

OLCOTT DEFINES AUTOMOBILE LAW

Each Demonstrating Car Must Have Separate License, Says Official.

SECTION OF LAW IS QUOTED

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

SALEM, Or., Dec. 16.—(Special).—That "demonstration" numbers for "demonstration" cars, not issuable under the motor vehicle law, is the substance of a letter which has been sent by Secretary of State Olcott to the E-M-F. Northwest Company 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 registration, under oath, to be filed in the office of the Secretary of State, which application shall contain a brief description of the vehicle 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, shall also be 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 contained in the filed application.

"In the absence of provision for 'demonstration' numbers, I am at a loss to understand how a 'number plate' issued for a particular car can be lawfully transferred to another car without following strictly the formalities provided in section 3, as it is further provided in section 3 of the act 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 shall be prohibited from displaying more than one registration number upon the rear and front of any vehicle, or any number which does not entitle the holder thereof to operate such vehicle.'

"As it is specifically stated that it shall be unlawful for any person to operate or drive a motor vehicle unless 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 as motor vehicles, whether for business, pleasure or demonstration purposes. The proper and safe course, it appears to me, is to register the cars immediately upon their receipt in this state, affix front and rear, the number plates required, and when said has been made, give the required notice of transfer as provided in section 3.

"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 thereunder, and issue number plates upon the sworn application for each motor vehicle desired to be registered which contains the information as provided in said section."

NUMBER OF RACE MEETS FALLS

Game Fast Losing Fascination for Amateurs and Dealers.

The past season has shown a lamentable falling off in the number of track races and hill-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 hill-climbs of any consequence. Of course there was a surfeit of road races and big events that taxed the manufacturers' purse heavily, but it came to the local events in which private owners and local dealers participated there were very few.

Louisville, Pittsburg, Boston, Cleveland, Buffalo, St. Louis, Kansas City, Dallas, Tex.; Washington, D. C., and Providence, R. I. all good racing towns a year ago. There were practically no races of any character west of Kansas City, with the exception of Los Angeles and vicinity. Of the three great speedways in the country, Indianapolis, Los Angeles and Atlanta, the latter two virtually have been abandoned and one race only a year will be held at Indianapolis.

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 protest after that car had carried off the honors in the roadster class in the four-day reliability runs from St. Louis to Kansas City and return last August have just been restored to the car, in a decision handed down by the contest board of the American Automobile Association. After compiling the run twice across the State of Missouri, the Ford car had perfect road and technical scores—the only car in the roadster class to show a clean slate at the finish.

NEW BOOSTER FOR LITTLE CAR ARRIVES IN ROSE FAMILY



HARMONY RULES SESSION

DOVE OF PEACE HOVERS OVER AUTO CLUB MEETING.

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

Harmony ruled at the Friday meeting of the directors of the Portland Automobile Club. Petty bickerings over the erection of the proposed clubhouse virtually have ceased and the minority faction, opposed to the clubhouse, have decided to abide by the majority vote. The directors unanimously decided to send a circular letter to the members of the club asking for an expression of opinion in regard to the building of the house.

The contention of O. K. Jeffery, one of the three directors opposing the carrying out of the plan the club has advocated, that the club grounds are not desirable, is refuted by President Clemens and Henry Wenme, one of the directors. Jeffery claims that the place is infested with mosquitoes and that it has been visited by a very small percentage of the club members.

"At present there is no life around the grounds and no one takes care of the land, and consequently, bad conditions exist," says President Clemens. "But with the rubbish removed, the stagnant water drained off the land, this pest soon would be done away with. The site is one of the most ideal around Portland and an evidence of its popularity among the members of the club, it is always thronged with motorists any Sunday during the summer. I sent a man out there last summer to keep tabs on the number of machines that went into the grounds. He reported 150 on one occasion and 154 another time.

"One of the first acts the present board of directors does was to send out a circular letter saying that it was the club's intention to erect a clubhouse as soon as possible. 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

A NEW model, to be handled exclusively by the Portland branch, has made its appearance in Studebaker circles. It is a self-starting Rose "eight" of 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 Sunday. 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-M-F are 20 and 30-horsepower 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.

H. L. Keats, of the Keats Auto Company, has returned from a trip which took him through Southern British Columbia and Western Washington in the interests of the Chalmers, Peerless and

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 distributors 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 bought?

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

FAMILY CAR IS POPULAR

HIGH GRADE OF CONSTRUCTION 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 East and Washington distribution of this machine, which is manufactured by the W. A. Patterson Company, has been a notable feature. The Patterson company long has been a prominent figure in the wagon 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. I. Kimball, the special factory representative, signed the Twitchell company while he was in the East. The self-starting Warren "40," which is equipped with demountable rims and an electric lighting system, has arrived in Portland. The machines are now being used by J. E. Maxon, the Oregon agent of the Warren company, who is anxiously awaiting the arrival of the first car, so that he can make deliveries. This is the first 40-horsepower 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 representative of the Stoddard-Dayton, Patterson 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 a garage. Thomas Hutton, a farmer residing at Elgin, Harney County, purchased a National "40" from the Stoddard-Dayton company last week. Roy S. Wilson, one of the salesmen connected with the Portland branch of the company, delivered the first car of its type to Mr. Wilson. Mr. Wilson drove the car from The Dalles to Bend. He says there is considerable activity in the automobile trade in that part of Central Oregon, including Burns, Bend, Redmond, Prineville and a great era tributary thereto.

The Rose City Auto Company has taken over the Oregon agency for the Ohio electric.

GOLE TO USE NEW DEVICE

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 car manufactured by the Cole Motor Car Company of Indianapolis. This mechanical cranker adopted is an invention of the Frest-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 forerunner 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.

OREGON TO HAVE TRUCK PLANT

Motor Vehicle to Be Manufactured in Springfield.

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 \$20,000. Welby Stevens, Mayor of Springfield, is president; James L. Clark, secretary; George W. Perkins, treasurer, and F. D. Tower, manager. Mr. Tower, who has been connected with the manufacture of automobiles for a number of years, will be entrusted with the management of the new concern, the ordering of the necessary factory equipment and general organization. Tower came to Springfield from Detroit, Mich., and recognized it as one of the fastest growing towns of the

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. Western Hardware & Auto Supply Co. SEVENTH AND PINE. Portland, Or.

cost of construction as provided by a law passed at the 1911 Legislature. The other half of the expense will be borne by the state, and the State Highway Commissioner will designate the location of the bridge as soon as an engineering force which is to be sent out makes its report.

LET IT TOILET ROLLS AND CARDS in great variety at Harris' Trunk Mfg. Co., 130 Sixth.

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 1 1/2, 2 1/2, 3 1/2 and 4 1/2-ton models.

NEATE & McCARTY, Inc. 694 Washington Street. Phones, Main 6374, A 7677.

White Motor Car Co. Motor Trucks and Touring Cars. ALL SIZES. Corner 19th and Washington Sts.

Maxwell LOOK UP ITS RECORD UNITED AUTO COMPANY 534 Alder St. Phones Main 4337, A 7171. Maxwell Columbia Sampson Trucks