

## ALBERT N. STANTON GETS IN AUTO ROW

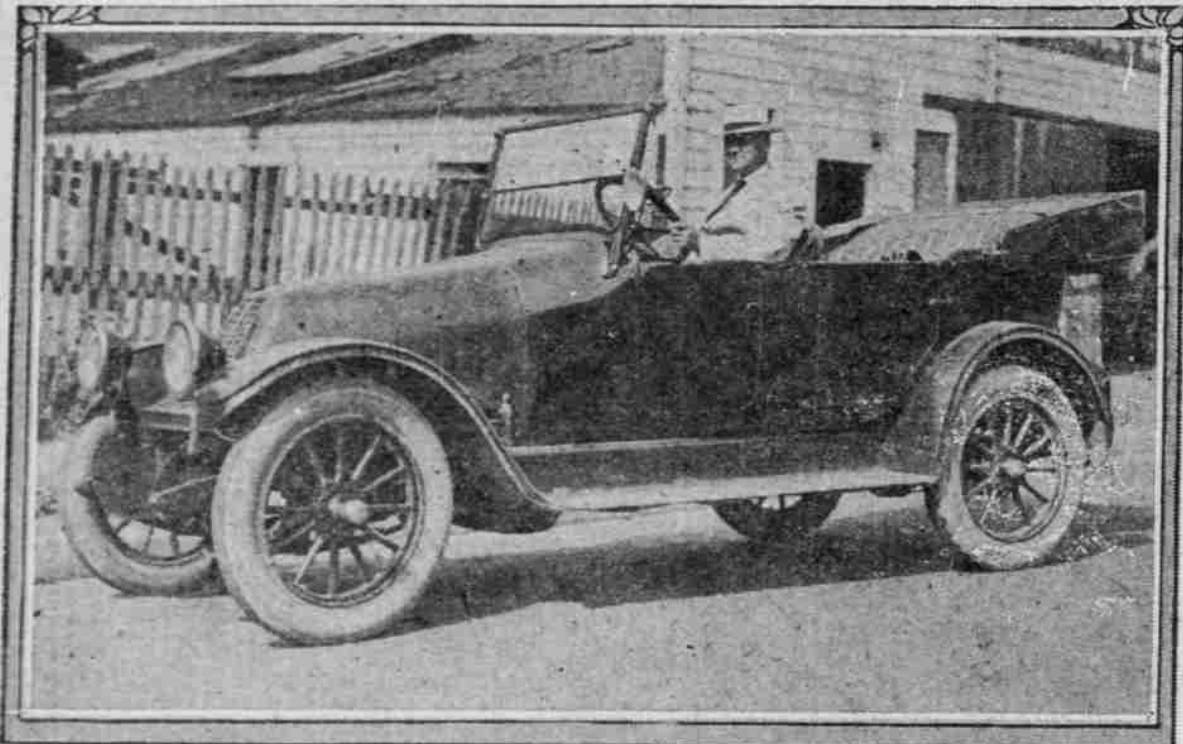
Specialist Is Service Manager  
for H. M. Covey.

### REPUTATION GOES AFAR

Meier & Frank Delivery Superintendant for Seven Years Known  
All Over Northwest.

Albert N. Stanton, for many years with the Meier & Frank company as superintendant of delivery, has left that firm to enter the automobile business.

MANY FRANKLIN CARS IN EASTERN-CENTRAL OREGON TERRITORY.



At the wheel is George E. McClure, Franklin dealer at The Dalles, whose only worry just now is getting enough Franklin cars to fill the demand in the big territory which he supplies. This car with the air-cooled motor has become mighty popular in the section east of the mountains, where water isn't always to be had when needed. Mr. McClure has placed approximately 80 Franklins in his territory within a short period and will have that doubled or more in another season.

as service manager for the Covey Motor Car company.

He will be in complete charge of all service departments of the company. It was announced last week by Mr. Covey, his supervisor will include not only the quick repair department, but overhauling, painting, electrical, garage and everything coming under the head of service in its broader sense.

"I have certainly been fortunate in obtaining Mr. Stanton for this important position," said Mr. Covey. "For some time I have had in mind to enlarge the scope of our service departments not only for Cadillac and Dodge owners, but for general shop work as well."

"I have been in search of a man of the requisite ability and experience to take full charge of this work. In Mr. Stanton I have obtained one thoroughly experienced in this class of work, who has been markedly successful as an executive, and who has a wide acquaintance with the public as well."

Mr. Stanton was with the Meier & Frank company for 13 years. For the past seven years he has been superintendant of delivery, in charge of the delivery fleet of the company, which now numbers 35 motor vehicles.

In this work Mr. Stanton has established for himself a reputation distinctively his own through his bent for acquiring exact cost statistics. No man in the Pacific northwest today is better informed on delivery and service problems generally.

While with the Meier & Frank company he kept exact figures of the cost of operation of every unit in the fleet. From his data he knew to the dollar how much more it cost to operate one car than another, and to operate cars over unpaved than paved roads. His statistics included even such things as gasoline mileage and the exact mileage obtained from different makes of tires under various conditions of operation.

It was nothing unusual for automobile men from as far away as Seattle to come to Portland to obtain data of this kind from Mr. Stanton.

In addition to this, he also did special diplomatic work for the Meier & Frank company.

## SOUTH BUCKS RIGHT UP

WHOLE SECTION TAKES BRACE  
FOLLOWING WAR.

Motor Car Business Is Exceptional  
and Big Business Is Done  
in Southern Centers.

A. G. Gulien, in charge of the southern territory for the Michelin Tire company of Milltown, N. J., has completed a trip in the course of which he visited all the important southern industrial centers.

Mr. Gulien speaks enthusiastically of present and future trade possibilities. "I have never seen any territory so wide awake and up and doing as the south is today," he declares. "The very atmosphere is different from what it was a few years ago. Everybody is busy and everybody is prosperous. The high prices for cotton which prevailed during the period of the war have enriched the entire section."

"Not only the planters but almost everyone has made more money than ever before. Even considering that a big share has been put into liberty bonds there is still a tremendous surplus which is being spent to improve homes and farms and to purchase things that would have seemed luxuries a few years ago."

"The wealth of the community is reflected in an enormously increased demand for motor cars and motor accessories. Many southern distributors and dealers have been compelled to enlarge their facilities greatly to handle the business."

"I know from the experience of our own company, which is by no means exceptional, how the southern trade has grown. We have just opened a new distributing branch in Memphis in response to the increased demand for Michelin tires in that section. That makes the third Michelin branch opened in the south, the others being in Charlotte, N. C., and New Orleans. We have been operating branches for some time in Atlanta, Jacksonville and Dallas, so

that we now have six southern distributing centers. All are doing a record-breaking business. Look at the automobile registration figures and you will understand why this is. The number of automobiles has been increasing more rapidly in the southern states than anywhere else."

"I predict that it will not be long before the middle west will have to look to its laurels if it wishes to maintain its leadership in the number of cars per thousand inhabitants. The south is coming, and coming strong."

THERMOID TIRES WEAR LONG

Toughness of Tread Due to Discovery of Crolide Compound.

"Compactness, toughness and great vitality," said R. E. Allen of the Allen & Hebard Co., Thermoid dealers here, "are all features of the wonderful Thermoid crolide compound tire. The tread, which is the main section of the tire, is as tough as rawhide, buoyantly resilient and absolutely impervious to oil and water, so there need be no fear of tire trouble until the tire is absolutely worn out."

"For several months Thermoid tire experts and chemists experimented to obtain a compound that would give a tire wearing qualities such as was never seen before. At last they discovered crolide, a substance that is compounded with the rubber in exact

## DON'T TAKE CHANCES ON RAILROAD TRACK

Average Driver Inexcusably  
Careless.

### WHY ACCIDENTS HAPPEN

For Safety First Use Second Gear;  
But Don't Wait Till You Get  
on the Track to Shift.

It is well to give the motorist a few words of advice on a subject usually disregarded—that is, railroad crossings. Railroads are continually issuing warnings to drivers not to take chances, but still many people are killed on the

## THEY SEE OREGON FIRST

BROWNSVILLE FOLKS TOUR TO  
CENTRAL OREGON.

Crater Lake Visited En Route and  
Return Home in Oldsmobile  
Via McKenzie Pass.

BROWNSVILLE, Or., Aug. 16.—(Special.)—Dr. W. J. Shelton of Brownsville and family passed their vacation in their Oldsmobile "seeing Oregon first."

With his wife and daughter Virginia, Dr. Shelton left Brownsville July 23, and reached Roseburg, 115 miles, the first day. They made Ashland the next, visited Dr. Shelton's parents' two days, and went on to Crater lake, 90 miles more. For two days they camped at the lake beside a big snowbank, then drove to Fort Klamath, 22 miles, and thence to Bend the same day, a total of 130 miles. The road was good most of the way, says the doctor, except for a stretch of seven or eight miles through pumice stone dust. Every time the car would hit a hole a stream of light dust would shoot high into the air like a geyser.

Swarms of grasshoppers near Bend made it necessary to close the windshield and put up curtains, for the impact of the hoppers on the faces of the travelers was like so many pieces of hurled brick chips. Wherever the grasshoppers hit the Oldsmobile a tobacco-juice stain was left on the side of the car.

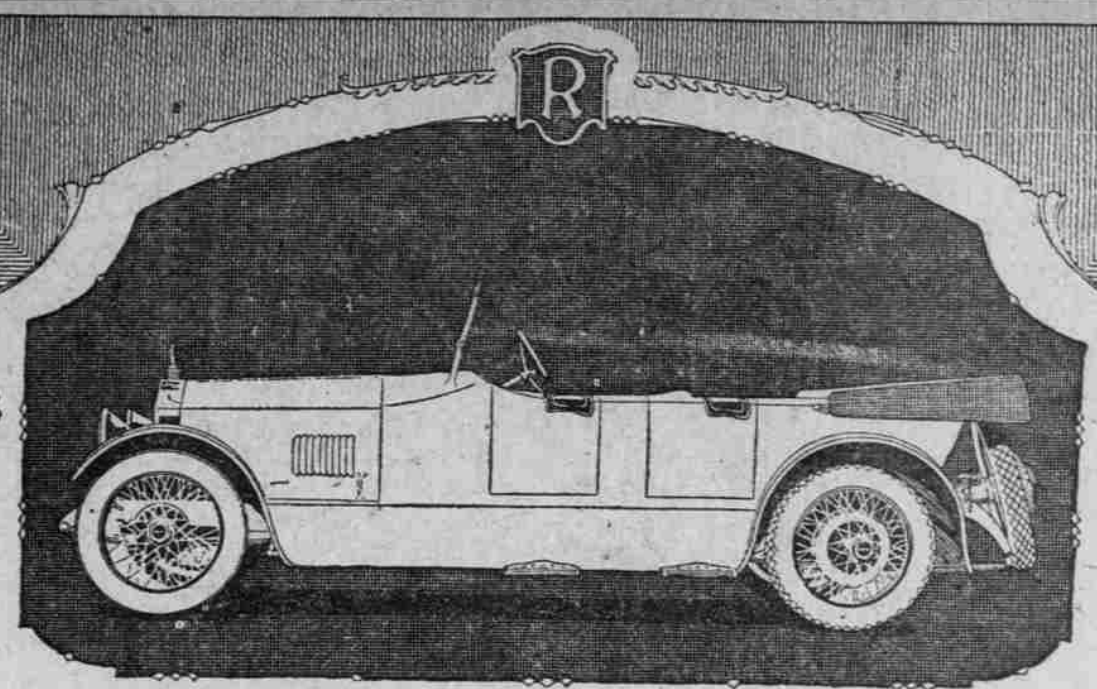
From Bend the Sheltons drove to Sisters, at the east side of McKenzie pass, took on gasoline and supplies, and went in over the pass. The doctor says that for him this was the best part of the trip.

After crossing the mountains the motorists were in home territory, and quickly drove to Brownsville.

## SUCCESSOR TO ALASKAN DOG TEAM TRANSPORTATION.



Of course the dog teams aren't out of business by a whole lot, but this Republic truck with bus body does some mashing along the trails up around Aschcroft. As there is daylight in the year, headlights and tail light are unnecessary and the bus is not equipped with them. It operates on a 24-hour-per-day basis.



## The ROAMER

America's Smartest Car

Another Shipment Just Arrived

We regret our inability to procure these distinctive cars in quantities sufficient to meet the demand. The ROAMER will never be made in quantity production. Its individuality absolutely prohibits quantity. We will withhold delivery on these cars during the coming week in order that the general public may have an opportunity to view and become acquainted with this, which more markedly than any other car in America represents individuality, and to those who regard pride of ownership it becomes a positive revelation. Our store will remain open until 9 P. M. during the coming week, and a most cordial invitation is extended to other dealers as well as the general public to view these cars.

BARLEY MOTOR CAR COMPANY, KALAMAZOO, MICHIGAN

Twin States Motor  
Car Co.

Distributors  
Sixteenth at Alder Sts.  
Portland, Oregon



do fall you will be too rattled to think out the best thing to do. So practice this trick frequently so that it becomes as easy as any other operation and you will have cause to be thankful if ever the need arises to use it.

MANY TRUCKS IN ENGLAND  
Demand for Commercial Vehicles  
Will Soon Exceed 100,000.

The proposition of retail selling and service for motor trucks is attracting much attention throughout the United Kingdom. The leaders of the trade say that very soon there will be 100,000 trucks and commercial vehicles in use within the kingdom. While this will be a considerable advance of the number in use, the best part of the outlook is that the number will probably increase very rapidly. In consequence, interest in selling, garaging and repairing commercial vehicles is increasing even more than trade in passenger cars. Truckmakers and importers are conducting an earnest search for reliable and industrious agents. There is some difference of opinion as to the merits of factory branches and independent retail agencies, which time will solve.

Protecting the Bench.  
The motorist who does considerable bench work may be glad to know that it is possible to protect the bench from

excessive wear by placing on it a pad consisting of cast-iron disc, hollowed out at the center and filled with lead. This will act as a sort of anvil for a long time and when the lead gets too badly battered it may be removed.

The Pierce-Arrow motor truck has solved the transportation problems of over 8000 commercial enterprises representing over 200 lines of business, and has more than proved its worth in meeting all conditions where endurance, dependability and efficiency are the prime factors.

Big Motor Truck Solves Problems for 8000 Enterprises.  
The selection of motor transportation is a cold business proposition—a question of dollars and cents and a matter that requires the most serious consideration.

Prosperous merchants and manufacturers have perfected their various products and have built efficient organizations, but, in many cases, do not appear to have solved the question of efficient and dependable transportation. A chain is no stronger than its weakest link, and no large or growing enterprise can expect to thrive if unable to give its customers dependable and uninterrupted service. Business competition is keen, and requires that in order to best serve the public—to fill orders and deliver

est road race in America. Entry blanks are out, but prior to sending them assurances of a fast list was given by drivers.

ELGIN ROAD RACE AUGUST 23  
Oldest Event of Kind in America  
Over 301-Mile Course.

The Elgin road race is to run again. The date has been set for August 23. The Chicago Automobile club and the Elgin Road Racing association will join in promotion of the event. This is the seventh annual revival of the old-

Look at your battery occasionally and if the solution has sprayed or spilled, wipe clean with a moist sponge.

"wherever you look"

## BRUTE STRENGTH

That prime necessity in a motor truck—is built right into the

# MASTER

1½, 2, 3½ and 5  
Tons

Two Drives (INTERNAL GEAR  
TIMKEN WORM)

Oregon Motor Car Co.  
Distributors  
PARK AND DAVIS STREETS

"wherever you look"

—a good  
looking  
body!!

is just as important to your car  
as good-looking clothes are to  
you.

We make 'em—new, or out of  
your old one—to order—any  
kind—and with the regular factory  
finish.

G. G. Gerber  
—the Radiator Man  
"Golden Rule Service"  
11th and Davis