

DEALERS PROSPER AS SEASON FLEES

Remarkable Increase Shown at Completion of First Half of 1912 Trade.

MAKERS DISPLAY OPTIMISM

Portland Automobile Men Get Share of Big Business Being Done by Agents in America and Canada—Gossip.

Sentiment among automobile manufacturers is unanimous that the year just closed witnessed the greatest success, from a comparative basis, that the motor-car industry has yet experienced.

This success has led to the most optimistic feeling among automobile interests and predictions are freely made that the coming season will see the greatest production on record; and, in view of the present quickening of business, their anticipations may be justified.

One authority estimates the output for the 1912 season, terminating next July at 27,000 cars, against 140,000 for 1911, when there was some timidity as a result of the experience of the previous season.

Foreign demand has steadily increased—it amounted to \$1,844,571 for 10 months ending with October, compared with \$1,422,638 for the same period in 1911—and there is no reason to expect a falling off, so that this source probably will help to take up some of the possible slack resulting from future over-production.

Little fear is felt among distributors and manufacturers of a failure to dispose of their stock. For one thing, the country trade has been developed in a larger measure than heretofore. Previously all the real business was done from the city agencies, little attention being turned to the country. Now, however, every distributor has his sub-agents, taking only a small per cent from sales made by the small town dealers.

While many automobile dealers are prone to misrepresent facts when talking of the number of sales made by them during any given period and also in forecasting their business for the next season, a comprehensive idea of the approximate number of motor cars that will be sold in the Northwest by the time the 1912 season is closed has been gained. This estimate, based on the percentage of increase made in the past few seasons and the number of cars dealers declare they will handle, allows the usual discount for remaining on the part of the agents, places the total at 7000. Of course, it is impossible to make an authentic estimate, but those in close touch with the situation accept this as a correct estimate.

Three automobile firms will be housed in brand-new quarters in a short time. The building at Nineteenth and Washington streets, being put up by the C. L. Ross Company and the Northwest Auto Company, which handle the Reo, Stearns, Premier and Apperson, will be completed before the month is out.

When finished it will be one of the handsomest automobile salesrooms in the city, according to Mr. Ross. A two-story concrete building, completely equipped garage, is being built at Fourteenth and Davis streets for the Becker Auto Company, which has the Oregon agency for the Lozier. The Portland Motor Car Company also will have a new home in which to house the Winton Six. A garage and a salesroom will be built for this company at Twenty-third and Washington streets.

No better evidence of the stability of the Oregon automobile trade is needed than the number of new buildings for the exclusive use of automobile dealers that have been erected in Portland during the past few months. The Speedwell, Portland-Detroit, Stoddard-Dartton, Dainage & Smith, Brasley-Du Bois and Landy Auto companies have moved into larger quarters since July.

Carl Landy, Oregon distributor for the Garford pleasure cars and trucks, left last week for the East. He will visit the Garford factory at Elyria, O., and conclude arrangements for the allotment for the rest of the season. While at the factory Mr. Landy will attend to several special details that will be included in the Garford order by Carl R. Gray, president of the Hill lines in Oregon. Before returning to Portland Mr. Landy will visit the Chicago automobile dealer and probably will contract for the Oregon distribution of a popular-priced machine.

"Dad" Foss, who now is connected with the local Garford agency, put one over on the Seattle dealers last week. Foss took a pleasure jaunt to the Washington metropolis, but when he did not overlook any opportunities for business. He heard that a certain business man was looking for a high-priced touring car. "Dad" went after the "prospect." The fact that he was representing a Portland firm made him work all the harder. Foss induced the man to come to Portland. Result: Landy Auto Company makes another sale.

MOTOR NEEDS CARE

Winter Weather Brings Grief to Many Auto Owners.

DANGER EASILY OVERCOME

Dealer Suggests Anti-Freezing Solution That Will Protect Engine and Radiator From Severe Cold Waves.

NEW SPEEDWELL MACHINE CONTAINS MANY NEW MECHANICAL IMPROVEMENTS.



C. A. NATION AT THE WHEEL OF A NEW SPEEDWELL.

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YELLOW TAGS SPURIOUS

SECRETARY OLCOTT SAYS 1912 AUTO CARDS ARE GREEN.

State Officer Says Drivers of Cars Sporting Counterfeit Labels Should Be Reported.

SALEM, Or., Jan. 20.—(Special)—The Howard Automobile Company, of Portland, has written to Secretary of State Olcott relative to the use of yellow tags this year in violation of the law. In response the Secretary writes: "As to that portion of your communication respecting some automobiles being operated in your city with false yellow tags marked '1912,' I respectfully have to advise that inasmuch as the number plates for such year are green with black letters the tags displayed, as stated in your letter, do not comply with the requirements of the motor vehicle law, consequently the operators are in violation of the provisions thereof."

"The duties of the Secretary of State within the provisions of this act are merely ministerial in making the required registrations and issuing the number plates provided thereunder.

"The enforcement of the provisions of the law are vested in the police officer of any city or town, or the Marshal or watchman of any incorporated village, or any Sheriff of any county, or any Constable of any township, having power and authority within the limits of their jurisdiction to arrest any person known to such officer to have violated any provisions of the law, and to immediately bring such offender before any magistrate having jurisdiction as provided in section 27. All police judges or recorders of any city or town, or justices of the Peace of the county, shall have jurisdiction of all violations excepting those mentioned in section 24, as provided in section 24.

FAMOUS TOUR BEING DEPICTED

Pictures of Ocean-to-Ocean Run to Be Flashed Before Thousands.

Moving pictures of the famous ocean-to-ocean tour of the 13 Premier cars that held the attention of the motoring world, will be shown in the principal cities of the United States. These pictures are being exhibited by the Hill Motor Manufacturing Company in the interest of the "See America First" movement.

"One of the tourists, C. F. Jenkins, of Washington, D. C., the Franklin gold medal inventor of the moving picture machine, equipped his car with one of his 'movies' and all the pictures were taken from his machine.

Containing several pages of statistics that are valuable to prospective motor-truck purchasers, filled with many interesting facts concerning the work done by power vehicles in all parts of the country and illustrated with photographs and drawings, the catalogue of 1912 Alco motor-trucks is being distributed by W. F. Sheldon, Oregon agent for the Alco. The catalogue is artistically designed and is being received with much interest.

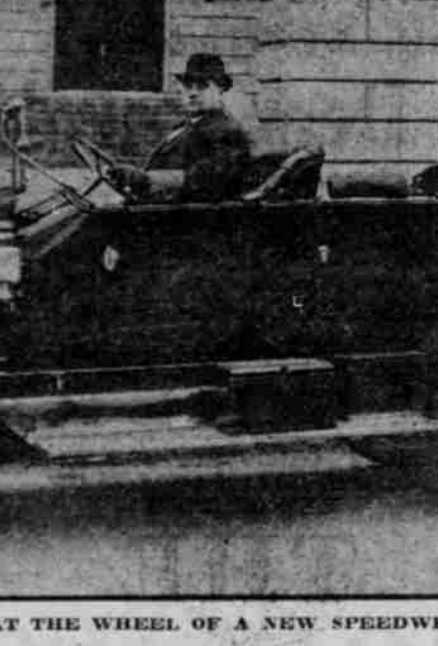
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GOOD ROADS MEN ACTIVE

CAMPAIGN ON FOR COMPLETION OF REX-TIGARDVILLE FUND.

Prominent Leaders in Movement for Better Highways Ask Autoists to Finish Big Project.

Fearing that automobile owners and good roads enthusiasts are growing lax in their efforts to expedite the completion of the fund necessary to build the Rex-Tigardville boulevard, Amdees Smith, J. C. Ainsworth and a number of other prominent motorists have doubled their subscriptions to the fund. Sixteen thousand dollars is needed to build the road; \$2500 already has been donated. The leaders in the movement plan to carry on a steady campaign for funds and believe that when the manifold benefits to be derived from the road are fully known, the necessary money will be easily obtained.

George E. Waggoner, president of the good roads association, which is handling the Rex-Tigardville fund, has issued a pamphlet which contains a bird's-eye view map of Portland and the Willamette Valley, showing the roads and a list of the names of the subscribers. These folders will be mailed to every automobile owner and business man of the city. They are expected to bring a ready response.

It is said that the opening of this road will be a great factor in the development of the city as well as the settlement of the Willamette Valley. It also will be the means of opening up several hundred miles of good automobile touring roads throughout the Valley and to Tillamook and Yaquina Bay. Good roads are now being built from the sea coast resorts to the Valley.

The Rex-Tigardville road is to be built by day labor, under the supervision of a board of governors consisting of five men.

Comparatively few automobile owners have subscribed to this fund so far and most of the subscriptions received have been small. They are asked to reconsider the importance of this important project and to contribute liberally in their donations. H. L. Keats has offered a beautiful silver trophy to be presented to the person giving the largest subscription to the fund.

Subscriptions can be sent to George E. Waggoner, 805 Yeon building, and when requested in installments next Spring and Summer to be paid in checks to J. C. Ainsworth, president of the United States National Bank.

It has been found in Andalusia that on hard trips the only saddle horses surviving extreme heat and lack of food are the Spanish; the imported horses all succumb. A man in Iowa has patented a bedstead that holds a mattress on rollers and pivots. The object is to turn the mattress around or turn it over with slight effort.

When real winter weather arrives, operators of automobiles must think more carefully concerning their motors. The difficulty in starting the motor when cold, together with the liability of freezing, is a troublesome feature. The modern self-starter may obviate the difficulty of cranking by hand, thereby saving much work on the part of the driver, but the freezing of the motor cannot be prevented except by exerting great caution.

NOTICE

Propelling the car with the Electric self-starter only as power for several blocks; the starter still having the power to start the motor.

The Above Test, weather permitting, will take place Monday at 10 A. M., January 22, at Sixth and Stark Streets.

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PENNSYLVANIA VACUUM CUP TIRES

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FORD The car that comes fully equipped Best for the Money Ford Motor Car Agency A. J. Edwards, Sec. and Mgr. E. 8th and Hawthorne Avenue. Phone East 648.

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THE AMERICAN 1912 UNDERSLUNG. A Car for the Discriminating Few—The Safest Car on Earth. GARGLE—STOP—REPAIRING. Nob Hill Garage & Auto Co., Inc. 690-90 Kearney St., Between Twenty-first and Twenty-second.

APPERSON STEARNS REO NORTHWEST AUTO CO. DISTRIBUTORS F. W. VOGLER, President Fifteenth and Alder Sts. Phones—Main 7179, A 4959.

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