

AUTOMOBILE NEWS

AGENCY FOR NEW CAR FOR OREGON JUST ESTABLISHED

Company Has Orders for 1500 Trucks for 1912—Seats for 500 Mile Race Selling at Rapid Rate.

Several new machines have been added to Portland's already large list within the past week. The most prominent addition has been in the truck line. E. E. Haskins, assistant wholesale manager of the American Locomotive company's automobile department, spent several days in Portland during the past week and closed the Oregon agency for the Alco line of trucks and pleasure cars with the Nob Hill garage. It has been rumored for some weeks past that the Nob Hill people expected to get this agency, but contract covering the agency was not signed until within the last week. In speaking of the truck outlook for the Alco, Mr. Haskins stated that his company had already placed orders covering material to complete 1500 trucks during the 1912 season. A shipment of three trucks is now on the way to Portland and should arrive not later than February 1.

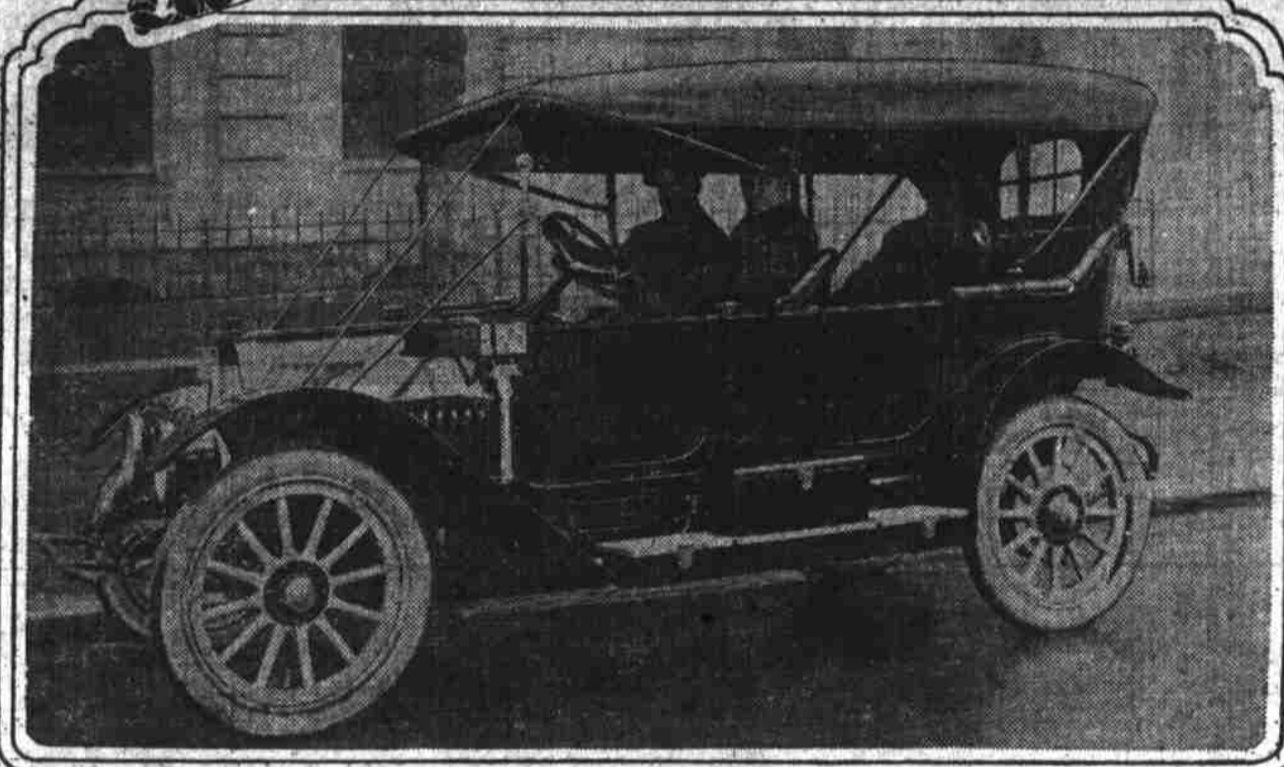
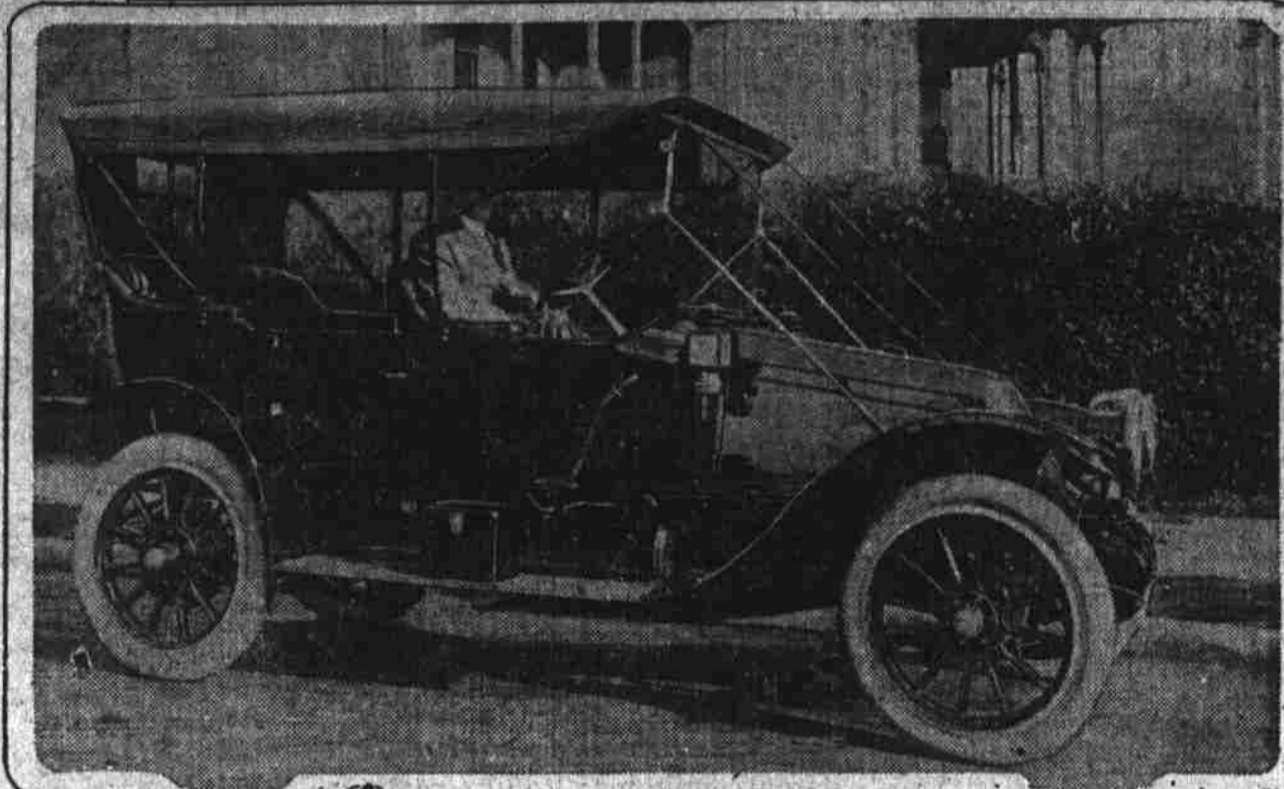
W. T. Sleddon, who has until recently been in the automobile business at Hood River, will handle the Alco line of cars for the local agents. A new world's record for continuous service has just been established in the east by a three and one-half ton Alco, when it passed its own previous record of 18 hours in the service of the United States Express company, New York. The truck has been in continuous service for seven days and nights, or a total of 188 hours. During the run the truck has done the work of five two horse teams.

Big Demand for Seats.
Owing to the great demand for seats for the 500 mile race to be held at the Indianapolis speedway on Decoration Day, May 30, the management have put the seats on sale, and reservations by mail will be made in the order received. The latest entries made for the race were by the J. I. Case company, which brings the total number of cars entered to date up to six.

To Test Self Starters.
The Covey Motor company are announcing in today's paper the holding of test number one of the Cadillac demonstration. It is proposed, weather permitting, to run the car as far as the storage battery will permit on the power of the self starter. This test will take place from the corner of Sixth and Stark streets, Monday, January 22, starting at 10 a. m. The public, and especially all automobile owners, are invited to witness the demonstration. The car will be filled with passengers, started with the self starter and run as many blocks as the storage battery will furnish the power for.

Right Year at Roseburg.
E. J. Neil, agent for the Michigan Auto & Buggy company, at Roseburg, was a visitor at the Portland branch of that concern several days last week. Mr. Neil came up for the purpose of closing his 1912 contract and looking

AIR COOLED CAR REACHES PORTLAND—BUYS NEW WARREN "40"



New 1912 Franklin, air cooled; D. F. DuBois, agent, at wheel. Below H. L. Hammond, manager Ohio Paint & Varnish company, in front seat of his new Warren "40"; George D. Kilton, sales manager of cars, at wheel.

over the new Michigan 40. Mr. Neil says the outlook for a big year in the automobile line in his territory is extremely bright. The road conditions around Roseburg are not as bad this season as in recent years, due entirely to the advent of the automobile in that part of the state in numbers. "As soon as a man who owns a ranch gets an automobile," says Mr. Neil, "he immediately becomes a good roads enthusiast and sees to it that the roads adjacent to his own property are in

first class condition. Then if his neighbors are slow in fixing up their portions of the highway, they soon hear from the automobile owner.

S. S. Gilbert, formerly connected with the Packard agency at Vancouver, B. C., has joined the local sales force of the Stoddard-Dayton Auto company, and will handle the Federal truck for that concern. Mr. Gilbert has been in the automobile business for several years. He came west last year from Chicago,

and is greatly pleased with the outlook for the 1912 season in Oregon.

Auto Men on Visit.
J. A. Crittendon, sales manager of the automobile department of the John

Journal Want Ads bring results.

16 MOTORCYCLE FIRMS EXHIBITING

Latest Models Seen at Automobile Show at Madison Square Garden.

New York, Jan. 20.—One of the most interesting exhibits in connection with the automobile show is a section devoted to motorcycles, and the management were more than gratified at the large interest displayed in the exhibit.

Sixteen of the most prominent motorcycle manufacturers of the country are showing their very latest models, one of which shows marvelous detail improvements over 1911.

It is estimated that there are at least 75,000 motorcycles in use in this country. The output for 1912 is estimated at 50,000. One manufacturer alone will manufacture 15,000 during the ensuing year.

One of the greatest improvements shown is an armored type of magneto, which is the same make as that used on the best automobiles, but much lower in cost. It is however, more advanced than the car type, for it is entirely protected from water, dust or oil. No cover is necessary and even the terminals are housed, so that the instrument is now practically trouble proof. A large number of prominent automobile manufacturers are considering the use of this type of magneto for their 1913 production.

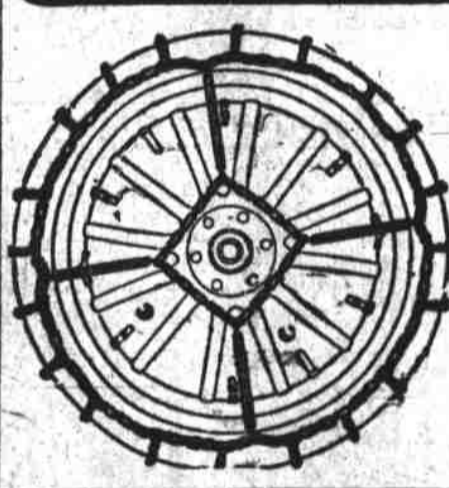
Another improvement is the clutch. This is similar to the motor car clutch, and is operated by a convenient hand lever. Together with a double jet carburetor, this clutch enables the rider to obtain almost any speed. He can adapt himself to any traffic conditions, and bring his machine to a stop without "killing" his motor, just like a car.

Deers Plow company, local representatives of the Velle Motor Car company, is spending a few days in British Columbia, in the interest of the Velle people.

A specially built and equipped 35 Warren roadster has just been ordered by C. Elmore Grove, a local photographer, and will arrive in Portland about the fifteenth of February. Mr. Maxon, the local agent of the Warren, says this will be one of the newest cars in the roadster line ever to be shown in Portland.

Charles D. Mead, manager of the West Coast Supply company, left yesterday for a trip through the east on business in connection with his firm. Mr. Mead will visit the Federal Tire factory at Milwaukee, for the purpose of selecting stock for the Oregon territory. The West Coast Supply company have just closed the Oregon agency with the Federal people and will handle their entire line of tires, both solid and pneumatic. Mr. Mead expects to be away from Portland until the tenth of February and while in Chicago will attend the automobile show.

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Chain Grips

Positively prevent skidding and consequent accidents. Give required traction in climbing the steepest hills.

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12 PORTLAND HA MN
FLINT MICHIGAN JAN 4th 1912

159

Howard Auto Co.

Portland, Ore.

We hereby accept your telegraphic order of January third for a solid trainload of 50 double-decked carloads of Buick automobiles to be shipped as a special train January 25. This shipment will contain 95 model 29 Buicks 70 model 28 Buicks 30 model 34 Buicks 10 model 35 Buicks and 25 model 43 Buicks. All of these cars to be fully equipped with tops glass fronts and presto-lite tanks. Total number of cars 230 value of same three hundred and nine thousand one hundred dollars. We will as usual draw on you for the above shipment through your bank. This will be the largest single shipment of automobiles ever made to one concern and we hope that you will appreciate our efforts in giving you a shipment of this size at a time when we are so crowded with orders.

Buick Motor Co.
9 12

Shipment Will Positively Be Made in One Solid Trainload on January 30, Emphasizing Buick Facilities.

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