

SITE FOR \$300,000 AUTO HOME SOUGHT

Fred W. Vogler Returns From East After 30-Day Trip as Optimistic as Ever.

QUARTERS ARE TOO SMALL

President of Northwest Company Portland Distributors Declares Eastern Capital is Seeking Places for Investments.

After a trip of 30 days among the automobile centers of the East, Fred W. Vogler, president of the Northwest Auto Company, distributor of Marmon, Coles and Reo, is more of an optimist than ever. In fact, he had no sooner placed his feet back on Portland soil a few days ago than he commenced figuring on a location for the new three-story building which is to be built for his company on a lower Broadway corner at a cost of about \$300,000.

The present quarters of the Northwest Auto Company at Couch street and Broadway are too small for the needs of the company's business and Mr. Vogler insists that he have more room in which to spread out.

Mr. Vogler's first stop after leaving Portland for the East was in Idaho where he closed out his interests in the Idaho Lumber Company, which has sold its chain of some 14 lumber yards to the Weyerhaeuser interests for a sum of about \$750,000. Mr. Vogler organized the Idaho Lumber Company about 20 years ago on \$1000 capital and was president of the company until a few years ago. At the time of sale he still owned a one-seventh interest.

Michigan Also Visited. From Idaho Mr. Vogler went to Lansing, Mich., where he inspected the new additions to the Reo plant and then stepped across to Flint, Mich., where the

MR. RIGGS ANNOUNCES SALE OF HIS COMPANY INTERESTS TO A. P. NUTE, OF SEATTLE.

I have just sold my interest in the Frank C. Riggs Company to Arthur P. Nute, the Packard dealer in Seattle, who operates in that city as the Northwest Motor Company," said Mr. Riggs yesterday as he boarded the Overland special train at the Union Depot in Toledo, O., where he is to become an executive official of the Willlys-Overland Company.

"I understand the business in Portland is to be continued under the name of the Frank C. Riggs Company, the only change being that Mr. Nute takes over my stock interest and assumes the presidency. Both E. A. Clark, vice-president, and J. A. Howard, secretary and treasurer, retain their stock interest in the Frank C. Riggs Company, and there will be no change in the personnel of the existing business.

"The business will be continued in the same location where we have been for the last six months. Mr. Nute is a man of splendid character and reputation in his home city, and has built up a splendid business selling Packard and Hudson cars in Washington."

manufacturers of the Dort car have completed and occupied three additional new buildings within the last six months.

One of his main objects in going to Flint was to arrange for increased shipments of the Dort line to the new territory. Starting the first of December the shipments of this make auto to the Northwest Auto firm will be a minimum of 100 cars every 30 days.

He spent election evening at the Detroit Athletic Club as the dinner guest of Reo officials and says that within conversational distance of this table were representatives of two hundred millions of dollars' worth of automobile capital.

The Stewart factory at Buffalo was next visited and he was there the officials selected an offer for their plant which carried with it a bonus of \$200,000 over the inventory.

The big impression that Mr. Vogler brought back with him was the fact that Wall-street interests are seeking new sources for the employment of capital and are looking to the automobile industry for these opportunities.

As an example of this he cites the case of a small factory in Chicago, Detroit, Mich., with a capacity of about one truck a day. The head of this plant phoned a firm one morning in Detroit asking him to raise a few thousand dollars for him.

This friend mentioned it to two or three of his cronies at lunch that day and in the afternoon the first man was on his way to Charlotte and the next morning he had purchased the plant for himself and grain to ship to him. Within a week a stock list of \$250,000 was over-subscribed and arrangements completed to move the plant to Lansing with facilities for 30 trucks a day.

In concluding his story Mr. Vogler said: "Going and coming across country it seemed to me like one endless procession of freight cars. I saw auto loaded in flat cars, hay in coal cars and even grain on flats covered with canvas. I saw more activity in industrial and financial lines than I have ever seen in the East before and I found countless people looking toward the Pacific Coast both for investment and homes.

Great Future is Predicted.

"I believe that the Northwest with its lumber and grain, its shipbuilding and its world-wide ports open to peaceful traffic, its tourist attractions, has before it the greatest opportunity any part of the world has ever seen, but I also believe that before we can enjoy this unmeasurable opportunity our lawmakers as well as our individual citizens indicate in no uncertain manner that capital is welcome here and will be given a fair deal when it comes.

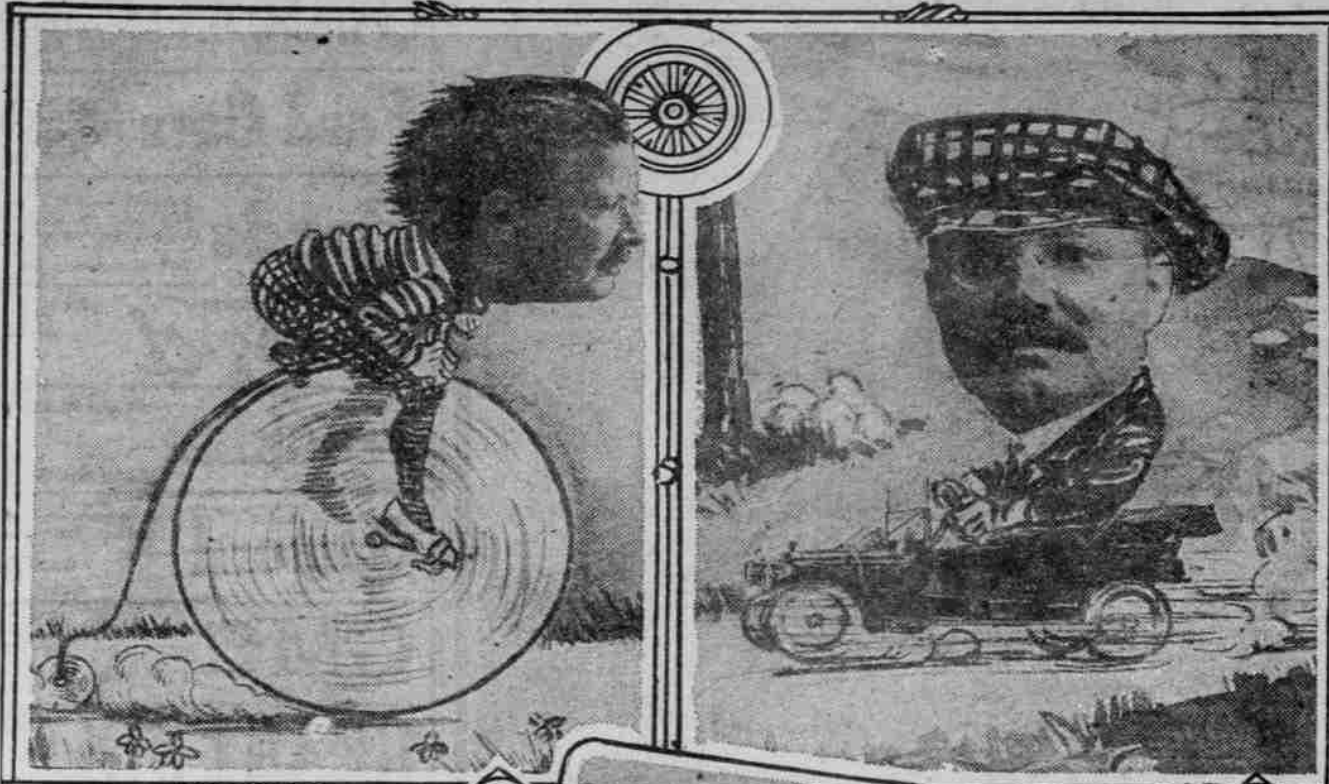
"I have noticed the caliber of the men elected to our next Legislature and I am confident that they will do the right thing here as well as their obligation to Congress to do its share for the Northwest in a national manner."

New Road is Opened.

A new tributary to the Lincoln Highway was opened last month in the Arrowhead Trail in Utah, which has now been completely reclaimed. The first tour along the new route was made a few days ago from San Bernardino, Cal., to Salt Lake City by the engineer in charge of construction, Charles A. Egleston, in a Chevrolet touring car. The route was declared perfect for pleasure car travel at all points.

PORTLAND AUTOMOBILE CIRCLES WILL MISS FRANK C. RIGGS, WHO IS CALLED EAST

Executive Chair in Administration of Affairs of Willlys-Overland Company, Reputed to Be Largest Motor Vehicle Plant in World, Is to Be Filled in Toledo, Ohio—West to Be Visited Frequently.



BY CHESTER A. MOORES. THE general mechanism of the local automobile industry loses one of its most notable, most efficient and most forceful human "cylinders" and the city of Portland is deprived of one of its most loyal citizens and fervent cheer leaders by the departure of Frank C. Riggs, who is now on his way to Toledo, Ohio, where he is to occupy an executive chair in the administrative offices of the Willlys-Overland Company, reputed to be the largest automobile plant in the entire world.

Yes, Frank Riggs has left Portland's motor row, and while every well-wisher of Portland regrets his exit, all his countless friends, as well as those who know of him only by his accomplishments by reason of contact with his radiating personality, rejoice in the news of the signal recognition that has been accorded him.

But Mr. Riggs has not forsaken Portland completely. After he arranged some few weeks ago to make his new connection with the manufacturers of the popular Overland automobile, his old friends, John North Willlys and Harry Thatcher Dunn, president and vice-president, respectively, of the Overland factory, asked him if he wouldn't like to take charge of some territory other than the Pacific Coast, which was left open by the recent resignation of A. D. Plughoff. The reward elsewhere might have been greater, but Mr. Riggs voiced his everlasting affection for the Pacific Coast and asked to be assigned jurisdiction over those zones of the great company which he occasionally during the year.

Under the new arrangement Mr. Riggs is to rotate the Western field from the factory at Toledo, but his duties will bring him to the Coast for three or four months during the year, and he will be in the city for several months last year. Mr. Riggs has left yesterday with the Overland dealers on the special train bound for the Union Depot in Toledo, O., where he will move from Portland for several months, perhaps not until next Fall, as Mr. Riggs will travel much of the time, especially during his early months in office.

Before going East Mr. Riggs arranged to dispose of his interests in the Frank C. Riggs Company, the distributing agency for the Packard Twin Six and Packard trucks and the Detroit Portland and Packard dealers in this territory, and together with W. C. Garbe, he organized the Oregon Motor Car Company four years ago, remaining as president of both organizations until his decision to accept the Overland berth.

Business Career is Varied. Mr. Riggs was born in Illinois in 1887, and for several years gained his first business experience in the general merchandise business in his father's four stores in Illinois. Afterward he went to Chicago, where he was engaged in the men's furnishing goods business, both retail and manufacturing. He was assistant office manager of A. G. Gage & Co. and assisted in closing up the affairs of that concern after its failure.

Being an enthusiastic bicycle rider, he connected himself with the Pope Manufacturing Company in Chicago and was afterward associated for several years with the Kenwood Manufacturing Company in Chicago, and with E. C. Stearns, of New York. While connected with the latter concern, John Willys, the present Overland head, was one of his customers, his purchasing ability at that time amounting to a dozen bicycles a year.

While with the Stearns Company Mr. Riggs had charge of the first continental bicycle relay race in 1896, when the run was made from San Francisco to New York in the fast time of 15 days. For three years Mr. Riggs held the record for the bicycle run from Chicago to Milwaukee, made in one day by the old-fashioned "bikes" with hard tires, and it was not beaten until after the introduction of pneumatic tires.

First Exclusive Auto Store Ruled. Mr. Riggs' first experience in the automobile business was in 1902, nearly 14 years ago, as the representative of E. Metzger, the Cadillac dealer in Detroit. At that time Mr. Riggs had charge of the first exclusive automobile store building in the United States, with E. Metzger as manager. It was the first Cadillac model ever built, a one-cylinder rig, won the speed race at Grosse Pointe track, Detroit. He still has the side seat which was awarded as the prize for that event, and his picture on the seat of this car is one of the few relics he has saved from the olden days. Mr. Riggs had to maintain a speed of only about 30 miles an hour to beat all competing machines in that famous event.

Mr. Riggs left the Metzger Company to accept the vice-presidency of the Flak Rubber Company in Chicago, high their "western" office in Chicago. At that time and even now Harry T. Dunn, vice-president of the Willlys-Overland Detroit factory, is the man who now pays an annual premium of \$50,000 on life insurance amounting to \$1,800,000, was president of the Flak Rubber Company. Later Mr. Riggs returned to the motorcar field in charge of the commercial department of the Packard Motor Car Company and was afterward in charge of the entire sales department, leaving the Packard Company July 10, 1909, to go into business for himself in Portland, the city of his choice.

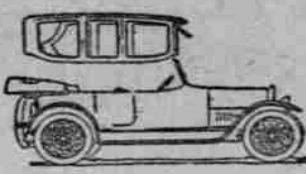
Mr. Riggs has always been a strong booster for everything about Portland

and Oregon. Oregon's scenery and climate in general and the Columbia River Highway in particular, are his delights. With the exception of Mr. Yeon and Mr. Benson, it is probable that Mr. Riggs has driven more visitors over the Columbia River Highway than any other Portlander, and he has driven out there time after time for his own personal pleasure alone.

Even before the Highway was open to automobile travel he walked its full length, from Hood River down, in order to be acquainted intimately with its scenic wonders.

Mr. Riggs has been an active member of virtually every civic and trade organization in Portland, including the Multnomah, Waverly, Arlington, Rotary, Ad and Portland Automobile clubs, the Portland Chamber of Commerce, the Portland Realty Board and the Order of Royal Roarers, of which

Kissel's Original Idea That Changed the Motoring Habits of a Nation

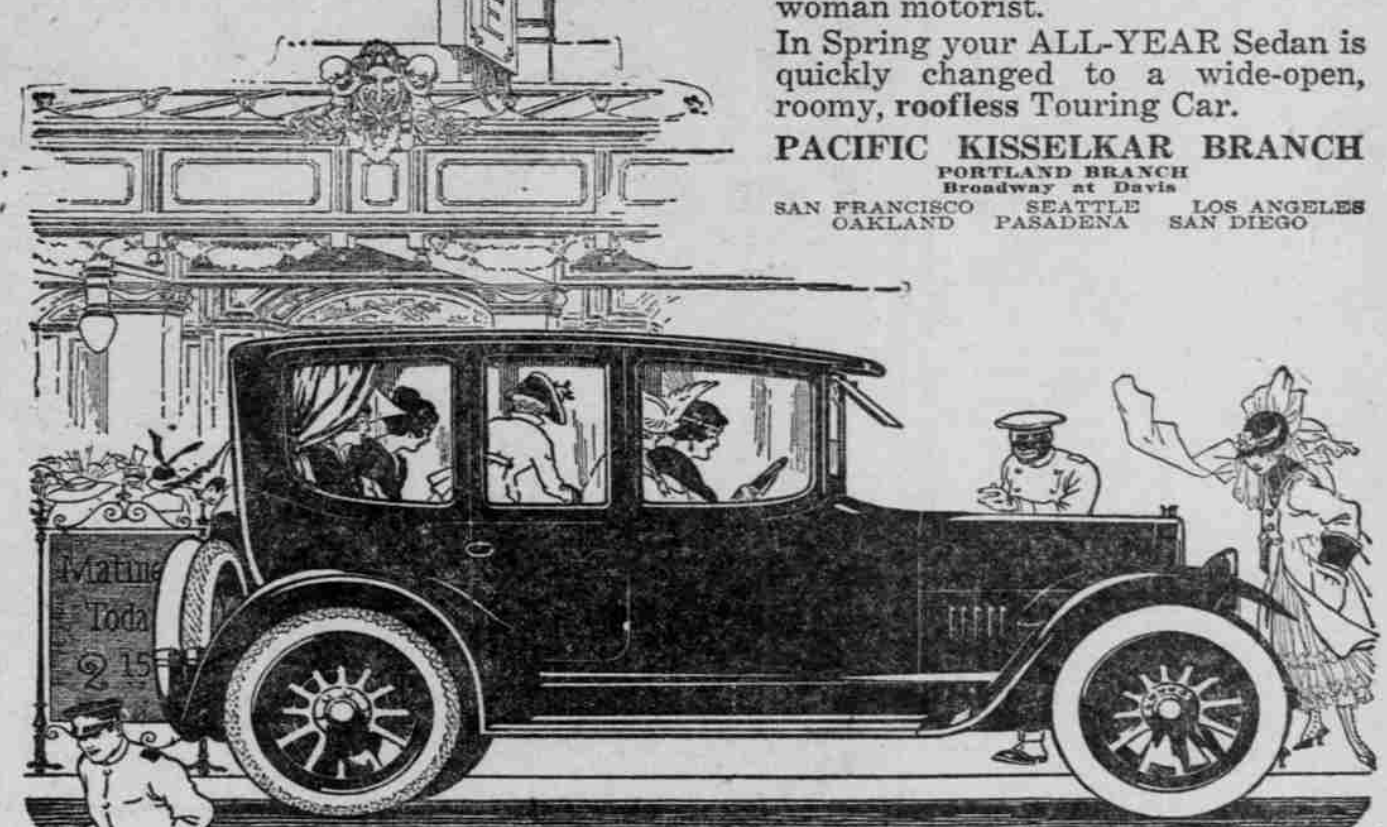


The Hundred Point Six

The car of a Hundred Quality Features—that caused a stampede among careful car buyers everywhere 48 hours after it was first announced.

Hundred Point Six ALL-YEAR Models Mounted on Gibraltar Body Touring-Sedan . . . \$1635 Roadster-Coupe . . . \$1635 Victoria-Town Car . . . \$1950

Hundred Point Six without ALL-YEAR Feature \$1195 Hundred Point Six with Gibraltar Body . . . \$1255



TRADE SCHOOL OPENED

PRINCIPLES OF MODERN GAS ENGINES TO BE TAUGHT.

Portland Men in Charge of Special Courses—Lecture Rooms Are Completely Equipped.

What is to be known as the Hemphill Trade School, an affiliation with the chain of trade schools established by R. E. Hemphill, of Winnipeg, Canada, was opened last week in the large fireproof building located on Hawthorne avenue and East Twentieth street.

Besides teaching the scientific principles of the modern gas engine Stanley Hemphill and Noah Frederick, both Portland men, will have charge of special courses in electricity, tractor engines, vulcanizing and repairing tires.

The plan originally was to have next Wednesday's meeting at the clubhouse on the banks of the Sandy River but the dance arranged for that date has been postponed for a time.

Girl Has but Little Trouble. Miss Helen Chatham, a Nashville, Tenn., girl, accompanied by her mother, drove her Chandler sedan, equipped with Goodyear Cord tires, from Nashville to New York and back, with many delightful memories, without any tire trouble, unless two tiny punctures could be called such. The distance covered was about 6500 miles.

In the up-to-date school, the blackboards are cleaned by a vacuum device.

AMERICAN CAR WINS

Defeating nine other cars, including a Fiat and several other high-powered racers, a Studebaker Six flashed across the line a winner in a 300-kilometer free-for-all road race recently held at Buenos Ayres. The race furnished a real test to the Studebaker, for the course was across country and over many rough roads, and not around a speedway oval.

"Our Hood River farm," Mrs. Sunday, who attended to the formalities of the purchase of the car, is reported to have said, "is seven miles from the market, it is too far to drive a team and Mr. Sunday's half brother needs the machine in hauling fruit and produce to market and besides we are going to have some seats built in it and then we can pick up all of our neighbors and go on a Summer picnic."

The Sundays already have a big seven-passenger automobile as a part of the equipment of their local ranch.

HOOD RIVER, Or., Dec. 2.—(Special)—Billy Sunday, who according to reports from Detroit, converted approximately 30,000 Michiganders to the mourner's bench during the course of his recent eight weeks' campaign in the city of automobiles, has spent some of the proceeds of the season in the purchase of an automobile truck, a two-ton machine which will be shipped to

the latter being a new departure on this Coast.

The building housing the new school has 13,000 square feet of floor space, making it one of the largest institutions of its kind in the West. The lecture-rooms, reading-rooms and laboratories have been equipped adequately and arrangements made to conduct a free employment bureau, also to provide living accommodations for students residing out of town.

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AUTO CLUB IS TO ELECT

DIRECTORS FROM EACH COUNTY PROPOSED AT MEETING.

Members From All Parts of State Will Be Admitted to Organization if New Plans Are Carried Out.

In all probability the Portland Automobile Club will branch forth in its activities following action to be taken at a meeting of the club members to be held in the Rosarian room of the Oregon building next Wednesday evening at 8 o'clock, at which time an amendment to the by-laws will be considered and 15 directors of the proposed new association will be elected.

At a meeting held last week the following men were selected as candidates for active directors of the contemplated statewide auto association: Emory Olmstead, John E. Kelly, C. C. Overmire, A. S. Robinson, W. B. Fechtelmer, Phil Metcalf, Jr., J. L. Meier, J. H. Burghard, C. F. Wright, W. J. Clemens, John B. Yeon, John E. Cronan, Amos Benson, J. C. Olds and Ira F. Powers.

Each of the candidates is understood

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You Will Buy the Dort For What It Really IS \$695 F. O. B. Flint, Mich. Westinghouse Starlin and Lighting Floor-to-Lyre Roadster and price Judge the Dort on performance, sturdiness of construction, excellence of design, comfort, economy, looks—judge it on every conceivable point. Put it to your most critical tests and comparisons. Ask anything of it that you would expect of a car selling for half again the Dort price. Then you will know that Dort quality is more than skin-deep—that the 'innards' of the car are as strong and vigorous as the outward appearance indicates. You will buy the Dort for what it really is. NORTHWEST AUTO CO. Broadway at Couch Street. F. W. Vogler, Pres. C. M. Menzies, Sales Mgr. Attractive propositions to live men to act as our representatives in unoccupied territory. DORT Built in Flint