

**GREATER COURTESY  
TO VISITORS URGED**

State Motor Association  
Urges Action.

**TOURISTS NOW COMING**

All Should Co-operate in Welcoming Army of Invading Motorists, Is Advice.

Greater courtesy on the part of those who minister to the needs of the motor tourists who visit Oregon in order that such visitors may receive the best possible impression of this state and return to their homes enthusiastic boosters for Oregon, filled with a desire not only to come here again but to send their friends and acquaintances this way, is being urged by the Oregon State Motor Association, 273 Pine street, which began a drive to this end, both inside and outside its membership.

"We all feel confident that from a scenic standpoint no state in the union can surpass Oregon," said A. E. Shearer, manager of the association, in explaining the purpose of the movement. "The world is gradually beginning to awaken to this fact and tourists in greater numbers than we have ever had is the result. But if we are going to reap the full advantage of this opportunity, we must welcome the motorist properly and make him at home here, make him thoroughly welcome and make his trip enjoyable from the very moment he enters Oregon until he leaves it."

"Once in a while it happens that a visiting motorist who has met with some kind of difficulty on the road will be 'stung' by the local garage man or business man, and that signal discourtesy will be shown on the grounds, no doubt, that he will never show up in that town again. But he will spread his story of Oregon inhospitality and the harm that will be done will not be offset even by the charm and beauty of Crater Lake and Mount Hood."

**Letter Tells Story.**  
The following extracts from a letter recently received by Mr. Shearer from an Oregon motorist tells this part of the story. The writer's name, together with the name of the town and of the garage, has been withheld by the motor association:

"For many years the people of Oregon looked with a covetous eye upon the valuable tourist trade of our sister state on the south and of Washington on the north. In fact, the matter of how to bring tourist travel into this state and particularly into the western portion of it was made the subject of much study by the various chambers of commerce. It was argued, and with sound basis for so doing, that with our matchless forests and streams, our snow-capped mountain peaks, our innumerable lakes, our miles of ocean beach, our wild animal and bird life, our jewel of all scenic jewels, Crater Lake, and our interesting Josephine caves—it was argued that if the people of the state would provide a hard-surfaced highway through the state and build other suitable highways, the tourist travel would surely come."

**Tourists Now Coming.**  
"That has now been done and the tourists are at our door. Almost without notice and certainly without organized preparation we have become the recipient of a rapidly growing new industry."

"What would we think of a merchant who would build a magnificent building, install the latest improved and most expensive fixtures, spend a tremendous amount for advertising and then, when the customers at the door with a hose?"

"We have constructed our highways, have advertised our resources, but I am afraid that we as a people have not prepared ourselves individually or collectively to take care of the tourist travel which is passing through the state. We must show the visitor courtesy, hospitality, a square deal and service."

"I am led to make these remarks because of an experience I had about three weeks ago at ———. I had engine trouble seven miles out and went word by a passing motorist and have a garage man come and tow me in. After waiting for several hours I went to a farm house and telephoned, but when I returned I found that a tow had finally been provided."

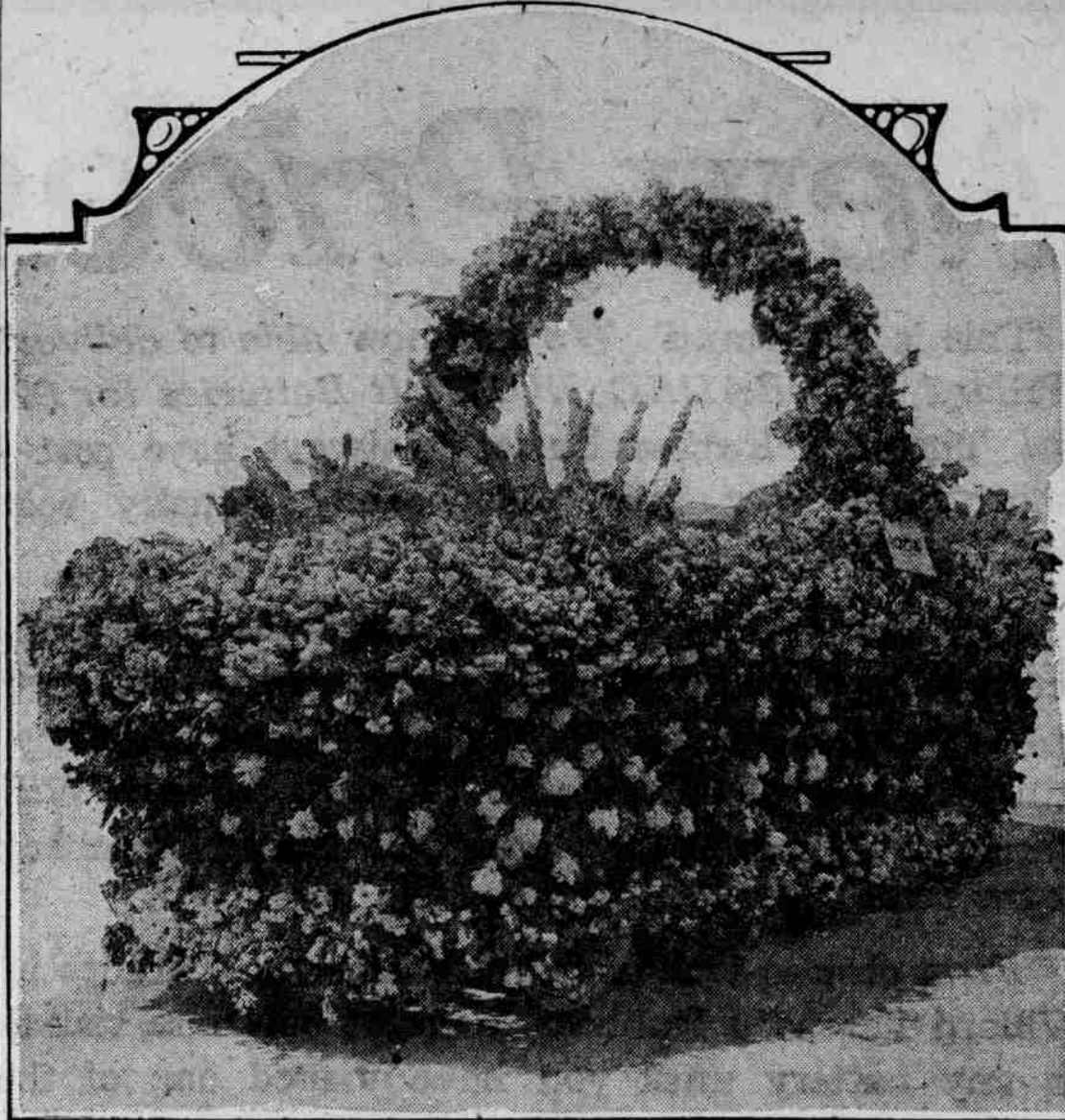
"The car was taken into town and the mechanics at the garage informed me I would have to get a new piston and rings from Eugene, and I immediately wired for them. That was in the late evening and I was informed that if the parts got there next day the mechanics would start work on the car at once. The parts were rushed and reached there early that morning, a Sunday. Taking the parts to the garage I waited in front for some hours until one of the men finally came down and opened up. Upon asking when the mechanic would come to work on the car the man said he didn't know. There was a ball game the next day and the mechanic didn't show up until after that. He finally started work, however, and I was told I could get the car about 5 P. M. So I decided to stay all night and called at the garage at 6 in the morning for the car. I was told I could not have it until the day man had come down and figured out the bill. So I waited an hour and a half more."

**Treatment Called Shabby.**  
"I have no complaint with the amount of the bill, but feel that such treatment will not reflect to the good name of Oregon. Had the mechanic told me just when I could really get my car I would have made arrangements accordingly. I think that you will agree with me that when one starts on a vacation treatment of this sort is irritating at the best."

"I have found that the people of California have become past masters at handling the tourist. At every place he stops he receives the most wonderful treatment. The finger of public opinion is pointed at individuals and concerns that mistreat the tourist. It may truly be said that business goes where it is invited and stays where it is well treated, and this is just as true of the tourist. He goes where he is invited and comes back again if he is well treated."

**Milk Shipped by Truck.**  
Approximately 90 per cent of the milk consumed in Los Angeles, 75 per cent of the bread and 90,000 pounds of fresh meat daily are delivered by motor truck.

CAN YOU RECOGNIZE THIS ONE? IT'S A CHEVROLET, "ROSE FESTIVAL" MODEL.



Handsomely decorated car entered by Fields Motor Car company, Chevrolet distributors, in floral parade, and given first prize in its class. The auto industry, by the way, fell down badly this year, so far as participation in the parade was concerned, and some \$225 in prizes went begging because of lack of entries in this division.

**STUDY TIRE TROUBLES**

SERVICE OF TRUCK HAS VITAL BEARING.

Larger Rubber Coverings for Wheels May Be Needed to Correct Difficulty.

When solid tires have not given service, rather than apply new tires, assuming that the old tires have failed due to some manufacturing fault, it would be well to investigate the service the truck is being operated in. If the load the truck is called on to carry is found to be in excess of the normal rated capacity of the truck or exceeds the maximum carrying capacity of the tires the more satisfactory course is to change the tires for a size or type that will meet the conditions as found.

The limitations of each size and type of solid tires are pretty well understood, and if these limitations are exceeded a larger size of a different type of tire will quickly correct the faulty service and an improvement in tire mileage will soon be noted, says the technical service department of the United States Tire company.

The service rendered by solid tires is largely dependent on three factors: speed at which the vehicle is driven, the load transported and the type or condition of the road over which the vehicle operates. When determining tire sizes for original equipment, these three items are usually given careful consideration by the truck manufacturer and the correct tire size is carefully estimated. The original tire equipment as fitted to vehicles is thus usually of ample size to meet the average user's requirements and will give satisfactory service as long as the vehicle is operated and loaded to its normal rated capacity. If either the vehicle speed or its load exceeds this normal rate some change must be made in tire equipment: either a change in tire type or an increase in tire size to take care of the extra demands made on the tires.

It is just as important that the speed at which the vehicle is operated be carefully checked as it is to see that the loads do not exceed the maximum limits as recommended for the size of tire used.

General road conditions should also be taken into consideration. For if they are generally poor the impact forces generated by the load suddenly dropping into road depressions and operating over road obstructions will tend to lead to early tire failure unless the vehicle is amply tired to withstand such increased impact loads.

More solid tire trucks fail, due to over-loading or over-speeding than from any other cause. When the tire mileage is not up to expectations there is reason for assuming that the vehicle is being operated in a service in excess of the maximum capacity of the tires being used.

**VANCOUVER TOURISTS MANY**

80,000 Visitors Expected in British Columbia This Summer.

VANCOUVER, B. C., July 8.—Eighty thousand tourists are expected to visit Vancouver this summer, according to estimates of city officials. Much of this traffic will be in automobiles.

For two years the city has been advertising in California and other western states and the resultant influx of tourists, especially of automobile travelers, has been notably large. For the convenience of motorists a fine camp at an expense of \$5000 has been established in the outskirts of Vancouver, with running water, hot and cold showers, gas and coal cooking ranges, shelters and dining tables.

The tourists have already begun to arrive and the camp is being kept well filled. The visitors are not confining their interest to Vancouver but are swarming all over the south

**OPPORTUNITY**

join sales force new organization handling Chandler and Cleveland motor cars. Call Monday morning.

**Oregon Motors, Inc.**  
15th at Burnside  
See A. H. KNAUS

**AUTO PARK FOR WENATCHEE**

Latest Camp Grounds to Be One of Finest in Washington.

WENATCHEE, July 8.—Wenatchee is equipping one of the finest auto camp grounds in this part of the state. The camp grounds are located on Orlando avenue back of Recreation park. The plot is covered with many shade trees and grass has been planted. The city is erecting 22 garage stalls for the accommodation of tourists. A table and shelf designed to be used as a bed have been provided. In front of each stall is a stone fireplace where the tourist may cook. Wood is furnished free. If the tourist desires, he can put his car in one of the stalls and pitch his tent on the ground nearby. Lights will be furnished.

A house is provided which will contain the office of the ground official and a tourist information booth, where the tourist may obtain any desired information about roads and routes. Free showers and bathrooms are available. Already there are many tourists at the new camp grounds and they are well pleased with the arrangements that have been made.

A charge of 25 cents per day per car is made to tourists staying there. The road to the camp ground is plainly marked with signs so that the tourist may easily find his way to it.

**ALFONSO ORDERS CHANDLER**

American Car Claims to Be Really "Fit for a King."

CLEVELAND, O., July 8.—No more figure of speech is the appellation "fit for a king" that has been applied to the Royal Dispatch, recently brought out by the Chandler Motor Car company.

A real king has become interested in the new Chandler and ordered one.

The export department of the Chandler company has just received a cablegram from the Chandler distributor in Madrid to make immediate shipment of a Royal Dispatch that has been sold to King Alfonso of Spain.

The Chandler Royal Dispatch is distinctly a sport type of car equipped with six wire wheels, the spares being carried on each side of the car behind the individual front fenders.

A rear trunk rack with cast aluminum protecting bars, aluminum steps, nickel-plated radiator and motor and nickel-trimmed head and cowl lamps are among the attractive style features of the new model.

**AUTO ROUTES PROTECTED**

JUDGE HOLDS AGAINST COMPETING CARRIERS.

Contract Hauling in Washington Over Certified Route Is Not Permissible.

OLYMPIA, Wash., July 6.—(Special.)—Broad interpretation given the certificate of public convenience and necessity law as applying to auto freight lines by Judge Sam B. Hill of Grant county in a decision received by the department of public works today was joyfully received by the department.

Frank and Paul Klason, holders of a freight certificate between Soap Lake and Soap Lake station, applied to the court for a permanent restraining order to restrain E. O. Sorell, a general trucker, from hauling any freight for compensation over his route. Sorell's defense was that he was hauling under contract and was not included within the law, making it unnecessary for him to have a certificate.

Attorney A. W. Dolphin, representing the department of public works, contended that the law did not permit contract hauling of freight over a route covered by a certificate except where the freight was agricultural, horticultural or dairy products from the point of production to market, these products being specifically excepted in the law. He also cited that in the case of passenger stages specific exception is made to cover taxicabs and argued that if the legislature had intended any other exceptions in freight traffic the law would have said so.

Granting the permanent restraining order, Judge Hill said: "If he (Sorell) makes such a trip or trips over that route hauling freight with a motor propelled vehicle for compensation he is infringing upon the privilege of the plaintiffs and plaintiffs are entitled, upon satisfactory showing, to resort to this court for injunction prohibiting further encroachment on that privilege. There may be an order entered here enjoining the defendant from operating along the route described in the certificate of the plaintiffs."

**NASH PLANNING TO ENLARGE**

Four-Cylinder Car to Be Made at Milwaukee, Wis., Plant.

Enlargement of the Nash four factory at Milwaukee to provide production capacity that will more nearly care for the demand for this product is planned by the Nash Motors company, according to word received by the Portland Motor Car company, local distributors.

Final arrangements for the addition have been made and contractors will begin operations within the next few days.

A new body and sheet metal plant 100x400 feet and three stories high will provide facilities to make possible the production of the Nash four almost in its entirety in the Milwaukee plant of the Nash Motors company. At present certain parts of the car are made in the Nash six plant at Kenosha. The new facilities will mean much to both factories.

**Motor oil breaks down**  
"almost immediately"—if it contains destructive "sulpho" compounds

Few motorists realize the damage resulting from the use of motor oil containing destructive "sulpho" compounds. A well known treatise on lubrication says: "The presence of 'sulpho' compounds makes itself apparent by an almost immediate decomposition of the oil when exposed to heat."

Cycol is free from these destructive "sulpho" compounds. They are eliminated by the new Hexeon Process, developed and used solely by the Associated Oil Company.

Cycol withstands engine heat—retains its body—maintains the essential lubricating film between moving parts—helps greatly in sustaining an "oil tight" piston seal. Prove this by flushing your engine with fresh lubricating oil, not so-called flushing oils or kerosene—and refilling with Cycol.

*The importance of the Lubrication Chart*  
Different brands of motor oils have different bodies. The safest, surest way to get the best performance from your motor and avoid expensive engine troubles due to incorrect lubrication is to use the grade of motor oil specified on the Cycol Lubrication Chart.

**Free from destructive "sulpho" compounds**  
**CYCOL**  
MOTOR OIL  
Associated Oil Company  
Executive Offices Associated Oil Building  
79 New Montgomery St.  
San Francisco

**ALEMITE**  
High pressure lubricating system

**Your Car Deserves Alemite**

Thorough chassis lubrication every 500 miles is part of the care your car deserves. Put on the Alemite System and the job can be done quickly, cleanly and efficiently. You will soon see the difference in better running and lower upkeep. Stop in and get an Alemite System from your dealer or garage today. It costs less than you think.

**ALEMITE LUBRICATOR CO.**  
Tenth and Oak at Burnside.  
Broadway 3500

**HERE is a fabric tire in a class by itself. Literally it has no real competitor. It is a super fabric tire built for long, hard service on small cars. Regardless of road conditions or of any ordinary overload, on an established average it outwears from two to three tires of other makes.**

This tire is made with an extra layer of fabric and a heavy, special tough red tread which is responsible for its extraordinary service and for its fame.

You cannot find a user who "knocks" the Fisk Red Top—you can find thousands to praise it beyond all other tires.

*There's a Fisk Tire of extra value in every size, for car, truck or speed wagon.*

Time to Re-tire?  
(Buy Fisk)  
TRADE MARK REG. U. S. PAT. OFF.

**FISK**  
RED-TOP  
CLINCHER TIRE

Extra Ply of Fabric      Extra Heavy Tread