

CLEANINGS OF THE AUTO WORLD

AUTO TRUST MAY BE COMPLETING

General Motors Company Buys More Factories and Will Regulate Output.

An organization which slowly but surely grows to look more like an automobile trust this week drew into its control the factory of the Cadillac Motor Car company and now controls the Cadillac, Buick, Olds, Overland, Oakland, Rainer, Jackson and Welch cars. It is known as the General Motors company and is supposed to be backed by the millions of J. Pierpont Morgan.

The desire of the company to draw factories under its control is shown by the manner in which the Cadillac factory was secured. It had been decided shortly before Morgan left for Europe this spring that no more factories should be purchased, but the necessity of taking over the Cadillac grew more and more apparent to them and it was finally decided to buy it. When the deal was again broached to the Cadillac people they asked \$1,000,000 more than they had when the purchase was first broached. The final purchase price is estimated at \$4,000,000.

An alarming feature comes with this more evident sign of the greediness of the big trust. It is feared that the manufacturers of the United States will ever produce their makes and that the automobile market will stagnate as has the market in Europe. It is argued by many people that this cannot happen for five years or more and this is probably the case. Still with a big concern such as the General Motors company almost controlling the output of low priced cars, such a condition should be avoided.

That it will mean the perfection of the low priced cars seems evident, for with engineers of the highest ability in the world working together, absolute perfection for little cost should be the outcome. The Cadillac was one of the most popular of low priced cars this year and has given evident satisfaction everywhere. It will be in line for a few improvements this year which will make it more of a winner.

AUTOS CONQUER DESERT SANDS

Chug Wagons Beat Horses in California Mail Service—No Trains Are Missed.

Hitting a 30 mile an hour clip through the sands of the California desert, three Apperson cars and a White Steamer are carrying the United States mails from Glamis to Blythe, a distance of 65 miles, over the worst roads in the world on schedule time. With an hour and 30 minutes less, the cars have chugged through day after day for the last few months without missing a train.

As the stage failed time and again to make connections, the government contract fell to the automobile owners and the letters and packages which Uncle Sam undertakes to send out into the desert are now making schedule time, thanks to the motor car.

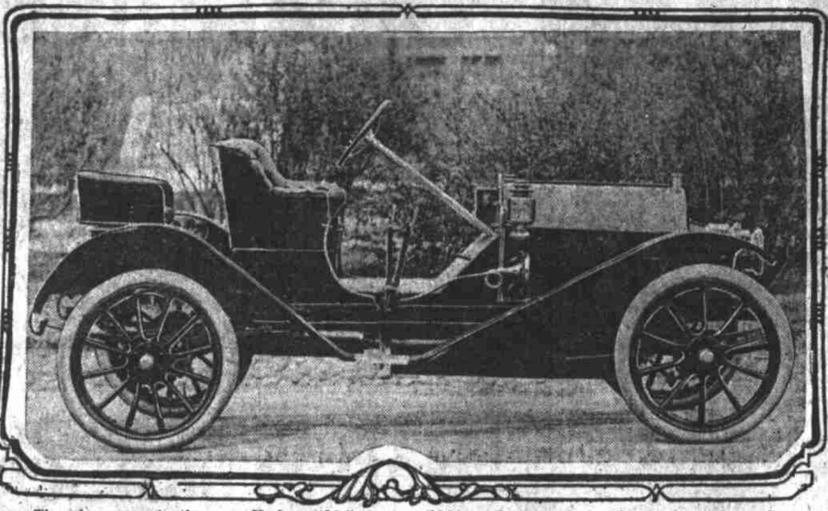
R. N. Hinckley and E. S. McArthur are the two young men who are conquering the wilderness and who at the same time have introduced the automobile to a country where the motor car was never known before. In the haunts of the jackrabbit the cars have made good and Hinckley says they are there to stay.

Over roads which are hard traveling for a horse drawn vehicle the motor cars go daily. The trip from Blythe to Glamis is across a desert waste, scarred with washes down which the water at times rushes in torrents. To cross these quicksands it is necessary to drive with skill and, at times, daring. Once an Apperson car was buried to the hubs in the treacherous sands, but was pulled out in time to make the train.

The cars travel over a portion of the route over which the Los Angeles-Phoenix route traveled. Hinckley was guide on Fenner's "Black Bear" last year and saved the steamer man an hour and 30 minutes. The White was the only car which failed to lose the road.

The run to Glamis occupies six hours. The horse drawn stage occupies two days to make the trip. Instead of having to remain over night on the desert, as formerly, passengers now leave

NEW HUDSON LOW PRICED AUTOMOBILE



The above car is the new Hudson "20," the new \$900 roadster made by the Hudson Motor Car company of Detroit. It is to be handled locally by the H. L. Keats Auto Co.

PORTLAND WHITE HEADQUARTERS



G. S. Brackett, secretary of the new White Automobile company.

Portland was this week made the distributing point for the northwest output of the White steam and gasoline automobiles and within the next week contracts will be signed, calling for the erection of a six story concrete garage to be the finest in the northwest. The branch is to be in charge of C. A. Eastman and G. S. Brackett.

One million five hundred thousand dollars will be the value of the stripped cars alone which will be sent out, sold in Portland from this big garage this year and with the equipment and automobile repair business, which will come along with it, a total of close to \$2,000,000 will be put into circulation through Portland during the coming year.

While the work has been done very quietly, the establishment of the White agency in Portland comes as the result of six months of dealing and testing of the value of the northwest territory and of Portland in particular, by the White company. It was at the automobile show given last March in the Army that the interest of the White company in Portland was first noticed when they made a record by selling some 20 odd cars of their make to Portland and Willamette valley people. With that as an stimulus, it was not long that most frequent trips were made to the northwest by C. A. Eastman, then the Pacific coast sales manager of the company, and during which he covered most of the northwest.

When, yesterday morning it was announced that the White Automobile company was to establish its northwest branch and distributing agency here, the object of this activity on the part of Eastman was realized.

Eastman is to be the president and general manager of the newly organized company, while G. S. Brackett, who has been head salesman of the present White company, is to be the secretary. The capital stock of the company is \$50,000, all paid in.

Under these two men will be a force of six or six of the best salesmen on the Pacific coast. Eastman has already come to terms with Eugene Alexander, a local capitalist, to erect the garage which will be a six story reinforced affair, costing over \$100,000. It will be patterned after the big San Francisco Pier-Arrow garage, which is one of the largest garages in the country. The latest and most up to date equipment and repair appliances will be installed in the building.

A site for the new garage is now under option for \$1,000. It is to be erected on the corner of 12th and Commercial streets. The garage will be a six story reinforced affair, costing over \$100,000. It will be patterned after the big San Francisco Pier-Arrow garage, which is one of the largest garages in the country. The latest and most up to date equipment and repair appliances will be installed in the building.

President Chilberg of the Alaska-Tokyo-Pacific exposition has set aside August 17 as Portland Automobile Club day at the Seattle fair and the local club together with the Seattle Automobile club is now planning upon a big day at the fair. Good roads are to be talked, boosted and, it is hoped, helped by the combined efforts of the two clubs.

A run is planned by the Portland club in which it is hoped to have as many as 500 machines. Invitations are issued by the Portland club not only to members of the club, but to every owner and driver of an automobile in the city of Portland or the state to join in the run to Seattle.

It is planned to reach Seattle about 2 o'clock Monday afternoon. The Seattle club has made arrangements for a parade with bands and signs advertising the needs of good roads in the west. The second day is to be given up to seeing Seattle and the fair. Return trip will be made Wednesday and Thursday, arriving here Thursday morning.

Henry Wemme, president of the automobile club, will make hotel reservations for all those wishing to take the trip provided they let him know by letter not later than August 13. He wishes every automobile owner in the city and state to make the trip, as he says it is to be a big thing for the roads of the northwest to have them advertised as they will undoubtedly be.

When the Boston Americans were in Cleveland, "Uncle Cy" Young bought a new hat and a suit of clothes for little Jerry McCarthy, the Red Sox mascot.

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C. A. Eastman, president and general manager of the new White Automobile company.

LOCAL AUTOISTS GET DAY AT FAIR

Oregon Autoists Will Run to Seattle Exposition August 17.

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WINTON SIX HAS LITTLE EXPENSE

Big Car Goes Long Distance With No Upkeep Cost.

Driving a Winton six limousine car 17,000 miles without a single cent of upkeep expense has won \$1000 for G. W. Butler, chauffeur for J. E. Clenny of Chicago. This money represents first prize in the second annual \$2500 upkeep contest for Winton Six chauffeurs. The contest ended June 26 and the judges met in Cleveland July 13, to decide the winners. Chauffeurs were required to file monthly reports, attested by their employers, and at the end of the contest both chauffeurs and employees were asked for sworn statements.

Butler's record is all the more remarkable because his car carried a limousine body, and also because it was a prize winner in the first annual contest, when Butler drove it 5155 miles in three and one half months without up-keep expense.

Second prize was awarded to John J. Boyce of Atlantic City, who drove Isaac Bacharach's Winton Six 11,000 miles on an upkeep expense of 30 cents.

Third prize went to W. L. Losee of Verona, N. J., chauffeur for G. W. Frost. Losee's record of 12,536 miles without expense, brought the total mileage for the first three prize winners to 25,688 miles on a total upkeep expense of 30 cents.

The 10 prize winning cars were driven a total of 115,503 miles, more than four times the distance around the globe. Their average distance a month was 3800 miles, or 50 miles a day. The total upkeep expense of \$17.30 made the average upkeep expense a car for each 1000 miles \$1.97.

The judges were E. E. Schwartzkopf, publisher of the Automobile Topics; John W. Baper of the Cleveland Press; St. Clair Cousins of the Cleveland News and A. C. Fish of the Cleveland Town Topics. Following is a summary of the awards:

First prize, \$1000, won by G. W. Butler, chauffeur for J. E. Clenny, Chicago. Distance, 17,000. Upkeep expense, none.

Second prize, \$500, won by John J. Boyce, chauffeur for Isaac Bacharach, Atlantic City, N. J. Distance, 11,000 miles. Upkeep expense, 30 cents.

Third prize, \$250, won by W. L. Losee, chauffeur for G. W. Frost, Verona, N. J. Distance, 12,536 miles. Upkeep expense, none.

Fourth prize, \$150, won by J. Walter Tracy, chauffeur for T. N. Brandale, Pittsburgh. Distance, 15,669 miles. Upkeep expense, \$21.15.

Fifth prize, \$100, won by Arthur Donovan, chauffeur for Jacob Aselrod, New York. Distance, 8703 miles. Upkeep expense, \$60.

Sixth prize, \$100, won by L. A. Avram, chauffeur for Loftus Cuddy, Cleveland. Distance 8723 miles. Upkeep expense, 30 cents.

Seventh prize, \$100, won by William Richards, chauffeur for William Burnham, New York. Distance, 8703 miles. Upkeep expense, none.

Eighth prize, \$100, won by William Richards, chauffeur for W. B. Marlin, Cleveland. Distance, 10,726 miles. Upkeep expense, \$7.50.

Ninth prize, \$100, won by Miles Fellers, chauffeur for H. W. Mallen, Chicago. Distance, 7873 miles. Upkeep expense, \$1.50.

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Chief at Wheel of Studebaker Car



This picture shows Chief of Police at the wheel of the big Studebaker "46" automobile which the city recently purchased for the use of the police department. The chief is mighty proud of the car and is anxiously waiting for the time to come when the men shall have some work which will call for some real speed and in which the big machine can demonstrate its worth. Since its purchase, however, the criminal class seems to realize that it is next to impossible to get away from the local police, and have been keeping under cover.

LARGER WHEELS ARE APPEARING

New Wheels Cost Much Less Than the Old, Wide Tire Styles.

Automobile manufacturers seem to have solved the tire problem that has troubled them for years. The 1910 cars will with few exceptions, have larger wheels and wheel base and lighter tires. Most of the cars being made this year are to have wheels from two inches to four inches larger, while one car already on the market has a wheel 4 1/2 inches in diameter. This car, the Olds, has gone the highest of any of the 1910 cars, but the 32 inch wheel predominated in 1909, 34, 36 and 40 inch wheels are to be the rule for the coming year.

It is claimed for these longer tires that they will wear longer, while they are catalogued at from \$4 to \$5 less than tires of four inches less length. That which in order to bear the wear put upon them must be made from two to four inches larger in diameter.

It is very easy to see where the difference in price comes from when once it is analyzed, although it seems to not deep in automobile affairs that the bigger the tire the more it should cost. A tire is made of seven thicknesses of fabric. While a tire 42 inches by 4 inches has a strip 6 inches long added to it, a tire 38 by 4 has a strip 2 inches wide the whole circumference around. It is estimated that fully two square yards of fabric more are used in a 38 than in a 42. This accounts for the big difference in price.

However, with this five dollar difference alone there would hardly be a surfeit of the tire problem. It is claimed that a larger tire will outlast a smaller one by months. The larger the wheel the fewer bumps and ruts the tire is forced to take, for the large wheel rides across 8 out of 10 holes that the smaller wheel is going to bump over.

Two cars, the American and the Oldsmobile, equipped with the big wheels have reached Portland. The American car was sold during the automobile show week to a Portland real estate man, Robert Smith, and has given satisfaction. The Oldsmobile car was only sold last week. Belcher & Stone, lumber and real estate men, buying the car from the Crowe Automobile company. It has the larger wheels of the two, 42 inches, and has attracted a great deal of attention on the streets within the last few days. A number of them are to be shipped to Portland soon.

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