

CHANGES IN CARS ARE INSIGNIFICANT

Cadillac and Pierce Machines
Will Come From Factory
Completely Equipped.

MODELS CHANGE LITTLE

Oakland Company Will Manufacture
Two New Models Next Season Ex-
pected to Be Popular With
Buyers of West Coast.

Manufacturers are showing a decided tendency to market their cars fully equipped. This will be the rule in a number of cases for the coming season, notably the Cadillac and the Pierce-Arrow. Howard M. Covey, Oregon distributor for these machines, returned last week from a visit to Detroit and Buffalo, and announced that both the Cadillac and Pierce cars will come from the factory completely equipped.

Prosperity reigns throughout the Eastern automobile field and manufacturers generally are planning a heavy increase in production for the 1913 season, according to Mr. Covey. Since his last visit to the automobile centers several factories have been enlarged.

Changes in new models will not be as radical this year as last. For the most part the designers have confined their efforts to the perfection of luxurious details and have striven to make the machines more easy riding.

Following the policy of having the Cadillac handled exclusively by "one car agencies," a new company will be formed to sell this machine here. Mr. Covey will be at the head of the new organization and it will be handled from his present location. The Cadillac Company inaugurated the policy of exclusive Cadillac agents some time ago, and the Portland dealer is the only central distributor allowed to carry another car in the same building.

Specifications for the new Cadillac will not be ready for the public until next month. However, it is known that the new models will differ a little from the present ones, except to show refinements.

The season just closing has been an unusually prosperous one for automobile men, and the Cadillac family was not forgotten when the good things were passed around. Last year's cars have been disposed of, the total sales showing an increase of 3000 over the previous season. The same increase is anticipated for the coming year.

More than 170 Cadillac cars were sold by the Covey Company during the 1912 season and an increase of 25 per cent is expected for 1913.

Among the concerns which have abandoned the yearly model practice is the Pierce-Arrow. Henceforth the new models will be designated alphabetically. The new Pierce-Arrow for 1913 will be approximately the same price as last season, with the difference that all cars will be put on the market completely equipped. One of the new features of the Pierce is a self-starter.

John E. Leslie has succeeded E. K. Allen as manager of the Portland branch of the Republic Tire Company. Mr. Allen has been transferred to the charge of the Washington and British Columbia business of the Republic. Mr. Leslie is an experienced tire man and has been with the Republic Company for some time.

W. J. Worthen has resigned his position as head of the Portland division of the Halliwell Company, which has the Pacific Coast agency for the Warner auto meter, Martin shock absorbers and other automobile accessories. Mr. Worthen has been in charge of the management of the Halliwell Company's piston gas saver department. The Los Angeles firm has the agency for the entire Pacific Coast for the device, which gives maximum power and mileage from gasoline.

Two new models will be manufactured this year by the Oakland Motor Car Company. C. G. Arnold, manager of the Pacific Coast Company, returned from the Oakland factory last week enthusiastic over the new models and confident that they will prove popular with Oregon buyers.

The Oakland cars will be made in both four and six-cylinder models. The "six" will have a 48-horsepower motor, while the "four" will be 40. The new design has the "low body" effect without the "underlugs" construction.

Charles Eastman, Stevens agent, has returned from his trip to Pacific City. The exploiter of the Silent-Knight motor and his party, composed of Mrs. Eastman, J. C. Eastman, Mr. and Mrs. George Eastman, had an enjoyable outing and Mr. Eastman declares he never found such delightful fishing before.

GREAT PROSPERITY IS SHOWN
California Licenses Point to Good Times Zone.

"Automobiles follow good roads as truly as trade follows the flag," declares Henry J. Gage, agent for the American car. Furthermore, if the per capita ratio of automobiles is any touchstone whereby the prosperity of a state is gauged, California is showing gold from the very beginning of the statement is brought out by the fact that Southern California, which has far better roads than Northern, also is leading in the number of licenses being taken out from the Secretary of State's office.

For each inhabitant of California there is three times as many automobiles as in the rest of the country. This is better translated into this: There is one automobile license number to every 30 inhabitants, without carrying it into the decimals.

On June 13, the automobile license department of the Secretary of State's office, issued license number 75,675. The population of the state in 1910, was 1,277,549.

New York state, with a population of 7,113,278 in 1910, recently reported reaching the 75,000 mark for automobiles. So you see the Empire state has nothing on the Golden state.

"Placing the average cost of an automobile at \$1100 (if you want to, you are privileged to scale down or up on this figure) those 75,675 California licenses would mean an expenditure of \$83,242,500. These statistics do not include motorcycles, ever increasing numbers of which are being sold to those who cannot afford a four-wheeler. Farmers are largely investing in motor cars now, according to the license issued. Especially are they buying gasoline trucks for the multifarious activities of the ranch. Poor old Dobbin!

BEAUTIFUL TROPHY GOES TO "DARK HORSE" PILOT



BUDWEISER CUP.

Although both Barney Oldfield and Teddy Tottahoff were anxious to win the handsome Budweiser Cup, put up as an additional attraction in the free-for-all automobile race at the Country Club track Tuesday, neither of the star pilots won it.

The cup went to "Wild Bill" Fritch, who drove a Cino to victory in the big event. Fritch was not given even an outside chance with his little 30-horsepower car. In many ways Fritch was the surprise of the meet. In every event he entered he showed great ability and won a majority of them. The cup was donated by Joe Blank, of the Anheuser-Busch Brewing Association.

BROWN SUCCEEDS ROSE

SPOKANE MAN NAMED HEAD OF
STUDEBAKER BRANCH.

New Manager Will Have Charge of
Oregon and Washington
Automobile Division.

DETROIT, Mich., July 13.—(Special.)—Sales Manager Benson, of the Studebaker Corporation's automobile division, today formally announced the appointment of A. H. Brown as Northwest sales manager, succeeding L. H. Rose, whose resignation has been accepted. The change will take place immediately.

The new Northwest head, whose headquarters will be in Portland, has been manager of the Spokane Studebaker branch for some time. In this position he has achieved marked success. He is thoroughly familiar with the automobile market, over which he will have jurisdiction, and is favorably known throughout the territory.

Brown's development in the Studebaker service has been remarkably rapid, said Sales Manager Benson in announcing the appointment. "He is recognized as one of the leading Studebaker branch managers. His success in Spokane has been marked."

"It is a source of great pleasure that it has not been necessary to go out of the Northwest to pick a man who is thoroughly qualified for the position and is in such close touch with the situation. The importance of Mr. Brown's position can be appreciated by the fact that he will be in charge of an organization which retails annually more than \$2,000,000 worth of Studebaker motor cars of the B-M-C and Flanders '20' types through the territory tributary to Portland, Seattle, Spokane and Tacoma."

Auto Chug Chugs

James W. Barber, of Syracuse, N. Y., who is employed in Porto Rico by a concern that uses motor trucks for freight work, writes that the motor is rapidly driving from business the old-fashioned oxcart. Thirty large trucks are used on the island for hauling the mails.

Up to January 1, 1912, 52 manufacturing companies had made and sold something over 18,000 trucks of various types and styles in the United States. It is believed to represent about two-thirds of the total of about 27,000 trucks, valued at about \$35,000,000.

Of considerable value to automobile tourists is a map and booklet of good roads throughout the State of Texas, issued by the Wichita Falls Good Roads Association and the Wichita Falls Chamber of Commerce. This pamphlet is said to be the first of its kind to be gotten out in the Lone Star State.

The Idaho State Automobile Association, also the Bannock County Automobile Club, are at work to have Yellowstone Park opened to automobiles. The Pocatello Club has been the leader in this work, and already has been instrumental in raising a fund of \$15,000, to put into good condition the road leading to the park.

A road which is closed to horses, but to which automobiles are welcome, lies the Chino ranch, about 40 miles from Pasadena, Cal. There is a large sign out at the beginning of the road which reads, "No horses allowed," and it marks the dividing line between the rights of horses and motor cars. Yet on the ranches, the horse is supposed to reign supreme!

Abbe Gavola, a village priest at Rainneville, near Amiens, France, is proud of the fact that he possesses the oldest automobile in the world. He bought it in 1894 from the Mayor of Troyes, in the Champagne district, who had purchased it new on December 1, 1891. From that day to the present time the car has never missed a day on the road, and after 21 years' rough service it has undergone its first serious overhauling, and is again ready for 21 years' hard labor. It is not sentimental, but sound economy which causes Abbe Gavola to prefer his old two-seater to a more modern vehicle. Its speed of 12 miles an hour is quite sufficient for his requirements; its steel tires never cause him delay on the road and they have never called for a cent in upkeep.

Semi-official news that the National American Automobile Association tour of 1912 would be started from Detroit has failed to create any excitement in that city—a fact which may, to a certain extent, be accounted for by the late starting of the tour. In all probability, the responsibility of entering the Gliddens will fall on the Detroit Board of Commerce.

With the idea of drawing at least a portion of the thousands of motorists going to Europe this year to the Scandinavian Peninsula, the Tourist Traffic Society of Sweden has issued a booklet containing a number of reproductions of paintings of typical Swedish scenes, and telling in excellent English something of the beauties of the country which is so little known to the average tourist.

In order to teach children to keep out of danger of being hit by automobiles while on the street, it is planned to teach the pupils in the elementary schools how to cross the streets. This is the first of a series of suggestions of Chief of Police Kohler.

The Columbus (Ohio) Automobile Club is discussing the construction of a motor speedway, to be located at the Buckeye capital and to be modeled after the speedway at Indianapolis. The matter of constructing a board track is also being considered, and plans and specifications for the board track are being prepared.

An effort is being made by the Atlanta Automobile and Accessory Association to revive speedway racing at Atlanta, Ga. It is announced that the Atlanta Automobile Association has been reorganized for about \$20,000, but what ever action is taken largely depends on the civic interest displayed. It has been estimated that it would take \$30,000 to underwrite the meet.

In an endeavor to improve the facilities for the use of motor cars, a firm in Germany has brought out a cement in cake form. The cement is of the consistency of soap, and can be carried in the pocket or anywhere in the repair kit, simply being wrapped in a piece of paper. When about to use it, the motorist cuts off a slice with his pocket knife and melts the cement into the cut by means of a heated piece of metal. The whole repair does not take more than a few minutes, while the cement is hardened and ready for the road in 10 minutes.

English Motorboats Have Trials.
SOUTHAMPTON, July 13.—Only three motor boats appeared today in the elimination trials to select the British representatives for the race to be held in the United States on August 31 for the International trophy. Mackay Edgar's Maple Leaf IV covered a course of 33 nautical miles in 49 minutes. The Marquis of Anglesey's Mone covered the same course in 1 hour 1 minute and 46 seconds, and Norman C. Neill's Milnar in 1 hour 4 minutes and 33 seconds. Three boats are to be sent to the United States.

The camel carries a burden three times greater than the horse can.

GOOD RUN IS MADE

Automobiles Go 184 Miles in
9½ Hours.

NO TROUBLE ENCOUNTERED

Long Jaunt by Motorists Is Made
From Okanogan to Spokane
and Then Back Again in
Remarkable Time.

A Spokane paper has the following to say of the automobile brigade which motored from Okanogan to the Kalls City last week: "At the Victoria Hotel Wednesday night a party of automobilists arrived who established a new Northwestern cross-country record, the nature of the roads and the topography of the region through which they came considered."

"The members of the party came from Okanogan, to attend the Federal Court as witnesses in a suit between the Federal Government and W. S. Bennett, an action involving a valuable water right in Spring Coulee near the town. They made the run of 184 miles, according to the indicators on the three cars, in 12 hours. In the party are Dr. J. I. Pogue, formerly State Senator from Okanogan County, and W. M. Taylor, of Omak; W. S. Bennett, Harry Polmsbee, B. F. Carpenter, Byron Munson, A. A. Curtis, F. C. Palmer, R. D. Jones, Victor Ruffenach, all of Okanogan, and Frank Read, the founder of the town, who erected the first building there in 1904."

"W. S. Bennett, Wednesday morning at 9:30 and arrived at the Victoria at 11 o'clock that night," said Mr. Read, "but we stopped an hour at Blandfield, a dining and 30 minutes at Danversport to fill the cooling tanks and the gasoline storage, which reduced the actual running time to 12 hours and 18 minutes. I believe we are justified in claiming a new Northwestern endurance mark."

"The party in question, which was carried in the Free Press automobile, a sleek, other cars, arrived home Sunday with a much better record to their credit than they made in going to Spokane. The return trip was made in nine and one-half hours' actual running time from Spokane to Okanogan."

WIFE'S HAIR HIS MODEL

BUYER INSISTS CAR'S COLOR
SHALL MATCH IT.

Salesman, by Use of Locket, Finds
Car of Beautiful Bronze and
Ships It to Brazil.

Speaking of freak finishes for motor cars, H. L. Keats brings back from New York a tale of an enthusiastic motorist and loving husband, who insisted that the color of his car should be the color of his wife's hair. The story is characterized by the Chalmers' agent as "a little dark, Latin-appearing man with fierce mustache, wanted to look at a four-passenger model of one of the popular machines, so the story run," recounted Mr. Keats.

"The salesman showed him a toy tonneau, with which he was extremely pleased. A demonstration brought about a sale, but Juan Polsoito Asunsolo, for that was the customer's name, insisted upon a peculiar finish to the car. It must match his wife's hair!"

"This was somewhat of a poser, and the salesman tried to talk him out of it, but it was no use. He said his wife had the most beautiful golden brown hair in the world and went into ecstasies about it, talking with hands, eyes and mouth, as only a Spaniard can."

"Finally, seeing that it was impossible to get the idea out of his head, the salesman agreed to do the best he could. Thereupon the prospective owner fished a gold locket out of his pocket, opened it, and there was a shock of his wife's hair all right. He got the lock after giving a promise to preserve it carefully and return it unharmed."

"Fortunately the salesman was able to find almost an exact match for it. After that, of course, it was an easy matter to have the order put through, and when Mr. Asunsolo came into the showroom some two weeks later and saw the toy tonneau ready for shipment to Brazil, where he lives, he was the happiest mortal alive."

MECHANICS ARE TRAINED

MITCHELL MOTOR COMPANY ESTABLISHES SCHOOL.

Graduates of Technical Colleges En-
roll for Three Years' Course to
Become Auto Experts.

Years ago in the development of the electrical industry, the manufacturing interests encountered a similar condition to that which prevails today in the automobile industry, namely, a scarcity of trained mechanics for shops and field work and in recruiting the ranks of the sales department.

While it is possible for a layman, possessed of a gift tongue, to sell intricate machinery, the really successful salesman should possess a knowledge of the product he sells that will enable him to talk intelligently upon almost any phase of its construction. He should be able to give frequent sides to such a knowledge frequently proves of untold value in being able to quickly fathom such fogs as all mechanics are their "sales engineers," raise the level of a selling force to such an extent that it instills greater confidence in the buyer because he feels that such a concern knows its business and he will secure real "service" after he has swapped cash for goods.

Hundreds of graduates from the various technical schools of the country are annually enrolled in the electrical industry for a three years' post-graduate shop course. At the end of this period they are assigned to responsible positions and others are sent to the field force.

Recognizing these facts the makers of the Mitchell Motor car are considering the inauguration of a similar plan, to develop trained men for responsible positions in their rapidly growing plant and extensive field force. The course will probably require three years under contract. Boys entering under this agreement will be given service in every department, commencing with the simple operations of manufacture and going on through to

the "final testing" department where the stamp of approval is given to the cars.

VIGILANCE ALWAYS NEEDED
Habitual Inspection Price of Safe Operation.

"Habitual inspection is the price of successful and safe motor car operation," says L. E. Crowe, who has this territory for the Marlon, Rambler, Stutz and K-R-I-T pleasure cars. "Many owners," continues Mr. Crowe, "consider it a pleasure to make simple adjustments themselves. Those who do not care to do so will find it to their advantage to know at least how certain adjustments should be made."

"Inspect your car frequently for loose bolts and nuts that may have worked loose through vibration. Examine the spring clips. If the clips are allowed to remain loose, a broken spring is likely to result. A weekly inspection of your car is time well spent; it puts money in your pocket. One should cultivate a sensitiveness toward his car so that he will know its best performance while in service. He who does not heed the faintest sound of distress, quite liable to arise from the mechanism of any car, but drives until the car stops, must expect to pay large repair bills."

INTERESTING AUTO BOOK OUT

Summer Number of *Reo Echo* Filled
With Timely Articles.

With their usual vigor and knack of doing things, R. M. Owen & Company have just issued the Summer number of the *Reo Echo*. It is a beautiful brochure of 48 pages, filled with timely articles on motoring and bright half-tones illuminating the scenic grandeur within the four corners of America.

Among the articles contributed by automobile writers of National reputation are "The Growth of the Motor Car," "The Automobile as a Solution to the Farm Problem," and "The Motor Truck and Its Place in the Commercial World of Today." All these stories gladden with interest throughout.

TRUCKS BRING BUSINESS

DIFFERENCE IN SERVICE WILL
WARRANT EXPENSE.

Dealer Explains Advantage of Cars
to Small Merchants Over
Horse Vehicles.

"The small merchant who has given more or less thought to the purchase of a truck, and is undecided, owing to the expense involved, is figuring the wrong way," says G. D. Rushmore, salesman for Neate & McCarthy, Kelly truck distributors. "The initial outlay might seem a little high, but when the advantages are fully comprehended it will be seen that the difference in service will warrant the purchase. In the first place, a truck will do the work of more than one team; as to how much more depends on the work intended and the size and capacity of the truck. The horse and wagon method of reaching with his horse vehicles. The whole city becomes his market. His business prospects take on a different aspect. He becomes a factor because he is able to do things quickly. Progressive merchants are making the change every day and it is only a matter of time before every business house of any importance will be compelled to buy trucks because their future will, to a certain extent, depend upon it, and because those in the same line of business are installing them. So it will simply be a question of keeping up with the times or going backward."

"The merchant who wants to grow can do it with the aid of a truck. It brings the whole city nearer to him. It allows him to cover territory that he didn't dream of reaching with his horse vehicles. The whole city becomes his market. His business prospects take on a different aspect. He becomes a factor because he is able to do things quickly. Progressive merchants are making the change every day and it is only a matter of time before every business house of any importance will be compelled to buy trucks because their future will, to a certain extent, depend upon it, and because those in the same line of business are installing them. So it will simply be a question of keeping up with the times or going backward."

Anti-Cupid Mandate Brings Wail From Poet
Editor Sympathizes in Verse With Married Race Pilot Barred From Driving National's Entries.

WHEN George M. Dickson, general manager of the National Company, issued his mandate barring married men from driving National cars in races, he offered the poet an opportunity for some mental gymnastics. J. C. Burton, automobile editor of the Record-Herald, Chicago, offers his deductions from Dickson's anti-Cupid orders in the following poem.

Dickson's ultimatum kept Harvey Herrick, Charles Mers, Len Gengel, and Johnnie Aiken from being National driving candidates this year. All these men were members of the old National racing family, but fell before Cupid's onslaught.

The following is Burton's jingle: They've tied a can to the married man. The guy with the wife and kid; Marooned him far from a race car. That's orderly 'nuff to skip. They've gave my mount to a no-account Who's bawling it; ain't it tough? I'm here to say that the married jay Is hittin' the road that's rough.

The wedding bell was a solemn knell For my days for gadding kins. The motor's throbs and the grandstand mob Give way to an infant's wail. I'm buildin' fires where I once changed tires; I'm mopey 'im mud and tin tams; The geek who's wise is one who ties An anchor onto his name.

There ain't no spark to the baby's cart And the thing is shy on speed; There ain't no wheel nor no throbbin' steels No engine that you can feed. No lights and no horn to be to the good With the lace and flimsy on it. But hully gee! 'taint one, two, three With the grease-spattered bonnet.

I much prefer to travel with Herr— (And spell it with a double r)— For a woman's only a woman; My son-in-law's a race car. Tied to my frame, I'm humped now. But give me another try; I'll bet my life against your wife I'll distance that Hymen guy.

Antos Collide in Albany

ALBANY, Or., July 13.—(Special.)—Automobiles driven by Miss Winnie Austin, of this city, and Henry Dittmer, who resides near Albany, collided yesterday afternoon on First street, near Broadway street, in this city, and while both cars were badly damaged, the occupants all escaped without injury. Mrs. Dittmer and her son were in the Dittmer car and Miss Lila Patton, of

What Overloading Does to Tires

How 200,000 Avoid It

Makers of cars figure passengers at 150 pounds each.

They figure the weight of the car as they sell it, without any extras added.

But nine cars in ten have extras. And passengers often weigh more than 150 pounds.

So most tires at times are vastly overloaded. And the frequent result is a blow-out. This adds immensely to one's tire expense.

Tires 10 Per Cent Oversize

No-Rim-Cut tires—our patent type—are 10 per cent over the rated size.

That means 10 per cent more air—10 per cent added carrying capacity. And that takes care of your extras.

This 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

These patent tires are also proof against rim-cutting. Over 1,250,000 of these tires have been used, on some 200,000 cars. In all this experience there has never been a single instance of rim-cutting with this new-type tire.

But of all the ruined clincher tires, statistics show that 23 per cent are rim-cut.

Save 48 Per Cent
So No-Rim-Cut tires save 73, plus 23 per cent.

This has been proved by tens of thousands of users. As a result, No-Rim-Cut tires now far outsell any other tire in existence. And the sale of these tires doubles every eight months, because of what users tell others.

Our 1912 Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.

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, 62 SEV' E 10TH ST.
Phone Pacific Main 2190 and Home A 4046.

Halsey, was riding with Miss Austin. Dittmer pleaded guilty before City Recorder Van Tassel to violating the city traffic regulations by being on the wrong side of the street at the time of the accident, and was fined \$10 and costs.

Orenco Boy Accidentally Shot.

ORENCO, Or., July 13.—(Special.)—John Siefert, aged 12, of Scholls Ferry, Washington County, while taking a 22-caliber rifle from a rack on the wall, accidentally let it fall, discharging it, the ball striking the youth in the lower regions of the abdomen. He was taken to St. Vincent's Hospital, Portland. Some doubts are entertained as to his recovery.

SECOND-HAND AUTOS

FOR SALE

A rebuilt high-grade car is a much better buy than a new car. We are selling our second-hand automobiles at rock-bottom prices. High-grade cars overhauled, repainted and guaranteed in perfect mechanical condition at one-third the original selling price. Roadsters, runabouts, light 5 and 6 passenger touring cars. All different makes. Cash or terms. Write for complete list and descriptions.

Cars from \$400 to \$3000 second-hand. Mention the make you favor.

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The Original Effective Non-Skid Tire

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The Best Tube Made

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FEDERAL
"Extra Service" TIRES

Will reduce your tire expense. Let us show you these durable high grade tires and explain the reason.

Federal Tires are known everywhere as the tires of "Extra Service."

They deserve the name.

In all types for all standard rims

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ALWAYS IN THE LEAD

The Car of Proven Durability, Economy and Reliability
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