# FORD PLANT WILL

Auto Company to Build Assembling Factory East Side.

OREGON TRADE BRIGHTENS

Motor-Car Dealers Here Experienc ing Great Prosperity-Ralph Mulford Tells Secret of His Success.

Further evidence that Portland is the logical distributing center for the Northwest automobile territory is fur-Northwest automobile territory is furnished in the announcement made yexterday by C. K. Henry that the Ford Motor Car Company will establish a branch factory here in the immediate future. The plant will be more of an essembling house than anything else, the various parts of the Ford cars being shipped here from the Eastern factories.

It has been known for some time that the Ford company intended to es-tablish a branch factory to care for the big business it is doing 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 ad-vantages.

chosen speaks well for its superior advantages.

An investment of approximately \$200,000 will-be made by the Ford company, if present plans materialize. Mr. Henry, who is president of the Portland Realty Board, now is negotiating for the plant site, which will be incated on the East Side.

The establishment of an assembling plant will greatly facilitate the handling of the Ford company's business in the Northwest. The present freight car shortage has caused the automobile manufacturers no end of worry. This obstacle would be entirely done away with if the makers shipped their product in parts and have the machines put together here. All companies manufacturing cheap cars, like the Ford, eventually will have to resort to this method to satisfy the crormous demand for inexpensive motor cars which is springing up in the cars which is springing up in Northwest.

All Portland motordom were a cheer-All Portland motordom were a cheerful smile the greater part of the week just closed. With Spring here is all its beauty, the automobile business has been given a strong impetus. The excellent weather and the generally good character of roads about the city have acted as an effective stimulant to the motor car trade. Last week was by far the best one of 1912 from the standpoint of sales.

Since March 12 the H. L. Keats Auto

point of sales.

Since March 12 the H. L. Keats Auto Company has delivered more than 60 machines and is disposing of cars an fast as they come from the East.

During the past week the Northwest Auto Company delivered 45 Ree and Appersons to its agents in Oregon, Washington and idaho. This number is part of the 150 machines F. W. Vogler, president of the company, ordered while in the East recently to be shipped to the Northwest as soon as freight cars are stallable.

The general trade here is experiencing the same prosperity. While in most

The general trade here is experiencing the same prosperity. While in most instances the dealers can get as many cars as the demand calls for, some have found it hard to get enough machines to satisfy their customers and there are few who cannot dispose of all the autos, both pleasure and commercial, they contracted for.

"If you can relax while driving a car going 70 miles an hour over the road. then you stand a good chance of win-ning trophies," said Ralph Mulford, 1911 Vanderbilt cup race winner. In a recent interview. "I attribute most recent interview. "I attribute most of my success in the past two years to the fact that I relax my muscles at every opportunity. The driver who is keyed up to a high tension all the time, who grips the wheel tightly and who has a tendency to nervousness, is the man who is most likely to wind up it a smashup."

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. Mr. Hofer, who has been a close student of economics for years, said that the good roads men will have to change their tactics before they can achieve results. He said they do not pay enough attention to the political side of the question and that before they can get any legislation through they must made a more thorough study of conditions surrounding the passage of any bills.

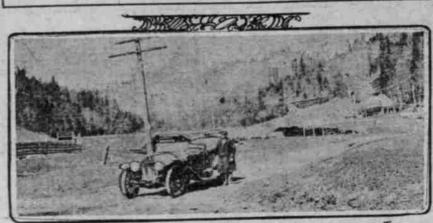
Fire Stirs Speedwell Men.

Consternation reigned at the Speed-well house Friday morning, when an overhoated pipe started a small blaze in the basement of the garage. The source of the smoke and heat could not be discovered for some time and "Hob" discovered for some time and "Bob Thompson sent in a hurry call for the fire department. The men with the hose and axes daillied around the automobile house for an heur before they set at rest the fears of Nation and Thompson, the Oregon agents for Speedwell pleasure cars and trucks. No

City Engineer Kerr, of Ottawa Ont.,

# BAD ROADS NO BARRIER TO PORTLAND AUTOISTS

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



H.A. Janes in Hovers "Six" of Wolf Creek.



"Ideal Roads" Neat Satherlin, About 18 Miles North of Roseburg.

O life of the first trips made in a motor car this year from Portland to Medford was accomplishe hast week by Bert Peterson and H. A. Jones, of the Michigan Motors Company, in a Havers "Six." According to accounts of the motorists, the roads were anything but ideal. At many points they were advised to turn back, but they were advised to turn back, but they were week by Bert Peterson and R. A. Johns, of the Michigan Motors Company, in a Havers "Six." According to accounts of the motorists, the roads were anything but ideal. At many points they were advised to turn back, but they were determined to complete their journey at all hazards, and their success was due, in a large measure, to the car they were driving and their determined spirit.

most bottomiess and the severest kind of a strain was put on the car, said Peterson in discussing the trip. "We were warned several times that we would not get through. But we kept on and arrived in Medford without

on and arrived in serious incident.

"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 toward."

While the roads in Southern Oregon are far from inviting and naturally prove an obstacle to selling automobiles there, prospects for good business in that part of the state are exceedingly bright, according to Mr. Jones. He says that the dealers he talked to were quite enthusiastic and all look for a banner year. The Havers "Six" is a new car to the orthwest. It has been represented

MAKERS WORRIED OVER SERI-OUS RAILROAD TIEUP.

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 in-augurated by all of the railroad companies and the larger automobile factories toward keeping automobile

panies and the larger automobile factories toward keeping automobile freight cars moving and reserving them for the automobile traffic.

Among the leaders in the campaign is the Buick Motor Company, of Filmt. Mich. and circular letters to its branches have been issued, describing the situation as follows:

The serious shortage of automobile freight cars makes it very important that such cars be sent back to the home roads as rapidly as possible. Cars should be unloaded immediately by your dealers, so that they can be put into further service.

and the efforts of railroads to cover these points, we believe you can do much good, if you will notify your dealers of the serious conditions confronting automobile shippers and ask them to promptly unload any carloads that might be shipped and bring it to the notice of your local agent, asking their co-operation toward returning automobile cars for automobile loading.

"When an automobile freight car is unloaded at its destination, the freight agent is liable to give it a load that will keep it out of the automobile service indefinitely. The disposition of automobile cars when empty is an important point, and dealers can get reports on game from the agents enjoying their patronage and report back to you or direct to us at the factory when roads refuse to give this equipment auch attention that will tend to keep it in the automobile service.

"Agitation of this matter through directs will reach directly freight

While the roads in Southern Oregon

"Agitation of this matter through dealers will reach directly freight agents at the points where automobile cars are and will help greatly toward relieving the situation here.

"Therefore, if you will bulletin your dealers to report to you promptly when the cars are unloaded and the disposition the local agent makes of same and you advise us. It may help a lot in relieving this congestion."

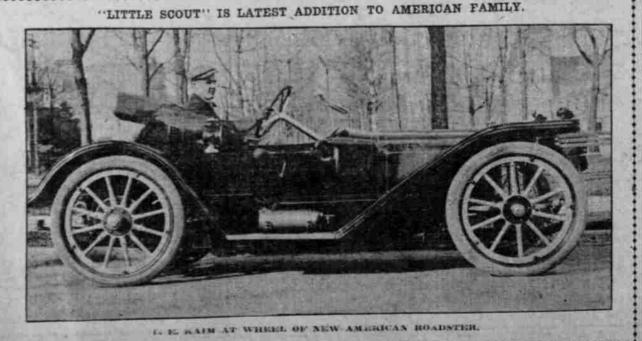
Salesmen Hold Convention.

Representing every district in the United States except the extreme Pa-cific states, the traveling sales force into further service.

Into further service.

Notwithstanding the general rules 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. But Reo the Fifth has broken all

records. I never saw a demand

which compares with this. Five cities at this writing have trainload orders with us-orders for forty carloads each-to go in a single shipment.

But the demand is just beginning. Very few men have yet dis-

covered this car. Soon there will be 10,000 cars in the hands of 10,000 owners. Ten thousand men will be telling others how Reo the Fifth performs.

Then will develop the real demand for this final car of mine. Other season sensations have

> 30-35 Horsepower Wheel Base 112 inches Wheels-34 Inches Demountable Rims

Not a Passing Sensation

come and gone. New cars and better came out to displace them.

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

There is no probability that we shall ever see a materially better car. The years can bring only minor changes.

#### It Deserves It

This ear deserves popularity. That is my satisfaction.

The men who buy it get the ut-most of which I am capable. There will be no regrets-none to say I car which gives more for the

The steel in this car is all analyzed. Every vital part is put to Parts are ground over and over,

to get utter exactness. Inspection is carried to extremes.

There are big margins of safety. The bearings are Timken and Hyatt-roller bearings, in place of the

usual ball bearings. The tonneau is roomy, the wheels are large, the car is over-tired. The carburetor is doubly heated.

The body is finished in 17 coats. The upholstering is deep, the lamps are enameled. Even the engine is

nickel-trimmed. Every part of the car shows the final touch—the avoidance of petty economies. I am proud of it. Not an iota has been omitted which could add to the worth of this car.

### Center Control-No Side Levers

Then here, for the first time, we misled him. And none will ever see get rid of all side levers. All the gear shifting is done with this center cane handle-done by the right hand. It is done by moving this lever less than three inches in each of four directions. Both brakes are operated by foot

pedals, one of which also operates he elutch. So the entrance in front, on either side, is clear.

This arrangement permits of the left-side drive. The driver sits, as he should sit, close to the passing cars-on the up side of the road. Heretofore this was possible in electric ears only.

Thus we have solved the last important problems in designing.

#### Price Still \$1,055

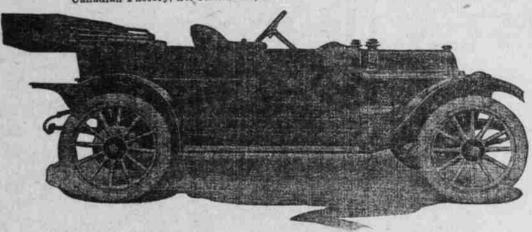
The price of this car remains at \$1055, though subject to instant advance. This price is too low for a car like this. It leaves no adequate

But we shall continue this price, in all probability, until materials on hand are exhausted.

### 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 va-rious 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.

Speed-45 Miles Per Hour Made With 2, 4 and

5-Passenger Bodies

Phone Marshall 4022 Agent Portland, Or.

Northwest Auto Co.

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

Northern Washington and British Columbia and another for Eastern Ore-gon. These trips are planned with the same view as the one to the southone of the advantages the Havers Medford was the unit power plant with inclosed fly wheel. The car was partly submerged fording the numerous streams encountered and the construction feature noted proved of immense ing in the factory offices Monday aft-ernoon, the two-day conference con-tinued with an elaborate banquet in the evening. The evening programme closed with a conference at the fac-tory, addressed by General Manager

STICKEL BILL IS FINALLY PASSED BY SENATE.

Visiting Motorists Now Can Tour in New Jersey Without New State License.

Automobile reciprocity will be a reality in New Jerser, after all. The Stickel bill, passed overwheimingly in the House of Assembly and defeated by a margin of one vote in the Senate, was called up for reconsideration in the latter body last week and went through by a vote of 11 to 3.

'In passing the measure, the Senate added an amendment raising the rates for domestic registration, but as these had been very moderate heretofore, this phase of the bill did not meet with any opposition from the automobile forces.

An order for a full-page advertisement in three Mexican newspapers recently placed by an American motorcar firm arrived only after all three papers had closed up shop owing to the political upheaval.

In accepting the vice-presidency of the New York Central Railroad, W. K. Vanderbilt, Jr., has virtually dropped his hobby of promoting motor races, although he still uses a machine extensively for personal uses.

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. As the Governor his already signified a favorable attitude and as no obstacles are to be anticipated in the Assembly, the prospects are exceedingly bright.

The Stickel bill provides for 15 days' free entry of the state by automobilists who have fulfilled the demands of the statutes of their home states. It wipes out the nexious power of attorney clause of the old law by which the visiting motorist was obliged to designate a certain state officer as his legal attorney to accept service for him in case of any alleged infraction of the law during his visit.

The touring information board of the American Automobile Association has got out a revised map of Virginia. The map is supplemented by local charts, showing the best ways into, through and out of the principal cities and towns.

In many foreign countries it is the custom of the automobile agents not to quote prices openly. Each automobile and out of the principal cities and towns.

In many foreign countries it is the custom of the automobile agents not to quote prices openly. Each aut

AUTO ROW IN SPRING PINERY

Three Dealers Change Place of Business During Weck. That part of Automobile Row lo-

Spring finery last week to welcome the new season. Overhauling, painting and N. J., has decided to permit motorgeneral "clean up" work is finished. driven vehicles within its gates. Memgeneral "clean up" work is inhier.

and the result brought a great change bers of the association controlling the cometery said that during the past year many funerals from New York and outfor the better, Several changes were also made in

and Alder streets, the place Totality occupied by the United Auto Company. The latter company moved to the corner of Sixteenth and Alder. This place has been the home of the Portland Motor Car Company for a long time. These two concerns are occupying the the Winton agency, Twenty-third and Washington, is completed.

## AUTO CHUG CHUGS

Of the 48 entries for the grand prix race organized this year by the Auto-mobile Club of France, 32 are in the light car and 25 in the unlimited class.

A large flour milling company at Minneapolis has decided to provide au-tomobiles for the sulesmen throughout the world, and has ordered 75 Hup-mobiles as a starter.

operator usually ranks the steering wheel unnecessarily, bringing severe strains on the connections and causing needless wear on the front tires. It pays to learn to drive skillfully, even though not pursued as a means of live-

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 Marshall 4022

together at Detroit for a joint session with the factory sales managers, last week. Starting with an informal meeting in the factory offices Monday afting in the factory of the business. It is a state had been top in shape is soap and water occasionally applied, with a little sunlight for drying purposes. A stiff brush, with the factory of the business is on all the company of the business is on all the same and the company of the business is on all the same and the company of the business is on a part of the business. The Brush agency moved from the made by automobiles. When these arrived at the cemetery gates there was nothing to do but to allow them to will keep the top in perfect condition.

There are about 16 deaths for every birth couring at sea.

So the average saving from

No Extra Price

These patent tires now cost

200,000 motorists have already

come to them. 127 leading mo-

tor car makers have this year

contracted for the Goodyear

One-third of all show cars

were this year equipped with

Won't you find out why?

# No-Rim-Cut Tires 10% Oversize

# A Thousand Thousand Have Been Used

A million tires-used on some 200,000 carshave taught the world that tire bills can be cut

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

cent.

In 24 months the demand for this tire has multiplied six this patent tire is 23 plus 25 per times over.

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

No Rim-Cut-Tires have become the sensation. But we no more than other standard spent 13 years in ceaseless im- tires. The savings are entirely provement to give you a tire clear.

## 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.

per cent to the

tire mileage.

And 10 per cent oversize, with the average car, adds 25

No-Rim-Cut Tires With or Without Non-Skid Treads

Book, based on 13 years of tire making, is filled with facts you should know. Ask us to mail

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

PORTLAND BRANCH

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