LOG OF TRIP KEPT

Data Offered on San Francisco-Portland Motor Tour.

COAST ROUTE IS TAKEN

Way Distances Along Scenic Road Are Recorded on Recent Journey Made by C. A. McGee, Veteran Autoist-Explorer.

Motorists who are planning to make the motor trip either from Portland to San Francisco or the reverse way of the same trip and who have a hankering to try the scenic coast route for a portion of their trip will derive considerable benefit from a log of the coast road from San Francisco to Crescent City and from the latter point across to the Pacific Highway at Grants Pass.

The log was prepared by C. A. McGee, a member of the Howard Automobile Company's staff at San Francisco, during his trip to Portland which ended last week. Mr. McGee is a veteran motorists who is familiar with road conditions in all of the states on the Pacific Seaboard and his tips may always be followed with assurance of their reliability.

Following is a brief log of the trip from San Francisco to Portland via the coast route:

0.0 San Francisco.
0.0 Sausalito.
8.1 Corte Madera.
9.0 Larkspur.
10.3 Kentfield.
11.3 Ross.
12.2 San Anselmo.
14.3 San Rafael.
21.3 Ignacio.
25.0 Novato.
36.0 Petaluma.
41.2 Penn Grove.
51.5 Santa Rosa.
66.9 Healdsburg.
74.2 Geyserville.
83.9 Cloverdale.
85.1 McCrays.
92.7 Direct to Booneville.
112.8 Booneville.
118.7 Philo.
121.6 T. R.
128.0 Wendling.
129.1 North Fork.
132.0 Either road.
139.1 Comptche, T. L.
143.4 Melburne.
148.0 Direct.
153.7 T. R.
154.5 Mendocino.
160.5 Caspar.
163.8 T. L.
165.5 Fort Bragg.
166.5 T. L.
174.0 T. L.
181.6 Newport.
182.4 T. L.
183.6 T. L.
183.7 De Haven.
186.8 Either road.
187.2 T. L.
188.3 Hardy.
195.1 T. L.
199.2 Top of Usal grade (caution).
200.5 Foot of Usal grade.
200.7 T. L.
200.8 Usal.
211.0 Kenny.
211.1 T. L.
217.6 Direct.
219.9 T. R.
229.5 T. R.
231.8 T. R.
235.7 Briceland.
243.7 South Fork Eel River.
244.9 Garberville (right to Harris and Overland Route).
245.6 T. L.
256.2 Phillipsville.
260.0 Miranda.
273.9 T. L. (Right to Harris and Overland Route).
274.2 Dwyerville.
277.0 Englewood Inn.
282.4 Pepperwood.
290.1 Scotia.
292.4 Rio Dell R. R. station.
297.0 Alton.
300.5 Fortuna.
303.3 Fern Bridge.
303.9 T. L., then T. R. along R. R.
305.4 Direct on highway.
309.5 Beatrice, direct.
320.2 Pacific Garage, Eureka.
323.4 T. L.
329.7 Bayside, T. L.
332.0 Arcata.
333.7 Alliance, T. L.
334.2 Direct.
335.8 T. L.
343.0 Direct.
348.0 Direct.
348.3 T. R. Trinidad on left.
367.8 Stone Lagoon Inn.
373.1 Orrick.
373.4 T. R.
374.8 T. L.
388.5 County line.
395.3 Ferry across Klamath River.
395.6 Requa, direct.
396.2 T. L.
414.9 T. L. (For beach road do not take this road if tide is high.)
418.0 Turn off beach.
418.7 Crescent City.
420.6 T. R.
421.0 Direct.
435.1 Adams.
436.4 Gasquet.
450.4 Patrick Creek.
457.3 Monumental.
459.5 Summit.
469.5 T. L.
472.1 Waldo, Or.
473.1 T. L.
474.6 Direct.
476.0 Direct.
476.5 T. L.
478.5 Direct.
481.4 Direct.
483.1 Kerby.
489.4 Selma.
494.8 Love Station.
498.2 Wonder.
501.4 Wilderville.
501.6 Direct.
502.9 T. R. across bridge.
509.7 T. L. into Grants Pass.
509.8 Direct (R. R. Pacific Highway south.)
511.0 Grants Pass.
531.6 Wolf Creek, T. R., follow R. R. track.
532.7 T. L.
554.9 Canyonville.
560.3 Riddle.
567.7 Myrtle Creek.
572.0 Dole.
584.5 Roseburg.
597.5 Sutherlin.
600.5 Oakland.
601.7 T. R.
612.7 T. R.
613.8 Yoncalla.
619.4 T. R.
619.6 Drain.
628.6 Comstock.
632.5 Divide.
637.1 Cottage Grove.
640.0 Saginaw.
646.3 Creswell.
651.6 Goshen.
658.6 Eugene.
672.5 Junction City.
681.9 Monroe.
698.8 Corvallis.
709.7 Albany.
736.7 Salem.
761.3 Aurora.
764.5 Barlow.
766.0 Canby.
774.8 Oregon City.
791.8 Portland.

New Car Owners in County.

PENDING the arrival of the official state license tags from Salem the following purchasers of new automobiles obtained temporary police permits in Portland last week, according to daily reports of M. O. Wilkins, publisher of the Automobile Record:

P. H. Severs, Salem, Or., Studebaker.
E. J. Berg, 241 Ivy street, Studebaker.
W. A. Clement, Salem, Or., Studebaker.
R. L. Barnes, Inglewood, Or., Liberty.
J. Anderson, 267 Columbia, Maxwell.
August Bjorklund, 676 Thurman, Liberty.
St. Johns Sanitarium, 1095 Williams avenue, Hudson.
J. R. Cook, Bridal Veil, Or., Overland.
L. James, 24 Fifth street, Saxon.
Albers Bros. Milling Company, Portland, Or., Maxwell.
Long & Silva, 452 Hawthorne, Overland.
E. Mays, Maupin, Or., Overland.
E. V. Kellogg, 266 East Thirty-seventh street, Studebaker.
A. Horner, 780 Multnomah, Overland.
G. C. Smith 282 North Twentieth, Overland.
C. B. Preston, 540 East Twenty-third street, Pierce.
W. W. Williams, 212 Railway Exchange, Overland.
O. B. Penrose, 285 Couch, Buick.
C. O. Notaga, Scottsburg, Chevrolet.
Rev. S. A. Stensett, 1661 McKenna avenue, Overland.
D. M. Clay, Yeon building, Maxwell.
J. E. Peterson, Tigard, Or., Maxwell.
John H. Burgard, 273 Oak, Peerless.
W. R. McDonald, 921 Yeon building, Reo.
J. A. McDonald, 692 East Twentieth, Chevrolet.
J. G. Dreffenbach, 1233 Borthwick, Studebaker.
J. English, Clyde Hotel, Hudson.
E. S. Cook, 328 East Clay, Case.
B. J. Hall, 635 Stanton, Oldsmobile.
J. O. Grove, 146 Second, Studebaker.
C. Sengstake, Jr., 354 Tenth, Paige.
O. Rodfeen, Latourell, Or., Overland.
E. W. Copen, Ladd & Tilton bank, Liberty.
B. G. Estes, 128 Park street, Maxwell.
H. T. Blair, 101 Front, Dodge.
C. D. Nelson, Scappoose, Or., Ford.
A. L. Tetri, 705 Yeon bldg., Mitchell.
A. Tilzer, Selling building, Studebaker.
C. W. Atwood, Nehalem, Or., Briscoe.
H. W. Scheideman, 1041 Brandon, Maxwell.
E. Shaw, Custom-house, Maxwell.
W. Bogley, Hillsboro, Or., Overland.
C. S. Unna, 266 North Twenty-fifth, Maxwell.
I. M. Hickey, Lents, Or., Chevrolet.
F. W. Clark, 340 Alberta, Dodge.
L. Dinkelspiel, Sherlock building, Overland.
M. Tannelan, 261 Russell, Chevrolet.
F. A. Palmer, 7417 Fifty-third avenue Southeast, Chevrolet.
R. Sievers, Fairview, Or., Chevrolet.
Bert H. Finch, Estacada, Or., Dodge.
W. J. Smith, Newport, Or., Mitchell.
Matilda Schnell, Gresham, Or., Chevrolet.
Y. Kerslake, 1188 Division, Overland.
H. H. Beckett, 6115 Fifty-fourth Southeast, Overland.
Oregon Transfer Company, 474 Glisan, Cole.
Holman Transfer Company, Portland, Or., Buick.
M. W. Fisher, 1129 Michigan, Overland.
R. A. Sawyer, Tenth and Everett, Maxwell.

TOURISTS REACH HOME

MR. AND MRS. H. M. CARLOCK ON 3500-MILE PLEASURE TRIP.

Inquiry About Oregon Roads Convinces Portland Family Californians Will Come North Soon.

Mr. and Mrs. H. M. Carlock returned to their home in Portland last week after a 30-day, 3500-mile automobile trip through the state of California and to Crater Lake.

They drove through the Willamette Valley and over the regular Pacific Highway as far as Merced, Cal., where they branched off for a tour through the Yosemite Valley and the Mariposa big trees. Later they passed through Bakersfield and over the ridge route to Los Angeles and on south to Tia Juana, Mexico.

On the return north Mr. and Mrs. Carlock used the coast route as far as San Francisco. From Ager, Cal., they detoured to Fort Klamath and then drove over the pinnacles route to the rim of Crater Lake, where they stopped over night. The last leg of their 3500-mile trip was made over the Central Oregon Highway to The Dalles and over the Columbia River Highway to Portland.

Mr. Carlock reports that he received many inquiries about road conditions while on his trip and says that he believes thousands of motor tourists will drive to Portland from the south as soon as the roads between Redding and Dunsmuir, Cal., and between Wolf Creek and Cottage Grove, Or., are satisfactory.

TOURIST NUMBERS INCREASED

Travel From South Not as Heavy as During Last Year.

EUGENE, Or., July 27.—(Special.)—The number of motor tourists coming north from California has increased during the week, although garage men state that the number does not equal that of last year. A decrease in travel is attributed to the war and the reputation of Oregon roads, resulting from a few small stretches which have been heralded far and wide by travelers returning to the Golden State.

John D. Mansfield, Sales Manager of Dort Motor Car Company, Who Was Portland Visitor Last Week.

A. M. Malone, of Los Angeles, was in an unpleasant state of mind when he arrived in Eugene. He said that he had to make four tire repairs in traveling five miles, and that the Lane County road was a disgrace. W. L. Bathurst, of Aberdeen, Wash., found things different. He stated that he had driven all the way to San Francisco and back and that he had but one puncture on the entire trip. "The roads are a little rough, but it is all in the day's work," he said.

TRUCK ADVANCES FORESEEN

Great Improvement for Auto Industry Is Predicted.

To the casual observer the motor truck industry seems to have attained to adult proportions. But people felt the same way about the railroads 50 years ago—when the first locomotives burned wood and ran on tracks made of iron strips bolted to wooden runners. So it is reasonable to believe that the motor truck, which is an invention of yesterday, so to speak, will advance as far in its day as the railroad has.

The extensive use of trucks in practically every field of industry indicates an economic trend which all transportation students are watching closely—for this economic revolution is irresistible. And not only are trucks becoming adaptable to many new uses, but new territories are constantly being opened to their advance.

CARS USED FOR MARKETING

KisselKar Agent Says Housewives Find Motors Handy.

"Among the many home efficiency and economy uses the automobile is being put to by wives of owners is that of facilitating the daily shopping trips," says A. S. Robinson, of the Kissel Kar branch.

"In this respect the automobile is literally taking the place of the old market basket.

"In supplying the culinary requirements of the home the housewife of today drives down in her car to the grocery, meat market or bakery and brings her purchases home with her, thereby not only saving time but making sure she is getting what she wants."

The New KisselKar Double Six

7 Passenger Touring "Twelve" $2250 F. O. B. Factory

First Public Exhibition Tomorrow

It's here—we've tried it out—we know there is nothing on the market that in ACTION can compare with it.

"ACTION"—that's the word—action paralleled by the stealthy grace of a panther—the fleetness of the deer—the latent power of a tiger—*but not in automobiles as you have known them.*

Idling at two and a half miles an hour in busy traffic or flying at eighty in the great outdoors beyond the city line—it obeys at the signal of your merest touch—shifting gears simply doesn't happen.

A car of superior comfort *built-in*—of aristocratic bearing from headlight to taillight.

The new Double Six—like all KisselKar models—is available with the ALL-YEAR top—transforming it into a spacious, luxurious, enclosed coach.

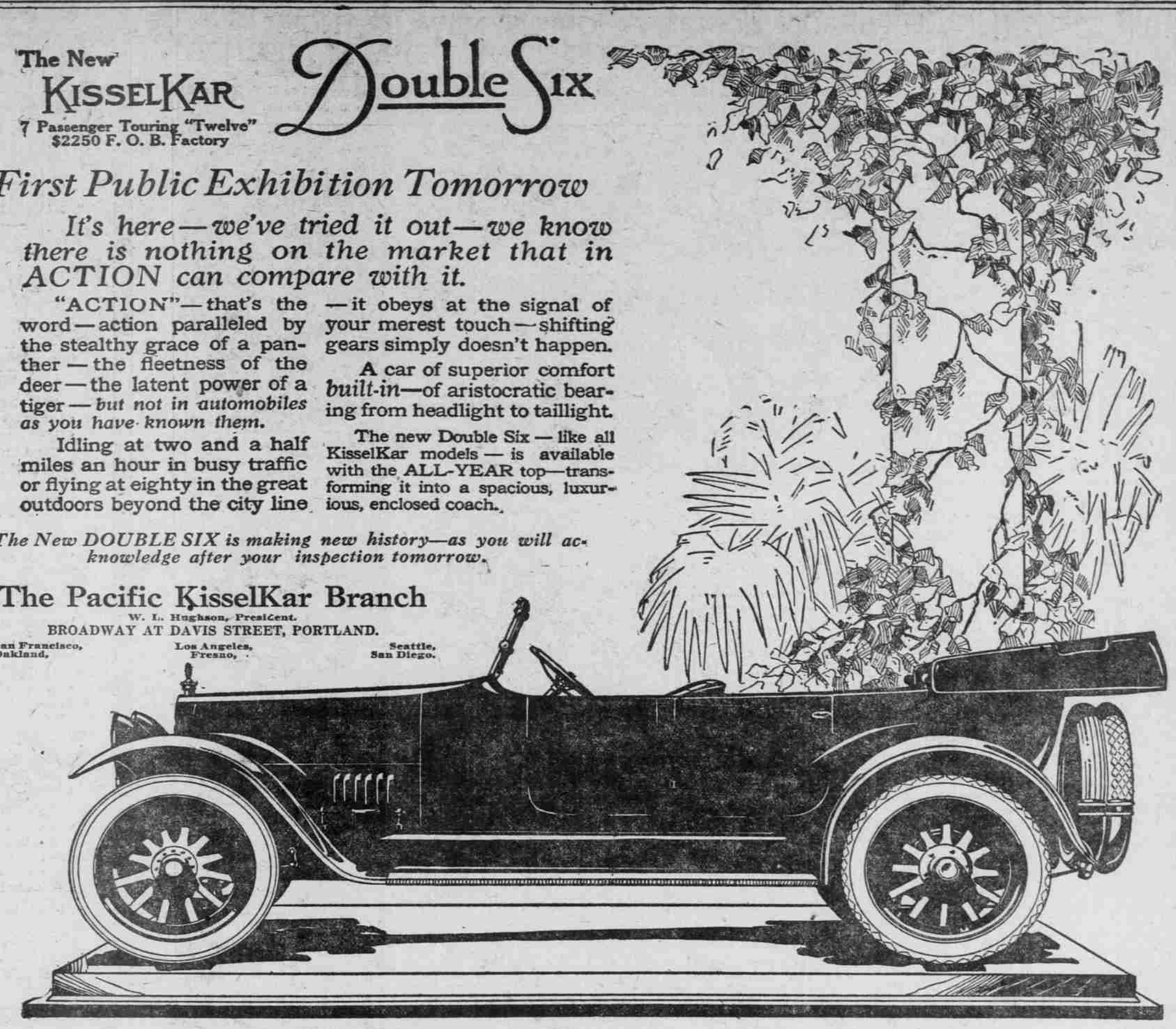
The New DOUBLE SIX is making new history—as you will acknowledge after your inspection tomorrow.

The Pacific KisselKar Branch

W. L. Hughson, President.

BROADWAY AT DAVIS STREET, PORTLAND.

San Francisco, Oakland, Los Angeles, Fresno, Seattle, San Diego.



DORT MANAGER HERE

General Sales Manager Visits Portland Distributor.

SELLING TALK INSPIRING

John D. Mansfield Tells Salesmen at Northwest Auto Company Pointers Regarding Successful Merchandising of Automobiles.

On a tour of the Pacific Coast, John D. Mansfield, general sales manager of the Dort Motor Car Company, spent last Thursday in Portland as the guest of the Northwest Auto Company, distributors of that popular little car in this territory.

During his stay in Portland Mr. Mansfield gave the Dort salesmen at the Northwest Auto Company a few tips on the art of selling motor cars.

"To hot heads and cold feet are chargeable most of the failures in automobile salesmanship," said Mr. Mansfield.

Qualities Set Forth.

"Personality, courtesy, poise, tact, mastery of the subject and enthusiasm all count immeasurably in success—still, I have known successful salesmen who lacked one or more of these qualities.

"But I have never known a consistent producer who did not possess both patience and persistency, who could not take an apparent rebuff without a mental explosion or ignoble retirement.

"The average buyer of an automobile has been at least fairly successful in his own business, and as such has cultivated combativeness. He is not usually going to close a deal without argument, even though he may be technically unfamiliar with the subject in hand.

Forceful Facts Urged.

"Don't forget that he, having been successful in his own line, is somewhat a student of human nature and is likely purposely to attempt irritating you in order to see how you will handle yourself. Let him try it, but do not 'spill the beans' by taking him too seriously.

"Give him the facts forcefully and affirmatively—never negatively where avoidable. Listen to him if he wants to talk—it may be trying, but bear it gracefully.

Tell the Truth, Injunction.

"Tell the truth—that's always good salesmanship. Exaggeration and misrepresentation is bad policy, as well as bad morals. It doesn't pay for the very simple fact that most people think before they invest important money.

"The most that any prospective automobile buyer expects is value. When you tell him that he is going to get more than that, he is skeptical. Some very good cars, worth every dollar asked for them, have failed in the market because superlative merit was claimed for them, when in fact they were just what could be reasonably expected for the money—all that any purchaser had the right or disposition to expect."

DORT OPERATION ECONOMICAL

Trip of Five for 370 Miles Reported at Cost of $5.75.

"A pencil and paper is all that is required to prove that it is a great deal cheaper to travel in a motorcar than on a railroad train," says F. W. Vogler, Dort distributor.

"In a recent competitive economy run from Los Angeles to the Yosemite Valley, a distance of 370 miles, the Dort consumed only 14½ gallons of gasoline, costing at the gas station $2.85. In figuring that the car carries five passengers comfortably, it brings the total gasoline expense per passenger down to 57 cents.

"The cost of the oil is almost of no consequence on such a trip, one quart being sufficient, and, as the Dort had no tire trouble on the economy run whatever, the tire expense was reduced to a minimum. In addition to this, not a mechanical adjustment was made, which eliminates garage and repair expense.

"The round-trip fare from Los Angeles to the Yosemite by railroad is $29.50 per passenger, and for the party of five the fare would be $147.50. Compare this with the round-trip fare for five passengers in a Dort, which would be $5.75, or a total saving via the Dort way of more than $140."

The monitor Weehawken was built in Jersey City in 1862, and in January, 1863, was attached to the South Atlantic squadron. She was sunk during the attack on Fort Wagner, in September, 1863.

You Get Bonded Mileage

When you buy Ajax Tires. The 5,000-mile guarantee that goes with every Ajax purchased, is in writing—a 43% excess guarantee over that given by other quality tires.

Ajax tires cost no more than do other standard makes. Their extra guaranteed mileage makes them the most economical tires you can buy.

Ajax Rubber Company, Trenton, N. J.

Hughson & Merton

Pacific Coast Distributors

329 Ankeny Street

AJAX TIRES

1000 Oakland Cars allotted to Oregon the coming season.

$10,000 Stock of Parts in transit.

Visit our new quarters.

Some territory open for live dealers

Oakland

Sensible Because of Its Light Weight. The Sensible "Six" weighs 2150 pounds, and yet it is a big, powerful, easy-riding car—strongly built for hardest service.

This combination of light weight with strength means tire and fuel economy—a sensible feature that appeals to all motorists.

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