AUTOMOBILE DEALERS WILL HAVE ANOTHER

Trip to Coast Was Such a Great Success That More Tours Are Demanded.

WILL GO UP THE HIGHWAY

Many Stunts, Including Bathing Girls' Parade, Made Jaunt to Beach Righly Enjoyable.

So successful was the "Honk Honk of the Portland automobile dealers and friends at last week's excursion to Seaside that another will be staged one week from today, when the autos will be turned towards Hood River over the Columbia river highway. The ans for this second trip will again include a program on the order of the one which caused so much hilarity at

the first out was C. M. Menzies in o'clock Monday morning, July 24. Cole eight, which marked the highhours without a bit of trouble.

Fred W. Vogler, with his Reo six. made Astoria in four hours and 28 San Francisco. minutes and W. C. Garbe and the Studebaker came within six miles of

almost every man over and back up on the road in a Indianapolis classic. Cannon Beach for breakfast. Sev-|car was heavily loaded. the upper end of the beach.

Saturday night before the "Honk tumes.

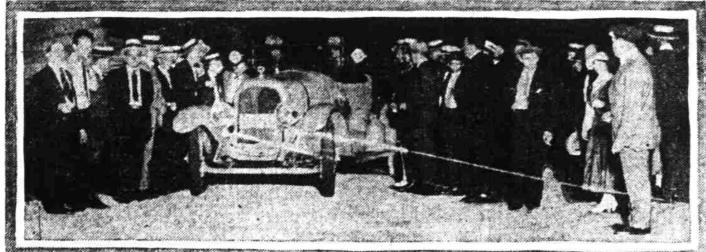
Saturday night before the "Honk tumes.

Saturday night before the "Honk tumes.

killed the engine. Before the flags and together with H. L. Keats and period and approximately double that months ending June 1, 1916, onk" tour had arrived the county Mrs. Albert Utzinger, riding in a were in sight, every car with the ex- C. M. Menzies, other members of the number for the 12 months ending July 28,227 cars, valued at \$20,299,393. had posted new regulations on the Briscoe eight, won first prize. Her ception of the Reo six had killed its committee, deserve the credit for the 1, 1916. way to Cannon beach which took bet- suit was a special creation sent down engine by trying to throttle down too successful staging of the big land ter care of the Sunday travelers than by the Portland Knitting Mills. It low. was the case the week previous. Big was one of the semi-professional. signs over the road told motorists to closely fitting type, green with red refrain from using their horns on the trimmings. way down but to listen for machines coming up. Machines coming up were urged to use their signals unsparingly on either side the process was the refraining from all noise while listining for the cars coming up.

Only One Accident. on the narrow mountain road and in of Great Falls, Mont., who was in the object was to judge speed with the

NEW TRANS-CONTINENTAL RECORD MADE



Marmon Six, belonging to S. B. Stevens of Rome, N. Y., which was driven from New York to San Francisco in five days, 18 hours and 30 minutes, photographed upon its departure from Columbus Circle, New York, July 24.

Again a new record has been estab-there from San Francisco the epoch from New York city, the state road lished for automobile travel between making trip was one of the most thrill- system was used, passing through Al-New York and San Francisco, a Mat- ing trips ever attempted for such a bany. Syracuse and Buffalo; thence mon Six making the trip of 3476 miles long distance on ordinary highways, through Eric, Pa., into Cleveland, in five days, 18 hours and 30 minutes. Mr. Stevens drove the car personally striking the Lincoln highway near This record was hung up when the for almost half the journey, being re-

the high- S. B. Stevens, a millionaire sports- considering the distance and the many man of Rome, N. Y., is responsible conditions to be encountered. For fair shape considering the for this new record. Mr. Stevens is more than 2100 miles, from New of the defense society, and friends of rains of the early part of the week and chairman of the motor reserve division | York to Cheyenne, Wyo., the average | Mr. Stevens arranged for supply staone more day of sunshine would have of the American Defense society and speed was better than 32 miles an tions for replenishing fuel and supeliminated the young bog near Astoria offered to establish for the benefit hour, including stops. which became very sticky after one or of the society and other preparedness

> car out at New York and in at According to brief advices received a good portion of the way. Starting arrived on schedule time.

Astoria, with little else than good this case it was the temerity of the Ford of George E. Johnson, manager speedometer covered with a piece of roads ahead of him in about four driver and not the fault of the road, of Chanslor & Lyon. Her outfit was paper. 10 minutes. Others did The driver tried to pass another car a body of black set off by white and C. M. Menzies won the costume race on a straightaway but gave 18 inches checks. more room than he needed to. He Then everyone hurried over to Gear- with the car, stopping on the line. After brief stops at Astoria, the mo- shu off the bank and rolled into some hart, where were staged the "stunt" then running 100 yards, putting on a Willing hands turned the car races that were more fun than an

eral of the machines went down the Just after noon was staged the Leo McKim, from the Ford branch. beach first and were able to pass event which gave Seaside something. The first event was the quarter-Sylvan point and hurry on down to about which it can talk for some litmile high-gear low-speed run. In it toria Sunday night and started back cars during the first six months of the average
arch Cape, but others that waited half the time. It was the bathing girl pawere the Chalmers Six, Kissel Kar, to Portland through the inland route 1516 and more than 150,000 during the an hour merely traveled the beach rade, in which a dozen mermaids com- Briscoe eight, Cole eight, Reo six, and the day following. around Haystack rock and points on peted for prizes which denoted the Ford. The object was to come in last, A. S. Robinson of the Kissel Kar production order is Maxwell, with totals of the passenger cars shippe neatest and prettiest bathing cos- without having slipped the clutch or was originator of the "Honk Honk" more than 40,000 for the six months' from the country during the five

Bathing Suits Pretty.

utility as strictly bathing parapher- the race "hands down and feet up." After reaching the top of the grade nalia, was Miss Roberta Barrett of Seaside who was dressed in a modest that he was the best judge of speed The machine then going down and neat little costume of blue, topped in the party by keeping his car down Aronson. and neat little costume of blue, topped in the party by keeping his call.

With a blue hat and parasol. Miss to cover the mile at a rate which was seaside hotels while others spent their barrett received the third prize.

Exactly 20 miles per hour. All the time with the cottagers. Another trim and pretty costume others were too fast, some varying as In Seaside the

car arrived in San Francisco Satur- lieved for certain portions of the trip west, the Lincoln highway was folday afternoon, July 29, at 5 o'clock, by other amateur drivers. lowed, with the excel having been on the road continuously. The drive was intended to test the cutoffs and detours. lowed, with the exception of a since leaving the starting point at Co- reliability of a motor car, and every route through Nevada and California hours on Saturday, July 29. One lumbus Circle, New York, at 1:30 effort possible was made to put it is generally considered as one of the through at the fastest time possible, hardest of the routes to the western considering the distance and the many coast.

plies and provided for guides through In the far western country recent sections where the way was not kno two machines had been over it. Sev- organizations, the possible speed and rains added to the difficulties of bad to the driver. In order that Mr. Steveral of the machines demonstrated the reliability of motor transportation mountain and desert roads, and neces- ens could reach Cheyenne in time to fact that with fair roads the 100 miles across the continent. The trip was sarily made the average for the re- take his turn at the wheel and conof America, whose officials checked

Lincoln Highway Is Pollowed.

Voglar Pooled Them All.

The Vogler-

to Astoria should be made in four authenticated by the Automobile Club mainder of the journey somewhat tinue the trip, the Union Pacific railroad held one of their fast mail

Lincoln highway officials, members

The race included a quarter mile dash clown suit, rushing back to the car the crowd took his party to minute. None was hurt, though the Menzies, Reo-Cole, outfit starred most and bringing it to the finish line. All

Some of the party returned to As-

Safety Regulations Observed.

Along with the automobile dealers To overcome allegations that his lutch had been slipped, Mr. Vogler went a great many private cars. Also had fooled them all by putting his feet each of the association representatives period over the tonneau side and winning had a full car of friends. With A. C. cerns The prettiest outfit regardless of its over the tonneau side and winning had a full car of friends. With A. C. tillity as strictly bathing parapher, the race "hands down and feet up." Stevens, manager of the Winton, were Mr. and Mrs. Carl Cadwell, Mr. and Leo McKim of the Ford showed Mrs. Seymore Friendly and Mrs. I. Hudson and Saxon.

> not forced to go single file over the bridges, several of them were admonshed with reference to turning square orners and turning in the middle of the block-two most important factors

Justice of the Peace J. A. Brallier s leading this work along the beaches and observance of these basic regulations of safety are being strictly en-

f safety that are overlooked in Port

THE INTAKE

Manley Treece With Oregon.-Maney Treece, who for some time has been in the parts department of the Studebaker corporation, is now with he Oregon Motor Car company, where has charge of the tire stocks, and tire sales of that part of the company's

business. Metzger Makes California in 14 Rours.—H. W. Metzger demonstrated the condition of the roads to Caliornia the other day by making the 'alifornia border in 14 hours.

Motor Car Supply in New Home .he Motor Car Supply company has ow moved further down on Automoile Row to 84-86 Broadway where it s established in larger quarters than formerly occupied. It is now a very nodern service station prepared ake care of the motorist on any of is wants, from tires to the smallest ccessories. The Federal tires are the staple of the Motor Car Supply stock.

spection .- A. H. Brown, head of the tudebaker in the northwest, has reurned from a visit to the north, Mitchell in Salem .- H. W. Mitchell ead of Mitchell, Lewis & Staver Co.

Brown Back Prom Territorial In-

hade new time to Salem last week when he drove the new Mitchell light six to the capital for a conference with Ray Albee, who is handling that part of the Willamette valley. Osmond of Seattle Visits. - J. M.

emond, Seattle Mitchell dealer, was here this week as one of the advance delegates of Buyers' Week. He made arrangements for double his 1916 alotment for Seattle in 1917. Seattle is uying many of the special jobs, with special colors and wire wheels.

New Portland-Spokane Record .- All ecords for fast motor car travel beween Portland and Spokane went by he boards when Ray McNamara, pilotng a Maxwell "25" Roadster, covered he 460 miles of rather rough going in 15 hours and 31 minutes. He was officially checked in and out of the wo points. The run to The Dalles was made in two hours and 44 minutes and to Pendleton in eight hours and 34 minutes.

Drivers Try for Reward. frivers of the Broadway Auto Livery left last night in a White 40 at 11 o'clock, for Tacoma, with the intention f lowering the record run between Portland and that city. The low st time on record is 5 hours and 50 minutes. The start was made from the Pantages theatre building. During the trip the drivers will take turns the wheel to relieve the strain. The members of the party are E. B. Collings, Frank Knight, Willis Robert; eon Du Gas, George Jacobs, George

more Crater Lake Tourists. - C. Wright, with his new Packard W. J. Clemens and Ralph Meyer will leave this week for Crater Lake and the Klamath country. Each will have a

Always More to Find. The man who thinks that he has seen

MILLION AND HALF IS

First Six Months of Year.

By J. Edward Schipper.

In Automobile When January 1, 1917, marks the he United States, or will have been year than last. shipped to other lands. This prediction the fact that during the first six months of 1916 or the period closing senger automobiles had been completed in American factories.

installed new methods of manufacture six months ending January 1, 1916 and new machinery. During the year the number of cars in Chio increased period mentioned 1,300,000 cars were by 58,802, or 48 per cent over its previ mpleted, and this enormous produc- ous number. ion was made in spite of difficulties In Oklahoma, the increase of carparticularly true regarding the short- piled at the present time, is 250 per

The Lincoln highway was followed ing the record breaking Marmon which course, Michigan claims the lion's states on the corn and wheat belts simshare with 595,153.

total, or 111,946.

Ford leads the list of big producing onceins with a record of 298,000 cars ally come to buy as well as to look, to the first six months of 1916. During the one year period of July, 1915, to fuly, 1916, more than 477,000 Ford cars Park factory. Second in order of proin this and the other race winner was Wilson and McKim were competitors duction, as far as quantity is con-Coledo. This concern produced 94.477

> Other big producers are Chevrolet, than 40,000 for the first mentioned and between 30,000 and 40,000 ready clamoring for their share of the for the others for the six months' other 700,000 which are to be manu erns ranking between 10,000 and 20 goo for the six months, and among shall come to a close, if present condi hem may be mentioned Chalmers, tions hold until the end, the United Some of the statistical figures of

Most of the parties stayed at the the automobile industry are interest- \$1,000,000,000 worth of cars.

ing. They form a romance of big busiless and prodigious capital that has definite manufacturing schedules. During the year of 1915, from January

half of 1916, 85 per cent of that total have already been made. In 1914, 500,-100 cars were manufactured; during the first half of 1916 that many and more than half again as much have been shipped.

Prediction Not Par Amiss. Predictions of 1,500,000 cars for

1916 do not seem far amiss, even eginning of a new year, more than though this is an increase of more 500,000 passenger cars less than a than 55 per cent over 1915, or in actual

The total retail value of the passennot based on estimates, but upon ger cars built in the United States in 1915 was \$565,856,460. Thus far in 1916, or for the period of the first half on June 30 at midnight, 754,902 pas- year, the retail value of the passenger cars is in excess of \$481,100,000.

It has been said that the farmer In all factories throughout the the greatest car purchaser of toda: ountry practically without a single and this seems borne out when it is aception, the rate of production is noted that Ohio bought more cars than ng increased at the present time, any other state during the last half uring the year from July 1, 1915, to, of 1915 and the first half of 1916 July 1, 1916, many production records Actual figures cannot be given for inshattered by concerns which had crease up to July 1, 1916, but for the

which were more severe than those for the year of 1916, as compared with encountered for many years. This is 1915 insofar as figures can be comage of raw materials and the difficulty cent. In Mississippi it is 195 per cent of securing adequate quantities of It Louisiana, 210 per cent, and ir Idaho, 117 per cent. In the great farm Of the 754,902 cars made during the ing state of Iowa, there is one car to first six months of 1916, 96 per cent every fourteen persons; in Nebraska were made in the three states of Michi- one to every twenty persons, and gan, Ohlo and Indiana. Of this, of throughout the other big farming ilar conditions prevail. The county Ohio ranks second as a car producing fair of today is incomplete without its state, having made 15 per cent of the attending automobile exhibits. And unlike many of the pretentious automobile shows held, the farmers actu-Export 33,000 Cars.

1916, the number of passenger cars exported to foreign countries has been apping department of the Highland in excess of 33,000 and valued at mor than \$24,000,000. Detailed figures are not as yet available for the month e cerned is the Willys-Overland plant at June, but from January until the end of May the average monthly exportayear ending July 1, 1916. Third in \$4,059,878 per month. The exact To sum up the situation, the 754,900 cars which have been made have prac-Buick, Dodge and Studebaker, with tically all been sold, and in many sections of the country dealers are a

factured during the remaining st months, and when the year of 1916 States will have been enriched by the bossession of considerably more than

L. A. Lamar, a Portland man who innever been equaled in the history of vented, and is now making a lifesaving the world. When it is noted that one concern alone turns out in a half year, over \$119,000,000 worth of cars, it bile tires which is gauge, safety and seems almost beyond comprehension stem all in one. For taking on air, that there should be any room for a cap and screw similar to the one many tourists during the month of other manufacturers, and yet there are now in general use is built on one side. August. At least half a dozen parties 98 others not turning out as many, but of the stem. Another part is an auto- will leave Portland for Crater lake practically all prosperous and all with matic valve which adjusts the presschedules, sure in the tire. It is controlled by way now. a spring and screw and can be set produced. This seems like a tremen- road, as the tires get hot, this valve Mrs. R. S. Stearns, Dr. and Mrs. H. C. dous number and yet, during the first will let out some of the air. It is Fixott, Miss Lane, a visitor from Verreally a secondary stem and can be mont, and Miss Mae Lawrence. Lamar will manufacture these stems at his factory at Sixteenth and spend between two and three weeks on the road.

Crater Lake Will Be Tourists' Mecca

many tourists during the month of this week and many are down that

Another party of two machines is screwed right on the present one, tak- Mr. and Mrs. William Whitfield are ing the valve insert out of the stand- members of the party in another car. ard stem before putting the other on. With them is A. C. Adair. This party is going in by way of Rend and will

Broadway 5368 hamers Broadway at Burnside.

Now Demonstrating the New 3400 R. M. P. \$1090

Chandler **Grant Six**

Jefferson streets

See the Chandler Four-Passenger Roadster GERLINGER MOTOR CAR CO., 363 Oregon Street, East End of Steel Bridge

A QUALITY CAR, MEDIUM IN PRICE, \$825 DULMAGE-MANLEY AUTO CO. 48 Twentieth, Near Washington Phone Marshall 1699.

Super Six-The car with the greatest records.

C. L. BOSS & CO. 615-617 Washington Street Standardized car. A four cylinder car that has

Hupmobile all the resiliency of the average six.

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Economy records, non-stop records and smallest C. L. BOSS & CO., 615-617 Washington Street

Distinctly High Grade. Light Weight. OLDSMOBILE CO. OF OREGON

Phone Broadway 1640 The Biltwell Series represents the latest and best in motor D. C. WARREN MOTOR CAR CO. 58-60 N. 23d Street. Phone Main 780

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Trucks 3/4, 11/2, 2, 31/2 and 5 Ton The Standard of Portland Business Houses. Columbia Carriage & Auto Works 209 FRONT STREET.

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Internal Gear Drive, unqualifiedly guaranteed for the life of the truck; 34, 1, 2 and 3-ton ROBERTS MOTOR CAR CO. Park and Flanders Streets

R. E. BLODGETT, 29-31 Morth 14th, near Couch

THE UNIVERSAL CAR

New Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis \$325.00 Runabout . 345.00 Touring Car . . . 360.00 Coupelet . 505.00 Town Car . . . 645.00 Sedan

f. o. b. Detroit

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

Our Portland Branch at 481 East 11th Street



UALITY in construction, design, finish, appearance -a really high class motor car-that is your first and last impression of the Maxwell.

In first cost it is several hundred dollars less than any other car offering the same quality and advantages.

In operation—the cost of gasoline and tires is so low it means the utmost economy.

This combination should make you consider the Maxwell—should mean that you will buy it if you really want value. Let us prove these statements.

Touring Car \$595; Roadster \$580; Cabriolet \$865; Town Car \$915; Sedan \$985. Fully equipped, including electric starter and lights. All prices f. o. b. Detroit.

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Toledo, Ohio

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