

NEW VELLE ARRIVES AND SO DOES ALLEN

Two New Models at D. C. Warren Motor Car Co.

VELLE NEW THROUGHOUT

Motor of Latest Continental Type Built Especially for This Car to Use Low-Grade Gas.

The new Velle is here. It arrived at the D. C. Warren Motor Car company last week, and it can be said that in looks it is all that has been aimed for it and more.

This Velle is an entirely new car. It is new from motor to top and back. The motor is a new Continental six-cylinder engine of an improved type, made especially for this Velle. A feature of this motor is its belt drive arrangement, whereby it is equipped to burn low-grade gasoline, one of the problems confronting the motorist today and which will continue to be more and more of a problem in the future.

This new engine has a balanced four-bearing crank shaft, and considerably larger than the motor of last year's car. This not only gives greater power but increases its flexibility and smoothness of operation.

Beveled Plane Edges. The body lines of the new Velle is a distinctive improvement over all past models. Its lines are snappy and pleasing. The new straight edges and beveled plane type of hood, after the popular Rolls-Royce style, is followed. It comes in attractive colors, blue or green being optional to the purchaser. Standard units, such as three-spoke rims and wheels, Borg & Beck clutch, Atwater-Kent automatic ignition are used. Timken axles and bearings are used throughout, as in former models, and Bijur starting and lighting system.

The springs make this car particularly easy riding. In the rear are three-quarter elliptic springs, 22 inches long, while the front springs are semi-elliptic, 20 inches long. The top has a beveled edge of headlight material. This car is roomier than any of its predecessors. The rear seat is higher and there is more space in the driver's compartment. Tools are carried in a compartment in the left front door.

Only one of the new Velles, a demonstrator, is as yet in Portland. However, a couple of carloads are now rolling from the factory and will be here within the next few days. W. R. DeLay, president of the D. C. Warren Motor Car company, expects to be able to make deliveries of the new Velle in a very short time.

And Here's the Allen, Too. Mr. DeLay has sprung a little surprise on the public. Coincidentally with the arrival of the new Velle, here reached the D. C. Warren Motor Car company one of the latest models of the Allen Four.

Mr. DeLay recently closed arrangements for distributing the Allen line in Oregon and the Columbia river counties of Washington, but deferred announcement of the deal until the first of the new cars should arrive.

This happened last week. The Allen, while a considerably smaller car than the Velle, has lines much the same. It is manufactured by the Allen Motor company of Columbus, and is one of the class of the moderate-priced cars of medium size. It has its own motor, an L-head type, with removable cylinder head, the cylinders being 3 1/2 inches. It opens a three-bearing heavily constructed crank shaft with bronze back-shoulder type valves, superheated intake manifold for low-grade gas, auto-lite two-unit starting and lighting system, Connecticut ignition, rambler carburetor. The motor is lubricated by a combination pressure splash system. It has Columbia tires, full floating rear, Buck taper bearings throughout, Hotchkiss drive, with large brake drums of the ternal and external type. It comes in blue.

The Allen is not a new car, although new in this territory. It has been on the market for the past five years. Both the Allen and the new Velle come equipped with Miller non-skid tires fore and aft.

POWER OF PIERCE-ARROW

NEW DUAL VALVE ENGINE A MOOSE FOR PULLING.

Chief Engineer Declares It is Almost as Efficient as Best of Airplane Power Plants.

The new Pierce-Arrow dual-valve engine, which has set new standards in power, flexibility and gasoline economy, is almost as efficient as the best airplane engine made. This statement, made by David Ferguson, chief engineer of the Pierce-Arrow Motor Car company, was made at an aviation motor show. Ferguson, an aviation motorist, is the highest type of engine mechanism known. Actual tests show the dual-valve engine, designed by the Pierce-Arrow engineers for somewhat less exacting work, runs the airplane engine a race.

"The gasoline consumption of some of the best makes of airplane engines is as low as five-tenths pounds of fuel per brake horsepower per hour," Ferguson is quoted. "Yet the Pierce-Arrow dual-valve six almost matches this point of efficiency, despite the fact that it uses ordinary commercial gasoline, instead of the high-test gasoline used in aviation."

More than that, the dual-valve engine must run satisfactorily at speeds varying from 100 revolutions per minute to 2500, whereas the airplane engine need only consider the horsepower developed at one speed. This could give the airplane engine quite an advantage."

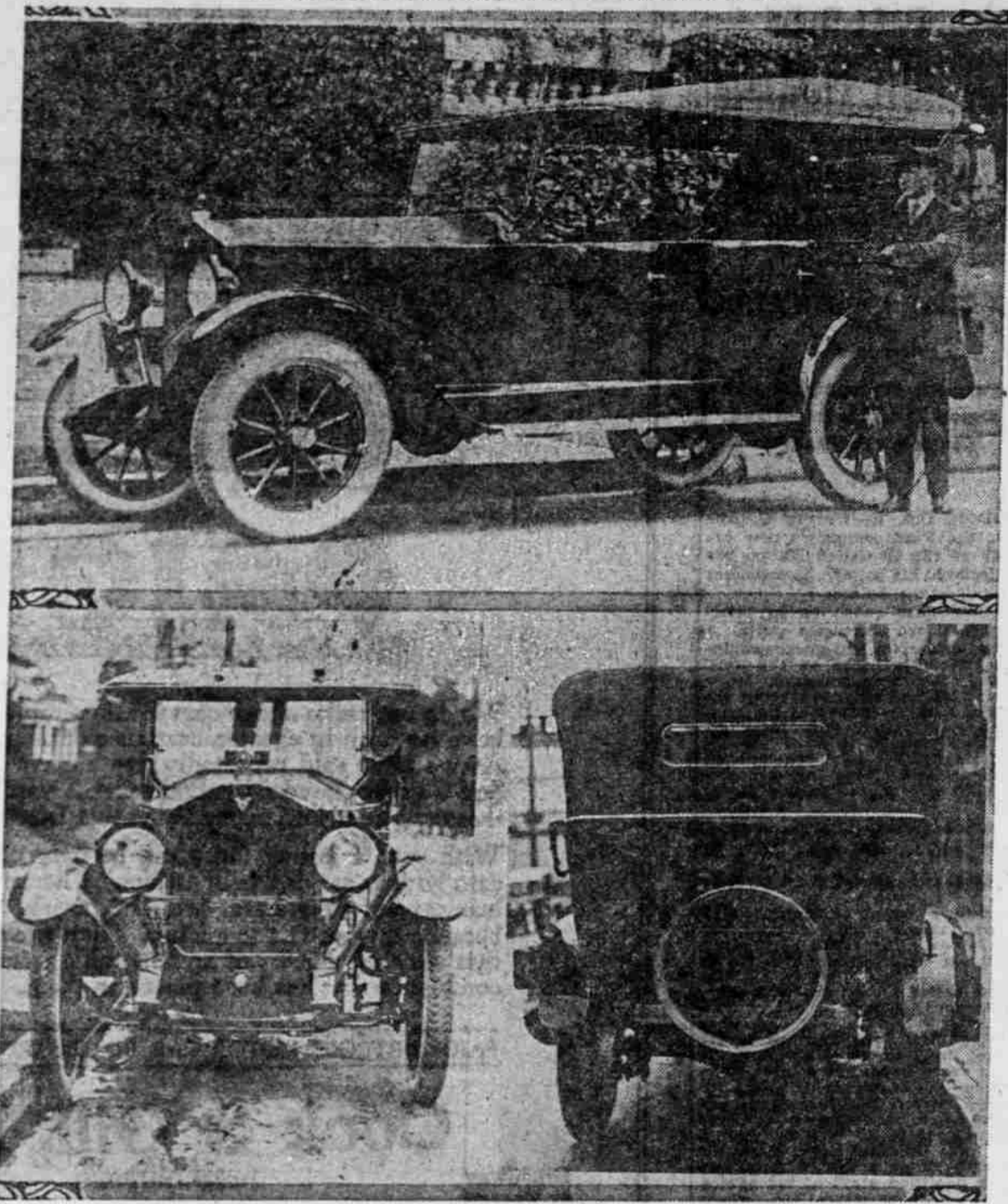
Don't Overload Tractor.

In tractor operation one of the most fatal errors that can be made is overloading. This not only shortens the life of the engine, but strains the engine mechanism. This question of overloading is general in the automotive field and is perhaps the most adverse factor in connection with the operation of the internal combustion engine.

Heating in Low Gear.

When it is necessary to employ the low gear for a considerable period it is possible to obviate the overheating that would ordinarily result by keeping the mixture in the leanest possible condition.

HERE ARE THREE VIEWS OF THE NEW VELLE.



AND IT'S A FINE-LOOKING CAR, ANY WAY YOU LOOK AT IT.

Above is how the new Velle looks in broadside, with W. R. DeLay of the D. C. Warren Motor Car company, Velle distributor here, standing beside it. Below at the right is a view of the stylish radiator front in the beveled plane lines. To the left is the car as seen from the rear. This 1920 Velle model, just arrived here, is new from stem to stern. Even the motor, a specially-built Continental with hot stove arrangement for burning low-grade fuel, is new. Only in name and its well-known reputation for sturdiness is this Velle related to its long line of predecessors.

NEW QUARTERS ARE TAKEN

ALEMITE FIRM REMOVES TO TENTH AND BURNSIDE.

Demand for New Alemite Lubricating System So Large That Two Branches Are Opened.

The Alemite Lubricator company has removed from its former quarters in Alder street to a new building erected at Tenth, Burnside and Oak streets, where it has leased space for a term of five years.

The growth of this firm, which is composed of two Portland young men, James J. Gravelly and Spencer Biddle, has been remarkable. They obtained the north-west distribution for the new Alemite lubricating system for passenger automobiles and trucks last spring, and opened quarters in Portland about May 15. Later they opened a branch at Seattle and one at Spokane, and now are arranging for sub-branches in British Columbia cities. In Portland and in the two branch stores business has been simply "immense" from the first.

Alemite is not a patent preparation for lubricating. It is not a preparation of any kind, but a system that does away with the old-fashioned grease cups on motor cars and trucks, and the more satisfactory, though still not satisfactory enough, oil cups.

In place of putting in a greasy hour or so screwing down grease cups or filling oil cups under the old system, the operator whose car or truck is equipped with Alemite takes a special pressure lubricating "gun," and in a few minutes squirts lubricant at high pressure into special feed tubes. One going over the car or truck with Alemite does for a long time, and when fresh lubrication is needed, it is again only a matter of a few minutes to give it.

The Alemite system is now standard equipment on many trucks and passenger cars. Among the first to adopt it was the White company, maker of White trucks. Now it is equipment on Federal trucks and numerous others, while virtually all the new cars coming from the factory have this system. Just as an instance, the arrival a few weeks ago of the new 1920 Reo model was featured by the announcement that it had Alemite equipment.

But old cars with grease or oil cup equipment can be easily equipped with the Alemite system at small cost. Mr. Biddle and Mr. Gravelly have had all the work they can handle installing the system on older cars and trucks of all makes.

COLE HAS LARGE PROFITS

\$20 PER SHARE PAID OUT IN DIVIDENDS.

Present Output Twice That of Any Previous Year in History of Concern.

On August 25 the board of directors of the Cole Motor Car company of Indianapolis, Ind., declared to all stockholders of record a dividend of 20 per cent, or \$20 on each share of common stock which has been issued by the company.

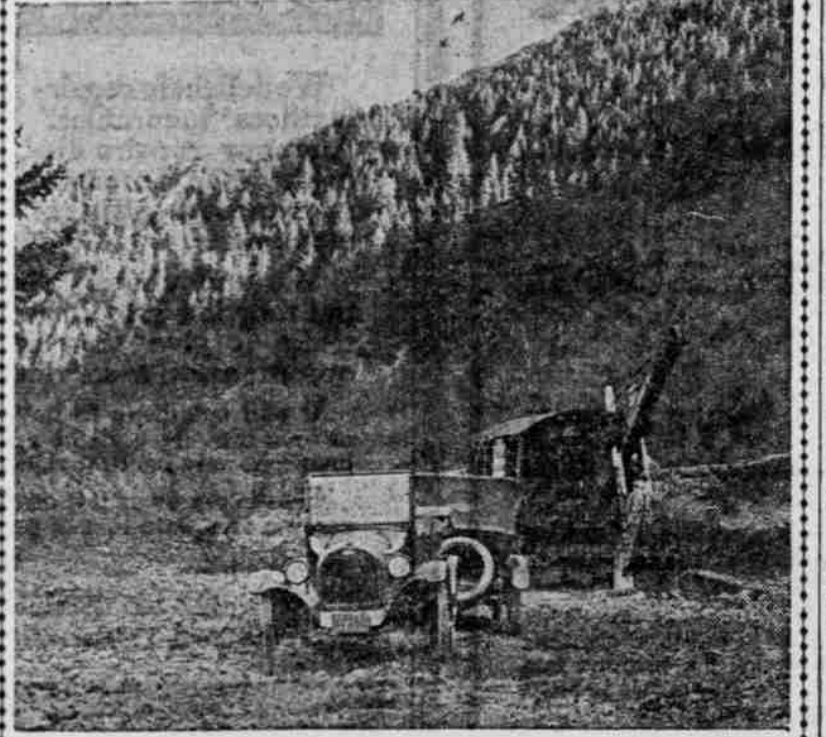
The Cole Motor Car company has no preferred stock or floating bonds. Its common stock is fully paid for. During the present year the Cole Motor Car company anticipates a total production of 6000 motor cars. Its entire production is devoted exclusively to the manufacture of one chassis—the Aero Eight—and it is offered with nine different styles of bodies.

The present output of the Cole Motor Car company is twice that of any other year in the company's history. Not only is the Cole represented throughout the United States and Canada, but has representation throughout Europe, as well as in China, Japan, Egypt, South Africa, India, and in the South American countries.

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PRESENT HEAD OF NAVIGATION ON NEW SECTION OF COLUMBIA RIVER HIGHWAY BETWEEN HOOD RIVER AND MOSIER.



This steam shovel, which is the "farthest east" point for autos at present, is about four miles from Hood River. The remaining 2 1/2 to three miles to Mosier include the hardest construction work of this scenic road along the cliffs high above the river. Within a mile beyond this point hard rock men have completed one tunnel and are drilling another through the side of a cliff 200 feet above the O.-W. R. & N. track. The longer of these tunnels will have windows in it like that at Mitchell's Point. The car in the foreground is a Chevrolet.

ANOTHER TIRE LINE HERE

AMERICAN AKRON TIRES NOW IN NORTHWEST.

P. J. Cronin Company Takes Distributing Agency for Washington and Oregon.

The distributing agency in Oregon and Washington for American Akron tires has been obtained by the P. J. Cronin company of Portland. This announcement was made last week by G. H. Beaman, manager of the firm's accessory department.

American Akron tires are made in both cord and fabric by the American Rubber & Tire company of Akron, O. The line includes cord tires in Ford sizes. All-American Akron tires, according to Mr. Beaman, are hand-made of the best quality of rubber and fabric.

The day of definite mileage guarantee, so confusing alike to dealer and consumer, is passing in tires. In place of such a guarantee, American Akron tires are guaranteed to give absolute satisfaction, with adjustments at any time for tire trouble due to any defects in manufacture.

Until recently, the entire output of the American Rubber & Tire company was absorbed in the eastern states. The factory recently increased its capacity to such an extent, however, that it is now entering the Pacific coast territory. The P. J. Cronin company has received two carloads as its first consignment.

Besides tires, the American Akron line includes vulcanizing materials, air bags, rubber and fabric for tire repairs, and other tire accessories.

BRIDGE PLAN SUPPORTED

STATE MOTOR ASSOCIATION TO AID OREGON CITY.

President Charles F. Wright Gives Assurance to Live Wires of Help in the Campaign.

In an address before the Live Wires of Oregon City last Tuesday, Charles F. Wright, president of the Oregon State Motor association, assured business men of the Clackamas county metropolis that the association heartily favors the campaign for a new bridge across the Willamette river between Oregon City and West Linn, and that it is glad at all times to co-operate with the local motoring public in various parts of the state on road and bridge matters and general touring conditions.

Mr. Wright also outlined briefly the accomplishments of the Oregon State Motor association and enumerated specific instances where the association has benefited motorists.

The business men of Oregon City reported that they are about to circulate a petition for a bond issue to finance construction of 1 1/2 miles of hard-surfaced road in Clackamas county.

Accompanying Mr. Wright to Oregon City were F. C. Stettler and Harry B. Clark, directors of the association, and George M. Chambers, assistant secretary.

Don't pass a vehicle going in the opposite direction at any street intersection unless directed by a traffic officer.



BIG APPROPRIATION SOUGHT FOR ROADS

Bill in Senate Provides for \$400,000,000 Sum.

FEDERAL AID EFFECTIVE

National Good Roads Act Already Has Resulted in Construction of 15,000 Miles of Road.

WASHINGTON, October 4.—Because the people of the United States have grown accustomed to big events, it is likely that few gave attention to the way of comparison, Senator Shepard of Texas had introduced a bill providing for appropriation of \$400,000,000 to carry out the federal good roads act. Yet this marks the second step in a long-delayed and necessary journey on the part of this nation.

For many decades the roads of America have caused derision, discomfort and the waste of many millions of dollars. The latter item included graft, poor construction and loss to the farmers and others who used the highways for transportation of merchandise to market. Foreign visitors could not understand American apathy, seeing the immensity of the business involved and having a misty recollection of the wonderful highways of Europe. Some states, it is true, learned their lesson, but to the majority a good road was a rarity.

But the American is learning—and quickly. The work started in 1916 has been such a speaking, paying success that there is little doubt Senator Shepard's bill will pass congress and that \$400,000,000 will be expended on further improvements from 1921 to 1924.

Big Work Under Way.

The distance across the United States from the Atlantic to the Pacific is approximately 3500 miles. In three years, with the federal government putting up practically dollar for dollar with the states, 15,000 miles of good roads have been constructed or projects have been approved and will be carried out prior to 1921 in every commonwealth in this nation. Or, by way of comparison, enough roadway to span the nation between oceans four times, with something left over for a detour to the Canada.

Considering the magnitude of the crop production of the United States of the present day, it is regarded as indeed fortunate that there are so many miles of good roads for the hauling to market. In fact, there is little doubt that the increased mileage of usable highways has proved a vital factor in increasing crop production and enhancing the nation's wealth, as statistics testify.

The various commonwealths simply floundered when good roads were considered. Some were progressive, the others not. The federal government that federal aid and supervision were necessary to convince the people. The first chapter in the successful story of good roads construction was written in 1912 when congress voted an appropriation of \$500,000 for experimental work. This was the first step in a north-wide demonstration, and so successful were they that in 1916 little effort was required to get a bill through congress for \$200,000,000 for \$75,000,000, to be expended in five years, together with \$1,000,000 a year for roads in national parks and forest reserves.

More Added This Year.

This sum was augmented this year, however, by a supplemental appropriation of \$200,000,000 for the states and \$3,000,000 annually for the parks and forests, carrying the work to 1924. This was a grand total of \$775,000,000 for the forests.

But this appropriation has not been entirely expended, even on paper, and many of the federal appropriations in expending governmental appropriations. Up to August 21, 1919, the stockholders of the federal government had contributed \$70,715,743.

Although the plan was to have the federal government contribute dollar for dollar with the states, this is not always done, as the United States cannot expend more than \$20,000,000. In many cases states have desired road improvement in particularly unfavorable localities, and in these instances the states have gladly paid the excess costs of construction. This accounts for the discrepancy in the figures cited.

Short-Circuited Plug.

The short circuiting of a spark plug that causes misfires is seldom at the spark gap. Only the surfaces of the porcelain collect and retain metallic wear products which invite the current to avoid the gap and prevent the spark jump that is needed to get ignition. The quality of spark plug makes no difference. The surfaces must be cleaned to restore proper action.

GRANT EMPLOYEES INSURED

Workmen at Automobile Factory Get Sick Benefits, Too.

The Grant Motor Car corporation of Cleveland, through the Travelers' Insurance company of Hartford, has just insured all employees of the Cleveland plant. The total of policies issued is about \$500,000.

The plan when completed will provide protection for every member of the Grant organization from the president to the humblest laborer. The maximum of each policy is \$1500, the amount depending on length of service of the insured.

After three months' continuous service with the factory the employee is handed a policy for \$500, which, in addition to being a life policy, also carries a sick and accident clause providing for a weekly payment to insured during disability. Each six months after the original policy is issued the amount of insurance is automatically increased \$500 until, at the end of five years' service with the factory the maximum amount of policy, \$1500, is reached.

All employees who have been five years with the factory are now receiving policies for \$1800. Should the employe become totally disabled the full amount of insurance is paid to him immediately.

Save Money

by using our Battery Service

IT'S a sheer waste of money not to give your starting battery the systematic care it needs to have. Regular inspection will save that waste. Storage batteries are bound to wear out but they need not be wrecked. The "fighting battery" is not only because Uncle Sam uses it for the Army and Navy, but because it wears out stubbornly and takes a long time about it. The plates are the reason. Let us tell you why.

TESTING RECHARGING REPAIRING

Rathkey Battery Co.

Expert Repairers and Recharging on All Makes of Batteries

389 Oak Street Service Station Bldg. 2604

WE SELL THE BATTERY

Advertisement for C. L. Boss Automobile Co. featuring the slogan 'More than 13,000 men are building your Maxwell' and an image of a Maxwell car. The ad includes contact information for 615-617 Washington St., Portland.

Advertisement for Willard Storage Battery Service Station, highlighting 'EVIDENCE' of 'BRUTE STRENGTH' and 'MASTER TRUCK'.

Advertisement for Rathkey Battery Co. and Oregon Motor Car Co., featuring 'EVIDENCE' of 'BRUTE STRENGTH' and 'MASTER TRUCK'.