

MILLIONS SPENT IN OREGON FOR AUTOS

Amount for First Half of 1915 May Reach \$3,500,000, Big Increase Over 1914.

20,942 LICENSES ISSUED

Four Thousand Six Hundred Are for New Cars Bought Since First of Year; Average Cost Is Estimated to Be \$700.

BY CHESTER A. MOORE. The people of Oregon have spent between \$2,000,000 and \$3,000,000 for new automobiles since the first of the year.

At the close of business last Tuesday night 20,942 automobile license tags had been issued for 1915, according to the figures compiled by M. O. Wilkins.

By the simple rules of arithmetic it would seem that between 5000 and 6000 new cars had been sold to owners within the past month, but as a matter of fact, Mr. Wilkins says, less than 5000 new cars have been registered, and Mr. Wilkins knows, because he keeps close tab on every new and old car.

As a result of the flimsy fad in Oregon, he says, a great many old cars that were used in other states when new, have been shipped into Oregon this year and are being sold as new.

A conservative estimate of the average cost of all cars sold in Oregon this year is about \$700. A multiplication of 4600 by \$700 gives a total of \$3,220,000, or, if the total of 6000 is used for the registration, an aggregate sum of \$3,600,000 is the result.

Approximately 21,000 automobiles have been placed in use in Oregon this year. It is enough to shock a person to recount that 10 years ago, when the automobile was just beginning to come into Oregon, there were only 218 motor vehicles of all kinds, according to the figures submitted to the Secretary of State at the close of 1905.

It stands to reason that each of these 21,000 automobiles has been paid for by the people of Oregon. Since the cars now in Oregon were purchased originally in other states, perhaps, but many cars bought originally in Oregon have surely entered Oregon from other states, so the rule works both ways.

\$18,000,000 Paid for Cars. Because of the startling reductions made in the prices of automobiles within the last year or two it is fair to assume that the same makes of car which now average \$700 in purchase price have maintained an average of at least \$900 during the 10 years.

Figuring on this basis, we find that about \$18,000,000 has been spent for automobiles in Oregon during the past decade, all of which goes to demonstrate that the automobile business is now a permanent, well-established profession. Think of the growth this 10-year-old industry has had and you will get some idea of the importance of it to the state.

In 1905 there were 218 motor vehicles in Oregon. The total for the year of 1910 there were only 5061 machines in the state, which shows that a full 15,000 of the present total have been bought during the past five years.

Most Are New Models. The earlier figures include motorcycles as well as automobiles, as the law did not differentiate between them until 1914. The total of 1,900 for this year includes nothing but automobiles. In this connection it should also be remembered that only seven months of the month period for registration has passed thus far, and that only 16,247 numbers were given out for all of the year.

Mr. Wilkins' figures for the registration made between June 16 and July 15, inclusive, give a total of 1191 cars, 475 of which are new models and 426 old cars. Of the new cars 62 are 1916 models. Next to the month April 15 to May 15, when 1181 new registrations were made, and the month ending July 15 are understood to have the record for the number of registrations.

An interesting study may be made of the automobile registration by counties. Umatilla County, for instance, has a population of about 23,000 people, yet its residents bought 26 new cars last month and 292 for the year, as compared with 12 new cars for the month and only 157 for the year in Washington County, a district noted for its poor roads.

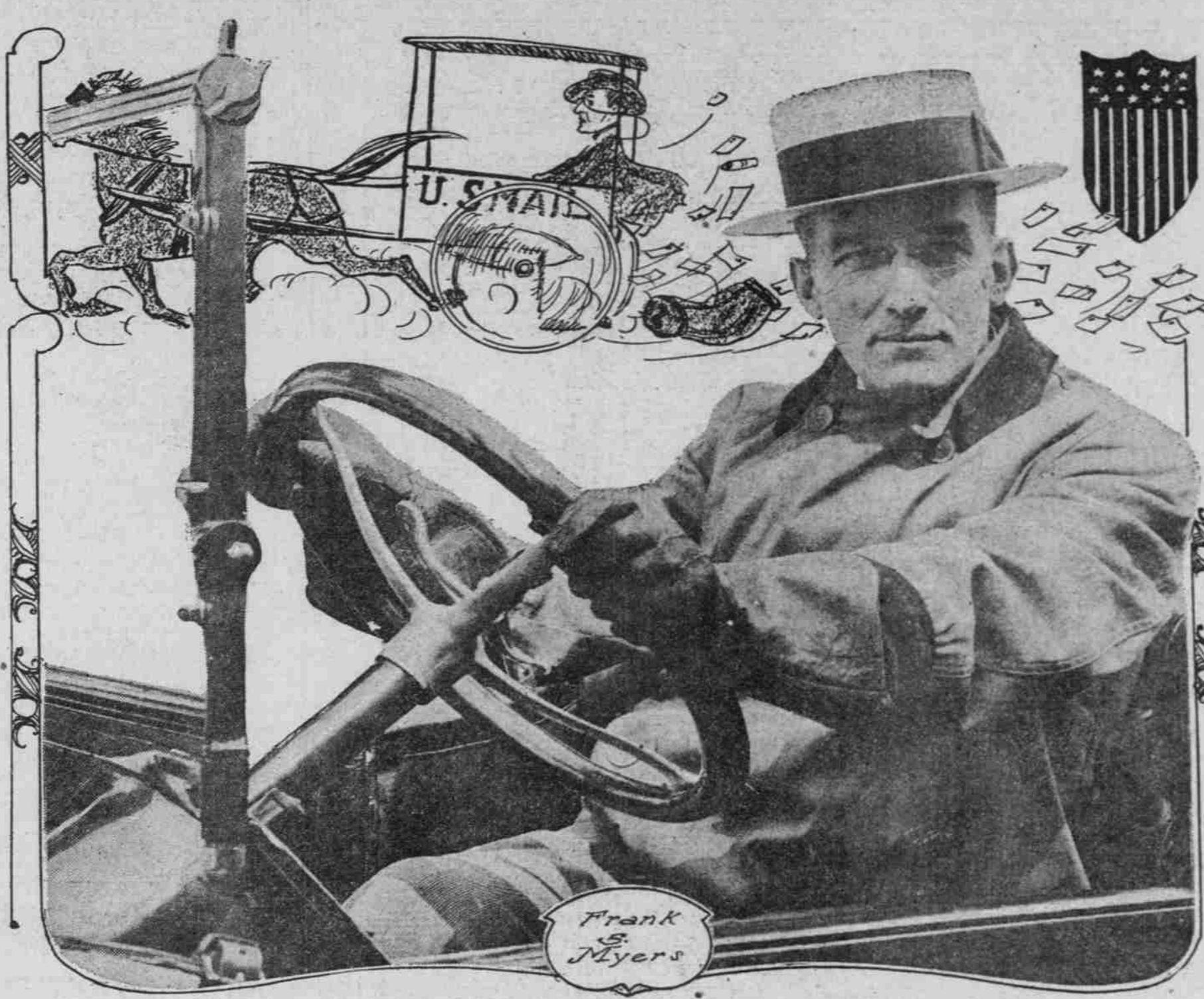
Gilliam Has 40 New Cars. Baker County, which, with Umatilla and other Eastern Oregon wheat counties, enjoyed unusual prosperity in this year, took 26 new cars last month, and its population is considerably less than other counties which took fewer cars. The 1210 census gave Gilliam County a population of only 3701, but its residents have been prosperous enough to buy 40 cars this year.

Multnomah County, of course, leads the list for the year, with 1294, 198 of which were added last month. Coos County has 21,000 people, but its roads are not yet good enough to induce more than 65 cars, while Polk County, with good roads, attracted 196 car purchases this year.

The new and old car registrations for the respective counties were as follows for the month ending July 15:

Table with 2 columns: County, New Cars, Old Cars. Lists counties like Multnomah, Baker, Polk, etc., with their respective car counts.

Prominent Portlanders Motor



Frank S. Myers

ANY watchful observer two months ago might have noticed automobile men flocking in and out of the Portland Postoffice building like bees in and out of a hive. And the funny part of the thing was that they didn't seem to be mailing or receiving letters. The truth was that Frank S. Myers, postmaster of Portland, was in the market for an automobile and he

was kept everlastingly busy until he finally bought a Hudson Six. Postmaster Myers has driven a car for five years—his first machine was a Maxwell—and he has never been arrested for any violation of the law and has never run over anything except roads.

"How the deuce do you keep from sorting a trifle fast when you have all sorts of power under your hood and a good way ahead?" he was asked. "Well, I'll admit that I don't believe in getting choked with anybody's else dust and that I never come home from country trips dirty for that reason," he replied. "I believe in keeping my eye on the road and watching the other fellow."

He couldn't explain satisfactorily, however, how he managed to keep out of the other fellow's dust and stay within the speed limit at the same time. Mr. Myers and his family spend every Sunday in their Hudson and use it to accompany themselves with the various sylvan retreats near Portland. They have taken several longer trips, but the postmaster says the people of Portland are too busy making letters to permit him any transcontinental touring.

WONDERS ABOUND ON AUTO TRIP TO MOUNT ADAMS

(Continued From Page 6.) river, with the majestic Columbia in the foreground, is worth going up a hundred hills to see. And if you have a car that thrives on mountains like the Cole Eight you can sit back and smile all the way.

Orchard Country Fascinates. Soon after reaching the summit and starting on the main road for Husum we passed through some orchard country that was framed by fascinating landscapes. Looking up the valley in one direction we saw the great white form of Mount Adams piercing the sky and looking backward we saw the smaller form of Mount Hood guarding the hills on the Oregon side.

Ice in Caves Not So Mysterious. They say that it is possible to crack ice from the walls of the ice caves and make ice cream right on the spot, providing you have the other ingredients with you. The peculiar atmospheric condition in these ice caves makes you imagine you are in a refrigerator. It happens that the caves this year are not as fully lined with ice as in former years, but another hard winter will put them back in their prime again.

Route Retraced to Portland. When we had finally persuaded ourselves to return home it was about 10 o'clock, and rather than experiment any further we decided to retrace our steps all the way to Trout Lake. This retracing is not necessary. The road from Guler and Trout Lake one may go east to Laurel and enter Husum at a branch on the Columbia. The road is 10 miles farther and includes more climbing than the main road, but as is the rule all through that country, the roads are good. Or, before reaching Laurel, it is feasible to drive north to Glenwood and circle through the beautiful alfalfa fields east of Camas Prairie and return through Fuisa to Husum. Still farther east are Appleton, Lyle, High Prairie, Goldendale and Maryhill, which are connected with a network of roads running in diagonal directions. All of this country affords scenic driving, events marked our return trip to Hood River except several superb sunset pictures taken by Mr. Berger, one in particular taken back of the Salmon showing orchards and the Columbia River in the foreground, the City of Hood River in the center, and at the top Mount Hood, crowned with a pinkish tint.

ROAD AT MITCHELLS POINT DELAYED

Those who have been delaying their motor trip to Hood River and The Dalles until the new tunnel through the rock at Mitchell's Point is completed will have to wait until September 1, unless they alter their plans. The official announcement was made last week that the new road will not be open at that point as soon as expected and it will be necessary to use the old road until September. The present road around Mitchell's Point amounts to a 25 per cent grade, but a car with a good engine and strong brakes can make the hill going either way.

Exhibit of Pictures Planned

If Mr. Berger keeps up his good work in color photography, which has already cost him a lot of money, he will put Oregon on the map as he has never been done before, and it will some day be recognized as a public benefactor. Mr. Berger hopes soon to travel all over the country showing his private collection of Oregon pictures in natural color, and if he does California will have to take a back seat for a time to come. Those who have been privileged to see Mr. Berger's pictures have been highly impressed.

MAN FROM TIRE FACTORY SEEKS GREAT FUTURE FOR ACCESSORY BUSINESS

H. A. Lane, factory representative of the accessory department of the Firestone Tire & Rubber Company, arrived in Portland last week for a conference with the local manager, E. W. Thatcher, and his sales organization. Promoting the greatly increased distributing facilities of the Firestone accessories department, Mr. Lane, on his visit to the principal cities of the country, has been successful in lining up some of the largest dealers in the automobile industry.

Brief Stop Made for Dinner

We passed so much time wrestling with balky tires and faking pictures that we didn't pull into Hood River until 8:30, and then our hunger compelled a brief stop for dinner before we proceeded on our way to Portland. These three and one-half hours passed on the Columbia River Highway after dark, when the moon was shining from behind the trees and across the water of the river, was wonderful. After being whipped over 130 miles of road the Cole behaved better than ever and not one circumstance marred this leg of the trip. When the Cole came to the long Crown Point it wasn't even necessary to leave high gear, which is some trick. The moon shined along in the sky just ahead of us as if by magnetism, and the setting sun shined on the water of the river. When we passed opposite Castle Rock a great bonfire lit up that wonder of the Washington shore and the river was spotted intermittently with the lights on the boats of gillnetters.

Way Smooth and Interesting

And that road was about the most consistent exclamation-provoker of the entire trip. It is not only a much smoother article than the road leading to Mount Hood, but it is more interesting.

Elevation at Guler Is 2000

It was well after 3 o'clock when we arrived at Guler and our speedometer shows that we had traveled exactly 99 miles since leaving Portland. The town of Guler has an elevation of about 2000 feet, and it is some 15 miles from the snowline of Mount Adams. The citizens in that locality are proposing to build a road as close to the mountain as possible, and it may not be long until automobiles can go within four or five miles of the snowline, according to Thode Brothers, proprietors of the amusement hall at Guler.

Home Is Reached After Midnight

We reached the outskirts of Portland soon after midnight and it wasn't long until Mr. Menzies had delivered each and every participant in a day's outing that Mr. Berger pronounced the greatest day in his life. Figuring our start at 7:40 and our return to Portland at 12:30, our total running time for the 245-mile round trip was 14 hours and 50 minutes. By actual count 7 hours and 21 minutes should be deducted from this total for

"It's pretty hard to find anything better than a good promise well kept." -Mister Squeegie

Men's greatness is measured, not by the things they promise to do, but by what they accomplish.

So it is with all things in this world. Many men have announced their intention of doing greater things with electricity than Edison has done.

They have not made their promises good, and Edison remains the wizard of science.

The popularity of Diamond Squeegie Tread Tires is due to their merit in giving cheap mileage and fulfilling service requirements with unvarying regularity.

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That comes pretty near giving you absolute certainty.

Table with 4 columns: Size, Diamond Squeegie, Size, Diamond Squeegie. Lists tire sizes and prices.

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stop for this, that and the other, so that our actual running time was 9 hours and 29 minutes.

We stopped an hour and 50 minutes for lunch at Husum, an hour and three minutes at Guler, an hour and five minutes while dodging with a perplexing tire situation that involved the taking out and putting in of three inner tubes and endless pumping, an hour and 15 minutes necessitated while waiting for the ferry and riding across the river, and the balance of the time for dinner at Hood River and for countless stops while three separate members in the party satisfied themselves taking pictures along the way.

It requires quite a while to take color pictures, so when Mr. Berger, whom we dubbed our "colored" photographer, was working on scenic subjects the stops were of long duration.

The trip to Trout Lake is approximately 100 miles each way, the exact distance being determined by the amount of incidental running done. We made it in less than 10 hours' running time, but we went faster in places than some would dare to go in order to get the full measure of enjoyment out of the trip. But if you are planning to take this wonderful trip, don't be afraid of bad roads and don't let the setting for this ordeal was among the steep passes of the Alleghenies of historic Valley Forge, where Washington and his half-starved army passed that Winter of torture.

"Day after day the car was pitted against obstacles which to the ordinary observer would seem unsurmountable. Cloudbursts turned the roads into muddy torrents. Frost congealed ruts into a surface so torrid that no motorist would think of driving over them. Then came the deep mountain snows, and the plucky car waded through them. Mud, ruts and snowdrifts it took as they came, without once faltering. This display of stamina convinced the Chalmers engineers that they had a car that would stand the punishment of the severest tour.

The test was finished in Detroit during the worst of all Winter months. For five weeks and six days nine engineers and trusted testers around the eight-hour relay, pounding the new car over slippery pavements, rough country roads and deep snowdrifts. Not until the car had been pronounced absolutely flawless was it placed upon the market."

Indians and Tourist Coming. F. E. Moskovics, commercial manager of Nordyke, Marmon Company, left Indianapolis recently for a tour throughout the West. His object place will be San Francisco, and on the way he will visit Kansas City, Denver, Salt Lake City, Los Angeles and San Diego. He will also take in the Northwest on the return, visiting Portland, Seattle, Spokane and other centers in the Northwest.

Irishmen out 220,214 emigrants last year, a decrease of 10,632 from the previous year and the smallest number in any year since 1909.

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