

GATES DISTRIBUTOR BOOSTS HALF-SOLES

Development of Tire Re-counted by Portland Man.

SERVICE GUARANTEE GIVEN

Business of Hutch's Tire Shop Here Rapidly Increases While Treads Prove Worth.

Hutch's Tire Shop, 70 Sixth street, distributors here of Gates' half-sole tires, is doing the biggest business since its establishment, according to J. E. Rosenberg, manager of the concern.

"We are putting on a good many half-sole tires," says Mr. Rosenberg. "Several of the largest corporations in Oregon now are using Gates tires. Other users include both state and city officials, all of whom are well pleased with the service the tires are giving. Science is daily making more simple and convenient for the novice the general care and driving of his car. And not the least important innovation is the Gates half-sole tire, performing all the duties—and more—of an ordinary tire at one-half the cost."

"In the beginning motor cars were equipped with solid tires, which in themselves were wonderful at that time. The idea of any man perfecting the thought of riding on rubber cushions was simply the last word in comfort to the man who first had the privilege of using them."

Pneumatic Tire Comes Next.
"Then came the pneumatic tire, which was hailed as positively the last word in luxury, as well as being at the same time a necessity, until the man who did the halting had to take a tire off the wheel, put in a new tube and then forcibly hammer, shove, push and pound the clincher tire back onto the wheel. When he got through with this he was almost doubtful as to whether there was any real value in having a pneumatic tire."

"Then another benefactor brought out the demountable rim, which positively so it seemed solved the problem, until they had been in use long enough so that the man was found who had never used anything but the demountable rim. One day he had a puncture and had to get out in the hot sun, jack up the wheel, take off the flat tire and rim and put the other tire on. This seemed to him as the best of all, until he was faced by the man who first had to tear off the clincher tire and put in a new tube."

"Then one day a man in Denver got an idea—and he worked month after month with it, until finally he developed the most remarkable advancement in tire construction since the invention of the pneumatic itself—a guaranteed puncture-proof tire at one-half the cost."

"Charles C. Gates, E. M., is the man, and the Gates half-sole tire the idea objectified."

Tire Head Is Eliminated.
"This tire is cheapest because it costs only one-half as much as a standard proved by price list. This is made possible without any loss in quality because Mr. Gates found a way to eliminate the head, a small but very costly part of the tire. And it is further cheapened because it doubles mileage. It is handsomely better because it overstates original tire an overize, an appearance of ruggedness which beautifies the car and makes it look larger and stronger. It is most comfortable because it overstates tires add immeasurably to the easy-riding qualities of a car and also reduces the amount of gas used."

"Finally they give you a guarantee of 2500 miles of puncture-proof service, which guarantee means no wading through mud or slush to change tires in a condition which appeals to every motorist."

"The motorist's stamp of approval built the Gates factory from a single room to a big manufacturing plant—the greatest industry in Denver today—and the output is to be doubled as soon as building material conditions permit the completion of work now under way."

HAYNES ADDS TO PRODUCTION

Company Will Continue Manufacturing Popular Models.

The Haynes Automobile Company will continue to build both six-cylinder and 12-cylinder automobiles, increasing production of both as fast as plant capacity is released from war work, according to an announcement just made by A. G. Stebbins, general manager of the company.

All models are to be built with 127-inch wheelbase, and the staunch six-inch frame which has been a feature of Haynes construction for four years will be continued. Five body types are offered in both the six-cylinder and 12-cylinder lines. They are the "Four-door," a roomy four-passenger roadster with four doors; a seven-passenger touring car, seven-passenger four-door sedan, four-passenger coupe and a limousine.

"Our 'light six' has won the hearty approval of more than 20,000 owners and we have enjoyed remarkable success with the 'light twelve,'" Mr. Stebbins says. "The Haynes 12-cylinder engine is a marvel of durability, power and speed, and is destined to figure prominently in the automobile market both in this country and abroad."

WHITE GLOVES ARE FAVORED

Autoists Say They Could Be Easily Seen When Drivers Signal.

Motorists who drive on city streets at dusk or after dark are approving the proposal that pilots wear white gloves so when the hand is thrust out to the left to signal intention to turn in that direction drivers approaching from the rear can see the signals and slow down in time.

Many instances of accidents and near accidents have been cited to prove the practicability of the proposal. It is pointed out that it is almost impossible to see a black glove at night and that drivers often have to put on the emergency brake to stop in time, as they have to be very close before they can see the signal.

Among the women motorists who favor the wearing of white gloves is Mrs. A. E. Butterfield, who is an ardent motorist.

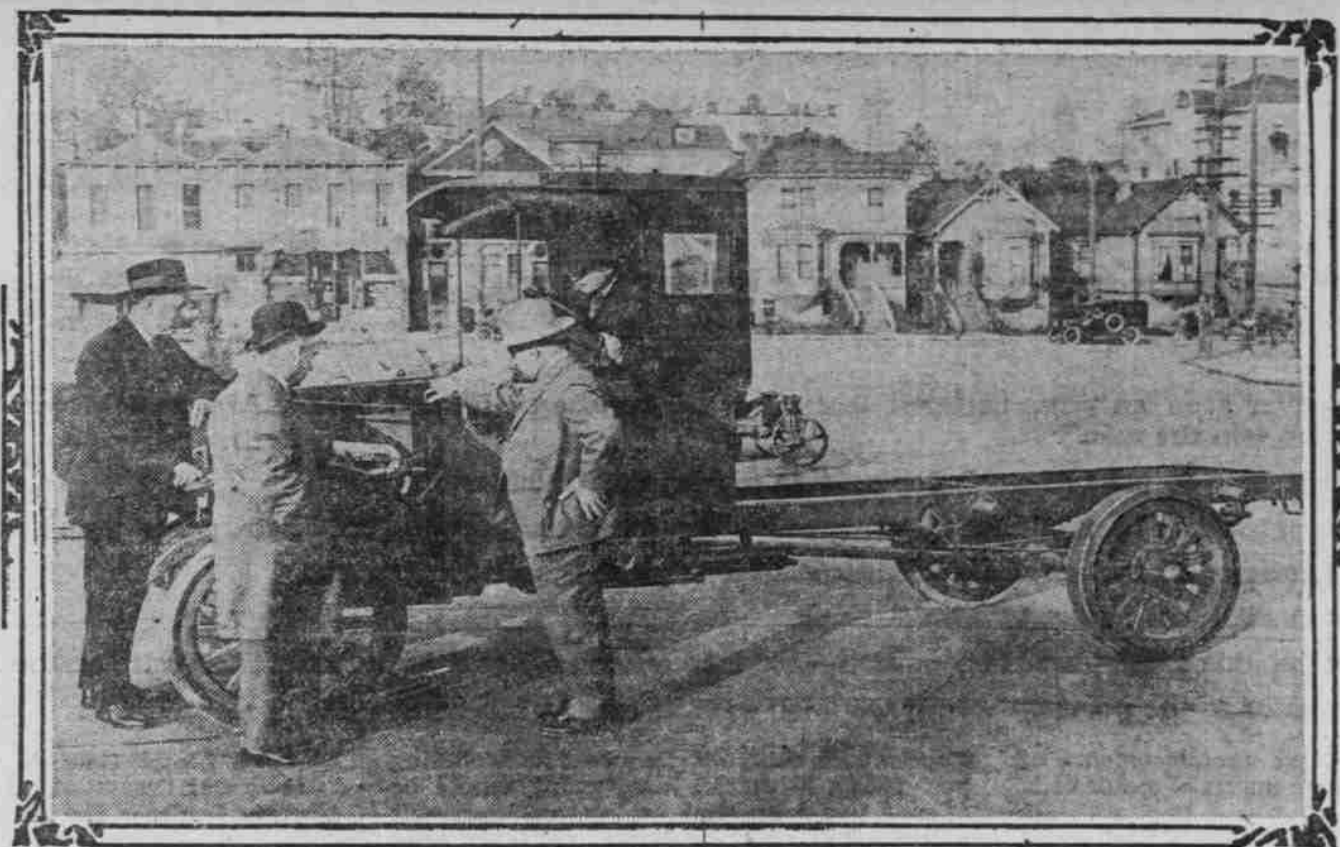
SERVICE FLAG HAS GOLD STARS

Fifty-two of 6500 Goodyear Men in Service Lay Down Lives.

Fifty-two gold stars are now shown on the big service flag of the Goodyear Tire & Rubber Company, Akron, O., this number of former employees having given up their lives during the war.

Sixty-five hundred employees, in all, left this company's plant to enter the various branches of military service, 55 per cent of whom saw active service overseas.

TRUCK SPECIALIST EXPLAINS NEW ELECTRIC STARTING AND LIGHTING SYSTEM.



Edward N. Howe, of the Northwest Auto Company, is Calling Attention to the Features of the New Equipment on Bethlehem Trucks. A. F. Hawkins, Manager of the United Motors Company, of Seattle, is at the Wheel of the Truck. Mr. Howe is at His Left. H. V. Dennis, Wearing the Overcoat, Sales Manager, and J. E. Goodfellow, Salesman of the Northwest Auto Company, Are Interested Listeners.

PACKARD MAN VINDICATED

VINCENT RECEIVES HONORABLE DISCHARGE FROM ARMY.

Motor Expert Who Served Government in Aircraft Service Returns to Detroit.

Commended by the President for his services to America in time of National need, and vindicated on all his acts in the speedy production of a military aviation engine for the United States forces, Lieutenant-Colonel Jesse G. Vincent has received an honorable discharge from the Army and has returned to take charge of Packard engineering, the work he left in June, 1917, to enter Government service.

"The President believes that the two gentlemen concerned, Lieutenant-Colonel George W. Mixer and Lieutenant-Colonel J. G. Vincent," says an executive announcement made public at the White House on December 5, "were entirely innocent of any improper or selfish intentions, that their guilt was only technical, and that their services to the Government, which have been of the highest value and of the most disinterested sort, deserve a cordial recognition."

"The chief magistrate thus disposes of any criticism that was embodied in the Hughes report of October 31. Mr. Vincent went to Washington May 27, 1917, to submit to the aircraft production board the drawings and pages of an aviation engine that he and his staff had just completed as the crowning development of an effort to which the Packard Company had devoted more than two years and \$400,000. It was the third of a series of 12-cylinder engines designed for just the emergency that had arisen with the declaration of war—a military engine for the projected American aircraft service. Latest advances brought to America by the French and British aviation missions, then just arrived in Washington, were that the design stood in need of modifications, relating principally to size and to fuel economy. With the assistance of E. J. Hall, of San Francisco, Mr. Vincent, using the Packard '90' as a basis, designed the liberty motor. In the manufacturing development of the liberty such changes as were made were back in the direction of Mr. Vincent's original design.

The opinion of engineering authorities is that the liberty motor as finally developed is the finest engine ever built, and, some respects, the greatest single contribution to the war. June 11, 1917, President Macaulay, of the Packard Company, placed Mr. Vincent's services exclusively at the command of the Government. August 15 Mr. Vincent resigned the Packard vice-presidency of engineering to be commissioned a Major in the Signal Corps. In March he was promoted to Lieutenant-Colonel in the aircraft service.

USED MOTOR SALES HEAVY

AUTO SALES COMPANY FORMED BY PORTLAND MEN.

New Firm at Ninth and Couch Streets Sells 21 Machines First Month of Business.

A new Portland firm organized to sell used automobiles and motor trucks exclusively is the Auto Sales Company, which has its place of business at Ninth and Couch streets. The company has disposed of 21 automobiles during December, and members of the firm declare that they expect to surpass this record next month.

The organizers of the Auto Sales Company are H. S. Anderson, J. R. Smith and M. V. Myers, all three of whom have had considerable experi-

National Authorized Service FOR NEW DEPARTURE Ball Bearings

BEARINGS SERVICE CO.

Portland Branch
24 NORTH BROAD ST.
Broadway 1799, A 2444.

NEW SPEEDSTER ARRIVES

LIBERTY IS ONE OF SMARTEST CARS OF YEAR.

W. H. Wallingford Receives Shipment Including Touring and Sedan Models.

One of the most interesting happenings of the week on automobile row was the debut of the Liberty Speedster, a new car which arrived for W. H. Wallingford, Portland distributor, with a three-carload shipment of 1919 models which also included the new sedan and touring cars.

While all of the models have been viewed with interest by Portland motorists, the Liberty Speedster probably has excited the most comment. The shipment consisted of one car of the speedster model, one of touring cars and one mixed car which included the sedan.

The Liberty people have been turning out a "clummy" or close-coupled type, but this roadster has been superseded by the four-passenger speedster. The car has a straight-line body design, with the modern bevel edge around the top of the body, which gives the car a snappy and extremely businesslike appearance. The car seats four persons with room to spare. The car doors have both external and internal handles, which motorists have found to be a great convenience.

"We have been looking forward to receiving our new models for some time," said W. H. Wallingford. "We are confident that they will make an instant hit with motorists. Attention is called especially to the speedster, which has won wide popularity wherever it has been shown. We have placed a big order for this model."

TRAFFIC REGULATIONS UNIQUE

Do Not Drive Car When You Get Drunk, Say Chinese.

Pyeong Yang, China, has some unique traffic regulations: "When you drive the car do not leave the driver's seat, and take care lest unexpected trouble happen. Do not drive the motor car when you get drunk and do not smoke on the driver seat. Drive slowly when you meet the horse and cattle. Do not make them afraid and carefully make sound; if they afraid the sound, you must escape a little at side of road till they pass away."

Have carburetor adjusted to give largest possible mileage per gallon.



Place your order with us now, for that Ford car you want, in order to insure yourself of the earliest possible delivery. Runabout, Touring Car, Coupe, Sedan or One-Ton Truck. Production is coming through in limited quantities at present. It takes some time to turn the big factory back from 100% Government work to 100% production of Ford cars. So first come, first served. The demand is big from every part of the country, and the Ford Motor Company will be impartial in the effort to serve fairly every one of the great army of Ford dealers. This means that for some time to come we are not going to have enough cars to supply our trade, so, as above stated, those who place their orders first, will have first delivery. Probably in no other line of human activity is there a greater utility than the Ford car. That's why it is so well named "The Universal Car." It serves everybody, both for business and for pleasure.

Again we urge your placing early orders. Any one of the firms named below will give you prompt, courteous service.

- | | | |
|---|---|--|
| Francis Motor Car Co.,
E. 13th and Hawthorne | Wm. L. Hughson Co.,
Broadway at Davis | Talbot & Casey,
E. Ankeny at Grand |
| Palace Garage Co.,
Twelfth at Stark | Rushlight & Penney,
E. Third at Broadway | Robinson-Smith Co.,
Sixth and Madison |

WE CLOSE AT 6 P. M. WEEK DAYS AND ALL SUNDAY

DORT

The Quality Goes Clear Through



Conserves and Satisfies

Human legs are useful—but limited in their ground-covering ability. So to save time the horse was put to work. The necessity to move still faster overtook the horse—and the motor car came. The motor car has multiplied many fold the producing capacity of the individual—and the community. The Dort is one car that accomplishes its mission without waste. It both conserves and satisfies.

Northwest Auto Co.
Alder at Chapman
Broadway 1460, A 2336

DORT MOTOR CAR CO., FLINT, MICH., U. S. A.

BEARINGS PERFORM WELL

NEW TIMKINS USED ON FORDS AND CHEVROLETS.

Parts for Front Wheels Recently Placed on Market Gain Popularity Here.

"Bearings are to the automobile what jewels are to the watch." This is the slogan given a prominent place in a window display of the Bearings Service Company, 24 Broadway. Timkin, Hyatt and New Department bearings are featured in the exhibit. A second window of the display is devoted to a peace exhibit and includes printed copies of the United States Constitution, Lincoln's Gettysburg speech and President Wilson's 14 points.

In addition to maintaining its bearings service, the company recently has improved its rim service. This has been made possible by the release of steel by the Government for peace-time manufacturing.

"We are now featuring Timkin bearings for the front wheels of the Ford and Chevrolet cars," says R. H. Cross, Portland branch manager for the Bearings Service Company. "The Timkin people have only been making the new bearings for a short time, but they have demonstrated their worth and the demand for them is constantly increasing."

"Portland Ford and Chevrolet owners are lavish in their praise of the new

bearings, and the satisfied users are sending us new customers every day." Avoid undue friction in your car and you will save money. See that the brakebands are entirely free from the drums; the wheels should spin freely; likewise, the bevel pinion and gear should mesh correctly. If the grease is too heavy it will cause friction, as will a bearing which is too tight or too loose.

Another Claim For Success


Comparison will show that Federal Motor Trucks have been and are selling at what is regarded as pre-war prices. This may sound incredible when it is recalled that repeated price advances have been made for trucks that formerly sold around the price of Federals. That it was possible to manufacture Federals of maintained quality during a period when the demands of war had brought serious problems to the industry is not so much of a surprise to those acquainted with the organization back of Federals. Have a talk with our truck expert. A phone call or postal will bring him to you.

Write or Phone for Traffic News.

William L. Hughson Company

Broadway at Davis Portland, Or.
Phone Broadway 321

Oldest Motor Car Organization on the Pacific Coast
With Branches at
Oakland, Seattle, San Francisco, Fresno, Los Angeles,
San Diego



We Sell HALF as many TRUCKS as all our Forty-Odd Competitors Combined Ford Excepted

Roberts Motor Car Co., Inc.
Park and Everett Sts. Portland, Oregon