

VESPER DISCUSSES DEALERS' PROBLEMS

Head of National Association Visits Portland.

ADDRESS AT CHANTICLEER

Dealers Now in Great Business, He Says, Not a 'Game,' and They Should All Co-operate.

"Automobile dealers are in a business, a great business, and not in a 'game.' The sooner they realize this and draw the distinction, the sooner will they receive the consideration for their business that is its due and the

this section since then and deeply impressed by its business possibilities. Mr. Vesper was accompanied to Portland by Harry D. Austin of Seattle, vice-president of the National Automobile Dealers' association, and by Robert E. Wagner, also of Seattle, who is northwest organizer for the association. The reception and entertainment of Mr. Vesper during his visit here was in the hands of a committee composed of A. B. Manley, of the Manley Auto company, who also acted as toastmaster at the dinner at Chanticleer; J. W. McCallum, of the Northwest Auto company; W. C. Garbe, of the Oregon Motor Car company, and M. O. Wilkins. Other speakers at the Chanticleer dinner were R. W. Schmeer, vice-president of the United States National bank, who discussed the financing of automobile sales from the viewpoint of the bank, particularly that of second-hand cars; Jack Crittenden, of the Covey Motor company; Harry J. Casey, of Talbot & Casey; Harry D. Austin of Seattle, and Sherman Lovell of Astoria, representing out-of-town dealers. Mr. Vesper left Portland Tuesday for San Francisco and Los Angeles. Incidentally, Mr. Vesper is Buick distributor at St. Louis, and himself one of the largest and most successful motor car dealers in the United States.

Lapping Pistons. Many substances are used in the operation of lapping pistons. Among

THREE NEW RECORDS SET BY SPEED KINGS

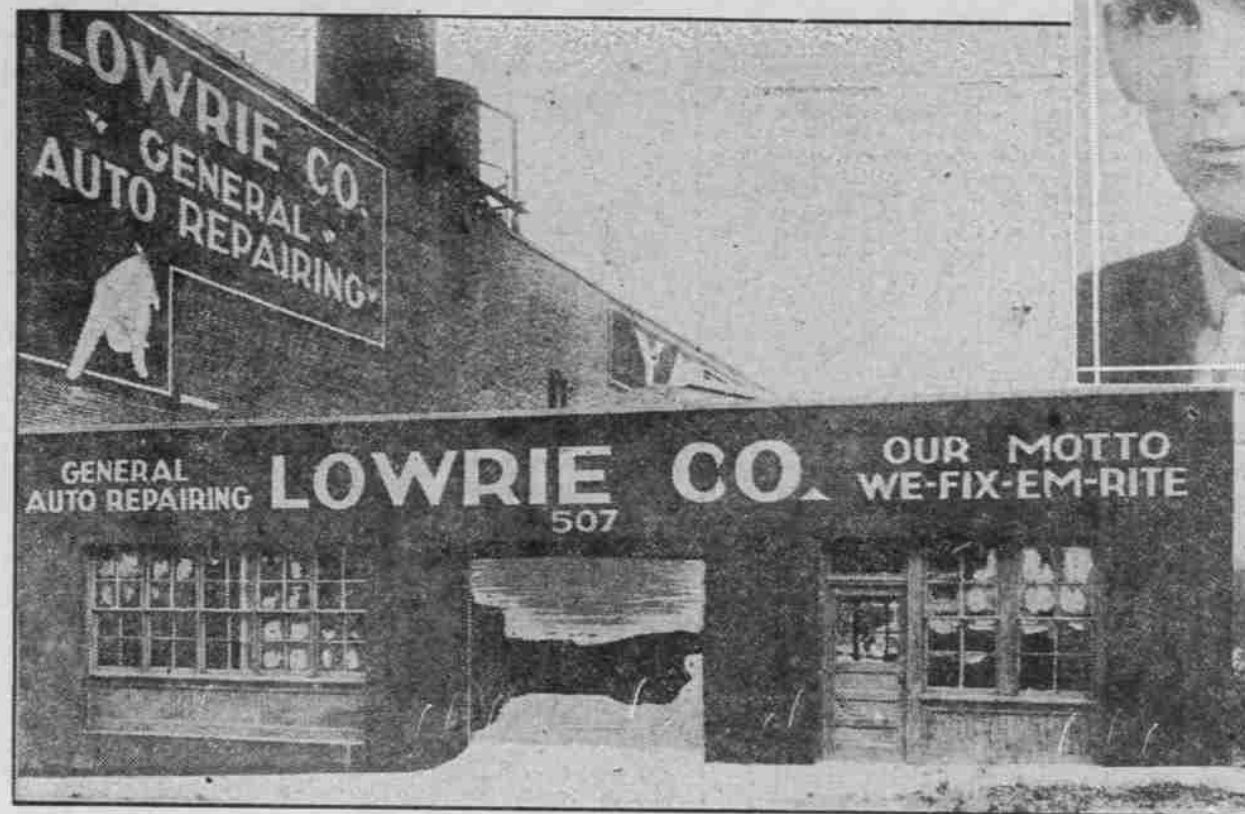
Louis Chevrolet Gains One at Tacoma Meet.

BROTHER GASTON FAST, TOO

Other Mark Made at Uniontown, Pa., by Tommy Milton in His Speedy Deussenberg.

The three big automobile racing meets of July at Sheepshead Bay, N. Y., Tacoma, Wash., and Uniontown, Pa., have, singularly enough, resulted in setting up three new track records and

Look Who Has Opened a Service Station



Sam Lowrie, and while it is not the largest in the city, yet no more modern shop has been built in Portland the past year than this one. It is equipped with all modern appliances to render such service to the motoring public as he has always rendered. All his assistants are thorough mechanics, whose sole object is to turn out a job in such a manner that the owner will be satisfied that his car is in perfect running order. We solicit your inspection of our new home. Our motto is, "We Fix 'Em Rite."

Lowrie & Co.

S. W. Lowrie, Manager
507 Belmont, Between East Tenth and Eleventh Streets
Phone East 699



F. W. A. VESPER OF ST. LOUIS GREETED BY PORTLAND AUTOMOBILE DEALERS. Mr. Vesper is at the left in the picture. Beside him is A. B. Manley, chairman of the local reception committee. Others in the picture, left to right, are: Robert Austin of Seattle, director there for National Automobile Dealers' association; C. M. Menzies and M. O. Wilkins, secretary of the Dealers' Motor Car association of Oregon; John Krog of the Portland Motor Car company is at the wheel. The picture was taken just before Mr. Vesper left from the Multnomah hotel for Multnomah falls and, returning, to address Oregon dealers at a dinner at Chanticleer tavern Monday night. He made the trip in Mr. Krog's Packard car.

sooner will some of their hardest problems be solved." So declared F. W. A. Vesper of St. Louis, president of the National Automobile Dealers' association, who was in Portland Monday and Tuesday in the course of a tour of the west in the interest of this organization.

"The automobile industry," explained Mr. Vesper, in an interview, "is the third largest in the country. It is growing faster than any other industry. Yet it is more misunderstood than any other, and the object of more bad laws or inadequate laws than any other, largely due to the fact that dealers have never taken their own business seriously enough for it to command the respect it should have.

"The automobile won the war. There is no longer any question as to that for only the internal combustion engine made possible the rapid movement of great bodies of troops and supplies on the battlefield and, again, made possible the mobilization of nations behind the armies to keep up morale and the never-ending stream of men and supplies for replacement purposes.

"Pleasure Car" Costly Phase. "Yet despite all this, the war came very near to wrecking the automobile industry, and the reason for it was the misapplied use of one little phrase. That phrase was 'pleasure car' for the passenger automobile.

"The use of this phrase cost the automobile industry millions and millions of dollars. It was totally incorrect. It dated from the old days when there were few cars, and when those few were used chiefly by very rich people for pleasure. The automobile long since became an essential and ceased to be a pleasure car. But the dealers themselves, still looking at their business too much as a 'game,' were to blame for its continuance.

"Along came the war, and though everyone now realizes that it will have been absolutely fatal to have shut down on the use of automobiles—that it would have upset the whole business organization of the country—nevertheless, due to that foolish phrase, 'pleasure car,' the impression got abroad that the chief function of the passenger automobile was one of pleasure only.

"Now it is to correct evils such as this and to bring dealers of the country together in an organization for their mutual benefit and protection that the National Automobile Dealers' association exists today.

"My purpose in touring the United States for the association is to bring home to dealers how greatly a mutual understanding and mutual organization of this kind can aid them, and through them, the general public.

"Easy for Automobile Thief. "Take, for example, the great problem of automobile theft. It seems incredible, but is a fact nevertheless, that in two-thirds of the states, and the ratio is more rather than less, stealing an automobile is actually an offense of far less importance than stealing a horse!

"We can help ourselves and we can help all car owners by taking up problems of this kind through a national organization, which can use its influence to obtain proper and uniform legislation covering the situation.

"This is only one of the many problems before automobile dealers. There are problems of service, of used cars, of adverse legislation and many others that rightly are the function of this organization to handle in behalf of the dealers of the country as a whole. Dealers should get acquainted with each other."

Mr. Vesper arrived in Portland Monday from Seattle. He had previously on July 25 addressed a gathering of the Washington automobile chamber of commerce at Yakima, Wash., on the association and its objects. He discussed the same subject at a dinner in his honor Monday night at Chanticleer tavern on the Columbia river highway. The dinner was well attended by dealers from Portland and other Oregon towns, with a considerable representation also from southwestern Washington.

them are fine emery dust, ground glass and rotten stone, of which the latter gives best results. When the glass is used there is always the possibility that some particles of it will become imbedded in piston or cylinder metal. Racing drivers use rotten stone, mixing a little cylinder oil with it to form a thin paste. In lapping the piston it should be given both a reciprocating and oscillating motion.

TIRE REPELS PISTOL BULLET

Nobby Cord Truck Pneumatic Actually Stops Missile.

Firing a bullet into a tire to test its vulnerability is a practice not often resorted to, because tires are expensive, yet the United States Tire company has in its records proof that a bullet fired into one of its big nobby cord pneumatic truck tires at Camp McClellan, Ala., failed to puncture the tire.

One of the claims made by the United States Tire company for its big pneumatics is that they are suited for any kind of work over any kind of ground because of their ability to resist punctures.

At Camp McClellan one night the provost guard attempted to arrest a man. The man ran and jumped on a motor truck. To frighten the fugitive the guard fired his pistol. The lead bullet entered a nobby cord tire and imbedded itself in the tread, but did not pierce the fabric. The bullet remained in the tire for several months before it was removed, badly flattened.

Cracked Porcelains.

When the owner removes a spark plug and finds the porcelain insulator broken the portion which has fallen off may have made its way down between the piston and cylinder, where it will cause scoring of the metal. This possibility should be taken into consideration, though more often the broken piece will blow out with the exhaust.

TIRES

Standard Makes

	Specials	First	Non-skid	Guaranteed	Guaranteed
28x3	\$11.40	\$14.75	\$2.95		
30x3	10.25	11.50	2.35		
30x3 1/2	13.75	14.95	2.85		
32x3 1/2	16.25	17.95	3.00		
31x4	19.85	22.70	3.65		
32x4	22.95	23.35	3.75		
33x4	22.80	23.20	3.85		
34x4	23.80	23.80	3.95		
36x4	29.50	29.50	5.95		
32x4 1/2	27.80	42.00	4.80		
34x4 1/2	31.80	33.45	4.80		
35x4 1/2	29.75	34.75	4.95		
36x4 1/2	35.50	35.50	5.10		
37x4 1/2	39.50	39.50	5.25		
35x5	37.00	53.00	6.35		
37x5	36.50	43.50	6.20		

SPECIAL PRICES ON CORD TIRES

Goods shipped C. O. D. express or parcel post. Money refunded on goods returned intact within ten days.

MALCOM TIRE CO.

82 North Broadway, Portland, Or.
One of 40 Branches

the establishment of a new world's competitive record for 100 miles.

In the big 100-mile derby at Sheepshead Bay on July 4 Gaston Chevrolet, at the wheel of a Frontenac, clipped three seconds from the best previous 100-mile record, completing the century run in 54:17.5—an average of 110.53 miles an hour.

In a large field of drivers he took the lead at the start and was never headed off, although Dave Lewis and Howdy Wilcox gave him a real battle all the way.

Real World's Record.

His wonderful speed and daring driving skill, however, enabled him to maintain his lead and he crossed the finish line after a wonderful non-stop run, the possessor of the world's fastest record for a 100-mile race. Hommy Ira Vail and Denny Hickey finished in the order named.

While Gaston Chevrolet was setting up a new speed mark at Sheepshead, his brother, Lewis Chevrolet, was creating new speed records at Tacoma, Wash., where he won the 60-mile and the 80-mile events.

In the first his average speed was 55.5 and in the second 57 miles per hour. He was pitted against such noted speedsters as Resta, Durant and Hearne, who gave him a great race for supremacy, but his thrilling Frontenac was equal to the task, winning the two big events of the afternoon.

At Uniontown on the 19th Tommy Milton, in a Deussenberg, won his second race of the season. Instead of one long race the afternoon's events consisted of five heats of 2 1/2 miles each. The winners of each heat dropped out

automatically and qualified for the fifth and final heat.

Milton took the first and final in two remarkable nonstop runs, setting up a new track record of 101.17 miles an hour in the final. Dave Lewis, in a Meteor, and Red Fetterman, in a Peerless, finished second and third, respectively.

An interesting feature in connection with all these races is that all were won with cars riding on Goodyear cord tires of the straight-side type. The next important automobile event is the seventh annual Elgin road race of 300 miles over an eight-mile course at Elgin, Ill., on August 23. This is the only road race to be held in this country during the 1919 season. All the nation's prominent racing men will be competitors.

CLEAN HUB CAPS MONTHLY

Old Grease and Verdigris Should Be Removed Often.

When putting the car in commission for the year and every month during the running season the hub caps should be thoroughly cleaned out, all the grease and verdigris removed, after which the caps should be packed with fresh grease. It is also well to clean out the hubs and bearings, washing them thoroughly with gasoline, so that dirt and grit will be dislodged.

When this has been done the moving parts should be put back in place, and the car can be driven without fear of improperly lubricated axles.

CARCASS MUST BE FLEXIBLE

Consequently the Thinner in Proportion to Strength, the Better.

The carcass of a tire should be as thin and flexible as it can be made and

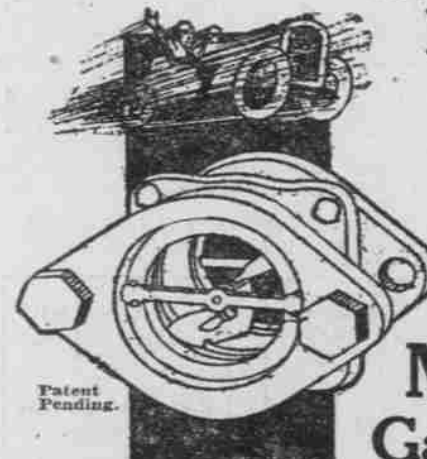
still have the necessary strength, says the United States Tire company. The ideal carcass would be as thin as a soap bubble and as strong as steel.

A carcass must be made of cotton fabric, and as strong cotton and as few plies should be used as is consistent with the requisite strength of the tire as a whole. This is because the flexing of a tire on the road causes internal friction and the generation of heat. The more plies of fabric used

the greater this heat, and the faster the consequent deterioration of the rubber in the carcass. Tire life is, therefore, determined by the proper balance between carcass thickness and strength. United States tires are built as thin as they can be made without endangering their strength and load-carrying capacity.

Don't over lubricate your engine and drive with the cut-out open. It is noisy and smelly.

Are You Getting ALL the POWER from your Engine ?



Merwin Gas Mixer

The Merwin produces a mixture of gas that explodes to the very last atom.

It eliminates Carbon, prevents heating, reduces vibration, and keeps crank case free from substances that injure the cylinders.

No matter how well your engine may run now, it will run better when equipped with a Merwin. Quickly and easily installed—at most garages, or come to our factory.

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Get the motor power you pay for

When you pay for gas you pay for power—but you don't get it if your piston rings leak.

If you haven't correctly designed piston rings in the cylinders of your motor, a great deal of the gas you buy will pass by them. This wastes power.

McQuay-Norris **Leak-Proof** Piston Rings with their exclusive two-piece angle-to-angle interlocking construction act equally all around the cylinder walls. That's the reason you should install them in your car. They increase power—save gas—and by keeping lubricating oil out of the combustion chambers they decrease carbon.

They are made in every size and over-size to fit every make and model of motor. Your repair man can get the proper sizes for you promptly from his jobber's complete stock.

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