

ROCKIES MAKE GRAND TRIP

Rev. Jacob Stocker Tells of
Scenic Tour.

JOURNEY IN OAKLAND SIX

Run From Denver to Pocatello,
Idaho, Made Without Any
Difficulty of Any Kind.

After a motor trip from Denver along the backbone of the Rocky mountains through a portion of Colorado and Wyoming, Jacob Stocker, pastor of the Clay-Street Evangelical church, has returned to Portland enthusiastic over this Rocky mountain section as a section which Portlanders may visit on motor vacation tours. The scenery is almost incomparable, Mr. Stocker says, and roads are in good shape during the summer months.

Rev. Mr. Stocker left Portland the middle of June with the permission of the board of his church to take a post-graduate course at the denominational seminary at Naperville, Ill., going east by rail. On his return westward he stopped at Denver to visit his brother, and it was this stop-over that made the enjoyable automobile trip possible. With his brother he motored northward from Denver to Yellowstone national park, and from there to Pocatello, Idaho, where he boarded the train for Portland.

Denver Trip Unusual.
The trip from Denver was unusual, in that it was by a longer and much more scenic route than that generally taken, leading northwesterly from Denver to Wyoming and thence north through western Wyoming to the national park. This route to Yellowstone has only been made possible through the construction of a road through the scenic Jackson Hole country, and the Stocker party had the distinction of going over this road the first day that it was open. The run was made with an Oakland six with Mr. Stocker's brother at the wheel, and no difficulty of any kind was encountered the entire distance, the Portland minister said. Dr. Stocker's own story of the trip follows:

Never Route Taken.
On the run north to Yellowstone we did not take the ordinary route through Cheyenne, but went by a newer route to the westward, said to be much more scenic. The first day's journey took us through Loveland, Colo., to Estes Park, where the Loveland in the garden spot of Colorado. Alfalfa, orchards and vegetables of all kinds are grown. The entrance into Estes park is a wonderful gorge and canyon. Estes park is typical of Rocky mountain scenery.

Scenic Park Entered.
"From Moran it is only a short distance to the Yellowstone park, entering through the south entrance. The roads through the park are first-class, the fee is \$10.00 a car. We motored to Lewis lake, Yellowstone lake, from there to the Yellowstone canyon and the falls, thence up to Mt. Washburn, 10,381 feet, to the Tower falls, Mammoth Hot springs, camping at Gardiner, Mont. From there we went back again to Mammoth Hot springs, Madison Junction, down to the Lower and Upper Geysers basins, to Old Faithful. The whole region reminds one of the descriptions of the medieval hell, and one might almost think Dante took some of his most vivid descriptions for his 'Inferno' from the Yellowstone park. Every American should see this wonderland of our country. It cannot be duplicated anywhere in the world."

Camping in the Park is Excellent.
We left this national park by the west entrance, taking the road through Ashton, St. Anthony, Rexburg, Idaho Falls, Blackfoot to Pocatello. The trip from Denver to Pocatello was made in eight days, and covered approximately 1,100 miles, 500 miles through one of the most scenic countries that can be seen anywhere.

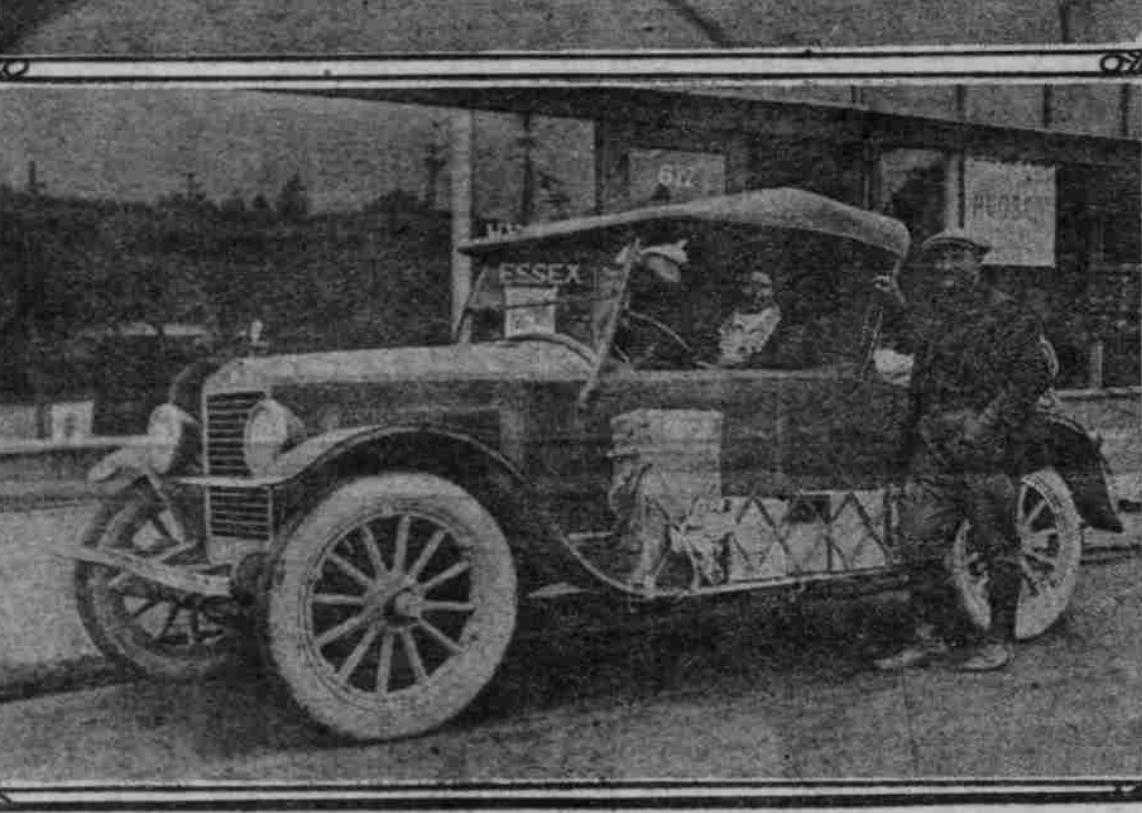
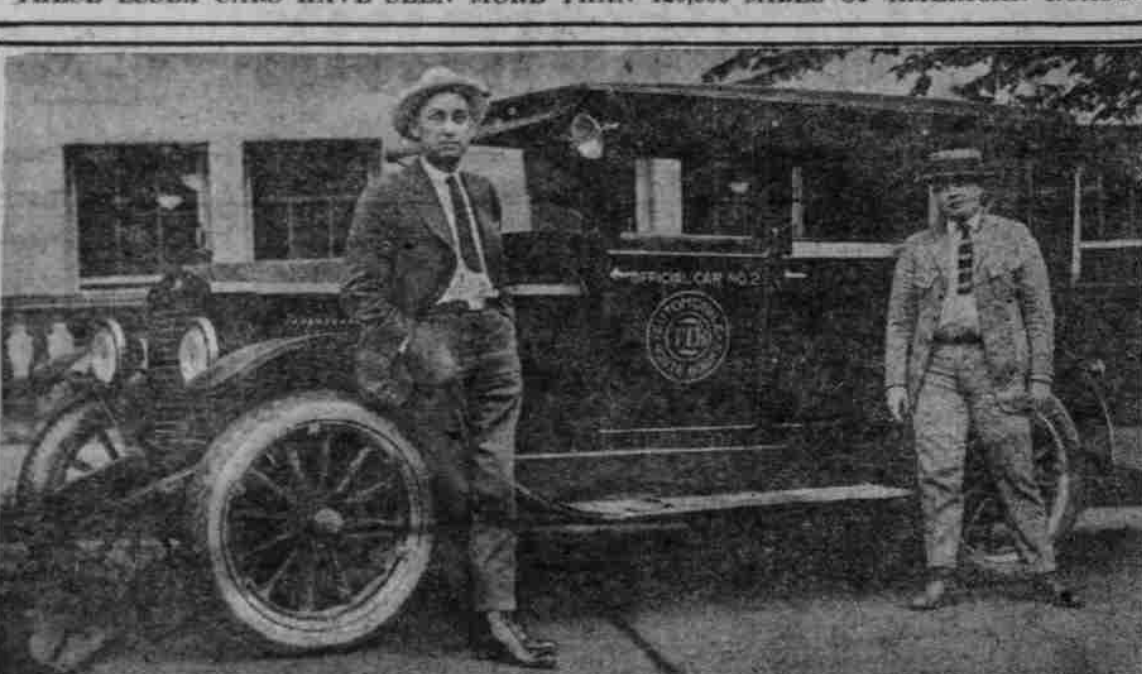
Farmers Largest Truck Users.
More motor trucks are used on the farms in the west north central states than in any other section of the country, according to the United States bureau of the census figures. Minnesota, the Dakotas, Iowa, Missouri, Kansas and Nebraska have 35,000 trucks on farms.

Head Is Splendid.
"This trip from Denver, over the divide, down to Grand lake to Craig is one of the most interesting tours that anyone might take. Next came the journey from Craig, Colo., to Wamsutter, Wyo., where camp was made for the third night. The road is splendid, the country the typical sagebrush. Barges and Dad, Wyo., were the only 'hells' encountered on that distance of 180 miles. From Wamsutter, a junction of the Union Pacific, we struck the Lincoln highway to Rock Springs, Wyo. The road is fair, no detours."

A New Road Has Just Opened.
From Rock Springs, Wyo., to the south entrance of the Yellowstone park, called the Hoback canyon route. We went over that road on the day of its opening, July 14, 1922. The distance is approximately 280 miles. The road is mostly good, leading to Eden, Wyo., on an excellent rock road, where one may 'go the limit,' if he so chooses. From Eden the road goes through Boulder and Pinedale.

Canyon Trip Fine.
Camp was made at Warren bridge, where there is good water. The great scenic trip through the Hoback canyon begins at the Fall River ranch, 164 miles from Rock Springs. The trip through the Fall River canyon is grand, but the road along the river is very narrow, and only first-class, experienced drivers should attempt the trip through the canyon. Of course the road will have to be widened, if it ever is expected to be traveled extensively. The road leads into the Jackson

THESE ESSEX CARS HAVE SEEN MORE THAN 120,000 MILES OF AMERICAN ROADS.



Two recent arrivals in city with unusual records. Above—Official car of the Touring Information Bureau of America, which arrived here from Chicago. Below—Mr. and Mrs. J. R. Runyon of Abilene, Tex., and Essex car in which they are touring the country.

ESSEX RUN 80,000 MILES

CAR HERE ON LAST LAP OF
TRIP FROM TEXAS.

Auto Has Been Driven Less Than
Two Years and Been in Repair
Shop Only Once.

With a record of more than 80,000 miles of service in less than two years an Essex touring car dashed into Portland one day last week on the last lap of a journey from Texas to California by way of the Yellowstone park.

The car seemed little the worse for its many miles of service, and according to J. R. Runyon, its owner and driver, has only seen the inside of a repair shop once in its life. Mr. Runyon and his wife, who accompanied him, are seasoned travelers of the most advanced type now being developed in this motor age, as he stepped on the starter. To say that they dashed into Portland in right for their camped out for the night, a short distance east of the Rockies, reached Portland in the late forenoon and after 18 minutes to have the car looked over by the C. L. Hess service men they were on their way.

"How do you get out of town to go south to California?" Mr. Runyon asked as he stepped on the starter. The directions were given and he was on his way. The Runyons, whose home is at Abilene, Tex., began this one of their many long motor journeys on July 1, driving through New Mexico and Colorado, and Wyoming, to the Yellowstone. Thence they drove to Portland via the aluminum medal for perilous driving, they said. The road reaches an altitude of 10,000 feet, climbing and twisting up the mountain, and at several points one can look over the side into the canyon so far down that the two walls of the railroad track there seem but one single rail. Mr. Runyon was enthusiastic over

the performance of his Essex car. Another Essex car with a cross-country record to arrive in Portland last week was an Essex sedan, the official car of the touring information bureau of America, with headquarters in Chicago. The bureau furnishes road information, maps, etc., for motor tourists, having a large number of information offices, particularly in the middle west and east.

The car, which has traveled more than 40,000 miles, is now being used to make a tour of the Pacific northwest and south to obtain additional data for maps and booklets. L. A. Fox and G. B. McKay are in charge. The men left Chicago a few weeks ago, motoring to Seattle by the northern route and thence coming to Portland. The bureau in the past has been routing motor tourists via the Lincoln highway to California, the men said, but from now on they will route such persons by the northern route to the Pacific northwest and thence to California, these routes being considered better and more scenic. This should mean a considerable increase in tourist travel in this section, it is said.

PIERCE-ARROW IS LOWERED
Large Production Schedule Permits Drop, Says Factory.

As a result of the steady increase in demand for Pierce-Arrow passenger cars, a larger production schedule at the factory in Buffalo, N. Y., has enabled a reduction in price, according to word received by C. C. Fagan company, local distributors. The new prices as announced by the company are \$5250 for all open models and \$7000 for closed cars.

The price change comes in the course of a production run which has continued without interruption for many months and will continue in the same manner indefinitely, the factory declares.

The range of Pierce-Arrow models now covers the runabout and open touring cars and the coupe, coupé sedan, four and seven-passenger sedans, enclosed, drive limousine, brougham, landulet, limousine and French limousine.

See America First.

Colorado has a mountain area six times as great as Switzerland with 42 peaks exceeding 14,000 feet altitude as against eight such giants in the Swiss Alps, and 36 mountains higher than Mount Parnassus, the highest peak in Switzerland.



Retail service force of the Studebaker Corporation of America, which handles retail of Studebaker cars in Portland, as well as wholesale distribution, gathered in front of the Studebaker quarters at Tenth and Gilman streets. Standing, third from the right, is E. R. Smith, head of the retail service department.

MOTOR CAR OUTPUT STILL ON INCREASE

Record Production in June
Indicates Banner Year.

BUYING IS SATISFACTORY

Passenger Machines Lead Demand, But Trucks and Auto Busses Strong in Trade.

NEW YORK, Aug. 5.—Additional proof of the nation's increasing need of motor transportation, for both passengers and merchandise, is supplied by the record-breaking figures given out by Alfred P. Reeves, general manager National Automobile Chamber of Commerce, after a visit among the plants in the automobile west, which shows that in June the motor industry produced in excess of 288,000 vehicles, which is 12 per cent greater than the previous record of 256,000 in May. This indicates a production for 1922 of more than 3,000,000 motor vehicles. During the second quarter of 1922 the entire industry produced 765,000 motor vehicles, with 1,137,000 cars and trucks for the full six months.

Unusual Increase Assured.
"Reports received from 20 different sections of the country indicate the usual seasonal decrease," said Mr. Reeves, "which was expected a month ago. The slowing down for the next six months will be much less than usual, however, and the year's production will exceed 2,000,000 motor vehicles, as against 1,669,000 for 1921 and 2,205,197, the record figure of 1920."

Motor Busses in Demand.
"There is a broadening field for motor busses. In some cases they are being taken on as feeders for electric lines, while the enterprising railroad officials are now taking the truck as an ally of the main lines, with particular reference to short-haul business and store-door delivery."

In January students of the industry predicted a substantial year for the motor-car industry, based not alone on the need for motor cars that had not been satisfied last year, coupled with the fact that thousands of the 10,000,000 in use would wear out, but primarily because of automobile manufacturers promptly took his inventory losses and priced his cars on a basis comparable with the buying power of the public. They advertised reductions to the public and made their arrangements with the dealers in the middle west, so that the lower prices were passed on to the final consumer.

Cancellations on Decrease.
"There have not been the usual cancellations which generally follow after July 1, largely because a substantial number of orders on hand are for closed cars, which will continue to be in heavy demand for the remainder of the year. Varying with the locality, from 25 to 50 per cent of the total sales made during the first three months were for the enclosed types of bodies."

"Coupled with the record-breaking production in June of 288,000 vehicles, which was a 12 per cent increase over May, and an increasing demand from abroad. The government figures for May show that 678 cars were exported, a 10 per cent increase over April. Total motor truck exports were more than three times May of 1921. These cars and trucks were shipped to 50 or more countries, the exact figures being 60,231. This is also a new record, as it is considerably in advance of any previous half-year period."

July Ford sales are expected to equal and probably eclipse June, but the figures are not yet available. The estimated output of cars, trucks and trailers has been placed at 151,767, although dealers have requested more than 200,000.

With the closing of business for June, Ford records disclosed the fact that total sales for the first six months of 1922 were well over the half-million mark, the exact figures being 602,351. This is also a new record, as it is considerably in advance of any previous half-year period.

Ford officials state that every attempt has been made to supply their dealers with sufficient cars to fill their orders, but that for the past three months prompt deliveries have been impossible with some of the types.

LA FAYETTE PLANT TO MOVE
Closer Relation With Nash Industries Is the Aim.

MILWAUKEE, Wis., Aug. 5.—The La Fayette Motors Corporation of Indianapolis will transfer its operations to Milwaukee, Wis., the latter city being the headquarters of the Nash industry.

SEIBERLING CORDS
with the one-piece tread that can't separate.

32x4 30x3½
at at
\$28.40 \$12.50

LAST LONGER!
We will tell you why—come and see them.

PEERLESS TIRE & RUBBER CO.
13th at Stark and Burnside

SNYDER COTTAGES
SEASIDE, OR.
Automobile parties will find our furnished cottages very desirable. Will rent for any length of time. Reasonable. Address: S. SNYDER, Box 276, Seaside, Or.

Each Unit Generously Large



One of the important reasons why Nash cars stand up so solidly under hardest usage is the added strength and size of each unit.

For instance, the dimensions of the frame are greater; the crankshaft is heavier; the bearings larger; the shafts thicker; the motor produces more power, and there is even more time and labor spent in the process of production to build the car to the high Nash standard.

Fours and Sixes

Prices range from \$1175 to \$2725, f. o. b. Portland

NASH

Portland Motor Car Co.
Tenth at Burnside St.

Nash Leads the World in Motor Car Value

FORD CAR SALES SOAR

NEW HIGH RECORD REACHED
DURING MONTH OF JUNE.

Total of 148,439 Autos, Trucks
and Tractors Reported and
July Business Larger.

Retail sales of Ford cars, trucks and tractors established a new high record during June, when, according to a statement issued from the Ford factory at Detroit, an average of 5700 machines were sold daily.

Ford sales have been showing a constant increase each month this year, June being the highest in the history of the company, with a total of 148,439 cars, trucks and tractors. Of this number 60,231 were sold by the Ford company of Canada and 9436 by the various European Ford companies and South American branches reaching purchasers in practically every civilized country in the world.

With the closing of business for June, Ford records disclosed the fact that total sales for the first six months of 1922 were well over the half-million mark, the exact figures being 602,351. This is also a new record, as it is considerably in advance of any previous half-year period.

July Ford sales are expected to equal and probably eclipse June, but the figures are not yet available. The estimated output of cars, trucks and trailers has been placed at 151,767, although dealers have requested more than 200,000.

With the closing of business for June, Ford records disclosed the fact that total sales for the first six months of 1922 were well over the half-million mark, the exact figures being 602,351. This is also a new record, as it is considerably in advance of any previous half-year period.

Ford officials state that every attempt has been made to supply their dealers with sufficient cars to fill their orders, but that for the past three months prompt deliveries have been impossible with some of the types.

LA FAYETTE PLANT TO MOVE
Closer Relation With Nash Industries Is the Aim.

MILWAUKEE, Wis., Aug. 5.—The La Fayette Motors Corporation of Indianapolis will transfer its operations to Milwaukee, Wis., the latter city being the headquarters of the Nash industry.

SEIBERLING CORDS
with the one-piece tread that can't separate.

32x4 30x3½
at at
\$28.40 \$12.50

LAST LONGER!
We will tell you why—come and see them.

PEERLESS TIRE & RUBBER CO.
13th at Stark and Burnside

SNYDER COTTAGES
SEASIDE, OR.
Automobile parties will find our furnished cottages very desirable. Will rent for any length of time. Reasonable. Address: S. SNYDER, Box 276, Seaside, Or.

ter part of this year, according to an announcement today by Charles W. Nash, president of the company, thereby benefiting by a closer association with the Nash group of industries of Kenosha and Milwaukee, of which it is financially a unit.

Land has been acquired adjacent to the Milwaukee Nash factory and work will start immediately on a model plant for the exclusive manufacture of La Fayette cars. Mr. Nash predicts that the company will be housed and operating in the new factory by the first of the year.

Two months ago, following the dropping of negotiations toward a merger between the La Fayette and Pierce-Arrow companies, the La Fayette company was reorganized with \$2,000,000 additional working capital. Under this reorganization financial control of the La Fayette became vested in the Nash industries.

STUDEBAKER LOWERS PRICES
Made on All Models.

Changes in the prices of the various Studebaker models was one of the outstanding events of the automobile industry in Portland last week, the new schedule going into effect on August 1.

The new prices, according to the figures announced by the Portland branch of the Studebaker Corporation of America, represent a decline on every model. In the light six, special six and big six cars, ranging from \$70 to \$300.

As might be supposed the biggest reductions have come in the prices of the closed models, the Studebaker

doing as many other automobile manufacturers are doing in attempting to bring the prices of the popular closed models down fairly close to the prices on the open cars. The greatest reduction included in the new schedule is on the special six sedan, which is down \$300. Other closed models are from \$150 to \$275 lower.

In the open models the special six has received the biggest cut, the touring car being down \$200 over the old price, the big six touring is cut \$125 and the light six touring \$70.

The new schedule puts the light six under the \$1000 mark and the special six under \$1300, factory list.

GOBLE FERRY RATE LOWER
New Schedule Received by Oregon State Motor Association.

Rates on the Gobble-Kalama ferry have been reduced to 75 cents per car each way, according to an announcement received from the ferry management last week by the Oregon State Motor association, 273 Pine street.

This rate is now the same as the rate in effect on the new Long-Bell ferry between Rainier and a connection with the Pacific highway three miles south of Kalama. The new rates will remain in effect throughout the rest of the summer touring season, according to the word received by the Oregon State Motor association.

Electric automobiles have a speed of 25 miles an hour. The driving radius is 70 to 80 miles in level country and from 50 to 60 miles in hilly districts.

USED CARS of MERIT

AT THE RIGHT PRICES AND TERMS

28-30 North Broadway

COVEY MOTOR CAR CO.

Broadway 6344

International MOTOR TRUCKS
DIRECT FACTORY SALES AND SERVICE

INTERNATIONAL HARVESTER CO.
of America,
CORNER BELMONT AND EAST WATER STREETS.

ALLEN & HEBARD Co
64-66 Broadway

Auto Accessories, Equipment and Parts
distributors for
Thermoid CROUDE COMPOUND TIRES
Across From the Artisans' Building and One Door North