

COLE SALES CHIEF LOCATES ON COAST

C. P. Henderson Here on Way to New Headquarters at San Francisco.

COAST TERRITORY TAKEN

Two Cole Aero Eight Driven Across Country From Indianapolis by Leader in Motor Car Industry and His Family.

One of the biggest figures in the motor car industry, C. P. Henderson, for ten years general sales manager of the Cole Motor Car Company, sees so great a business opportunity in the automobile field on the Pacific Coast that he is leaving the East and his established connections there to take over the Coast territory.

Mr. Henderson, who has just resigned as general sales manager of the Cole Eight to become western sales manager for both the Cole Eight and the Lexington Minute Man Six, with headquarters at San Francisco, arrived in Portland last week with his family in two new Cole Aero Eight cars, which they had driven across the continent from Indianapolis.

They were just 35 days out from Indianapolis when they reached Portland over the Columbia River Highway from The Dalles. In that time they had traveled 4200 miles, including side trips to Yellowstone National Park and other points of interest.

Their route led them over the Lincoln Highway from Indianapolis to Omaha, thence by the O. L. D. Trail to Lincoln and Denver, from there via the Midland Trail to Salt Lake City, and thence to Astoria, to the coast.

Yellowstone Not at Best.

At that point they detoured to Yellowstone National Park, where they passed a week. It wasn't the most auspicious time in the world to visit the park, for it rained most of the time and the accommodations are not good now, says Mr. Henderson, owing to the war. However, they had full equipment and cooked their own meals, so got along very nicely.

From Yellowstone they drove to Twin Falls over some very bad roads, and to Boise, Idaho, and then on to Portland by way of Baker, Pendleton and The Dalles. Or they came into Portland over the Columbia River Highway Tuesday night, arriving at the Portland Hotel at 10 o'clock.

Mr. Henderson says the section of the highway that has just been opened between Hood River and Cascade Locks is only open to automobile travel between 12 and 1 o'clock in the afternoon, and from 7 o'clock at night, a fact that isn't generally known even at Hood River. Had he and his party known it, they would have remained in The Dalles over night and thus have escaped a wait of several hours at the upper end of the new road work.

Also, says Mr. Henderson, there are three or four places on this new roadway that are rather dangerous to amateur drivers. Very careful guidance of a car is necessary to pass over them safely.

Trip Worth Five Years.

While Mr. Henderson wouldn't exactly care to turn about and retrace the trip from Indianapolis to Portland, owing chiefly to some pretty bad roads on portions of the way, he declares with enthusiasm that this continental tour by automobile is worth five years in any man's life.

"Until one has driven across the country by motor, he has not really seen the country and doesn't know it," he said. "I have been across many times by train, but on this trip I saw country that I did not know existed. It was a thorough revelation to me."

"I have said many times in the past few years," said Mr. Henderson, "that I intended to settle on the Pacific Coast, but until 30 days before I left Indianapolis, I hadn't been able to make Mr. Cole, nor my own family believe it."

"I have visited the Coast many times as general sales manager for the Cole Eight. I have tremendous faith in the future of this section of the country. It is the finest part of the United States to live in, and its business future is, in my opinion, better than that of any part of this country."

"For the next year there will not be enough cars available to justify us in any great effort to increase our business here. But after the war I shall form a Pacific Coast organization, with headquarters at San Francisco, that will be as complete as my organization at Indianapolis as general sales manager for the Cole Eight."

Parts Depot on Coast.

"We shall have our own service department for the Cole Eight and the Lexington Six on the Coast, with parts depots at San Francisco. This will become effective at once."

"The big motor companies do not realize, most of them, how much they have neglected the Pacific Coast territory. It has been so far away that it has not had what it is entitled to. It is a territory that will abundantly repay labor expended in building up an organization."

"California by itself is an automobile territory of vast possibilities. And the Pacific Coast section as a whole is worthy of the best efforts of any man. The Cole and Lexington companies realize the opportunities the territory affords, and are beginning now to build up their organization for the wonderful future that is coming after the war."

Mr. Henderson will also organize an automobile financing company in San Francisco, though he will leave the active management of this corporation to others.

On his trip Mr. Henderson drove the first of the two Cole Eights, with Mrs. Henderson and their smaller children, Ruth, Alice, Helen and Edith. The other car was driven by James and Dorothy, the elder children, who also attended to the camp preparations and cooking.

Mr. Henderson and his family will leave for San Francisco via the Pacific Highway early this week. In the meantime, Mr. Henderson is conferring here with F. W. Vogler and C. M. Menzies, of the Northwest Automobile company, Cole Eight distributors, and with Isaac Brunn, Lexington Six distributor.

CHEVROLET SALESMEN GATHER

Coming Price Rise August 1 One of Topics Discussed.

Salesmen, district managers and traveling representatives from all points in the West gathered at the convention of Chevrolet employees which met at the big factory at Oakland last week to discuss business conditions generally and hold the get-together sessions which are an annual feature of the California motor concern.

The most important item of business announced was the price raise which is imminent for the famous Chevrolet "490." It was stated the popular car would be advanced \$50 on August 1.

C. P. HENDERSON, GENERAL SALES MANAGER FOR THE COLE EIGHT, WHO REACHED PORTLAND WITH HIS FAMILY LAST WEEK AFTER TRANSCONTINENTAL TOUR FROM INDIANAPOLIS.



1. The Start From Indianapolis June 16—Left to Right, James and Dorothy Henderson, C. P. Henderson, of the Cole Motor Car Company, Ruth, Mrs. Henderson, Alice, Edith and Helen. 2. A Night's Camp en Route.

and at the same time it was officially declared that no change in model was contemplated. The present construction of the car has been entirely satisfactory, as is attested by the increased demand for the product, and Chevrolet engineers feel they are giving the public just what it wants. R. C. Durant, vice-president, presided at the business session, and President DeVaux and Assistant Sales Manager Steves were also active participants in the various meetings.

Girls Make Gas Masks.

Thirty girls from Oberlin College recently entered the gas mask department of the Goodyear Tire & Rubber Company, Akron, O., and are now busily helping to win the war by doing their bit in speeding up the production of gas masks for our soldiers. These girls are from the various departments of the school from freshmen to seniors. They will spend their entire Summer vacation in their new work.

Birdman Sells Chevrolets.

Frank Prough, who was known in the early days of aviation as Frank Hamilton, the most daring birdman of his time, is now getting excitement distributing Chevrolet motorcars in Kings County, California.

Factory Representative Covers Territory by Auto.

Bethlehem Truck to Be Shown Dealers of Four Northwestern States.



J. A. Rook.

J. A. Rook, Western representative of the Bethlehem Motors Corporation, manufacturers of the Bethlehem truck, is starting this week on an automobile trip through Oregon, Washington, Northern Idaho and Western Montana, on which he expects to call personally on nearly every motor car dealer in this territory. He will be accompanied by Fred W. Vogler, president of the Northwest Auto Company, distributor in these states for the Bethlehem truck. While differing from the usual, we have avoided the freakish in our design. We patiently worked it out, first on drawing paper, then life size on blackboards, fifth size in wax, back to drawing board, then life size in clay. Lines and curves were corrected, improved and made to flow harmoniously into each other. We resolved that our car must be of good appearance. It must look its part. And we have been told that the start it is a "good looking" car.

Few builders have set as rigid a requirement for the comfort of the rider and driver as we did. What success we have achieved is because the car itself has induced the thought in the minds of Liberty owners that it was an extraordinarily satisfactory car. We asked the public to ride in it, to drive it, to be their own judges. They did do this, and our reputation started from the satisfaction the Liberty gave by reason of the difference in the way it rode and drove.

Car Attracts Dealers.

On account of the quality of its design, Liberty cars attract the attention of leading dealers and users. In New York we were almost immediately represented by one of the oldest and best-known dealers, who had sold only the most expensive cars.

At the first National show where we exhibited, Liberty features received probably more attention by newspaper and technical papers than those of any other car shown. Soon after, it attracted attention abroad, and we very early in our career were solicited by

CAR WINS SUCCESS

Story of the Liberty Told by Its President.

SECOND BIRTHDAY IS HERE

First Liberty Experimental Models Ready in July, 1916, but Now Car Is Widely Known and Used Through Whole Country.

BY PERCY OWEN.

President Liberty Motor Car Co.

Because July is the second anniversary month of the Liberty company, we have been asked by a great many people to explain the Liberty car's phenomenal success in the limited period it has been available to motor car buyers. Some of the facts about our early history are really interesting because they reveal some of the intimate little details in connection with the development of a successful business which are not ordinarily known to the general public.

Two years is not a great stretch of time, but when starting with a definite idea and backed by years of experience, much can be accomplished. Our purpose was to build for the owner and user a car of unusual riding and driving comfort. Because of our sincerity, we hoped and expected they came were to try the result of our combined efforts. Never were cars put through a more stringent trial. However, as we hoped and expected, they came through in splendid style as befitted the time and talent and effort represented in their construction. We found that an unusual car had been developed.

Choosing a Name.

Selecting the name of a car, a name that will please and can be easily remembered, is most difficult. There came to two of us one day, right out of a clear sky, the name "Liberty." Liberty, why not? The whole world is thinking of Liberty, we thought. Liberty is destined to be talked about the world round. And so it was selected. Little did we realize in the early Winter of 1916 that Liberty would be such a significant word and of such tremendous value to us. Copyrighted, of course, we have its exclusive use on automobiles, and no one can take it from us.

We tried from the start to give our car an exclusively Liberty appearance. While differing from the usual, we have avoided the freakish in our design. We patiently worked it out, first on drawing paper, then life size on blackboards, fifth size in wax, back to drawing board, then life size in clay. Lines and curves were corrected, improved and made to flow harmoniously into each other. We resolved that our car must be of good appearance. It must look its part. And we have been told that the start it is a "good looking" car.

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dealers from all countries not engaged in the war.

We have used liberally, and with good effect, the great advertising media of the country, and through them the Liberty is known to millions.

Dealer representation is now widespread. Liberty cars are distributed in all the leading cities of the country as well as abroad. Our cars are used by thousands and have become a nationally-appreciated product.

Cause of Leaks.

Many cars have wires or rods leading from the front of the radiator to the priming device on the carburetor. These rods pass through one of the air passages of the radiator. The tubes of radiators are made of very thin material, and in the course of a season's use the primer rod, in rattling around through the vibration of the car, may cause a leak that will be troublesome. The remedy is to insert a stiff piece of tubing in the air passage that holds the rod.

FULTON TRUCK TAKEN

DAVID A. PEPP TAKES AGENCY FOR WELL-KNOWN LINE.

Distribution for Both Oregon and Washington Contracted for by Daniels Eight Dealer.

The Fulton truck has been taken for the entire Oregon-Washington territory by David A. Pepp, distributor here for the Daniels Eight. Mr. Pepp made the announcement yesterday that he has closed for the Fulton line and expects a couple of carloads of trucks to arrive shortly.

The Fulton truck is made only in one and one-half-ton sizes. It is very well known in the East, but has never before been represented in the Pacific Northwest. It will easily be identified by means of its distinctive elliptic radiator.

It has the Herschel-Spillman motor, Russell internal gear axle, Borg & Beck clutch and other high-class units.

Compression Loss.

It sometimes happens that an engine which runs all right when it is comparatively cold shows a decided loss of compression after it has become heated.

Don't drive in car tracks

How Can You Expect to Compete
—with high costs and high wages these days unless you are equipped with

REPUBLIC TRUCKS

"Every third truck in Oregon is a Republic."
Priced in Portland at \$1270 to \$4950

ROBERTS MOTOR CAR CO.
Everett and Park—Distributors—Portland, Or.

GATES HALF-SOLE TIRES
REGISTERED U.S. PAT. OFF.
Cost only 1/2 As Much
Save You 1/3 to 1/2 On Your Tires
AND ARE
Puncture-Proof for 3500 Miles
Local affidavits show from 5000 to 7000 miles
Vulcanizers, 70 6TH ST.

"Fill Me Up With Your Cheapest —My Car is a Chalmers"

Ever heard that order given at a gasoline filling station?

You will if you just wait till a Chalmers drives up.

At some of the larger stations you'll see a row of three or four red pumps.

On each is a price, and in some cities the price will range from say, 20½, 23½, 27½ to 30 cents per gallon.

Watch the different makes of cars as they arrive for refilling of tanks.

The "temperamental" ones will insist on the high-test gasoline only. And pay the high price.

They will tell you, that, with the low-test gasoline, their cylinders fill with carbon, the carburetor will not function, and that the power produced is—nil.

Well—they ought to know. They are driving those cars.

The Chalmers owner is the exception to the rule.

He stops at the first pump—the cheapest, heaviest, low-test gasoline.

He knows he is buying a liquid that is practically kerosene. But he also knows his Chalmers motor will burn it—and consume it perfectly.

And if he knows all the facts he will appreciate also that there are more heat units per gallon in the heavy than in the lighter fuel.

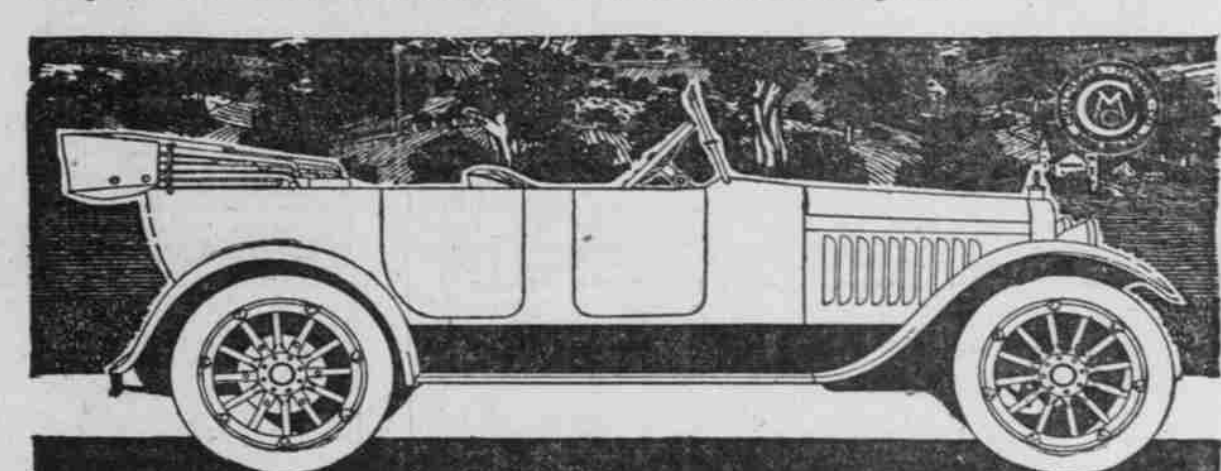
So his efficiency is greater at the same time that his fuel bill is less.

Yes—you have it—the famous "Hot Spot" and the "Ram's Horn" manifold as you find them in combination only in Chalmers Motor Cars, are responsible for that condition.

You obtain a four-fold efficiency in a Chalmers—we'll tell you how in the next advertisement.

Meantime, drop in and let us show you just what the "Hot-Spot" and the "Ram's Horn" really are—what they accomplish—and how.

Then you will understand the reason for the tremendous popularity of the Chalmers—a popularity and a demand so great that everybody in the trade concedes, "This is Chalmers year."



Touring Car, 7-Passenger \$1615
Touring Car, 5-Passenger \$1565
Standard Roadster \$1565

Touring Sedan \$2250
Cabriolet, 3-Passenger \$1985
Town Car, 7-Passenger \$2925

Town Car Landaulet \$3095
Limousine, 7-Passenger \$3925
Limousine Landaulet \$3025

All Prices F. O. B. Detroit Subject to Change Without Notice

Western Auto Co.

BROADWAY AT BURNSIDE (BDWY. 5368)

Jas. M. McNaughton, Pres. Ray Hemphill, Gen. Mgr.

WE CAN NOW MAKE IMMEDIATE DELIVERIES

TIRES! TIRES!

Bargains in All Standard Makes of Tires and Tubes.

30x3 Firestone	10.50	33x4 Hendrie Plain	24.85
30x3 Bowers	13.60	33x4 Hendrie Skid	28.90
30x3 Vitalic	13.50	33x4 Vitalic Skid	28.50
30x3 Hendrie	11.80	33x4 Goodyear Plain	27.75
30x3 McGraw	10.50	33x4 Superbar Q. D.	21.40
30x3 Congress Skid	11.85	34x4 Ajax Non-Skid	26.40
30x3 Vitalic Skid	13.75	34x4 Savage Non-Skid	36.50
30x3 1/2 Firestone Skid	15.95	34x4 Springfield Skid	29.50
30x3 1/2 Keystone Skid	13.95	34x4 Congress Skid	25.80
30x3 1/2 Vitalic Skid	17.95	34x4 Goodyear Plain	28.75
30x3 1/2 Congress Skid	15.75	34x4 Keystone Skid	19.50
30x3 1/2 McGraw Skid	11.95	34x4 1/2 Batavia Skid	32.95
30x3 1/2 Superbar Skid	15.90	34x4 1/2 Republic Skid	35.50
30x3 1/2 Bowers Skid	19.75	35x4 1/2 Congress Skid	35.95
30x3 1/2 Braender Skid	16.90	35x4 1/2 Firestone Skid	34.50
32x3 1/2 Goodyear Q. D.	23.00	35x4 1/2 Springfield Skid	38.50
32x3 1/2 Congress Skid	17.95	36x4 1/2 McGraw Skid	34.50
32x3 1/2 Victor Springfield	17.75	36x4 1/2 Pullman Skid	34.50
32x3 1/2 Republic Skid	21.25	37x5 McGraw Skid	39.50
32x3 1/2 Ajax Plain Q. D.	14.90	37x5 Imperial Skid	39.50
31x3 1/2 Congress Skid	16.25	37x5 Blackstone	30.50
31x4 Vitalic Skid	26.50	37x5 Firestone Cord	49.50
31x4 Congress Skid	23.55	37x5 Congress	39.50
31x4 Lancaster Skid	23.90	37x4 1/2 Hendrie Skid	42.75
32x4 Congress Skid	24.25	35x5 Batavia Rib	42.50
32x4 Montford Skid	23.45	35x5 Marathon	39.85

TUBES

30x3 Red Tubes \$2.35
30x3 1/2 Red Tubes 3.25
32x3 1/2 Red Tubes 3.35
31x4 Red Tubes 3.95
32x4 Red Tubes 4.00
34x4 Red Tubes 4.25
35x4 Red Tubes 4.35
36x4 Red Tubes 4.40
35x4 1/2 Red Tubes 5.25

30x3 Gray Tubes \$2.10
30x3 1/2 Gray Tubes 3.00
32x3 1/2 Gray Tubes 3.25
34x3 1/2 Gray Tubes 3.75
31x4 Gray Tubes 3.50
32x4 Gray Tubes 4.00
34x4 Gray Tubes 4.00
35x4 Gray Tubes 4.50
36x4 Gray Tubes 4.55
35x4 1/2 Gray Tubes 4.35

KOKOMO TIRES

We are distributors of Kokomo Tires, 5000-mile guarantee. Kokomo Tires are made by the Kokomo Rubber Co., builders of America's First Automobile Tires.

Bring in your old tires and exchange them for Kokomos. We will allow you a good price for your old tires in exchange.

Mail orders promptly filled—state size and style of rim.

PORTLAND TIRE CO.

331 Burnside Street, Portland, Oregon.