

CAR BUSINESS FOR JULY LOOKS GOOD

Heavy Registration Noted During First Week.

JUNE FIGURES MISLEAD

Many Purchasers of Cars Held Off Taking Delivery on Account of License Fee.

Although registration figures for the month of June, as published last week, indicated the month had been but one-third normal throughout the state in new automobile business...

Total registrations for June were 2119 vehicles, of which about 889 were new passenger cars and trucks. During the first week of July registrations were 4290, or practically twice as many as during the entire month of June...

June is always the biggest car month of the year. This year the people bought their cars as usual but decided to leave them with the dealers until after July 1, explained Ralph J. Staehl, secretary of the Portland Automobile Dealers' association...

The public is buying cars in Oregon. It is true that the public is buying more carefully than it did a while ago, but the market is getting bigger values than ever. Not only have prices declined to the pre-war levels, but in almost every class there is at least 25 per cent more automobiles than there was before the price increases...

Cars are better finished. They have accessories and features included in the price that meant money before the price increases. The public is not unimpressed of these things and is buying.

Recent figures published for the state of New York with its miles of highways and millions of people showed that Oregon is far ahead. The sales for the Pacific northwest, a territory having about a third the population of the territory covered in the New York report, were almost double the eastern in the same period.

When we say "double" we mean that in proportion to the normal sales power of the territory the sales were almost double. New York with its big congested areas has not the car owners that Oregon with its more prosperous urban population. But comparing the sales power of the territory on the basis of present ownership, the northwest territory is double the strength of the east at this time.

Figures Are Misleading. In one other way are the registration figures of this year misleading. This is in the point of registrations of the various makes.

Ordinarily you see in the Multnomah county registers for Ford, for example, showing cars registered in 1920 and subtract the total from the number registered in 1921 you would get the approximate amount of the increase or decrease in sales. However, this year the registers are of special interest. In one case no less than 33 cars of a certain make have been delivered and registered in one county of Oregon. However subtracting the total registrations of last year of that car from the total of this year, you have a minus quantity, for there are not as many of the make in operation this year as there were last.

Theoretically, a certain number of cars should go out of service for ever each year. This annual retirement varies according to conditions and may some day equal the total number of cars in any community. However, during the war everything with wheels under it or a motor in it, was brought back to service. The same was true in the terrific demand of 1920 when anything would sell. Many of the cars that it decidedly uneconomical to attempt their further operation. It would have been cheaper for them to await the delivery of a new car at the time they took these old cars on, now they are retired forever. This is undoubtedly a factor in the mysterious discrepancy which occurs in some counties of the state where some cars show less than last year in spite of good sales this spring.

EXPOSITION TO BE BOOSTED

American Auto Association Indorses Oregon 1925 Fair.

Oregon's Atlantic-Pacific highways and electrical exposition to be held in Portland in 1925 has been unanimously indorsed by the executive committee of the American Automobile association, which held a recent convention in the Commodore hotel in New York city, according to word received here from L. E. Warford, a former Oregonian and now in New York in charge of the touring bureau of the A. A. A.

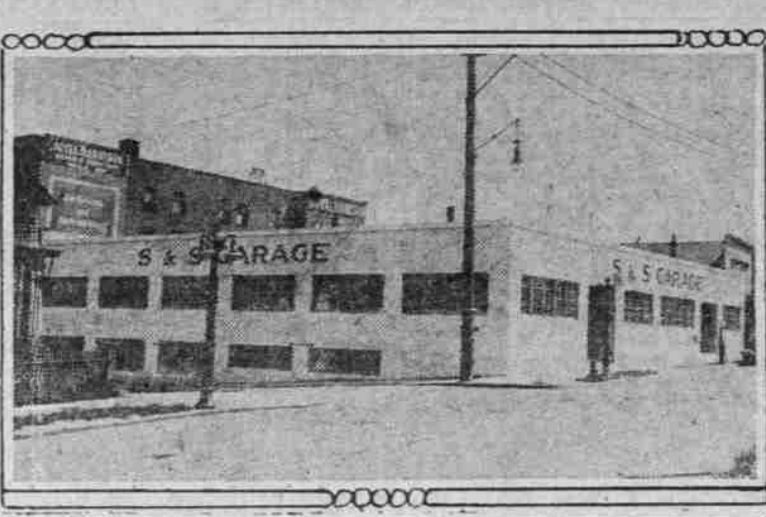
Our executive board consists either of the presidents or of the executive officers of practically all of the larger automobile clubs throughout the United States, wrote Mr. Warford, and therefore this indorsement will receive national publicity. As a former Oregonian you can rest assured that we will do everything possible to assist in directing attention and motor travel to the exposition.

The matter was brought up before the American Automobile association on executive committee and the indorsement secured last night through the efforts of Mr. Warford and W. P. Strandberg of the Portland Railway, Light & Power company, who was in New York at the time.

Road Razor Latest.

Now we have the latest device for road maintenance—the "road razor." Its makers claim that it will shave the roughest of dirt roads so clean and smooth that it will resemble a boulevard. If the "razor" will do this more than 9,000,000 motorists will nominate its inventor for the hall of fame.

MODERN STORAGE GARAGE COMPLETED AND OPENED AT FIRST AND HARRISON STREETS.



ABOVE—NEW S. & S. GARAGE, JUST OPENED. BELOW—PROPRIETORS OF THE GARAGE, L. N. STICE (LEFT) AND L. R. SNYDER. The new S. & S. garage, one of the finest auto storage buildings in that part of the city, was opened last week at the corner of First and Harrison streets. The building is of concrete construction, 190 by 100 feet and two stories in height. As a result the grade on Harrison street, it was possible to arrange the building with direct street entrances to both floors. Mr. Stice is a newcomer to Portland, having moved here about a month ago from Williston, N. D., where he had been Maxwell and Chalmers dealer for several years. He made the trip overland with his family in a Chalmers sedan. Mr. Snyder is well known on automobile row here, having been with the C. L. Ross Automobile company for five years, the last three years as manager of the Ross branch at Vancouver.

BRIDGE TRAFFIC HEAVY

ABOUT 1200 FOREIGN CARS USE INTERSTATE SPAN.

June Report of Bridge Superintendent Shows Big Growth of Motor Touring.

Indicative of the tremendous growth of automobile tourist travel throughout the northwest here, the figures showing the number of foreign cars passing over the Interstate bridge, each month as contained in the report of Bridge Superintendent Campbell.

During June, according to Campbell's latest report, about 1200 foreign cars used the bridge, or an average of 40 a day. The exact number, according to the report, was 1248 cars, of which 763 crossed the bridge going north, while 485 crossed the bridge going south. California was easily the leader in states represented, with over three-fourths the entire count of foreign cars. Other states, including many of the eastern states, were well represented, however. The tabulation follows:

State	Going North	Going South
Arizona	2	3
Arkansas	1	1
California	685	351
Colorado	2	2
North Dakota	2	1
Idaho	4	2
Illinois	1	1
Indiana	1	1
Iowa	1	1
Kansas	1	1
Louisiana	1	1
Montana	10	14
Minnesota	4	4
New York	4	4
Ohio	1	1
Oklahoma	4	3
Texas	1	1
Utah	1	1
Virginia	1	1
Wisconsin	1	1
Wyoming	1	1
Illinois	1	1
Honolulu	1	1
Mexico	1	1
Total	763	485

PAIGE IS GLUTTON FOR WORK

Six-Year-Old Car Still Busy Among Northwest Logging Camps.

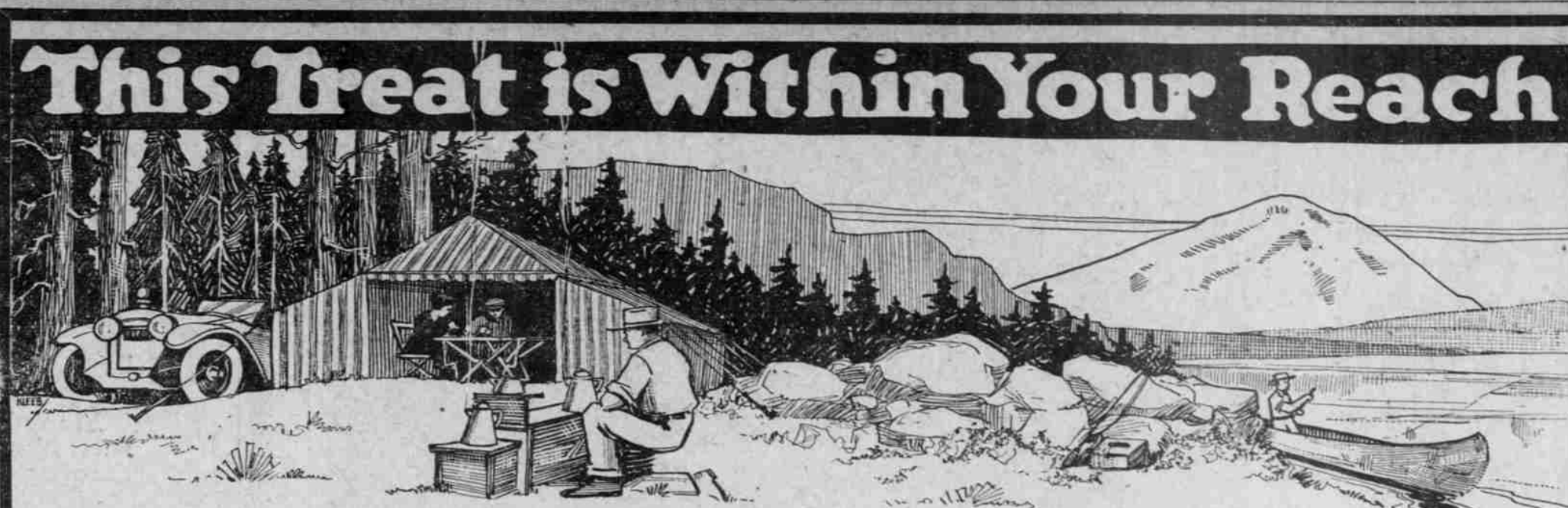
After serving in various capacities, including that of a lively "bum" and touring over all manner of rough country, a six-year-old Paige, with 21,900 miles to its credit, is about to be subjected to the hardest work of its career, according to word received by Cook & Gill, local distributors. Equipped with a portable welding outfit weighing 700 pounds, this tough Paige veteran of mountain

WILLARD REPRESENTATIVE JOINS HARPER-BURG, INC.

Announcement was made last week at Harper-Burg, Inc., local Willard storage battery agents, that R. P. Bowman, a well-known battery man in this section, has joined the firm in the capacity of assistant manager. Mr. Bowman has been associated with the Willard company for the past four years as representative in charge of the northwest territory.



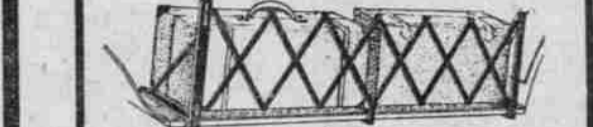
More than 4,000,000,000 gallons of gasoline are required to supply power to motor vehicles for a single year in the United States.



This Treat is Within Your Reach

The Cooling Streams, Wooded Mountains and Seashore of Oregon Are Within the Reach of Every Motorist Who Will Partake of These Treasured Gifts

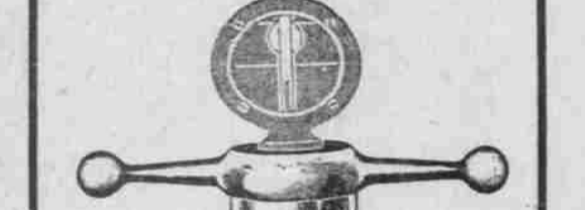
Luggage Carriers Special \$3.95



A black enameled luggage carrier with end-gates. Fits any running board. Can be stretched full length of running board. Held on by three thumbscrew clamps. Quickly put on and quickly removed. Just the thing for campers, vacationists and tourists to carry a tent or other luggage and still have room in the car for passengers. Come and see. Our Special Price \$3.95.

How fortunate we are that we can enjoy our vacation and rest right in our own state within a half day's motor trip from home and with practically no expense. Surely you are going to take advantage of these wonderful summer days to recreate with nature. We can help you on the road. If there is anything you need in the way of

Radiator Cap Special \$2.50



It's the very latest style cap that sells ordinarily for \$4 to \$5. The cap that motorists have gone "wild" about this season. Extended rod and ball design. Made of brass, nickel plated. We have them in sizes to fit almost all cars. Our Special Price \$2.50.

Auto Supplies OR Campers' Equipment

you will find it in our store without hunting, and our prices are always the lowest. We invite you to come here and rummage around for the things you may need on your trip.

Do You Need These?

- Extra Spark Plugs for emergency use.
- Hydrometer to test your batteries and prevent overcharge.
- Tire Repair Outfit.
- Tire Tools.
- Oils and Greases.
- Skid Chains for wet places in the hills.
- Extra Light Bulbs.
- Spotlight.
- Goggles.
- Radiator Cement.
- Motorometer.
- Extra Inner Tubes.
- Extra Fan Belt.
- Tire Carrier.
- Air Pump.
- Grease Gun.
- Pliers.
- Thief Lock Chain.
- Bumpers.
- Air Gauge.
- Horn.
- Grease Cups.
- Oil Can.
- Jack.
- Extra Wheel.
- Windshield Awning.
- Lenses.
- Tool Box.
- Tire Boot.
- Any Part or Accessory you may want is here.

Repair parts for all cars

NOTE THIS SIGN ON OUR ROOF



BROADWAY AT COUCH STREET PORTLAND, OR.

Some of Our Campers' Equipment

- Luggage Carriers.
- Auto Beds.
- Tent Beds.
- Multiple Unit Poleless Tents, like style in above illustration.
- Folding Tables.
- Folding Chairs.
- Comfy Cushions.
- Searchlights.
- Oil and Water Carriers.
- Tow Rope for emergency.

Mail Orders Given the Right of Way

M'KENZIE WORK PUSHED

NINE MILES NOW GRAVELED ON BELKNAP SECTION.

Present Contracts Will Eliminate All Bad Grades Except Two Miles at Summit.

EUGENE, Or., July 16.—(Special).—C. H. Purcell, district engineer of the bureau of public roads from Portland, made a trip over the McKenzie river highway to the summit this week to inspect the work being done in that locality. He reports that about nine miles of coarse rock have been spread on the highway, which is under construction, and that the entire work of surfacing the road will be completed some time late in the summer or early fall. Traffic over the highway now is heavy and the rock is packing down well.

When the present grading contract on Dead Horse hill just west of the summit, and a mile-and-a-half stretch of the highway between Alder spring and Dead Horse are completed the last bad grades on the highway, except the two-mile stretch of lava on the summit, will have been eliminated. Charles Neal, road patrolman of Vida, is making good progress with his grading and macadamizing job on a two-mile stretch on the highway just west of Blue river, and the Lane county crew, which has the contract to macadamize the four miles between Thurston and Waltherville on the lower highway, is making good headway. A portion of this stretch is now a little rough and dusty owing to construction work, but it is not hindering traffic in the least.

Some complaint has been made lately of the detours around the Pacific Highway having work between Junction City and Monroe, but Eugene motorists say that both detours used at present are in good shape and fair speed may be maintained. One of them is by way of Lancaster, turning to the right at Junction City, going north, and the other is by way of Ferguson and Long Tom river and to the left, going north, a short distance below Junction City.

WEAK AXLE NEEDS ATTENTION

Serious Accident May Occur as Result of Breakage.

There are many things about a car which can be neglected with less concern than the wheels. An otherwise careless motorist would do well to see that his wheels are in proper order, as so much of the safety and comfort of the occupants depends on them. Breakage may take place in the power plant and transmission mechanism of a car without much fear of serious mishap, but a weak wheel or an axle that does not run true are sources of potential danger that call for prompt attention.

When a wheel develops the slightest wobble it is a sign that a careful investigation should be made. How often when out driving is one's attention drawn to the wabbling wheels of someone else's car? And how seldom does an owner take the trouble to watch his own? It is a good plan to follow your own car in a friend's occasionally and watch the running of the wheels. Of course a wobble may or may not be caused by axle or bearing trouble or misadjustment. Sometimes the wheel itself may have warped or suffered a blow, in which

case the job is one to be turned over to a competent repairman. Or the rim may have been tightened up unevenly so that the tire is not running true with the wheel. Evidence of such a condition will soon show on the surface of the tire; there is no surer

way of cutting down tire mileage than a wheel which does not run true. The important points to watch in the wheels and bearings is to see that they run freely and are always packed with grease. The owner ought to clean and repack the bearings at least three times a year and on those occasions he should feel for wheel and axle shaft play.—Motor.

The Jintikisha men of Japan have hitched their two-wheeled carriages to motorcycles.

WOMEN WHO DRIVE THEIR CARS—

HAVE usually found it unpleasant to go to an automobile repair shop of any kind. They are almost invariably mussy and dirty.

We have taken special pains to make it pleasant for women to avail themselves of our facilities for battery inspection and repair.

Here you will meet with courtesy and neatness that will please you.

As a rule women do not understand batteries. But as far as the Philadelphia Diamond Grid Battery is concerned, lack of technical knowledge makes no difference.

The Battery is Guaranteed for Two Years. That's all you need know about it. We stand squarely behind the guarantee; so does the maker, one of the largest manufacturers in the United States.



With Philco Retainers Guaranteed Two Years

Van Matre-Howard Battery Co.

Portland, Oregon 48 North Broadway Vancouver, Wash. 405 Main Street

WELLER CO. IN NEW QUARTERS

Elgin and Westcott Dealers Now In With Apperpon Company.

The Weller Motor company, distributors of Elgin and Westcott automobiles throughout this territory, has moved its quarters and is now maintaining display rooms with the Apperpon Motor Car company. The move takes the company from the southeast corner of Fifth and Washington streets directly across the street.

The move gives the Elgin and Westcott distributors half of the Apperpon company's display space in one of the handsomest of the display rooms of the city. The Apperpon is continuing to occupy the corner of the building, while the Elgin and Westcott is occupying the other half. There will be no connection between the Apperpon and the Weller company beyond joint use of the display room, it was stated.

Sales Opportunity

Here is an immediate opportunity to earn from \$1,000 to \$5,000 per month in a legitimate selling field.

We are ready to market the GoSlo Safety Signal, a rear end automatic safety device which every automobile owner needs and ultimately will buy.

We have untouched territory open for men who can produce results. Such men should own an automobile and be able to finance themselves for a short period. Men who know the accessory, hardware and garage field would be especially well qualified. We don't want men who expect to earn less than \$1,000 to \$5,000 per month.



The men who get territory must convince us of their responsibility and capability.

The Central National Bank of Cleveland is our reference.

The examination of a sample light will convince anyone that this is an unusual opportunity. We will send one on receipt of \$5.00 the retail selling price.

If you want territory and can qualify, write GoSlo Safety Signal Co., 1243 West 3rd Street CLEVELAND, OHIO

Give references in your letter of inquiry