

ROCK ROAD FUND DONATIONS

Over \$2,000,000 Pledged to Build Ocean-to-Ocean National Highway.

TIRE COMPANY AT TOP

Goodyear Gift of \$300,000 Heads List, With Packard and Overland Tied for Second Place—Carl Fisher Heads Big Project.

INDIANAPOLIS, Ind., Feb. 8.—(Special.)—With the subscribed fund totaling more than \$2,000,000, the project of an ocean-to-ocean highway extending from New York to San Francisco, looks brighter than ever. Automobile and accessory manufacturers and dealers the country over are displaying unusual interest in the highway and the fund is being greatly augmented by the contributions of individuals who are devoting funds and are of the opinion that this one highway, which will span the continent, will become the nucleus of a Nation-wide good roads movement. That the idea is not only practical, but entirely possible, is evidenced by the fact that the largest companies, after careful investigation, are giving liberal support to the project.

The plans brouched by Carl G. Fisher and James A. Allison last September, when they first made known their idea of the ocean-to-ocean highway at a banquet of automobile men in Indianapolis, are now being carried into effect. The fund, which is in devoted to the purchase of materials for the construction of the highway, is being raised by the contributions of automobile and accessory manufacturers and dealers and individuals who have become the cause of good roads at heart. Manufacturers and dealers are subscribing 1 per cent of their gross earnings for one year, or one-third of one per cent for three years. Individual subscriptions are being received in amounts which vary from \$5 upwards. These subscriptions entitle the donors to membership in the Ocean-to-Ocean Highway Association. All expenses connected with the organization of the project and the collection of funds are being met personally by Mr. Fisher and Mr. Allison. This they will continue to do until it is proved that the project will be either a success or a failure.

Project's Effect Important.
The present temporary committee will have nothing to do with the selection of the definite route which the highway will follow. A representative National committee will be elected for this purpose by the contributors to the fund and this commission will make the selection after carefully considering the advantages offered by the various possible routes.

The work of construction will be done by the counties through which the road will pass, this work being under the supervision and in accordance with the plans of United States Government Engineers detailed for this duty by the War Department.

It is believed that the ocean-to-ocean highway, once completed, will prove an unusual factor both commercially and socially. This work, which will extend to the West and will promote an interest in the National beauties and possibilities of that section of the country. It will mean that new money will be attracted for investment purposes from many Eastern capitalists now wary of the opportunities being held out by Western promoters, who will be given a chance to see for themselves where the good investments lie.

Gifts Total High.

Following are the subscriptions in cash that have been made:

Goodyear Tire & Rubber Tire Co.	\$250,000
Overland Motor Car Co.	150,000
Willys-Overland Co.	150,000
West-Lite Car Co.	150,000
Terra Motor Car Co.	50,000
Seebler Carburetor Co.	50,000
Bosley Electric Co.	50,000
Dodge Motor Car Co.	50,000
W. B. Thomas, Chicago, Ill.	5,000
Foster Motor Club	2,000
Lukashelmer Co., Cincinnati	1,500
Terre Haute House	1,500
John E. Cox	500
Haushe Auto Co.	500
Nerchants Distilling Co.	300
Commercial Distilling Co.	300
Hudman & Company	300
Frank McKee	250
Distilling Land Co.	250
A. Herz	200
Sparks Milling Co.	150
W. Beasmore	150
E. J. Robinson	150
W. G. Taylor	150
Fouts & Hunter Cordage Co.	100
Union Transfer & Storage Co.	100
Respondek Co.	100
A. F. Hall	100
Sheridan Co.	100
Samuel Frank Co.	50
A. J. Foster Company	50
A. B. Melwiner	50
C. H. Goldsmith	50
Totals	\$176,000

Besides the above, more than \$1,224,000 has been subscribed by the following companies, which have agreed to give one-third of 1 per cent of their gross earnings for three years:

Brown Commercial Co., Peru, Ind.	50,000
Esteban Mfg. Co., Lafayette, Ind.	50,000
Pedlow Auto & Mfg. Co., Evansville, Ind.	50,000
Moore Motor Truck Co., Waterville, Me.	50,000
American F. Co., New York	50,000
Dorris Motor Car Co., St. Louis, Mo.	50,000
Edward Motor Car Co., New York	50,000
Diesbach Motor Car Co., Milwaukee	50,000
Phillips Motor Car Co., Dayton, O.	50,000
St. Joseph Auto & Supply Co., St. Joseph, Missouri	50,000
Tom Hatterill, Denver, Colo.	50,000
Nelson & LeMou, Chicago, Ill.	50,000
Enterprise Co., Columbus, O.	50,000
Round & Miller, S. Chicago, Ill.	50,000
Central Motor Car Co., Canton, O.	50,000
R. W. Taylor, Chicago, Ill.	50,000
Geo. M. Miller, Boston, Mass.	50,000
W. N. Punks, Dayton, O.	50,000
Phonetic Motor Car Co., Lexington, Ky.	50,000
The Overland Co., Grand Rapids, Mich.	50,000
H. C. Whitaker, Wheeling, W. Va.	50,000
A. H. Wells Company, Waterbury Conn.	50,000
Westland Automobile Supply Co., St. Louis, Mo.	50,000
Henry White, Staideton, N. Y.	50,000
W. A. Shanahan Co., New York	50,000
American Auto Supply Co., New York	50,000
Liberty & Lindsay, Rochester	50,000
Michael Murphy, Cambridge, Mass.	50,000
Leonard's Garage, Auburn, N. Y.	50,000
James N. Brown, New Haven, Conn.	50,000
Walter Scott, Baltimore, Md.	50,000
Hubb M. Robinson, Joplin, Mo.	50,000
Croydale Garage, Decatur, Ill.	50,000
Forbes Motor Car Co., Pittsburg	50,000
Sixth Street Garage, Los Angeles	50,000
B. W. Twissan, Columbus, O.	50,000
M. Kirchberger & Company, New York	50,000
Avery Stamping Co., Iron Co., Detroit	50,000
Hamilton Square Garage, San Francisco	50,000
Winton Motor Car Co., San Diego, Cal.	50,000
P. P. Choate, Chicago, Ill.	50,000
Southern Garage, Pittsburg, Pa.	50,000
Halcken Elberg Mfg. Co., Kansas City, Missouri	50,000
J. D. Bourne, Brazil, Ind.	50,000
Southern Motor Car Co., Jacksonville, Fla.	50,000
W. W. Carpenter, New Franklin, Mo.	50,000
Pressed Steel Tank Co., Milwaukee	50,000
Smith-Everett Auto Co., Portland, Or.	50,000
John B. Quinn, Fall River, Mass.	50,000
E. C. Burke, Seattle	50,000
Bert Farrar, Seattle	50,000
Wichita Falls Motor Co., Wichita, Texas	50,000
Dunn Wire Cut Lug Brick Co., Connaut, Ohio	50,000
Lebeck Mfg. Co., New York	50,000
Osceola Auto, New York	50,000
Pacific Motoring, Los Angeles	50,000
Edward Gasko, St. Louis, Mo.	50,000
Superior Metal Products Co., Elgin, O.	50,000
Dawby Auto Co., Cameron, Mo.	50,000
B. Kumba, Denver, Colo.	50,000
Olson Automobile Co., Indianapolis	50,000
Simplex Tire Co., Indianapolis	50,000

AUTOMOBILE DEPARTMENT OF MITCHELL, LEWIS & STAVEL IS MOVED TO NEW QUARTERS



NEW HOME OF MITCHELL, LEWIS & STAVEL AT EAST MORRISON AND EAST FIRST STREETS. Steady growth of business during the season just closed and bright prospects for a continuation of the increase, made necessary additional space for the automobile department of Mitchell, Lewis & Stavel. The building on the northeast corner of East Morrison and East First streets was leased for this purpose, giving plenty of space for showing the models of this popular line. The 1913 designs of the Mitchell are expected here in a few days.

Goodyear Mfg. Co., Indianapolis. The idea of the Cadillac Auto Co., of Indiana, Indianapolis, Ind. Atcheson Auto Co., Indianapolis. Motron Place Automobile Co., Indianapolis. Ideal Motor Car Co., Indianapolis. Premier Motor Car Co., Indianapolis. The Waverly Co., Indianapolis. American Motors Co., Indianapolis. Henderson Motor Car Co., Indianapolis. Motor Car Mfg. Co., Indianapolis. Pumptel Battery Co., Indianapolis. Christian Off & Co., Indianapolis. Gates Mfg. Co., Indianapolis. E. J. Irvine Mfg. Co., Indianapolis. Glover Equipment Co., Indianapolis.

LOGO HAS STARTER

High-Grade Car Comes With Electric Cranker.

THOROUGH TEST IS MADE

Johannesburg Dealer Makes Repeat Order for Six More Machines.

One of the most interesting sales of the New York show was made by M. MacNab, vice-president of the Marlon Motor Car Company, of Indianapolis, in taking orders for 21 Marlon touring cars to be shipped immediately to Johannesburg, South Africa. The Marlon company recently made a connection in that far-away part of the world and a month ago six Marlon touring cars were crated and shipped. As a result of the show season the New York export representatives of the South African people crated and received answer to forward six more if the factory could deliver them that same week.

BRIDGEPORT DESIGNERS ADOPT GRAY AND DAVIS SYSTEM ONLY AFTER EXHAUSTIVE INVESTIGATIONS OF LEADING DESIGNS.

Since the 1913 Locomobile was announced last summer the engineers of the company have developed a new electric motor starter for the Locomobile.

MARION NOW SOLD IN AFRICA

How many automobile owners know enough about their cars to operate them economically and get from them the maximum service? The Portland Young Men's Christian Association believes the number is not large, and for the benefit of owners who desire to learn more about automobiles a special class is to be established.

CAR OWNERS TO STUDY

Y. M. C. A. HAS SHORT COURSE FOR AUTOISTS.
Economic Operation of Machines Object of Class That Will Begin February 10.

The Y. M. C. A. for several years has conducted an automobile school on the East Side, but its courses are designed for the instruction of professional chauffeurs and repair men. The new class will meet in the central Y. M. C. A. building on Monday nights, beginning on February 10 and extending to April 15. The instructor will be E. M. Bunce, general foreman for the Covey Motor Car Company. In announcing the course the Y. M. C. A. says:

"The use of the automobile has become so general that some definite and reliable source of information and training is necessitated in order that an owner may obtain quickly and accurately the instruction he needs to operate his car to the best advantage, save it from unnecessary wear, and run it at the least expense."

The Y. M. C. A. is offering a course of lectures to owners, prospective owners and business men. The course is aimed primarily to meet every-day needs. While the course will be made to cover all the technical phases of automobile operation, the following topics will receive special attention:

"Carburetor adjustments, ignition, wheel alignment, principles of the gas motor, action of valves, setting magnets and valves, clutch, transmission, differential, general parts of car and lubrication."

TAFT OPENS AUTOMOBILE SHOW.

WASHINGTON, Feb. 8.—President Taft, whose administration has been marked by official favor for the automobile, opened the Washington automobile show of 1913. The spark raised a big American flag in the hall, lighted 1500 incandescence bulbs and rang four huge bells.

MEAD ROTARY VALVE ADOPTED BY SPEEDWAY COMPANY

Dayton Firm Pioneer in Giving Purchasers This Type of Engine in an American-Made Automobile.

The Speedwell Motor Car Company, Dayton, Ohio, has just arranged a bond issue of \$150,000, which has been subscribed. The proposition of increasing the capital stock of the company to \$600,000 will be submitted to the stockholders immediately.

Moving Fast the Speed of the Outside Weight Which is Being Thrown in the Direction of the Wheel is Enhanced by the Greater Reaction in Which the Car is Moving.

that the car should have smaller tires in front than in the rear, but if it were necessary with a car of this kind to carry as many separate wheels as would be likely to be needed it would mean draping them all over the machine. There are some advantages in equipping a car with wire wheels outside of that of appearance, and there can be small doubt that most persons approve of the attractiveness of this outfit to an otherwise common-looking car.

NO-RIM-CUT TIRES 10% OVERSIZE

Don't Pay Too Much
There is a way to cut tire upkeep 48 per cent.
To end rim-cutting completely. To add an average of one-fourth to your tire mileage through oversize in tires.

Spent 14 Years to Do It
We have spent 14 years to accomplish these things. To give you tires like Goodyears.

WINTON OWNERS ATTENTION!

The Winton Motor Car Company beg to announce that they have opened a factory branch in Portland with fully equipped service department, garage and salesroom.

1913 Winton Sixes for Immediate Delivery.

The Winton Motor Car Co.

Factory Branch
Twenty-third and Washington Streets, Portland, Oregon

Here's The Answer to Every Demand That Is Made of an Automobile

You will soon be deciding which car you will buy for the season of 1913. You want the best—no matter what price you pay. You want a car that will hold up for years to come. You want a car that has permanent features—not temporary ones.

HERE'S THE ANSWER—

The new 1913 Mighty Michigan "40." Examine it closely, critically, minutely. Note the size and strength of the vital parts. Note the size of brake drums, strength of frame, size of axles and of the driving parts.

YOU WANT A SAFE CAR—

The Mighty Michigan "40" is built to average 50 per cent over capacity. All the vital parts have been made amply sufficient for a 60-h. p. car, giving you big margins of safety.

HERE'S ONE THING YOU SHOULD INSIST UPON—

Four forward speeds—not the usual three. In Europe, 318 of the leading makers now build four-speed cars, but four speeds in America have been confined to a few of the higher-priced cars.

THE NEW MICHIGAN "40" HAS CENTER CONTROL AND LEFT-SIDE DRIVE. THAT'S WHAT YOU WANT—

so when driving you are close to passing cars. THE SELF-STARTING PROBLEM is answered in the Mighty Michigan "40." No more reliable starter has been made—none so simple—so easy to operate—so light in weight.

IT'S UP TO YOU—

We have made a car that embodies every demand you can make of a car. We have given you above some of the features. There are others we have not mentioned—we want to SHOW them to you—not TELL you of them.

FEATURES IN AN AUTOMOBILE ARE LARGELY A QUESTION OF COST.

Light parts, small tires, three speeds, etc., are due to economy only. Cars short and narrow are built that way because size adds to cost. When you inspect the Mighty Michigan "40," you will find the wheel base 118 inches—the rear cushion, on the inside, 50 inches wide.

AND YET WITH THESE FEATURES—EVERYONE A PERMANENT ONE—

the Mighty Michigan "40"—fully equipped—sells for just \$1850, F. O. B. Portland. Find, if you can, any car that offers nearly so much for this money.

Michigan Auto & Buggy Co.

Portland Branch, 369-71 Hawthorne Ave. W. A. Wildrick, Manager.
Seattle Branch, 1423-25 10th Ave. John F. Campbell, Mgr.

IF YOU ATTEND THE AUTOMOBILE SHOW AT THE ARMOY IN SEATTLE, NOTE THE EXHIBIT OF THE MIGHTY MICHIGAN '40.'

No-Rim-Cut Tires 10% Oversize

Don't Pay Too Much
There is a way to cut tire upkeep 48 per cent.
To end rim-cutting completely. To add an average of one-fourth to your tire mileage through oversize in tires.

Spent 14 Years to Do It
We have spent 14 years to accomplish these things. To give you tires like Goodyears.

Wintons Owners Attention!

The Winton Motor Car Company beg to announce that they have opened a factory branch in Portland with fully equipped service department, garage and salesroom.

1913 Winton Sixes for Immediate Delivery.

The Winton Motor Car Co.

Factory Branch
Twenty-third and Washington Streets, Portland, Oregon

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 SEVENTH ST.
Phone, Pac. Main 2190, and Home A 4046.

