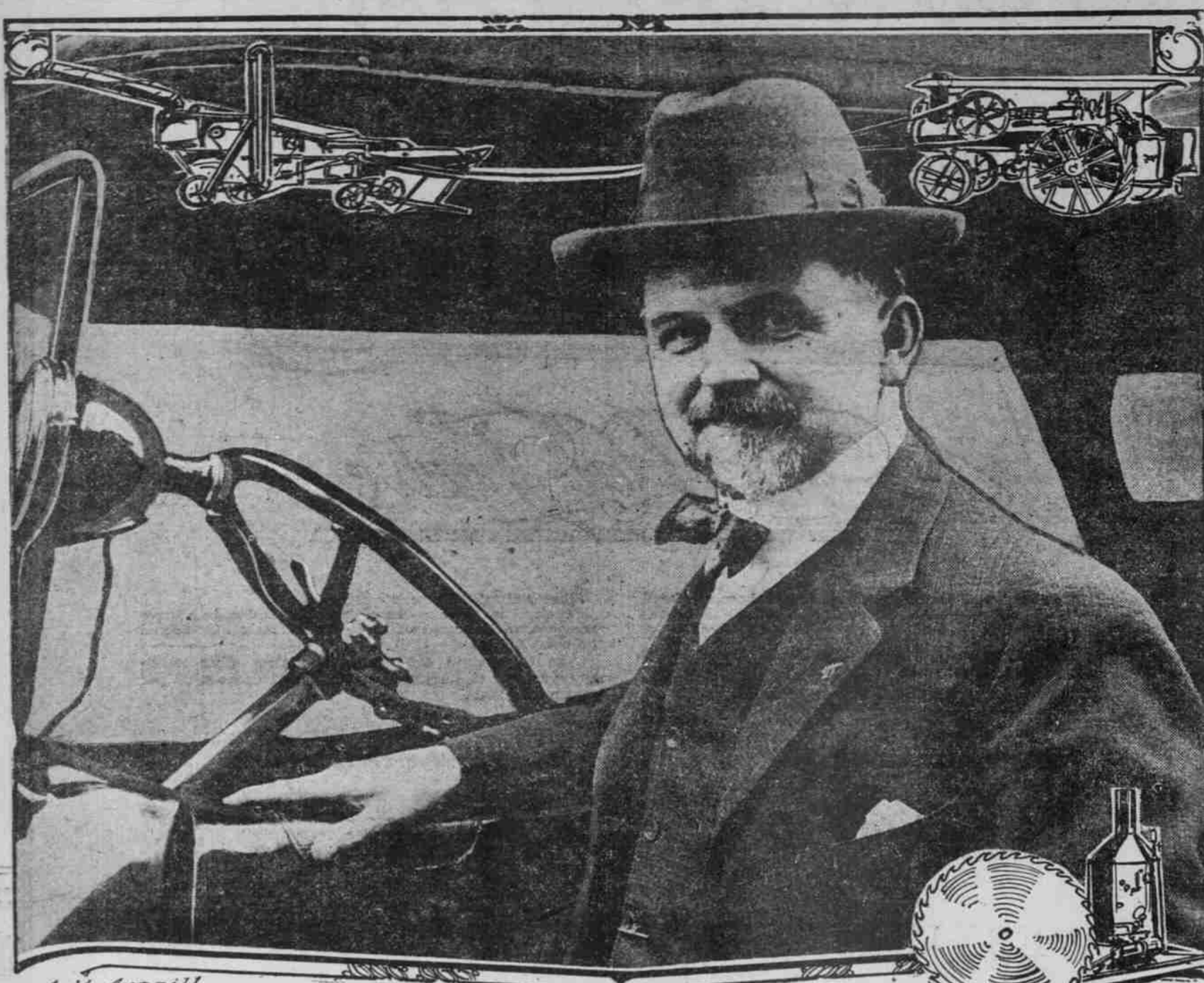


Prominent Portlanders Who Motor



A. H. Averill

AMONG the veteran motorists of Portland is A. H. Averill, head of the A. H. Averill Machinery Company, which is engaged in the manufacture and distribution of heavy engines, boilers and sawmill and threshing machinery. Mr. Averill's first car was a Winton, purchased back in 1905, the year of the Lewis and Clark Exposition. Prior to making the purchase of his present car, a 1917 Veie, of which he is justly proud, Mr. Averill owned a number of cars of various degree and pedigree. Perhaps he could recall their names if he would, but he admits they didn't give him as much satisfaction as his Winton and Veie, and he therefore elects to forget them entirely, he says. Mr. Averill served two terms a few years ago as president of the Portland Chamber of Commerce and is now a member of the Commission of Public Docks. Because he has long been in the habit of devoting considerable time to civic and public welfare as well as to the exacting duties of his private business, Mr. Averill has not been privileged to make many long automobile tours, but he uses his Veie almost daily and his off days come only when Mrs. Averill expresses a desire to use the car herself. The Averills have a Summer home along the banks of the Salmon River, above Tawney's resort, and the family car is employed frequently each season making trips back and forth over the Mount Hood road. Recently Mr. Averill accompanied the Portland automobile dealers on their business trip across the state and to Crater Lake.

VISITORS ARE MANY

Goodyear Demonstrations Attract 100 Dealers.

DODGE EXECUTIVE IN TOWN

Eureka Oil Company to Take Over Department of Motor Car Supply Company, Including Stock of Oil and Greases.

Approximately 100 dealers in Goodyear tires assembled at the Hotel Benson last Thursday to hear the interesting messages of H. S. Quins and G. G. Griffin, officials in the dealers' help department of the Goodyear Tire & Rubber Company, of Akron, O. During their talks, in which they detailed the manufacturing processes of tire making and warned the dealers against the common tire abuses, Mr. Quins and Mr. Griffin showed many illustrations that were of great educational value to the Goodyear men. In addition to the 100 tire dealers who were invited to the service station meetings on Thursday by J. A. Leatherman, manager of the Portland branch of the Goodyear Tire & Rubber Company, the shoe merchants of the city were present Wednesday to hear talks on the new tread sole material now being manufactured by the Goodyear factory.

The big delegation of Goodyear men were not alone in contributing to liveliness last week, for a large number of other visitors were here. Dealers in the Harley-Davidson motorbikes from seven states gathered in Portland in district conference and discussed problems akin to their trade.

A. E. Barker, a factory executive in the sales department of the Dodge Brothers Motor Car Company, visited H. M. Covey and Jack Crittenden on Upper Washington street and enjoyed the Columbia River Highway trip as the guest of Mr. Covey.

A. W. McKensie, factory representative of the General Truck Co., visited the company representatives in Portland. Jake Hirsch, the Coast manager for the Hal car, came along to close the agency deal with the Western Motor Car Sales Company, and H. C. Bradford, advertising manager of the King Motor Car Company, was here on a still hunt for the King agents he has heard of from the factory. Oh, yes, and H. C. Harris, of the Reco Motor Car Company, one of the best liked chaps who ever skipped along motor row, was also in Portland last week.

THE COVEY BUILDING AT TWENTY-FIRST AND WASHINGTON STREETS.

New Car Owners in County.

THE daily reports of M. O. Wilkins, president-manager of the Dealers' Motor Car Association of Oregon, show that the following temporary police licenses were issued in Portland last week to the purchasers of new automobiles pending the arrival of the official state licenses:

- Wey-Zuckman & Co., 206 Alder, Ford.
- W. H. Braeger, 207 East Fifty-first street, Ford.
- M. Dornstander, 500 North Twenty-sixth street, Ford.
- 1771 East Morrison, Mitchell.
- E. Gordon, 224 Pine, Chandler.
- B. E. Patterson, Heppner, Or., Liberty.
- C. Comstock, American Express Co., Ford.
- A. M. Webster, M. D., Corbett building, Oldsmobile.
- F. P. Fritz, 721 Kearney, Ford.
- A. H. Harding, 538 East Nineteenth street North, Ford.
- G. Loewenson, Selling building, Hudson.
- A. O. Pridley, Royal building, Mitchell.
- M. L. Shi, Linton, Or., Ford.
- A. H. Hickman, 599 East Fiftieth street North, Chevrolet.
- Mrs. D. E. Larkin, 522 Clay, Elgin.
- W. Conry, 498 East Thirtieth, Ford.
- H. W. Wurzel, 63 Fifth street, Dodge.
- G. Gabrielson, 1422 East Everett, Ford.
- E. Richards, 50 Front street, Ford.
- H. E. Coleman, 803 Overton, Liberty.
- O. Wurtenberger, Hillsdale, Or., Ford.
- Mrs. W. W. Wilson, Lenox, Chevrolet.
- R. J. Arnet, Whitwood Court, Oakland.
- A. E. Ellis, 682 Glisan, Dodge.
- Mrs. Kate Smith, 335 East Lombard, Ford.
- Leroy Lewis, McMinnville, Elgin.
- E. W. Holman, 49 Third street, Buick.
- O. F. Folkenberg, Linton, Dodge.
- H. W. Ray, Hillsdale, Hudson.
- G. F. Fidenberger, 787 Madison, Hudson.
- Electric Steel Foundry, Twenty-fourth and York, Chevrolet.
- J. Golly, 146 East Thirty-third, Ford.
- J. Wagner, Gervais, Or., Overland.
- C. Magaldi, Sheridan, Or., Chevrolet.
- F. H. Ireland, 401 Roselawn, Hupmobile.
- Hood & Hutchins, Cattell, Or., Studabaker.
- Oregon Home Builders, Portland, Ford.
- Porter & Kiser, Portland, Ford.
- J. J. Spiez, 1235 Tappert, Ford.
- Mrs. Lina N. Rhodes, 1196 Belmont, Chevrolet.
- William Pratt, 204 Fourth, Ford.
- M. Blank, 225 Sherman, Ford.
- C. B. Unna, Thirtieth and Hoyt, Ford.
- Mrs. E. H. Carpenter, 1088 East Tenth street North, Buick.
- W. A. Sanderson, Grand avenue and Schuyler, Ford.
- A. Siedorf, 525 Stevens, Ford.
- Lewiston Milling Co., 933 Oregon street, Overland.
- J. E. Abrahamson, 495 East Thirty-fourth street, Overland.
- Couchman & Sullivan, 85 Tenth street, Maxwell.
- D. W. Green, Lewis building, Ford.
- D. B. Ward, 929 Northwest Bank building, Ford.
- Carl E. Ransom, 273 Union avenue North, Ford.
- W. Y. Richmond, 7104 Eighty-fifth street South, Ford.
- K. Kraenick, 92 Front street, Oldsmobile.
- E. W. Armstrong, 273 East Davis, Oakland.
- J. J. Price, 128 1/2 Second street, Liberty.
- Sosie J. Regoya, 310 Seventy-third street North, Buick.
- E. S. Jennie, Graham, Hupmobile.
- G. W. Sanborn, Astoria, Packard.
- J. G. Burness, Lead & Tilton Bank, Hudson.
- H. P. Pickering, Alexandra Court, Scripps, Nora Dana, 1455 Alameda drive, Ford.
- M. C. Helton, Fairview, Ford.
- Hudson & Grant, 55 Front street, Maxwell.
- E. M. Roberts, Graham, Chevrolet.
- Blark Davis Co., 212 Third street, Ford.
- Santa Cruz Cement Co., Blake-McFall Co., Ford.
- Sedley-Dresser Co., Fifth and Stark, Overland.
- E. Klump, 4321 East Forty-second street Southeast, Ford.
- M. Myers, Ockley Hotel, Tenth and Morrison, Studabaker.
- F. Brooks, Vancouver, Wash., Premier.
- H. H. Olsen, 284 Twentieth North, Ford.
- L. F. Fuchs, Sweland building, Dodge.
- Mrs. E. J. Ryan, 554 East Pine, Ford.
- M. A. Sarland, 116 West Webster, Ford.
- C. L. Florence, O. W. B. & N. Co., Dodge.
- H. Haberman, 1540 Minnesota avenue, Overland.
- F. W. Falconer, Enterprise, Or., Cole.
- E. Friedman, 448 Broadway, Studabaker.
- T. Kulis, 250 First street, Overland.
- T. A. Cathens, Wheeling, Or., Saxon.
- H. P. Nelson, 129 East Twenty-ninth, Ford.
- Maynes, Foster Baking Co., Portland, Ford.

NEWTON BAKER WATCHES TRIP

Secretary Interested in Elgin Scout Car on 12,000-Mile Journey.

Newton D. Baker, Secretary of War in a letter to the Elgin Motor Car Corporation has expressed his interest in the results of the road investigations being conducted by Roy S. Marsh and Edward M. Lawrence who are in charge of the Elgin "Six" National All Trails scout car now engaged in a 12,000-mile trip over the Lincoln Highway to the National Old Trails road and the Dixie Highway. In his letter Secretary Baker states that "a general discussion of the character of the roads in various sections of the country upon the completion of the journey would be very useful and would be appreciated by the department."

AUTOS INCREASE EFFICIENCY

Americans Are Living Example of Its Utility and Economy.

The man who owns and uses an automobile stands a good chance of becoming successful. It not only increases his personal efficiency, but economizes on time while doing it. It enables him to set a fast pace in the business world—a pace that is known the world over as the American habit of bustle and bustle, of go-ahead-and-get-there, the ability to do it in the most efficient manner and in the quickest time. Just as the telephone and telegraph have revolutionized business methods, so the automobile has put the American business world on an economical and efficiency basis. Without a doubt, the world owes to America the perfection of the automobile, and Americans are living examples of its utility, usefulness and economy.



MARMON 34

The cylinders are hard iron sleeves fitting into an aluminum cylinder casting. The pistons are of Lynite aluminum, increasing flexibility, reducing wear and lessening carbon deposit.

The entire motor in design that forecasts a new era. You may prove the difference between the new Marmon and other cars in a single demonstration. In short, the new Marmon, throughout the whole car, marks an advance.

The Northwest Auto Co.
INCORPORATED
DISTRIBUTORS
Broadway and Couch, Portland, Oregon.
F. W. VOGLER, Pres. C. M. MENZIES, Manager.



What Car Do You Drive?
No Matter—You Should
Attend the Lecture
By E. R. SUES
on the
Knight Sleeve-Valve Motor
Illustrated by Moving Pictures

6 Reels, Showing the Second Largest Factory in the World

HEILIG THEATER
Tuesday, Sept. 18, 8 P. M.

And if you don't own a car, come anyway. Some day you will buy a car, and then you'll be glad to know what to look for in a motor. See the first moving pictures ever made of the inside of an automobile motor in actual operation. Everybody talks motor car these days. So if you want to be well posted on this subject attend this lecture.

Admission by Ticket
Secure Your Free Tickets Today at
Overland-Pacific, Inc.
Broadway at Davis - Phone Broadway 3535

HOWARD CHIEF ON VISIT

R. F. THOMPSON PROMISES TO GET MORE CARS FOR OREGON.

Trains of Machines Are Being Sent to Pacific Coast, But Shortage Has Delayed Supply Somewhat.

R. F. Thompson, general manager of the Howard Auto Company, Pacific Coast distributors of Buick Valve-in-Head motor cars, paid Portland another hurried visit last week. This time he was on his way to the Buick factory, visiting first each of the Howard Auto Company branches to get at first hand exact information covering the requirements for the coming season, which promises to be the biggest in the history of the company. Local conditions clearly prove to him

CHALMERS MAN RESIGNS.

W. J. Drumpelman, formerly assistant salesmanager of the Chalmers Motor Company, has resigned to join the Elgin Motor Car Corporation, of Chicago, as assistant general manager, according to announcement just made by C. S. Rieman, vice-president and general manager of the Elgin.

Plans are under consideration for the erection of an electric lighting plant capable of providing 5000 private lamps, 700 public lamps and 1000 fans in the city of Madras, India. American supplies will find a good market if these plans are carried out.

THOMSON PROMISES TO GET MORE CARS FOR OREGON.

Trains of Machines Are Being Sent to Pacific Coast, But Shortage Has Delayed Supply Somewhat.

R. F. Thompson, general manager of the Howard Auto Company, Pacific Coast distributors of Buick Valve-in-Head motor cars, paid Portland another hurried visit last week. This time he was on his way to the Buick factory, visiting first each of the Howard Auto Company branches to get at first hand exact information covering the requirements for the coming season, which promises to be the biggest in the history of the company. Local conditions clearly prove to him

Trucks are good or bad, according to whether or not they cut delivery costs—

The trucks that are built to stand the wear and tear of short-haul delivery and the consequent stops and starts as well as the continued strain of long hauling on all kinds of roads are the

INDIANA Trucks

Wherever there is heavy work you will find an Indiana on the job. Timbermen and road contractors favor this truck.

The Northwest Auto Co., Inc.
Broadway at Couch
F. W. Vogler, Pres.
Portland, Oregon
C. M. Menzies, Mgr.

