

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...

He had been on the big swing around the country and was in Denver when it happened. But from the beginning of the automobile business...

Roberts Back From Factory. R. K. Roberts, general manager of the Northwest Oakland company...

Low-Grade Fuel Problem. When Hamilton returned to the factory he set to work to eliminate any tendency for such knock as Oakland motors.

The next step was the measuring of the weight of the explosion in the cylinders. Indicators for this purpose were installed on all cylinders...

Valve Springs Strengthened. The next step was the measuring of the weight of the explosion in the cylinders. Indicators for this purpose were installed on all cylinders...

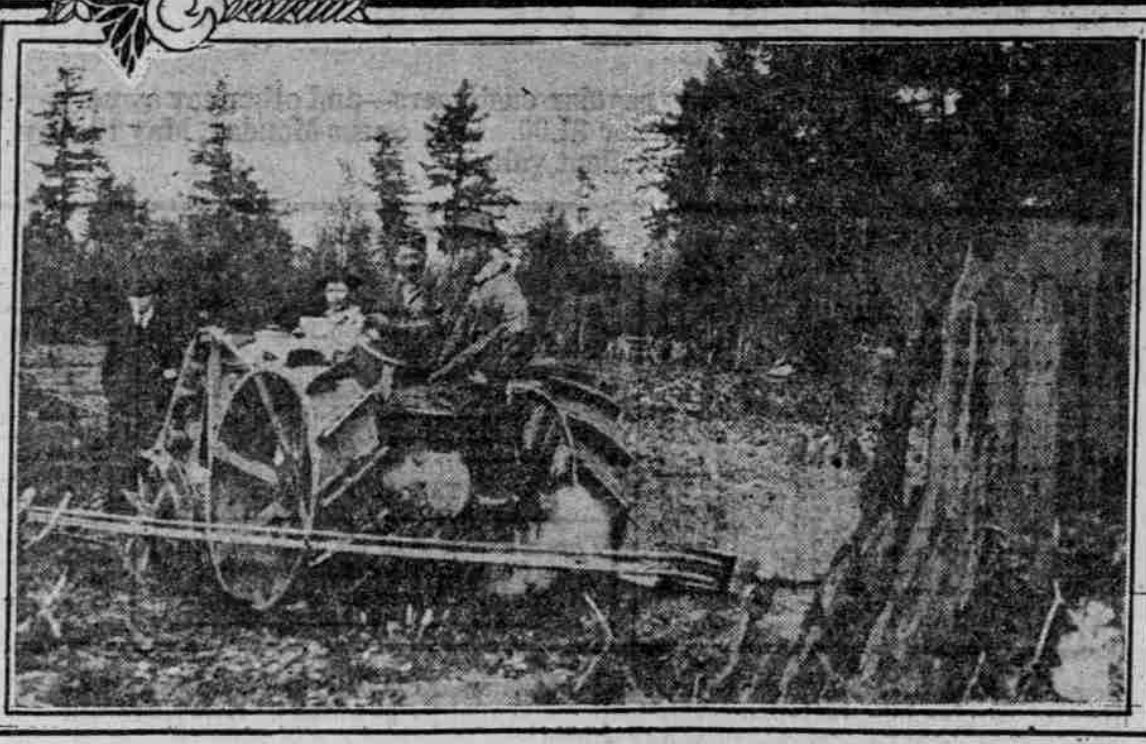
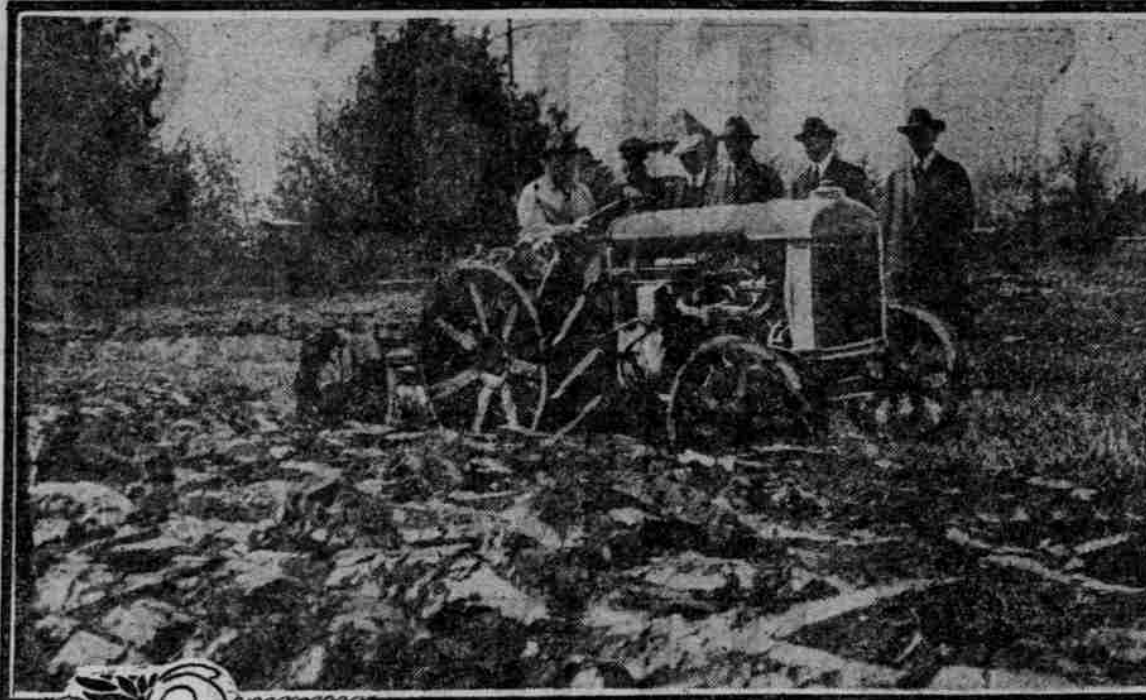
NEZ PERCE COUNTY BONDS UP. Commissioners to Consider Sale at Meeting May 16.

LEWISTON, Idaho, May 7.—The commissioners recess until May 16 when they will settle the disposition of the \$400,000 good roads bonds...

Important highway construction in this county is now held up pending the sale of the bonds...

Word was received last week by the Automotive Sales company, local distributors for the Stephens...

FORDSON TRACTOR DEMONSTRATIONS PROVE OF INTEREST.



Above—Plowing with a Fordson and an Oliver plow on the Portmouth dairy farm, on the Foster road just outside the city limits. The Fordson will make two crops per year possible on this farm...

FORDSON DEALERS UNITE

SIX AUTHORIZED AGENCIES IN CITY TAKE ACTION.

Henceforth Entire Tractor Business Will Be Handled at Universal Exchange.

With the purpose in view of rendering the maximum of service to Fordson tractor owners...

Eight salesmen now are covering the territory, and daily tractor demonstrations were held during the last week.

Inserting the Tube. When inserting a new inner tube or replacing the old one...

Warms Gasoline for Primer. A new automobile accessory sends warmed gasoline to the primer...

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

Advertisement for Stephens automobiles, featuring a large image of a car and text describing its features and performance.

PRAYER TO STOP SPEEDING

Edward S. Jordan Shows Great Speed Little Selling Advantage.

The following "prayer" to motor car dealers, salesmen, owners and chauffeurs to curb automobile speeding...

When we are to be successful in the future we must keep in mind we are no longer selling cars to novices...

When the car was driven into a service station in San Francisco it was found to be in perfect condition...

Insurance for automobiles was first written in England in 1858.

Word was received last week by the Automotive Sales company...

MOTORISTS STRIVING 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. TARANTOUS, Member Society of Automotive Engineers.

Every car owner likes to keep his expenses as low as he reasonably can, and it is really surprising to find a small figure the costs can be cut by consistent saving.

Carburetor Leaks Found. The first place to begin the campaign to cut down fuel consumption is at the carburetor.

Practically all modern carburetors have an attachment for increasing and decreasing the amount of air injected into the mixture.

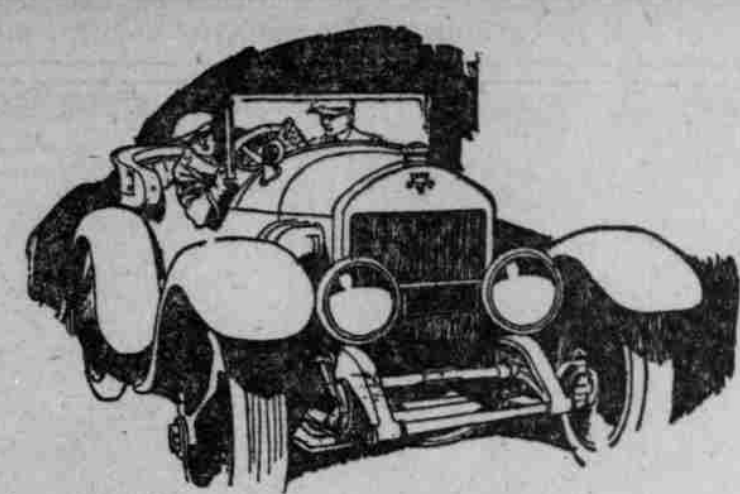
Waste Power Annoying. An actual physical leakage of the fuel is only a little worse than slight leaks of various sorts.

Ignition Must Be Good. Good carburetion is the beginning of the battle, but as we mentioned before, it is not all.

Good carburetion is the beginning of the battle, but as we mentioned before, it is not all. The ignition must be kept fully charged...

At the present time we are not getting the same sippy grades of motor fuel that we once did...

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...



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 car? Poor lubrication causes 90% of engine trouble.

Why have such worries? Sediment is reduced 86% when you use Veedol, the lubricant that resists heat.

TIDE WATER OIL Sales Corporation 11 Broadway, New York City

Pacific Division Office, 1110 Claus Spreckels Bldg., San Francisco, Cal., Portland, Ore.

The Only Full-Sized Wall Tent That is Truly Portable



THE LONG Ridge Pole A THING BULKY WOODEN OF THE PAST

YOU CAN STAND UPRIGHT IN YOUR WENZEL POLELESS WALL TENT

After a long touring trip or a hard day's fishing or tramping through the woods...

WENZEL POLELESS TENT

COMPLETE TENT CHECKED THROUGH BAGGAGE

STOCK MOTORCYCLE SPEEDY Over 100 Miles Per Hour Made by Burns at Los Angeles.

For the first time in the history of motorcycling a stock machine has accomplished better than 100 miles per hour in competition.

Allen & Hebard Co. 64-66 Broadway Phone Broadway 3223

Thermoid CROLDIE COMPOUND TIRES

Prest-O-Lite STORAGE BATTERIES AUTHORIZED SERVICE STATION

M. D. BAKER CO. Distributors Tenth and Davis Streets



Ordinary oil Veedol for use showing sediment formed after 500 miles of running



WENZEL POLELESS TENT

WENZEL POLELESS TENT

TAKE ONE ALONG ON YOUR NEXT CAMPING TRIP

H. WENZEL TEST & DUCK CO. St. Louis, Mo.

COMPLETE TENT CHECKED THROUGH BAGGAGE

STOCK MOTORCYCLE SPEEDY

Thermoid CROLDIE COMPOUND TIRES

Prest-O-Lite STORAGE BATTERIES

M. D. BAKER CO. Distributors

Stewart SPEEDOMETERS

Mitchell New Light Six, Mitchell, Seven-Passenger Jordan.