

PRICES OF AUTOS TO JUMP JANUARY

Reo Sales Manager Predicts Virtually Every Standard Car Will Cost More.

MATERIALS STILL SCARCE

High Price of Labor in Eastern Market Another Prospect for Years After War Is Also Forecast.

The price of virtually every standard make of automobile will be raised on or about January 1, according to a prediction made by Reo last Tuesday by R. C. Rueschaw, sales manager of the Reo Motor Car Company...

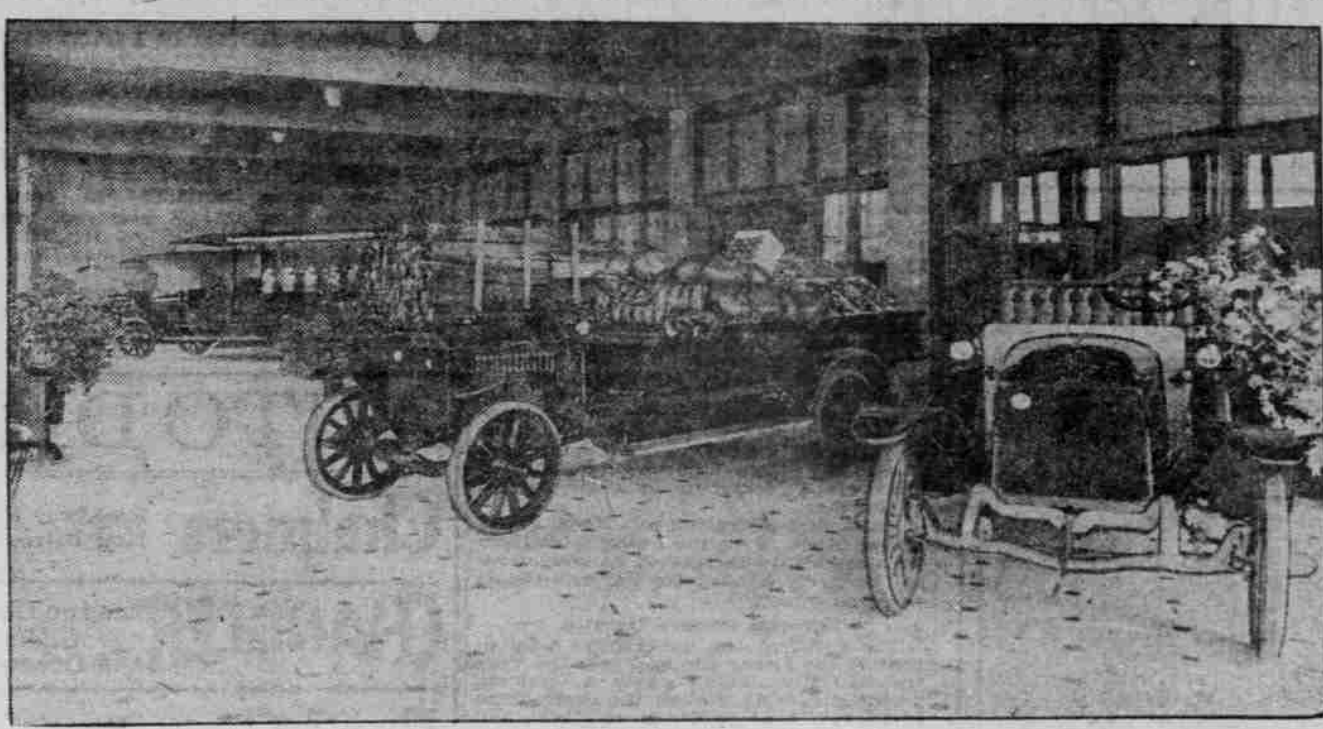
Government Buys Trucks. A contract has just been closed by the Reo factory for the delivery of all three-quarters ton trucks...

Mr. Rueschaw is accompanied on his swing around the circle by J. C. Brandt, more, one of his ablest lieutenants and one of the best known and most popular young men in the automobile industry...

High Standard Maintained. In the making of automobiles we have developed and must use only the highest possible grades of alloy steels...

Difficulty Over Race Settled. SANTA MONICA, Cal., Nov. 4.—The controversy which has arisen between the city of Santa Monica race committee and the Board of Public Works...

PRODUCTS OF THE FARM ARE DISPLAYED ON MOTOR TRUCKS AT PRIVATE SHOW IN PORTLAND.



INTERIOR VIEW OF KISSELKAR BRANCH SALESROOM, WHICH WAS VISITED BY MANY TRUCK PEOPLE LAST WEEK.

Cordwood, milk cans, pumpkins, apples and boxes of chocolate were loaded high on the bodies of the Kissel trucks on display at the first annual commercial car show staged last week in the store of the Pacific Kiselkar Branch...

Prosperous Years Predicted.

"With the shelves empty in every line of business and the cash boxes full, with stocks to be replenished and the wherewithal to buy, I can't see anything to it but good times for many years to come."

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SALES MANAGER OF PROMINENT EASTERN AUTOMOBILE FACTORY VISITS PORTLAND AGENTS.



R. C. Rueschaw.

sales organization is the smallest in the industry. Mr. Rueschaw, with only six assistants, this year markets an output of \$35,000,000.

BUSINESS BASIS AIM

Committee to Seek to Take Roads Out of Politics.

NEW LAWS MAY BE ASKED

Proposals for Highway Management, Increased Taxes on Automobiles and Designation of Roads to Be Considered.

Highway matters are to be removed entirely from political influence and placed on a strict business basis with a definite programme mapped out, if the hopes and plans of the Oregon good roads committee, organized in Portland last week, are carried out.

O. W. Taylor, of Portland, was elected president of the committee at the organization meeting. C. E. Spence, of Oregon City, vice-president; Robert E. Smith, of Roseburg, secretary; and J. C. Ainsworth, of Portland, treasurer.

CALIFORNIA ROADS VIEWED

Hupmobile Tourists Report Covering Distance of 9756 Miles. FRESNO, Cal., Nov. 4.—(Special.)—The Hupmobile United America road tour reached Fresno Monday morning after a week spent in California...

FACTORY HAS FINE OFFICE

Administration Building of Willys-Overland Company Is Handsome.

Towering far above acres of factory buildings on the western outskirts of Toledo stands the new, white administration building of the Willys-Overland Company—another center of automobile activity.

It is a large and commodious building of seven stories, with more than 160,000 square feet of floor space, every detail of which is planned so that the tremendous task of carrying on the business of making, selling and keeping up more than 400,000 Overland and Willys-Knight cars in use in all quarters of the globe may be more effectively carried out.

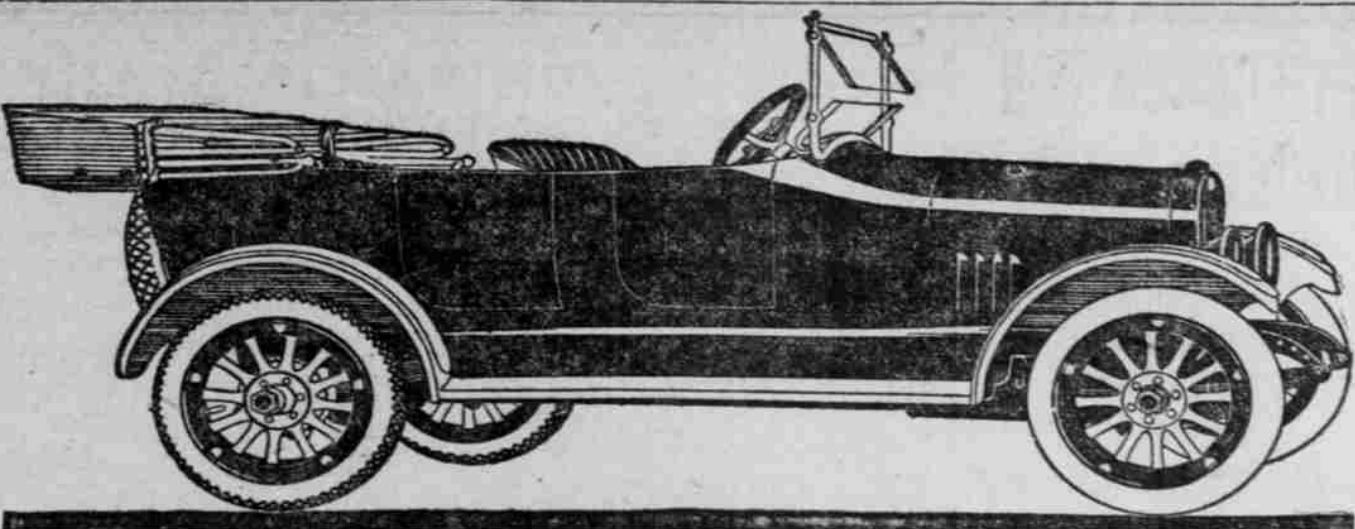
STARTING, STOPPING COSTLY

Amount Is in Proportion to Weight of Automobile.

How much does it cost to start and stop your motorcar? What is your car's cost in starting and stopping a dozen to 50 times each day?

New Car Owners in County

ACCORDING to the records of M. O. Wilkins, president-manager of the Dealers' Motorcar Association of Oregon, the following temporary police permits were issued in Portland last week...



\$695. F. O. B. Flint, Mich. Westinghouse Electric Starting and Lighting. "It Has the Stuff in It" It has the stuff in it—a sincere, rock-bottom tribute shorn of frills—a tribute that the thousands of Dord owners pay to this honest, sturdy car.

It means that under the external beauty and comfort of the Dord is strength—quality—backbone—energy. It means that the Dord is honest in construction and design. It means that the Dord has made good and proved its ability under every condition of service.

See the 1917 Dord at our showrooms. NORTHWEST AUTO CO. Broadway at Couch, Portland, Oregon. F. W. VOGLER, Pres. C. M. MENZIES, Sales Mgr. DORT MOTOR CAR COMPANY, Flint, Michigan "Built in Flint"

Some unoccupied territory is open for dealers in the Pacific Northwest. Write for free particulars.

RESORTS SNOWED IN

Motoring to Government Camp Likely Ended This Year.

OVERLAND THOUGHT LAST

Preparations Being Made by Hosts on Slopes of Mount Hood for Winter Sports and Charge at Toll Gate Suspended.

What automobile is to gain the distinction of being the last one in and out of Government Camp during the year 1916?

Next to the Presidential election and a few other minor matters, this question appears to be the absorbing topic among automobile competitors for stunt honors.

That is, perhaps no motoring party will "make" Government Camp unless a crew endowed with the grim determination of the Frank C. Riggs gang of late November, 1915, make up their minds to convert their automobile into a snow plow and crowd the snow banks aside by sheer force of resistance.

Mr. McLeod and his party win the "last-car-in" distinction for 1916, they will come by it quite innocently. Bound for the glaciers to take some pictures, Mr. McLeod, with B. C. Markham, of Pike & Markham; Jack Sneed, T. R. Conway and Robert Williams, left Portland Saturday a week ago at 7 o'clock P. M., arriving at the camp at 10 o'clock.

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PAIGE CARS WIN TWO AWARDS

Diploma and Medal Given for Excellence at San Francisco.

Announcement has just been made of the distinctions won by Paige cars at the Panama-Pacific International Exposition held in San Francisco last year to signalize the completion of the Panama Canal.

The Paige-Detroit Motor Car Company made an elaborate exhibit of its various models at the Exposition and the authorities have awarded this company two noteworthy distinctions, a diploma of award and a bronze medal.

These two awards are made because of "the general excellence of Paige cars." In comparison with similar competing products.

The Paige is thus rapidly increasing its collection of awards and trophies, having but recently added the perfect certificate of the Lake Tahoe endurance run and the silver cup for climbing Mount Hood, to the highest point ever reached by any motor car.

The work connected with the issuing of awards granted at an exposition as large and comprehensive as that held on the Pacific Coast in 1915 is very formidable and each product has to be taken in turn—which accounts for the fact that the Paige honors are only just announced.

F. W. VOGLER ON TOUR

FIRST VISIT OF DEALER WILL BE TO FLINT, MICH.

Plants at Other Cities on Itinerary Where Arrangements for Deliveries Will Be Made.

Fred W. Vogler, president of the Northwest Auto Company left last week for the centers of automobile production. His first stop will be at Flint, Mich., where the Dord car is manufactured.

From Flint Mr. Vogler will visit the home of the Reo at Lansing for the purpose of discussing the forthcoming Reo Six and the hurrying forward of the trucks now being built for business concerns of Portland.

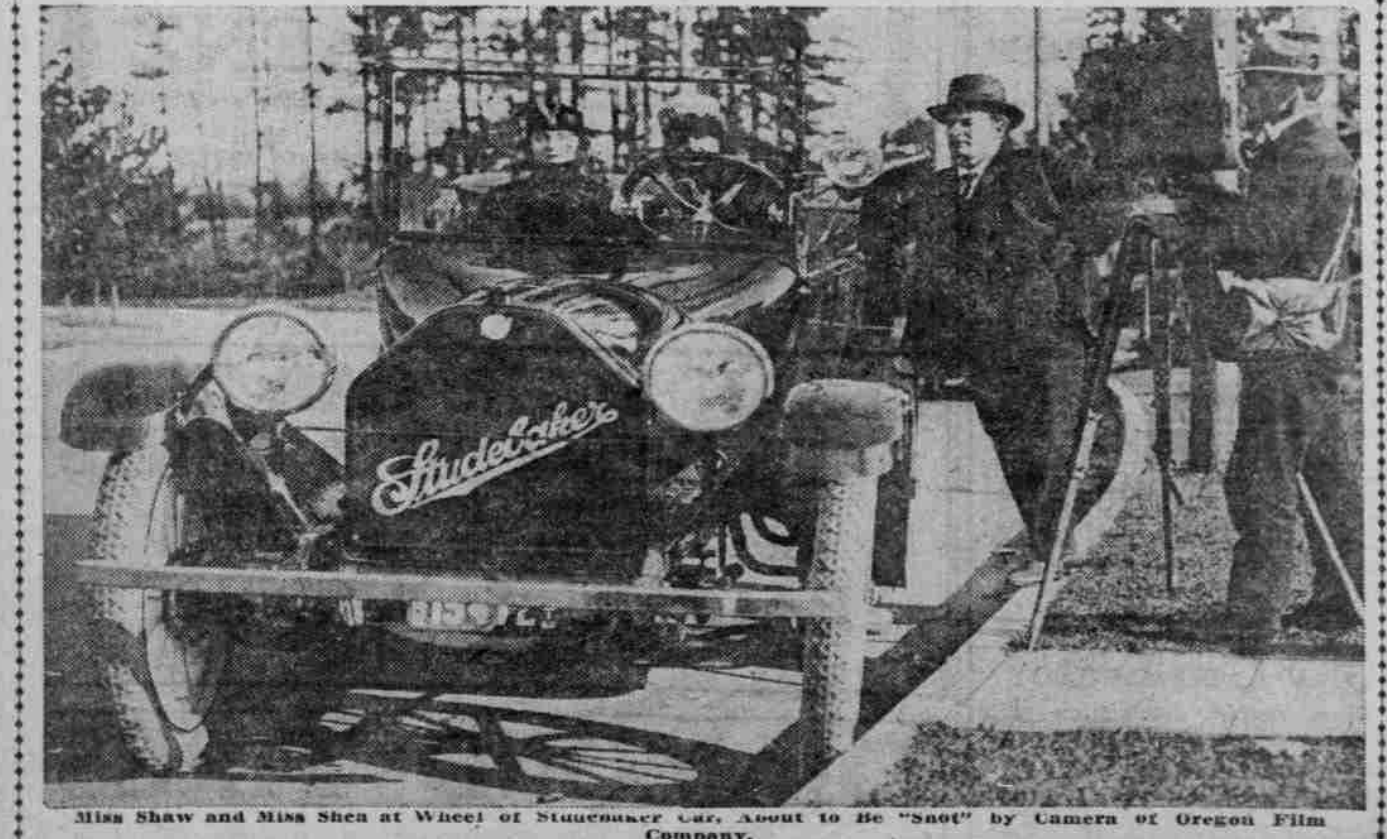
At Indianapolis are located the Cole and the Marmon plants and his chief reason for visiting that city is also to hurry forward the regular models as well as the individualized cars being produced there for those who prefer custom jobs rather than the standard finish and equipment.

Mr. Vogler will bring with him on his return the latter part of the month photographs and drawings of the best service garages and shops in the East to be used by him and Sales Manager C. M. Menzies in planning the big building to be erected on Broadway for this company.

BETTER ROADS ARE ASSURED

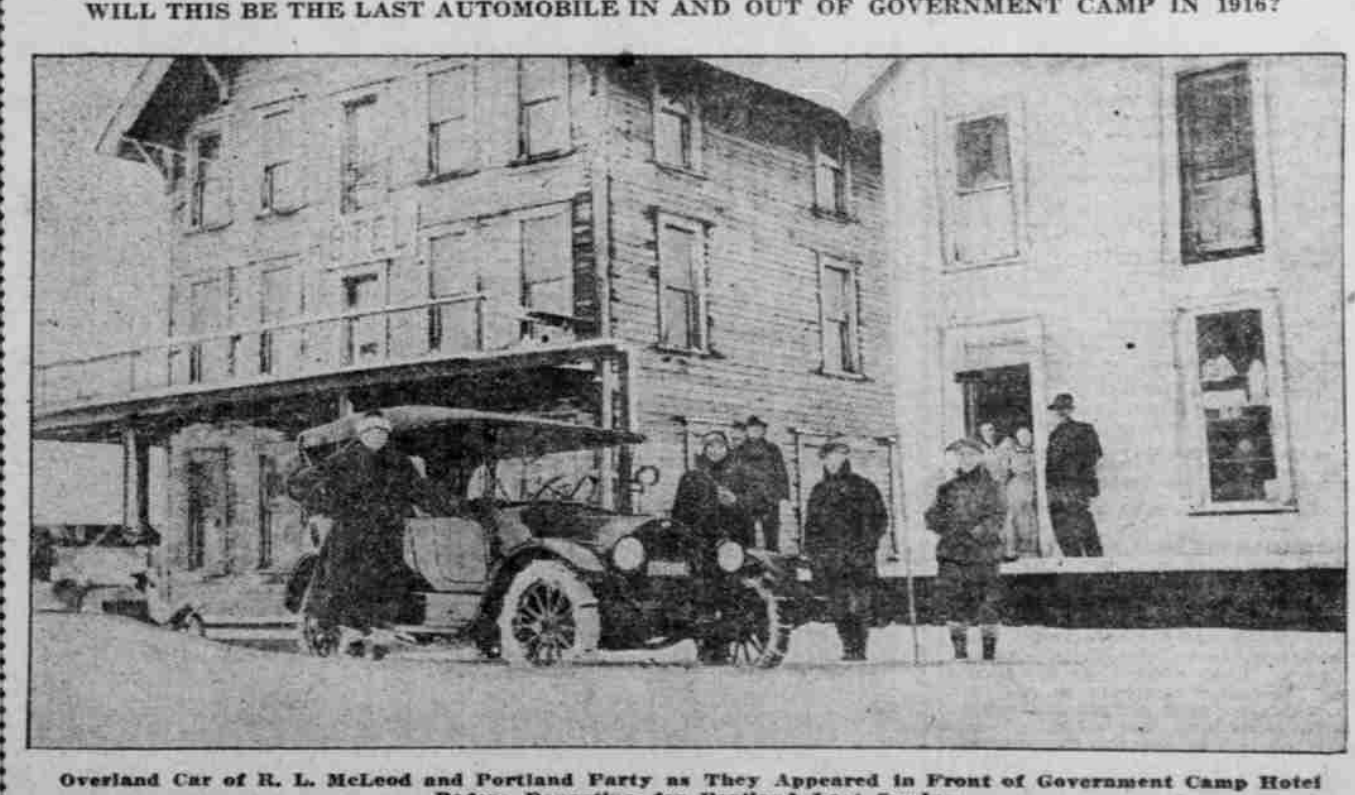
Kisselkar Manager Talks of Impetus to Business. "Now that both Hughes and Wilson have declared themselves enthusiastically for more good roads we know that, whatever happens in the November election, the most powerful National influences will be exerted to promote this great work," says A. S. Robinson, the Kisselkar branch manager.

PORTLAND GIRLS STAR IN MOVIE FILM STAGED IN LAURELHURST DISTRICT.



Miss Shaw and Miss Shea at Wheel of Studebaker Car, About to Be "Shot" by Camera of Oregon Film Company.

WILL THIS BE THE LAST AUTOMOBILE IN AND OUT OF GOVERNMENT CAMP IN 1916?



Overland Car of R. L. McLeod and Portland Party as They Appeared in Front of Government Camp Hotel Before Departing for Portland Last Sunday.