THE SUNDAY OREGONIAN, PORTLAND, JANUARY 14, 1912.



cont talk with several motorists. "There is no further need of auto-mobile races, shows or contests that give the victor the spoils," chirped the rotund factory soothsayer. "All they do is give the new fellow a big chance —he has nothing to lose and every-thing to gain. When it simpers right down to cold facts, there is little real heavily to be derived from such things. The multic solidom gets the real truth cent talk with several motorists. benefit to be derived from such things. The public seldom gets the real truth concerning them. Anyway, a break of bad luck—an unseen bump in the road, ditches and tire and minor mechanical mishaps that don't count—often bring a cheap car in ahead of a competing machine that really outclasses the win-ner so far that it would be a disgrace to the English language to attempt to wake a comparison.

towns

"Just how the Northwest shapes up at this time, I cannot say. But if I have the success that our Pacific Coast representatives have had here this senson, Fil bo satisfied. From the this season, fil bo satisfied. From the reports I have received, I take it that almost every dealer in this territory is doing a large volume of business. I am certain, from present indications, that the Northwest dealers could handle more Appersons than it would be possible for them to get. Each terri-tory's allotment is limited."

According to Curtis, 5000 Appersons vill be produced for the 1912 trade. will be produced for the 1911 trade. The producing capacity of the company has been considerably enlarged, he says, and that it will be possible to manufacture this number. The figures prove rather much of a surprise, inas-much as less than 1500 Appersons were turned out for the season recently closed. clozed. HIGHWAY IS GIVEN BOOM

In discussing the phenomenal ad-vance that has been made by the self-starter in the past three months. F. W. Vogler, Northwest distributer for sev-

eral popular makes, pointed out that ever since the automobile came into general use owners and drivers have been sinves to the starting crank. Mr. Voglet is one of the Portland dealers who is enthusiastic over the possibili-ties of this device, and since the Reo and Apperson 1912 models have been received by him he has become more firm in his approval of the system. Both machines mentioned are equipped with the self-starter.

Many Improvements Made. Although he has not been identified

with the automobile business since its "infancy," the Portland wholesale agent has seen many startling innovations wrought in the manufacture of motor

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test it." And the testers are like little chil-dren with a new toy. They are going to "bust" that machine if it is pos-sible. And they do break them quite often. But now parts are always ready for them. The best way to judge a tester's worth is in the damage he does to his car. The tester that goes out and away money for his firm is the

abrupt elevations, through brooks, and clay roads that the testar's road lies. "Go through the worst places you can find," Head Tester Lew Pettijohn, of the Cole Motor Car Company, says to his corps. "Bring that car back here with bearings bursted, platons cracked. Break up the car if necessary, but test it." LONG-STROKE MOTOR GAINS FA-VOR WITH MAKERS.

Design Has Tendency to Reduce Consumption of Gasoline and

Lengthen Engine's Life. That the long-stroke motor has come

to stay is now an established fact and

necting rods required by the longer

W. A. Wildrick, Manager

369-371 Hawthorne Ave.



arlanT.

Trick Wins Race.

"Pick up the paper any Sunday and you'll find cars advertised solely on their victories in contests. There's one their victories in contests. There's one I recall distinctly—The car that was made in a day.' That machine had the luck to come out with colors flying in a big automobile race. It's victory came with great codies of luck, and the little machine—no better, nor per-haps no worse, than others in its class —jumped into popularity in an in-stant."

Here was interposed the theory that half the time it is not the car but the man behind the pilot wheel that "brings home the bacon." Curtis was quick to cite instances where this has been the rule, recalling in particular the last Phoenix road race from Los Angeles to the desert metropolis.

the last Phoenix road race from Los Angeles to the descri metropolis. "There was one race that was won by the driver, and not through the su-periority of the automobile." said Cur-tis. "The winning man went over the course minutely several days before the race and discovered that by taking his car cress lots a little way he could cut off 30 miles. He further discovered that by climbing a steep grade and letting his car go over boulders and underbrush for a few rods he could save 14 miles. The cars that finished first and second beat it neck and neck until the leader was nearing his secret cut-off. He stopped his machine, got his mechanic to tinkering under it, and to all appearances was in hard luck. The second man passed him, beat it as fast as he could for the next checking station-Yuma-figuring that the race was his.

was his. Victory Did Little Good.

Victory Did Little Good. "After his rival was well on his way, the eventual winner hopped into his car and started over his own route. You can imagine the chagrin of the sec-ond man when he arrived in Yuma and was greeted with the information that his rival, whom he had left stalled on the raad, had passed through the town is minutes before him. "That little trick was the means of winning the race. Yet who can say that the car was any better than a score of others entered? "And as proof that the winning of the race, even with all the importance withs the car woil the the mortance withe won the race did not get a sin-gle order out of the Phoenix territory, while several galegmen, representing

gle order out of the Phoenix territory, while several salesmen, representing cars that failed to place or were not entered, received 'fat' contracts." Manufacturers who have weathered the storm of pioneering and have built up reputations that have set their ma-chines upon a high plane, have no further need to establish the worthi-ness of their products and should de-vote the energy and money they spend in participating in exploitation schemes to other methods of promoting sales, according to Curtis.

Racing's Mission Performed.

"Racing and endurance contests had a great mission in the automobile in-dustry, but they have served their pur-prose and there is absolutely no use for continuing them," he opined. "In the early days, when motor cars were more

DISCOVERY OF COAL LEADS TO NEW ACTIVITY.

Famous Roads May Be Extended Toward Dawson as Result of Un-

covering of Fuel Deposits.

Though the eyes of Pacific Coast good-roads enthusiasts are turned just now on the progress of Chester Law-rence and Tolesphore Beaudet, the darrence and Tolesphore Beaudet, the dar-ing motorists who are trying to blaze a way from San Diego to Mexico City in an effort to win the gold medal of-fered by the Pacific Highway Associa-tion for the first car making that run, quite as important things are being done for the highway cause in the northeric extremity of the Pacific Coast. Away up in Hazelton, B. C., 40 miles from the Alaskan boundary, where P. E. Sands went some months ago to win Away up in Hazelton, B. C., 40 miles from the Alaskan boundary, where P. E. Sands went some months ago to win just such a gold medal as the southern-ors are after, every man and woman has temporarily become a roads fanatic. Good roads for their own valuable nake are not the object of the worthy Hazeltonians. One could hardly expect that from so young a city. Coal, miles and miles of it, only a few lengues over the northern mountains, is the prize that is spurring them on to high-way construction. A few months ago immense beds of coal were located at Ground Hog. 246 miles north of Hazelton. Large Eng-lish and American companies imme-diately started their development; and it became evident that a wagon-road was necessary to transport supplies to the holdings. The companies hinted that if such a road were not fortheom-ing their trade might be diverted to another town. This spurred the Hazel-ton folk to renewed activity. Delega-tions are now husy with both provincial and Dominion government officials, and

ton folk to renewed activity. Delega-tions are now busy with both provincial and Dominion government officials and it seems probable that in a few months work will be commenced, not only on the wagon road, but on a good trall leading north from Ground Hog to Cabin Nine, well on the telegraph route to Dawson. This means that another great step is about to be taken in the develop-ment of Pacific Highway, which now has a gold medal up for the first car arriving under its own power at Daw-son from Vancouver, B. C. Officers of the association feel greatly encour-aged, with such vigorous activity at both northerm and southern ends of the great project.

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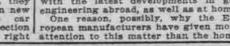
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L. H. ROSE, Manager

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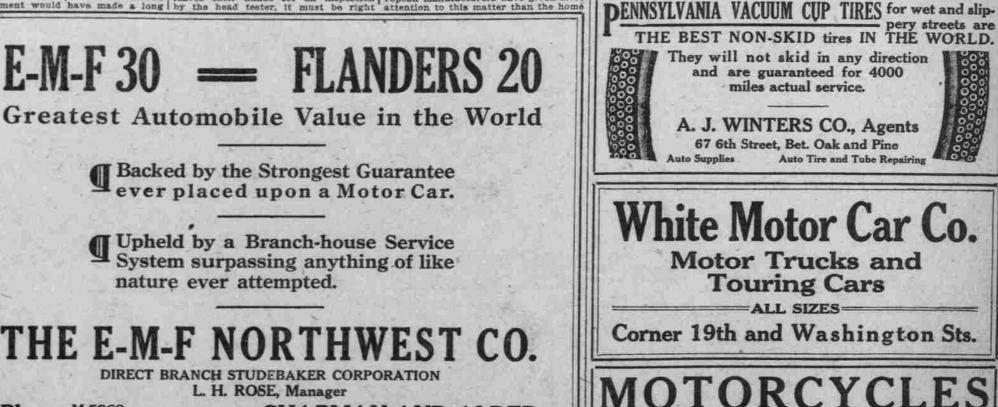
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