

CARS TO BE SCARCE

Crop Movement Will Affect Rail Delivery to West.

CHEVROLET CHIEF TALKS

T. T. Collins, Supervisor of Retail Sales for Big Company, Says Coast Is Mighty Lucky to Have Chevrolet Factory.

Automobile purchasers and dealers in the West ought to congratulate themselves that they are not facing conditions that prevail in the East, according to T. T. Collins, supervisor of retail sales and service branches of the Chevrolet Motor Company. Mr. Collins has just made a swing over the Coast circuit with E. C. Durant, vice-president of the Chevrolet Motor Company of California, and everywhere noted prosperity and cheerful business conditions.

While Chevrolet purchasers are naturally receiving their cars in perfect shape, because of the fact that the factory is at Oakland and no serious railroad congestion exists in the West, Mr. Collins reports that owners of all makes of cars on the other side of the Rockies are getting their machines mainly through "driveaway" methods. Dealers by the score visit the factory every week with a flock of their employees and go home with each member of the party at the wheel of a car. Naturally, when these are delivered the owners find them a bit travel-worn and there is more or less "kicking" as a result.

"The location of a factory in Oakland has made things particularly pleasant for Chevrolet owners and dealers out here," reports Mr. Collins in a letter to LeRoy Fields, of Regner & Fields, local Chevrolet distributors. "For one thing, Western railroad conditions have been far less stringent than in the East, and deliveries of both cars and parts have been fairly prompt. Driveaways have been unnecessary, and so far no order for a curtailment of production has been formally made."

"Sooner or later the West will be affected in a greater measure than it is at present. Delivery of most makes of cars will be harder to get for it will tax the railroads to the utmost to move the new crops. The West did not participate in last winter's shortage of freight cars to any marked extent, and there was plenty of rolling stock left on the Coast. This summer this section of the country will have all sorts of produce to ship East, and then the Middle West will grab all the rolling stock in sight and keep it there."

During his present trip Mr. Collins busied himself particularly with the two new retail and service stores established by the Chevrolet Motor Company of California in Los Angeles and Oakland. The same system employed so successfully by the California company's Eastern affiliates has been installed in each branch and the organizations at both places are highly pleased with the conditions governing their business.

Mr. Collins will visit the Northwest before returning East. During his visit he has found Chevrolet popularity increasing everywhere, with both dealers and owners well pleased with the made-in-the-West product of the big concern.

CORD TIRES IN MUCH DEMAND

Factories Not Filling Large Orders Now for Dealers.

George M. Cassidy, of the American Tire & Rubber Company, distributor here for General cord and fabric tires, says the demand for cord tires is increasing at a remarkable rate. He is unable to fill all the orders he has re-



Hand Made Tires

You can easily think of the reasons why a hand-made tire ought to be better than one made by a machine; but just being hand-made isn't the only reason why Marathon Tires are better tires.

MARATHON

The right material is put into them; the most careful workmanship; everything that goes to make quality in a tire is built into a Marathon Tire.

That's why they cost a little more; and that's why they're worth more than they cost.

We sell them for that reason.

The P. J. Cronin Co.

129 FIRST STREET, PORTLAND, OR.
Distributors for Oregon and Washington

Tubes, Spotlights, Oils and Full Line of Automobile Accessories
WHOLESALE AND RETAIL

ceived lately for General cords, some of the sizes being hard to get from the factory.

The tire factories now are not taking orders from dealers for larger than half-carload lots, says Mr. Cassidy. He has tried to obtain another carload shipment of General tires, but though he has a half-carload en route, the factory would not accept the carload order, and other Akron tire factories are taking the same stand.

For Emergency Start.

In cases where the starter is out of clutch or break pedals. Don't drive with your feet on the

business and the crank handle is not available, it is possible to start the engine by jacking up the rear wheels, blocking the front wheels and then shifting into high, after which the cylinders are primed, the spark and throttle are set, and the engine is cranked by turning a rear wheel. In doing this the operator should take hold of the tire, rather than the spokes and must be careful not to get caught when the wheels start to revolve.

Allen & Hebard Co.

Value Received

The announcement in the bracket above means much more to the automobile owner than mere words can express.

No, our stock is not yet complete because we aim to give you NOT ONLY THE BEST, but the MOST COMPLETE retail accessory stock in Portland.

You will MAKE MONEY at 64-66 Broadway, because it will always be YOUR QUALITY accessory store.

You will save time by getting EXPERT ADVICE with your VALUE RECEIVED.

Do not throw your old tires or tubes away until our expert has examined them and quoted our low repair prices; all work guaranteed.

Mr. Ford Owner, you will find a very complete stock of HIGH-GRADE parts, every article guaranteed free from flaws or defects in manufacture. Order by number given in Ford book. No PRICES HIGHER and every article may be returned at our expense by mail order customers if you fail to get value received.

GET MORE THAN JUST A SPOTLIGHT for the same money. We are sole distributors in Oregon, Washington, Idaho and Montana of the famous

AUTOREELITE

Spotlight, trouble light, pleasure light on a reel, with rear view mirror. Prices \$8 to \$9.50. Liberal exchange allowance on your old spotlight for a short time only.

Hurley Adjustable Wrench, This Week, 75c

Stands more abuse, serves more purposes, quicker and easier to adjust with one hand, fits any ordinary size spark plug. Best for tight places, under car, on road, pipe or nuts.

FISCHER AUTO BED

Adjustable to any car, carried in small roll, set up in three minutes; makes your vacation or camping trip a pleasure. Must be seen to be appreciated. \$18, and well worth it. Always give name of car when ordering.

A GOOD TUBE is just as essential as the tire. Every tube sold by us is fully guaranteed. You save money because we buy right and know quality. The following prices are on popular sizes; other sizes in proportion:

30x3	\$2.80	32x4	\$4.40	34x4½	\$5.70
30x3½	\$3.20	33x4	\$4.55	35x4½	\$5.80
32x3½	\$3.40	34x4	\$4.70	36x4½	\$6.00
34x3½	\$3.50	35x4	\$4.90	35x5	\$7.10
31x4	\$4.20	36x4	\$5.00	37x5	\$7.35

The strength of an automobile tire depends upon the build of the carcass, or foundation.

Scientific study of practically all tires carried in the Northwest and many unknown here, coupled with experience of thousands of tires used over all kinds of country and paved roads in the West, puts us in position to give you greater value received.

You will get service from any of the few bargains listed, all of them being of popular standard manufacture.

32x3½, Plain	\$16.20
32x3½, Non-Skid	\$17.15
30x3, Non-Skid, 7500-Mile	\$16.90
30x3½, Non-Skid, 7500-Mile	\$24.60
34x4½, Plain	\$30.35 and \$29.55

Our reliner experience will be of value to you and prices as low as any dealer, quality considered.

ROBERT E. ALLEN, President

LOCKWOOD HEBARD, Sec.-Treas.

Allen & Hebard Co.

64 Broadway

Telephone Broadway 3223

Portland, Oregon

BEST IN THE LONG RUN

The First Infantry Guns Weighed 75 Pounds

FOOT soldiers began to carry firearms about 1350, huge, clumsy guns weighing from 25 to 75 pounds. Mere hand cannon, iron or copper tubes, they were leveled by a forked support, and fired at a touch hole. With the invention of the wheel-lock arquebus, in 1517, the first self-firing gun, the musket, was a quick step. Like the first guns, automobile tires, when Goodrich began to develop them, were crude, clumsy affairs, and it's a long, long road of improvement to the symmetrical-

GOODRICH SERVICE VALUE TIRES

The history of the last twenty-two years of The B. F. Goodrich Rubber Company is pretty much the history of pneumatic automobile tire. But whether Goodrich was bringing forth America's first clincher tire, or America's first cord tire—Goodrich built tires to but one end—SERVICE VALUE to the user—the worth of the tire to the motorist on his car and on the road in comfort, economy, dependability and durability, and mileage. That is why the tire user to-day gets the utmost SERVICE VALUE in GOODRICH SILVERTOWN CORDS, and BLACK SAFETY TREADS. Demand SERVICE VALUE TIRES.

THE B. F. GOODRICH RUBBER COMPANY
Portland Branch: Broadway and Burnside St., Portland, Ore.

THE CITY OF GOODRICH - AKRON, OHIO.