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

MATERIALS STILL SCARCE

fligh Price of Labor in Eastern Market Another Factor-Prosperity 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 in Portland last Tuesday by R. C. Rueschaw, sales manager of the Reo Motor Car Company, while in conference with F. W. Vogler and C. M. Menzies in the offices of the North-

M. Menzies in the offices of the North-west Auto Company.

Mr. Rueschaw figures that the de-mand for automobiles will be increased materially next year, but that produc-tion cannot be as large, due to a con-tinued scarcity of materials and the fact that there is now no cheap labor to be had on the Eastern market, due to the rush of factories on war orders. He also predicts that the railroad car He also predicts that the railroad cars shortage will grow worse rather than better during the coming 12 months, and points to the fact that while there was a shortage of only 7000 cars a year ago, that now the shortage is 40,-000 cars. This situation will not only hinder automobile manufacturers in distributing the finished products, but also in assembling raw materials. Recently 875 Reo cars have been delivered overland by dealers, who went to the factory ready to drive the cars that the factory ready to drive the cars that the same of the factory ready to drive the cars the same of the factory ready to drive the cars that the same of the factory ready to drive the cars that the same of the factory ready to drive the cars that the same of the factory ready to dr factory ready to drive the cars

the Reo sales manager owns nearly to ment against the popular cry that all of the money "made" in the automobile industry nourishes the Eastern centers. Together with his associates, the Reo sales manager owns nearly \$200,000 worth of timber in Oregon and operates a \$35,000 fruit ranch in the North Yakima country. He says he is coming to Oregon for the next Pendleton Round-up without tail. He had hoped to come this year, but unforeseen circumstances prevented.

The Reo sales head is famous as be
The Reo sales manager owns nearly \$200,000 worth of timber in Oregon and operates a \$25,000 fruit ranch in the Round-up without fail. He had hoped to come this year, but unforeseen circumstances prevented.

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seen circumstances prevented.

The Reo sales head is famous as being, in point of service with the one company, the oldest sales manager in the automobile industry, and he is undoubtedly one of the best informed. He has a genial personality and is a

He has a genial personality and is a gold mine of information.

"This is my annual swing around the circle," he said, "and my trip will take me from Lansing to the Pacific Coast by the Northern route and back by way of Salt Lake and Denver. I will have time to stop at only the principal cities along the route, but will have the pleasure of meeting several hundred Reo distributors from various other points.

Distribution Is Problem

The principal purpose of my trip is to study conditions and to lay our plans for distribution for the coming year, but I find myself occupied most-ly with the task of conciliating dealers nd distributors who have been unable o get enough Reo cars to supply their

"During the past year the Reo busi-ness increased 50 per cent. However, that isn't much of an increase in a business where delirium seems to be the normal state. We could easily have increased our business 300 per cent if demand was any criterion,

"I want to say this, though," and for moment the sales manager was dead-serious, "that this was the worst of years in which to try to increase

High Standard Maintained,

'In the making of automobiles we have developed and must use only the highest possible grades of alloy steels. Only those concerns who were 'covered' months in advance for these materials could hope to get their normal requirements this year. When it came to doubling or trebling the quantity, it

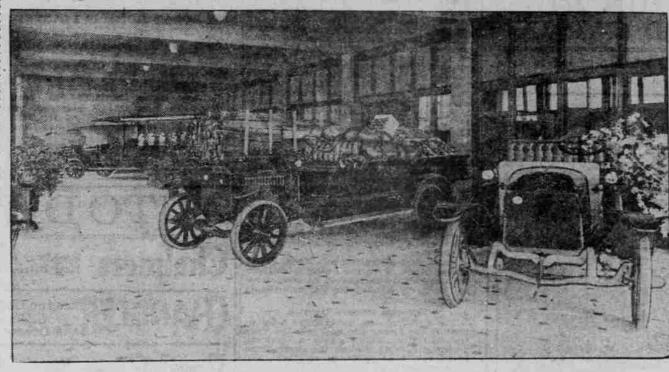
Difficulty Over Race Settled. resolved itself into a matter of substi-tuting poorer materials. "This we Ree folks would not do. We

resolved itself into a matter of substituting poorer materials.

SANTA MONICA, Cal., Nov. 4.—The controversy which has arisen between the city of Santa Monica race committee and the Board of Public Works of Los Angeles will be settled in the near future, is the information given on the Reo standard, and while it has been most discouraging at times in the past few months to turn down orders and to try to placate distributors, nevertheless I feel certain that the Reo policy will, in the long run, fully vinal dideate itself. We would rather distance of the state were appointed to serve on the general body.

CALIFORNIA ROADS VIEWED Hupmobile Tourists Report Covering Despite all rumors to the contrary, the races will be run as scheduled, if it is necessary that that portion of the course lying within the Los Angeles city limits be eliminated. This is possible, according to E. E. Randall, manager of the contest, without impairing the spectacular or fast features of the course lying which as detour was made from the regular route to take in San Francisco and Los Angeles, as well as to travel

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 PEO-PLE 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 KissalKar Branch, at Davis street and Broadway. There was a rule against stealing apples, but it was violated many times, so 'tis said. And to make things right, A. S. Robinson, manager of the branch, opened up his heart on Halloween night and served cider, doughnuts and apples.

Mr. Robinson left late in the week for Seattle and also will tour Eastern Oregon before returning to Portland to pack his suitcase and start for Southern California, where he is to act as a judge at the big Vanderbilt cup and grand prix races.

· Prosperous Years Predicted. "With the shelves empty in every Government Buys Trucks.

A contract has just been closed by the Reo factory for the delivery of all the Reo factory for the delivery of all the wherewithal to buy, I can't see the Reo factory for the delivery of all the wherewithal to buy, I can't see

SALES MANAGER OF PROMI-NENT EASTERN AUTOMO-BILE FACTORY VISITS PORTLAND AGENTS.



SANTA MONICA, Cal., Nov. 4 .- The

PORTLAND GIRLS STAR IN MOVIE FILM STAGED IN LAURELHURST DISTRICT.

effected by representatives of 11 civic bodies of the state who answered the call sent out recently by Robert E. Smith, secretary of the State Taxpayers' League.

The members of the committee, through their executive officers, expect to map out a programme for the improvement of state highways which they are to submit to the next State tray to designate the highways which are properly entitled to state support, in conjunction with the Federal aid made possible under the Shackleford law.

The officers of the committee will also try to determine whether or not the present highway laws should be

the present highway laws should be recodified and who should be placed in charge of the highway management. They are to consider also the feasibility of raising the present taxes on automobiles, the funds accruing there-from to be devoted to general road

W. Taylor, of Portland, clected 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, E. E. Brodie, J. F. Daly and J. D. Brown form the executive committee, each results of the property of the committee, and the committee of the committ

gented at the gathering by two delegates: Portland Chamber of Commerce, State Grange, State Realty Association, State Taxpayers' League, State Bankers' Association, State Hotelmen's Association, State Federation of Labor, Portland Automobile Club, Association of Dally Newspaper Publishers, State Editorial Association and the Farmers' Union. At the conclusion of the gather-ing the names of 15 prominent citizens representing communities in various parts of the state were appointed to serve on the general body.

Camera of Oregon Film

over both the Coast and valley routes

DUSINESS BASIS AIM

over both the Coast and valley routes to Southern California from Sacramento. The party went to San Francisco to be the guests of the Lincoln Highway officials. Next the tourists proceeded to Santa Barbara, where the film people took charge.

Harry von Meter, one of the American stars and an enthusiastic auto driver, met the party at Santa Barbara and escorted them to the Los Angeles City Hall, where the message from Mayor Kloph, of San Francisco, was delivered to Mayor Woodman, of Los Angeles.

In the evening the members of the party—C. E. Salisbury, George R. Lipe, W. A. Krohn and J. S. Patterson—were the guests of P. H. Greer and H. C. Roblins at the Los Angeles Automobile Show. The party started north for

Show. The party started north for Carson City, making Bakersfield for the night stop. Carson City was reached Tuesday noon and Reno for the night. Every member of the party is enthusiastic over California roads, which they declare are the best of any state so far visited. Total mileage to date,

FACTORY HAS FINE OFFICE

Administration Building of Willys-Overland Company Is Handsome.

Towering far above acres of factory good roads committee, organized in buildings on the western outskirts of Toledo stands the new, white administration building of the Willys-Overland Company-another center of automo-

of sandstone and brick, terra cotta anu granite ornamental coping and frim-mings, the building gives the appearance of simple strength and solidity.

STARTING, STOPPING COSTLY Amount Is in Proportion to Weight

of Automobile.

How buch does it cost to start and stop your motorcar? What is your annual bill for starting and stopping a dozen to 50 times each day? Every owner is interested, some more chairman of a sub-committee

The following bodies were repreis a fact that most owners consider that all of the expense of the machine is incurred while it is running. Very few probably ever stop to consider there is a real actual charge incurred in starting and stopping a machine and that this cost is almost in direct proportion to the weight.

New Car Owners in County

CCORDING to the records of M. O. A Wilkins, president-manager of the Dealers' Motorcar Association of Oregon, the following temporary police permits were issued in Portland last week to the purchasers of new cars pending the arrival of the official state license tags from Secretary of State Olcott:

J. Newman, 51 First, Dodge, D. Fritz, Troutdale, Route 1, Ford, M. Donaldson, Vogan Candy Company,

Julius Ramdanzo, 41 North Second, Bris-Mrs. H. Charlton, 147 North Twenty-first, Mrs. M. C. Welford, 581 Weldler, Chand-P. H. Sanderron, Broadway Dye Works, ell Smith, Northwestern Bank build-

J. S. Moltsner, 474 Everett, Ford.
O. B. Henson, Menlo Hotel, Overland.
Jay Smith, Marshall-Wells Company, Hud-

Dave Dapp, 174 Grover, Ford.

J. S. Brown, 674 Hood street, Ford.

A. S. Wilcox, 14 Tweifth street, Maxwell.

B. B. Brumwell, 1903 Foster coad, Ford.

J. W. Neudel, Mater & Frank Co., Ford.

Herbert Gordon, 57 Fourth, Chandler,

B. E. Manning, Ninth and Hoyt, Studeter. Rev. J. H. Boyd, Thirteenth and Alder, W. H. Crullers, Northwest Steel Company, Frank J. Stebinger, Inman-Poulsen Lum

Frank J. Steolinger, Ininan-Pousen and Company, Ford.
Gus Emrich, 125 North Sixteenth, Ford.
Elsie Braun, 1983 Tillamook, Ford.
Hertha Stewart, Reed College, Ford.
Charles L. Owens, Evening Telegran

R. Wright, Hillsdale, Or., Ford. L. Benbow, 608 Beck building, Ford. E. Van Deusen, E. & W. Lumber C.

George H. Olten, 1045 Chamber of Con-erce, Hupmobile.



Motoring to Government Camp Likely Ended This Year.

Year 1916?

tion appears to be the absorbing topic among automobile competitors for stunt honors. Insofar as known, the Overland model \$3, owned by R. L. McLeod, of the B. F. Goodrich Rubber Company, was the last car to reach the camp and return, and there is said to be every likelihood that cars will no longer this season be able to ascend the famous Laurei Hill leading to Government Camp.

ernment Camp on account of snow.

That is, perhaps no motoring party
will "make" Government Camp unless a crew endowed with the grim de-termination of the Frank C. Riggs gang of late November, 1915, make up their minds to convert their automo-bile into a snow plow and crowd the snow banks aside by sheer force of re-Exposition held in San Francisco last sistance. There never has and perhaps year to signalize the completion of the will not soon be another snow fight panama Canal.

The Paige-Detroit Motor Car Com-

parts of as many nights.

Trip Made Week Age.

If 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 Portiand Saturday a week ago at 7 o'clock P. M., arriving at the camp at 10 o'clock. Much of the road leading to the mountain was wet, but they found they didn't need chains.

As announced in The Oregonian a fortnight ago, the residents along the Mount Hood road have banded together to finance repairs that will just announced.

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 climbust of the ing 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.

National influences will be exerted to promote this great work," says A. S. Robinson, the KisselKar branch man, ager.

When the candidates for office voluntarily assume this position it is a certificate of the Lake Tahoe endurance are run and the silver cup for climbust of the perfect of the Lake Tahoe endurance are run and trophies, having but recently added the perfect of the Lake Tahoe endurance are run and trophies, having but recently added the perfect of the Lake Tahoe endurance are run and trophies, having but recently added the perfect of the Lake Tahoe endurance are run and trophies, having but recently added the perfect of the Lake Tahoe endurance are run and trophies, having but recently added the perfect of the Lake Tahoe endurance are run and trophies, h

make the road to the mountain virtually an all-Winter proposition. The notorious Cherryville and Whisky Creek Hills have been well planked with new lumber and there now remain only a few places to be remedled, Mr. McLeod says. Work was dropped for a while because the ground was too hard, making the job of digging out a trough for the stringers difficult, but the rain has helped this situation and the prospects are that the repair job will be completed shortly.

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

First Snow is Encountered.

When the Portlanders awoke at Government Camp Sunday morning the first snow, of the season was falling and when they left for home late in the afternoon, after making a trip up to the timber line, there was a stand of seven or eight inches of snow.

"We had to put on all four of our anti-skid chains to plow through the snow coming down the hill and at the rate snow was falling I believe no other cars will make the climb up the hill again this season," said Mr. Mc-Leod. "The last snow of any depth was at Twin Bridges, above which point it is usually impossible to motor

What automobile is to gain the dis-inction of being the last one in and purpose of discussing the forthcoming for the feed at lansing for the purpose of discussing the forthcoming for the feed at lansing for the purpose of discussing the forthcoming for the feed at lansing for the purpose of discussing the forthcoming for the feed at lansing for the feed at lansing for the purpose of discussing the forthcoming for the feed at lansing feed at lansing for the 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
mountain are preparing more than ever

Diploma and Medal Given for Ex-

cellence at San Francisco. Announcement has just been made

bers of the Frank C. Riggs Company, who sent their Jeffery car through nearly 10 miles of snow, of depth measured by feet. It was a valiant fight, led by a valiant leader, Mr. Riggs, and it endured four long, wet days and parts of as many nights.

The Made Week Area

FIRST VISIT OF DEALER WILL BE TO FLINT, MICH.

Plants at Other Cities on Itinerary Where Arrangements for Deliv-

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 ustom jobs rather than the standard custom jobs rather than the standard finish and equipment. Before returning home the plant of the Stewart truch at Buffalo, N. Y. will be visited, as this department of the Northwest Auto Company has developed into one of its strongest lines.

Mr. Vogler will bring with him on

his return the latter part of the month service garages and shops in the East to be used by him and Sales Manager C. M. Mensies 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 enthusianhave declared themselves challed 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 man-

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.