temporary factory will be erected immediately. If the scheme proves a paying one, a permanent factory will be built.

At the present only part of the motor truck can be constructed in Springfield, but even on this basis the work can be done for much less than it costs in the East, declares Mr. Tower.

Twenty of the leading business men of Springfield are said to be interested in the new concern.

EASTERN OREGON TRADE GOOD

State Agents Planning for Big Increase in Business for 1912.

the Portland branch of the Howard Au-tomobile Company, which has the Pa-cific Coast distribution for the National and the Buick. Mr. Johnson spent a week in Eastern Oregon and Southern week in Lastern Oregon and Sonneth Idaho, making a visit to Bolse. "Prospects for the season of 1912 for the automobile trade are most flattering in and about Pendleton and La Grande." says Mr. Johnson, "and the dealers are

says Mr. Johnson, and the dealers are planning for an extensive business. The same thing obtains in Southern Idaho. The automobile men did little business there during the past year, but they are locking for a prosperous season in 1912. "A number of substantial improvements have been made or are contemplated in the immediate future throughout Eastern Oregon. A new garage and repair shop has been opened in Pendleton under the title of the Oregon Motor Company. Mr. Smith, the Ford agent at La Grande, has plans drawn for a new garage, and a second one will be built immediately after the first of the year in that city.

"A creditable piece of roadbuilding has been done in Baker County, Oregon.

has been done in Baker County, Oregon. The old road leading from Baker City to Huntington has been regraded and greatly improved. The road passes through a mountainous country and follows down the Burnt River Canyon from Pleasant Valley to Huntington, almost paralleling the O.-W. R. & N. line. "The roadbed has been placed in excellent condition, and a number of steel bridges have been built, eliminating the former numerous fords of Burnt River."

UNIQUE MOTOR TRUCK BUILT

Problem of Speedy Loading and Unloading Is Solved.

Unique features in motor truck body enstruction are found in a four-ton Sampson recently bought by the Shev-lin-Carpenter Lumber Company, of Minneapells. This vehicle was designed This indicates that the selection of cars will be made with greater discrimination than ever.

OREGON TO HAVE TRUCK PLANT

OREGON TO HAVE TRUCK PLANT

OREGON TO HAVE TRUCK PLANT

the load slides back over the tail end and is dumped.

These rollers are operated by cranks, and when not in action are prevented from turning by a set of ratchers. There are binding hooks on the sides of the body, which is of the stake platform type, with a fence behind the driver's seat for protection. The wheal base was lengthened is inches beyond the standard 112. The body is 15 for the standard 172. The body is 16 fee

Bridge Is Link in Highway.

CHRISTMAS SUGGESTIONS

FOR MOTOR CAR **OWNERS**

THERMOS BOTTLES LUNCH BASKETS BATTERY LAMPS CIGAR LIGHTERS GLOVES WOOL MITTENS CAPS HATS GOGGLES RAINCOATS STORM COATS REAR SIGHT MIRRORS CLOCKS SPEEDOMETERS HEATERS AUTO ROBES AUTO TRUNKS

Come in and let us help you select some practical gifts. No trouble to show goods. Everything the best quality.

PRICES THE LOWEST

Western Hardware & Auto Supply Co.

SEVENTH AND PINE. Portland, Or.

cost of construction as provided by a gineering force which is to be sentially passed at the 1911 Legislature. The out makes its report.

Eastern Oregon rapidly is forging to the front as a good field for automobile dealers, is the word brought to Portland by Mel G. Johnson, manager of

Let Us Show You

Just what it is costing owners in Portland and vicinity to operate and maintain their

KELLY TRUCKS

The figures will surprise you but we will refer you to the owners themselves as to their accuracy.

Built in 11/2, 21/2, 31/2 and 41/2-ton models.

NEATE & McCARTY, Inc. Phones, Main 6374, A 7577.

White Motor Car Co.

Motor Trucks and **Touring Cars**

ALL SIZES

Corner 19th and Washington Sts.



UNITED AUTO COMPANY 534 Alder St. Phones Main 4337, A 7171