

GOODYEAR WARRANTY ON TIRES UNLIMITED

Pneumatic, Solid and Cushion Tires All Included.

ADJUSTMENT FOR DEFECT

Policy Five Years Ago Applied to Passenger Car Tires Now Extended to All Kinds.

A noteworthy advance in protection of the interests of the user is the announcement by the Goodyear Tire & Rubber Company, Akron, O., of an unlimited guarantee on all tires made by that company, whether pneumatic, solid or cushion, with all tires guaranteed perfect during their entire life, without limitation as to mileage or length of service.

It was originally Goodyear's custom to fix a certain definite mileage guarantee—a custom still followed by many tire manufacturers—and as tires become better through application of more efficient methods of manufacture, the number of miles guaranteed gradually increased.

About five years ago this company discarded the idea of passenger car tires of guaranteeing a definite number of miles from each tire, and inaugurated a policy of extending an unlimited guarantee. This policy, a pioneer one in merchandising tires, involved the obligation of the manufacturer to "stand behind" the product throughout the entire career of the tire, no matter whether the tire's life reached 5000 or 50,000 miles.

Any Defect Adjusted. All of which means that, no matter how far a Goodyear tire has gone, if at any time in its life it proves defective a fair and equitable adjustment is made to its owner.

This liberal warranty, which has governed pneumatic tires, is now extended to cover solid and cushion tires as well. For some years nearly all makes of solid tires have been warranted for 7000 miles of service only.

The records of thousands of users, however, show that Goodyear solids and cushions are averaging great in excess of this figure. So that the limitation is now removed, permitting these tires to be placed on the same service basis that has been so acceptable to users of pneumatic tires.

This policy recommends itself because it is fair to all concerned. It gives the careful driver and the careless one exactly their just dues. It tends to make the tire user exercise proper tire care, since upon his average mileage depend in part the basis upon which he can hope to obtain just reparation if a tire should develop a defect during its lifetime.

Lasts Full Life of Tire. And it recognizes the justice of a different basis of service adjustment for the tire used on the rear wheel of a heavy limousine and for that used on the front wheel of a light roadster. With no care or indifferent care, the best tire cannot reasonably be expected to give perfect service, nor can a poor tire properly cared for give the same service a good tire will give.

So the unlimited guarantee, which stands for the life of the tire, has many advantages over the practice of guaranteeing a certain number of miles to each customer, no matter how he may use his tires.

The primary advantages of the Goodyear unlimited guarantee are that it lasts the full life of the tire, no matter how many miles that period includes; repairs are made on a reasonable expectation of service and not on a fixed, inflexible basis, and the tire user is encouraged to care for his tires properly, thereby getting a low cost per mile of service.

MICHELIN CAMPAIGN BIG

TIRE COMPANY DOING GREAT EDUCATIONAL WORK.

Total of One Hundred Million Ads to Be Published This Year in United States Alone.

"The Michelin Tire company is this year carrying on one of the biggest advertising campaigns ever conducted by a tire manufacturer," says B. Bramwell, Michelin advertising manager.

"It has always been our idea," says Mr. Bramwell, "to make Michelin advertisements educational in nature—to give the tire user actual facts about tire construction and to enable him to judge intelligently about the merits of various makes before making the expensive test of actual use."

"This year we have gone even further in this direction. We have had scientists, such as those connected with the laboratories of Columbia university, make exhaustive tests of Michelin tires and of other makes. On the data obtained from these tests we have built a series of advertisements."

"We figure that upwards of 100,000,000 Michelin advertisements will be published in the United States in 1919 alone. This is about 20 advertisements for each passenger car owner, there being somewhat over 6,000,000 passenger cars in the United States today, not including some 200,000 commercial vehicles."

"Because of Michelin's unparalleled organization, covering the entire civilized world, our advertising is also appearing in practically every other country where cars are used. At headquarters in Milltown, N. J., we keep careful files of all the Michelin advertisements that appear the world over. This is certainly an interesting exhibit, including, as it does, advertisements printed in Siamese and many other queer languages."

"Secretary of Labor Wilson has asked all manufacturers in the United States to increase their advertising, in order that business may be speeded up and unemployment overcome as quickly as possible. Michelin is doing fully its share in this work."

WIDER HIGHWAYS ARE NEEDED

Colonel Henry B. Joy Pleads for More Room.

Colonel Henry B. Joy, who was one of the first and is now one of the foremost good roads advocates of the country and who was for four years president of the Lincoln Highway association and is now one of that organization's vice-presidents, sees what he considers a dangerous tendency to construct vast mileages of public highways with the millions which are now being voted in every state for permanent work of inadequate width to take care of the future highway transportation which these permanent roads are ultimately

There's a Touch of Tomorrow In All Cole Does Today

THOSE who think only in the present, live in the past. It's the touch of tomorrow in what is done today that identifies advancement.

To sense the trend of the future and be the first to give it tangible expression has been Cole's aim.

Season after season—year after year, his advanced creations in motor car design have forecast the styles of the future.

The Aero-EIGHT became instantly the forerunner of a new vogue. It established new standards of design and performance.

For ten years Cole had been laying the foundations for this epoch-making creation, devoting the last five years exclusively to the Eight.

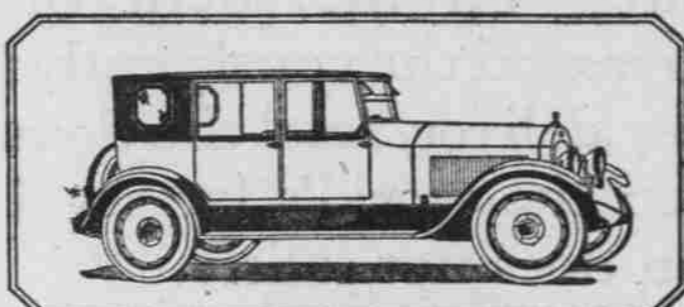
He was one of the first two American manufacturers to build an eight-cylinder car—the first to

apply to it the principles of aerotype engineering.

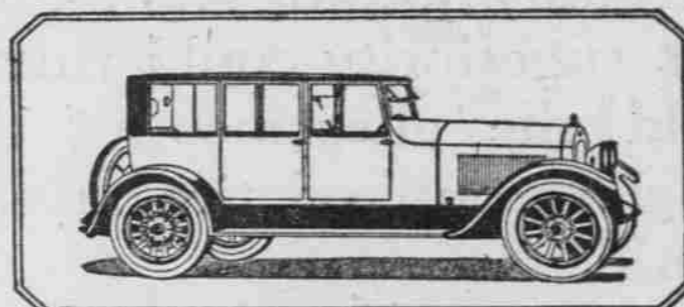
Satisfied only with that which others had not yet achieved, Cole has put a touch of tomorrow in all that he has done.

It is that which gives the Aero-EIGHT the prestige of advanced achievement. It is that which has given the Cole product its distinction from the very beginning.

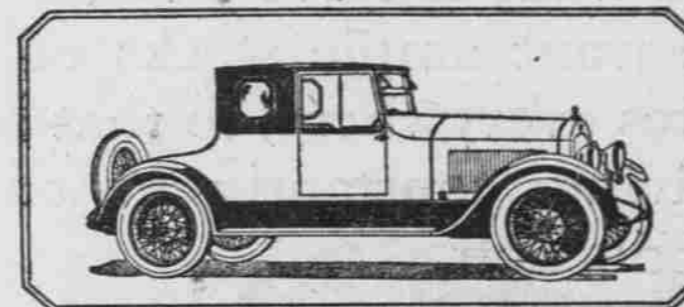
Latest Creations in All-Season Cars



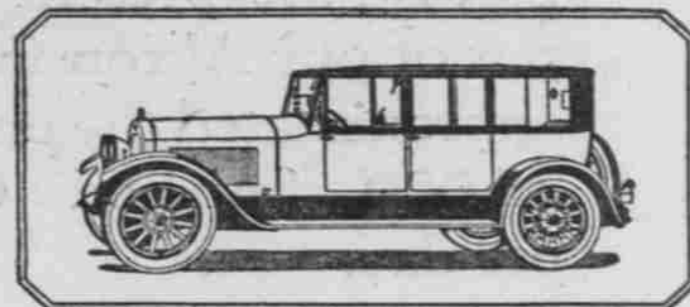
THE SPORTSEDAN—Model 878



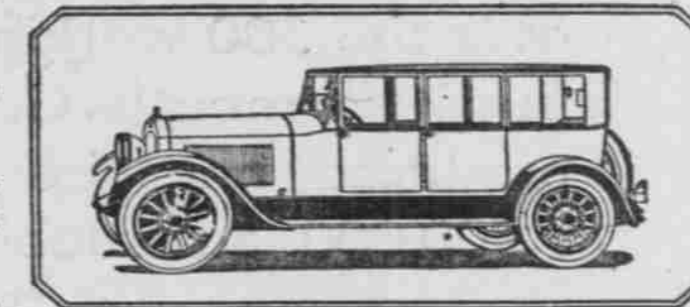
THE SPORTOSINE—Model 879



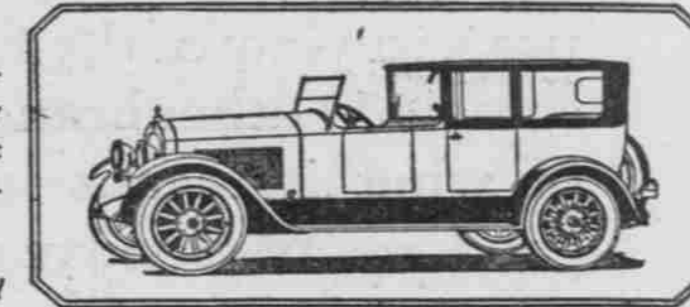
THE SPORTCOUPE—Model 883



THE TOUROSINE—Model 884



THE TOURSEDAN—Model 885



THE TOWNCAR—Model 887

SO it is that the new Aero-EIGHT All Season models again introduce striking innovations in motor car design.

They anticipate, as usual, the styles of the future and bring with their ownership a feeling of pride in the possession of that which others have not yet attained.

Original—even to their names—the Aero-EIGHT Sportsedan, Sportcoupe, Sportosine, Toursedan, Tourosine and Towncar are authoritative examples of advanced coach building.

They introduce flush panel construction—a new development in enclosed car design.

They eliminate permanently those features which in the past have so definitely restricted the use of enclosed equipages.

Their individuality of design, their pleasing harmony of color, the dignity and refinement of their appointments bear the hallmark of superior craftsmanship.

There's a touch of tomorrow in the new Aero-EIGHT All-Season Cars; a note of futurity that fortifies the confidence which the public has placed in Cole as the producer of advanced motor cars.

Prompt Deliveries Assured—Prices Guaranteed Against Reduction During 1919.

Cole Motor Car Company, Indianapolis, U. S. A.

Creators of Advanced Motor Cars Northwest Auto Co.

The Line Complete Alder at Eighteenth Portland, Or.

Copyright 1919, Cole Motor Car Company

CRATER LAKE ROADS FAIR

FRANKLIN CHAPEL MAKES FAST RUN IN STUDEBAKER.

Portlanders Drive to Lake From Grants Pass and Return in Single Day.

From Grants Pass to Crater lake and back in one day is the record of Franklin Chapel, son of Mr. and Mrs. F. N. Chapel, who recently drove his parents to Crater lake for a brief outing. He left Grants Pass early in the morning, driving to Crater lake and back to his starting point at midnight. Roads to the lake are in only fair shape, says Mr. Chapel, although the trip through the national reserve is delightful and the beautiful mountain road built by the government is a treat to motorists. The roads from Portland to Grants Pass he pronounces in fair shape, although that portion through Cow Creek canyon, about ten miles in all, is hard

going. From Grants Pass to the government reserve there is a hard, steady pull of about 30 miles up a rather stiff grade. Once inside the reserve and on the government highway, the road winds for several miles through the dense forest and up to the lake. The weather at the lake was delightful, and the snow is practically all gone. In several instances on the long pull to the lake the party stopped the engine and filled the radiator with snow from drifts. The trip was made in a Studebaker car, and the actual running time from the lake back to Portland was given as 17 hours.

Splicing Fuel Pipe.

Cut the ends of the pipes to be joined on a bevel, being sure to bevel them alike so that they will make a tight joint. This can be accomplished with a back saw and a file. Clean the ends of the pipes with sandpaper and then place them together. Next wind No. 18 copper wire, or door bell wire, with insulation removed, over the splice, being sure to wind tight, and close together. Solder with flame or iron and sweat solder in between the wires and on end of winding. This makes a strong splice and one that will last.

PIERCE-ARROW IS PRAISED

FLEET DOES GREAT WORK FOR FRENCH GOVERNMENT.

Truck, After Hardest Service, Is Still on Duty and Still in Fine Condition.

Due to its consistency of operation—performing dependably and efficiently under all conditions, over shellton roads, called upon constantly to deliver loads much in excess of its rated carrying capacity, at excessive rates of speed, the Pierce-Arrow motor truck gained a reputation in France that is well worthy of praise. A fleet of five-ton Pierce-Arrow motor trucks was bought by the French Government shortly after the outbreak of the war, and have gone through the "thick of it" for practically four years, being still in as operable condition today as they were when originally placed in service. In the Verdun sector the fleet of

trucks was called upon to transport a convoy of whippet tanks a distance of 175 miles, preparatory to an attack by the 25th American division—a feat which was performed in record time and which was considered a remarkable achievement, gaining exceptional praise from the French war officials who had placed their faith in Pierce-Arrow motor trucks. The whippet tanks, complete, mounted on five-ton Pierce-Arrow motor trucks ready to be transported to the front, weigh, themselves, in excess of seven and one-half tons.

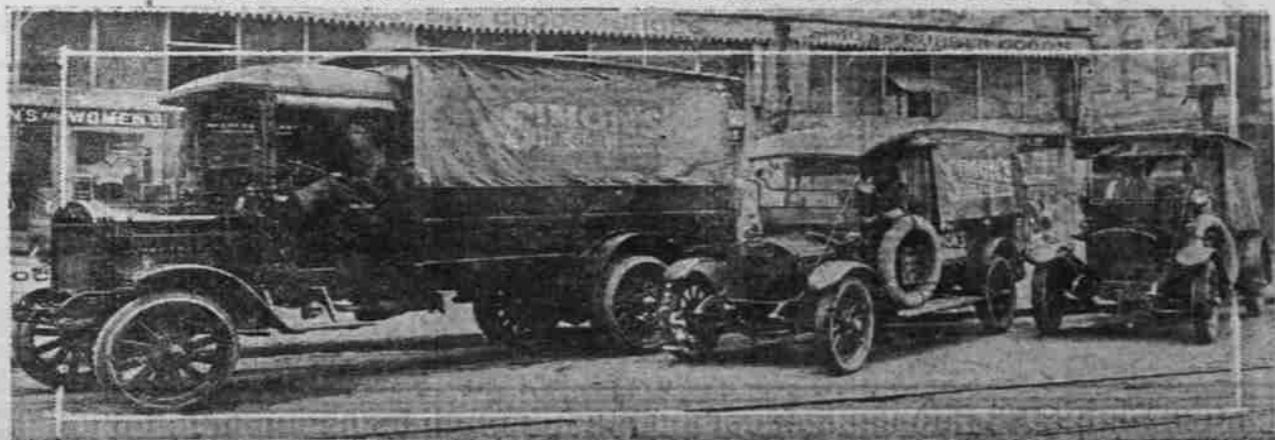
Commendation was also accorded the Pierce-Arrow motor truck by the allied army officials for the minimum amount of attention required in maintaining and operating same—oiling, greasing and minor adjustments at great intervals being all that was necessary to keep the trucks in satisfactory running order. Pierce-Arrow motor trucks being simple in construction—although they embody the utmost in design in manufacture—all parts being interchangeable and accessible, did not necessitate the carrying of thousands of

spare parts to meet emergencies that might have arisen.

Drop Light Arrangement.

A convenient arrangement for taking up slack in drop light cords is to put the cord on two pulleys placed at convenient locations. The cord should be fastened at two places to pieces of heavy twine, clothes line will do, and then a weight is hung on each end of the line. The cord as suspended from these lines will be just long enough to hold the lamp off the floor.

G. M. C. TRUCKS IN DEPARTMENT STORE DELIVERY FLEET.



When J. Simon & Bro. began using trucks for delivery purposes they started with one three-quarter-ton model, purchased from Westworth & Irewin. This proved so satisfactory they got another truck of the same size, and now they have added a 3 1/2-ton truck to their fleet.

The 1920 Model Pan-American American Beauty Car Has Arrived

Continental Red Seal Motor—Feddors Radiator—Warner Transmission—Timken Axles, Front and Rear—Borg-Beck Clutch—Genuine Leather Upholstery—Pantasote Top—Spotlight—Motometer—121-Inch Wheelbase.

\$2200 F. O. B. Portland—Tax Paid

McCRAKEN MOTOR CO.

Distributors Oregon, Washington, Idaho 490 BURNSIDE ST. PHONE BDWY. 93 Motorists—Call us for authentic road information.