

HOW TO PRONOUNCE "CHEVROLET" IS TOLD BY JUSTY JAY DEVAUX

Former Ringmaster of Circus, Who Has Come to Portland to Manage Automobile Business, Still Retains Whip He Used to Employ in Circus Ring—"Chev-row-lay" Is Pronunciation Cited.



Justy Jay Devaux is Still in the Ring.

BY CHESTER A. MOORE.
"CHEV-ROW-LAY." That's the way you spell it, but it isn't the way you pronounce it. "Chevrolet" (Put the punch on the last syllable, please.)
Don't get the notion that this is a college or prep school yell. It is simply a little lesson to teach the people of Oregon how to pronounce a word that is destined to be on the lips of nearly every father's son and every son's father as long as Justy Jay Devaux and Fred W. West remain on this particular dot of God's green foot-stool.

seen the word Chevrolet written out, and a goodly share of these have been up Fourteenth and Couch street way to steal a peek at the new cars which recently dropped in upon Mr. Devaux and Mr. West at that address.
But of all the ways of pronouncing a perfectly civilized word, Mr. Devaux says it would give Noah Webster a champagne nightmare to hear the people of Portland twist their tongues in butchering the pronunciation of Chevrolet. Hence, courteously speaking, the touch of primer instruction at the commencement of this essay.

Jay Used to Differentiate.
But we have almost forgotten our principal message, the introduction of Justy Jay Devaux. Originally, and that was a good many years ago, the tiny midget was baptized just plain Justy without any middle name. But there was an uncle that had that same name and, as the little man demonstrated from the start that he was certain to become famous, a popular demand sprung up to have the "Jr." appended and divide the two words with "Jay" so that folks would be able to differentiate between the two persons.

Anyhow, after licking every other kid in the entire township, Justy Jay Devaux became king of a real live circus and engaged in that business until he finally concluded that the automobile was a better thing than the circus. He then, exactly 12 years ago, when the automobile industry was about as old as Mr. Devaux was when his middle name was wished on him, the former circus owner entered the automobile industry in Los Angeles and, until recently, he was

still at the old stand. During all those 12 years he was a potent factor in the Los Angeles trade, except for one year, 1910, which he spent in Portland with his son, Norman Devaux.

Chevrolet Post Deared.
As long ago as 1912 Mr. Devaux was given an opportunity to sell Chevrolet cars, and he sold eight carloads in such record time that the manufacturers of another car that he was handling in conjunction read the riot act to him and forced him to give up the selling privileges on the Chevrolet. But the Chevrolet taste still remained, and recently, when he saw an opportunity to come to Portland, he accepted appointment from his son as Northwest distributor of the Chevrolet interests, and here he is to stay, he says.

Even now, however, one of his proudest possessions is an old whip which he used as ringmaster of the circus. He seldom dreams, but when he does at present he is apt to imagine most any night that he is employing it to whip Chevrolet agents in line and, after taking an overdose of pumpkin pie, for which fancy that the new four-ninety and baby grand Chevrolets are chasing each other around the theoretical race track formed by the curve of the whip as he still loves to hold it.

Just in fun last Friday, when Fred W. West, the general sales manager for the Northwest, left to take a hop, skip and jump around the territory, Mr. Devaux pulled his old whip down from the wall and playfully snapped it at Fred's heels as he stepped over the threshold into Fourteenth street. And Fred's going yet.

AERO MOTOR SOUGHT

Packard Company Announces Intention to Aid Military.

NEEDS OF CRAFT STUDIED

Co-operation Offered Government Officials in Anticipation of Time of Need for Services—Various Types Are Being Developed.

When asked as to the reported activities of the Packard Motor Car Company in the aeronautical field, President Henry B. Joy recently wrote the following letter to Frank C. Riggs, Oregon distributor for the Packard:
"Yes, it is true that the Packard Company has felt that an amount of the elaborate engineering studies which it has accomplished in recent years, which have led to the Twin Six type of motor, that it has become incumbent upon it to develop aircraft motors for military purposes.
I have recently ridden in one of the best American aeroplanes, studying the application of an aeroplane motor to the wants of aircraft. Some of our directors have done considerable aeroplane riding and know the serious needs of the aeroplane art for the best motors which can possibly be produced.

Uncertain Demand Expected.
"It is probably a little out of the ordinary for a corporation to go out of its way to produce such military devices as aeroplane motors, because the demand for them will probably be uncertain. Yet our directors feel that it is a part of the important duty of manufacturers in this country to maintain their facilities into such form as that they might be availed of in time of need.
"We are inclined to feel that our Government is going to find important need of what would be the serious wants of our country in time of military trouble, in case such an unfortunate condition should come to pass.
"I feel that I have undertaken the

proposition as to the views which our directors hold of the duties of manufacturers in this country to work in co-operation with the Government of our country so that we may be ready for any contingency. Our company feels that it is its duty to carry on this work toward the condition of military preparedness, which all our directors thoroughly believe is the important necessity of the day.

Warlike Disposition Dealed.
"This is not because we are of a warlike disposition. But three out of seven directors of the Packard Company have served in the United States Army or Navy in time of war, and two others have served long tours of duty in the Michigan state troops.
"It is not, therefore, unnatural that our company realizes probably to a greater extent than the average manufacturer the serious distress which would exist in time of war, in which sudden call to meet the conditions of war, which always occurs with surprising suddenness.
"We had not contemplated making any public announcement of our activities along these lines, but since the

rumors have reached your city and you have asked me for a statement of the facts, there is no real reason why I should not state that we are engaged in seeking to develop aeroplane motors of in the neighborhood of 100 horsepower and 200 horsepower for light scout aeroplanes and heavier duty aeroplanes.

Hupp Company Buys Plant.

Announcement has just been made by J. Walter Drake, president of the Hupp Motor Car Company, of the completion of negotiations for the purchase by his company of the American Gear & Manufacturing Company of Jackson, Mich.
The American Gear & Manufacturing Company has been for years one of the most prominent automobile parts builders in the industry. This company manufactures the first axles which were used on the Hummobile "20," and have since been the main axle source of the Hupp Motor Car Company. The acquisition of this plant at Jackson gives the Hupp Motor Car Company an exclusive axle plant and a thoroughly modern and efficient machine shop in addition to the parent factory in Detroit.

ENTERPRISING PORTLAND JAPANESE FIRM USES MOTOR TRUCK.



STUDEBAKER DELIVERY CAR OPERATED BY S. BAN & CO.

TIRE STYLES CHANGING

ALTERATIONS MEAN INCREASES IN SERVICE, IS DECLARATION.

E. R. Wiggins Points Out How Faults in Construction Are Remedied After Discussion of Merits.

"It is easy to understand how automobiles are kept up-to-date, but as for tires few stop to consider that their 'style' constantly changes, too," said E. R. Wiggins, of Archer & Wiggins, who handle the Diamond tire in Portland.
"The important difference, however, is that 'style' in tires means service, more service and still more service. And the place where service is put into tires is not primarily in the factory, but strange as it may seem, on the road.
"That is the court of last resort for the tire maker, and every automobile owner who returns a worn casing to the factory has thereby become a judge of the value of present methods of tire manufacture. And a place where these judgments are collected from far and wide is the adjusting department of the Diamond factory.
"Go into the office of the head of the adjusting department and you will find tires in all conditions of wear and abuse. These are the pick of the lot, the choicest specimens of ruin for they have told the adjuster that perhaps the manufacturing department may be able to forestall the injuries with which these tires have met.
"So the factory and together they go over the evidence that each selected tire presents. Slight changes in structure sometimes result with the object of making Diamond tires even more wear-proof and fool-proof than they have been before. Actual road wear on the tires in this way comes right back to the factory, and goes out again in the form of an improved product.
"Thus the original garden hose tire became the clincher with an inner tube, and the smooth tread gave way to the heavily built up anti-skid squeegee that makes possible the luxurious modern car. Other improvements have shown themselves in thinner walls, tougher fabric and rubber, tougher by

many times than what was thought of by the consumer. The price of tires has been cut in fractions. A tire that used to cost \$60 now costs \$20, and the remarkable thing about this is that the \$20 tire gives more mileage than the old \$60 tire.
"Whether or not future developments in tire building will be as extensive as in the past remains to be seen, but whatever improvements there are will be made through the judgment of the consumer as presented at that frequent, quiet conference between the factory manager and the head of the adjusting department."

Work on Malaga Road Resumed.

WENATCHEE, Wash., Dec. 4.—(Special.)—Work was commenced again on the Malaga road. The recent snow and freeze made it impossible for the steamshovel to be operated. Contractor Garland expects to have the grade completed this winter and all but one mile of graveling done.

Basketball League Planned.

ABERDEEN, Wash., Dec. 4.—(Special.)—To organize a Grays Harbor basketball league, representatives of three Aberdeen and three Hoquiam athletic organizations will meet here in the Moose hall next week. It is planned to have club play two games a week and to give a beautiful silver loving cup as the prize for the winner. The clubs to be represented are the Y. M. C. A., High School and Aberdeen.

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