

FORDSON HERE SOON

C. E. Francis Gets Ford Tractor for Multnomah County.

FIRST ONE DUE THIS WEEK

Following Arrival of Demonstrator, Announces George F. Vick, State Distributor, Deliveries Will Begin in About 30 Days.

Every farmer in Multnomah County will be interested in the announcement made Friday by George F. Vick, of Vick Bros., Salem and Eugene, state distributor for the Fordson tractor, Henry Ford's contribution to help increase the world's food supply, that C. E. Francis, of the Francis Motor Car Company, has been awarded the agency for the Fordson in this county.

At the same time Mr. Vick announced that the first Fordson tractor probably will arrive here in time to be shown in Portland in the latter part of this week at the Francis Motor Car Company, East Thirteenth street and Hawthorne avenue. This tractor will be a demonstrator, one of a carload now en route to Mr. Vick from the factory, but within 30 days Mr. Vick says Mr. Francis and other Fordson dealers in Oregon may expect to receive enough of the tractors to begin deliveries.

As a matter of fact, the supply of Fordsons is almost certain to fall far behind the demand in this state. When Mr. Vick after a trip to Detroit recently was named Oregon distributor by the Ford factory, he was allotted 1000 tractors for the year, and that was the utmost number he was able to obtain.

Only 75 Tractors per County. Mr. Francis' allotment for the year as Multnomah County Fordson dealer is only 75 tractors. He would be glad to obtain double or even three times that number, but it simply can't be done.

In another year Fordson dealers may be able to double or triple their allotments, but every tractor being made by the Ford factory has been spoken for long in advance. The factory is now turning out 125 tractors a day, but Mr. Ford hopes next year to be able to increase this to 300 a day.

In the meantime, Mr. Vick has been informed, Ford is making no more contracts for Fordsons this year, and states in which distributors have not already been named will have to wait a year.

The Fordson tractor comes fully equipped, and includes in its price an equipment two 14-inch Oliver gangplows. The tractor will not be sold without the plows, as Mr. Ford insists that buyers of the tractor put it to actual use in plowing land and thus increasing the food supply of the country.

Dealer's Margin Small. The price of the Fordson tractor will be \$1110 complete. This price allows the dealer a very small margin. This margin, in fact, is said to be so small that no dealer in the county has the business if he handled Fordson tractors alone, so all the distributing agents named are also authorized dealers in Ford cars, which enables them to handle the tractor in connection with their regular Ford business. Mr. Ford's purpose in putting the tractor out to sale is to bring it within reach of as many farmers as possible and thus speed up the food supply.

Mr. Vick has closed contracts to date with several other sub-dealers in the state besides Mr. Francis to handle the Fordson in their respective counties.

Among the county dealers named are the Gates Auto Company, Medford; Vick Bros., Eugene; C. W. Crawford, Albany; Whitehead & Co., Corvallis; Otto Strickson, Hillsboro; Pacific Highway Garage, Oregon City; Walther-Williams Company, The Dalles, and Simpson Auto Company, Pendleton. Other dealers will be named shortly.

The Francis Motor Car Company, Fordson dealer in Multnomah County, is one of the six authorized Ford dealers in Portland. Its quarters are at East Thirteenth street and Hawthorne avenue.

CARS NOW HAVE REAL ROOFS

More Enclosed Cars Built Now Than Open Ones For Years Ago.

Times have changed. In olden days it was quite the custom to keep the top down in all but rainy weather, and tourists traveled through the country at 40 miles per hour, and even faster, and believed it quite the thing to make their trips in the open. Gradually the permanent roof became popular, for people could see no more reason for flying through the country in an automobile without cover than for making trips by electric car, or by railroad, or by train with no top on the car. The drivers with ordinary tops to their cars gradually stopped hoping to continue in, and in winter or summer now it will be found that 90 per cent of the cars seen on the streets will either have permanent roofs or will have tops up, and more enclosed cars will be seen than were thought of years ago.

TOO MUCH OIL FOULS PLUGS

Excessive Lubrication or Too Much Gasoline Are Bad.

When spark plugs habitually become fouled with oil and soot, it is a good plan to investigate and see whether they may not be projecting too far into the combustion chamber, particularly when they are located in either one or the other of the valve pockets. If they are screwed into the valve port caps, the removal of the caps with the plugs in them will be the best way to determine the condition. The points or the outer end of the shell should extend very little beyond the inner faces of the valve caps. Any way, adjustments to the carburetor or lubricating system should be made to prevent excessive gas or oil feed.

FORD OUTPUT IS STILL LARGE

1600 Cars Turned Out Daily by Ford Motor Company.

Ford Motor Car Company continues to turn out passenger cars at the rate of about 1600 a day. This represents about 80 per cent of the output at the start of 1918. For the fiscal year ending July 31 Ford expects to show an output of about 700,000 cars.

Unfilled orders as of June 10 aggregated 110,644 cars. Of this number 59,242 were touring cars, 9824 runabouts and the remainder divided between sedans, trucks and chassis.

The best opinion on the magnitude of Ford war orders up to June 10 is that they exceed \$250,000,000.

AVOID CAR TRACKS, ADVICE

Federal Tire Distributor Warns Against Bad Practice.

"One of the surest ways to shorten the life of a tire is the continual driving in deep ruts," according to C. I.

Weaver, of the Oregon Vulcanizing Company, Federal tire distributors. "Ruts grind into the sidewall of the tire where they do not have the heavy protective covering of the tread. This driving results in rapid wearing down on the sides. In this way the fabric is torn and the carcass soon worn down."

"There is another practice, the results of which are often brought to our attention. That is driving in the street car tracks. This should be done only where positively necessary, as this also has a tendency to bring all of the wear on one side of the tire where the tread cannot protect it."

"When driving in ruts it is always well to bear these things in mind and stay in the center as far as possible and drive slowly. Then get out of them altogether, immediately the occasion presents itself."

"These facts borne in mind will mean many added miles to your tires."

GAS WASTED BY IDLING

ISAAC BRUNN APPEALS FOR GREATER CONSERVATION.

Stopping Engine Whenever Car Is Stopped Is Good Habit for the Driver to Acquire.

"Don't let your engine run idle," says Isaac Brunn, of the Brunn Motor Car Company, distributor for the Lexington Minute-Man Six.

"True thrift in using an automobile lies not in cutting down the use but in eliminating the waste. Running your engine idle, even for one minute, is sheer waste. Acquire the habit of stopping the engine whenever you stop the car. Look over the gasco system frequently from tank to carburetor to discover and stop wasteful leaks."

"Few people even begin to realize the actual amount in dollars and cents they can save by a little care in the use of an automobile. Each individual saving represents such a small amount that we are prone to regard it as negligible, while as a matter of fact the aggregate of many of these small savings runs into quite a respectable sum."

"That is the very root and essence of the thrift movement now on foot throughout the country. Doing without a car is not thrift because in most cases it costs a man less to do a given amount of work with an automobile than without one."

"There is no serious reduction in the purchase of passenger cars due to such a mistaken conception of thrift which would tend to cripple an industry which ranks near the top in the amount of money it puts back into circulation through wages, dividends, purchases, and so forth. Killing the goose that lays the golden egg is not thrift."

"Running with under-inflated tires is another waste, it not only takes considerably more power—gasoline—to run with soft tires, but you increase your tire cost by half."

"Driving in car tracks is one of the worst forms of thriftlessness. If the paving is rough, go slow or drive over a block to a smooth street; don't willfully waste your tires by deliberately cutting them to pieces in car tracks."

USE OF PUTTY IS TOLD

MANY A TIRE CAN BE SAVED TO CAREFUL MOTORIST.

Robert E. Allen, of Allen & Hebard, Describes Method of Applying Mastic and Cement.

"Probably 90 per cent of all tire trouble may be attributed to punctures caused by picking up nails, tacks, small pieces of glass, etc., which cause slow leakage of air from the tube," said Robert E. Allen, of the Allen & Hebard Company, the other day.

"Many cuts come in the tread of the tire that do not go in deep, but permit dirt, mud, moisture and fine sand to be forced in so hard that it separates the tread in spots and causes sand blisters on the side walls. If permitted to continue, these blisters will cause loose tread over practically all the tread of the tire. This has been ruined from this cause that could have been repaired in a few moments with mastic or tire putty in the small cuts, and a vulcanizer for the larger cuts. Which ever method is used, it is very important that all dirt be properly cleaned out of the cuts in the small cuts, and the tread be thoroughly dry. Then roughen with knife and sandpaper, and apply vulcanizing cement, allowing it to set a few minutes until it becomes hard and tacky."

"Then force in well kneaded mastic with a screwdriver point, or if a vulcanizer, use good stock and do not take the vulcanizer off too soon."

CADILLAC IS NOT TO CHANGE

Present Car so Well Developed It Is Now Standard.

Announcement by the Cadillac Motor Car Company that it will continue to present type of chassis and styling this year carries with it more than usual interest for a large section of the public and the trade has come to look to the Cadillac for developments which exert a far-reaching influence in the industry. In the course of its announcement the Cadillac Company says:

"There has been no new Cadillac for four years, and not even in the lesser externals can we see warrant for change for a long time to come. The facts are so obvious that we feel warranted in speaking more bluntly than usual concerning the present status of the V-type Cadillac and stand today the world over in a position of almost undisputed leadership as a smooth, level-running piece of motor mechanism, without a peer."

Expressing it in more practical terms, we believe it to be universally conceded that the Cadillac is today by far the most valuable piece of motor property that money can buy. The principle of the V-type Cadillac is firmly fixed and established, and we shall earnestly strive, as we have for four years, to progressively improve the performance. Except as we refine our own refinements, we surpass our own standards the Cadillac of a year from today will be the Cadillac of today."

"While scarcely needed, we believe that Cadillac owners the world over will welcome this assurance of the permanence and standardization of the type."

Four years ago the Cadillac Company adopted the V-type, eight-cylinder engine, the first to be built commercially on this side of the Atlantic. Throughout this entire period the characteristics and principles of this construction have been faithfully retained. Broader experience and increased knowledge have led to the refinements and advancements which have been noted from time to time.

In adhering for another year to its present type and present model the Cadillac Company is following a policy of long standing. This is to adopt a principle or a type only after the engineers have satisfied themselves completely of its soundness, and thereafter to develop it steadily to the highest possible point.

Prevent forest and field fires by being careful all the time with all kinds of fires.

ROAD SIGNS NEEDED

Lack of Directions Sore Point With Tourists.

LOCAL AUTOISTS MAY HELP

Dealers Motor Car Association of Oregon Takes Up Matter of Installing Signs on More Important Highways.

One thing in which Oregon is far behind other states is in lack of road signs to direct the motor tourist even on the main highways. This lack of signs is a sore point with tourists from other states, who complain bitterly and with reason at the fact that even important road functions are so often without directions of any kind.

It is now too late in the season to remedy this condition to any great extent, but the Oregon State Motor Association, formerly the Portland Automobile Club, of which Frank E. Watkins is president, is behind a move to make at least a beginning in its campaign to place signs on the main traveled highways.

Mr. Watkins and other officers of the association met a committee from the Dealers Motor Car Association of Oregon at a luncheon in the Imperial Hotel early last week and took up with them a plan proposed by Mr. Watkins to put up signs at once on the Pacific Highway as far south as Eugene, and on the road to Newport.

Preparing and placing suitable road signs is rather expensive. But Mr. Watkins told the meeting that the Automobile Association has about 150 blank signs that can be painted with the necessary information and posted on the Pacific Highway and the Newport road as a beginning in a comprehensive system of road signs on all the important roads of the state.

It is proposed that with the co-operation of the Dealers Motor Car Association, a party should be sent out at once to post them where they are needed most. From complaints received, the Pacific Highway between Eugene and Portland seems to require quite a number of signs, and the road to Newport to come next in necessity.

The plan is understood to meet with the favor of the dealers, and it is probable that the expedition will be sent out very soon. Elmer Wallace, a sign painter, has volunteered to go with the party and donate his services in painting the signs.

Another meeting is to be held soon, at which will be taken up a more comprehensive plan for signing up more roads next year and the year after. It is not improbable that the Legislature will be asked to add 25 cents to automobile license fees to be used for this important work. The State Highway Commission and the Chamber of Commerce also will be asked to co-operate.

ROADS TO ALPINE SUMMITS

Italian Engineers Will Leave Post-War Heritage to Autoists.

"After the war automobile tourists will be able to drive to the very summits of alpine peaks that have hitherto been accessible only to professional alpine guides," says a writer on the July issue of Motor, the National Magazine of Motoring, in an article on the marvelous mountain roads that the Italian military engineers have driven straight through the heart of the rugged section of the Italian Alps.

Continuing, he explains what a wonderful accomplishment the Italian military engineers have to their credit. "The difficulties of this road building are almost inconceivable to the layman. Pictures show the steep, rocky rocks looming hundreds of feet skyward and you have a view of the side of many of the Alps, and road broad enough for two or three motor trucks abreast to wind up such mountains, does not mean mere digging, grading and filling. It first demands hewing a broad pathway out of the solid rock where hardly a foothold originally existed."

"To do this dynamite and other blasting material must be constantly used and progress must be of the slowest nature. It also means the necessity of constructing retaining walls of concrete at the side of the precipice. Frequent tunneling at turns and grades is also required, the whole forming an engineering feat of the most complicated nature, presenting for solution at every turn problems of tremendous magnitude."

"Following one of these highways up the side of the cliffs, where it twists and turns, through the frequent tunnels, sometimes of considerable extent, one gets some faint idea of the sensations that will be enjoyed by the motorists of peaceful tomorrow, traversing what has always been practically virgin mountain ranges amid the most magnificent scenery on the European continent."

"There is much in this story of how the Italian soldiers have managed to live and fight among these alpine solitudes, carrying their supplies, their artillery, their ammunition, in fact all the material of war, up the sides of the mountains on their backs or sending them across great valleys, from peak to peak, by means of telephoric railway lines. This latter is simply a wire cable carrying a basket for freight."

"The world is going to owe much to the genius of the Italian military engineers, who have accomplished in the face of enemy fire and against the utmost opposition of nature, feats that would probably never have been attempted except for military necessity. Particularly grateful should the motoring fraternity be to these hardy and resourceful road builders."

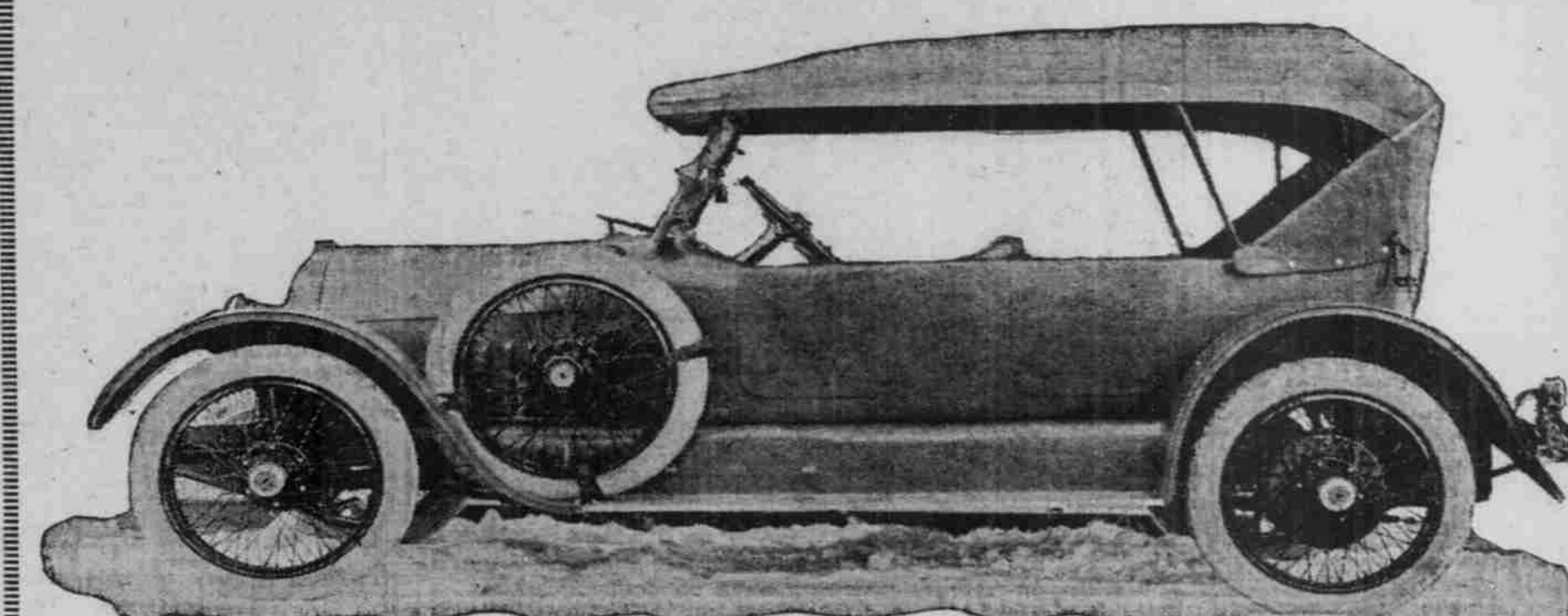
Don't accelerate and stop too quickly; it wastes gas and wears out tires. Stop engine and coast long hills.

ANNOUNCEMENT!

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STUDEBAKER LIFE TOLD

HISTORY OF FAMOUS FIRM CONTAINED IN BOOKLET.

A. R. Erskine Tells of Growth of Small Wagon-Making House Into Present Corporation.

The automobile industry is replete with Romance, spelled with a capital "R," but few stories of its growth are more interesting than that told by A. R. Erskine in his "History of the Studebaker Corporation," copies of which have reached Portland recently. Although Mr. Erskine is president of the corporation, in the history he sinks his personal identity and plays the part of a true historian. Quite fittingly, the book is dedicated to John Mohler, Studebaker, and while written for the information of the stockholders, dealers and friends of the car, it presents much interesting data for the public generally. For instance, few persons know that the family came from Rotterdam, Holland, and immigrated in 1738. The name at that time was spelled "beck-er." Peter Studebaker, Sr., was a wagonmaker, and laid the foundation of the family fortune and corporation now bearing his name. John Studebaker, son of Peter, Jr., moved to Ohio and thence to South Bend, Ind., where the Studebaker Corporation now is. In the Spring of 1897 the company experimented with a "horseless vehicle," as described in the minutes of the directors, and in 1899 bodes were built for electric runabouts and trucks, selling 20 in that year, and continued in that business until 1912. The first gasoline car was built by it in 1904, and was a two-cylinder affair. Acquisition of the E-M-F plants came in 1910, taking over complete holdings. Sales of the corporation grew from \$360,619.25 in 1888 to \$50,147,500 in 1917. The company now has seven plants covering 1,873.33 acres containing more than 4,700,000 square feet of floor space. The payrolls last year were more than \$5,500,000, and the employees numbered 9444. Six thousand dealers handled the product throughout the world, with eight branch houses. The volume concludes as follows: "The house of Studebaker has existed

43 years. Industry, economy and efficiency characterized the brotherhood, whose hearts as well as their heads were in their business. Profits were always secondary to the conservation of reputation and good will, and hence we find that during the 43 years in which they operated under the name of Studebaker Brothers Manufacturing Company they and their stockholders withdrew only \$8,900,000 of dividends from the net profits of \$16,000,000, and left the larger part remaining in the business."

CHEVROLET MEN ADVANCED

Dick Hollingsworth and Roy Stuart Win Promotion.

Two important changes which will prove interesting to automobile dealers and owners in general on the Pacific Coast were announced this week when R. C. Durant, vice-president of the Chevrolet Motor Company of California, appointed Dick Hollingsworth the firm's representative in the Arizona territory, and named Roy Stuart to the management of the Los Angeles County wholesale department. Both men are well known in Coast motor car circles. Hollingsworth is a veteran who was for years connected with the accessory end of the industry, and at various times has made his headquarters in Arizona, Southern and Northern California and the Northwest. Recently he has been assigned to the Los Angeles branch of the Chevrolet Company. His many friends will be glad to know of his advancement. Stuart is also unusually popular, as he has been prominently identified with automobiles for a long time. Before succeeding to the territorial di-

rector of the Los Angeles factory branch house he was road representative for the big firm. Stuart will make his home and headquarters in Los Angeles, while Hollingsworth is expected to use Phoenix as a base of operation. The new appointees will spend a week at the Chevrolet factory in Oakland before starting work at their new posts.

Keep needle valve clean and adjust carburetor (while engine is hot) to use as lean a mixture as possible. A rich mixture fouls the engine and is wasteful.

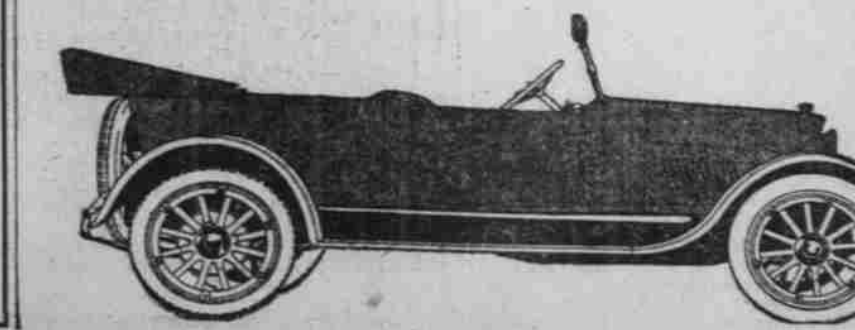


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WHAT'S

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