

STEPHENS PIONEER IN SEATING CHANGE

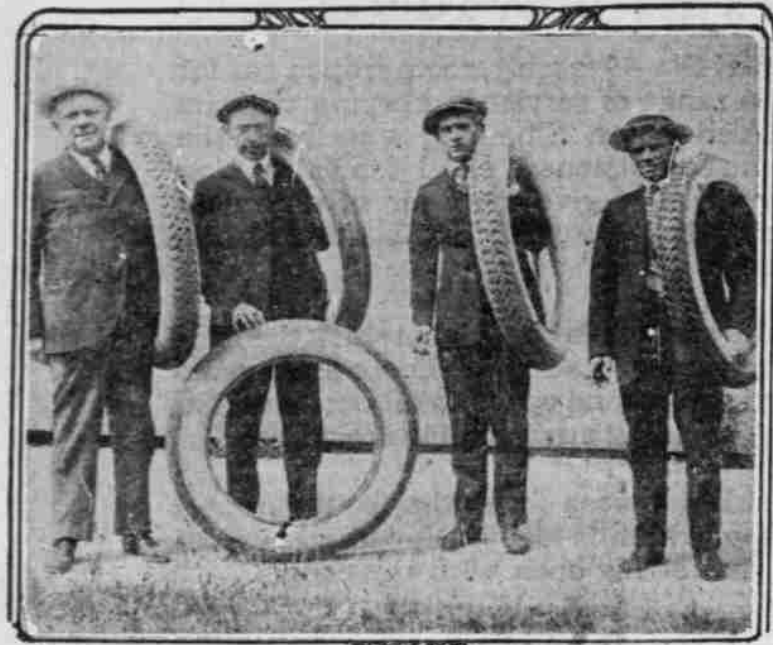
Salient Six Sales Chief, Visitor
Here, Explains It.

EXTRA SEAT IS ABANDONED

Europeans Responsible for Former
System, but Now an American
Type Is Developed.

"We are constantly receiving compliments upon our new American type Stephens salient six bodies," said A. J. Pray, western sales manager of the Stephens motor works, Moline Plow company, Moline, Ill., who is making

these huskies make Miller tire business boom.



This is the Northwest Auto company's sales squad for Miller geared-to-the-road street. Left to right, they are: J. E. Boster, Joe M. Simonds and Phil T. Greer, salesmen, and F. L. Howland, manager of the tire department.

an important visit to the Hamilton-Leatherman Motor company, local distributors for the Stephens salient six. "Many others have asked us to explain how the American type differs from the European type. This is a good place to explain the difference to those who have raised the question."

"When motor cars were first built they were so complicated and so mysterious in their operation that expert drivers or mechanics were required to drive them for the owner."

"Privately owned horse-drawn carriages were always of the two, four and six-passenger type and were driven by the owner, but in motor cars this new requirement necessitated the addition of the third, fifth and seventh seat, the extra seat being to care for the driver. Thus began the three, five and seven-passenger models created at the inception of the industry by European designers."

"Now times have changed and conditions have changed. In America the owner almost invariably drives his own car, so the necessity for the third, fifth and seventh seat has passed. And Stephens makers are the first to announce a complete line of open motor cars entirely American in type confined to two, four and six-passenger models. This type affords advantage in design. It permits the attractive and popular narrow body of fuselage type which so distinguishes Stephens motor cars from all others."

"This was not an experiment with us, but the considerate judgment and decision of Stephens distributors throughout America, who for months made a careful study to learn whether it was desirable and practical."

"The difference simply is in the seating capacity. American type standard seating capacity, of which the Stephens salient six is an example, is of two, four and six-passenger."

"The success of our four-passenger model last year leaves no doubt in our minds that it is desirable and practical from every standpoint."

The Hamilton-Leatherman Motor company, in which C. H. Hamilton, former United States tire retailer, and John A. Leatherman, former Portland branch manager for the Goodyear Tire & Rubber company, are partners, was organized only a few weeks ago to take the Stephens line in this territory. But these young men have done so well already that Mr. Pray warmly complimented them.

He was also pleased to learn that in a short time they will leave their present temporary salesroom and service station for Stephens owners at 328 Burnside street for fine new quarters. From Portland Mr. Pray went to California and the south.

HERE'S A BIG FISH STORY

M. O. WILKINS DECLARES HE
HAULED 'EM IN ON SILETZ.

Whether He Did or Not He Makes a
Good Yarn of It, and Hands
Out Advice to Others.

For the real thing in the way of fishing, with your catch almost guaranteed, head for the tidewater reaches of the Siletz river. This advice to fishermen comes from M. O. Wilkins, president of the Dealers' Motor Car association of Oregon, who returned last week from a tour to this region on which, he declares, he had the best fishing of his life.

"The salmon trout are running—big, elegant fellows, weighing from two to five pounds, and full of fight and jasperineum," said Mr. Wilkins. "I am not the greatest fisherman in the world, but I caught 'em down there. For three days my wife and I camped on the Siletz, and for three days I caught all the salmon trout I could handle."

"It is a trolling proposition. You get in a boat up near the head of tidewater and troll downstream with the tide, then upstream when it floods again. How those fish do bite!"

Mr. and Mrs. Wilkins also motored to Newport and vicinity in their Overland car. To reach the lower Siletz, they went to Toledo on the Newport road, there struck inland for nine miles over good road to Siletz, and then down that stream to tidewater. They were gone ten days in all.

"The road to Newport isn't in the best condition in the world, but it's passable," said Mr. Wilkins. "We drove in via Corvallis, Philomath and Blodgett, finding the road pretty tough between Philomath and Blodgett, but

passable. The roughness is due to the fact that the old hilly road, full of steep pitches and hairpin curves, ruts and dust, is being used, while the new grade is under construction. From Blodgett to Newport the going is very fair."

"Returning, we took the King's valley route from there to Dallas. There is one long hill, but otherwise it is somewhat better than the Philomath-Corvallis route, and about 15 miles shorter."

OLYMPIAN IS REORGANIZED

\$300,000 Bond Issue Provided and
Heavier Production Assured.

PONTIAC, Mich., Aug. 23.—(Special.)—Final details perfecting the re-financing of the Olympian Motors company of Pontiac were completed here today through Chadburne Bros. of Chicago. Under the plan a \$300,000 bond issue is provided, with the Northern Trust company of Chicago acting as trustee.

Fred K. Park, president of the company, has resigned and a successor will be chosen at a meeting of the board of directors to be held within the next few days. St. Clair Cousins, vice-president and sales manager, has been appointed general manager. L. D. Shadburne of Chicago has been

made a member of the directorate. Arthur C. Brenckle of Milwaukee has been appointed sales manager. The factory will immediately swing into heavier production.

ROAD TO PENDLETON BAD

W. G. WHITESIDE ADVISES TAK-
ING WASHINGTON ROUTE.

Much Better Via Lyle, Goldendale,
Mabton and Kennewick, He Says,
After Trying Both Ways.

Motorists bound for Pendleton and points beyond are urgently advised by W. G. Whiteside, of Portland, to travel there by way of White Salmon, Lyle, Goldendale, Mabton and Kennewick, Wash., and Wallula, Or., rather than direct on the Oregon side from The Dalles via Lyle, Lexington and Echo. Mr. Whiteside, driving a Reo, went last week to Walla Walla, Wash., via Pendleton and return. He went by the Oregon route, which he execrates, and returned via the Washington road. He declares it is far better, despite eight to 10 very rough miles this side of Mabton in the Rock creek section.

"Wheat hauling has cut up the Oregon roads beyond The Dalles until they are in fierce condition," said Mr. Whiteside. "It took me 12 hours to go 104 miles from Lyle to Walla Walla. I was nearly 10 hours of that time making 62 miles this side of Pendleton."

"So when I returned I decided to try the Washington side, figuring that despite reports of the rough road near Mabton it certainly couldn't be any worse than the other. I was very agreeably surprised to find them excellent for the most part. I left Walla Walla at 6 A. M., and driving via Pendleton, Wallula and Kennewick, thence to Mabton, Goldendale and Lyle, was there in time for dinner that evening. Except for the one eight to 10-mile stretch this side of Mabton, it was all good going."

This stretch goes up and down over knolls, with hard soil alternating with very soft, sandy stretches that are full of chuck holes. But by taking it easy one is soon over it. From Lyle the motorist can either ferry across to The Dalles, or vice versa if bound east, and thence in over the Columbia river highway, or drive on to White Salmon or Stevenson and ferry there. I took the ferry at White Salmon, as the detour at Home Valley on the North Bank highway had not yet been eliminated."

Stop when there is an accident, whether it is your fault or not, and render all assistance possible.

WESTERN SALES CHIEF FOR STEPHENS SALIENT SIX PORT-
LAND VISITOR.



A. J. Pray.

The Hamilton-Leatherman Motor company, distributors for the Stephens Salient Six in this territory, received a visit last week from A. J. Pray of Moline, Ill., western sales manager for the Stephens Motor Works of the Moline Plow company. He was mightily pleased to see Stephens sales moving along so well in the hands of the recently organized company.

There's a Touch of Tomorrow

in All That Cole Does Today

The Vital Importance of What is to Be

THE Delphian oracle exercised its mighty influence over the ancient Greeks, not because it interpreted what had happened—but because it prophesied what was to come.

In this day and age, there's nothing more obsolete than yesterday's newspaper, but there's always a crowd around a bulletin board!

The world moves irresistibly forward—onward. There's no standing still. Those who do not progress fall behind.

What is to be—not what has been—commands

our attention. Interest centers in the future—not in the past.

For ten years the career of the Cole has been characterized by big undertakings.

It was one of the first two American-built eight-cylinder cars. It was the first automobile to which the principles of aerotype construction were applied.

But, if the Cole company had stopped there—if it had not built a structure for future achievement on this foundation of past accomplishment, it could not have progressed.

Cole's Latest Creations Herald Future Progress

COLE contributions have been significant. Season after season, year after year, they have given the motoring world things that were new, original and a bit in advance of the times.

The Aero-EIGHT was the sponsor of a new fashion in motor cars. The open models came as a complete innovation in body designing and performance efficiency.

The new Aero-EIGHT all-season cars, which have just appeared, are, likewise, exclusively new and advanced conceptions. Their flush panel construction is an advantageous and pleasing departure in coach building.

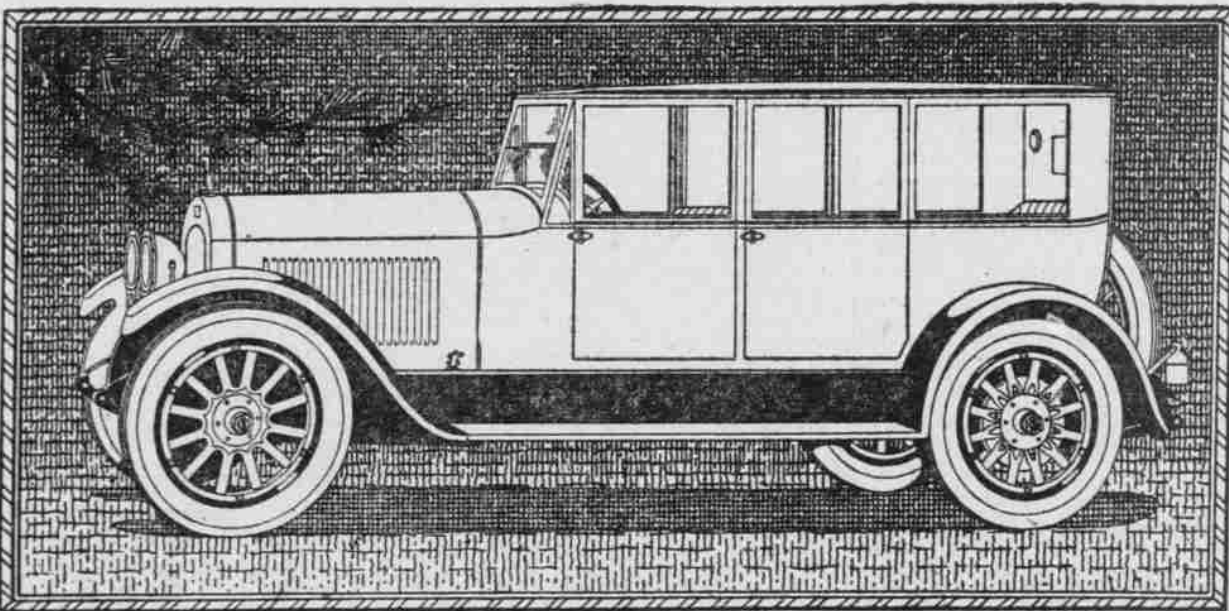
Their restful comfort, their easy riding qualities, their wide range of performance is not to be compared with any previous attainment in the development of enclosed equipages.

The vacuum, full-vision windshield of the Tourosine and Toursedan, is a significant improvement.

The care and taste evidenced in the exterior finish, the selection of the velvety fabrics within, and the completeness and dignity of the minor refinements with which the Aero-EIGHT all-season cars are adorned, bespeak the fine workmanship they embody.

Inspired by a single aim—to anticipate the trend of the future and be the first to give it tangible expression—Cole is now universally recognized as the creator of advanced motor cars.

That is why—when a distinctively new type of car appears—the public anticipates finding the Cole nameplate on it.



Prompt Deliveries Assured—Prices Guaranteed Against Reduction in 1919

Northwest Auto Company

"The Line Complete"
Alder at Eighteenth

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

Creators of Advanced Motor Cars

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DEALERS TO HOLD SHOW

STATE FAIR EXHIBIT ARRANGED
FOR SEPTEMBER 21-27.

Third Annual Event at Salem Will
Be Under Auspices of Dealers'
Motor Car Association.

Portland motor car and truck dealers will hold a combined automobile and truck show at the state fair at Salem next month. The show dates, which are coincident with the fair dates, are from September 21 to 27, inclusive.

The show will be under the auspices of the Dealers' Motor Car Association of Oregon. Arrangements are in charge of the show committee of the association, composed of A. B. Manley, chairman; C. M. Menzies, secretary; H. H. Elling, H. M. Covey and M. O. Wilkins. The show will be under the management of Mr. Wilkins.

The old machinery hall on the state fair grounds has been leased for the period of state fair week by the association. It has a floor space of 125x250 feet.

This will be the third annual motor car show at the state fair in which Portland dealers have participated. Unusual interest, however, attaches to

this show from the fact that it will be the first large show to be held in the state since state fair week last year. The usual Portland automobile show was canceled last February because of war conditions.

While this has not definitely been settled, it is possible that the dealers exhibiting cars at the show may unite in a driveaway from Portland to Salem just prior to the show. About 75 vehicles will be entered, with 30 individual exhibits.

NEW STANDARD OIL STATION

Kendall Gets Latest Substation for
Red Crown and Zoroelene.

In announcing a new sub-station to be opened at Kendall station, in Portland, the Standard Oil company brings before the people of this community the importance of continued development of this enterprise in the city limits.

This new sub-station will have ample facilities for convenient delivery and distribution of Standard Oil products. The prevailing practice of this company in extending courteous and expeditious service throughout its system will be in vogue.

The steady increase in consumption of Red Crown gasoline, engine distillate, Zoroelene motor oils, and greases, has necessitated construction of this sub-station, according to J. E. Balsley, district sales manager here.

RE-TREADING IS FAVORED

CARLISLE OWNERS URGED TO
RE-TREAD CASINGS.

Manufacturers Take Affirmative
Side of Controversy as to
Treatment of Cords.

The Carlisle Cord Tire company has created something of a sensation in the cord tire industry by coming out strongly, in the controversy over "re-treading" tires, in favor of re-treading. Other cord tire builders have, if they have taken any sides whatever in this economic development, rather discouraged tire users from re-treading their cord tires.

"We have for a long time advocated the re-treading of Carlisle casings," says J. S. Bretz, president of the Carlisle Cord Tire company. "Generally our casings will stand a second re-treading."

"The Carlisle, however, is not a conventional 'small cord' tire. It is made from a 'continuous giant cord,' many times tougher and stronger than the 'small cord.' We have, in fact, never seen a Carlisle cord tire which would not outlast two treads. We are still unable to make, or to have made for

us, a tread which will wear as long as the big body cord in the Carlisle casing."

"When a Carlisle tire user is advised by one of our dealers to have his tires re-treaded he is always surprised. For so many years tire users have been actually warned by tire dealers that 'the walls of their tires would not hold

up under the life of a new tread.' It is not strange that they should be surprised when advised to have their old Carlisle casings re-treaded and thereby obtain possibly another season's running at a small expense."

Don't attempt to shift the gears without first releasing the clutch.

MIRACLE OIL

In Your Gasoline Lubricates the Upper Part of Your Motor
Absolutely Prevents Carbon.

Used and Endorsed by the
U. S. Government

OIL IN CRANK CASE - MIRACLE OIL - COMPLETE
(Lower Lubrication) (Upper Lubrication) LUBRICATION

O'NEILL WHIPPLE

Distributor for Oregon and Washington.
409 Burnside (Between 9th and 10th Sts.), Portland, Or.
Live County Agents Wanted—Dealers Write.