

NEWSPAPERS BRING QUICKEST RESULTS

Henderson Officials Are Enthusiastic Over Their Advertising Campaign.

PAPERS ARE BEST MEDIUMS

Makers of Newest Hoosier Machine Will Use Newspapers Exclusively in Putting Indiana Car Before Purchasers.

Motor car manufacturers throughout the country have ever before them the problem of result-getting advertising plans. The automobile industry has assumed such proportions that almost every conceivable scheme for bringing their product before the people has been attempted.

That a newspaper advertising campaign carried out along broad and sweeping lines engenders unbelievable returns is proven by the experience of the Henderson Motor Car Company, of Indianapolis, which recently placed upon the market the new Henderson car. The executives of the Henderson Company are not chary in their praise of newspaper advertising. It is their announced intention to continue their campaign along the lines already adopted.

"It was our desire to create immediate interest in our product," said R. P. Henderson, general manager of the company, "and we certainly created it with a vengeance."

"The return from this starting of our campaign was simply wonderful. We were forced to add and keep adding to our stenographic and clerical force until we were working almost twice as many stenographers as any automobile concern in Indiana. And still we were behind. It has simply been impossible to take immediate care of the flood of telegrams and letters of application for the Henderson agency which we have been receiving."

Lucius S. French, advertising manager of the Henderson Company, said: "We believe in the newspapers. We believe that every successful motor car of 1912 must be extensively advertised in the newspapers. We have found that there is no other advertising medium which will extend the co-operation as much as the newspapers. Automobile advertising intended to make an immediate sales appeal could be confined to the salesroom zone. It is an economic mistake to spend money on a man on whom your own sales system cannot call personally. Our sales must be made to those within the radius of our market. Getting the tangible orders is entrusted to the salesmen themselves, backed up by the practical intimate appeal of their own daily newspapers. While I have no wish to endorse any one medium against another, I am frank in my belief that the most universal appeal can be made through the newspapers. The Henderson will continue to advertise in the newspapers exclusively, thus concentrating our entire efforts on the particular markets where the Henderson is being established."

"The newspapers have proven that they will co-operate. No more concrete example of their co-operation could be cited than the mountains of agency applications we are receiving daily as a result of the advertising of our car in their columns."

LONG JOURNEY IS FINISHED

Case Racing Team Ends 25,000-Mile Trip at Maine Meet.

The most remarkable journey ever made by an automobile racing team ended last week at Old Orchard, Maine, where the Case racing team was featured as the star attraction at the annual beach meet on the New England coast, which yearly attracts from 40,000 to 50,000 automobile fans. On March 31, the Case team started its journey from San Diego, Cal., where Louis Disbrow set a new figure for a mile on a two-mile dirt speedway, covering the distance in 38.2 seconds. All the California territory has been invaded and the trip across the continent started. The journey was finished on the far northeast corner of the land.

The Case team covered on its long racing journey more than 25,000 miles a distance equal to a trip around the entire globe. And before the present racing season has passed into history the same team will have traversed the entire American continent, from Lake Winnipeg to the Gulf of Mexico, to say nothing of the jaunt from Southern California to the extreme northeast corner of the Atlantic coast.

And on top of this traveling is planned a trip to South America next fall.

TRUCK'S USEFULNESS VARIED

Owner Discovers Countless Means to Keep Machine Employed.

Orlando Moore, of Visalia, Cal., has found that a motor truck is adapted to a greater number of uses than it is really intended for. In fact, Mr. Moore employs his truck for every purpose conceivable, from rooting up stumps to taking the neighbors' children for a joy ride.

About a year ago Mr. Moore purchased a three-ton Kissel Kar truck, and forthwith started out to give it a real test. Carrying tons of fruit over rocky roads to San Francisco proved child's play. Climbing the mountains near Visalia, "up grades" that would seem nearly impossible, as the doughty Visalian puts it, he found a mere pastime. He attached his gang plow to the dead rear axle of the truck and turned four furrows at once as handily as can be imagined and without throwing any part of the machine out of alignment.

Just to accommodate the fish commissioners of his district Mr. Moore put four tons of fish and ice on his three-ton truck and made a run to an elevation of 6900 feet over grades and hills of 15 to 20 per cent incline. The dust was five and six inches deep most of the way, but that did not bother either Mr. Moore or his truck.

Maine Autoists Hold First Run.

The first reliability contest in Maine, consisting of a run of 444 miles through the Pine Tree State and the White Mountains of New Hampshire, brought out an entry list which has encouraged Maine motorists to take a more active part on automobile contests. Every feature was successful, and although several cars were heavily penalized, all finished the run. H. W. Blanchard, of Portland, Me., who laid out the route of the contest, made perfect score with his Standard-Dayton car. The whole caravan was held up at Newport, Me., on the last day for speeding.

WINTON "SIX" TEAM IS AGGREGATION OF FAST SEMI-PROFESSIONAL BASEBALL STARS.



AUTO BALL TEAM THAT HAS ENJOYED GREAT SUCCESS THIS SEASON. Like the automobile they take their name after, the Winton "Six" baseball team has shown evidence of superiority in its field. Under the guidance of N. E. Wells, this aggregation of star talent has been cleaning up the best nines around Portland. Thus far it has met and defeated the First Infantry, Vancouver Barracks, Music Store, Vancouver, Klatskanie, Gresham, Troutdale and other teams. The members of the winning nine are shown in a Winton "Six."

ROSE GETS NEW JOB

Northwest Manager of Studebaker Corporation Quits.

MOVE IS NOT UNEXPECTED

Resignation Follows Controversy Between Manufacturers—Portland, Man Becomes Agent for Car Made by Metzger Firm.

Announcement was made last week of the resignation of L. H. Rose as Northwest manager of the automobile division of the Studebaker Corporation. This occasioned little surprise among automobile men who have taken interest in the Studebaker-Flanders controversy, which was brought to a head recently in the wholesale departure of executives of the corporation's motor car division for the Metzger Motor Car Company, of which Walter E. Flanders is said to be the real head. Rose, all through the "inside" battle that has been going on between the two factions, has been an ardent supporter of the Flanders contingent. He has been an advocate of the Flanders policy against the methods of the Studebaker men, and when Paul Smith, sales manager, resigned and cast his lot with Flanders, it was anticipated that a host of Studebaker branch managers would follow suit. Developments substantiated this conclusion, for 12 territorial heads—the cream of the sales organization built up by Flanders—followed their leader.

When Rose was called to Detroit, following Smith's departure, Portland automobile men predicted that he, too, soon would be out. As soon as the Flanders plans took definite shape, Rose blossomed forth as the Northwest agent for the Everitt "Six," which car is being put out by the Metzger company, with him as Harry Doeherty, Studebaker manager, and W. E. Garbe, head of the Seattle house.

Rose's territory with the new concern will extend over Oregon, Washington, Idaho, Montana and British Columbia. The Everitt is a six-cylinder machine selling under the \$2000 mark.

"Tightwad Hill" has been found. The story involved in the discovery has a humorous twang that all except the principal will appreciate.

"Tightwad Hill" is a slope near the Coastway Club track. When the aviation meet was held there in 1910 the gate amounted to only \$3000, yet the crowd was estimated at 70,000. The vast majority of the spectators were from the vicinity of the coast. The hill is known as "Tightwad Hill" and viewed Portland's first air carnival free.

George W. Joseph, lawyer, looked around and saw the immense gathering outside. He named the hill.

At the auto races last week the promoters took the caution to fence off the celebrated strip of ground. To do this it was necessary to erect a fence across a street.

Wednesday afternoon, Edward Amme tried to gain access to "Tightwad Hill." When he couldn't make a go of it he had M. C. Dickinson, W. J. Clemens and Joe Reig arrested for closing the street.

Good roads and automobile are inseparable. Motor car owners fight for better highways. They are coming out in the open, demanding good roads, and for the most part are meeting with the co-operation of the farmers. This is true of the East more so than of the West. In the East the farmers have accepted the inevitable. They are going after good roads with vim, for they realize that good roads will help them to buy an automobile.

Commenting on the relation of the automobile to good roads, the Saturday Evening Post has the following in its last issue: "What an automobile wants from the public is good roads. A \$6000 car in a trackless swamp is worth less than one mule and a buckboard. On the other hand, a \$6000 car on smooth roads is a million times more valuable. It is fine and you have that much to spare. Admittedly one of the public's most urgent needs is also good roads. What farmers especially would gain by them has been convincingly set forth time and again. Here, then, are two parties with a common want; but there is little co-operation between them. Below, for example, is the actual tax bill on a five-passenger touring car:

State Tax \$2.92
County Tax .75
Township Tax .25
School Tax .47
Highway Improvement Tax 1.00
Total \$5.39

To which should be added a state license fee of \$2. Less than 10 per cent of the money goes for what the car wants—highway improvement.

"In the state where this tax bill was issued there are about 50,000 automobiles and miles on end of poor roads—even along main-traveled lines. A round automobile tax devoted exclusively to trunk-road improvement would be cheerfully paid."

Youth Seeks Top Position.

Ambition makes men masters in their chosen spheres. To excel as driver of

A MOTOR CAR IS THE GERM OF DISCONTENT

that has spurred "Heinie" Scholler to seek a career in the realm of the automobile. "Heinie" is now guiding the Pathfinder "40" touring car which left New York June 11 on its triple transcontinental land voyage in the laying out of three charted highways between New York and cities along the Pacific Coast.

Scholler formerly was a mechanic for Joe Dawson, the famous racing driver, and he aided the international sweepstakes winner materially in bringing home the bacon in the memorable road races held at Elgin, Ill., in 1910. After the Elgin races Dawson predicted a great future for the little mechanic and "Heinie" performance with the Pathfinder thus far on the transcontinental trek bears out Joe's opinion of his former aide.

AUTOS BARRED FROM ISLAND

Publisher Seeks to Allay Antagonistic Feeling Against Cars.

Prince Edward Island is probably the only place in the world where automobiles are prohibited, except Bermuda. While both of these islands have consistently kept up the barrier against motorcars, there is prospect of interesting Prince Edward Island. A. R. Brennan, a prominent citizen and publisher of Summerside, P. E. I., has begun an educational campaign to offset a pronounced feeling against automobiles due to reckless use of them when first introduced.

Recalling the campaign conducted by Benjamin Briscoe, president of the United States Motor Company, when motorcars were being condemned as an economic waste, Mr. Brennan has asked him for information and advice on plan to allay the feeling which still exists in the agricultural districts and open the door to motoring.

Mr. Briscoe has forwarded the facts concerning 25,000 Maxwell cars which are used almost entirely for utility purposes and 30,000 others which are a distinct benefit to their owners.

Under Louisiana conditions tar surfacing is expected to give splendid results, where basic construction is good and where traffic is not unusually heavy. Following suggestions at the Good Roads Congress, experiments are being tried with shells with tar used as a binding material. A surface material formed of an emulsion of tar and crude petroleum is also being tried.

PROFITS ON WAGON CUT BY MOTOR CAR

Statistics Show Enormity of Automobile Division Compared to Manufacture of Horse-Drawn Vehicles.

A question has arisen as to the relative value of the old Studebaker wagon business as contrasted with its new automobile business.

"The Studebaker wagons have been famous for a generation," says the Wall Street Journal. "The gross business of the Studebaker manufacturing establishment averaged not far from \$10,000,000. In poor crop years it would be below this, and in good crop years above it."

"The buggy business has been killed by the farmer's automobile. This drove the Studebakers into the motor business. But the wagon business continues steady and makes from \$5,500,000 to \$8,000,000 gross per annum. The profit of this is about \$600,000 net per annum, as against \$800,000 per annum in the old days."

"The gross business of the Studebaker automobile division, however, is today between \$25,000,000 and \$30,000,000. The company has abandoned the manufacture or sale of expensive cars and is confining itself to two standards, a 20-horsepower car and a 30-horsepower car. It is turning out 150 automobiles a day, and thus far this season has shipped 15,000 automobiles of which 11,000 have already been sold."

SPEEDS ARE FIXED

Automobile Manufacturers in Convention Set Them.

LOAD RATINGS CONSIDERED

Lively Controversy Is Outcome of Action Instead of Final Settling of Dispute Which Had Been Hoped For.

Load rating	Maximum speed
1 1/2 tons	15
2 tons	17
2 1/2 tons	19
3 tons	21
3 1/2 tons	23
4 tons	25
4 1/2 tons	27
5 tons	29
5 1/2 tons	31
6 tons	33
6 1/2 tons	35
7 tons	37
7 1/2 tons	39
8 tons	41
8 1/2 tons	43
9 tons	45
9 1/2 tons	47
10 tons	49

At the recent convention of the National Association of Automobile Manufacturers the following speeds for motor wagons with given load rating were formally adopted:

Half-ton, 16 miles an hour; one-ton, 15 miles an hour; one and one-half-ton, 14 miles an hour; two-ton, 13 miles an hour; two and one-half-ton, 12 miles an hour; three-ton, 11 miles an hour; three and one-half-ton, 10 1/2 miles an hour; four-ton, 10 miles an hour; four and one-half-ton, 9 1/2 miles an hour; five-ton, 9 miles an hour; six-ton, 8 1/2 miles an hour; seven-ton, 8 miles an hour; eight-ton, 7 miles an hour; nine-ton, 6 miles an hour; nine-ton, 5 1/2 miles an hour; ten-ton, 5 miles an hour.



Marion

Expansion Follows Satisfaction

TEN YEARS of making good at a fair price forces the expansion of the Marion Motor Car Company. We built our first cars well. We built better cars each succeeding year. Now we have plans for the greatest Marion of all. Marion age, Marion quality and Marion reputation have combined to make urgent an increased production. We recently announced our plans. They are nearing completion. Numerous men of national prominence as producers are now with us. Factory facilities are broadened. We are ready to make the greatest Marion of all.

To buy because of low price is unwise. To pay more than necessary is to yield to pride. The Marion is the medium. It is a good car at a fair price. It performs constantly and economically year after year. It doesn't have to be "traded in."

Ten year old Marions are doing valiant duty today. This year's models all have the Marion sturdiness and efficiency of old, but they also have every refinement and improvement automobile engineers have produced since.

In other words, the MARION is a good car, a time-proven car, a modern car. It is sold at a price that suits the man or woman who demands a genuinely good and serviceable automobile in exchange for the exact amount of cash it is worth.

Send us a wire, letter or postal asking for our literature, or see the nearest Marion dealer.

Made in Indianapolis by Marion Motor Car Company

SOLD IN THIS VICINITY BY:

Crowe Automobile Co., Distributors, Portland, Oregon



Marion "48"—\$1750

Fully Equipped

Five passenger, fore-door touring; forty-horsepower; motor 4 1/2 x 5 1/2; wheel base 112 inches; tires 32x4, quick detachable; \$1850 includes equipment as follows: Fine mohair top and curtains; fine mohair and rubber top boot; 350 Warner speedometer; genuine plate glass wind shield; Prestolite self-starter; Prestolite tank; full set five (5) lamps; full set tools, repair kit, etc.

Model "Thirty-Seven," \$1350 Fully Equipped. Five passenger, fore-door touring; forty-horsepower; motor 4 1/2 x 5 1/2; wheel base 112 inches; tires 32x4, quick detachable. \$1350 includes equipment as follows: Fine mohair top and curtains; fine mohair and rubber top boot; 350 Warner speedometer; genuine plate glass wind shield; Prestolite self-starter; Prestolite tank; full set five (5) lamps; full set tools, repair kit, etc.

ten, 5 1/2 miles an hour; ten-ton, 5 miles an hour.

But far from settling this important problem once and for all, the manufacturers' recommendations have stirred up a lively controversy, which proves that the last word on the speed question has by no means yet been said.

In the current issue of the Power Wagon there appears a remarkable symposium, from which the following is abstracted:

"Superintendent Clark, of the motor vehicle department of the Adams Express Company, of New York City, considers that the speeds are too low. As Mr. Clark has under his direction one of the greatest motor wagon fleets in the world, comprising considerably over 100 machines, about equally distributed between gas and electric types, varying from one to four and one-half tons in load capacity, and including six different makes, his opinion is of the highest importance."

Banker's Family Sells Timber.

CENTRALIA, Wash., July 13.—(Special.)—The Eastern Railway & Lumber Company yesterday purchased the timber of a quarter section of land near Koplan from Mrs. Harriet Bar and W. L. Bar, widow and son of the late Lawrence Bar, Centralia banker, who was shot and killed by a robber.

The consideration of the sale was \$21,000. The lumber company was given seven years in which to remove the timber.

The seventh international fair farming congress will be held at Lethbridge, Alberta, in October.



Cartercars are adapted especially for farm use



Simplicity, reliability and easy control make the Cartercar ideal for the country man.

The friction transmission gives any number of speeds. There are no gears. It is quiet, without any waste of power.

You can follow along behind a flock of sheep or drove of cattle, never crowding them in the least—or you can speed around everything in sight.

With the self starter anyone can operate the car easily. The Cartercar is a great favorite with ladies.

The chain-in-oil drive is the most economical means of transferring power to the rear axle. It is noiseless. The chain runs in a constant oil bath, which prevents wear.

Three strong brakes, full floating rear axle, three-quarter elliptic rear springs, and other excellent features.

Touring Cars, Roadsters, Coupes, from \$1200 to \$2100. Send for complete information.

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You Indian Seven

Maskel Does Ten Miles in 9:28

The most practical Motorcycle ever built

Fastest and most powerful

Carries two as easily as one

Get an Indian Seven and keep in the lead

Another Carload Arrives July 20

Get your order in now

\$265—Tandem Seat \$15 Extra

BALLOU & WRIGHT

80-82 Seventh Street, Corner Oak

The most practical Motorcycle ever built

Fastest and most powerful

Carries two as easily as one

Get an Indian Seven and keep in the lead

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