

OVERLAND PUBLICITY CHIEF PRAISES RILEY

Lecturer's Work One Reason for Coming to West.

NORTHWEST MUCH LIKED

A. E. Fernald, One of the Big Men of Willits-Overland, to Handle Coast Publicity Work.

One of the big men of the Willits-Overland organization was a visitor in Portland last week. He was A. E. Fernald, for the past several years manager of the commercial car division of the Willits-Overland company, with headquarters at the factory at Toledo, O., but now on the Pacific coast to make this territory his permanent headquarters.

So important does the Willits-Overland company consider the Pacific coast as a field for motor cars that it has transferred Mr. Fernald out here on special detail as director of publicity for the entire coast. His office headquarters will be in San Francisco, but he will make frequent trips to the northwest.

In fact, he declared himself so delighted with his first glimpse of the northwest that he expects to put in just as much of his time up here as his duties will permit. If he is anything like Frank C. Riley, western district manager for the Willits-Overland company, who used to live in Portland before John N. Willits grabbed him for bigger things, that will be a lot of time. Mr. Riley runs in to Portland every week or so, and loyally affirms that he is, and will continue to regard himself, a resident of Portland.

Coming Back Here Soon. Mr. Fernald has already arranged to return here in September. He came to Portland this time en route to San Francisco in company with Mr. Riley, whom he met at Seattle after having come west on the Canadian Pacific via the Canadian Rockies and Vancouver, B. C.

At Seattle he was met also by Bert Eling, manager of the Willits-Overland Pacific branch in Portland, and by A. R. Tyson, manager of the Seattle branch. All four drove here from that town and remained a couple of days before Mr. Fernald and Mr. Riley continued their journey to San Francisco.

One of the first things Mr. Fernald asked when he reached Portland was whether Frank Branch Riley was in town. It seems he heard one of Mr. Riley's lectures on the northwest at Toledo last winter. That lecture fired him with the desire to come out to the country Mr. Riley pictured, and he stars in their courses so worked that his wish has been speedily gratified.

"You folks out here can't realize what a remarkable work Mr. Riley is doing for the Pacific northwest," said Mr. Fernald. "It is impossible to hear him and not be filled with an irresistible desire to come out yourself and join his wonderful country. He is a man of great personal charm, and he handles his subjects with delicacy and genuine inspiration."

He Kidnaped Mr. Riley. "As yet I have seen only the edges of the Pacific northwest, but I have been in no wise disappointed in my expectations. But I want to see all the rest of it, and intend to."

Incidentally, it may be remarked that

NEW WILLITS-OVERLAND PUBLICITY CHIEF THE PACIFIC COAST.



A. E. Fernald.

Mr. Fernald kidnaped Mr. Riley and made him assist in publicity work in Toledo's last liberty loan campaign, in which it noded out Portland for first honors among all the large cities of the country. Mr. Fernald was chairman of the speakers, and publicity bureau for the campaign, and when Mr. Riley came along it was too good an opportunity to let slip. He seized him, put him to work, and then wired the Portland liberty loan committee, telling them what he had had the nerve to do.

"I am truly glad to have been sent to this great Pacific coast section of our country," said Mr. Fernald. "It impresses me as a land of the most vast possibilities. It has just begun to grow. It is above all other parts of the country the section for tourists, and as your roads become better and better, and you organize yourselves more to bring them, you will be fairly inundated by the flood."

"No part of the United States, in proportion to its population, offers a better field for motor cars. The Willits-Overland company realizes the great trade possibilities of the Pacific northwest, and plans to work out here in to help develop them."

CHANDLER MAN IN PORTLAND

Factory Representative Pays Call on This Territory.

Among visitors in Portland last week was Porter Walker, special representative of the Chandler factory. Just three and a half years ago Mr. Walker and A. H. Knaus of the Twin States Motor Car company signed the contract whereby Mr. Knaus took the Chandler for this territory. Since April 1 alone 118 Chandlers have been sold here, which indicates that the arrangement must have been pretty satisfactory to both parties.

Making a Spring. To make a spring of a given size, get a bolt of that size and place it in a vise, secure the end of the spring wire to the head of the bolt and wind the wire in the threads of the bolt. After the desired length of spring has been thus made, the bolt can be screwed out of the coil and this can be stretched to the desired length.

THIS IS ONE HILL THE MAXWELL DIDN'T CLIMB.



BUT EVEN SO, WE'D LIKE TO SEE A CAR THAT COULD GO ANY HIGHER.

Up on Arlington Heights is a dirt bank where the venturesomely inclined, from a 20-foot start across the road, like to see how far their cars can climb. The record to date is held by George Adams of the C. L. Bone Automobile company in a Maxwell, who drove the car the other day higher than any of the previous wheel marks on the bank. The camera caught the Maxwell at the top of its leap.

CLUBS' ROAD DATA BEST

DON'T DEPEND ON LOCAL INFORMATION, WARNS AUTOIST.

E. W. Birge, Hood River, Back From Yellowstone Tour, Tells Motorists of Best Route.

HOOD RIVER, Or., Aug. 23.—(Special.)—E. W. Birge, director of the Apple Growers association, who with his wife is just back from a tour of eastern Washington, Idaho and Yellowstone park, warns motorists from depending on local road information when on long tours. He declares the most authentic and satisfactory data is that obtained from the organized tourist bureaus and automobile clubs.

Mr. and Mrs. Birge left Hood River July 15, traveling east by way of Goldendale, Walla Walla and Spokane. Slinging up road conditions Mr. Birge says: "We found them good, bad and indifferent en route to Missoula. The Yellowstone Trail via Couer d'Alene and Wallace is the most direct route, but serious forest fires in the region of St. Regis, Mont., made travel dangerous or impossible. At Thompson Falls forest fires were encountered, but they were under control and we were permitted to pass."

"The roads from Missoula to Butte, are, for the most part, in splendid condition; from Butte to Roseman fair; and good from Roseman to the western entrance to Yellowstone, 225 miles, a good day's run."

"The road up West Gallatin river canyon, from Roseman, is very scenic, and while some construction work is encountered, it will pay the tourist to take this route. Cut-throat trout fishing in West Gallatin and Grayling creek is all one can desire, and the limit of 20 can be taken in a few hours. At the park entrance we were required to register and deliver all firearms, and incidentally \$7.50. The firearms were returned on our leaving the park."

"Automobiles and camping parties from every part of the world are here,

and the wonders of the park exceed your dreams."

"We returned by way of Wallace and Couer d'Alene, the St. Regis fire having burned itself out. It was sickening to see the vast areas of timber that had been burned over and destroyed."

"From Wallace, Idaho, to the summit of the Couer d'Alene mountains over the Montana-Idaho divide, probably the worst road on the trip was encountered through Fourth of July Canyon. It is well named, for one strikes fireworks all the way. This in time, however, will be a splendid highway, as road work is in process. Eventually it will be the logical route between Spokane and Missoula."

"I would suggest, as the best route between Hood River and Spokane, that by the way of White Salmon, Lyle, Goldendale, Walla Walla, Lewiston, Idaho, Pullman and Cofax."

RIVAL TOWNS IN COMPROMISE

Road Arrows to Point to Both Yakima and Ellensburg.

YAKIMA, Wash., Aug. 16.—(Special.)—Several years of controversy over the maintenance of a Yakima signboard at the junction of the Sunset and Inland Empire highways, north of Ellensburg, has been ended by an agreement made in a conference at Ellensburg between representatives of Yakima and Wenatchee, and presided over by J. C. Hubbell, chairman of the legislative committee on roads and bridges.

The conference decided on erection of a large sign bearing a map of central Washington, and showing all important cities and towns and the distances between them. This map is to be sketched and submitted to the rival communities for approval before the sign is made. In addition to the map there are to be two 16-foot arrows pointing respectively toward Yakima and Wenatchee.

Due care will be observed that neither the Wenatchee nor the Yakima arrow is longer than the other.

Drive slowly at crossroads, for another car may be coming, attempting to cross at the same time.

STORY OF RUBBER IS TOLD

BOOKLET DESCRIBES PROCESS FROM SAP TO TIRE.

Goodyear Publication Intended for Distribution to Libraries and All Others Interested.

A noteworthy addition to the literature which will be welcomed by motorists is "The Story of the Tire," a booklet being distributed by the Goodyear Tire & Rubber company of Akron, Ohio. This booklet is not designed as an advertising feature, but contains the plain story of the various processes in tire manufacture, tracing it from the sap of the forest tree to the finished product.

The booklet opens with a foreword calling attention to the exalted position occupied today in the world by rubber—how the tiny drops of sap from the rubber tree, carefully collected, go to make up the hundreds of thousands of tons of crude rubber necessary to supply the world's needs. A chapter on "Rubber" shows how the discovery of

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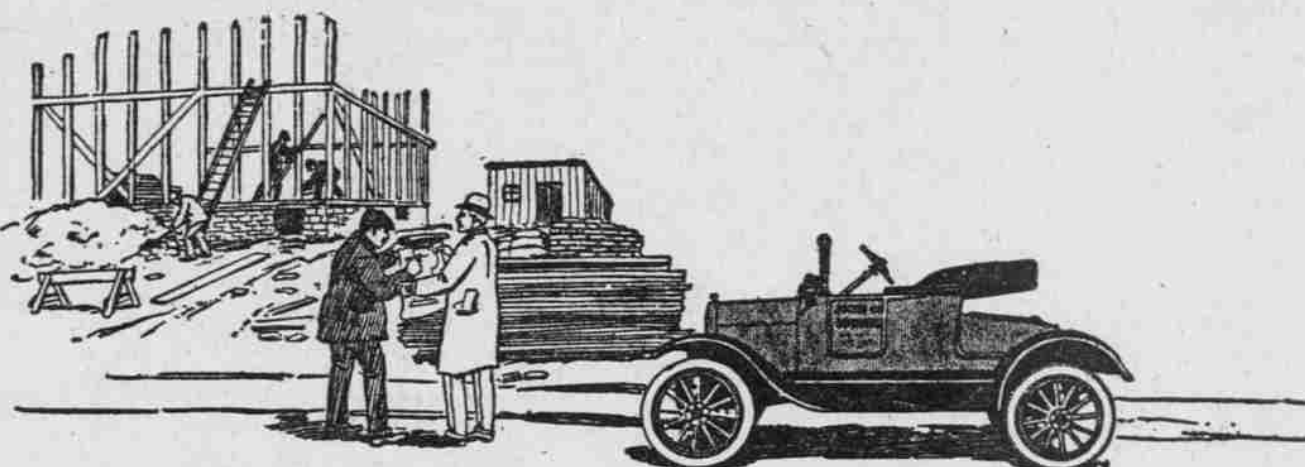
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the secret of vulcanization, by Charles Goodyear, brought rubber from the limited field it formerly occupied, to a place in the commercial world second only to that occupied by steel, and how the rubber tire draws attention to the magnitude of the rubber industry.

Then appears a chapter covering the rise of the Goodyear company from humble beginnings to one of the largest rubber companies in the world, with the important steps in the company's growth. The raising of rubber is described from the gathering and planting of the rubber tree seeds to tapping of the trees and gathering of the sap. The manufacturing process is followed through the operations of wash-

ing, drying, compounding, mixing, spreading and calendaring, tracing the rubber up to the point of its utilization in making up the various types of tires; for use on bicycles, motorcycles, airplanes, automobiles and motor trucks.

Inner tubes, the care of tires, the Goodyear cotton plantations and mills and the development of tires from the first crude types all receive attention. The work is illustrated with photographs which help to bring home to the reader its message. It is intended for distribution among students, teachers, educational institutions, libraries and all persons interested in rubber. In fact its publication was inspired pri-

marily by the numerous requests received from all parts of the world for "information about rubber."

Oil for Small Parts.

The brake mechanism seldom gets the lubrication it deserves. Oil is required on the pins supporting the brake shoes and upon the bearing points of the cam or toggle mechanism which actuates the brakes. These parts usually depend for lubrication on the hand oil can. Beginning at the operating lever, every joint in the brake rod needs occasional oiling, as do the bearings of the compensating shaft.

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