

WINNER OF AUTOMOBILE SHOW CREDIT SLIP PICKS OUT HIS CAR

KEEN COMPETITION BY DEALERS FOR HONOR OF SUPPLYING AUTO

Second Time Same Make Has Received High Distinction in Pacific Northwest.

Much keen competition was indulged in by the local automobile dealers since the announcement of Frank C. Riggs, secretary and treasurer of the late Fifth Annual Automobile show, that D. W. Price, of Scappoose, won the \$1000 credit slip for buying number 884 given at the entrance of the Army.

The local dealers have used every endeavor to entice Mr. Price to put his name on the dotted line that would signify his choice of an automobile. C. H. King, sales manager for H. L. Keats, local representative of the Chalmers, deserves the credit for putting over one of the most sought for sales of the season, as it is taken that Mr. Price's selection means that the Chalmers is conceded the honor of being an ideal motor car. Certainly such is the decision of Mr. Price, and it brings back to the Keats organization the remembrance that the Chalmers was selected as being the most popular car exhibited at the Portland Automobile show for the year 1910. During that season the Western Motor car, a publication published at Seattle offered a cup for the most popular car on exhibition, the public to vote on the question. The Chalmers received more votes than any other car in the 1910 show and was therefore awarded the trophy. Mr. Keats has the big silver cup on his desk and often points to it with pride when speaking of the Chalmers to his friends.

Contrary to the general belief that prevailed at the time when it was announced that Mr. Price had won the credit slip, Mr. Price has been a motor car owner and driver for several years, and during that time has become an efficient in automobile lore as is generally the case of car owners. Therefore his selection of a Chalmers does not come from one who knows nothing of an automobile.



D. W. Price, winner of \$1000 credit slip at Portland Automobile show, seated in Chalmers car selected by him; cup won by Chalmers car at show here in 1910. H. L. Keats, northwestern representative of Chalmers line.

SPORTSMEN PUT AUTO TO NOVEL USE DOWN IN KLAMATH COUNTY

Heavily Laden Machines Carried Dogs and Hunters to and From Field.

Klamath Falls, Or., Feb. 14.—Sportsmen of Klamath county put the automobile to novel use during the shooting season when it is pressed into service to carry the hunters and dogs to the hunting grounds and what is more to convey them and their birds home at the end of the hunt. In some cases this is no mean task to impose upon a machine, for when the shooting is good the nimrods return home far from empty handed.

The season for all birds closed on January 15 with the setting of the sun, and from now until next fall no real sportsman will bring terror to the members of the feathered tribe. The shooting was good to the very close of the season. It was not an uncommon sight to see a party of hunters return with a machine load of birds.

In the early fall the shooting was confined largely to the marshes where the native birds have their familiar haunts. Later the marshes froze over and the birds then took to the open water. The last days of the season it did not require a skilled marksman to secure a goodly sized bag on Lake Ewauna in a few hours' time.

While the hunting season for the past year is now confined to yards of successful expeditions, the fisherman is having his inning. The Klamath lakes abound with trout and every day scores of men, and women too, can be seen fishing along Link river and through the ice on the Upper Klamath lake. Those who are out for meat follow the less exciting sport of fishing through the ice, while those who find more pleasure in pursuit than in possession confine their Waltonian endeavors to the rapids of the tumbling Link.

Herein also is foolhardiness: To feather one's nest with borrowed plumes.



NEW HIGH SCHOOL ISSUE AT WALLA WALLA

Walla Walla, Wash., Feb. 14.—Voters of Walla Walla are today balloting upon a proposed bond issue of \$175,000 for new Junior high school. More than 2500 people registered before 5 o'clock last night, when the registration books in the city clerk's office closed. Nearly 300 were registered yesterday, the clerk's office being crowded all day.

Carrying banners urging voters to give their support to the bonds for the Junior high school, all pupils of the high school and a large number from the grade schools paraded the downtown streets at 4 o'clock yesterday afternoon. The parade was headed by the Walla Walla high school band.

LOS ANGELES FIRM BUYS FIFTY TRUCKS

Company Makes Big Purchase for Immediate Delivery.

The Motor Truck & Terminal company of Los Angeles which will be perhaps the largest general trucking company in the United States has bought in one block 50 Peerless, four, five and six ton trucks for immediate delivery.

This is one of the largest orders for heavy duty trucks ever placed in the United States. All of the trucks will be delivered within 60 days and shipments have already begun, according to information just received by the local Peerless agents, H. L. Keats & Co.

There was naturally a great deal of competition on so large an order from all the makers of well known trucks and the Peerless was selected under the direction of Joy Clark, general manager of the company after examining all the leading trucks made.

The Motor Truck & Terminal company is one of the properties of the Perry estate which owns the Los Angeles Market company. The market company has a contract for provisioning all the boats which enter San Pedro harbor 22 miles away, and the trucks will be used to carry provisions to the ships over 22 miles of finely paved roads.

Ben Johnson, president of both the market and trucking companies believes that when the Panama canal is opened the number of ships making San Pedro harbor will be increased to the point where 50 trucks will be required to take care of that one branch of the company's hauling. Previously shipments over this distance have been made by railroad.

In addition to that work the trucks will distribute to the various commission merchants and other large buyers an average of 20 carloads a day of produce which is received by the Los Angeles Market company for distribution in the city.

The company will also do a trucking

business for Los Angeles jobbers. There are 350 miles of finely paved roads in the vicinity of Los Angeles leading to Pasadena, San Bernardino, Monrovia, Redlands, Riverside, Pomona, Santa Anna, Whittier, Long Beach, Santa Monica and Hollywood. Between these cities the trucks will get a great volume of business in preference to railroad shipment which necessitates a great deal more handling of goods, is slower and not any less expensive.

There have been a number of small trucking companies in Los Angeles bidding for the business of jobbers but they had very little capital and were not able to render the service demanded. Several of these have been bought out and their trucks turned into the Motor Truck & Terminal company. With the arrival of the 50 new trucks on the coast it will have 83 trucks in service.

All of the trucks purchased by the company are ordered with a draw bar attachment for trailers. It is the plan to operate truck trains of two or three trailers over the long interurban

hauls. A service of this kind will probably be established between Los Angeles and San Diego in the near future. This sale was made by Smith Brothers, Peerless dealers in Los Angeles.

Did you ever notice that nearly all of the automobiling racing records are held by the late Tom Jones, the late Dick Smith, the late Harry Brown, the late Luther White, etc.?

Everybody interested in the Motoring Pleasures or Business Betterment of Portland is urged to visit the new branch at 65-67-69 West Park Street, North, with its complete stock of

Firestone

Tires—Rims—Accessories

This new branch is ready at all times with a service equal to that which—in a hundred other large cities—has made Firestone the standard—not only of quality in goods, but in character of SERVICE.

Commercial truck owners will find their business greatly aided—troubles reduced and repairs quickly handled—when they count on the helpful services of Firestone truck experts.

Pneumatics, Non-Skid and Smooth Tread, Carriage Tires, Truck Tires in all types, Tires for Pleasure Electrics and Fire Apparatus, Rims, Accessories, etc., all Firestone—of world-recognized quality.

Service is always prompt and of the character made certain by Firestone standards.

Portland Branch
Firestone Tire and Rubber Co.
"America's Largest Exclusive Tire and Rim Makers"
65-67-69 W. Park St. North
Phone: Main 4504; A 1267
Home Office and Factory: Akron, Ohio
Pneumatic Tires, Truck Tires, Pleasure Electric Tires, Carriage Tires, Fire Apparatus Tires, Rims, Tire Accessories, etc.

ANNUAL PILGRIMAGE OF TIRE MEN BEGINS

Heads of Factories Visit All Branches to Increase Enthusiasm.

The important factory tire men have begun to make their annual pilgrimage to the Pacific coast for the purpose of outwitting their branch managers for the coming touring season.

During the past week R. J. Firestone, sales manager of the Firestone Tire & Rubber company, was a visitor in Portland at the new Firestone branch recently opened by J. W. Fleming. Mr. Firestone is greatly surprised to find that Portland has gone ahead so rapidly in the construction of new buildings during the past few years. He stated to a representative of The Journal that Portland seems to be in a better business condition today than any town of similar size that he has visited on his present tour.

The Pacific coast is the great field for the tire manufacturers, and the

AUTOMOBILE NOTES

Shorly Foley says: "I see where America spent \$700,000,000 for automobiles in 1913. This is only another boost for the advertising columns of the North American."

Motorists who intend to drive their cars south this winter are warned to keep off Hampton Roads. They are impassable this year.

President Wilson cut out the mint bed and the wine cellar at the White House, but he didn't tinker with the garage.

If the high cost of living keeps you from buying an automobile, stop eating.

Maybe it's not the crank of the car that's to blame, but the crank driving the car.

DAY LETTER THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA INCORPORATED CABLE SERVICE TO ALL THE WORLD
THEO. N. VAIL, PRESIDENT BELVIDERE BROOKS, GENERAL MANAGER

SEND the following DAY LETTER subject to the terms on back hereof which are hereby agreed to

Portland, Ore., Feb. 12th, 1914

Reo Motor Car Company, Lansing, Mich.
Can you ship us forty carloads of REO touring cars, making up REO train four machines to carload, ship direct to Portland. We need them badly. Would appreciate an effort on your part to favor us with this trainload in addition to our regular allotment for this month.
NORTHWEST AUTO-Vogler

THE WESTERN UNION TELEGRAPH COMPANY.

23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

This company TRANSMITS and DELIVERS messages only on conditions limiting its liability, which have been accepted by the sender of the following message. Errors can be claimed against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or omissions in transmission or delivery of messages. Beyond the amount of tolls paid thereon, nor in any case where the claimant is not presented in writing within sixty days after the message is filed with the Company for transmission. This is an UNREPEATED MESSAGE, and is delivered by request of the sender, under the conditions named above.
ROBERT C. CLOWRY, President and General Manager.

RECEIVED: BICH AS 83 BLUE

F. W. Vogler Ro Lansing, Mich. Feb. 14, 1914.

Care Northwest Auto Company, Portland, Or.
Answering your telegram twelfth every car we can turn out has been allotted absolutely impossible to increase your monthly specifications nor could we consider additional orders to make up train-load if such a thing were possible and we were able to live up to our contract agreements with other agents we would favor you as it would be a good publicity matter we have turned down all new business for the past 60 days that we may take care of the old dealers.

Reo Motor Car Co. 822AM

"Safety First"

in the Quick Stops!

Safety must go deeper than the tread. It has to be made into the tire itself. It has to be quality—just as you will bank on certain men in emergencies because you know the quality in them. Goodrich Tires are quality through and through. Goodrich Unit Molding—the original Safety First idea in tire making—produces a tire which wears as a unit—every part helping every other part to render the service demanded of it. Don't experiment. Insure Safety First for your car and its occupants by equipping at least the rear wheels with

Goodrich Safety Tires

Best in the Long Run

The five thick, tough Goodrich rubber fingers dig down through mud, slush and ooze—they clean and grip the road. They stop the skid before it starts; they make the brake effective; they give confidence and control.

And the extra thickness of Goodrich rubber in the tread at the point of contact gives you longer wear, longer service and lower cost mileage.

We have been pioneers in bringing tire prices to their present low level, and, besides we set the standard of quality by which others are judged.

Here are the prices to pay for the best tires ever produced in the Goodrich factory

Size	Smooth Tread Price	Safety Tread Price	Size	Smooth Tread Price	Safety Tread Price
30 x 3	\$11.70	\$12.65	34 x 4 1/2	\$33.00	\$35.00
30 x 3 1/2	15.75	17.00	35 x 4 1/2	34.00	36.05
32 x 3 1/2	16.75	18.10	36 x 4 1/2	35.00	37.10
33 x 3 1/2	23.55	25.25	37 x 5	41.95	44.45
34 x 4	24.35	26.05	38 x 5 1/2	54.00	57.30

Branches in ALL Cities
Portland Branch—Broadway and Burnside St.
The B. F. Goodrich Rubber Co.
There's nothing in Goodrich Advertising that isn't in Goodrich Goods

This Date in History
February 9, 1914, MICHELIN TIRES AND RED TUBES WERE REDUCED IN PRICE.
This might interest you
Archer and Wiggins
OAK STREET, CORNER SIXTH
AUTOMOBILE SUPPLIES. SPORTING GOODS.

Prest-o-lite Service
Complete Tanks and Recharges, All Sizes, Always AT YOUR SERVICE
Ballou & Wright
BROADWAY AT OAK

HUDSON REO
AUTOMOBILES TRUCKS
C. L. Boss & Co. Distributors for Oregon and South. Wash. Also, Portland Agency, 615-617 Wash. St.

NORTHWEST AUTO CO.
Factory Distributors of
Cole, Reo, Lozier Cars
BROADWAY AT COUCH STREET

Main 8887 A-4959
Equipped with the only enamel bake oven in the State of Oregon for baking fenders, hoods and lamps—work guaranteed two years.

New York Auto Painting Co.
SPEEDWELL BUILDING, 14TH AND COUCH STS.
Frank Ertler Manager Ernest Brunke Asst. Mgr.

AUTOMOBILE AND SHOP SUPPLIES
Spark Plugs TOOLS Brake-Lining
MOTORCYCLES AND ACCESSORIES

Preer Tool and Supply Co.
74 Sixth and 211 Oak Sts. Phone—Main 1802, A 1092

"Firestone" TIRES
Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7005.