

JOLLIFICATION DAY SET FOR AUGUST 4

Accessory Dealers Will Make Things Lively for Men Who Sell Motors.

PICNIC TO BE STAG AFFAIR

Protest Made by Automobile Men Against Wholesale Arrests of Past Drivers — They Ask for "Exercise of Reason."

Annual jollification day for automobile row has been set for Sunday, August 4. Joy and fun will have unobscured reign somewhere in the vicinity of Estacada that day. It will be one of those all-day affairs, with a programme as diversified as ever prepared.

Rubber and accessory men of Portland have combined to give a "blow out" in the form of a picnic, to the automobile dealers. Details of the "day of rest" have not been worked out, but when the live wire contingent along the row goes to the picnic, it will take long to complete arrangements.

J. Stanley Clemence, manager of the Chanslor & Lyon Motor Supply Company, has issued a call for tire and accessory men to meet at the West Coast Supply tomorrow night at 8 o'clock. Committees on entertainment, transportation, refreshments and sports will be appointed.

"We haven't much time to work and what we do will have to be done in a hurry," said Clemence. "All rubber and accessory men should be on hand, for there will be work in plenty for all."

By unanimous vote of the committee on arrangements, it was decided to make the picnic stag affair. All dealers and their corps of salesmen are expected to attend. Suitable punishment will be meted out to those who fail to take part in the picnic.

Last year the automobile dealers' picnic was a huge success. It provided a day of fine amusement for the motor car fraternity and was enjoyed by a lot of humorous episodes. On the way to the picnic, a number of Estacada a number of machines got off the right road and they came rambling into the grounds at all hours of the day.

The "Hungry Seven" band will parade the city Saturday in a Packard truck calling attention to the picnic.

Several automobile dealers do not take kindly to the campaign now being conducted against violators of the traffic ordinance. They have no complaint against the arrest of reckless drivers and those who cut the corners in the congested districts, but they protest against the wholesale manner in which motorists are being arrested for fracturing the speed limit. They claim this procedure does not hit the root of the evil and is more or less a campaign of persecution against motor car owners.

The law in effect throughout France, and in many American cities, providing for reasonable speed under existing conditions and leaving it to the discretion of the driver as to how fast he shall drive is given emphatic endorsement.

"Let this rule be in effect and hold the driver responsible when an accident occurs and there will be less trouble," said Mel G. Johnson, manager of the Howard Automobile Company. "Arresting motorists for going faster than 15, 20 or 25 miles an hour is ridiculous in most cases."

"I have been driving for nine years and have yet to be arrested or get into an accident. Yet I have exceeded the speed limit and been arrested. There are times when a speed of 30 or 40 miles an hour is not dangerous. It is making arrests."

"At present a man drives down the street in constant fear of being arrested. He doesn't know what to do. Because of the state of the automobile law so much, the city ordinance governing automobile traffic was supposed to be absolute. Now they have softened it."

"We had similar trouble in Los Angeles a few years ago. Everyone wanted to seek it and auto traffic and they did. But the auto owner got tired of the persecution. The automobile dealers got together to devise some means of changing the rule of error. It resulted in ex-Governor Henry T. Gage telling them that he would guarantee to have the automobile laws declare unenforceable if they wished to take the matter to the higher courts."

"Then the attitude of the police and the municipal judges switched. As soon as they discovered that the automobile interests were prepared for organized protection, they returned to a sane method of controlling traffic. If they want to render a service to the public and help matters in the congested districts, they should urge that an ordinance be passed prohibiting owners from leaving their cars standing in the streets more than 20 minutes at a time. This would meet with much protest, but it would be a good thing nevertheless."

"There is an ordinance prohibiting vehicles from standing within 20 feet of a fire hydrant. The police should enforce this law. It is one that is sadly neglected by automobile and wagon drivers alike."

AMERICAN FACTORY ENLARGED

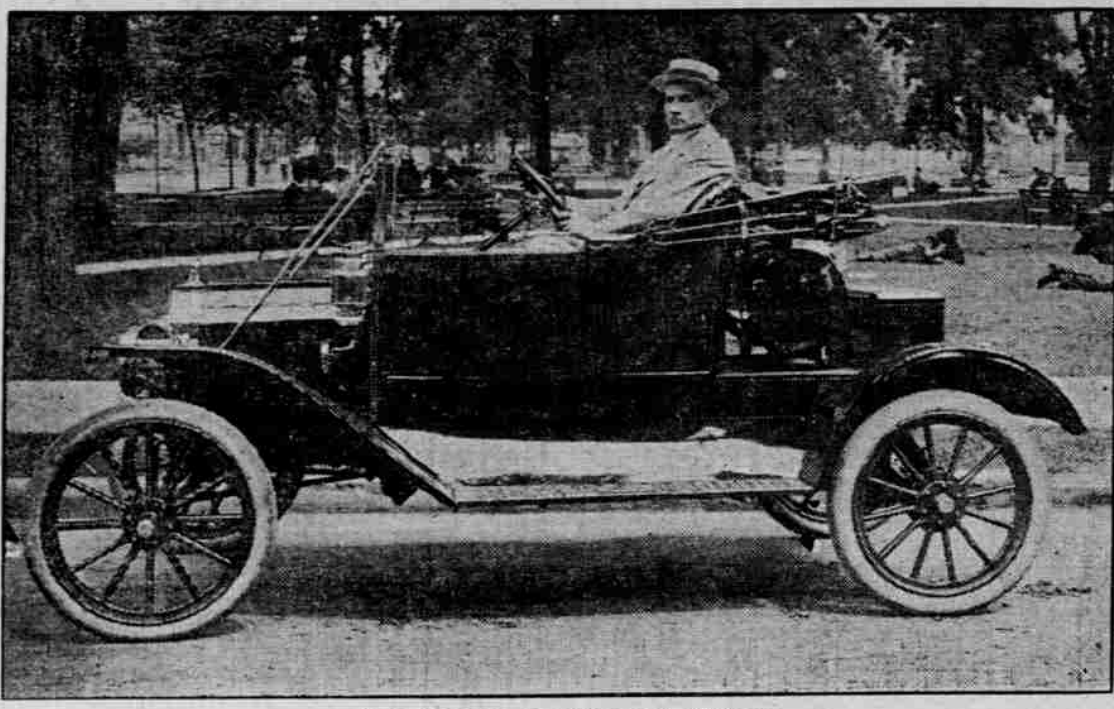
Popularity of Underslung Cars Necessitates Larger Output.

The American Motors Company, of Indianapolis, which manufactures the American underslung car, has just completed a three-story brick and steel addition to its factory. This increase in factory facilities has been caused by the unusual demand for the underslung types manufactured by them. It was found necessary at the beginning of the season of 1912 to practically double factory facilities. This was done before the announcement was made, plans were completed and the foundation laid for a further increase in factory space. This new building, which is now completed, is one of the handsomest and best-lighted factory buildings in Indiana. It is a three-story building of absolutely fireproof construction and is entirely inclosed with glass.

The building is 6x120 feet, providing about 30,000 feet of floor space. This will give about 100,000 feet of floor space at plant No. 2, which, with factory No. 1, is the greatest space of any factory in Indianapolis devoted exclusively to automobile building.

The equipment is new and of the latest design. One piece of machinery that is just being installed is a 24-ton hydraulic press to be used in connection with the sheet metal work and shaping the bodies.

PORTLAND MAN FIRST RAILROAD FREIGHT SOLICITOR TO COVER TERRITORY BY AUTO



C. M. FOWLER IN NEW MODEL T FORD.

In the automobile's invasion of the commercial field the railroad business has been virtually overlooked. It was not until a few days ago that the first freight solicitor was given an automobile to cover his territory. The pioneer in this class is a Portland man, C. M. Fowler, contracting freight agent of the North Bank road.

More as an experiment than anything else W. E. Coman, general freight and passenger agent of the system, purchased a Model T Ford for Fowler. Thus far the automobile is proving a big winner for the North Bank road. It is the first time in the history of the traffic department of any rail line that an automobile has been used to cover city territory.

ELECTRICS TO COME

Gasoline Cars Must Give Way to Them in Cities.

MAINTENANCE IS CHEAP

Durability of Tires, Cheapness of Power and Satisfactory Speed Will Soon Place Them in Greater Demand.

BY J. L. D. KEMPEY.

Many people have given no thought to the electric vehicle and its uses, and still have the opinion that it is nothing but an ornament. Nothing could be farther from the truth. If they would take the time to study the electric vehicle situation—look into the practicability of the electric car—they would be easily convinced of its real worth and utility, for they would discover the many uses to which a car of this kind can be put.

An owner of a gasoline car, who recently joined the electric club, declares that he uses the "ornament" in nine cases out of ten. He says: "The whole family can operate the car with ease. From my young daughter up, and our heavy gasoline machine is used but seldom. The only time it is called into service is when a long country trip is planned. You simply get in the car, release the brakes, turn on the power and you are ready. Next comes the care of the car. The only attention necessary is to keep water in the battery and keep it charged. There is little need of oiling, as the latest electric cars are fitted with bearings which are self-oiling and will go for one to three years without attention. Occasionally, it is well to oil the springs to keep out the little squeaks which develop, especially in dry weather. The expense incident to the operation of an electric car is small, when compared to the cost of running a gasoline car. The current charge amounts to little more than it costs to light the average residence. The tire expense is low, because of the fact that an electric tire will last 10,000 miles, while with the cushion tires, made especially for electric, the mileage is as high as 24,000 miles. The maintenance expense on the cushion tires is practically nothing."

Battery expense is also very low in the latest electric cars. The regular standard type of charging traffic and while the latest patented batteries will run from 5,000 to 10,000 miles. The first cost of the latter batteries, of course, is greater, but the lasting quality makes up for the difference.

Flourishing mileage cost for battery, whether the standard or the improved kind, is a feature which is a real advantage. The electric current, tires and battery represent the upkeep cost; there are no other expenses that amount to anything. People who own gasoline cars will readily understand why the electric is the practical car for city work after studying these figures.

The electric car cannot be questioned. It allows the women members of the family to be free to go where they like in any kind of weather, without the aid of a chauffeur; to meet, without constraint, the demands of society and the hour; to enjoy unlimited sunshine and fresh air, without the disagreeable features of the automobile. It is a pleasure to be in absolute possession of a pleasure, that is at once a luxury and utility.

The electric car allows the business man to save time during a busy day; to own a method of locomotion that is absolutely reliable in any kind of weather; to add efficiency to routine; to conserve physical strength and nervous energy; to be ready in a moment to keep commercial or professional appointments; to be care-free between home and office or any destination; to be independent of crowded cars or care-less, expensive chauffeurs; or to bring the pleasures of the country or city clubs conveniently near.

The electric car is low in cost and economical in maintenance; its upkeep is a mere trifle, and it answers virtually all requirements. It is destined to become the popular car for city use.

Crater Lake Attracts Autoists. Crater Lake, one of the beauty spots

LARGER PLANT NEEDED

CHALMERS COMPANY PLANS \$175,000 ADDITION.

FARMERS RESPOND TO CALL

Texas Ranchers Come Out in Force for Auto Endurance Run.

The total of 46 farmers and ranchmen participating in the Texas farm and ranch tour was gratifying to the sponsors of that undertaking. When the start was made from Dallas last Monday there were few of the entrants absent and every sign, including the weather, favored a highly successful tour. The importance with which the tour is regarded was best demonstrated by the attendance of electric club members from many of the leading newspapers of the country, as well as experts from the trade journals. The scribes were present, which preceded the reportorial division in the big Kissel Kar that made a clean record in the pathfinding trip. A few weeks ago, in Dallas and the guests looked for a great week.

GOOD ROADS GET BOOST

ILWACO MEETING WELL ATTENDED AND HARMONIOUS.

Pacific County, Wash., Citizens Willing to Aid Cause With Their Money and Time.

RAYMOND, Wash., July 27.—(Special.)—The meeting of the Pacific County Good Roads Association at Ilwaco last Saturday was well attended by a representative gathering of citizens from all parts of the county, and harmony and good feeling were apparent throughout the meeting.

While good roads in general were discussed, the principal topic of discussion was the continuation of State Road No. 42, or as County Engineer Halvorsen suggested, that of the hereafter to be known as the Willapa Highway from the Palix River on to Ilwaco and Long Beach. This road, as surveyed by the county engineer, is 40.2 miles in length, of which some 13 miles have been cleared and graded and will in a few days be in condition to drive a team or automobile over, but a hard surface cover, so that there is yet to build 27 miles of dirt road and the full 40.2 miles of macadam or other hard-surface cover.

The cost of this road from the rough to the macadam finish is estimated by Mr. Halvorsen at \$6000 per mile, making the total cost of the road \$806,000. To provide funds for this work it was the consensus of opinion of the meeting that a strong effort be made to secure a good appropriation from the next state Legislature and then bond the county for enough to make up the balance. A resolution favoring bonds was adopted when presented to the convention by President Ell Rocky.

When the delegates from Raymond, Sea Bend, Rea, Nabes, and other points of the county arrived at Ilwaco Saturday afternoon they were met by a reception committee of Ilwaco citizens, consisting of Mr. and Mrs. L. D. Williams, C. E. Kerley, J. J. Brumback, Professor Angus Jack, Ben Wise, Mrs. Myers, Mrs. E. F. Wood and others. Appropriate badges were pinned on the visitors and after a short time spent in looking over the city the delegates met at Fraternity Hall, where the good roads meeting was called to order by Mayor Paul, who with a few appropriate remarks formally welcomed the delegates to the city.

VOGLER LEAVES FOR FACTORY

Reo Agent Declares He Will Get 800 Cars for 1913 Season.

F. W. Vogler, Northwest agent for the Apperson Reo Auto Co., left for the East last week before returning he will visit the Reo factory at Lansing, Mich., the Apperson plant, Kokomo, Ind., and the Little factory, Flint, Mich. He will contract for his allotment of cars for the 1913 season.

Like many other dealers whose territory extends over the entire Pacific Northwest, Mr. Vogler found difficulty in getting as many cars as he wanted during the 1912 season. Before leaving for the factory he said he would listen to nothing short of 800 machines from the Reo company.

American Car Victorious. American underslung cars apparently dominated the recent "Wildwood-by-the-Sea" reliability run, in New Jersey, which had a half dozen competitors. There were no less than seven American cars among the field of 63 starters. Americans were the most numerous, Ralph D. Earle, of Philadelphia, in an American, won. His time for 108 miles was 6 hours 22 minutes 40 seconds.

STODDARD-DAYTON TO INAUGURATE SALE CAMPAIGN.

SELLING PRICES LOWER

STODDARD-DAYTON TO INAUGURATE RATE SALES CAMPAIGN.

E. E. Geringer, Local Dealer, Believes End of Needless High Prices Is in Sight.

Marking the end of needless high prices for motor cars of the highest grade, the Stoddard-Dayton headquarters in this city have inaugurated a vigorous selling campaign, and are attempting to prove that \$2800 is the maximum price necessary to pay for an automobile of the finest design, material and workmanship.

"The judicious automobile buyer will recognize that it is utter extravagance to pay more than \$2800," said E. E. Geringer, the Stoddard-Dayton dealer. "The public has a proper and consistent notion of the prices that should be paid for motor cars, and we believe we exactly meet that idea in the Stoddard-Dayton baby six."

"This car should establish the sum of \$2800 as the point where the limit of prudent buying ends and extravagance begins. From the earliest days of the industry there has been a strong feeling that prices of the high-grade cars were needlessly high and that it

was a matter where you take the Mitchell you will find it more than equal to the occasion. Powerful, silent, easily driven, attractive, it represents all that your car should be. Five-passenger, six cylinder, 48-horse power demountable rims, 36x4-inch tires, 125-inch wheel base, fully equipped.

Looks Like \$4,000, But Sells For \$1,950 at Portland

OTHER MODELS \$11.50 to \$24.50

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FEDERAL TIRES

Extra Service

A type of tire that lasts longer in service than any other kind should appeal to all careful tire buyers.

Any tire user can get more for his money in actual tire service out of Federal Tires than any other kind—they are made to give extra service—that's why they are known as the tires of "Extra Service." Investigate.

Federal Tires are made as well as automobile tires can be made—quality is the first consideration and is responsible for their unusual durability and the satisfactory service they render.

In all types, for all standard rims

WEST COAST SUPPLY CO.,
Distributors,
31-33 North Seventh St.

would only be a question of time when some manufacturer would achieve sufficient economy in engineering, purchasing, manufacturing and selling to meet the highest ideals at a reasonable price.

"In the Stoddard-Dayton model of the Stoddard-Dayton, the United States Motor Company believes it has come nearest to the popular idea of quality cars, and that the great class of buyers who want the best in motors of standard design will quickly give evidence of how they feel on the price question.

"The Stoddard-Dayton shops in Dayton, O., have built high-grade cars exclusively for the past seven years, and great strides in scientific production have been made since the affiliation, two years ago, with the United States Motor Company, the largest organization in the automobile industry. By concentrating and co-ordinating every activity in production, the company claims to have perfected manufacturing operations to an extent which now

It's Always "Smooth Sailing" in a Mitchell

BABY SIX

SELLING PRICES LOWER

STODDARD-DAYTON TO INAUGURATE RATE SALES CAMPAIGN.

E. E. Geringer, Local Dealer, Believes End of Needless High Prices Is in Sight.

B-Right Spark Plug

Reliable Plug for a Moderate Price. 75c

Hot Spark and Always On the Job. Made to Fit All Cars, Motor-cycles or Launches

Distributed Exclusively by

Bailou & Wright
Seventh and Oak Streets
Portland, Or.

Reduced Prices for Auto Supplies

Spark Plugs, Spitfire.....	50c	Timers, 2 cyl. Connecticut	\$4.00
Spark Plugs, Red Head.....	50c	Timers, 1 cyl. Connecticut	\$3.00
Spark Plugs, Rex.....	50c	Timers, 2 cyl. Milwaukee	\$3.50
Spark Plugs, Ajax.....	50c	Timers, 2 cyl. Milwaukee	\$3.00
Spark Plugs, Victor.....	50c	Coil Units, Connecticut.....	\$9.00
Spark Plugs, Soot Proof.....	50c	Coil Units, Splidorf.....	\$6.00
Spark Plugs, Copper Head.....	50c	Auto Cle. Sets.....	\$6.00
Bumpers, brass.....	\$7.00	Wrenches.....	45c
Bumpers, black.....	\$5.00	Pliers.....	35c
Bumpers, rubber, 3 1/2-in.....	50c	Gas Lighters.....	15c
Windshields, Rand.....	\$17.50	Gas Burners.....	15c
Foot Rests.....	\$1.00	Gas Connections Rubber.....	15c
Robs Rails.....	\$1.00	Gas Bags, rubber.....	15c
Generators.....	\$6.00	Gas Tubing, rubber, per ft.....	6c
Rear Sight Mirrors.....	\$3.00	Gas Tubing, copper, per ft.....	10c
License Brackets.....	75c	Grease Guns.....	30c
Blowout Chains.....	75c	Oil Guns.....	30c
Trouble Lamps.....	\$2.25	Speedometers.....	AT COST
Horns.....	\$2.25	Carburetors.....	AT COST
Horn Reeds.....	1.00	Tool Boxes.....	AT COST
Flash Lights.....	25c	Cutoff Valves.....	AT COST
Graphite, 1-lb. cans.....	25c	Electric Supplies.....	AT COST
Bent End Screwdrivers, set.....	30c	Many other articles.....	AT COST
Valve Lifters.....	60c		

The above prices for cash. No credit.

O'GORMAN RIM CO.
71 SEVENTH STREET