

MEDIUM PRICE WINS

American Car Growing in Popularity Abroad.

OVERLAND REPORT MADE

Figures of South Africa Distributors Show United States Autos Have Invaded Field Strongly. England Falls Behind.

The remarkable increase in popularity of the medium-priced American car abroad is especially marked in localities which, until a year or two ago, had been supplied almost entirely with cars of foreign manufacture.

Figures furnished by one of the South Africa distributors of the Willis-Overland Company showing the growth of imports of American-built cars in that territory prove highly interesting.

As against the 1912 figures, the imports from England dropped in a single year from 33 per cent of the total value of cars imported to South Africa to 39 per cent in 1913.

Medium-Price Car Takes. One of the South African motoring papers makes the following explanation of the rapidly growing popularity of the American car in that territory.

COVEY HISTORY TRAGED

FORCE OF ONE MAN GIVES RISE TO BIG TRADE OF TODAY.

Motor Company Now Has More Than 100 Employees to Handle Dodge and Cadillac Cars.

The substance of the motor business in no way is illustrated better than in the substantial homes which Portland's dealers have erected for themselves and the cars which they handle.

Mr. Covey is at the New York Automobile Show and there is no ready means of ascertaining what the 'M' in Howard M. Covey stands for, but it is our belief that 'Motor' is his middle name.

last but not least, the repair man's and repairs at that time were no trifling matter either.

The building at Twenty-first and Washington streets is a fire-proof, reinforced concrete structure of four stories and basement.

"The second story is used entirely for garage storage. The third floor is used as a repair shop.

CAR MODELLED IN WAX

HUDSON STREAMLINE EFFECT IS OBTAINED IN NOVEL WAY.

Best Designs of Europe Taken as Basis for Plan Embodied in New Automobile Out.

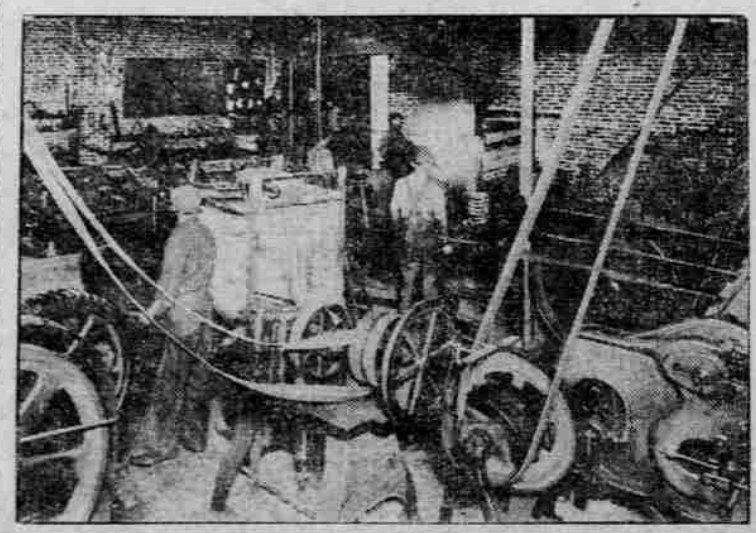
President R. D. Chapin, of the Hudson Motor Car Company, tells a fascinating story about the way the Hudson designers obtained the graceful and beautiful lines of their "streamline" body.

EXHIBIT FUND IS \$4000

Cools and Curry Counties Busy With Preparations for Panama Fair.

MARSHFIELD, Or., Jan. 16.—(Special.)—The Cools and Curry counties fund for an exhibit at the Panama Exposition at San Francisco is growing rapidly.

SCENE IN SHOP WHICH HOUSES NEW INDUSTRY AMONG PORTLAND AUTOMOBILE BUSINESSES.



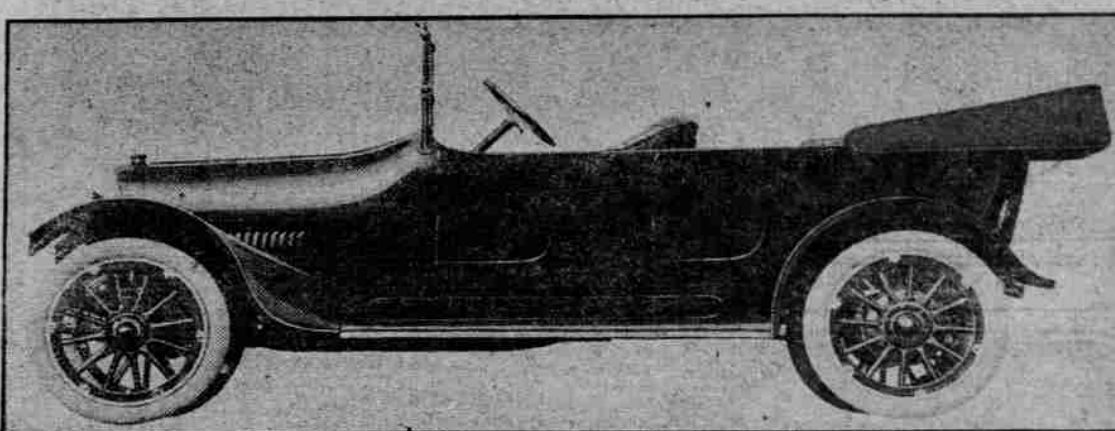
LAHER AUTO SPRINGS SHOP WHICH IS NOW MAKING FRONT ELLIPTIC SPRINGS AS A FORD ACCESSORY.

The Incomparable Four

REO

The Six of Sixty Superiorities.

at-- \$1050 F. O. B. Factory



at-- \$1385 F. O. B. Factory

See the 1915 Reo the Fifth, refined and improved at every point where refinement or improvement was possible, and at a \$125 lesser price.

See the Reo six—the sensation of motordom—in all her beauty and know, as you have in the past, that in buying a Reo you are investing in no experiment.

Allow us to welcome you at our Show Exhibit Northwest Auto Company Distributors for the Northwest Broadway at Couch Street Mr. F. W. Vogle, President

NEW AUTO SPRING IS OUT

F. J. LAHER INVENTS SERVICEABLE ATTACHMENT.

Local Factory, Owned by Inventor, Is Enlarged to Manufacture Them and Sales Contract Is Made.

F. J. Laher, manager of the Laher Auto Spring Company, made an important announcement in automobile circles this week, when he made known his invention of a new elliptic spring for Ford cars.

The body builders had no machinery, rolls or dies fitted to turn out a job like the designers demanded.

So many motorists have been interested to know just how the remarkable grace and beauty of the long, smooth, flowing lines of the Hudson Six body were gained that C. L. Boss, the local Hudson dealer, has given this story as it was told to him by President Chapin.

Company, was state agent for Ford cars in Oregon.

Space has been secured at the automobile show to be held in Portland next week, where the company intends to display the new spring.

DEALERS ARE PROSPEROUS

(Continued From Page 2.) The management of the Warren-Detroit branch at Detroit, which he left to join the Firestone Company.

One of the old-timers is W. S. Dulmage of the Manley-Dulmage Auto Company. Mr. Dulmage is the manager of the company and the active partner

of the firm. H. B. Manley is the president, but lets Mr. Dulmage do most of the business.

The manager came here as the head of the Studebaker branch and then decided to embark in business for himself.

Russians' Marching Power. London Standard.

Many instances are related of the marching powers of the Russians.

THE NATIONAL

Still holds the proud record of the World's Stock Champion. If you want to know what real motoring is drive a

NATIONAL SIX

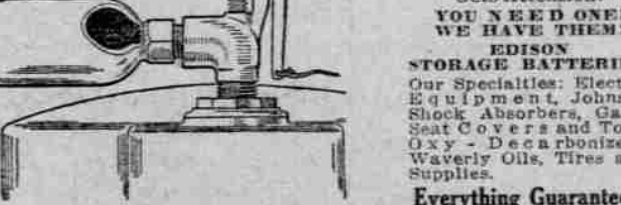
Made in two, four, five and six-passenger bodies.

See Our Exhibit at the Auto Show

Dulmage-Manley Auto Co.

46 and 48 North Twentieth Street

BUELL SPARK PLUG WHISTLE



Oregon Sales Company James Keep 434 Alder St., Portland Leighton Templeton

Ballou & Wright

Invite you to make their booth at the coming Automobile Show YOUR HEADQUARTERS

We will exhibit some interesting specialties.

Bosch Magnetos

Rayfield Carburetors

Veedol, (the Wonderful Lubricant)

Indian Motorcycles

A visit to our store at Bowdway and Oak will convince you that we are the

Largest Distributors of Automobile Accessories in the Northwest

which enables us to give our customers prompt and efficient service.

Ballou & Wright

817 East Pike St., Seattle, Wash. Broadway at Oak, Portland, Or.

DIAMOND TIRES

DIRECT FACTORY DISTRIBUTORS Tough Squeeze Treads Are Cheaper Than Other Tires—and Cost Much Less

Why pay more than Diamond prices? ARCHER AND WIGGINS OAK STREET, CORNER SIXTH

Automobile Supplies Master Carburetors