

F. W. A. VESPER WILL BE IN CITY TOMORROW

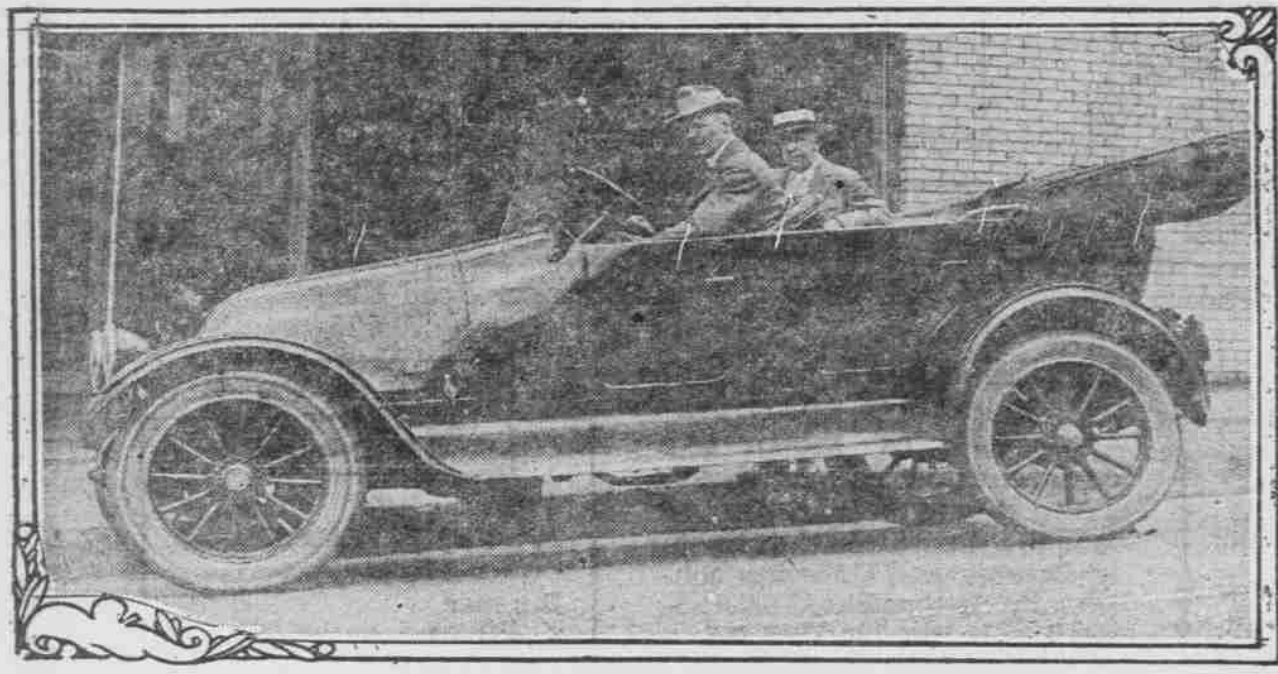
Dinner at Chanticleer in His Honor in Evening.

MANY DEALERS TO ATTEND

President of National Automobile Dealers' Association to Speak on Automobile Legislation.

Don't try to see the big chief of any automobile concern in Portland tomorrow afternoon. Each and every motor car dealer of Portland, and this applies also to numerous others through the state and in southwestern Washington

ALL ABOARD TO LOG THE ROUTE TO KLAMATH FALLS FOR ELKS' CONVENTION.



THIS FRANKLIN CAR IS MAKING THE RUN TO KLAMATH FALLS AND RETURN TO OBTAIN COMPLETE ROAD DATA ON THE TRIP FOR THE ELKS.

See the automobile section of next Sunday's Oregonian for complete information and a log of the run. With Lawrence E. Therkelson, sales manager of the Braly Auto company, the automobile left Portland Thursday morning for the round trip. The Franklin is going to Klamath Falls via The Dalles and Bend and will return by way of Crater Lake, Medford and the Pacific highway, thus getting information as to both routes. The Franklin was selected for the path-finding run because of its ability as a road car. The photo shows the Braly Auto company in Portland Thursday morning, with J. C. Braly telling Therkelson (at the wheel) to stop for nothing.

near at hand, will be "not at home" to callers on and after 4 o'clock tomorrow.

This doesn't mean, of course, that places of business will be closed, but only that the head, chief, big man of the concern will have something else on his mind at that time.

The occasion is the visit to Portland tomorrow of F. W. A. Vesper of St. Louis, president of the National Automobile Dealers' association.

Among sellers of motor cars as a business Mr. Vesper looms just as does Charles E. Hughes among the lawyers, the Mayo brothers among the doctors, Marconi among the men of science. So, naturally, a visit from him is an event of moment.

Mr. Vesper is probably the best-posted man in the United States on matters having to do with the interests of motor car dealers. Especially is he an authority on automobile legislation, national and state. He is at present engaged in a tour through the west, addressing meetings of dealers on matters pertaining to legislation in their interests.

He will be in Portland tomorrow and at night will be the principal speaker at a dinner at Chanticleer inn, on the Columbia river highway. Dealers from Portland, throughout Oregon and from southwestern Washington, have been invited to attend the dinner and many of them have accepted. Probably between 75 and 100 dealers will be there.

The Dealers' Motor Car association of Oregon has arranged the dinner, a special committee composed of A. B. Manley of the Manley Auto company, J. W. McCallum of the Northwest Auto company, W. C. Garbe of the Oregon Motor Car company and M. O. Wilkins being in charge.

Dealers attending will leave the Multnomah hotel at 4 o'clock on a drive out the highway as far as Multnomah falls. There Mr. Vesper will be introduced around at an informal get-together little outdoor smoker and after meeting all hands the party will return to Chanticleer for dinner at 7.

Mr. Vesper, of course, will be the main speaker. R. W. Schmeer of the United States National bank will be another speaker. He will discuss the always interesting subject of automobile finance.

TIRE COMPANY BUILDS HOMES

Pennsylvania Rubber Company is Erecting Model Town for Employees.

In common with hundreds of large manufacturing concerns throughout the country, the Pennsylvania Rubber company has, for the past two years, faced a serious shortage of housing facilities for its workmen. The remarkable growth of the makers of vacuum cup tires has brought a steadily increasing army of expert workmen to the town, with the result that houses were hard at a premium. The rubber company was quick to



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realize that it would be necessary to take upon itself the necessity of furnishing suitable homes. Accordingly, it purchased approximately 120 acres immediately south of the plant upon which modern homes are being built.

These homes are not of the type commonly known as "factory houses," but are modern, commodious residences of stucco and brick, and are sold to the workmen on such extremely liberal terms that they are being snapped up eagerly as soon as erected. Twelve have already been completed, and are now occupied. Thirty-three more are in the course of construction, and will be ready for occupancy not later than November. Streets are being graded and improved, and it is within the present plans to continue until a minimum colony of 600 houses has been completed.

USED MAPLE SYRUP FOR OIL

Motorist Finds Auto Motor Does Not Hanker for Sweets.

WILLIAMSPORT, Aug. 2.—Several weeks ago T. L. Newcomer was the recipient of a gallon can filled with a dark brown liquid from a friend who owns a garage. Without a second thought the motorist placed the can in his garage for future use, believing its contents to be automobile oil. Occasion for the use of the oil came a few days ago. Newcomer poured half of the contents of the can into his

TRUCK MUST HAVE CARE

"AND SO DOES LOCOMOTIVE," SAYS AUGUST JUNGE.

Diamond T Truck Dealer Removes Into Modern New Quarters in Ninth Near Flanders.

The care of a motor truck is very essential, says August Junge, Diamond T truck distributor for Oregon. "A strong, well-built truck will, of course, stand much abuse. But the day comes when even super-construction is tried beyond its power of further resistance. The truck will never be built that will respond to neglect as it does to care."

"Take, for instance, the average railroad locomotive—big, powerful and rugged—were it to receive no more attention than most trucks, we would still be traveling as the early pioneers did, instead of on steel rails.

"Yet few of us ever think of the locomotive other than as a machine that is constantly moving. Instead of spending, as it really does, more than half of its time under the care of skilled mechanics. Of course, the motor truck does not require this unusual degree of care and constant adjust-

States, so manufacturers could not provide especially made tires for the test." Now that the war is over American manufacturers whose products played a part in its winning are receiving congratulations. Among these is the Gates Rubber company of Denver, Colo., whose products were regarded as an "economical necessity" during the conflict.

When the government curtailed tire production in the United States soon after America entered the war, the Gates company was not among those affected. No restrictions were placed on the Gates plant by the war boards, and the company was permitted not only to continue operation at full capacity, but materially to increase its output, including both tires and fan belts. It was Denver-made fan belts that Uncle Sam used on his fleet of 200 motor trucks moving men and munitions on Long Island.

BRAKE ADJUSTER IS ADDED

COLE AERO-EIGHT HAS NEW EQUIPMENT.

Brake Band Now Automatically Tightened as Used by Ingenious Device.

In line with its policy of incorporating in the Cole Aero-Eight every convenience and economy, the Cole Motor Car company is equipping all its present model with an automatic brake adjuster which makes annoying adjustment of the service brake unnecessary.

It is an exclusive Cole feature that automatically takes up the wear on the service brake bands. Every time the service brake is used there is a certain amount of wear on the brake band. Properly to apply the brakes on a car, ordinarily it is necessary each time to force the brake pedal down a little farther. This wear takes place gradually, but none the less certainly. The day arrives when the motorist is unable to stop the car quickly with the service brake alone and must resort to the emergency.

When this situation arises the only remedy is to have a mechanic adjust the brakes. These adjustments are necessary at regular intervals. Naturally, much time is lost while the adjustments are being made.

The automatic brake adjuster on the Cole Aero-Eight chassis is mounted at the junction of the service brake pedal and the brake rod. As the brake band takes place notches within the adjuster automatically move back on the brake rod and absorb the surplus length occasioned by this wear. Consequently adjustment of the service brake pedal is made every time the brake band wears down a trifle and the amount of leverage necessary to apply the brakes properly remains constant.

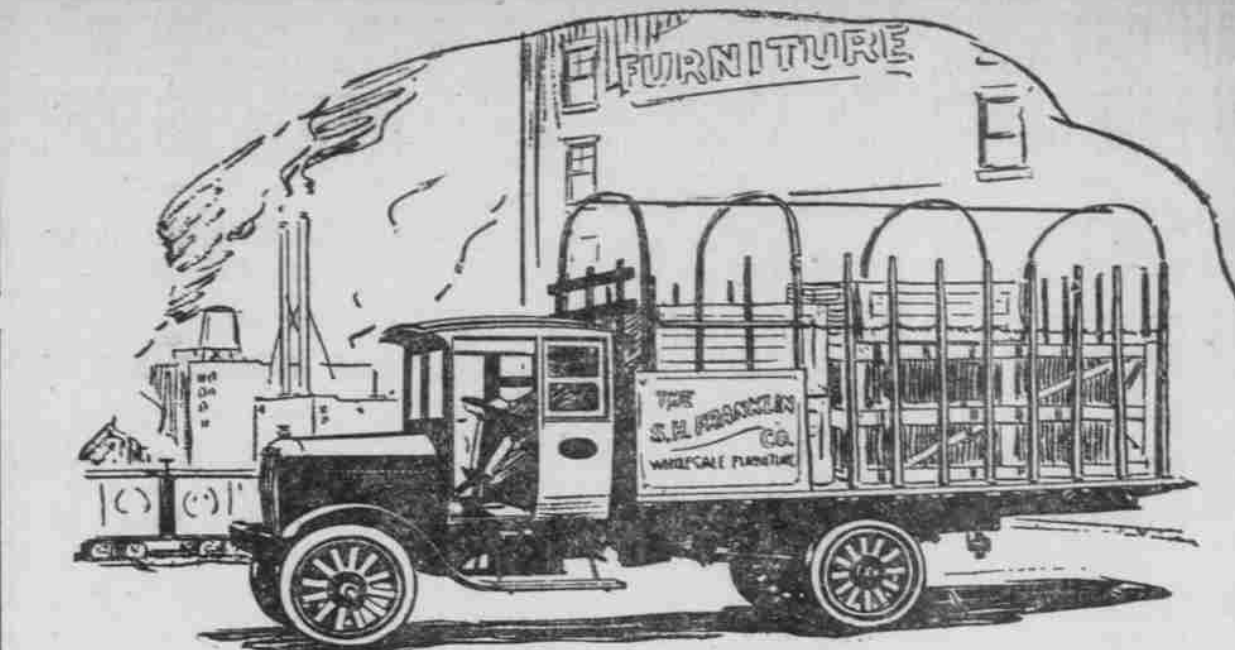
PERSHING ROUTE SELECTED

Proposed Transcontinental Highway New York to Pacific.

The "Pershing highway," a proposed transcontinental route from New York to San Francisco, was organized recently at a meeting in Lincoln, Neb., attended by representatives of several states included in the projected itinerary.

The road, as laid out by the organization, passes through Washington, Springfield, Ill., LaCade, Mo., St. Joseph, Lincoln and Cheyenne, Wyo.—all of which places have figured importantly at one time or another in General Pershing's career. Mostly, the route is a composite of established trails, following the Lincoln highway from San Francisco to Grand Island, Neb., and sections of other roads from central Nebraska to New York.

This is the third Pershing highway project launched in recent months. A north and south "Pershing way" was organized in December in Minnesota,



PAIGE MOTOR TRUCKS

Paige trucks are among the first trucks to have the bumper integral with the frame, all weather proof cab and the odometer on the wheel as standard equipment.

True, those are not vital things, but they do indicate the thoroughness with which Paige Trucks are designed and built; the generous margin of Safety, Satisfaction and Service built into every Paige Truck; the Proof in short, that Paige Trucks are Built for Durability.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICH.

COOK & GILL CO., INC.

Distributors Detailed Specifications Upon Application Broadway and Everett Sts., Portland, Or.

and the Pike's Peak Ocean to Ocean Springfield, Ill., LaCade, Mo., St. Joseph, Lincoln and Cheyenne, Wyo.—all of which places have figured importantly at one time or another in General Pershing's career.

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ing the same time our population increased, roughly, 50 per cent, or 2 1/2 per cent per annum.

The increase in farm values in the 16 years following (these are the latest figures available) averaged \$1,500,000, 000 a year, over three times as much as in the pre-automobile period. Our population increased during the same period 33 per cent, or 2 per cent per annum.

Value of the automobile to the farmer is indicated by these facts: The increase in farm values during the 20 years prior to the end of 1900 averaged \$400,000,000 annually. Dur-

Don't attempt to start the engine unless the spark is retarded and the switch key inserted and turned in the

KELLY STANDARD IS HIGH

TIRES BUILT STRICTLY ON QUALITY BASIS.

J. H. Ainscough, Kelly Dealer for Portland, Says They Outlive Guarantee by Far.

"To make a product to the very highest possible degree of limit and keep it at that standard has been the policy of the Kelly-Springfield Tire company since its inception," declared J. H. Ainscough of the Kelly Tire Sales company, Kelly-Springfield dealer.

"Since the Kelly tire was first put on the market it has been the policy of the company to keep to hand-made methods of manufacture and to keep each tire up to the careful standard, so that Kelly-Springfield quality might never be lowered in the least.

"How religiously this has been kept with the public is shown by the fact of the great mileage being made by Kelly-Springfield tires in every class of work. This policy also applies in the treatment of customers, for it is an axiom of the Kelly-Springfield service that no Kelly tire user shall be dissatisfied. Although the Kelly guarantee of great mileage is possible only the minimum mileage is promised.

"For instance, the Kelly cord is guaranteed for 10,000 miles and that guarantee means 10,000 miles or more. Kelly tires are built on quality and long mileage and not upon adjustments, although should an adjustment be necessary it is made cheerfully. The average last year on all Kelly tires sold throughout the United States was more than 12,000 miles and the adjustments were less than one tire in every 500 manufactured.

"There is but little guesswork in the Kelly tire. That is due to the fact that it is hand-made and its inspection system is so rigid. One inspector is detailed to every three builders, and he sees that every step in the making of any type of tire must be right or it is rejected. This close supervision helps the buyer because of the fact that he knows when he gets a Kelly tire he gets one that is manufactured under the strictest conditions in the tire business and naturally he expects mileage and gets it or the company makes good. On the Kelly Kant Slips the guarantee is 7500 miles, the average mileage on these tires in Portland has been not less than twice this distance."

A SALES FORCE IN THIS PREDICAMENT OUGHT TO MAKE ANY MANAGER WEEP.



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ment. Just the same, we cannot expect to cash in on the manufacturer's efforts unless we do our share in seeing that avoidable obstacles are not placed in the way of efficient performance.

"The dealer who values his reputation and the good name of his trucks would rather refuse a sale than knowingly place one of his vehicles in the hands of a person or firm whose only attention would consist of pouring gasoline into the tank or adding an occasional quart of lubricating oil. I have always made it a point to impress upon owners of Diamond T trucks that grease is cheaper than steel and that a few minutes spent in inspection of the truck each day are minutes turned into dollars."

Mr. Junge and the Diamond T truck sales agency of Oregon have just removed into new quarters specially built for him in Ninth street between Everett and Flanders.

TIRES HAD TO STAND GAFF

WAR TESTS BY GOVERNMENT MIGHTY SEVERE.

Tires Put Over on the Road, Kept in Pickle, Baked and Jazzed Over Nails and Glass.

WASHINGTON, Aug. 2.—(Special.)—When it comes to buying automobile tires Uncle Sam is from just one state—Missouri. He has to be "shown." He doesn't accept the word of a dealer any more than a horse trader would the declarations of another of his trade.

The guarantee of a manufacturer of tires looks about as good to the government as an international treaty did to the Kaiser five years ago.

And in war times Mr. U. S. Government is a little more "fussy" than usual about the kind of goods that go over the rims of his motor vehicles. During the late controversy he gave every tire purchased an acid test—literally and figuratively. What motor machine was sent across to join in the Hun chase, the army general staff had something more than a "hunch" about how that machine was going to perform under fire. Also there were reliable statistics at hand to show how the tires under the machine were likely to "bat" in pinches and out.

In his report on government tests of tires, an officer of the motor transport corps says:

"The road tests were over the worst highways in Maryland, and were with exceptionally heavy loads of merchandise.

"The chemical test was scientific, the tire being put into a tank of acids and salts, where it was kept for 48 hours. After the chemical test it was put through what is known as the "fire test." The tire was tossed into an oven and baked, the result indicating whether the rubber was cured properly.

"The overseas test was the severest of all. The tire was put in a spin wheel with an inner tube and inflated to 100 pounds pressure. It was then spun around a sort of cam shaft at terrific speed, striking all kinds of broken material—glass, tacks, nails, sharp-edged stones and metal—big enough to penetrate the rubber tread and inner fabric.

"These experiments were made with a new pneumatic tire of each make for each test. Tires were bought at different points throughout the United

"Wind Did It!"

He was a well-known Portlander. His eyes had been bandaged for weeks. The time was at hand for their removal and the fateful verdict of "sight or no sight."

Then the doctor, for the first time, revealed the cause of the eye trouble, namely a "habitual riding in an automobile without proper eye protection against wind."

No eye is safe—no car is complete—without

PRITCHARD Wind Deflectors

They have made an instantaneous hit in Portland—they are highly ornamental as well as highly useful; and autoists generally will soon recognize them as necessary equipment.

GERBER "The Radiator Man"

AUTO SHEET METAL AND BODY MANUFACTURER Tenth and Davis

WINTER TRUCKS

ALWAYS DEPENDABLE

1 1/2, 2, 3, 4, 5, 6 and 7-ton Capacities

Also Four-Wheel Drive

1 1/2, 2 and 3 1/2-ton Capacities

Oregon Motor Car Co. Distributors

PARK AND DAVIS STREETS

Your Car Will Run Smooth Over the Worst Bumps

WITH A SET OF SNUBBERS



A SIZE FOR EVERY CAR AND SNUBBER SERVICE, TOO

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Automobile Electric Equipment Agents Representing USL Batteries

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Many of Portland's Most Fastidious Drivers

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Many enjoy motoring without tire trouble. NOT A LIQUID GUARANTEED 100,000 MILES RIDES LIKE AIR

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