

GLEANINGS OF THE AUTO WORLD

NEW '12 MODELS EQUIPPED WITH UNIQUE DESIGNS

Dealers Busy Unloading This Season's Cars and Preparing Them to Be Shown to Admiring Public.

All along the line the automobile dealers have been very busy the past few days unloading their new 1912 models and putting them in ship shape to be shown to the admiring public. While there have not been any very radical changes in the 1912 cars over those of 1911, the general lines of the 1912 cars seem to be of a higher perfection in construction. The fore-door style of car is here to stay, according to the majority of the dealers. Many of the fore-door cars have unique devices for ventilating the front part of the machine, which makes the cars comfortable at all seasons of the year.

The new Cole "30-40," five passenger, 1912 touring car, a picture of which is shown in this issue, was unloaded by the Twitchell Motor Car company Wednesday, and the Cole reputation for refined finish and upholstery needs no comment, for the car has everything that can be asked to insure comfort and ease. All metal parts of the car are nickel plated; the lamps are black enameled and nickel; all door handles are placed inside of the car where they can't be seen and are nickel plated, as are the door hinges. The car has the regular fore-door straight line effect with the front ventilated. The 1912 chassis adheres to the basic principles of the 1911 car. It has a 122 inch wheel base instead of 118; 36 inch wheels instead of 34 inch wheels. It also has the Timken axle equipment, full floating. These improvements make the Cole car a bigger and more comfortable vehicle. Seven body styles will be constructed on the one chassis; five passenger touring car; four passenger top tonneau; roadster; speedster; coupe; limousine and London limousine.

The National automobile, driven by Len Zengel, against demonstrated its staying qualities in the recent races at Elgin, winning first and second in one race and first in the big 365 mile free-for-all. Len Zengel came Elgin with his triumph at Galveston, Texas, where he had won four out of five events on the card, not having been eligible to the fifth. Zengel maintained an average speed of 55 42-100 miles per hour throughout the entire distance of 35 miles, thereby breaking the record for the Elgin National trophy by more than five minutes.

A picture is shown in this issue of the trophy cup put up by the Chanslor & Lyon concern for the automobile that makes the fastest time between Portland and Seattle. In order that this cup may be contested for by any one owning or driving a machine, it has been put under the auspices of the Portland Automobile club.

Harry L. Keats, chairman of the contest committee, has formulated the following rules under which the cup must be awarded: "Trip must be made in one day, starting either from Vancouver, Wash., or Seattle, Wash., and finishing in either town. Contestants must get scoring cards from Chanslor & Lyon, 27 Washington street, Portland, Ore., from Chanslor & Lyon, 316 East Pike street, Seattle, before starting, and must mail signed cards at Centralia, Wash., and Seattle or Vancouver, Wash., after scoring at the towns. Starting from Vancouver, Wash., cars must check out from the clerk of the St. Elmo hotel, Vancouver, checking at Centralia and Chanslor & Lyon motor supply store, 316 East Pike street, Seattle. This applies to cars starting from Seattle or from Portland. Western Union cards must be used in all cases. Score cards must be signed at the office of the St. Elmo hotel, Vancouver, Wash., by the clerk, and at the Centralia garage at Centralia. In case the garage at Centralia is closed, contestants must have cards signed at the hotel. All signatures must be signed in ink. Stock cars must be used. Stripping optional under the A. A. A. ruling. All mechanical parts and adjustments must be made exclusively by the crew of the car. Every winner of the perpetual challenge trophy must give acceptable bond in the amount of \$250 to guarantee the safe delivery of the trophy to a subsequent winner. The trophy shall be open to perpetual challenge. If any protest against the awarding of the cup shall be sustained, holder of the cup shall immediately deliver the cup to the last previous holder, without contesting the right of Chanslor & Lyon to revoke award. All contestants must give written notice of their intention to compete for same, notice to be given Chanslor & Lyon. It is optional with contestant as to how many passengers he wishes to carry on run."

It has been announced by A. J. Edwards, manager of the Ford Motor Car company, that it is his intention to make a try for the Chanslor & Lyon trophy between Vancouver and Seattle within the next week. Mr. Edwards will drive his White Spider machine in the attempt to lower the record made by the Buick Red Bird machine when it established the record of 11 hours and 30 minutes between Vancouver and Seattle.

A change in the personnel handling the Ford automobiles was effected last week. Heretofore the company has been a co-partnership between A. J. Edwards and C. Aerne Jr. Mr. Edwards purchased Mr. Aerne's interest recently and has now formed a stock company of the concern, which will be known as the Ford Motor Car Company, Inc. P. H. Parks will be president of the new company. A. J. Edwards will be secretary and manager, and M. Peterson will be vice president. Mr. Parks, the new president, was formerly in the banking business at Willamina and Mr. Peterson has been in the hardware business at Forest Grove until recently. The company has been capitalized at \$20,000. Mr. Edwards is very confident in his belief that the coming season will be a very successful one for the new firm.

Last week in the columns of this paper there appeared an advertisement regarding the Pathfinder automobile, which called attention to the fact that the northwest territory was open for a high class dealer. Many inquiries have been received regarding the agency for

BUICK RED BIRD WINS HANDSOME TROPHY CUP



this car. From among the names of the dealers wishing to investigate this agency, none have been selected as distributors as yet. Those interested can secure information at the Journal office. The advertisement of the Pathfinder will appear exclusively in the columns of The Journal. It having been selected as the medium best suited to give the Pathfinder the necessary publicity to secure a reputable representative.

C. H. Mead, manager of the West Coast Supply company, entertained W. W. Wuchter, president of the Swinehart Tire & Rubber company, of Akron, Ohio, and W. D. Lord, western sales manager of the Swinehart company, at an informal banquet held in the banquet room of the Commercial club Tuesday evening. Those invited to meet Mr. Wuchter and Mr. Lord were the automobile men of the city of Portland, interested in the truck industry.

Most of the dealers interested in the commercial truck industry were present, and heard quite an interesting talk on the rubber output of world from the time it is taken from the trees in South America, Central America, and Africa, until the automobile enthusiasts of Oregon sweat over it in the form of tires. Mr. Wuchter impressed on those selling trucks the necessity of having competent men handle the trucks after they were sold to merchants and contractors, claiming that more than half of the truck and tire trouble has been due to incompetent drivers.

The Braly-Du Bois Automobile company, local agents for the Franklin cars, will move to their new quarters at 33 North Nineteenth street about September 10, where they will handle a complete line of Franklin cars. The new building is one of the best constructed automobile houses in the city, and will give the company ample space for displaying their full line of machines.

F. T. Bolton, formerly superintendent of the repair department of the Portland Automobile company, has been promoted to the position of manager in place of Ross B. Cooper, resigned. Mr. Bolton has been in the employ of the Winton agents for a number of years, having seen factory service with the Winton people as well as being connected with Salt Lake and Seattle branches. The Portland Automobile company has recently taken the agency for the Abbott-Detroit automobile and expect the first shipment to arrive in Portland the latter part of this week. The Abbott factory is sending one of their machines, which has been named the "Bull-Dog" over a 100,000 mile endurance trip. The machine has covered more than 32,000 miles of its journey, and is now on its way from Merced to Portland, having left Sacramento, Cal., July 27, carrying a banner from the governor of California to the president of the Portland Automobile club. It is expected that the machine will arrive in Portland Thursday or Friday of this week.

"What promises to be one of the features of automobile building for the season 1912," says Mel Johnson, manager of the Howard Auto company, local agents for the Buick and National cars, "is the new inside control originated by the Buick Motor company. In all cars built by this company during the season of 1912 the control, comprising the gear shaft lever and the emergency brake lever, will be enclosed in a panel in the right fore-door of the car. The enclosure of these levers will remove them from sight outside the fore-door

and at the same time enclose them in such a manner as to leave ample room for the driver with no interference to his person by the levers."

H. L. Keats, president of the Keats Auto company, left Thursday night for a trip to Seattle and British Columbia on business connected with his firm. Mr. Keats will return to Portland the first of this week.

It has been announced that Portland is to have a sample tire concern within the near future. Mr. H. R. Stuart, formerly representative of the Paige-Detroit Automobile company, will open a branch at 86 Tenth street the latter part of this month. The concern will handle unguaranteed tires and say they have already signed contracts for the 1912 supply. While this class of tires are sold largely in the east it will be a new departure for the automobile owners in the northwest.

PENNISSE DINER SELLS OLD BOOK FOR \$10,000 (By the International News Service.) Paris, Sept. 2.—The story is told of an Armenian who arrived here a few weeks ago and celebrated the event to such an extent that one evening he found his pockets completely empty. All his money had been spent but he was hungry, and the only way was to go to a restaurant where had had many a good meal before. He ate a fine dinner, but when it came to pay he acknowledged to the restaurateur his complete lack of money. He offered, however, to sell a book, the only thing that remained in his possession, to secure the price of the meal. The restaurateur showed the volume to an expert. It was a handsomely illuminated, rare old work. The expert declared that it was worth \$10,000. He made an offer then and there to purchase it at that price, to the great joy of the Armenian, and paid the cost of the dinner at once.

WEEED CHAIN COMPANY
Hughson & Merton
PACIFIC COAST AGENTS
329 ANKENY STREET PORTLAND, ORE.



Run made between Portland and Seattle, cup presented by Chanslor & Lyon.

FULLY EQUIPPED CARS,
POLICY OF COMPANY

"This is essentially the year of the completely equipped motor car," says Arnold Neate, local agent for the Hudson Motor Car company. "Season after season it has been customary in the industry to charge the buyer extra for tops, wind shields, magnetos, demountable rims, tire irons, etc., and the owner almost invariably bought these parts later to be put on his car. This meant that, buying them separately, he usually paid a pretty good price for them. This company has endeavored, in its 1912 line, to provide every convenience on the car that any owner could reasonably desire, and to include them all in the list price of the car. Buying things in the quantity we do, we can thus list the car much lower than where the owner must buy the extras separately. "The policy of our company in this

particular is simply an indication of the trend of demand of the buying public. The average American now wants his car complete when he gets it, without the necessity or the uncertainty of future expense in fitting it up to suit him. We have simply satisfied his demand by dressing up our cars with all desirable external equipment. In addition, of course, the car itself has undergone a thorough process of refinement, from the bolt in the forward end of the frame to the tail lamp at the rear."

WARREN
For 1912 Will Arrive This Week

BEFORE BUYING
SEE
THE WARREN LINE
COUNTRY AGENTS WRITE FOR
INFORMATION

Portland-Detroit
Auto Co.
J. E. MAXON, Manager
FOURTEENTH AND COUCH STREETS
Phone A-2103, Marshall 1565

NEATE & McCARTHY, Inc.
Locomobile
Main 6374, A-7577 694 Washington St., Cor. King

HUNTERS RETURN FROM ROUGH TRIP

Phil H. Lyon and Party See Plenty of Deer Tracks, and Kill One Bear.

Phil H. Lyon of Chanslor & Lyon, returned the first of this week from a hunting trip in the wilds of southern Oregon. Mr. Lyon left here a little over two weeks ago, meeting H. D. McCoy, manager of the San Francisco branch of the Chanslor & Lyon Co., H. O. Harrison of the H. O. Harrison Co. of San Francisco, and a party of friends, with a guide, at Roseburg. Here, a Buick truck carried the party 17 miles to Johnson. Harrison, who was on the front seat of the truck, noticed very soon, as did the rest of the party, that the driver was not conversant with his car, and so assumed the wheel, driving over the rough road. It was no easy matter for any car, as the road is such that an automobile must have unusual clearance to negotiate it. From Johnson to Lark Mast, the trip was made in a horse-drawn stage. Lark Mast is 67 miles from Roseburg. From Lark Mast the party packed on horseback over to and into the mountains 17 miles to the Tioga country. There was an abundance of trout to be had, but the country was too wild for good deer hunting, although tracks were seen. The day before the party arrived, a mountaineer had seen three large elk within 200 yards of the camping grounds, but the hunters did not get a glimpse of these animals. One bear was killed and the skin will shortly arrive in the city to verify this fact to skeptical ones. There were also lots of cougar tracks, but these fierce creatures did not come out of their hiding.

Much fun was had, one evening, with four mountaineers. After a few drinks of rare old whiskey with which the party treated them, these rangers became "millionaires," and many funny stories were told. The party had one large tent in which they slept on beds of fir boughs. The nights were very cold, and sleeping bags were used. McCoy said yesterday: "This is a most beautiful country, wild and rugged, with immense trees and dense underbrush. The atmosphere is so clear that from the tops of the mountains, it seems possible to see at least 50 miles. We followed the stream over the mountains and greatly enjoyed eating the wild raspberries, blackberries and huckleberries right from the bushes. We were four days going in and four coming out, and although it was our intention when returning to Roseburg, to go out on another trip, when we had shaved the feeling of the wild man left us and we decided to return to civilization. The people were very hospitable to us, feeding us on the best of food, and charging us but 25 cents apiece for a meal. They were certainly either not on to their work, or else were not crafters. We saw some strange characters among the mountaineers. We met a party of campers. The men were away and when the women saw us, they fled, all but one, who sat down, as they were all dressed in overalls. We could not help giving them the laugh. In all, it was a glorious trip."

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ARCHER & WIGGINS COMPANY
AUTOMOBILE SUPPLIES
WRIGHT & DITSON ATHLETIC GOODS
FISHING TACKLE, GUNS AND AMMUNITION
OAK CORNER SIXTH

Auburn Motor Car Co.
ROBT. SIMPSON, Mgr.
505-7 Burnside Street
A 7339 Main 2674

BALLOU & WRIGHT
Largest Stock
Automobile Accessories
M & W TIRES
MONOGRAM OILS
86 Sixth St., Portland, Or.

Belmore, MacDougall, Moores Co.
Auto Bodies, Wheels and General Repairing.
GARAGE, CORNER SEVENTEENTH AND ALDER.

BRALY-DU BOIS AUTO CO.
MOTOR FRANKLIN CARS
IMMEDIATE DELIVERY
Phones A 3881, Main 4880 Seventh and Davis Streets

"Firestone" TIRES
Vulcanizing & Retreading R. E. BLODGETT, 510 Alder St. Main 7005

G. & J.
West Coast Supply Co.
31 to 33 North Seventh
"It's All in the Tire"

"Maxwell"
Demonstrations by Appointment.
UNITED AUTO CO.
DISTRIBUTORS FOR OREGON
534-536 Alder Street Main 4337—A-7171
MAXWELL SAMPSON TRUCKS COLUMBIA

Motorcycles INDIAN AND EXCELSIOR
BALLOU & WRIGHT, 86 SIXTH STREET

APPERSON REO
NORTHWEST AUTO CO.
DISTRIBUTORS
F. W. VOGLER, President
Fifteenth and Alder Sts. Phones—Main 7179, A-4959

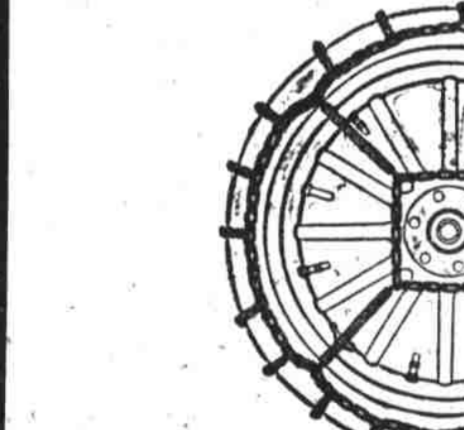
Cleveland
AUTOMOBILES
DISTRIBUTORS
For Oregon, Washington, California and Nevada
J. W. LEAVITT & CO.,
529-531 Washington Street

Schacht Motor Car Co.
Commercial and Pleasure Cars
CORNER FIFTH AND HOYT STREETS

John Deere Plow Co.
NORTHWEST DISTRIBUTORS
E. Morrison and 2d Sts. Phones—East 3887, B-6125

ACCESSORIES
Everything for the Comfort and Need of the Automobilist.
Largest VULCANIZING PLANT on the Pacific Coast
Western Hardware and Auto Supply Co.
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Automobile accidents and fatalities would be reduced to a minimum.
Weed Chains are sure grip—won't slip—wear twice as long as infringements—and are sold by All Reliable Jobbers and Dealers.
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