

STAR CARS ARE DUE IN CITY THIS WEEK

Pacific Motors Co. Named Local Distributors.

SHIPMENT IS EN ROUTE

Latest Offering of W. C. Durant Said to Be Product of Well-Known Parts Makers.

The new Star car, W. C. Durant's latest product and qualifying as the lowest priced automobile with selective sliding gear transmission now being manufactured, will invade Portland this week. The Pacific Motors company, Durant dealers, at Fifteenth and Burnside streets, and Condit & Conser, east side Durant dealers, located at Grand avenue and Oak street, have been named to handle the car, and both are expected to receive a shipment of the new cars early this coming week and to place them on display at their respective quarters.

Such was the announcement yesterday of Charles L. Dunham, well-known Portland automobile man who is now at the head of the Pacific Motors company. Pacific Motors, Mr. Dunham stated, has just closed a contract with the Star Motor company of California for distribution and sale of the new cars in Multnomah county, while Condit & Conser have been named as east side retail sales agents.

Mr. Dunham, who has been with the Durant organization for a number of years, dating back to the time when Cliff Durant, son of W. C. Durant, and his associates were handling the Chevrolet, has been with the Durant Motors company of California as their representative, but recently became interested in the Pacific Motors company, local Durant dealers. Coinciding with the announcement of the closing of the Star franchise, Mr. Dunham announced that he had purchased the interest of B. J. Ghent in the Pacific Motors company and was now president and manager of that company.

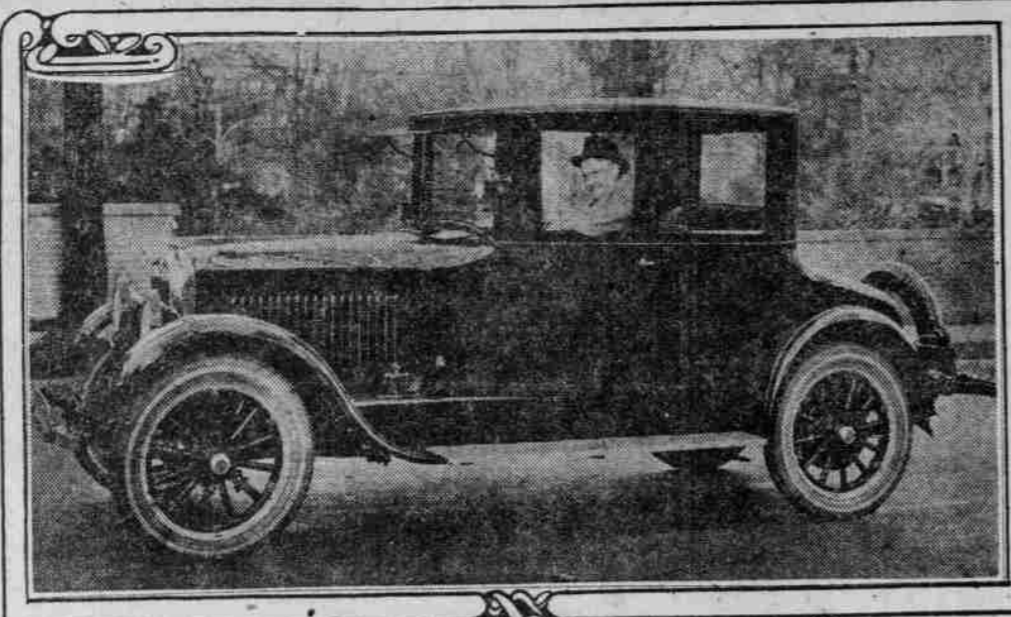
Star Creates Sensation.
The new Star car was introduced in the east less than a year ago and has been creating a good sized sensation wherever it has been shown since that time. It was recently introduced in California and a couple of weeks ago invaded Seattle and Tacoma. Interest has been keen here as to the arrival of the car and the naming of a dealer. Speculation has been rife for several weeks upon the latter matter, although the Pacific Motors company was acknowledged to have the edge on the race for the franchise, on account of its Durant connection.

The Star, according to announcements which have been made from time to time by W. C. Durant and others connected with him, is the product of a number of the best known parts makers of the east. Star cars for the west are being assembled at a big new plant erected by the Durant interests at Oakland, Cal., and the fact that this factory has got into production more rapidly than had been expected and is turning out a heavy production of the cars is responsible for the introduction of the Star here at this time. Instead of several months later, as had originally been expected, it was announced. Distribution of the Star for the Pacific coast is in the hands of the Star Motor Company of California, a company entirely separate from the Durant Motors Company of California, but backed by the same interests and directed in much of its activities by Durant officials. Both companies, in fact, are under general direction of Cliff Durant, C. M. Stevens and their associates, all well known in Portland.

Price About \$60 Above Ford.
Particular interest attaches to the Star because of the fact that it is the first new car for years to invade the low-priced field. The touring model will sell for slightly more than \$500, Portland delivery, placing the car in price between the Ford, the lowest priced automobile made, and the Chevrolet and Overland, the next nearest neighbors in the field.

A few of the specifications of the car, as given in the literature of the company, are summarized as follows:
The motor is four-cylinder "L" head, cast on bloc with detachable head, and develops 35 brake horsepower at 2000 revolutions. The bore is 3 1/4 inches and the stroke 4 1/2 inches.
The oiling system is pressure feed by gear pump through camshaft to camshaft and all crankshaft bearings, and splash to cylinder walls.
The cooling system is provided with centrifugal water pump, with fan, and Padders radiator.
Other mechanical equipment includes a Tillotson carburetor, Automatic ignition, starting and lighting system, Stewart-Warner vacuum feed gasoline system with tank at the rear, a selective sliding gear transmission with three speeds forward and reverse, and a Spicer propeller shaft with two Spicer universal joints.
Front and rear axles and wheel bearings are Timken, while Warner worm and gear steering mechanism is provided. Equipment includes

LOCAL BUSINESS MAN OBTAINS FIRST OF NEW MODEL STUDEBAKER COUPES.



H. B. Duff, vice-president of the Portland Cattle Loan association, and handsome enclosed car which he has just purchased from the John K. Leander company, local Studebaker distributors. This latest Studebaker closed model comes from the factory equipped with automatic windshield wiper, rear view mirror, front and rear bumpers, motorometer, nickel radiator, and combination rain and sun visor. In the transaction the Studebaker was represented by H. N. Venale of the Leander company sales force.

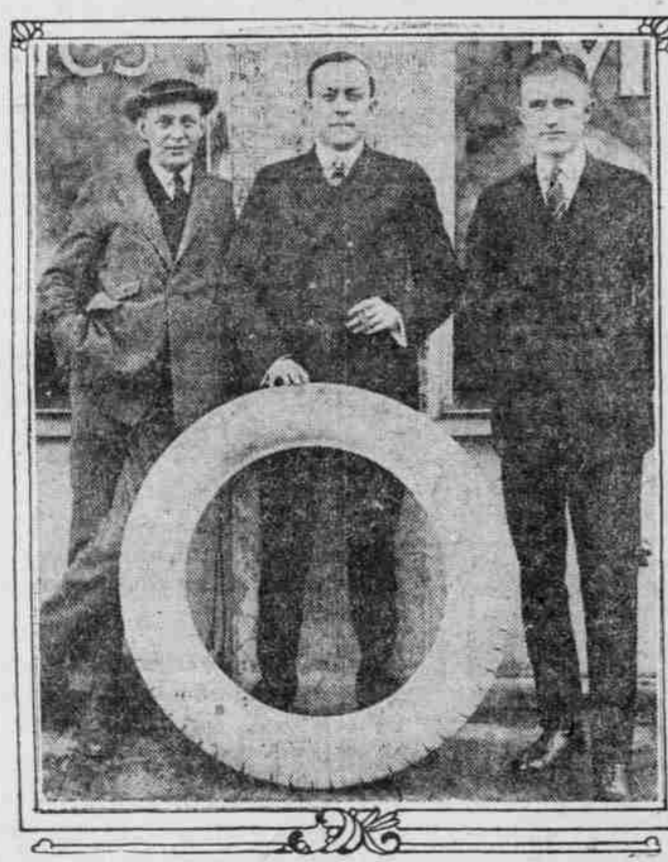
both service and emergency brakes, both on the rear wheels. The wheel base of the car is 102 inches and the tires are 30x3 1/2, except the closed models which have 21x4. The weight of the touring car is 1750 pounds. The shipment from California, including all four of the standard models turned out by the factory, the touring, roadster, coupe and sedan, is expected to arrive here early in the week, and as soon as the cars come they will be rushed to the display quarters for a showing. In the shipment are two stripped chassis which will be placed on display to show the mechanical construction.

Hot Water for Auto Camp.
EUGENE, Or., Dec. 8.—(Special).—A hot-water system will be installed at the Eugene municipal automobile park for the benefit of the campers before the 1923 season opens, according to announcement of the members of the city park commission. The tentative details provide for the construction of a boiler near the rest cottage and an outdoor tank for the use of campers; also the extension of water piped to the cottage for shower baths. The cottage already contains showers, but no hot water is provided.

The Motor Arab Here.
The roving gypsy is being rapidly supplanted to a large extent by a new economic character, the motor Arab. He is more prosperous than the road-running nondescript, and almost invariably piles a trade, aided by a light small car, particularly adapted to his mode of existence due to its economy of first cost and upkeep.

Jackie Coogan, age 5, the youthful motion picture player, has a specially built passenger automobile, costing \$10,000.

PROMINENT MASON TIRE OFFICIAL VISITS PORTLAND.



W. A. Cluff (center), secretary of the Mason Tire & Rubber company of Kent, Ohio, who was in the city last week in connection with a tour of the Pacific coast. Portland was the first point in the west touched by Mr. Cluff, who left here after a brief visit headed for California. At the left is C. W. Dennison, Pacific coast manager for the Mason company, who came up from San Francisco headquarters to meet his chief, while at the right is Catlin Wolford, manager of the Portland branch of the company. The picture was snapped in front of the Portland branch at 110 North Eighth street.

SALES MANAGER APPOINTED
W. E. Stalnaker Accepts Job With Earl Motors, Inc.
JACKSON, Mich., Dec. 8.—Following a meeting of the board of directors of Earl Motors, Inc., held here, announcement was made by George C. Scobie, president, of the appointment of W. E. Stalnaker as general sales manager. Mr. Stalnaker brings to the company years

Templar

Templar makes its appeal to those who by instinct select the finer things in life.

McCarley Motor Co.
62 Cornell St.
Portland, Or. M. 3061

The De Luxe Sportette \$2685 Factory

MASON OFFICER VISITS

W. A. CLUFF SEES PORTLAND ON TOUR OF WEST COAST.

Tire Business Continues Good, With Many Plants Running to Capacity, Is Report.

W. A. Cluff, secretary of the Mason Tire & Rubber company, one of the big Ohio tire manufacturing concerns, was a Portland visitor last week, stopping here in connection with a tour of the Pacific coast to study business conditions relative to tire consumption and marketing methods. Mr. Cluff came directly from the middle west, making his first stop in Portland. From here he went south for an extensive tour through California and the southwest. He was met here by C. W. Dennison, Pacific coast manager for the Mason company, with headquarters at San Francisco, and the two men met in conference with Catlin Wolford, manager of the Portland branch of the company at 110 North Eighth street.

As Portland was his first stop on the tour, Mr. Cluff was unable to make any observations on tire market conditions in this part of the country. He did state, however, that the company had noted with pleasure the increasing popularity of Masons in the Portland region, and that a big increase in sales of Masons throughout the entire Pacific coast had been one of the features of the present year. In regard to the condition of the tire industry as a whole Mr. Cluff declared that it continued usually good and that 1922 will go down as a splendid year.

"Mason sales," said Mr. Cluff, "were \$1,500,000 worth of tires in October and over a million for November, while the total for the year will exceed \$12,000,000 worth. For months past the Mason company has been heavily over sold, but this condition is being gradually relieved through continued heavy production.

"The main plant of the company, at Kent, O., is operating to capacity on the larger sizes of Mason pneumatic cords and on Mason solids, while the new plant at Bedford, O., is now coming heavily into production on the Mason 'Maxi-mile' cord for small cars, and has now reached 1500 tires per day. The cotton mill of the company at Kent is also running to capacity, as are the two cotton mills of the company in Georgia, turning out the cotton cord fabric."

The unusual growth of the Mason has been one of the interesting features of the tire industry during the past several years. In the short space of five years the company has grown from one of the smallest to one of the largest tire concerns of the country.

CARTOONIST HAS THRILLER
Car Is Turned on Mountainside When Natives Fear Crash.
LOS ANGELES, Cal., Dec. 9.—C. M. Payne, noted cartoonist, now living in Hollywood, Cal., described in detail today one of the most thrilling drives ever taken in an automobile, which he made during his recent trip through the high Sierras.

Mr. Payne, who drove a Lexington touring car, told of one trip taken to a point above Parcher's camp, near South Lake, on a road never before traveled by automobile. After ascending to a point where it was impossible to go further because of a landslide, which completely obliterated the main trail, Mr. Payne succeeded in turning his Lexington in a space just 15 feet 5 inches wide, with a 500-foot drop on one side and a steep cliff on the other. Because of the extreme danger of the maneuver, natives of that section refused to watch the turn made and insisted on looking the other way.

Another remarkable demonstration made on the same trip was when Mr. Payne met two men on the desert with a machine which had a broken connecting rod. When they asked for help the local driver hitched their car on the back of his trailer and pulled the entire lot all the way into Los Angeles, a distance of 125 miles.

Make Stutz Your Xmas Present
Our shipment of Stutz cars permits us to make prompt delivery from now up to Christmas.

STUTZ

Serviceable Always—Sure—Safe—and Fast

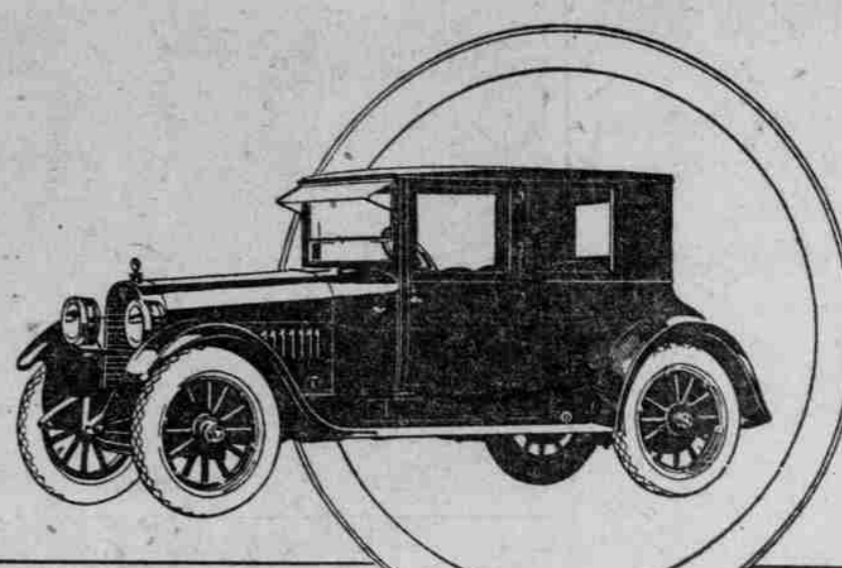
Adaptable to bright or stormy days—reliable under all conditions—the Stutz courses its way up hill and down dale—swiftly, surely, safely—subservient always to your every desire.

There is something substantial about a Stutz that causes you to put the fullest faith in its ability. You venture forth with not the least misgiving, regardless of the way. You feel supremely sure that your car will respond to every need—delivering uniformly high efficiency—the year around.

STUTZ MOTOR CAR COMPANY OF AMERICA, Inc.
Indianapolis, Indiana, U. S. A.

STUTZ
Autorest Motor Sales Co.
TENTH AND SALMON STS.
Phone Main 3237.

The Coach



The Hudson Coach puts values in the real things of automobile worth—utility, comfort, reliability and fine performance.

These qualities are possible only with a superior motor, transmission, axles and frame. A car that is not mechanically right cannot be satisfactory no matter how fine it may be in other details.

H U D S O N

Coach \$1625 Freight and Tax Extra

It gives every essential closed car advantage, at little more than the cost of the open model. It has a beauty of line you will like. It is the pride of thousands, because of appearance, comfort and utility.

Speedster, \$1525 7-Pass. Phaeton, \$1575 Coach, \$1625 Sedan, \$2295
Freight and Tax Extra

C. L. BOSS AUTOMOBILE CO.
615-617 Washington St.

H U D S O N

of automobile experience, not only in the selling field but in manufacturing as well.
Mr. Stalnaker is due to his long association with the industry and his likeable personality, very well known to distributors throughout the country, and holds a high place in the regard of many of the big men of the automobile business.

Recently Mr. Stalnaker formed a company in Chicago which took over the distribution of the Earl line in that territory, but later he was prevailed upon to accept the position of general sales manager. His previous connections have all contributed to his understanding of the automotive industry and includes the vice-presidency and sales management of one of the old line companies.

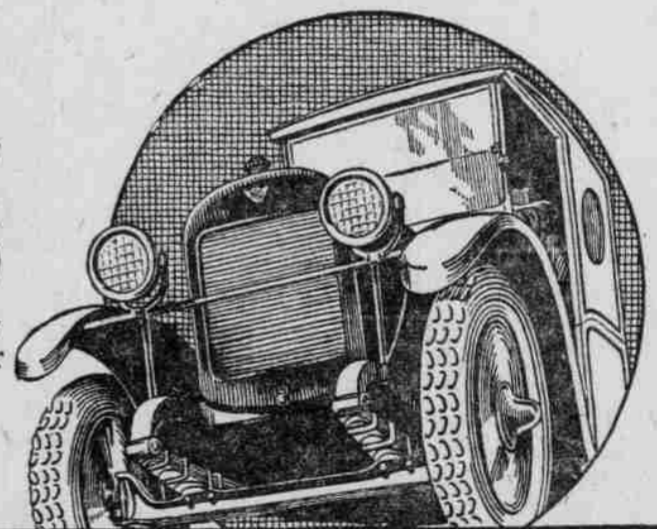
Durant Opposes High-Gear Tests.
R. C. Durant, president of the Durant Motor company of California, has put the ban on high-gear tests, says a report from Oakland.

According to young Durant, high-gear runs are more dangerous to the public in general than speed runs, for the reason that many a man or woman who reads of some high-gear feat tries to make the same grade in high gear at the first opportunity, and, as a result, there are many accidents which would not occur otherwise. Many

Durant dealers have tried to persuade Durant that his efforts to discourage high-gear runs are wrong, because both the Durant "four" and "six" have been creating sensations throughout the Pacific coast territory on account of several recent high-gear feats, but young Durant insists that second and low gears should be used because that is what they are put in cars for.

Keep Pan Clean.
The drip pan of a car may not seem very important, but it had better be kept clean. Gasoline upon its surface is the producing cause of many fires.

Chassis - Price - \$1185
FOB Lansing Plus Federal Tax



SPEED WAGON

Dominates the Field of Commercial Haulage

BASED on the amount of tonnage daily carried by more than seventy-five thousand Speed Wagons which serve in over 263 lines of business—

The Speed Wagon is today the most vital factor in highway freightage.

Power to surmount the rigors of rough travel—ruggedness that makes possible half a million miles of service—fleetness that discounts mere load-carrying capacity—economy that makes a smaller investment expensive and a larger one less profitable—

These features were planned into the design and are built into the vehicle. Thus is goodness predetermined.

Capacity: 500 to 2500 pounds.

NORTHWEST AUTO COMPANY, Inc.
Fred W. Vogler, President
18th and Alder Streets Phone Broadway 1460

REO MOTOR CAR COMPANY, Lansing, Michigan

OAKLANDS
FOUR OF THEM!
1918 and 1919

\$165 Each
Take Your Pick

COVEY MOTOR CAR CO.
21st at Washington Broadway 6244