

SERVICE KEYNOTE OF AUTO BUSINESS

"Cut-Rate" Dealers Cannot Build Up Permanent Business, Says Agent.

EXPORT TRADE IS DOUBLED

American Manufacturers Invading Foreign Fields With Much Success—New E.-M.-F. Head for West Named.

One often hears the remark that the list price of automobiles generally is put at a high figure, so that the dealer can give a good discount to a purchaser who kicks at the high figure.

In the automobile business, probably more than in any other, it is necessary that both the dealer and the manufacturer must be sure of a good profit if they are to live up to their promises.

Service has become a big institution in the modern automobile business. Keeping an owner satisfied after he buys a car is the aim of the reputable motor car agent.

The day of the cut-price dealer gradually is becoming a thing of the past. The man today who is thinking of purchasing an automobile does not look any longer at the initial cost than he does at expense of maintaining his machine.

"It is only those who have not had any experience with automobiles who look for a cut price," continued the E. M. F. agent.

Moving pictures of last Summer's ocean-to-ocean tour of the 12 Premier automobiles were shown in Indianapolis for the first time last week.

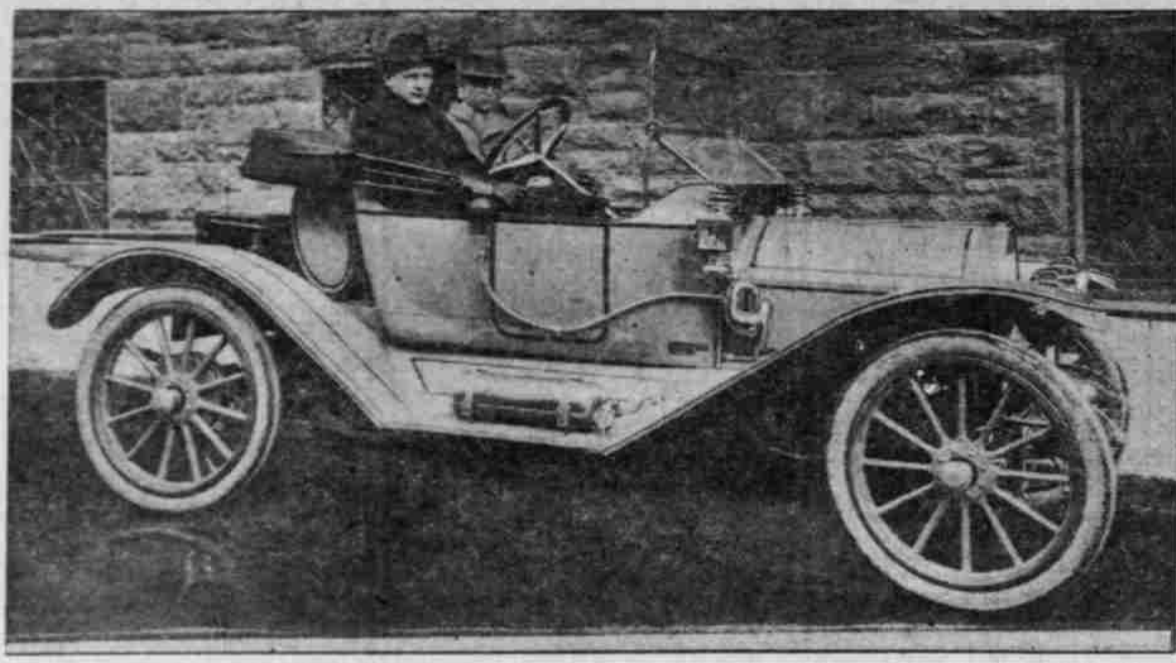
These pictures will be shown in the principal cities of the United States, and are expected to be a prominent factor in furthering the movement for better highways.

Export statistics, lately compiled, show that during the month of December 1284 motor cars were shipped from the United States.

Several manufacturers of popular-priced automobiles are invading the field of the European producer with much success.

An instance of the longevities, believed to be a record, is vouchered for by a Sacramento firm which operates a stage line between that city and Yuba.

PORTLAND DEALER RECEIVES HIS FIRST SHIPMENT OF ROADSTERS.



H. C. HAYES AT THE WHEEL OF A 1912 AUBURN ROADSTER, THE FIRST CAR OF ITS TYPE TO REACH PORTLAND—CHARLES BALLOU OCCUPIES THE OTHER SEAT.

MULFORD IN RACE

"Smiling Ralph" Enters Big 500-Mile Event.

FORTUNE SMILES ON PILOT

Former Losier Racer Has Had One of Most Successful Careers of Any Speed King on American Tracks.

"Smiling Ralph" Mulford, whose name is known wherever motor car racing is thought of, has settled the question of his future career.

Mulford has known one of the most successful careers of any driver engaged in the hazardous sport and his income has been greater than that of even the greatest athletes in other lines of sport.

The setting pilot has made enough money so that he has been able to go in after the \$50,000 purse at the Speedway by a car owned by himself.

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YOUTH WINS RACING HONORS

Fresno Lad Forging to Front Rank of Auto-Speed Kings.

One of the most unique series of sporting events, including automobiles and aeroplanes on the Pacific Coast within many months, was the air and land race meet at Fresno, Cal., recently.

Bobbie Waterman, still in his teens, proved the star, and captured all the automobile honors of the big meet.

DRIVING EASILY TAUGHT

DEALER HAS SIMPLE AND EFFECTIVE SYSTEM.

NEW TIRE MAY BE MADE HERE

Mitchell Company Not After American Rights to Process.

The recent cable reports from London advising that a new tire was about to be placed on the American market have not been confirmed.

BEAUDET YET ON TRIP

PATHFINDER IS ANXIOUS TO REACH MEXICO CITY.

Unsettled Conditions of Country Make Task of Los Angeles Driver a Risky One.

Pacific Highway officials have announced, in the event T. J. Beaudet, who is patrolling the route for the Pacific Highway from Los Angeles to the City of Mexico, reaches his destination.

Mulford Now Free Lance.

Ralph Mulford has cut loose from all manufacturers and entered the racing game on his own account.

Motorists, Attention

Cylinder troubles usually are due to carbon deposit.

Polarine

POLARINE OIL practically eliminates carbon deposits.

It saves you from fouled spark plugs and valves, soiled cylinders, etc.

It keeps proper lubricating body at high temperatures. It feeds freely right down to zero.

The Freely Polarine Brand covers Polarine Oil, Polarine Transmission Lubricants, in three consistencies; Polarine Fibre Grease and Polarine Cup Grease.

MOTORCYCLES

INDIAN AND EXCELSIOR

BALLOU & WRIGHT, 80-82 Seventh Street, Cor. Oak

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BALLOU & WRIGHT, 80-82 Seventh Street, Cor. Oak



Best Oil Pays

MONOGRAM saves repair bills. Will deliver to your garage.



Large stock FLASH LIGHTS 75c to \$1 Fresh Batteries received weekly



Spark Plugs Famous B-Right 75c Rajahs \$1.25 Sootproof \$1.00 Red Heads \$1.00 Spitfires and others



Buckeye Cleanser

Best soap for washing cars; will not injure finish. Put up in packages from 5-lb. pails to 450-lb. barrels.



Indian Motorcycles

1912 4-H. P. \$215 1912 7-H. P. \$265 FASTEST AND BEST

We carry the largest stock of automobile goods, Motorcycles, Bicycles and equipment in the West.

BALLOU & WRIGHT

COR. SEVENTH AND OAK STS. PORTLAND, OR.

"The Last Trump" Will be blown with a Melody Exhaust Horn. We've got 'em. Archer & Wiggins Company, Oak Street, Corner Sixth, Purveyors of Auto and Sporting Goods

AUBURN Auburn Motor Car Co. ROBT. SIMPSON, Mgr. 505-7 Burnside Street A 7339, Main 2674.

BALLOU & WRIGHT Largest Stock Automobile Accessories M. & W., G. & J. and Hartford Tires, Monogram Oils 80-82 Seventh St., Cor. Oak Portland, Or.

Atterbury Truck Columbia Carriage & Auto Works, Agts., 209-211 Front Street. Phone Main 2892. General Auto Repairing. Bodies and Wheels Built to Order.

BOWSER GASOLINE and OIL TANKS STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, Agt., 335 Columbia Bldg., Main 1476

Crowe Auto Co. Sixteenth and Alder Streets RAMBLER STUTZ MARION K-R-I-T MAIS TRUCK (Gear Driven) The Best American-Made Truck Distributors for Oregon and Southern Washington.

JOHN DEERE PLOW CO. Northwest Distributors, EAST MORRISON AND SECOND STS. Phones: E. 3887, B 1625.

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.

"Firestone" TIRES Vulcanizing & Retreading. R. E. BLODGETT, 29-31 N. 14th. Main 7005. OVERLAND CARS J. W. LEAVITT & CO. 529-531 Washington St. Distributors for Oregon, Washington, California and Nevada.

THE AMERICAN 1912 UNDERLUNG. A Car for the Discriminating Few—The Safest Car on Earth. GARAGE—STORAGE—REPAIRING. Nob Hill Garage & Auto Co., Inc. 600-80 Kearney St., Between Twenty-first and Twenty-second.

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

PREER CUTLERY & TOOL CO. Headquarters for Shop Supplies and Automobile Tools 74 SIXTH AND 311 OAK STREETS

Schacht Motor Car Co. COMMERCIAL AND PLEASURE CARS COR. FIFTH AND HOYT STS. Our Motto: "Quality and a Square Deal"

Western Hardware & Auto Supply Co. SEVENTH AND PINE STREETS Vulcanizing, Hardware and Auto Supplies. Phone: Main 8828, Home A 2016.

"Your Money Back" Tire Guarantee! Pennsylvania Vacuum Cup Tires not skid in any direction and are guaranteed for 4000 miles' actual service. They carry the most liberal guarantee of any tires ever sold. A. J. WINTERS CO., Agents 67 6th Street, Bet. Oak and Pine The Best Place to Buy Auto Supplies, Hardware, and to Have Tires and Tubes Repaired.