

OREGONIANS URGED TO GET MORE TOURISTS

Dr. H. C. Fenton Sees Great Example in California.

TOUR MADE IN CADILLAC

Dr. and Mrs. Fenton Guests of Mr. and Mrs. George W. Kleiser on California Trip.

The sooner the people of Portland and of Oregon realize that they have one of the greatest summer resort climates in the world and set out to capitalize that fact, the sooner will they be entertaining tourists by the hundreds thousands and reaping a crop of tourist dollars. So declares Dr. Hicks C. Fenton of Portland, who with Mrs. Fenton returned home last week after three weeks of touring by automobile through southern California.

Dr. Fenton was immensely impressed in the course of his trip by the way California capitalizes its tourist possibilities and conversely how Oregon neglects hers. Everything in California is laid out to make it pleasant for the tourist. At every point of scenic interest and a good many points of no particular interest there are roomy and comfortable hotels. Thousands of dollars are expended by different communities in advertising what the state has to offer the tourist in climate and scenery, but just as important, correspondingly large sums are laid out to make the tourist comfortable when he arrives.

Oregon Summer Resort.
"There is no resort in the wide world," said Dr. Fenton, "why California and Oregon and Washington, too, should not work right together in the matter of bringing tourists to the Pacific coast. We should have them in summer, California in winter. There are hundreds of resorts for a clash of interests on such a plan. We should concentrate up here on the summer side of the tourist business. California has the winter side of it cornered, by reason of her perfect winter climate.

"But on the other hand we have a perfect summer climate. Nobody can compete with us there. Portland and all western Oregon are one continuous summer resort. We must realize this fact and take advantage of it. The lesson we gain from California is the thorough manner in which she has organized and capitalized her climatic and scenic resources. She has not waited for opportunity; she has made it by the way of tourist trade that California is opportunity's winter home.

"There has been no miracle about it. Merely a case of getting out and letting the world know what you have, through advertising, then providing enough good hotels and attractions to make the world feel at home when it comes."

Travel by Cadillac Sedan.
Dr. and Mrs. Fenton went to San Francisco by rail and there met Mr. and Mrs. George W. Kleiser, also of Portland, as whose guests they toured 1500 miles in a Cadillac eight sedan. From San Francisco they journeyed to Los Angeles by the coast route, by way of Del Monte and Paso Robles. From Los Angeles they motored to Riverside, Redlands and back to Los Angeles by way of San Bernardino, thus taking in the heart of the orange orchard district. Mr. Fenton says the orange picking season has just begun and that it is a great sight to travel through this country and see great groves of orange trees with the oranges ripening and the pickers at work.

They returned to San Francisco by way of the inland route, passing through Fresno and Bakerfield. The inland country around Fresno was very interesting to them, but they vote the coast route much the more scenic, for the inland route passes for the greater part through a dry and sun-baked country.

However, Dr. Fenton was greatly impressed with the diversified crops raised—grapes, raisins, olives and, after harvesting all these natural crops, the tourist crop. Right now, he declares, there are 200,000 tourists in Los Angeles alone.

Like everyone else who has toured in California, Dr. Fenton has much to say about its fine roads, which make touring a delight. Virtually all the new highways there, he says, are paved with concrete. One can drive hundreds and hundreds of miles through southern California and never be off paved roads.

BE CAREFUL OF NEW CAR

ESPECIALLY, DON'T LUG IT ON HILL CLIMBING.

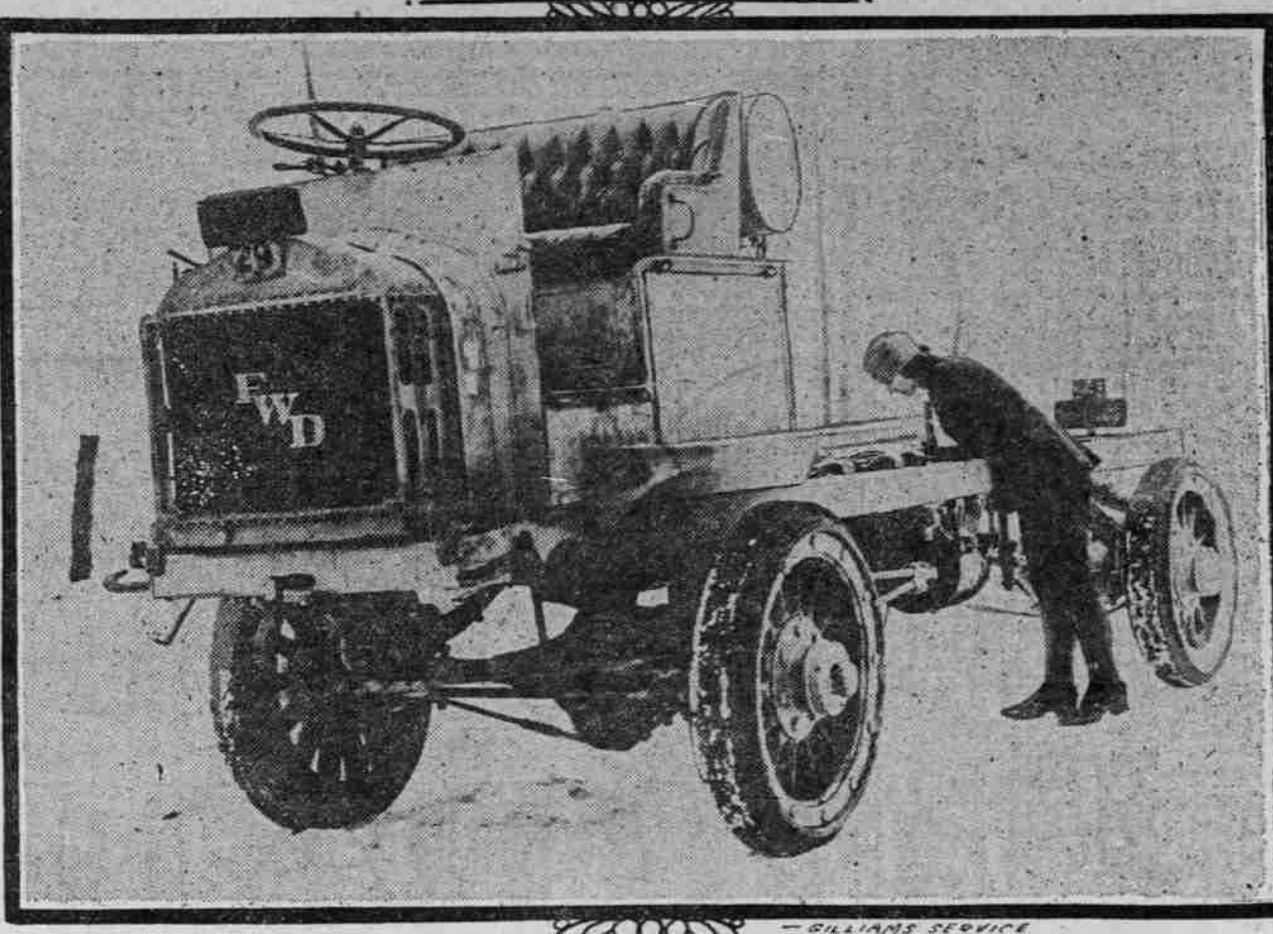
It's Easy Matter to Ruin Motor of New Car by Carelessness at First.

Always drive your car slowly and cautiously until you are thoroughly familiar with its control mechanism and the methods of stopping it. This is some of the advice given to new car owners by a writer in the current issue of American Motorist.

"When driving grades on the higher ratios, if the motor shows any tendency to labor, shift back into a lower gear ratio which has been provided for that purpose. Many motorists believe that the best test of a car's ability is to rush all hills, or bad spots in roads, on the direct drive. It should be remembered that the lower speed ratios were provided for use at all times when employing the third or fourth speeds might produce strains in the motor.

"One should never attempt to drive cars at high speed unless the tire casings are in perfect condition and the road surfaces good. In driving on clay or muddy road, or on wet asphalt, care must be taken in turning corners and the car should always be driven cautiously to avoid dangerous side slipping or skidding. "When driving on unfavorable highway surfaces always keep one side of the car on firm ground if possible. Brakes should be carefully applied, especially if the road surfaces are wet. An automobile should never be brought to a stop in mud, clay or sand, snow or slush, if it can be avoided. When- ever road conditions are unfavorable, the smooth tread tires of the driving wheels should always be fitted with chain tire grips to insure having adequate traction."

THIS GIRL IS THE ONLY WOMAN TRUCK TESTER IN THE WORLD.



At least that's what the F. W. D. Truck company says, for whom she works. Her name is Miss Luella Bates, and the photo shows her with an F. W. D. truck at the New York show.

GIRL IS TRUCK TESTER

MISS LUELLA BATES THE ONLY WOMAN IN THAT JOB.

Also She Was the Only Woman on the Floor at New York Truck Show.

NEW YORK, Jan. 17.—At the recent annual motor truck show in New York there were many interesting exhibits, some so novel that they attracted crowds of curious sightseers, but after all, every one dwarfed into commonplace beside a pretty girl in a natty oxford gray uniform, close-fitting coat, trousers, puttees and jaunty overseas cap.

Amidst the many men mechanics, demonstrators and drivers connected with the show she was the only woman and looked small and out of place. Make no mistake, however; this rather lonesome looking young woman was not at the show for the simple novelty of being there among men, but for business reasons solely, having been stationed at the exhibit by her firm as an expert motor truck tester.

She is the only woman in the United States thus employed and she knows as much about the workings of motor trucks and how to handle them efficiently as ninety-nine men out of a hundred employed in her line.

"This young woman is Miss Luella Bates of Clintonville, Wis. "During the war," said Miss Bates, "telling how she took up the work of the big auto truck manufacturing company out my way by whom I am employed, hired many girls in the plant to release men for war duty. We learned all about trucks from the radiator to the rear axle. Finally several of us were tried out as testers, but the other girls did not exactly take to the work, and now the war is over most of them have left the plant for so-called feminine occupations. But I liked it and consequently stuck on the job and I guess I have made good or I would not still be retained in the road-testing department when they can not get plenty of experienced men to fill the job.

"In a year's time I've tested about 150 trucks, averaging 70 to 75 miles per truck. I test them for a variety of things—lubrication, adjustments, road tests for gasoline and oil consumption, country roads with sand, mud and clay; take them up steep grades, through narrow roads and put them through speed tests, real joy rides. I do all my own repairing, and know every part of the truck and where it belongs, down to the smallest detail.

"People look at me when I drive through city streets and wonder how I can do it, small as I am, especially through the winter, cold winters our way, when the roads are frequently icy or heavy with snow. But honestly, in my opinion, driving a truck, even in winter, is real sport compared to the average job a woman gets and the work she has to do to earn a living.

"Before I started to drive a truck I worked in a store and stood behind the counter for eight or nine hours a day. Believe me I used to be tired when I finished a day's work. Besides, lost weight, my circulation was poor and I had no color."

OLDFIELD FAVORS LONG TOUR

Barney Speaks for Proposed Transcontinental Event.

First of the big tire manufacturers to support the proposed 1920 national automobile tour is Barney Oldfield, former speed king, but now head of the Oldfield Tire company of Cleveland.

"It is the duty of every automobile and tire manufacturer in the country

FURNITURE MAN BUYS WHITE TRUCK.



This handsome two-ton White truck, with double-reduction gear drive, was purchased recently by the Edwards company from the Portland branch of the White company, of which C. W. Cornell is manager. The truck was especially built to order. A duplicate unit, also a White truck, body will appear in the Edwards fleet.

to get behind the revival of national touring and to boost for the 1920 event," declared Mr. Oldfield in a letter to Chairman Scenariell of the American Automobile association contest board.

To show he is ready to do his part, Mr. Oldfield has offered Mr. Kennard, on behalf of the Oldfield Tire company, the entry of a tire service truck to accompany the caravan from New York city to Los Angeles, carrying a complete outfit of tires, supplies, help and air under pressure.

"The revival of national touring under A. A. A. control will be a splendid thing from every point of view," Mr. Oldfield declares, "and a transcontinental route is the only adequate choice for such a celebration. "Nothing could better illustrate the tremendous improvement on the roads. Nothing could do more to prove how simply and easily such a trip can now be made. The changes of the past ten years in transcontinental highways have been a revolution. Gone forever are the days when a man started such a trip with fear in his soul, a cargo of spare parts under his rear seat, a pick and a shovel, ax, ter bags, block and tackle and similar tools on his running boards.

"I can remember several trips where we needed all those implements, but times have changed. Only the novice carries such stuff now. The last time I made the trip I came straight through from Los Angeles with California air in all four tires and every one of them as well inflated as at the start.

"Will I drive across with the tour? You can tell the world I will if I wish. You do not keep me away and I don't believe it can."

AUTO DECISION MODIFIED

ARMY CAN GIVE SURPLUS TO OTHER DEPARTMENTS.

Bureau of Public Roads and Post-office Department to Get Many Trucks.

WASHINGTON, D. C., Jan. 17.—

Motor vehicles can be turned over by the post office department to other government departments without charge, according to a decision by the department of justice.

The effect of this decision will be to permit the transfer of nearly all the surplus vehicles from the war department to the postoffice department, treasury department, bureau of public roads and other government divisions. The transfer of these vehicles was started immediately following the armistice, based on the postoffice appropriation bill of 1918, which authorized their transfer without charge, but which was halted by the passage of the sundry civil bill, which contained a clause prohibiting the transfer of war department equipment without charge and which was interpreted by the judge advocate-general of the army as a prohibition of further transfer.

The attorney-general's decision as reported here is to the effect that the judge advocate-general made an erroneous interpretation and that the provision in the postoffice appropriation bill is still valid.

The bureau of public roads, department of agriculture, had already been allotted 20,519 trucks and 7000 other motor vehicles, many of which have already been allotted to the various states in lieu of the cash or appropriations under the federal reserve act.

Oily Plugs.

There are several causes of oil collecting on the points of the spark plug. One of these is the use of too heavy a lubricating oil. If this trouble is persistent try mixing a pint of kerosene with each gallon of oil. This may cure the trouble.

FIRESTONE FACTORY HUGE

IT COULD PROVIDE ALL AUTOS IN JAPAN IN ONE DAY.

Capacity of Great Plant at Akron Tire Making Center Rated at 36,000 Tires Per Day.

Making a new set of tires for each motor car in Japan would require but half of a working day at one of the big tire-making factories of the United States—that of the Firestone Company, at Akron, for instance, which has a rated capacity of 36,000 tires daily.

After finishing the job for Japan's 4500 air-cushioned motor vehicles, the Firestone factory could in the same day meet all the needs of the motor cars of China and Siberia, with enough left to make a liberal distribution in other quarters of the far east.

But 244 working days, or more than three years, would be required for a factory equalling Firestone's enormous output to make four new tires for each of the 7,502,000 motor vehicles operating in the United States today.

Those who like to stagger their imagination may be able best to build up a fair mind's-eye picture of the immensity of the annual tire consumption of the United States. They can obtain pictures of the annual production of the Firestone factory, for instance, by multiplying pictures based on the capacity of 36,000 tires daily. Well, then, these 36,000 tires if placed end to end would cover no less than 30 miles on a straight line. Or convert them into a single tire and you would have a circle of rubber which, standing on its tread, could tower 15 miles into the air, or, laid on its side, would easily enclose New York and London together.

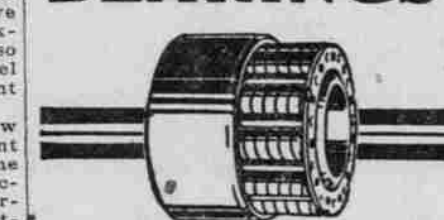
NEW FACTORY FOR FRANKLIN

Ground Broken for 7-Story Warehouse at Syracuse.

Ground has just been broken by the Franklin Automobile company for a new seven-story warehouse and manufacturing building with a floor space aggregating 200,000 square feet, according to word from the factory at Syracuse. The structure will cost \$500,000 and the necessary machinery and equipment will represent an additional investment of \$250,000. It will be ready for occupancy by September 1.

The Franklin company has just completed another seven-story building with a floor space of 150,000 square feet at a cost of \$400,000. A \$100,000 addition to another manufacturing building is being rushed to completion, as is a new heating and power plant costing \$200,000. By the end of 1920 the total floor space will aggregate more than 34 acres.

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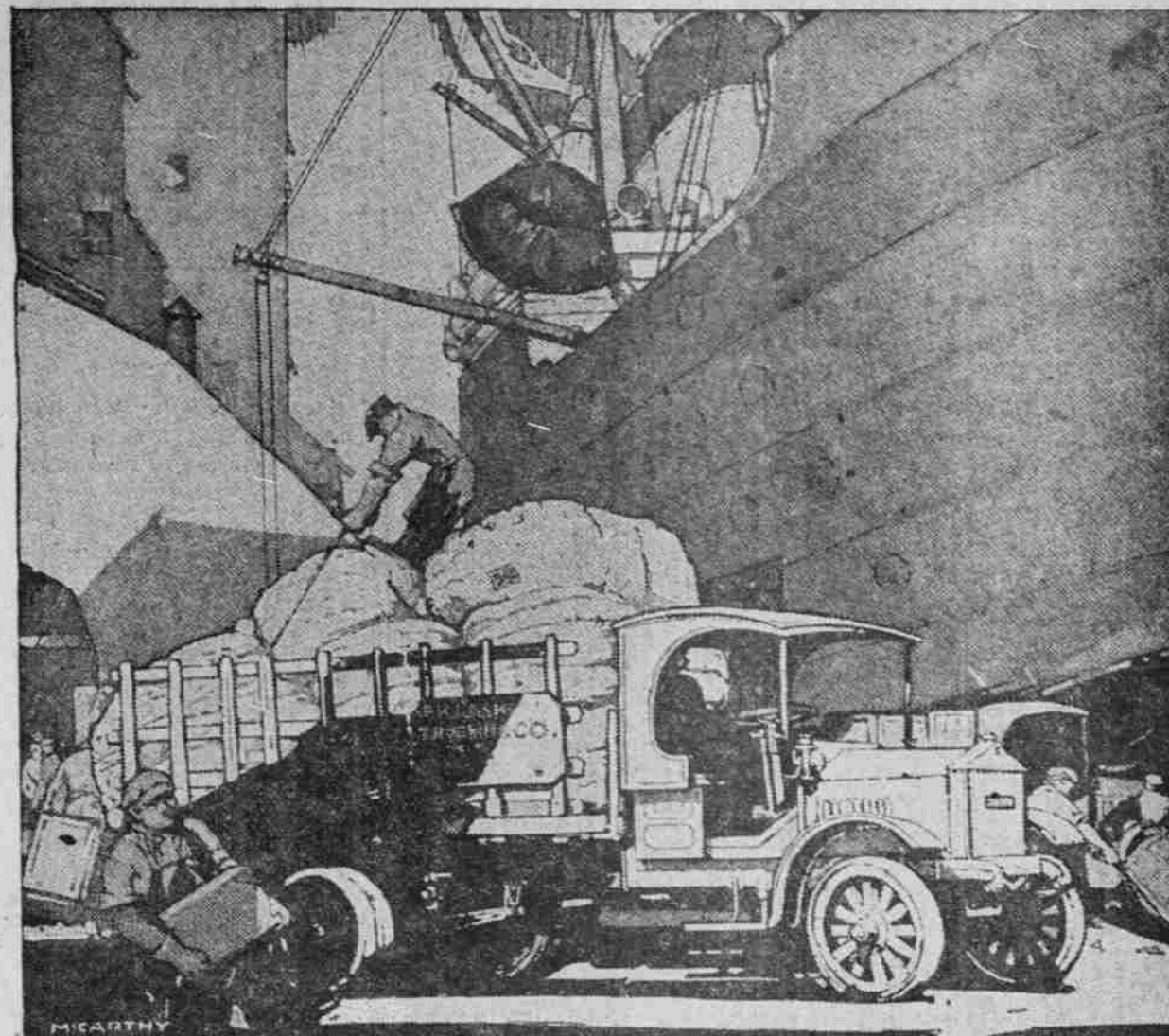
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