

MICHIGAN FIRM SOLES-KNOTTY SALES PROBLEM

Company Does Not Employ Expensive Designers—Result Is Said to Be Big Saving in Cost of Cars.

C. C. Bobb, assistant sales manager of the Michigan Buggy company of Kalamazoo, Mich., after a six weeks' stay in Portland, left for Kalamazoo last week. Mr. Bobb has been making semi-annual trips to the coast in the interest of his company for several years and has always arranged to spend from two to six weeks in Portland.

When interviewed regarding the opening of their northwest branch of the Michigan Auto & Buggy company, he stated that their trade in automobiles and buggies in this territory is so large, and is increasing so rapidly, that they found it necessary to establish this branch.

The Michigan line of vehicles has been sold in the northwest for 12 years or more and has many staunch friends. The Michigan Buggy company has been manufacturing pleasure vehicles for the last 20 years and six years ago began the manufacture of automobiles.

Expense Is Less.

It was three years before they placed their cars on the market, having thoroughly tested and tried out in every manner and form conceivable the several different models.

When asked how his company could produce cars of the Michigan type at such prices as they ask, Mr. Bobb stated:

"The fact that we have had to employ no expensive designers—that we have not been required to construct part after part, car after car, to be afterward thrown away in a search for efficiency—has resulted in tremendous savings in our cost. The cost of experimental cars must be blanketed over the completed output. We have no such expense. The price of the Michigan car is logically and naturally far lower than would an equally natural price for cars anywhere near its quality and efficiency.

Selling Organization.

"In the manufacture of the Michigan, we have also had a distinct advantage in having a perfect selling organization—ready-made, as it were—which has been developed in our 20 years of business in quality pleasure vehicles. Thus at one stroke we are able to deduct from \$200 to \$300 from the natural price of each Michigan car.

"The great problem with the automobile manufacturer just entering the field is to secure distribution—dealers to sell his product. Ordinary dealers will not do. To sell automobiles a dealer must be equipped to cater to the choicest trade, and must have capital or be able to control it. Such dealers are not numerous. Most of them are under arrangements with those who were early in the field, who resent any inroads on their profits and who naturally use every means at their disposal to prevent makers of cars who are disposed to give honest 'fight' at a 'normal' business—profits from getting a foothold.

Serious Problem.

"It is a serious problem and requires clever financing to arrange to pay up to \$1000 a car to secure dealers to sell it. Yet this is necessary for every newcomer who enters the field. "Our organization, on the contrary, is complete now. We have more high class, reliable dealers than we can begin to supply with cars. Every city of prominence in the United States contains a Michigan dealer, and in each case they represent the very cream of the dealers in that locality. "We can put all this money which others must figure on into extra value at our comparatively low price. "Mr. Bobb sees a great future in the northwest for the line of Michigan automobiles and buggies, and believes that it will be but a short time before they will have to secure a suitable location and build larger quarters.

GREAT AUTO PARADE IS PORTLAND WEEK FEATURE

(Special Dispatch to The Journal.) Seattle, Wash., July 1.—Prospects are bright for Seattle to present to the public Potlatch week, July 17-22, an immense decorated automobile parade. There are 300 machines owned in Seattle and considerably more than a tenth of these will be decorated and placed in the parade. This city, and the northwest generally, in the last few years has proven to be a big market for automobiles, so that the rivalry in Seattle is very keen between distributors of the standard made machines. With this rivalry existing the distributors are making efforts to outdo each other in the number of machines in the parade and in the beauty of their decoration. Seattle is a large club town and several of the largest clubs have taken the matter up and are offering prizes for the best decorated machines put in the display by their members, thus insuring an elaborate parade.

SCAN PETITIONS FOR EVIDENCE OF FORGERY

(Salem Bureau of The Journal.) Salem, Or., July 1.—Judge Hamilton and Frederick Y. Holman, representing the state of Oregon, are in Salem today studying the referendum petitions with Judge Slater. Judge Slater says evidence is being accumulated but will be kept secret until charges are filed.

MR. AUTOMOBILE OWNER DRIVER or DEALER

BALLOU & WRIGHT
86 SIXTH ST. PORTLAND, OREGON

EVERYTHING FOR MOTOR CARS AND MOTOR CYCLES

1911-1912 CATALOGUE

You Need This

If you have not received one Write Us Today

UP-TO-DATE AND COMPLETE AUTO SUPPLY, MOTORCYCLE AND BICYCLE HOUSE

Ballou & Wright
86 SIXTH ST., PORTLAND, OR.

THE TRUCK THAT DELIVERS THE GOODS

BOTH INEATE AND MCGARTHY INC. 117-6374
PHONES 694 WASH. ST. COR. KING ST. JA-7377

MOTORCYCLE

"THE TRUCK THAT DELIVERS THE GOODS"
BOTH INEATE AND MCGARTHY INC. 117-6374
PHONES 694 WASH. ST. COR. KING ST. JA-7377

RAPID GROWTH OF FIRM IS SHOWN

Ten Years Ago Ballou & Wright, Auto Accessory Men, Sold Bicycles.

A little more than ten years ago down on First street a very modest little firm put up a sign announcing that they were the leading bicycle merchants of the then fast growing city of Portland. The name on the door of that little shop was Ballou & Wright. Friday the announcement was made public that Ballou & Wright, now one of the leading automobile accessory houses on the Pacific coast, have leased the entire building at Seventh and Oak streets, owned by E. Henry Wemme, for a term of 10 years. The building is 100x100 feet and contains three stories and basement. Mr. Wright states that between \$15,000 and \$20,000 will be spent remodeling the building and making it the handsomest automobile accessory establishment on the Pacific coast, and one of the most complete and up-to-date in the United States. Ballou & Wright will occupy the corner on Seventh street, the whole side of the building being in heavy plate glass. The ground floor store will be 50x100. They will also use the entire basement, which is 100x100, and one-half of the second floor. The entire floor space to be occupied by the Ballou & Wright establishment is to be 20,000 feet. Work of remodeling the building will be started at once and Ballou & Wright expect to be able to move into the new store within a short time.

PORTLAND-BEND MAIL WILL GAIN ONE DAY

(Special Dispatch to The Journal.) Bend, Or., July 1.—Bend will soon be able to get its mail from the outside world other than by slow stage from Shaniko. Announcement is just made here that beginning July 1 mail will come by railroad to Culver and from there to Bend by way of Prineville. Though an improvement over the present system, the pouches will travel by stage on a circuitous route in going by the county seat. It is only 38 miles from here to Culver direct, but by Prineville it will be 65. The government offering for bids for carrying the mail from Culver direct here, but there was no bidder, it is understood. While the exact hour of arrival and departure of mails here has not been given out, local people are rejoicing that there are to be some betterments of the antique system that has prevailed for years. The change will put the mail in here probably a day earlier and mean a saving of about the same time in sending mail to Portland and other outside towns.

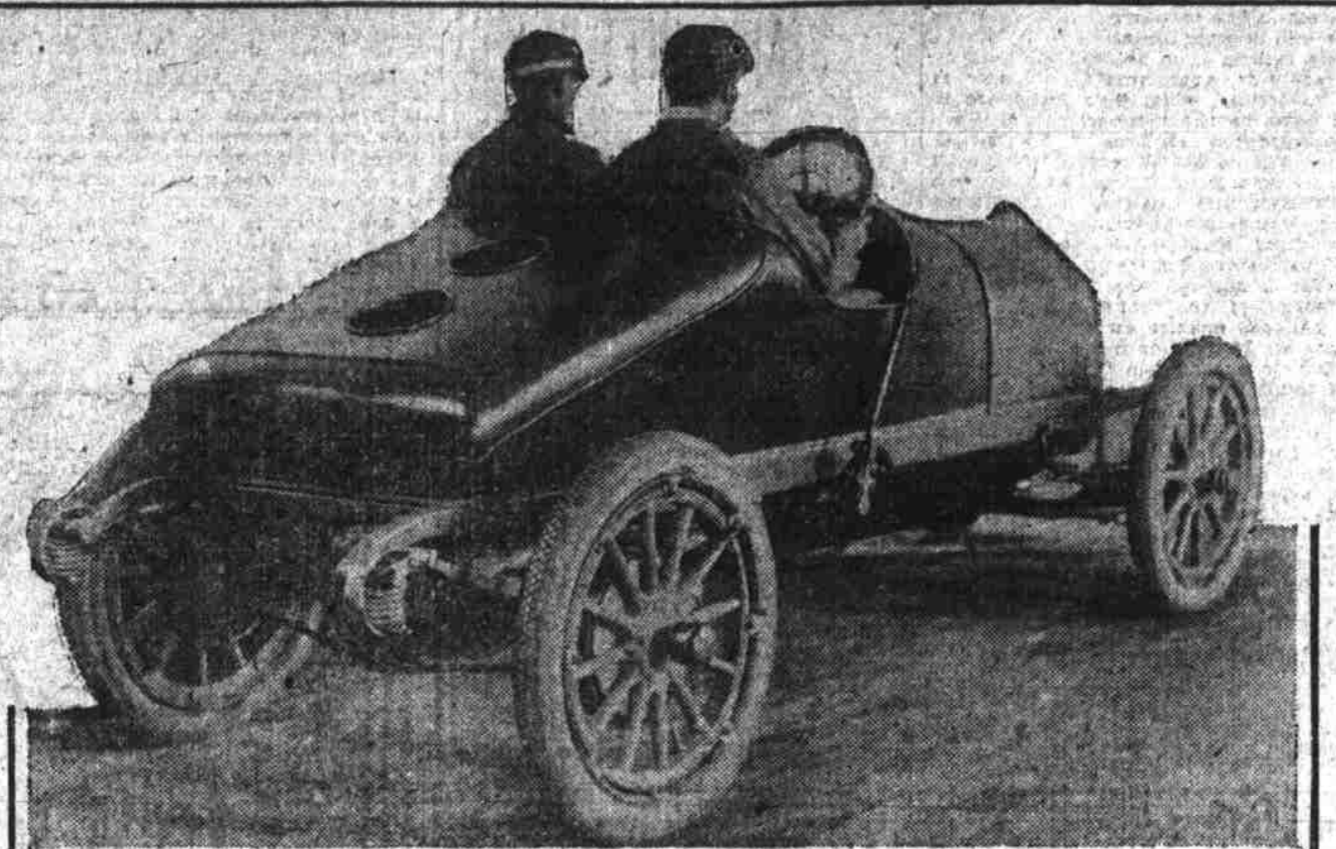
Southeast to Develop.

(Special Dispatch to The Journal.) Walla Walla, July 1.—To develop the resources of southeastern Washington.

Ballou & Wright

86 SIXTH ST., PORTLAND, OR.

Racing Car Built So as to Prevent Wind Suction



One of the most unique racing cars for 1911 was the product of the Ferris Machine company, of Racine, Wis. It is so constructed at the rear as to prevent wind suction, the trouble which has caused many good racing cars to slow down many miles an hour. Strang

believes he has reached the point nearest perfection in the building of a racing car in this type of a machine, and looks for the new racer to do big things in all the coming racing events of the 1911 season.

league is being organized, with this city as prime mover in the matter. However, it is not Walla Walla that is to receive the benefit, save as it does so indirectly through the upbuilding of its supporting territory.

Telegrams from Speedwell owners justifying our statements about this remarkable car:—

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD

RECEIVED AT 124 CH. ST. COLLECT N. L. 101. June 1, 1911.

H. H. Wright, Speedwell Motor Car Co., Dayton, Ohio.

My Speedwell motor car was the best value for the money that any car I have ever owned.

Max C. Fleischmann.

POSTAL TELEGRAPH-CABLE COMPANY

NIGHT LETTERGRAM

INDEPENDENT COMPETITIVE PROGRESSIVE

RECEIVED AT 104 CH. ST. COLLECT N. L. 101. June 1, 1911.

The Speedwell Motor Car Co., Dayton, Ohio.

I want to say to you that I have not had one minute's trouble with my Speedwell car since I purchased it, April, 1910. My car has been run over 10,000 miles, with no motor in a shop and in a class by itself. The car has been a real money saver. I think you should not be prejudiced in the purchase of a car. This is one thing that people take a pride in attending to your customers.

Dr. C. B. Brown.

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD

RECEIVED AT 124 CH. ST. COLLECT N. L. 101. June 1, 1911.

Speedwell Motor Car Co., Dayton, Ohio.

Just received at about hundred mile tour through California in my SPEEDWELL car with all tires in fine shape and not a trouble in the world. Never saw a car run better and think the half has been told about the good qualities of SPEEDWELL cars. Both riding and running quality cannot in my opinion be equalled.

L. I. O'Neill, Pres. Marchmont National Bank.

DAY LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD

RECEIVED AT 210 CH. ST. COLLECT Blue. New York N. Y. June 2, 1911.

Speedwell Motor Car Co., Dayton, Ohio.

I am owner of a nineteen-hundred and seven Speedwell. I have driven it over 10,000 miles and it is still going like a top. I have never had a trouble with it. It is a real money saver. I think you should not be prejudiced in the purchase of a car. This is one thing that people take a pride in attending to your customers.

Dr. C. B. Brown.

POSTAL TELEGRAPH-CABLE COMPANY

NIGHT LETTERGRAM

INDEPENDENT COMPETITIVE PROGRESSIVE

RECEIVED AT 88 CH. ST. COLLECT N. L. 101. June 2, 1911.

Speedwell Motor Car Co., Dayton, Ohio.

Speedwell car all you might see it and more too. Have used mine over daily since nineteen hundred and nine. Having now covered over fifty thousand miles and with exception of ordinary wear and tear they are running as well today as the first month. These cars used on all kinds of streets, not for business work. My pleasure car purchase last fall has run four thousand miles and outside of one "bummer" has had no attention and not a cent for repairs. I think this is a record of exceptional value.

Wm. F. Palmer, Dist. Mgr. National Cash Register Co.

POSTAL TELEGRAPH-CABLE COMPANY

NIGHT LETTERGRAM

INDEPENDENT COMPETITIVE PROGRESSIVE

RECEIVED AT 104 CH. ST. COLLECT N. L. 101. June 2, 1911.

Speedwell Motor Car Co., Dayton, Ohio.

A year ago this month I bought my Speedwell car from you. I have driven over twelve thousand miles at an average of fifty to sixty miles per week. Last year Mr. Nelson was here last week I think I had a real good run for me in my car. After he looked it over, he said that it was the best thing he had ever seen. I think you have done a real thing in selling these cars. I think you will do a lot for us. I think you are good at heart, and I will be glad to hear from you some time.

Wm. F. Palmer, Dist. Mgr. National Cash Register Co.

GIVES ADVICE ON TRIP TO ASTORIA

O. E. McCarthy, Who Made Tour Recently Via Buxton Road, Tells Experience.

Motorists contemplating a trip to Astoria and desiring to go via the Buxton road rather than the river road, will be interested in the report of O. E. McCarthy, Inc., who drove to Astoria over this road in an Ohio touring car Friday of last week and returned to Portland last Thursday morning.

Mr. McCarthy was accompanied on the trip by A. Brix, a business man of Astoria, who made the trip in a Cadillac. Mrs. Brix and John Brix were also members of the party.

Frank H. Parker of the Astoria Hardware company made the trip in his Buick.

E. C. Judd, county judge of Clatsop county, and wife, were guests of Mr. and Mrs. W. F. McGregor in their new six cylinder Locomobile. Mr. McGregor is collector of customs for the port of Astoria.

The party left Portland late in the afternoon and spent the night at Vernonia. No attempt was made to break records, the trip being made in a leisurely manner, the party reaching Astoria at 5 p. m. Saturday evening.

Speaking of road conditions encountered, Mr. McCarthy said:

"From Portland to Hillsboro, 9 miles, the roads are good; Hillsboro to Banks, 13 miles, good; Banks to Buxton, 7 miles, very rough, impossible to make good time; Buxton, over mountains to Vernonia, 20 miles, roads smooth, but grades steep; Vernonia to Pittsburg, 6

GOVERNOR HANLEY ON BIG PROGRAM

Nationally Known Men Will Speak at Grand Ronde Chautauqua.

(Special Dispatch to The Journal.) La Grande, Or., July 1.—Directors of the Grand Ronde Chautauqua today announced the program for the season annual session of that association at Riverside park, a splendid natural wood just outside of the city limits. Governor J. Frank Hanley, of Indiana, is featured on the lecture course, with other nationally known speakers. The numbers for the week include: The Apollo Concert company; Dr. Gabriel R. McGuire, noted African explorer; De Witt Miller, William Sterling Battle, Dr. S. W. Seaman, Dr. Lena K. Sadler, Dr. William S. Sadler and others.

Regular classes will be organized in Bible study, physical culture, swimming, athletics and domestic science. The Chautauqua will open July 4 and close July 14.

miles, rough; Pittsburg to Mist, 11 miles, fair; Mist, through Hopkins and to Jewell, 21 miles, fair; Jewell, through Falls and Elsie Junction to Summit, 10 miles, very rough, requiring slow driving; from Summit to Astoria, 7 miles, the road is of crushed rock and is in excellent condition. Taking the road as a whole, it is far above the average, but there is much room for improvement in places, particularly from Jewell to Summit.

The installation of incandescent lamps near their nests is said to increase the egg laying proclivities of hens.



Watch Speedwell prestige rise higher and higher

The nation has been making up its mind for four years that \$3000 ought to buy the maximum of motor car excellence.

Wherever that slowly forming idea encountered the self-evident beauty of the Speedwell, it ripened into a positive conviction that \$3000 was enough for the best. Where you heard the name of the Speedwell spoken once six months ago, you hear it spoken ten times today.

You will hear it more, and more, and more as the weeks go by.

You were not conscious of the undercurrent of sentiment which has been steadily flowing toward the Speedwell for these 48 months.

You recognize it now, because it is becoming irresistible and universal and is sweeping everything before it.

The Speedwell is spoken of now with a new respect by seasoned motorists. They have been committed heretofore to a few other cars of higher price. Now they recognize the Speedwell as a formidable rival whose lower price suggests invidious comparisons.

Time was when it was true that to be absolutely sure of any motor car—one must pay the highest price; and men who can afford the best want it at any cost.

But it needed only the recognition of the Speedwell's claims to preeminence, at a price lower than the existing maximum, to compel a readjustment of that maximum.

Men of business and social prominence, one at a time, here, there and everywhere, convinced themselves that the Speedwell met their every possible requirement.

Now that movement has become general; and it will gather impetus every day from this time forward.

In your city, the Speedwell will be owned by those who have acquired motor knowledge.

It will be the distinguished car of the community.

The Speedwell Motor Car Co., Dayton, Ohio

Speedwell Motor Car Company
533 ALDER STREET, PORTLAND, OREGON—MARSHALL 1358