

AUTO MEN PREDICT GIGANTIC COMBINE

Portlanders Say Four or Five
Companies Will Control
Output of Country.

NEW YORK SHOW LAUDED

P. W. Vogler and C. M. Menzies Re-
turn From Eastern Trip With
Prosperity Stories — New
Marmon Car Boosted.

Announcement that they have taken the selling privileges on the Marmon automobile for this territory was made last week by P. W. Vogler and C. M. Menzies, officials of the Northwest Auto Company, upon their return to Portland from attendance at the New York show.

Frank C. Riggs and Howard M. Covey, the other Portland automobile men who returned from the show last week, didn't have any new agency connections to announce, but they were both brimful of enthusiasm obtained at the show and at the Eastern factories of the firms which they represent.

"From the standpoint of quality goods the Packard exhibit at the New York show was the real thing, but the largest crowd of all were attracted by the golden char of the Studebaker car," said Mr. Riggs upon his return. "They had the biggest crowds at the show that anybody has ever seen, estimates indicating that over 100,000 were there. If Mr. Covey and I get half that crowd at our 'salon' show I'll be thoroughly satisfied."

"Once you try to get a seat at one of the New York grills or eating palaces, and have been turned away a dozen times, you will commence to wonder whether there is any more to the show than the Easterners certainly are spending their money right and left."

Evolution Amazes.

"This year I not only went to the various factories in which I was particularly interested, but I went through them and I was utterly amazed at the evolution that has been made in factory buildings and in the improved methods of manufacture that have been placed in vogue since I was connected with the home office of the Packard company. There were between 11,000 and 12,000 men at work in the Packard factory when I went there at 7 o'clock one morning, and they remained until 11 o'clock in the evening, with 1000 more men waiting outside the offices to be placed at work in cases of emergency."

"I believe the transportation problem is going to bother us this year. The embargo on freight cars in New England causes shipments of automobiles to Albany, N. Y., where dealers from all over the territory congregate to drive their own cars home. Some factories are also going to fall short of materials that will compel them to pull down their production figures somewhat."

"Within the coming 90 days the automobile industry will pass through an era of combinations that will stagger the entire public," said Mr. Menzies right off the bat on his return. "By the end of another three months I predict that four or five companies will virtually control the automobile output of the entire country. In one deal alone some ten companies will combine and form a \$20,000,000 corporation."

Great Merger Hinted.

Mr. Menzies didn't explain the details of the proposed mergers, but he hinted that the associated companies of the General Motors, the Ford Company, the Studebaker Corporation and the Willys-Overland Company, which already are gigantic organizations, would remain unchanged, and organizations in which possibly both the Cole and Reo companies would figure would be the outgrowth of the present movements among the big car makers.

Mr. Menzies was "kidded" quite a bit last week about the yarns W. C. Garbe, manager of the Oregon Motor Car Company, told on him when he returned from the show recently, and while he refused to come back with a yarn about Mr. Garbe, except to refer rather slyly to a certain taxicab incident, he did come forth with a little tale about his superior officer, Mr. Vogler.

It seems that Mr. Vogler and Mr. Menzies spent New Year's eve in Lansing, Mich., the place where the Reo automobile is manufactured, and that they didn't get home from somewhere until "about 4 P. M. in the morning."

"We hope to have a show here by Tuesday," said Mr. Vogler. "This model is of the seven-passenger variety, with an 18-horsepower motor, a four-cylinder motor and 2320 pounds of weight, with the car ready for the road. The price of this model is \$2750, while the three, four and five-passenger body styles are to sell for \$2700, factory."

Car Is Described.

"Here are some actual and surprising facts about the 'unit car,' as it has been referred to:

"The number of grease cups, the filling of which has always been the bane to the man who drives and cares for his own car, has been reduced to the absolute minimum. The only oil in the whole car. These have been installed in accessible places so it will be unnecessary to crawl face upwards all over the floor of a garage to fill them. The oiling system has been so perfected as a whole that, if a man keeps his gasoline tank, radiator and oil reservoir filled, he may drive 5000 miles or more without further attention. The transmission, rear axle, front axle spindles and clutch release collar run in medium-weight cylinder oil.

"The frame is of peculiar construction found on few motor cars. The running-boards are an integral part of the frame, and the body is fastened directly to the frame instead of to sills, as is the usual practice.

"The spring system is entirely different from that found on 99 per cent of the present-day automobiles. It is called the compound cantilever type. It is said the type eliminates every bit of the side play in the car, allowing the body to move vertically, but not horizontally. The freedom of the car from skidding tendencies is attributed to the spring system."

MILEAGE IN TIRES SOUGHT

Goodyear Branch Manager Explains Object of Company.

"For a long time we have carried to truck owners a campaign showing how proper care of tires makes for increased mileage," says C. H. Williams, branch manager of the Goodyear Tire & Rubber Company.

"We are trying to build mileage into our tires, and have developed improvements and features in them in the last few years which have resulted in motorists getting almost universal satisfaction from them. Common sense and good judgment are as prolific of good results in driving a truck as in any other undertaking—and are just as necessary."

"For some owners Goodyear tires travel 15,000 miles—for others 2000

miles. It seems to me that next to the tire itself, the care given it is the most important factor in obtaining the maximum mileage. Two tires may be made of the same material—yet one may give five times as much service as the other. The difference is that between a good tire plus tire care, and a good tire minus tire care."

HAYNES SEEKING OLD MODEL
New Car to Be Given for Most Antiquated in Service.

"A new Haynes Six awaits the owner of the oldest Haynes automobile in America. The Haynes Automobile Company, the builders of the first automobile in this country, want to find their oldest car now in service. They are going to give away one of their newest models, a 12-cylinder car, for the Haynes automobile of the earliest type which can be found," says H. L. Mann, distributor for the Haynes "Light Six."

"This will be an even trade. To the owner of the earliest Haynes car, we will give one of the new 'Light Six' in exchange for his relic. It is a well-known fact that there are a number of the older models still doing service. Owners of old Haynes cars are requested to send in their names to the factory at Kokomo, Ind., together with complete description of the cars, so that the oldest car may be found as quickly as possible."

BRISCOE COMPANY EXPANDS
Plant Grows Into Corporation
Worth \$6,000,000.

On the eve of the new year A. S. Robinson, manager of the Portland headquarters of the Pacific Kiesel Kar branch, Kiesel Kar and Briscoe dealers, received news from Benjamin Briscoe, president of the Briscoe Motor Company, which Mr. Robinson believes just about the happiest holiday tidings ever. In the first place the Briscoe Motor Company has been expanded into a \$6,000,000 corporation, with Jackson, Mich., as headquarters and in the next place the company has just paid a round million of real dollars for the ownership of forging, motor and axle plants, which means that the Briscoe plant is now a truly manufacturing proposition and not an assembling plant.

"It is much easier to get raw material from a few sources than finished material from hundreds of different sources," said Mr. Robinson yesterday. "The war has put the automobile assembler in the position of being absolutely unable to get two cars to the dealer so he can make any money, dealer so he can make any money."

New Building Rushed for
Studebaker Trade.

W. C. Garbe Has Charge of Operations
of Agency in Portland That
Is Rapidly Growing.



TO take care of the prosperous drift of retail business in the Studebaker car a splendid new building is now being rushed to completion on the northeast corner of Park and Davis streets. The private office in the new building is to have the name of W. C. Garbe, general manager, written across the door in gold letters.

Mr. Garbe returned home recently from a visit at the New York show where his Studebaker patriotism was whittled to a keen edge by sight of the golden chassis exhibited by the Studebaker Company at a cost of \$25,000. Although the first prize against the Portland show, he is entering into this week's exhibition with a full line of cars and with plenty of energy.

Studebaker has two models, a four and a six, continued from last year, has effected greater standardization of parts entering into the two so that production is accelerated and a small supply of spare parts serves for both models. With such an object it is not surprising to find the price of the six out \$400 and the four out \$100. The two bodies are practically alike, although on wheelbases of 112 and 122 inches, the greater length in the six being largely occupied by the engine. The two chassis are practically alike except for this wheelbase difference and also that the rear axle ratio is different and the six uses larger springs. The engine has been redesigned to give greater accessibility, more quietness and more power. Practically the same in general design, the four and the six engines both have their bore increased from 3 1/2 to 3 3/4 inches, with the stroke remaining at five inches.

DURING AUTO-SHOW WEEK.
Startling Low
Prices
ON USED CARS

We have a Limited Stock of High-Grade Used Cars.
We Guarantee Every Car to Be Just as Represented.

\$3550 7-pass. National; runs and looks like new... \$1000
1915 Hupmobile, cost \$1295; runs very little... \$ 825
1915 Ford delivery; it's new, only about 1500 miles... \$ 400
Chalmers 36, new, 1950; 5-pass., electric lights and starter, 5 good non-skid tires, 35 Kellogg pump, four speeds forward, in perfect condition... \$ 500
Late Oakland roadster, overhauled and repainted... \$ 375
Hup roadster, bug-shaped body... \$ 275
Studebaker 20, good condition, newly painted... \$ 250
1912 Maxwell, 4-pass., some buy... \$ 350

We stand back of every car we sell. If you buy a car from us we will treat you so nice you are sure to tell your friends. Let us show you these cars and demonstrate to your entire satisfaction. Terms.

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MOTOR CAR
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21st and Washington. Main 6244



THE CADILLAC EIGHT
THE DODGE BROS. CAR

Our Used Car Department offers the following bargains:

Cadillac touring car, new top and good tires... \$275
Cadillac 1913, 7-pass., electric starter. This car is in splendid condition... \$850
Cole 1913, electrically equipped, at... \$575
Reo roadster, electric lights and very complete equipment... \$400
Chalmers 30 touring car... \$300
Winton Six, self-starter and electric lights... \$550
Marion Racy roadster... \$300
Stoddard light roadster... \$250
Hupmobile touring car, 20-h. p., new tires, bargain... \$250
Auburn roadster, new top and tires, electric lights... \$350
Continental 35-h. p. touring car, at... \$175
Cadillac 1912, elect. starter, \$625
Maxwell light roadster... \$125
R-C-H, late model... \$350
Cadillac 1913, 5-pass... \$700
New Dayton motorcycle, 2-speed, at... \$225
Merkel Twin in good condition \$75

Also many others not listed. Call and inspect our used cars.

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21st and Washington. Main 6244

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Clearing-
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We sell all makes of used cars and parts at bargain prices.

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AUTO CO.
Broadway at Burnside

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Write for Mailing List

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IN USED CARS

BUICK, model 39, 1913, in good condition... \$400
OVERLAND, 1912, 5 passenger, in good condition... \$400
STUDEBAKER SIX, 7 passenger, good as new... \$700
NATIONAL roadster, good as new... \$800
BUICK 5-passenger, 1915, electric lights and starter... \$700

Howard Auto Co.
BUICK DISTRIBUTORS,
Phones Main 1130, A 2550.
14th and Davis.

Fords Fords
Fords
Fords Fords

1914 Ford, 5-passenger, fully equipped, finest condition, Klaxon horn and electric lights, \$295.

1913 Ford, 5-passenger, fully equipped, \$250.

1914 Ford, 5-passenger, fully equipped, just overhauled and like new; electric lights and new tires all around, \$350.

1915 Ford, 5-passenger, fully equipped, in finest condition, \$350.

1914 Ford roadster, with large delivery bed on rear, finest condition, \$295.

1914 Studebaker four, 5-pass., electric lights and starter, \$495.

1913 Auburn 40, 5-pass., \$475.

1912 Chalmers 36, 4-pass., \$350.

1911 Hudson roadster, \$275.

Terms if desired and a year's free service on all minor adjustments.

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MOTOR CAR
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USED CAR
Bargains

MAXWELL "25" 5 PASS.
MAXWELL "SPECIAL" 5 PASS.

WHITE "30," 1914 model, 5 pass., slightly used; looks like new.

WHITE "30" 1911 model, 5 pass., mechanically perfect, with new tires.

CHALMERS, 3 pass. coupe, 4 cylinder; has self-starter and new tires.

1914 CADILLAC, 7 pass., new sent covers, newly painted.

OLDSMOBILE, 7 pass., 40 H. P., 4 cylinder, large, roomy body, good stage car.

WINTON, special chassis, built for stage, ambulance or hearses body.

WE ALSO HAVE
7 pass. Wintons

Ranging in price from \$300 up. Liberal Terms.

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Used Car Department
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STUDEBAKER "30" roadster, just overhauled... \$225

STUDEBAKER-GARFORD, 7 passenger touring car... \$200

STUDEBAKER "5," 7-passenger, electric starter and lights... \$775

STUDEBAKER "20," touring car, fine condition... \$175

STUDEBAKER "25," touring car, 1913 model, first-class condition, at... \$275

FORD delivery car, panel top, at... \$350

REO TRUCK, 1500 pounds capacity, overhauled and repainted, at... \$150

STUDEBAKER "35," touring car, 1913 model, electric starter and lights... \$275

LOCOMOBILE "30," 5-passenger touring car... \$375

CHALMERS "30," roadster, overhauled and repainted... \$350

STUDEBAKER "30," delivery car, canvas top... \$115

FORD touring car, fine condition, electric lights, shock absorbers, master vibrator, extra tire, \$300

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Studebaker Building,
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\$ 50.00 \$425.00

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One 6-cylinder, 5-passenger, electric lights and starter... \$1400

One 6-cylinder, 7-passenger... 1200

One 4-cylinder, 7-passenger... 800

One 6-cylinder Chalmers, electric lights and starter... 700

One 4-cylinder Cadillac... 800

These cars have been left with us by customers who have purchased Twin Sixes.

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APPERSON - JACKRABBIT - 40 horsepower, in first-class condition, just thoroughly overhauled, equipped with windshield, Prest-o-Lite tank and NEW top; tires \$750 all in good condition; price...

STUDEBAKER DELIVERY CAR - Engine and transmission just overhauled; good tires... \$300

NAPIER - Seven-passenger, 90 horsepower, in good running order, and windshield... \$800

MONITOR TRUCK - 1500 lbs., with good tires, engine just overhauled, good top; in good running order... \$300

WHITE STEAM CAR - Seven passenger, in first-class condition... \$300

WHITE STEAM ROADSTER - 20 horsepower, in good running order... \$300

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1915 Mitchell, six-passenger, six-cylinder. This car is modern to date with a lot of extra equipment. Nearly new.

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1913 Mitchell, five-passenger, six-cylinder; rebuilt and painted. A good family car.

1912 Mitchell, two-passenger, six-cylinder; rebuilt and painted. Lots of power and fast.

1911 Mitchell, seven-passenger, six-cylinder. A big, strong car, good for stage.

1915 Mitchell, five-passenger, four-cylinder; modern to date, good as new.

1912 Speedwell, four-passenger, four-cylinder; rebuilt; lots of power.

1912 Stoddard, seven-passenger, four-cylinder. Good rent car. Very fine condition.

1912 Michigan, five-passenger, four-cylinder; electric lights; rebuilt and painted.

1911 Stoddard, five-passenger, four-cylinder; used very little. A fine family car.

1912 Vello, two-passenger, four-cylinder. A high-grade roadster very cheap.

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1915 Ford touring car, good as new... \$395

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1915 Ford delivery car... \$395

1915 Ford delivery car... \$390

1914 Ford one-ton truck... \$770

1914 Ford touring car, self starter, at... \$375

1914 Ford touring car, lots of equipment... \$370

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1916 Dodge Bros. car, practically new.

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In buying a rebuilt Federal you get as much value for your money as in any new truck you could buy. A rebuilt Federal means that it has been completely overhauled, every part critically examined, and when necessary, replaced by a new one. It is painted and finished just like a new truck.

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taken in on sales of Hudson cars, at bargain prices of \$200 and up; terms on part of sale price.

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One 1915 large-size Hudson Seven-Passenger Automobile; a great buy.

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One 1911 Marion, with motor, top, upholstery and paint in good condition; a light car; \$375.

One model G Franklin, with foredoor and tapering hood; a light car; \$375.

One 1912 Haynes; electric lights, generator, extra rim and tire; \$550.