

AUTOMOBILE DEALERS WILL HAVE ANOTHER HONK HONK AUG. 12

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 Highly 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...

The Portland motorists left here at 11 hours on Saturday, July 29. One of the first out was C. M. Menzies in a Cole eight, which marked the highway along the Columbia...

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

After brief stops at Astoria, the motorists continued to Seaside Sunday morning, almost every man in the crowd took his party to Cannon Beach for breakfast...

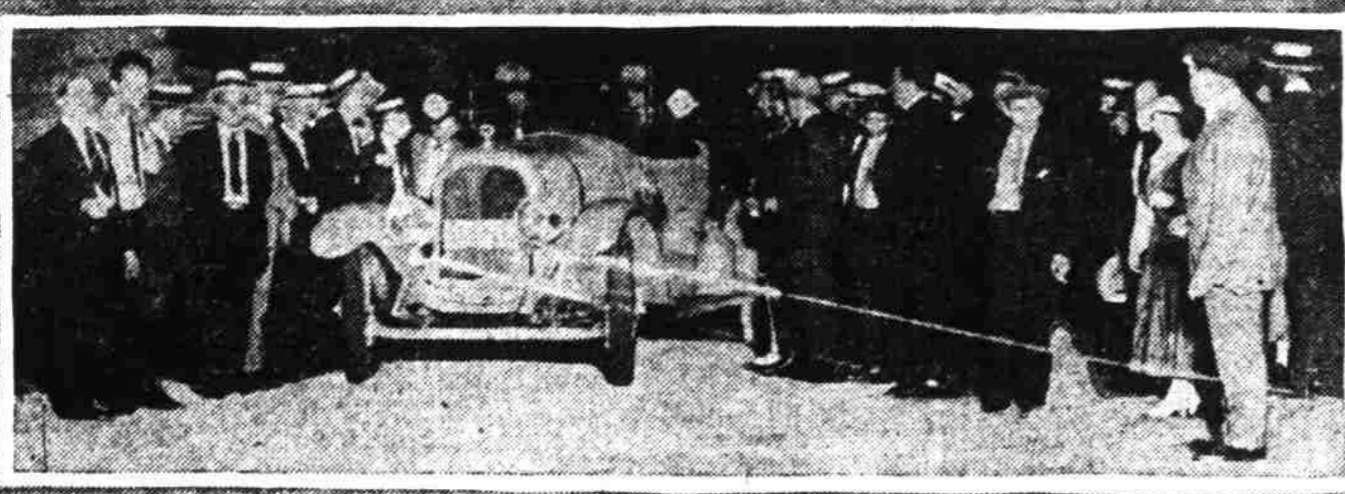
Just after noon was staged the event which gave Seaside something about which it can talk for some time to come. It was the bathing girl parade, in which a dozen mermaids competed for prizes...

Albert Utzinger, riding in a Buick eight, won first prize. Her suit was a special creation sent down by the Portland Knitting Mills...

Another trim and pretty costume was worn by Miss Frances Bennett of Great Falls, Mont., who was in the parade...

Only one accident marred the day on the narrow mountain road and in the case of the car coming up.

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 established for automobile travel between New York and San Francisco, a Marmon Six making the trip of 3470 miles in five days, 18 hours and 30 minutes.

This record was hung up when the car arrived in San Francisco Saturday afternoon, July 29, at 5 o'clock, having been on the road continuously since leaving the starting point at Columbus Circle, New York, at 1:30 o'clock Monday morning, July 24.

S. B. Stevens, a millionaire sportsman of Rome, N. Y., is responsible for this new record. Mr. Stevens is chairman of the motor reserve division of the American Defense society and offered to establish for the benefit of the society and other preparedness organizations...

The Lincoln highway was followed a good portion of the way. Starting from New York city, the state road system was used, passing through Albany, Syracuse and Buffalo, then through Erie, Pa., into Cleveland, striking the Lincoln highway near South Bend, Ind.

The drive was intended to test the reliability of a motor car, and every effort possible was made to put it through at the fastest time possible, considering the distance and the many conditions to be encountered.

In the far western country recent rains added to the difficulties of bad mountain and desert roads, and necessarily made the average for the remainder of the journey somewhat lower.

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MILLION AND HALF IS ESTIMATED OUTPUT OF CARS DURING 1916

Over Half That Number Had Been Turned Out During First Six Months of Year.

By J. Edward Schipper.

In Automobile. When January 1, 1917, marks the beginning of a new year, more than 1,500,000 passenger cars less than a year old may be traveling the roads of the United States, or will have been shipped to other lands.

In all factories throughout the country practically without a single exception, the rate of production is being increased at the present time. During the year, from July 1, 1915, to July 1, 1916, many production records were shattered by concerns which had installed new methods of manufacture and new machinery.

Of the 754,902 cars made during the first six months of 1916, 56 per cent were made in the three states of Michigan, Ohio and Indiana.

Ohio ranks second as a car producing state, having made 15 per cent of the total, or 111,946.

Ford leads the list of big producing concerns with a record of 228,000 cars in the first six months of 1916.

Other big producers are Chevrolet, Buick, Dodge and Studebaker, with more than 40,000 for the first mentioned and between 30,000 and 40,000 for the others for the six months' period.

Some of the parties returned to Astoria Sunday night and started back to Portland through the inland route the day following.

A. S. Robinson of the Kissel Kar was originator of the "Honk Honk" and together with H. L. Keats and C. M. Menzies, other members of the committee, deserve the credit for the successful staging of the big land cruise.

Safety Regulations Observed. Along with the automobile dealers went a great many private cars. Also each of the association representatives had a full car of friends.

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Advertisement for Maxwell cars. Features an image of a Maxwell car and text: 'Maxwell \$595. QUALITY 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.'

THE INTAKE

Manley Trece With Oregon.—Manley Trece, who for some time has been in the parts department of the Studebaker corporation, is returning to the Oregon Motor Car company, where he has charge of the tire stocks, and tire sales of that part of the company's business.

Metzger Makes California in 14 Hours.—H. W. Metzger demonstrated the condition of the roads to California the other day by making the California border in 14 hours.

Motor Car Supply in New Home.—The Motor Car Supply company has now moved further down on Automobile Row to 84-86 Broadway where it is established in larger quarters than it formerly occupied.

Brown Back From Territorial Inspection.—A. H. Brown, head of the Studebaker in the northwest, has returned from a visit to the north.

Mitchell in Salem.—H. W. Mitchell, head of Mitchell, Lewis & Slaver Co., made new time to Salem late 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. Osmond, Seattle Mitchell dealer, was here this week as one of the advance delegates of Buyers' Week. He made arrangements for double his 1916 allotment for Seattle in 1917.

New Portland-Spokane Record.—All records for fast motor car travel between Portland and Spokane went to the boards when Ray McNamara, piloting a Maxwell "25" Roadster, covered the 460 miles of rather rough going in 15 hours and 31 minutes.

Drivers Try for Record.—Six drivers of the Broadway Auto Livery left last night in a White 40 at 11 o'clock, for Tacoma, with the intention of lowering the record run between Portland and that city.

More Crater Lake Tourists.—C. F. Wright, with his new Packard, W. J. Clemens and Ralph Meyer will leave this week for Crater Lake and the Klamath country.

Always More to Find. The man who thinks that he has seen All things worth looking at will find them when he goes to the Crater Lake. When touring in his good machine, That beauty waits at every turn.

ing. They form a romance of big business and prodigious capital that has never been equaled in the history of the world. When it is noted that one concern alone turns out in a half year, over \$119,000,000 worth of cars, it seems almost beyond comprehension that there should be any room for other manufacturers, and yet there are 98 others not turning out as many, but practically all prosperous and all with definite manufacturing schedules.

Prediction Not Far Amis. Predictions of 1,500,000 cars for 1916 do not seem far amiss, even though this is an increase of more than 55 per cent over 1915, or a total of 1,000,000 more cars made this year than last.

It has been said that the farmer is the greatest car purchaser of today, and this seems borne out when it is noted that Ohio bought more cars than any other state during the last half of 1915 and the first half of 1916.

Actual figures cannot be given for the six months ending January 1, 1916, the number of cars in Ohio increased by \$8,802, or 48 per cent over its previous number.

In Oklahoma, the increase of cars for the year of 1916, as compared with 1915 insofar as figures can be compiled at the present time, is 25 per cent.

Ohio ranks second as a car producing state, having made 15 per cent of the total, or 111,946.

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New Valve for Tires Invented.

L. A. Lamar, a Portland man who invented, and is now making a lifesaving invention, has a new valve for automobile tires which is gauge, safety and stem all in one. For taking on air, a cup and screw similar to the one now in general use is built on one side of the stem.

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Crater Lake Will Be Tourists' Mecca

Crater lake will be the mecca for many tourists during the month of August. At least half a dozen parties will leave Portland for Crater lake this week and many are down that way now.

Another party of two machines is now on the way. In one are Dr. and Mrs. H. S. Stearns, Dr. and Mrs. H. C. Fixott, Miss Lane, a visitor from Vermont, and Miss Mae Lawrence.

Mr. and Mrs. William Whitfield are members of the party in another car. With them is A. C. Adams. This party is going in by way of Bend and will spend between two and three weeks on the road.

JOURNAL'S AUTO DIRECTORY

Advertisement for JOURNAL'S AUTO DIRECTORY. Lists various car brands and dealers: Chalmers, Chandler, Grant Six, Hudson, Hupmobile, Maxwell, Oldsmobile, Velie, Republic Trucks, Diamond TIRES. Includes contact information for C. L. BOSS & CO. and R. E. BLODGETT.

Large advertisement for Ford cars. Features the Ford logo and text: '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 595.00, Sedan 645.00. 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'