

**AUTO INDUSTRY IS COMING INTO OWNERSHIP**  
**Motor Cars Now Regarded as Necessity Everywhere.**  
**OUTLOOK THOUGHT BRIGHT**

E. M. Leeston-Smith, Garlee Manager, Back From Factory. Tells of Changes.

The automobile industry is coming into its own from the standpoint of financial aid, and recognition of the fact that it is the second largest industry in the country, when all its ramifications are taken into consideration, and that it has passed out of the luxury into the necessity class. Such are some of the reasons given by E. M. Leeston-Smith, manager of W. C. Garbe, Inc., Studebaker dealers and distributors for Master trucks, who returned last week from an extended visit in the middle west.

Mr. Leeston-Smith went first to South Bend, Ind., where he spent several days going over the mammoth new model factory of the Studebaker corporation. This plant, which is just being completed, will be engaged entirely in the manufacture of the new Studebaker light six, which has created a big stir in the automobile industry and the first of which was received here last week.

From here Mr. Leeston-Smith went to Chicago, where he spent two weeks conferring with automobile dealers and manufacturers, a majority of his time being spent with Eugene Goldman, vice-president and general manager of Master Trucks, Incorporated.

He also visited Mr. Winther, a personal friend, who is head of the Winther truck organization at Kenosha, Wis.

**Educational Campaign Planned.**  
 Mr. Leeston-Smith said: "An educational campaign which has been arranged through an association of automobile manufacturers in the east, and directed mainly toward bankers and financiers, has been bringing results and the discrimination against automobile paper is passing away. The automobile is no longer looked upon as a luxury vehicle, but as a necessary means of transportation, and in fact is surpassing the railroad as a transportation agent."

"The outlook for the industry is very bright at the present, much more so than 30 days ago. Money has eased up, largely as a result of the favorable crop outlook, and in this particular industry largely because of the publicity campaign that I have referred to."

"There is a tendency among the manufacturers in the east to cut down output, and there is certainly no indication of a price decrease. Labor is the big item in automobile manufacture, and there is no tendency whatever towards cutting wages. Materials also are up, and with no changes in either, none of the producers can see any likelihood of a decrease."

**Truck Shortage Expected.**  
 "Production of trucks is radically down, and there is every indication that there will be a shortage of trucks during the coming autumn. Manufacturers are playing the safe game, holding the cards close, as it were, and will not resume production until after the financial situation and the general unrest has cleared."

Mr. Leeston-Smith declared that the new Studebaker light six is attracting great attention throughout the east. The new factory at South Bend, Ind., he declared, is the last word in factory construction.

Among the features are locker rooms, showers, rest rooms and a big restaurant for workers, operated on a cost basis, in addition to the workrooms themselves, which are abundantly lighted. The new plant will be occupied entirely in the manufacture of the new Studebaker light six. The Garbe company received its first machine of this new model last week and put it on display here. While in the east Mr. Leeston-Smith gave a blanket order for all the light sixes which could be allotted to this territory, to take care of a large number of orders which have been placed here for the new car.

**"GOPS" TO USE STANDARD**  
**TOURING CAR CHOSEN TO RUN DOWN AUTO THIEVES.**

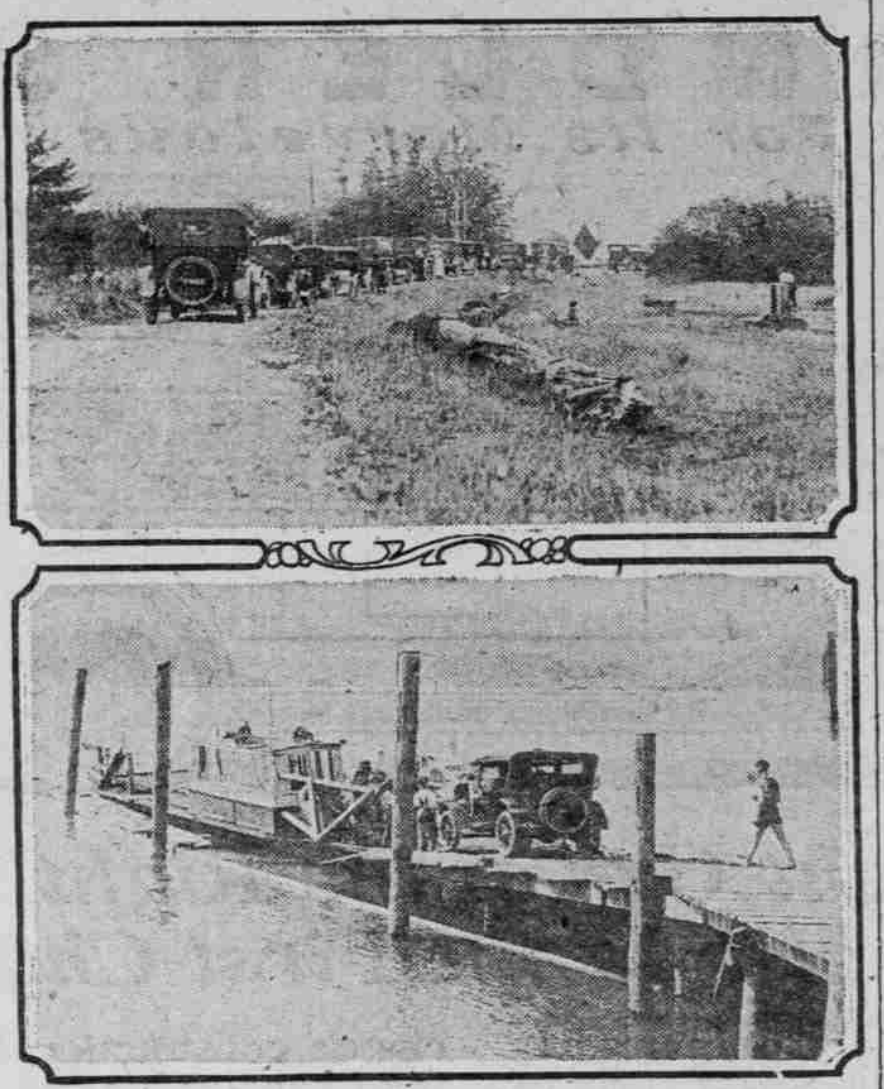
Los Angeles County, California, Makes Choice After Series of Rigid Tests.

Los Angeles county, California, one of the original homes of good roads in this country and where automobiles are as thick as mosquitoes, will chase automobile thieves with a Standard Eight touring car, according to a telegram received by C. W. Phillips, general manager of the Lewis & Clark Toleys Motor Car company, local agents for the Standard, from headquarters of the county at Boston, Mass. The choice of the Standard was made by the Los Angeles "speed cap" department, after a series of tests in which speed, endurance and climbing performances were closely watched.

The message is as follows: "Los Angeles county, California, has just purchased three Standard Eight touring cars for the use of the sheriffs in running down the motor car thieves. Not only was the bidding highly competitive, but speed and endurance tests were exceptionally rigid. The winning Standard was a used car previously driven by Lewis and had disk, not wire, wheels. Tests were made under the supervision of William Davidson, chief mechanical engineer for the county, and the car was driven by Eddy Hearne, the racer, with three passengers. After traveling 45 miles on the San Fernando valley road, the machine at the Los Angeles speedway was obliged to maintain a minimum speed of 60 miles an hour for 30 miles, doing this handsomely by stop watch. It is conceded that the tremendous reserve power of the Standard alone made possible this performance, and no ordering of the three cars for the Los Angeles sheriffs is expected to have a salutary effect upon car thieves and jail-breaking criminals."

**Gearcase Lubricants.**  
 An engineer recently conducted a series of experiments with lubricants for the gear case. He found that with grease in the gear case two horsepower out of the nominal 15 were lost. It would require that amount of power to drive the gears through the stiff grease. The proper lubricant for the gear case is oil, heavier than engine oil, but still oil.

**LINING UP FOR THE FERRY AT STEVENSON, WASH.**



This picture is a powerful argument in the campaign of mid-Columbia people for a bridge across the Columbia river. Two ferries operating between Cascade Locks, Or., and Stevenson, Wash., last Sunday were so swamped with automobile travel that as many as 20 cars were lined up at times waiting for passage. The capacity of one ferry was three large cars or four small ones, and on one of the five cars were frequently a good many tourists had long waits. Tourist travel has been comparatively light this season at that, owing to gasoline shortage. When it gets heavy, travel will be enormous. The lower picture shows the Cascade Locks ferry landing, with a Willys-Knight going aboard.

**PARTY TO HIT OLD TRAIL**

LUNCHEON WILL BE SERVED ON HISTORIC SPOT.

Trip Contrasts Mode of Travel of Lewis and Clark and Present Century.

DENVER, Colo., Aug. 21.—Sharp contrast between the mode of travel of the Lewis and Clark expedition early in the 19th century and the present-day method of the automobile tourist is to be brought to the attention of the official party of the National Park-to-Park Highway association when it reaches Great Falls September 9, while dedicating the 4500-mile motor highway connecting the national parks of the west. The party, including Stephen T. Mather, director of national parks, and Gus Holms of Cody, president of the National Park-to-Park Highway association, will visit the spot where the early American explorers of the historic Lewis and Clark expedition camped while on the long journey from St. Louis to Puget sound in 1805. They will partake of a camp dinner at the falls, which, since the visit of the explorers a century ago, have been harnessed for electrical power uses.

It took the Lewis and Clark trail blazers more than a year to travel from St. Louis to western Montana, the journey being made mostly on foot and in boats, although occasionally the party traveled on horseback. Compared with modern-day travel, few weeks at most would seem a long time for an automobile journey covering an entire continent.

In fact, the official tour for the opening of a motor highway has a 60-day schedule over mountains and through desert stretches. If the leaders of the Lewis and Clark expedition could see the speeding gas horses covering a part of the territory they did under so many handicaps and vicissitudes, they would hardly believe their own eyes.

**POLICEMAN LAUDS CHEVROLET**

Car Makes 25 Miles to Gallon of Gasoline.

One of Portland's bluecoats was so pleased with the performance of his new Chevrolet that he wrote a letter to the Fields Motor Car company, local distributors. LeRoy Fleida, head of the Chevrolet distributors here, was so pleased with the letter that he forwarded it on to the head of the company.

H. C. Bales, policeman, is the owner of the well-tended Chevrolet, and his letter was written just after he had completed a vacation trip to Seattle and British Columbia. In view of the fact that the letter gives interesting sidelights on the automobile trip north, portions of it will be repeated here.

"I drove to Seattle from Portland in 12 hours and about the same on the return. I also drove around quite a bit in Seattle and Vancouver, and in all drove 1292 miles, and used exactly 52 gallons of gasoline, which is close to 25 miles to a gallon. There were four grown people in the car."

**TO REGISTER AUTO SALES**

Spokane Attorney Prepares Measure for Automobile Chamber.

SPOKANE, Wash., Aug. 21.—An act providing for the compulsory registration at county auditors' offices of all bills of sale where automobiles are concerned, with the names of at least two witnesses attesting to a proper description of the car, its engine number and the interest in the car which the owner may claim, has been drawn up by Joseph R. Lindsey, prosecuting attorney for Spokane county, and submitted to the Spokane automobile chamber of commerce for discussion toward passing such a law.

The act providing for a term of between one and five years in the penitentiary and a fine of \$1000 for the person who makes false statements concerning a car, and is expected by Mr. Lindsey to be a factor in preventing the sale of stolen automobiles to unsuspecting buyers.

**MORTON SPEEDS ROAD WORK**

National Park Highway to Elbe Reported in Good Condition.

MORTON, Wash., Aug. 21.—(Special.)—The National Park highway between Elbe and Morton is now in better condition than it has been in for many months. State road 13, to the east of Morton, is now being fixed up also.

The county has a tractor on each of these roads and both are kept busy. The temporary planks on 13 are being taken up and the road scraped preparatory to putting on the top dressing.

Very good progress is being made in laying the plank on the Highlands valley road, and within a few days this will be completed all the way from Morton to Riffe. The Morton streets are rapidly being repaired, so that within the next few days travel in and around Morton and in other parts of the district Lewis valley will be at its best.

The road down the Tilton river to the east is in the shadier, with few exceptions. State road No. 5, north of Kandle, is reported not in very good condition.

**DODGE BROTHERS SCORE**

MACHINE NO. 500,000 PUT OUT AT DETROIT PLANT.

Appearance of Car Event at Factory; 15,000 Autos Are Now Turned Out in Month.

An even half-million Dodge Brothers cars had been produced when recently the car bearing "500,000" passed through the inspection department of the Dodge Brothers factory at Detroit. This accomplishment within 67 months after production was first started at the plant marks, according to the vice-president and general manager, F. J. Haynes, not so much a record of automobile production, though it is no small feat in itself, as it does the results of a system of industrial and commercial co-operation which is very hard to copy than any mere production. The arrival on the shipping platform of car number "500,000" was the occasion of a quiet celebration in the plant courtyard. And here it was that Haynes told his audience, men from the big Dodge Brothers plant, something of the history which had led up to this accomplishment and its promise for the future.

It was just six years previous that the Dodge Brothers finished their contract with a large producer of automobiles and turned their attention to the car which they intended henceforth to build and market, a car bearing their own name. By December, 1914, all experimental and road work had been completed and in that month 245 cars were built. In the month just passed it is mad known that in spite of hindrances that have been felt everywhere in the industry, traffic delays inward, and shipping obstructions outward, more than 15,000 cars were made and shipped. "You build better than you knew," Haynes told the workmen from the factory.

**PUTTING ON TRUCK CORDS**

Here Is Approved Way of Changing Huge Tires.

In the application of cord truck tires the tire should be allowed to drop down evenly until the valve stem is reached, when the valve stem is pressed down sideways and toward the end of the flap. The stem is held in that position, taking care that when the tire slips down the rest of the way the valve stem does not catch in the locking groove. During this operation a valve cap should be put on the stem to protect the threads. The later types of rims are made with valve stem slots to facilitate application of the tire.

**Overloading to Be Curbed.**

Believing that overloading of motor trucks is largely responsible for the disintegration of improved highways through the state of New Jersey, the state highway commission has decided to erect scales, capable of weighing up to 50,000 pounds at various points, as an aid in the crusade to prevent the overloading of motor trucks.

**BEETLE PUTS UP FIGHT**

COLEOPTERA 4 INCHES LONG AND INCH ACROSS BACK.

Shipment of Rubber From India Contains Myriad of Queer Objects in Bales.

DENVER, Colo., Aug. 21.—Traveling more than 12,000 miles from Singapore, India, to Denver, Colo., surviving nearly six months of voyage and freight transportation without food and imbedded fast in the center of a bale of rubber, a savage beetle ended its life by passing between the whirling cylinders of one of the huge calenders in the plant of the Gates Rubber company.

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The live beetle was only one of the many strange objects which were found in the centers of the rubber bales comprising a shipment of nearly 1,000,000 pounds of india rubber received by the Gates Rubber company recently. The specimen of the genus coleoptera was nearly four inches long and more than one inch across its back.

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# ESSEX

San Francisco to New York **4** Days  
 3347 Miles 14 Hours 43 Minutes

**Lowers Transcontinental Record by 12 Hours 48 Min. Another Essex Going from New York to San Francisco Broke the Record for That Direction by 22 Hours 13 Min., Completing the Trip in 4 Days 19 Hours 17 Minutes**

**So Essex Holds the Transcontinental Records Both Ways**

Two Essex touring cars, carrying U. S. Mail, each one making the entire trip between San Francisco and New York, have set the time records for their respective directions across the American continent.

And thus comes to Essex another distinction for reliability and endurance.

Except for one airplane record, these two Essex cars have crossed the continent in less time than was ever recorded by any traveling machine. The fastest time possible between San Francisco and New York by train is slightly less than the time taken by the light-weight economical Essex. But in the case of the railway train, many different locomotives are used, each pulling the train only a few hundred miles.

From Cheyenne to Omaha the route taken by the Essex was 43 miles longer than the 550-mile route of the famous Overland Limited, yet the Essex time was but one hour longer than the express train time.

**The World's Most Coveted Records**

From the days of the Prairie Schooner, the Pony Express and the completion of the railroads men have sought to establish new transcontinental time records between the Atlantic and Pacific oceans.

It has called for the highest development of skill and courage. And it has, as in the case of the motor car, blazed the way to mechanical reliability.

The purpose of this Essex test was to prove its reliability. In the period of 14 hours was crowded more strains, more calls for endurance and mechanical strength than the average owner demands in a life time.

Every requirement of motor car performance was met by these two cars. And the fact that they so consistently met their tasks proves Essex uniformity.

The speeds at which they traveled were not so unusual, for another Essex stock car had on a speedway track gone 3037 miles in 50 hours. But in the transcontinental runs, some 350 cities and towns had to be crossed. Crowded traffic imposed its obstacles to consistent going. Mountain ranges in the east and West with grades such as the average driver never encounters, called for the utmost of hill-climbing ability.

Few will ever motor all the way across America and therefore cannot know the extreme varieties of conditions encountered. But let each reader apply to his consideration of what Essex has done, every experience he has ever met in his own driving. It will give some appreciation of Essex reliability.

**Light Weight Now Establishes Reliability**

How gradual have men come to a realization that a light-weight car can also offer reliance and performance.

Essex has led the way for that was its purpose from the very first. Economy is of growing importance. Men want to save in fuel and in first costs. But they want no sacrifice in performance and they demand unquestioned reliability.


Essex offered itself to the public without claim. Now more than 40,000 owners know and praise its worth.

Owner cars that had been driven upwards of 25,000 miles were used in the recent nation-wide Essex week to establish reliability, economy, speed and hill-climbing records.


To Essex owners the winning of the transcontinental records is not a surprise. But those who do not know Essex performance and reliability must regard that these two trips across the continent are as important in marking mechanical advancement as any similar event in the history of the motor car.

## C. L. BOSS AUTOMOBILE CO.

615-617 Washington Street, Portland



WATCH the ESSEX



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Howell-Swift Tire Co.

445-7 Stark Street Portland

Broadway 290 Factory Distributors

CANTON CORD and BLACKSTONE TIRES

100 Per Cent QUALITY 100 Per Cent SERVICE  
 100 Per Cent SATISFACTION

40% OFF ON TIRES

First in Line to Reduce Tires

Fresh new tires from the factories of the world's most famous makers—bought at inside prices—now sold at \$5 to \$25 under previous prices.

Size	Plain Tread	Non-Skid	Inner Tube
28x2	8.15	10.75	5.85
30x3	9.85	12.75	6.85
32x3 1/2	11.85	15.00	7.85
34x4	14.00	17.50	9.15
36x4 1/2	16.00	20.00	10.45
38x5	18.00	22.50	11.75
40x5 1/2	20.00	25.00	13.05
42x6	22.00	27.50	14.35
44x6 1/2	24.00	30.00	15.65
46x7	26.00	32.50	16.95
48x7 1/2	28.00	35.00	18.25
50x8	30.00	37.50	19.55
52x8 1/2	32.00	40.00	20.85
54x9	34.00	42.50	22.15
56x9 1/2	36.00	45.00	23.45
58x10	38.00	47.50	24.75
60x10 1/2	40.00	50.00	26.05

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