

WILLYS TO PUT NEW SIX ON THE MARKET

Manufacturing Unit to Be Distinct From Overland.

STOCKHOLDERS TO MEET

Automobile Recently Developed at Willys-Overland Plant to Be Called Willys Six.

Unexpectedly, as such developments usually come, John N. Willys has disclosed a generally unsuspected phase of his plans in the formation of an entirely new enterprise, to be known as the Willys corporation. This is to be a unit entirely distinct from the Willys-Overland company, and its purpose will be to manufacture a new six-cylinder car that has been recently developed by the Willys-Overland company.

The Willys-Overland organization, however, is to undertake the marketing of the new product under a contract arrangement. The calling of a stockholders' meeting to vote on the proposed contractual marketing arrangement has involved so much of the disclosure as has thus far been made.

Revealing a new method of adding further to the already great expanse of an industrial group of such caliber as the Willys properties, the notice of the meeting recites that in view of its present outlays for both production and development the Willys-Overland company is itself incapable of undertaking the manufacture of another new model at the present time.

For that reason the plan of an entirely separate manufacturing enterprise has been conceived, which, however, is to be so contrived as to give the Overland the benefit of marketing the new product as though it had been produced in the Toledo shops.

In his notice to stockholders, First Vice-President C. A. Earl says the meeting was called at the request of Mr. Willys, so that all stockholders may be informed of the contract.

"Because of the unprecedented demand for its present product," says the notice, "and because it is already putting into production new models of its present types which involve a large outlay of capital, the Willys-Overland company is unable to undertake at the present time the manufacture of a new type of six-cylinder car which it has perfected. Under the proposed contract the large investment required in connection with the production of the said new type will be supplied without the Willys-Overland company assuming any liability in connection therewith."

Plans for the early construction thereof will be available, the car will be sold and distributed by the Willys-Overland company, and the Willys-Overland company, which will be entitled to a preferential profit from such sales, which profit it is believed, will add largely to its earnings.

Details of the plan are being closely guarded until it has been put before the stockholders in its entirety. Naturally a good deal of speculation has been engendered as to both the structure of the car and the location and extent of the manufacturing arrangements, that apparently have materialized almost at command. Further information is withheld, however, for reasons that are sufficient and which naturally suggest themselves.

BEWARE OF SHODDY TIRES

CAR OWNERS OFTEN BILKED BY REBUILT CASINGS.

Associated Advertising Clubs of the World Sends Out Official Warning Against Fakers.

A complete stranger a thousand miles away who writes that he will sell you automobile tires or other accessories for a good deal less than they are worth is not a philanthropist—in fact, it is a safe bet that he is an out-and-out faker, says a bulletin from the Associated Advertising Clubs of the World, which is making war on deceptive advertising.

"Don't be fooled," says the bulletin of the association. "A shoddy automobile tire, or a tire which has been made over just enough to give it the appearance of being the real thing, is dear at any price. If tires could be made right and sold for less than the established companies making good tires, with their tremendous output, would be able to make and sell them for less. Figures by the mile of service, it is much cheaper to buy tires of known quality from dealers whose reputation is further assurance that any possible defect will be made good."

A favorite trick of the tire faker is to announce very low prices on standard tires, then in shipping them, send an unknown make, along with a letter to the effect that he is just out of the make wanted in the size order, but he is doing the customer a great favor by shipping another (of unknown quality) which usually is said to sell regularly for more than the tire ordered, etc. A price list, printed for the purpose of substitution scheme, often accompanies the letter, and the unknown tire that has been shipped is shown on the price list, priced as indicated in the letter.

A local "bargain" tire dealer sometimes is forced to sell the make of tire advertised. A customer sometimes insists, so that the "bargain" dealer fails to switch the customer to some other brand. Yet in such instances, the customer needs to take precaution to know that he is not buying a "rebuilt" tire, the bulletin suggests. And inasmuch as a tire can be so successfully camouflaged as to make it quite difficult for a dealer to recognize its defects, such a consumer is never quite sure of what he is getting until he gets his car out on the road.

"Buy automobile tires on a mileage basis"—that is the advice of the Associated Advertising clubs. And another suggestion is "Be sure that the person who announces a guarantee has good enough standing to insure that he can be found later, and that he will make good"—guarantees may mean much and they may mean nothing.

Driving Tip.

Cultivate the habit of coasting around corners or going into second speed. Turning corners at speed imposes intense strains on all parts of the mechanism and should be avoided for that reason. In addition to which it makes for skids. Further, turning at speed is exceedingly bad for the tires.

Rattling Doors.

In the case of a rattling door the defective part can be detected by the simple expedient of holding each in turn while the car is running. Adjustment of the clearance between the spring bolt and its recess will cure the trouble.

70,400 MILES IN ONE LITTLE YEAR IS THE RECORD OF THIS CASE SIX.



RUN AS JITNEY IN SEATTLE. IT KEPT GOING DAY AND NIGHT.

This Case six was in Portland a week ago en route through Portland to central Oregon and return to Seattle via eastern Washington. Before starting on this trip it had been in continuous operation since its purchase, July 8, 1918, by Mr. and Mrs. John Shonstrom (the two on the left), in jitney service in Seattle. During this period it ran up 70,400 miles on its speedometer and did it without having the motor once overhauled. In fact, the motor was hardly ever cold, for after driving it on the night shift, Mr. Shonstrom would turn it over to his wife to run during the day. Minor adjustments and removal of carbon once or twice was the only special attention it received. It has been averaging 15,000 miles on Royal cord tires.

USE GEARS, HE ADVISES

H. W. MITCHELL SAYS THEY ARE PUT THERE FOR PURPOSE.

"Stunts" to Show What Car Can Do on High Have Done More Harm Than Good.

Automobile engineers did not build low and second gears in their products to make them look prettier. They were put there for a purpose, but the average motorist thinks his car has only one gear, and that is high.

"Low and second were made to relieve the strain on the motor when the pulling is tough," says H. W. Mitchell of the Mitchell, Lewis & Staver company, distributors of the Mitchell and Jordan cars here. "Of course, the need of shifting gears has been reduced to a minimum, but many drivers overdo the use of high gear. They expect to go everywhere on high. When pulling gets hard drop into second. Gear shifting is the easiest thing about an automobile now."

"For a great many years the automobile public of this country has heard much regarding the relative merits of different cars insofar as their high-gear possibilities were concerned."

"The average buyer of an automobile is undoubtedly interested in what his car will accomplish on high gear, and this phase of automobile performance has perhaps created a greater degree of rivalry among competing automobile dealers than any other one feature of car performance."

"A vast amount of harm has been done to motor cars as a result of stunts of this kind. It is reasonable to expect that the objection to the shifting of gears has been created by the impossibility of making the shift easily without noise and without using up a lot of the driver's energy. Also the former inaccessibility of the shifting levers may have had something to do with it."

BUICK UPKEEP COSTS LOW

Aberdeen Man Travels 3100 Miles at Repair Expense of 75 Cents.

ABERDEEN, Wash., Aug. 30.—(Special.)—Only 75 cents was paid out by Charles Neuman of this city for repairs on a Buick car during a 3100-mile trip to California and return which he has just completed, the car having been driven 27,622 miles prior to this journey. Two punctures were the only mishaps. The Neuman car carried five passengers and 1000 pounds of baggage.

The Buick car made 18 1/2 miles to the gallon of gasoline, Mr. Neuman says. He used three gallons of oil.

ARMY MOTOR TRAIN COMING

Convoy Finds Going Better in Wyoming Than Nebraska.

WASHINGTON, Aug. 30.—With two-thirds of the long trail behind it, the motor transport corps transcontinental

THEY LIKE 'EM TO GO FAST

AUSTRALIANS ARE STRONG FOR AUTOMOBILE RACES.

Recent Hill-Climbing Contest on Island Continent Won by Hudson Super-Six.

The Australians are great people for motor-car speed events. Recently at Sydney, in eastern Australia, they had a hill-climbing event which will go down in motor history as one of the most hotly contested tests of speed and endurance ever run on the island continent.

In addition to breaking the record for the course, Hudson super-sixes captured two firsts, two seconds and one third in the strenuous competition held under the auspices of the Automobile club of Australia.

Artillery hill, National park, over which the races were held, is three-quarters of a mile long with six turns in the ascent. The first race, which was for private owners, was won by P. K. Tillock in a Hudson super-six. An eight-cylinder finished second, while T. R. M. Scott's Hudson won third place.

In the open event, which was a handicapped race, Hunter's Hudson finished second to the eight, but the course was broken by Selman driving a Hudson, while Scott's super-six finished second and the eight-cylinder third.

In the latter event, Selman's time with the Hudson was 77.3-5 seconds. Scott's time with the Hudson was 78 seconds and the eight-cylinder's time was 78-2-3 seconds.

These time records show what a hotly contested race the Australians are prepared to put up. In the European scrap, these same Australians showed they were red-blooded fellows and liked a scrap just as well as they liked a speed or hill-climbing event. They also like Hudson super-sixes, for there are thousands in the island continent.

RIGHT OF WAY IS GRANTED

Government Permits Passage of the Lincoln Highway.

A right of way 500 feet wide through public lands of the United States has been granted the Lincoln Highway association by the terms of senate bill 2200, passed recently and now in the house for consideration. The route in question lies through a strip beginning at Orr's ranch, Utah, and runs through Broad Hollow pass, leading to a point ten miles inside the Overland canyon.

HOW TO CLEAN THE GAS PIPE

Fill Float Chamber of Carburetor and Start the Engine.

When foreign matter of some kind finds its way into the fuel pipe between the two sections of the vacuum system the result is that the vacuum

system is broken and the engine will not run.

To clean the gas pipe, fill the float chamber of the carburetor with gasoline, and start the engine. The resulting suction will draw out the obstruction and permit the system to function again. This same trouble is sometimes caused by obstruction of

the small air hole in the filler cap of the main fuel tank, which must be kept open to induce atmospheric pressure on the gasoline.

Bearing Trouble.

The average car owner does not realize how slight a bump may have a disastrous effect on the car's mechanism.

Adjust brakebands so they do not drag.

ism. The writer recently found a case where a comparatively slight bump against the curb bent a rear axle shaft, and this in turn caused excessive wear of the inner face of the right end roller bearing, so that the entire bearing had to be replaced.

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This is to announce our appointment as
Authorized Dealer for the State of Oregon
for the

Allison Low-Grade Fuel Burner

which solves the fuel problem for the motorist.

Here at last is a proven and tried device for the successful burning of distillate and other low-grade fuels in autos, trucks, tractors, and marine engines.

Official tests by Vancouver Automobile Club, Western Washington Automobile Club, Oregon State Motor Association, etc., have proven its efficiency.

Why Use Gasoline?

when you can equip your car with an ALLISON LOW-GRADE FUEL BURNER and use distillate as fuel.

The Allison Burner gives you more power and greater mileage from distillate than you can get from gasoline.

It is not a manifold heater or a vaporizer, but a scientifically constructed device which sends the distillate vapors to the combustion chambers thoroughly dry, highly volatile and ready for instantaneous combustion.

Readily installed on any automobile or truck in a short time.

Let Us Demonstrate It to You

E. F. JAGER 92 N. Broadway

"Miles at Half Cost"

tank is empty in spite of the fact that there is plenty of fuel in the main tank. When this happens fill the float chamber of the carburetor with gasoline, which can be drawn from the main tank, and then start the engine. The resulting suction will draw out the obstruction and permit the system to function again. This same trouble is sometimes caused by obstruction of



THE number of miles, plus the greater riding satisfaction you get out of Canton Cord Tires, simply emphasize their extraordinary value.

To those who compute their tire costs on the basis of miles rendered, Canton Cord service will be a pleasing revelation in true tire economy.

Factory Distributors
HOWELL-SWIFT TIRE CO.
and
PACIFIC TIRE & RUBBER CO.
445-447 Stark Street
Broadway 290 Portland, Or.

Meier & Frank Co., Portland's Largest
Department Store STANDARDIZES on

WHITE TRUCKS

There Is Only ONE REASON—
White Equipment Operates for
LESS MONEY

The White Company
Park and Couch Sts.
C. W. Cornell, Mgr.