

"BILL" RODGERS SIGNED UP BY H. M. COVEY AS CAR SALESMAN

Beaver Captain Is No Novice at Selling Machines and Always Has Scores of Friends Looking for Advice on Autos.



Captain Bill Rodgers, of Portland Baseball Club, Who Has Signed to Sell Dodge Motor Cars During His Idle Moments in Portland, and "Bill, the Second," Who Is a "Chip Off the Old Block."

No wonder the officials of the Covey Motor Car Company are challenging other Portland motor-car establishments to a game of baseball for "fun, money or marbles."

"Bill" Rodgers, the popular and powerful captain of the Portland Coast League baseball club, has not yet jumped from the McGredie camp, but he has, nevertheless, signed with Howard M. Covey, head of the Covey Motor Car Company, as a retail dispenser of Dodge Bros' motor cars, if you please. It happens that Rodgers has been an enthusiastic motorist for some years and that he is not entirely uninitiated in the gentle art of selling automobiles. During a brief period of time he got away with eight Dodge cars while doing temporary retail duty for the Dodge dealer at Cincinnati last winter. Rodgers is one of those chaps who always has a host of friends hovering about for advice of one kind or another and he finds it no trick at all to main-

tain a high batting average on his list of "prospects." Within 15 minutes after Mr. Covey gave Rodgers the proper "go-ahead" signal last week, the gingerly ball captain was talking shop to a few of his colleagues on the Portland team who draw down more money than they can spend between games. Don't be surprised if you notice a band of ballplayers breaking out in the box scores of automobile registration right soon with the word "Dodge" printed after their names in the lineup.

The youngsters of the Rodgers family, particularly Bill the Second, the 3-year-old, will, of course, pull strong for their daddy in the automobile game just as they do on the diamond. The younger Bill is planning to call on his little boy and girl friends in the home neighborhood out Vaughn-street way and urge them in turn to "put a bug" in their respective fathers' ears about the peculiar merits of the Dodge Bros' motor car. Young Bill promises a bag of popcorn and striped candy for each Dodge car sold this season within a radius of 12 blocks of the Rodgers home.

3 CHAMPIONS WON

Gibbons Boys and Miller Laud
Columbia Highway.

36-MILE TRIP IS TAKEN

Eddie Kane and Two Portlanders
Accompany Party on Trip Over
Fine Scenic Route—More Con-
verted to Ardent Boosters.

They came, they saw, they conquered. Last Tuesday three world's champions in the athletic world, Mike Gibbons, middleweight boxing champion; Tommy Gibbons, light heavyweight boxing champion; Walter Miller, middleweight wrestling king, accompanied by Eddie Kane, manager of the Gibbons boys; Ralph H. Mitchell and Harry Grayson motored along the Columbia Highway to Multnomah Falls.

The Oregon Motor Car Company trotted out one of its Studebaker sixes to convey the four celebrities and the two Portlanders over Oregon's prize highway. Willis A. Van Atta, of the Oregon Motor Car Company, drove the big blue car, and together with the other two Oregonians explained the points of interest.

Columbia Highway Praised. What the four visitors saw on their 36-mile trip to Multnomah Falls completely captured them and they declared that they had been all over the United States and had never enjoyed a trip as well as the one they took Tuesday.

"After such a trip as we have just enjoyed we are quite naturally in the

frame of mind to make comparisons on scenery, and I want to tell you right now that there is nothing to be compared in the same breath with your magnificent Columbia River Highway," said Middleweight Champion Mike Gibbons, as he returned to the Multnomah Hotel after four hours on the highway.

The three champions and Manager Eddie Kane got the full effect of the highway and did not have to draw on their imaginations to appreciate the wonderful scenic road adequately. "Your highway is a splendid testimonial to the get up and go of the people of this community and will forever stand as a monument to your citizenship," said Light Heavyweight Tommy Gibbons.

Pictures Taken Along Way. Tommy Gibbons and Walter Miller fetched along their cameras and snapped pictures at every extraordinary point. The visitors said that the home of the Oregon State Motor Association was similar to that of the St. Paul Automobile Club, of which the Gibbons boys are members. At Multnomah Falls the party clambered up to the bridge and gazed at the wonderful sight of tons of water dashing on the rocks below.

Mike Gibbons and Eddie Kane stood on the bridge with their hands lifted in the air while Tommy snapped a picture of them. "This picture will be published in Eastern papers," said Manager Kane.

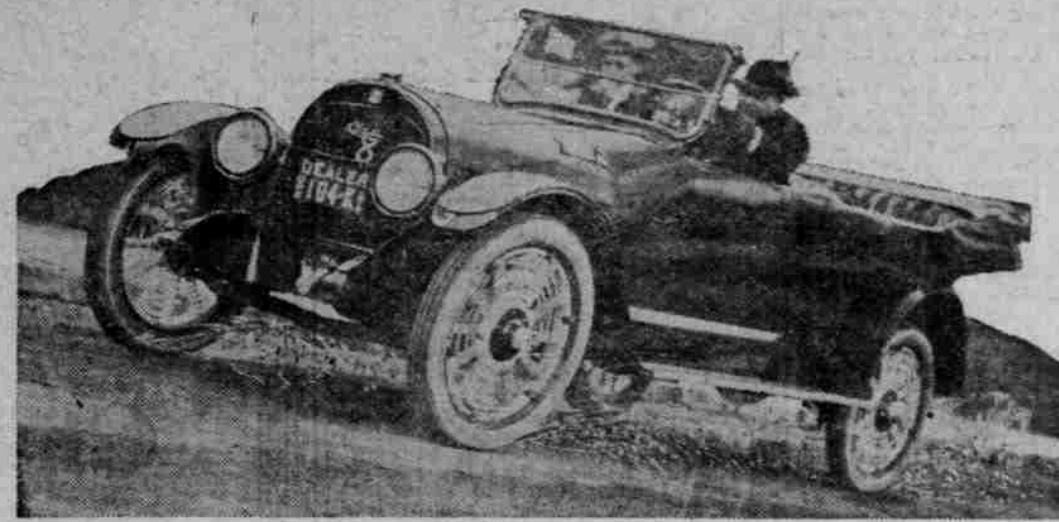
The visitors had heard about the proposal of Eddie Rickenbacker, the auto racer, that the Columbia highway would make an ideal race course and a meet along it would attract attention all over the country. "It's a bit too dangerous," was Walter Miller's viewpoint. "See, how could they view those figure eights?" Rickenbacker said when here a year or so ago that the Columbia Highway would be an ideal race course.

Four Boosters Are Won. To make a long story short: Oregon's famed Columbia River Highway won four more ardent boosters. They said upon the conclusion of their trip that they had never before enjoyed a trip so thoroughly. The beauty and grace of the highway was one thing that pleased them.

The three champions had to get back by 5 o'clock today to go through their

Some Climb! Some Car! Some Challenge!

COLE 8



The Cole 8 Topping the "Hairpin Curve" of Hall-Street Hill on High Gear.

and Public Attention

Last week a Cole 8 went to the top of Hall-street hill on high gear and traveled along better than fifty miles an hour on the level.

While this is merely an incidental performance of the Standardized car, it is considered extraordinary or out of the question for other cars.

In order to bring this matter of claims down to a brass-tack proposition, we will give \$25 cash each to the

National Honor Guard Girls
Y. M. C. A. War Fund
Boy Scouts of America

Red Cross Fund
Junior Militia
Road Bonding Fund—

if any gas car sold in Portland excels the COLE 8 in climbing Hall-street hill on high and outspeeds it on the level and can throttle down on high while climbing and running on the level to the slowness of the COLE 8, providing the owners of the contending cars agree to give these amounts if they try to excel the COLE 8 and fail.

A similar offer was made last week, but brought no response excepting from buyers who investigated the real merits back of this car rather than accept something sold on glittering generalities.

Perhaps this extended offer today will interest friends of these worthy organizations who will endeavor to bring about the test that so far has been ignored and avoided.

Northwest Auto Co.

Factory Distributors

Broadway at Couch Street
F. W. Vogler, President

Portland, Oregon
C. M. Menzies, Sales Manager

AUTOISTS' AID URGED

Motor Owners Asked to Work
for Road Bond Issue.

LICENSE LAW IN EFFECT

Money Raised From Increased Auto
Tax to Be Used in Building Service-
able, Hard-Surfaced Roads
in All Parts of the State.

Many automobile owners are of the opinion that the law increasing the license on motor vehicles is included and made a part of the \$5,000,000 road bond bill. In this they are wrong. The automobile license was doubled in the motor vehicle law which was enacted by the last Legislature. It is now a law. The increased automobile license will be in effect and will be collected regardless of whether or not the road bond bill is approved by the voters at the June election.

Furthermore, the motor vehicle law contains a provision that the money raised from automobile licenses shall be available for road construction under the plan outlined in the \$5,000,000 road bond bill if the bond bill carries.

In other words, if the road bond bill is defeated, the automobile license money may be used for other purposes. If the road bonds are approved, the automobile owner has the positive assurance that the money derived from the increased automobile licenses will be expended in building good roads.

Remember this: The automobile owner will have to pay the increased license any way, regardless of the fate of the \$5,000,000 road bond bill. A vote for the road bond bill by the automobile owner is a vote for the expenditure of the automobile license money, which has to be paid anyway, in building a system of state-wide permanent highways as outlined in the road bond bill.

In voting for the road bond bill, the automobile owner will simply pave the way for the expenditure of license money that he will be required to pay, in building serviceable hard-surfaced roads in all sections of the state. Every automobile owner is directly and personally interested in the road bond bill. In voting for that measure he will merely be asking that the money he will be required to pay any way shall be spent in building roads. The automobile owner has everything to gain and nothing to lose by voting for the road bonds.

Siskiyou Pass Being Improved.

ASHLAND, Or., May 12.—(Special).—A crew of 20 men is at work dragging and using scrapers on the Pacific Highway over the Siskiyou Mountains south of here. The Siskiyou grade is now passable and dozens of cars come over daily, but the road is rough in spots and has a few bad mudholes as a result of the winter storms. Another week will see the road as far south as the California line in good condition.

9 OUT OF EVERY 10 AUTOMOBILES

Satisfactory service to the owner is the first consideration of good motor car construction.

No better proof of the good service of Hyatt Bearings could be offered than their continued use by these manufacturers who make ninety per cent of all motor cars built.

Pleasure Cars

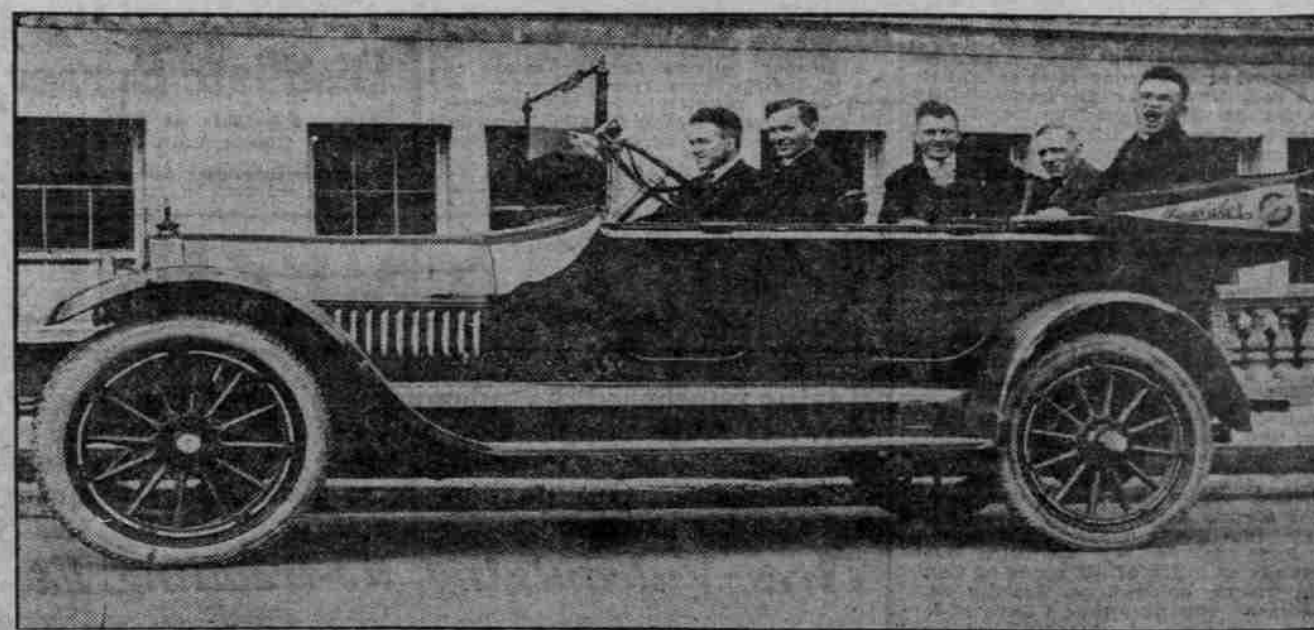
Abbott-Detroit	Empire	Lambert	Patterson
Alfa Romeo	Erskine	Louverne	Pathfinder
Apperson	Farmack	McLaughlin	Perry
Arden	Fisher	Marion-Handley	Pilgrim
Auburn	Ford	Marmora	Pilot
Bell	Frontier	Martin	Princess
Biddle	Grant	Maxwell	Pullman
Bour-Davis	Great Western	Mecca	R-C-H
Briscoe	H. A. L.	Mets	Segal
Buick	Hackett	Moline Knight	Reo
Bush	Halladay	Monter	Richmond
Cadillac	Harvard	Monter	Rosmar
Case	Hatfield	Monter	Ross
Chalmers	Haydock	Moore	Scrimps-Booth
Chandler	Herc Brooks	Murray	Sphinx
Chevrolet	Hollier	Nelson	Standard
Cory Flyer	Hudson	New Era	Stearns-Knight
Cole	Crow-Ellhart	Imperial	Sterling
Crowther	Dagla	Interstate	Niagara
Dacia	Dart	Oakland	Sun
Dart	Dart	Oldsmobile	Trumbull
Dupont	Dart	Overland	Vello
Elco	Elco	Packard	Westcott
		Walke	Woods-Knight
		Kissel Kar	Woods-Motette

Motor Trucks

Armleder	Federal	Lawson	Pullman
Atlas	Globe	Lincoln	Reo
Avon	Gramm-Utility	Lippard-Stewart	Republic
Bessmer	Harcill	Little Giant	Rockester
Brockway	Hatfield	M. & C.	Rush
Burford	Henderson	Maxim	S. & S.
Cadillac	Hendrickson	Maxim	Sanford
Chase	Hercules	Mercury	Selden
Clark	Hornor	Modern	Signal
Coleman	Indiana	Moore	Standard
Columbia	International	Moore	Stewart
Commerce	Jewett	Old Hickory	Sullivan Bros.
Corylis	Kelly-Springfield	Ottumwa	Superior
D. & K.	King	P. & C.	Thomas
Denby	Kissel	Packard	Tiffin
Dennison	Kosmath	Patterson-Moore	Van Winckle
Duplex	Kresler	Paulding	Vim
Falcon	Lambert	Penny	Vulcan
Fargo	Lane	Pierce-Arrow	Wichita
			Wilcox Trux
			Wilson

HYATT QUIET ROLLER BEARINGS

FOUR NATIONAL FIGURES IN ATHLETIC WORLD WHO MOTORED OVER COLUMBIA RIVER HIGHWAY LAST WEEK.



Left to Right—Mike Gibbons, World's Middleweight Boxing Champion; Willis A. Van Atta, of Oregon Motor Car Company; Walter Miller, World's Middleweight Wrestling Champion; Eddie Kane, Manager of the Gibbons Boys; Tommy Gibbons, Light Heavyweight Boxing Champion. Tommy Had Occasion to Sneeze Just as the Picture Was Taken.