

FORD PLANT WILL RISE IN PORTLAND

Auto Company to Build Assembling Factory on East Side.

OREGON TRADE BRIGHTENS

Motor-Car Dealers Here Experiencing Great Prosperity—Ralph Mulford Tells Secret of His Success.

Further evidence that Portland is the logical distributing center for the Northwest automobile territory is furnished by the announcement made yesterday by K. K. Henry that the Ford Motor Car Company will establish a branch factory here in the immediate future.

It has been known for some time that the Ford company intended to establish a branch factory in the Northwest. All points were carefully considered before a decision was reached and the fact that this city was chosen speaks well for its superior advantages.

All Portland motorists were a cheerful smile the greater part of the week just closed. With Spring here in all its beauty, the automobile business has been given a strong impetus.

Colonel E. Hofer, of Salem, made an interesting address dealing with the good roads legislation problem at the annual meeting of the Portland Automobile Club Wednesday night.

Consentation resigned at the Speedwell house Friday morning, when a overheated pipe started a small blaze in the basement of the garage.

City Engineer Kerr, of Ottawa Ont., is getting prices on an automobile street sprinkler.

BAD ROADS NO BARRIER TO PORTLAND AUTOISTS

Bert Peterson and H. A. Jones Make First Trip of Season Between Portland and Medford.



H. A. Jones in Havers "Six" at Wolf Creek.



Feeding One of the Numerous Streams Encountered on Trip to Southern Oregon.



Ideal Roads Near Sutherlin, About 18 Miles North of Roseburg.

One of the first trips made in a motor car this year from Portland to Medford was accomplished last week by Bert Peterson and H. A. Jones, of the Michigan Motors Company, in a Havers "Six".

Some roads we went over were almost bottomless and the severest kind of a strain was put on the car," said Peterson in discussing the trip.

Although the trip was a hard one, we had the satisfaction of knowing that we made it earlier in the year than it was ever made before, and we did not have to make a single mechanical adjustment on the whole journey.

The Havers "Six" is a new car to the Northwest. It has been represented

CAR SHORTAGE IS TENSE

MAKERS WORRIED OVER SERIOUS RAILROAD TIETUP. Dealers and Builders Asked to Cooperate to Relieve Scarcity of Equipment.

The seriousness of the situation among the automobile factories of the United States, occasioned by the shortage of automobile freight cars, is so alarming that active campaigns have been inaugurated by all of the railroad companies and the larger automobile factories toward keeping automobile freight cars moving and reserving them for the automobile traffic.

Notwithstanding the general rules representing every district in the United States except the extreme Pacific states, the traveling sales force of the Regal Motor Car Company came

My Greatest Success

By R. E. Olds, Designer

Trainloads of Reo the Fifth

In the past 25 years, a dozen models of mine have become the season's sensation. Again and again I have seen the factory swamped, and men paying a bonus to get my latest creation.

Not a Passing Sensation

These days are over now. Reo the Fifth comes close to the limit in motor-car engineering. It embodies the final results of my 25 years of experience. In every detail it marks the best I know.

It Deserves It

This car deserves popularity. That is my satisfaction. The men who buy it get the utmost of which I am capable. There will be no regrets—none to say I misled him. And none will ever see a car which gives more for the money.

Center Control—No Side Levers

Then here, for the first time, we get rid of all side levers. All the gear shifting is done with this center gear handle—done by the right hand. It is done by moving this lever less than three inches in each of four directions.

Price Still \$1,055

The price of this car remains at \$1055, though subject to instant advance. This price is too low for a car like this. It leaves no adequate margin.

1000 Dealers

Reo the Fifth is shown by dealers in a thousand towns. We will direct you to the nearest when you send for our catalogue. Please write for it now. It shows the various bodies. Address

R. M. Owen & Co., General Sales Agents for Reo Motor Car Co., Lansing, Mich. Canadian Factory, St. Catharines, Ont.



Reo the Fifth, \$1055. Top and windshield not included in price. We equip this car with mohair top, side curtains and slip cover, windshield, gas tank and speedometer—all for \$100 extra. SELF-STARTER, if wanted, \$20 extra.

C. P. Boss & Co.

Phone Marshall 4022 Agent Portland, Or.

Northwest Auto Co.

Distributors for Oregon, Washington, Idaho 615-17 Washington Street

CLUB WINS LONG FIGHT

STICKEL BILL IS FINALLY PASSED BY SENATE. Visiting Motorists Now Can Tour in New Jersey Without New State License.

The course the measure will now take is first to go back to the Assembly for ratification of the increase in fees, and when ratified it will go to Governor Wilson for signature.

AUTO ROW IN SPRING FINERY

Three Dealers Change Place of Business During Week. That part of Automobile Row located on Alder street was out in all its Spring finery last week to welcome the new season.

SALESMEN HOLD CONVENTION

Representing every district in the United States except the extreme Pacific states, the traveling sales force of the Regal Motor Car Company came

WORLD'S GREATEST ENDURANCE MOTOR CAR.

Stearns Silent Knight \$3650 F. O. B. Portland

The choice of royalty. The motor that has supplanted the master engines of the world. Will you be among the first with the new type, or among the last with the old?

STEEL & EASTMAN 615-617 Washington Street Marshall 4022



lying sections of the state had been made by automobiles. When these arrived at the cemetery gates there was nothing to do but to allow them to enter.

A recipe good for keeping the mohair top in shape is soap and water occasionally applied, with a little sunlight for drying purposes. A stiff brush, with which the soap and water is applied, will keep the top in perfect condition.

There are about 15 deaths for every birth occurring at sea.

No-Rim-Cut Tires 10% Oversize

A Thousand Thousand Have Been Used

A million tires—used on some 200,000 cars—have taught the world that tire bills can be cut in two.

And the tires which proved it—No-Rim-Cut tires—have come to outsell all others.

If you pay tire bills, please find out what these 200,000 know.

Now King of Tires

In 24 months the demand for this tire has multiplied six times over.

In the last 12 months we have sold half a million.

No Rim-Cut-Tires have become the sensation. But we spent 13 years in ceaseless improvement to give you a tire like this.

The Savings

No-Rim-Cut tires end rim-cutting forever. Statistics show that 23 per cent of old-type tires become rim-cut.

No-Rim-Cut tires are 10 per cent over the rated size. They give you that added capacity.

And 10 per cent oversize, with the average car, adds 25 per cent to the tire mileage.

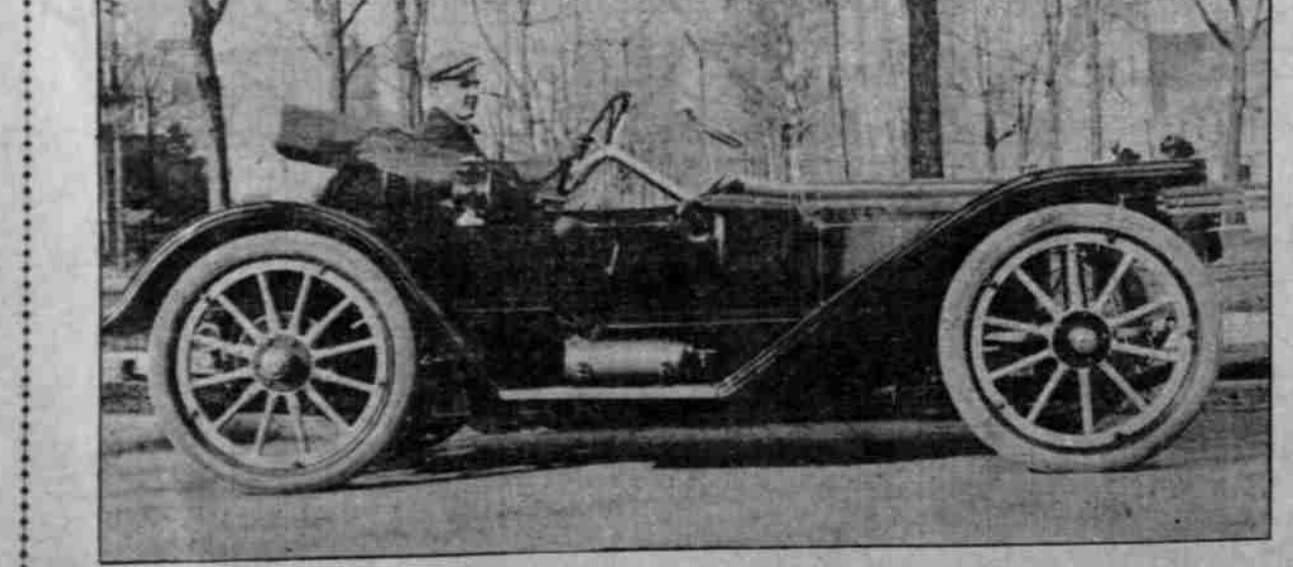
GOODYEAR No-Rim-Cut Tires

With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

62 Seventh Street PHONES PACIFIC 2190 HOME A 4049

"LITTLE SCOUT" IS LATEST ADDITION TO AMERICAN FAMILY.



THE RAIN AT WHEEL OF NEW AMERICAN ROADSTER.