OAKLAND DECLINE IS BIG SURPRISE

Sales Manager in Portland Two Weeks Ago.

NO DROP EXPECTED THEN

Improvements in Motor Enable It to Handle Present Low Grade of Fuel.

One of the most surprised men in the United States over the sensational price reduction in Oakland automobiles May 9 was W. H. Masten, assistant general manager of the Oakland factory and head of the sales organization, according to a message received here last week. When "Bill" Masten, as the organization knows him, was in Portland two weeks aga he said they were going to reduce prices just as soon as they could, and he guessed it would be the middle of the summer.

the summer.

He had been on the big swing around the country and was in Denaround the country and was in Denver when it happened. But from the beginning of the automobile industry things have happened, so to speak, overnight. Oakland had been operating on a price protection guarantee to retail purchasers from October 1, 1920 to May 1, 1921.

But officials of the company reached a point where they discounted present price of labor, material and the overhead of immediate volume and concluded that improved product

the overhead of immediate volume and concluded that improved product and low price would increase sales quickly to a point where a rubstantial drop would pay in future sales, according to word from the factory. Automobile factory executives never wait long when they reach a decision to put it into effect. So "Bill" got it at Denver before he expected. Oakland's new price is only \$175 higher than early in 1917.

Roberts Back From Factory.

R. K. Roberts, general manager of the Northwest Oakland company. Oakland distributors for Oregon and Western Washington, who has only just returned from the Oakland factory at Pontiac, Mich., reported when in Portland last week that the changes now being made in manufacture of the Oakland are of as much importance as the reduction in price. importance as the reduction in price. One of the most serious things the factory has had to contend with has been to get real efficiency out of present low-grade fuel, he said. He was advised by Chief Engineer Hamilton that said research to the content of the content o was advised by chief Engineer Hamilton that only six years ago no one would have believed that the fuel used today could be burned in an automobile: that it is actually less volatile than coal oil was in 1915, and nobody dreamed then that coal oil could be burned in a motor.

Motor knocks directly traceable to

Valve Springs Strengthened.

The next problem was to keep all six cylinders hitting regularly, for whenever there is a miss oil sucks up into the combustion chamber, the plug fouls and carbon begins to accumulate. One of the greatest con-tributors to this trouble was the ten-dency of valves to stick up or stay After considerable experime tation along this line a longer and heavier guage valve spring was adopted, which had considerably stronger tension. The stronger spring action compelled the valves to close and open positively with the cam novement and eliminated any chance

for missing.

To further assist the vaporization of fuel, which in past years had been done by a hot spot, a stove was installed, coupled around the exhaust pipe and leading directly to the air intake of the carburetor. The added heat was found to have an excellent affect on the mixture. Moreover, a damper was provided for letting in cold air in warm weather.

NEZ PERCE COUNTY BONDS UP

Commissioners to Consider Sale at Meeting May 16.

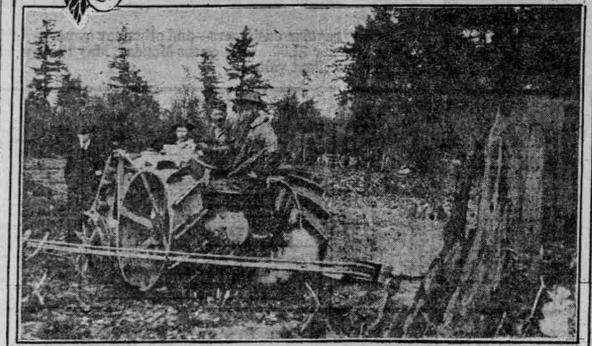
LEWISTON, Idaho, May 7.—The commissioners of Nex Perce county have taken a recess until May 16, when they will settle the disposition of the \$400.000 good roads bonds authorized by the county. Considerable discussion has developed in regard to the matter and it is understood that the matter, and it is understood that the question at issue is whether the whole or part of the total authoriza-tion shall be sold for immediate pur-

Important highway construction in this county is now held up pending the sale of the bonds, and there is a strong feeling that action should be taken soon. Plans for urgent highway work include the erection of feelings at Arony and Myrtle. bridges at Arrow and Myrtle

Pennsylvania has 13,701 motor ve-icle dealers. In 1919 there were

FORDSON TRACTOR DEMONSTRATIONS PROVE OF INTEREST.





Above—Piowing with a Fordson and an Oliver plow on the Portnomah dairy farm, on the Foster road just outside the city limits. The Fordson will make two crops per year possible on this farm, according to the expectations of Mr. Helnman, the ow ner. Below—Demonstration of stump-pulling with a Fordson on Paddick Bros.' farm near the city. The stump shown in the picture was broken off by the tractor three feet under

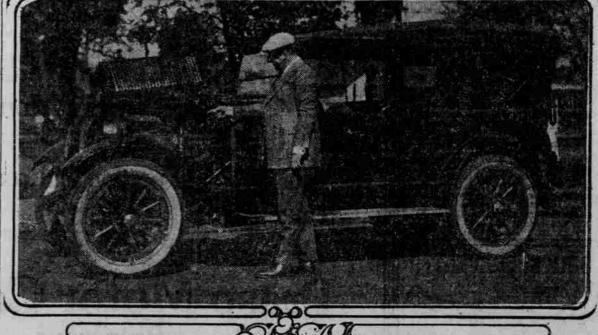
And the purpose in view of residence from the control of the purpose in view of the

ments. Another is employed to fill in dirt on the big Vancouver avenue sewer job. Every day new jobs are coming up which require transportable power as well as stationary, and the Fordson is quickly adapted to the

Recently we sold tractors to two force its way through the tube. Fortiand contracting firms for construction work, and one tractor now is busy in Laurelhurst digging basethe tube. pressed.

Insurance for automobiles was first written in England in 1898.

LOCAL SALES-MANAGER POINTS OUT REASON WHY STEPHENS WON RECENT ECONOMY RUN IN CALIFORNIA.



C. D. McPHAIL AND ONE OF NEW SALIENT SIX MODELS.

Word was received last week by the Automotive Sales company, local distributors for the Stephens six, that a Stephens had won the annual economy contest from Los Angeles to Yosemite valley, which is one of the big events of the year in California. This makes the third year in which the Stephens has won this race, one of the salient sixes having been first in 1918 and again in 1919. According to a telegram received from Los Angeles by the Automotive Sales company, the record of the winner was 44.41 ton-miles per gallon, or approximately 29 miles per gallon for the Stephens. The fuel system of the Stephens is the secret of its economy, according to C. D. McPhail, sales manager here, who is shown in the above photo pointing his index finger at said secret. The Stephens has a close high-mounted carburetor, which is claimed to feed perfectly vaporized preheated gas evenly into the cylinders.

TO CUT EXPENSES

Gasoline and Tires First Objects of Attack.

VARIOUS WASTAGES CITED

Big Saving Possible in Proper Carburetion, Good Valves and Efficient Ignition; Tricks Count.

BY H. A. TARANTQUE

Every car owner likes to keep his expenses as low as he reasonably can, and it is really surprising to wnat a small figure the costs can be cut by consistent saving. This is as it should be, for motoring in America is distinctly a democratic sport and we want to keep it so. Therefore any suggestions for keeping down the expense bills are quite in keeping

any suggestions for keeping down the expense bills are quite in keeping with what we may call our national motoring ideals. In the present article we purpose trying to tell the car owner how he can cut off something from his fuel bill.

Let us begin by saying that the bills for gasoline and tires are the two big items in the outlay for keeping the car running. They are then the obvious first points of attack in any attempt to cut down expenses. Further, it is the duty of all car owners to made their fuel go as far as possible, because our supply of petroleum is barely enough for our demands now, with still heavier consumption in prospect.

Carburetor Lenks Found.

Carburetor Leaks Found.

The first place to begin the cam-paign to cut down fuel consumption is at the carburetor. Here occur most is at the carburetor. Here occur most of the leaks that increase fuel consumption. The average American car owner drives with a mixture nearly twice as rich as is necessary. In other words, almost half the gasoline that he uses is wasted. The modern engine will run on a mixture ranging from 14 parts air to one of gasoline to one containing only eight parts air to one of gas. But the engine will do its best work when the engine will do its best work when the mixture is made as lean as possible. While it burns the heavier mixture, it does not operate with the snap and vim that it displays on the leaner fuel. caner fuel.

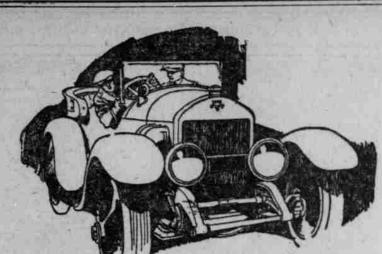
Practically all modern carburetors have an attachment for increasing and decreasing the amount of air injected into the mixture. It is a Road to California Needs Marking. very simple matter to experiment with this adjustment, first making the mixture as lean as possible and

Ignition Must Be Good.

Good carburetion is the beginning of the battle, but as we mentioned before, it is not all. The ignition must also be good or there will be prodigious wastage of power. The battery must be kept fully charged, the connections at the plugs, the ignition unit and the coil must be kept clean and tight to insure a good hot spark in the combustion chamber. The points cited cover the major The points cited cover the major points of fuel waste, but there are other indirect power wastes that have effect on fuel consumption. If the lubrication of the car is not properly carried out friction results, and friction fequires power to overcome it, which is just another way of saving which is just another way of saying that it wastes power. A slipping clutch wastes an enormous amount of power. Drugging brakes waste power and wheels that are out of

power and wheels that are out of alignment also consume power that could be turned to useful purposes. So it follows that the car which is so it follows that the car which is properly looked after throughout all its mechanical being.

In conclusion let us warn the car owner against wasting gasoline in his garage. Many owners have a habit of washing small parts in gasoline, whereas kerosene would be better for purpose and its costs less. Many cars will run with entire efficiency on a mixture of one gallon of kerosene to say four gallons of gasoline. If the engine is fitted with



That engine noise you can't explain

EVERY sound is music to your ear when the engine runs smoothly and sweetly. But how often a harsh, grating noise, a bird-like squeak or even heavy pounding spoils your trip!

Can you explain this engine noise as it jars on your ear? Poor lubrication causes 90% of engine trouble. Under the terrific heat of the engine 200° to 1000° F .- ordinary oil breaks down and forms great quantities of sediment.

Why have such worries? Sediment is reduced 86% when you use Veedol, the lubricant that resists heat. See the two bottles at the right. With Veedol in the engine, most serious engine troubles are prevented. Have your engine flushed out. Put in Veedol. Leading dealers have it in stock. Ask for a supply today.

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with dry bran or sawdust and they and may be painted with fireproof will be found to be perfectly clean paint, blue or nickeled.

an attachment permitting it to take heated air from around the manifold to mix with the fuel vapor it will readily assimilate this mixture of

Road to California Needs Marking, However, Says Driver.

first place.

Another source of great power waste is the valve system. The valves must seat properly if full power is to be obtained from the fuel. The only way to secure proper valve seating is to have the parts ground in at intervals of say two or three months, or when there appears to be need of the operation.

At the present time we are not getting the same sippy grades of motor fuel that we once did, and with this heavier stuff it is vitally necessary that a bertain amount of heat should be applied to the fuel. There

essary that a certain amount of heat should be applied to the fuel. There are many ways of doing this, heated manifolds, hot spots, etc., and every car needs some such equipment. Many of the new cars are so equipped by their builders, but if not owners should add the equipment.

In a 25-mile event Burns apilled in the 11th lap while leading the field. His average in this race up to the time of his accident was 106 miles per hour. His accident necessitated his going to the hospital, but he returned to the track after having splinters reshould add the equipment. established a record for a stock motor

Official reports credit Burns and his Indian with the most spectacular dis-play of speed and riding ability ever displayed in California.

Rust Remover.

Make a solution of one part sulphuric acid to ten parts water and dip in it the parts from which it is de-sired to remove rust. Next dip them in a bath of hot limewater and keep them in it until they have become so hot that they dry immediately on be-ing taken out. Then rub the parts

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