

MORE OLDSMOBILES FOR THIS TERRITORY

Oldsmobile Co. of Oregon Has Allotment Increased.

NUMBER NEARLY DOUBLED

Edward E. Cohen, After Trying Two Years, Succeeds in Obtaining More Cars Required.

Announcement of a large increase in allotment of Oldsmobile cars and trucks to this territory, which includes all of Oregon and the Columbia river counties of Washington, was brought back from San Francisco last

and he enjoyed it immensely. Also, he was impressed by it, especially by the speech of William Jennings Bryan before the convention, urging it to adopt a dry plank.

"That was one of the greatest speeches I ever heard in my life," said Mr. Cohen. "I think it would have thrilled even old Colonel Augustus Busch himself. Bryan made a most impassioned talk, and he had some of the delegates crying at his eloquence. As for the convention, it went literally wild when he finished. All the delegates paraded around and yelled and whooped for Bryan and a dry plank for 20 minutes, and they seemed to mean it, too. And then they put it to a vote and turned the old gentleman down by a great big majority! This politics is a queer game.

"I was in San Francisco four days and put in some time at the convention every day, part of the time on the main floor through the courtesy of Mr. Shields.

Great to Watch It.

"It was fascinating to one on the outside looking in, like me, but I suppose it became boring work toward the finish to some of the delegates. They were the greatest bunch of paraders I ever saw. Every half hour or so they would jump up and parade around the auditorium.

"I left the convention half the night. Cox was nominated, or morning rather, about half an hour before



A. R. Grout. E. L. Getz.

A. R. Grout, whose name was frequently on the sporting pages a few years ago as star center on the University of Oregon football team, and E. L. Getz, also a former Oregon university man but for several years superintendent for the Ford Motor company in Portland, recently purchased the Ford agency here, which they are operating under the firm name of Getz & Grout. They have one of the finest automobile buildings in the city, 100x150 feet in size, and as soon as some new machinery arrives expects to have the best-equipped Ford and Fordson tractor shop in the Willamette valley. They have \$4000 worth of machinery on the road, much of it being especially for Fordson tractor work. Prior to coming to Corvallis Mr. Grout was sales manager for the Thomas Engine Works in Portland.

week by Edward E. Cohen, of the Oldsmobile company of Oregon. Ordinarily such an announcement would not come from San Francisco, but from Lansing, Mich., where the Oldsmobile factory is situated. But it happened that E. C. Shields, general attorney for the Oldsmobile Works and one of its big men, was chairman of the Michigan delegation to the democratic national convention at San Francisco. Mr. Cohen met him there by appointment.

For the past couple of years Mr. Cohen has been making all the way from two to five trips a year to the Oldsmobile factory trying to get his allotment of Oldsmobiles increased. Consequently the factory knew just what he wanted. Mr. Shields explained that considerable increase in production had made it possible at last to give the Oregon distributors what they wanted.

Ready for Delivery Now.

Under the new schedule, the Oldsmobile company of Oregon will receive approximately 1200 Oldsmobile cars, both sixes and eights, and Oldsmobile economy trucks a year, compared to something over 600 at present. This has been insufficient to provide for the needs of the territory, and for about two years past buyers of Oldsmobile cars have had to wait for delivery, at times as long as 60 days and even more.

At present the company has orders booked well ahead, but with the new allotment immediately available and shipments already on hand, for the first time in months and months is able to make immediate delivery of cars.

"Seems funny to be able to deliver a car to a man the same day he buys it, after for so long a time having had to put him off and put him off until his car could be delivered, perhaps two months later," said Mr. Cohen. "But for the present we are in position to make immediate deliveries, which will help out a lot. Judging from the call for Oldsmobiles, this will not continue very long, even under the new allotment schedule, but buyers will get full advantage of it while it does continue."

Double-Crossing Mr. Bryan.

Mr. Cohen saw his first national convention of a political party while in San Francisco meeting Mr. Shields,

they finally put him over on the 44th ballot. However, I look this day about in, for the delegates went wild and it might as well have been daylight in the downtown part of San Francisco.

E. H. McCARTY PROMOTED

POST WITH STUDEBAKER VICE-PRESIDENT IS WON.

Assistant-General Sales Manager for Company Gets Place as Official's Aide.

The many friends in Portland and the Pacific northwest of E. H. McCarty, former Portland manager for the Studebaker corporation of America, with headquarters in Portland, will be pleased to learn of his promotion from assistant general sales manager to assistant to the vice-president of the Studebaker corporation.

Mr. McCarty left Portland something less than a year ago for South Bend, Ind., on direct call from the Studebaker factory, to become assistant general sales manager for the company under Harry A. Biggs, general sales manager. The following bulletin, just received here from the factory, contains news of Mr. Biggs' promotion and that of Mr. McCarty:

"Harry A. Biggs has this day been appointed a director and vice-president of this corporation in charge of domestic sales, which appointment is made in recognition of his highly effective work as general sales manager of the automobile division during the past year. E. H. McCarty, Mr. Biggs' chief assistant, will hereafter have the title of assistant to the vice-president.

"L. J. Oiler, a director and vice-president of the corporation, who has just returned from a trip around the world, during which he has studied conditions and organized our export business in a thorough manner, will hereafter be in charge of export sales, including Canada."

Mr. McCarty has been with the

TIRES TIRES TIRES

HALF PRICE—50 CENTS ON THE DOLLAR

Unlimited Mileage Guarantee

SPECIAL—WEEK JULY 18-25

We have purchased SIX CARLOADS (6492 tires) of "CLINGSTONE" brand, made by the LANCASTER TIRE & RUBBER CO. of Lancaster, Ohio, at a price that will permit us to sell them at JUST HALF of the PRESENT RETAIL PRICE.

These tires are strictly HIGH-GRADE, FRESH STOCK, made of 17 1/4-ounce long-fibre cotton fabric, with pure gum friction and a tough white oxide of zinc tread of effective non-skid design.

These tires are GUARANTEED by the MANUFACTURERS, and adjustments will be made by us at any of our eight stores on an UNLIMITED MILEAGE BASIS. If a tire proves to be defective in either material or workmanship, adjustment will be made regardless of how far the tire has been run.

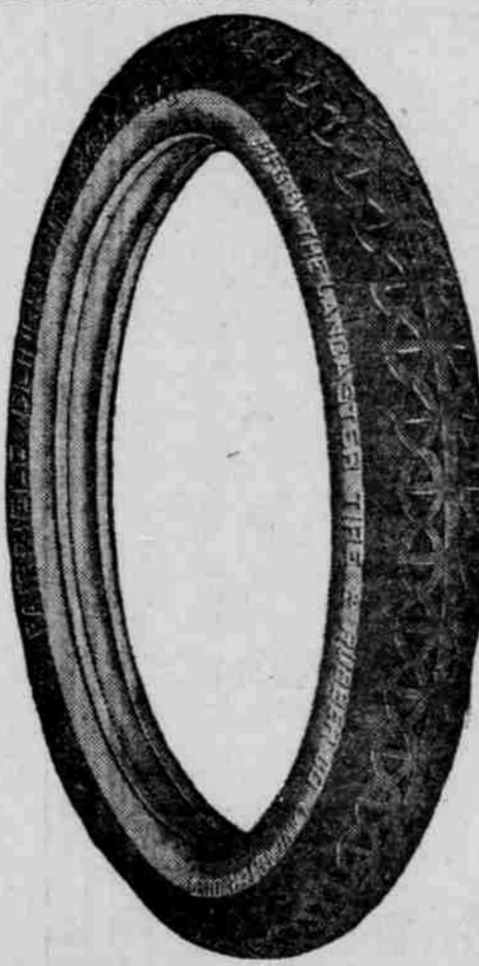
Our Amazing Prices

(Subject to withdrawal without notice.)

SIZE	List Price	SALE PRICE	SAVING
28x3	\$19.50	\$ 9.75	\$ 9.75
30x3	21.25	10.63	10.62
30x3 1/2	27.75	13.88	13.87
31x4	42.05	21.03	21.02
32x4	42.80	21.40	21.40
33x4	44.50	22.25	22.25
34x4	45.75	22.88	22.87

These tires are not "seconds," "retreads," "made-overs," "half-soles" or cheap tires made of inferior material.

This sale includes thousands of tires of other makes—all sizes—both cord and fabric—at startling reductions. Call and look over these tire bargains.



Autoparts Supply Company
80-82 Sixth Street Phone Broadway 5508

Studebaker corporation about 18 years, having begun as an office boy with the company. Before entering the automobile division he was manager of the Studebaker vehicle branch in East Portland several years ago. When he returned to this city next it was as northwest branch manager.

WATCH FOR PERISCOPE COPS

Los Angeles Motorcycle Squad Prepares Surprise for Speeder.

A novel peace time use has been found for the periscope. Experiments recently made by the motorcycle speed squad of the Los Angeles police department, under the supervision of Sergeant Frank Harlan, prove its availability for use in detecting speed law violations in tunnels. The value of the device is that only one motorcycle officer is necessary to operate it. If put into operation in Los Angeles, it will be used as part of a campaign to educate motorists in caution and "safety first." The police department practices "safety first" by equipping the motorcycles used by its speed officers with Goodyear tires.

The automobile industry in this country employs more than 1,000,000 men and women. This does not include accessory manufacturers.

RUBBER PLANT GROWS

\$10,000,000 IS BEING SPENT ON ADDITIONS.

B. F. Goodrich Factory at Akron Plans Huge Increase to Care for Business.

One of the largest building expansions in the automotive industry at present is that of the B. F. Goodrich Rubber company at Akron. New construction is in progress which will increase the size of the plant 26 per cent and cost, with the new equipment and machinery, in excess of \$10,000,000.

The new buildings will provide 779,000 square feet additional floor space, making a total of 4,854,304 square feet devoted to the manufacture of tires, hose, boots and shoes and other rubber goods. Several thousand additional workers will be required next year to turn out the increased production planned.

The largest of the buildings under construction is an eight-story warehouse for raw materials with 550,000

square feet of floor space. When completed it will be the largest factory building in the city. The second largest building will have nearly 300,000 square feet and will be used exclusively for tire building.

Other new buildings include a giant water softening plant, an electric current transformer station, a large refrigeration building, and an extension to the boiler house of Mill 2.

The contractors in charge of the work are cranking weeks into days in their efforts to complete the building programme during 1920. In spite of annoying delays in securing materials they are going rapidly ahead, working day and night, and it is expected that the programme will be nearly completed before winter.

A better idea of the extent of the new construction can be obtained from the fact that the added floor space alone is larger than that of three-fourths of the rubber companies of the United States. It emphasizes the steady growth of the Goodrich

UNIVERSAL BODIES

Built to Endure

From the raw material to the finish on the body, utmost skill, engineering progress and careful construction are evident in Universal Bodies.

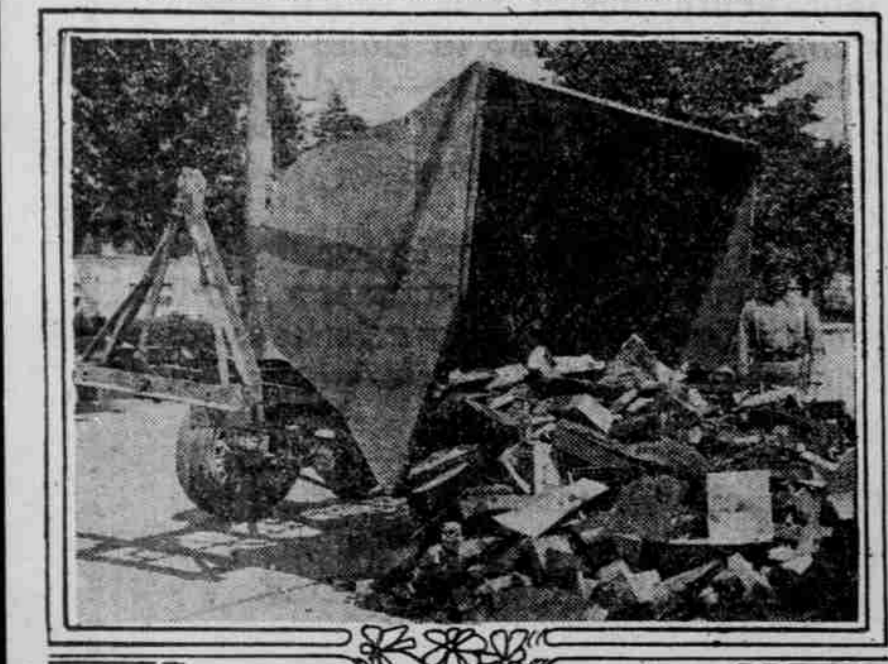
Universal bodies are designed and built in our new factory, which provides ideal facilities for the maintenance of Universal Standards.

Universal bodies prove in service that they are basically sound, truly good and trustworthy throughout.

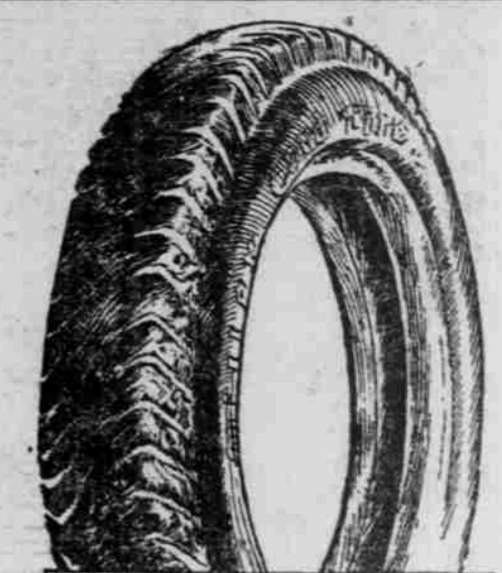
UNIVERSAL BODY CORPORATION

900 Sandy Blvd. Phone 218-97

THE MODERN WAY OF DELIVERING SLABWOOD.



Just as trucks are displacing horses in the wood business, as in every other line of transportation, so equipment like this is displacing the old wooden body that laboriously dumped its load of slab or mill wood when the driver wound the hoist. This Lee Inc. dump body, built especially for wood hauling, dumps the load instantly on the mere pressing of a lever. The driver stops at the point of delivery, pulls the lever, the load is dumped automatically; he throws the truck in gear and is on his way without loss of time. The William L. Hughson company is placing Lee equipment in various Portland wood yards.



This Miller Cord Tire has run 22,000 Miles On a Heavy Truck

22,000-Mile Tread And Why They Are Exceptions

Worn Miller Tires are often exhibited with some sign like above. Countless letters also reach us telling such mileage tales. These are very pleasing. But we don't want users in general to expect miracles from Millers.

What Our Tests Show

We run tires at our factory ten million miles a year to make these service tests. These are radical tests. Tires are run constantly, night and day, and under heavy load. We want quick comparisons. On our testing machines Miller Cords average 15,000 miles, and Fabrics about half that. But these are not mileage records. We are running Miller Tires against high-grade rivals to prove that Millers last best.

Service to Expect

Expect from Millers greater service than from any like-type tire. And 19 times in 20 you will get it.

Expect it to outserve any tire you put opposite, and it almost invariably will. Expect twice the mileage tires gave a few years ago, and they will doubtless do still better.

Expect tread wear 25 per cent better than from others and you'll not be disappointed.

But don't expect that Millers, under all conditions, can match some exceptional mileage.

Why Mileage Varies

A Cord Tire gives vastly greater service than a Fabric Tire. An oversize tire will vastly excel a tire that is undersize. Care, load and roads affect tire service greatly. Millers are uniform tires. That is a major reason for their supremacy. But uniform tires will vary with conditions.

Tread Patented

Center Tread smooth with suction cup, for firm hold on wet asphalt. Geared-to-the-Road side treads, mesh like cogs in dirt.

With 3-Ton Loads

Miller Cord Tires were tested by Ray C. Carpenter on a 22-passenger bus, averaging a 3-ton load each trip. The first tire on a rear wheel ran 23,700 miles without a blowout, and was never removed from the wheel. The second was punctured by railroad spike at 5,000 miles, but when repaired ran 12,000 miles more without a blowout. On a front wheel the Miller ran 22,000 miles without a blowout. All were passenger-type tires.



Be Satisfied With This

You will get on a Miller an exceptional tread. It is by 25 per cent the best tread made.

Not one Miller Tire, made under present methods, has ever come back with the tread gone.

You will get uniform tires. Every Miller Tire is signed, both by maker and inspector. Every man knows that a faulty tire means a penalty for him. And faults are extremely rare.

You will get greater mileage than from any tire you put on the opposite wheel. That is so nearly universal that we will stake your favor on any single test.

But you will get the best tire built today. There are hundreds of thousands who know that.

When you buy a new car insist on Miller Tires. Twenty car makers now supply them and there is no extra charge.

THE MILLER RUBBER CO., Akron, Ohio

Miller Tires

Now the Topic of Tiredom

Cords or Fabrics Geared-to-the-Road

Registered U. S. Patent Office

NORTHWEST AUTO CO.

Distributors

Alder at Eighteenth

company since it was organized 50 years ago, many years before any other rubber factory was opened in the "Rubber City."

The original plant of the Goodrich was a building 40 by 100 feet and only 35 employees were on the first payroll. Today this original building could be tucked away and lost in any one of a dozen of the company's buildings. The force of 35 employees has grown to an army of 28,000 men and women.

The average motorist consumes 500 gallons of gasoline a year.

BRUTE STRENGTH

Complete Line—

- 1 1/2-ton
- 2 1/2-ton
- 3 1/2-ton
- 5-ton
- 6-ton

Master Trucks

Only Truck Built With 3 Final Drives

Timken Worm Internal Gear Double Reduction

Notice to Dealers: Write, your territory may be open.

W. C. Garbe, Inc.

Formerly Oregon Motor Car Co.

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SATISFACTORY performance is a dominant characteristic of the Garford truck.

Low cost per ton mile is another.

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