

TRANSCONTINENTAL JOURNEY IS AT ONCE REMARKABLE AND UNIQUE

"Billy" Bristol and "Ed" Jorgensen Have Experience of Lifetime in Traveling by Automobile from Coast to Coast—Off Beaten Tracks and Had Many Experiences That Are Worth While.



W.C. Bristol.



E.D. Jorgensen.



Drawing Up Natural Stairway of Lava Rock in Idaho.



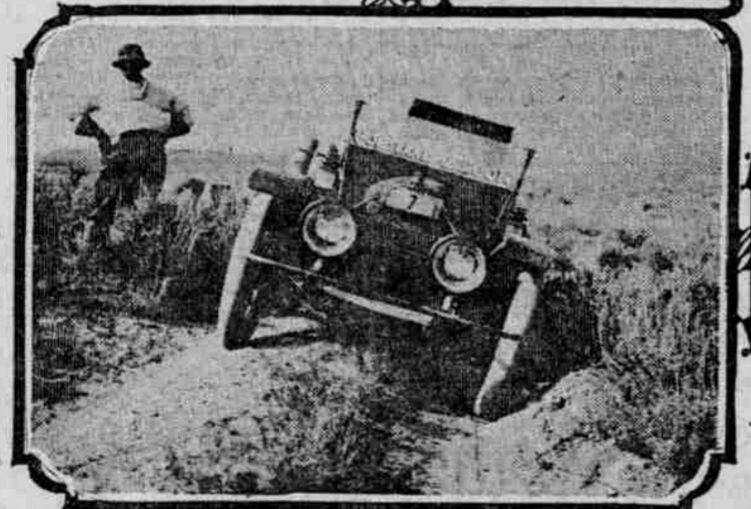
Drawing Over The Desert On Canvas



Clam Bake Given For Oregon Tourists At Chicopee Falls, Mass.



WHEN "Billy" Bristol and "Ed" Jorgensen trudged into Portland, Me., in a Pierce "Six" of the vintage of 1910, they not only completed a trip that was remarkable and unusual in many details, but they rendered a lasting service to motorists of the United States. Aside from the countless unique features of their transcontinental journey, the Portland motorists compiled complete data for the cross-country rambler. There is the first complete and authentic detailed route available for the motorist. Leaving here August 26, the intrepid tourists followed a zigzag course across the continent, picking out the route that combined the best going with directness and scenic attractiveness, and each day compiled accurate information concerning roads, distances, hotel accommodations, gas stations and routes of the country traversed. The data are wonderfully complete. By following the notes and directions they set down, any motorist can travel from the Atlantic to the Pacific without the slightest trouble and without fear of losing the way.



200 Miles Of This Kind Of Road In Idaho & Wyoming.



Typical Nebraska Road During Wet Weather.

Blindbooks, road maps and "home-spun" information are virtually worthless in making such a trip, according to Mr. Jorgensen, pilot of the Portland car. All the route books obtainable were inaccurate and hindered progress instead of facilitating it, he declared on his return here last week. So, after numerous attempts to get over the country with the aid of published routes, they laid aside the tour books altogether and got up new and vastly more complete notes.

Work Will Help.

As a result of their work, it is likely that scores of transcontinental motorists will come through Portland next year on their way to California, instead of taking the Southern route over the old Santa Fe Trail. All along the route after reaching Nebraska they encountered motorists who intend motoring Westward next year. The Oregon men informed the Eastern pleasure-seekers what they were doing. This called forth most requests for their addresses, so that they may write the Portland men for the data when they are ready to start for the Pacific Coast.

Getting off the beaten tracks of travel entails severe hardships and countless disadvantages as well as pleasant experiences. In some details the story of the Bristol-Jorgensen joy jaunt sounds like excerpts from fairy tales.

You motorists who have toured for a few hundred miles at a time through Oregon, Washington and California may think you are experienced, but you're still in the motoring kindergarten," says Mr. Jorgensen, who is proprietor of the Lenox Hotel. "A transcontinental trip does more to educate one than years of motoring around home. There are experiences to be gained that cannot be had in any other manner. After making such a trip, it is easy to appreciate the simplicity and luxury of touring around home."

When the jolly and genial duo started for the wilds of the Great American

Desert many of their friends laughed at the equipment on their car. It contained everything that one could possibly need to meet emergencies; it was the last thing in completeness, from the African water bags to the crowbar, pick and shovel.

All Were Needed.

"And the humorous part of it is that we used about every tool and accessory we included except the big supply of sugar," explained the Oregonian during the first half of the party. "The tire changes were few, but the strenuous work of digging out the road, removing young mountains and burrowing through the desert happened frequently."

Included in the "extras" carried were eight African water bags, 30 gallons of gasoline, 20 gallons of lubricating oil, ax, shovel, sledgehammer, ropes, four 40-foot strips of canvas, crowbar, lantern, rifle, two revolvers, compass, cooking utensils, provisions, leather

coats, rubber suits, 10 extra inner tubes and two extra castings.

Of all the hard going experienced, that of the desert country in Idaho and Wyoming receives the distinction of being the most difficult and exacting to negotiate. The torrid heat of the day made work disagreeable and eliminated whatever pleasure might be found in traversing the great arid waste under favorable conditions.

"Why, one morning we started out at 5 o'clock, intending to get an early start and make great headway, and when we finished at 8 o'clock that night we had gone just 20 miles," exploded the lawyer-motorist. "It was here that our four strips of canvas stood us in good stead. Without them we would have been on the desert yet."

In explaining this method of locomotion, Mr. Bristol pointed to photographs showing the car in a sandy stretch, with the four wheels resting on the canvas. The operation consists of stringing the 40-foot strips ahead until

firm ground is reached. Traveling 40 feet at a time necessarily entails much labor and does not permit of record-breaking speed.

Some doubt was expressed as to whether the Portland men got very far away with their "boat." In denying the implication, Mr. Bristol refers the doubting Thomases to John J. Murphy, representative of the Cleveland Plain Dealer at Ashtabula, Ohio.

"Seeking the right road out of that town, we stopped a pedestrian and inquired the way," said Mr. Bristol. "He was going in the same direction and volunteered to direct us. When he discovered we were from Portland, he asked me if I knew Pete Swendenborg. When I replied in the negative, he described his friend and told me he was a reporter on The Evening Telegram. Right away I said it must be 'Bill' Strandborg."

"So that's his name now," said Murphy. "When we were working together on the Plain Dealer it was Swendenborg, and later he turned it into Swensen."

Identification Complete.

"His identification was positive and complete."

Reverting to the scenic beauties of an overland automobile trip, Mr. Bristol and Mr. Jorgensen were agreed that Oregon possesses all the rugged grandeur and beautiful valley scenes found on the entire trip.

"We didn't see anything that Oregon cannot boast of," said Mr. Jorgensen. "We have it all right in one state. Eastern motorists would be bewildered by an automobile trip through Oregon."

Colorado's progress in road-building was impressed vividly on the minds of the two city wanderers. They paid the compliment to that state of having the best roads outside of the New England states. Colorado's state highway system is being built with convict labor.

While the desert going provided many disagreeable experiences, it also produced the most wonderful meteorological phenomena the Oregonians had ever witnessed. While on a night drive over the last stretch of the vast desert, the sky began to change until it was converted into a veritable blackboard; to the right the moonlight and starlight was reflected vividly against the black sky, and in another direction ditches of lightning and peas of thunder split the air. Mountains were on all sides of the plateau they were driving on.

Extra Oil Saved Walk.

"Only the fact that we carried an unusually big supply of extra oil saved us from a 55-mile walk across the desert into American Falls," said Mr. Bristol in recounting one of their adventures. "We were driving up natural steps of lava rock, so steep it was necessary to send the car headed at high speed to make the ascent. Just at the top we dropped down so far on the other side that the crank case was punctured. Our supply of canvas and wire came in handy. We laced the canvas with wire around the case and corked the openings with waste. We were forced to spend the night on the desert and as we had only engine oil for the engine our meals consisted of nothing of a liquid nature. When we arrived at American Falls we had used all but about two gallons of our extra oil supply."

In the matter of the trouble, they made a record that probably will compare favorably with any yet made. According to Mr. Jorgensen, the same air they started out with was in the front tires when the car was left at the factory in Buffalo to be overhauled. They drove within 12 miles of Cleveland without even a flat tire and the first and only blowout came near Scranton, Pa.

At Chicopee Falls, Mass., the transcontinental motorists were entertained at a clam bake by the officials of the Fisk Rubber Company. They inspected the Fisk factory and, according to Mr. Jorgensen, found the only true Western hospitality there that they experienced on the whole journey, extending when entertained by personal friends.

The route followed took them through Eugene, Burns, Bend, Vale, Nampa, American Falls, Pocatello, Evanston, Green River, Cheyenne, Denver, Central Nebraska, Chicago, South Bend, Toledo, Cleveland, Scranton, Boston, New Brunswick, New York, Hartford, Boston, Portland, Me., Pittsfield, Albany, Utica, Syracuse, Auburn and Buffalo.

American Car Praised.

Representing the commercial organizations of 45 nations, the members of the International Congress of Chambers of Commerce were guests of the Packard Motor Car Company at luncheon in their plant in Detroit recently and made a complete inspection of the big motor car factory. Guides speaking the various languages of the visitors were drafted from the company's offices to accompany them through the 30 buildings. The foreign experts paid high tributes to American motor car manufacturing as exemplified in the

MEMBERSHIP GROWS FAST

Reservations for Banquet Indicate Record Attendance Will Be on Hand—Aims of Organization to Be Talked.

Motorists will gather at the automobile clubhouse Tuesday night to celebrate the permanent establishment and the formal opening of the institution. Reservations have been made with Julius L. Meier, chairman of the banquet committee, and a large attendance is assured. The interest taken in the event shows the manner in which the members look upon the clubhouse and the work of the directors of the Portland Automobile Club in making it a success.

Despite vehement protests on the part of several directors when the clubhouse plan was first suggested, President Clemens urged that the idea be carried out. Opposition finally died down and the house was built. To date the institution has been self-sustaining, something even its most enthusiastic champions did not hope for at the start. In every way it has proven a success. The manner in which it has been conducted has left no room for reproach. Members have been lavish in their praise of the service and the work of the club.

Tuesday night there will be gathered around the banquet board many members who will be dining there for the first time. According to Mr. Clemens, only a small percentage of the membership has been out to the clubhouse and tasted of the assortment of good things to eat there. The coming of more members, he says, will mean a big increase in steady patronage.

At this week's justification car owners will learn what the club has been doing in the past few months. The good work now being accomplished, the projects in view and the club's policy on questions of importance to motorists will be clearly defined. Speakers will explain the vital necessity of co-operative effort on the part of all automobile men and show why more interest should be taken in the work of the club.

The following reservations have been made:

Raleigh Trimble, two seats; John E. Burgeson, two seats; A. E. Elmer, two seats; J. Hoyt, four seats; Ralph Hoyt, four seats; C. E. Jackson, five seats; Fred A. Jacobs, two seats; Dr. H. A. Woodcutt, two seats; J. J. Linden, two seats; A. Lundsten, four seats; Ed. Newburt, two seats; J. A. Nitchy, two seats; H. P. Palmer, two seats; J. P. Porter, six seats; F. H. Ransom, two seats; Dr. H. H. Rouse, four seats; W. M. Umdenstock, two seats; Paul Westerman, two seats; J. H. W. Westerman, two seats; C. Elmore Grove, two seats; George Stapleton, three seats; M. M. Johnson, four seats; Charles G. Arnold, two seats; John S. Heall, two seats; Charles F. Wright, four seats; J. C. Williams, four seats; Frank C. Higgins, two seats; A. E. Doyle and wife, 4 seats; H. J. Orenheimer, four seats; O. K. Jeffrey, two seats; J. L. Meier, six seats; Samuel Hill, four seats; Mrs. L. E. Justen, four seats; P. Buehler, four seats; Sol Blumauer, four seats; W. J. Clemens, four seats; L. H. Ross, four seats; H. L. Keats, two seats; M. C. Dickinson, four seats; Dr. Andrew Smith, four seats; E. B. Piper, two seats; R. M. Dooly, Jr., two seats; M. H. Houser, four seats; Fred Krieb, four seats; Ira Powers, two seats; A. E. Jackson, two seats; C. H. Bahr, two seats; R. W. Schmeier, two seats; I. White, two seats; Henry Metzger, two seats.

TRUCK SOLVING BIG PROBLEM

Headquarters of White Agency Moved to Beck Building.

"It is a significant fact that, while until very recently motor trucks were to be found mainly on the streets of the great cities, they have lately appeared in sufficient numbers in the smaller cities and towns at large to indicate that the business man is acquiring interest and becoming concerned in this revolution of transportation methods," says Manager Hill, of the White agency.

"Just as the streetcar has solved the problem for transportation of human freight, so has the power wagon opened the way for simplifying the transportation problem in the commercial world. Facts point in but one direction—the horse must give way to the more powerful, more reliable and more economical motor truck."

Following a rapid increase in both pleasure car and truck business Mr. Hill found it necessary to change his sales location. The main office of the White agency now is located at 49 Seventh street, in the Beck building. The White garage and repair shops will be continued at the same place.

Following close upon the news of the Kiesel Motor Car Company's acquisition of an additional plant at Milwaukee, thus nearly doubling the production capacity of this enterprising concern, comes the announcement that the general offices of the company will be removed from Hartford, Wis., to Milwaukee. Meanwhile the automobile trade is talking about the Kiesel horshoe, which brought the company in contact with a "ready-made" plant just at the time and just in the location most desirable. The plant requires very few alterations and will be in full operation in a little more than a month.

AUTO DINNER LURES

Many Motorists to Meet at Clubhouse Tuesday.

Since the opening of the clubhouse and the success it has met with, many improvements have been planned for the club's grounds out on the banks of the Sandy River. Plans have been ordered for an amusement hall, to contain bowling alleys and billiard and pool tables. Two tennis courts of concrete will be built this winter. Several small bungalows will be built across from the clubhouse on the picnic grounds and will be rented to members during the summer.

The clubhouse road will be entirely rebuilt in the Spring from the Twelve-Mile here to the Sandy River. Temporary repairs are being made along the road now.

Telephone from the clubhouse. The line was completed last week.

Special Attention, White Owners

We desire to notify you that we have opened a more convenient office for our mutual benefit, and now that we are centrally located we expect to see you often.

We realize that your success means our success. A great many owners do not call as often as we would like to have them. Just because your car or truck is running O. K. is no sign you should not visit us more freely.

Our Supply and Parts Room is located with our office.

Every possible effort will be put forth to give WHITE OWNERS the best obtainable service.

For White Pleasure Cars and Trucks

Investigate through users the work they are doing in Portland and elsewhere. The cost of upkeep, gasoline consumption, oil consumption, depreciation, and ascertain whether or not these pleasure cars and trucks deliver the goods.

"Quality Counts"—Ask Our Customers

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