

# JOURNAL'S AUTOMOBILE SECTION

## DRIVE SELECTED IS A JOYOUS OUTING ON SUMMER DAY

### Journal's One Day Trip Finding Michigan "33" Picks Delightful Run to Sandy River for Today.

By Douglass Shelor.

One of the greatest pleasures to be derived from the motor-driven vehicles during the hot spell is that of taking some of your more fortunate friends for a forty or fifty-mile spin along some of the well-made highways adjacent to Portland. With this thought in view The Journal Trip Finding Michigan "33" has laid out a trip for today that will bring happiness to the hearts of those who follow the trail of the pathfinder. Starting from The Journal office at Fifth and Yamhill streets, the Michigan was headed over Fifth street to Madison, over the Madison street bridge and out Hawthorne avenue to Ladd's addition, which was one of the prettiest residential districts of Portland. Houses are constructed there at a cost not less than \$3000, assuring one of a variety of architecture always pleasing and restful to the eye.

Enter Powell Valley.

Passing through this addition you turn east on division to Sixty second street, where you again turn south to the Powell Valley road. This road takes one through several small suburbs made up of three, four and five-room bungalows that make one think of Southern California. After passing Gray's Crossing and Lents you travel through well-cultivated truck farms scattered along on the different hills. Soon Gresham is reached, and after following the Powell Valley road through this thriving little city you again surround yourself with ranches. Just a mile and a half from Gresham you make a turn sharp to the left on the Troutdale boulevard and follow that road down by the Base Line that leads to the Automobile Club house, until you come to Troutdale at the intersection of the Sandy river and Columbia. This road is lined with great, miller trees that shade the road for miles.

Every few hundred yards you are able to see the cool waters of the Sandy as they wind their way towards the Columbia. At Troutdale there are many inviting spots among the trees for a lunch, after which you head your machine down the Columbia on the old Sandy road, which is as smooth as any of the well paved streets of the city.

Every inch of this drive is enjoyed, for on the one side you have the Columbia dotted with its many green islands, and on the other you have the rolling country covered with shade trees of every variety and many orchards laden with fruit to the point of breaking in many cases. Many of Portland's finest dairy ranches are located along the Sandy road and many well-fed herds of cattle are seen grazing in the pastures along the road. The drive down the Columbia to St. Johns is 24 miles by Warner speedometer and the lower end of the drive is through some of the manufacturing plants for which Portland is becoming noted. Crossing the Willamette River on the El John's ferry, you follow the Linton road into Portland. If you have not had outing enough on this trip you can go over the Germantown road and come back into Portland over the Sky Line boulevard or by the old Cornell road into North Portland, after seventy miles of good roads and every variety of scenery to be desired by the most fastidious. With the exception of part of the Germantown hill road, every mile of the above drive can be made on the high gear which makes automobile driving an exhilarating pastime to those who love the even, clock-like work of the modern motor.

## ROAD RACE CHAMPION PAYS PORTLAND VISIT

Among the visitors to Automobile row in Portland this morning was Edward J. Lyon, an amateur driver of Imperial county, California, fresh from his victory in the Imperial valley road race, which was run on July 4. Mr. Lyon drove a 1909 40 H. P. Buick roadster, defeating a field of 11 entries, only four of which finished. A 30 H. P. Buick roadster, driven by Clarence Conan, finished second.

The course lead through the towns of Brawley, Imperial, El Centro and Holtville, covering a total distance of 206 miles, and crossing 205 bridges, built across irrigating canals. In crossing these bridges Mr. Lyon stated that his car often jumped a distance of 20 and 30 feet.

The road was so rough that but half of the entries finished the first lap. The sand was deep in many parts of the road and the 206 miles was accomplished in five hours, 17 minutes and 30 seconds.

The winning car had been driven over 50,000 miles before it was entered in the race, and the 30, which finished second, had a mileage of 12,000 miles.

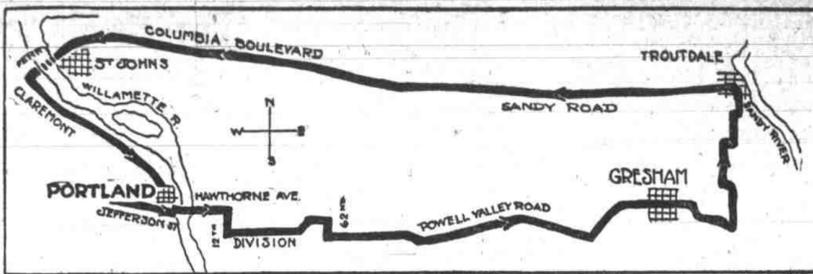
Mr. Lyon won \$2500 as his share of the purse.

## MANAGER RESORTS TO A BIBLICAL PHRASE

In automobile parlance the Lord's prayer has been revised by C. H. King, sales manager of the H. L. Kestis Auto company, and is offered by Mr. King somewhat after the following manner: "Teach us to drive through life without skidding into other people's business. Preserve our brake lining, that we may stop before we are ditched. Help us to find the knobs in our own motors and broken not so much to the clashing of the other man's gears. Teach us that lying about sales is not salesmanship. Lead us not into the temptation of joy riding with other men's wives. Keep the screws in our tires as tight as we would like to have the screws in our automobiles, and never let us overlook the fact that people who live in gasoline houses should not throw lighted matches around other people's houses."

## Delightful Day's Outing Offered Portland Auto Tourists

Journey to Troutdale, Sandy River and Return, Via of St. Johns; and Germantown Road on West Side One of Real Enjoyment.



Route of run to Gresham and Sandy river, picked by The Journal car, for today's outing event.

## MAY GET PARTS IN PORTLAND BRANCH

### Local Agent Much Elated Over New Arrangement for the Haynes Cars.

J. C. Peck, the Portland agent for the Haynes Automobile company, is very much elated over the fact that the San Francisco agency for the Haynes cars has been turned into a direct factory branch. This will enable Peck to obtain parts in Portland on telegraphic order in from two to three days, as well as assuring the local agent a supply of cars upon much shorter notice than if he had to send the orders to the factory and await shipment.

W. C. Cochran, president of the Haynes Auto Sales company, distributor of Haynes cars for the Pacific coast, has just returned from a conference with the officers of the company at Kokomo, Ind., and as a result of that conference Cochran states in a letter to Peck that the Haynes Motor Car company of Kokomo, has secured a majority of the stock of the Haynes Auto Sales company, of California, and that the San Francisco branch will be operated in future as a direct factory branch. Mr. Cochran has been retained by the factory as manager of the California branch. He also stated to Mr. Peck that it was his intention to visit the northwest territory at an early date. The Portland agency of the Haynes company recently moved into one of the best and most up to date garages in Portland, located at East Eighth and Hawthorne and is now in a position to give customers service second to none in Portland. Mr. Peck deserves great credit for the success he has made with the new line of cars in this territory, especially when taking into consideration the fact that his first shipment of cars did not arrive in Portland until the season had well advanced and all other lines represented here had been on exhibition several months before the Haynes cars were received.

In Bohemia a process has been perfected whereby paper is spun into thread and woven into a substitute for jute.

## DEMAND FOR AUTOS BY FARMERS INCREASES

### Local Agent Much Elated Over New Arrangement for the Haynes Cars.

Evidence of a rapidly increasing demand for automobiles by farmers and merchants of the great northwest and an ultimate market far in excess of the present, is furnished by E. E. Gerlinger, agent for Stoddard-Dayton motor cars in Portland.

Gerlinger said the demand for reliable small cars is growing beyond the capacity of the manufacturers to meet it and that 80 per cent of the cars sold in Portland and vicinity were machines selling for \$12 or under.

"The present market is no comparison to what it will be in a year or two," said Gerlinger. "There are now about 9300 registered cars in the state of Oregon. The farmers and merchants throughout the northwest are prosperous and they will buy thousands more. The wheat crop is better than any in history; the lumber business is thriving but the companies cannot get cars enough to haul the timber. The salmon fishing industry has never been better."

## AUTOISTS REWARDED FOR THEIR HONESTY

Dioegen's search for an honest man would be cut short if the 50,000 mile Maxwell Motor club existed in his time.

No less than 20 candidates for the club made oath of a mileage just under 50,000 and received silver medals, when a few miles more would have gained gold medals for them.

However, it is said that honesty is its own reward and in this case the proverb holds true. All have received silver medals and in a few weeks they will get the gold medals, too.

## NEW NATIONAL WILL BE SHOWN IN SEATTLE

Manager Mel G. Johnson of the Howard Automobile company, left Tuesday for Seattle, where he will spend Potlatch week, showing the 1912 National in the sound city for the first time.

Mr. Johnson was accompanied by Frank Nichols, the National driver, who will demonstrate the car.

## VALE AND BURNS ON COAST ROUTE

### Florida Tourist Pleased With Highway From Ogden to Portland.

(Special to The Journal.)

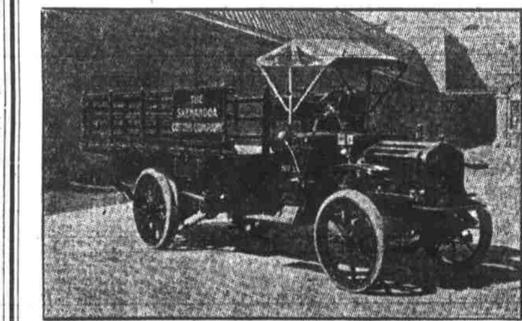
Vale, Or., July 20.—That the automobile highway from Ogden to Portland by the way of Vale and Burns, is the best as well as the shortest is the statement made here today by M. Hirschman, of Jacksonville, Fla., who stopped here over night on his way to Portland.

The Hirschman party left Florida May 14, and the actual running time to Vale has been 21 days. The trip had been made on one set of tires and they were still good.

They were delighted to find the good roads in eastern Oregon, the best along the whole trip according to Mr. Hirschman. By coming through Vale the Hirschman party was one day ahead of the other automobile parties coming west. They spoke of the great need of signboards along the road throughout the intermountain country. In the party were M. Hirschman, Mrs. Fannie Hirschman, Miss Lucy Hirschman and Cliff Davis, chauffeur.

A lognette with a telescope handle to permit it to be carried in a woman's handbag or purse is a novelty.

Journal want ads bring results.



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Owners of White trucks are proving every day that White trucks are the most economical, durable and reliable motor truck ever manufactured.

Owners of White motor trucks are more than satisfied—they are enthusiastic.

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Motorcycles INDIAN AND EMBLEM

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## DEALERS ARE TO BE GUESTS OF RUBBER MEN ON AUGUST 4

### Picnic to Be Held at Estacada; Contests of Games and Races to Be Feature of the Occasion.

The Portland automobile dealers are becoming very hilarious over the picnic to be given in their honor by the rubber and accessory dealers of the city. Mr. Stanley Clemens, of the Chaslor & Lyon company, has been appointed chairman of the committee of arrangements to look after the procuring of lunch. Charlie Mead of the West Coast Supply company has been made chairman of the committee on arranging an athletic program. It is understood that the athletics will consist of running races, shot putting, tug of war, fat men's race, and all other forms of manly sport known to the noted college men among the tire fraternity. Mr. Wright, of Ballou & Wright, is chairman of the committee on attendance. All those intending to take advantage of this opportunity of securing a proper adjustment from the tire men should notify Mr. Wright at least three days in advance of the picnic in order that he in turn may see that the necessary information is given the chef de Clemens. It is sadly remembered by a few of those who reached Estacada late last year, that the good things had all disappeared when they arrived and it was necessary to get lunch at the hotel. August 4 is the date selected for the 1912 outing, and Estacada Park will be used as picnic grounds again this year. The road to Estacada has been much improved this year and the trip can easily be made in an hour and a half. The part to be played in the picnic by the dealers will be to furnish machines enough to get the rubber and accessory men to and from the picnic grounds. Of course if the entertainment is not up to what the dealers think it should be, demonstration prices will be charged the tire men for the return trip to Portland. We trust there will not be a lot of knockers and kickers this year as has been the case in previous years on occasions of this kind. Let everybody join hands and make Portland's outing day bigger and better than the Los Angeles affair.

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**ARCHER & WIGGINS**  
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Largest Stock  
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Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7008.

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209-211 Front Street Phone Main 2822  
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NORTHWEST DISTRIBUTORS  
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WEAR LONGEST  
EMPIRE FREELESS RIB TUBES, EXTRA HEAVY EMPIRE INTERLINES AND SUBSIDIES  
F. P. KEENAN CO. Agents, 190 Fourth St.  
Wholesale and Retail—Automobile, Motorcycle and Bicycle Supplies—Pope Manufacturing Company's Motorcycles and Bicycles.  
WE CLOSE SATURDAYS AT 6 P. M.

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Phone Main 6359; A-1032 51-53 North Seventh Street.

## Can Men Be Fooled On Tires?

### Are 200,000 Mistaken?

That is the crux of the question. Some 200,000 motor car owners have tested out over 1,250,000 Goodyear tires. One-third of all cars are equipped with them.

As a result, No-Rim-Cut tires now far outsell every other tire. And the sale doubles every eight months.

Does this type really save half on tires? Or are all these men mistaken?

## Now the King of Tires

No-Rim-Cut tires now hold, by long odds, the topmost place in Tiredom.

The demand today is 12 times larger than three years ago. And a monthly output of 100,000 fails to supply the call.

Just because the hosts of users tell what these tires have done.

**What They Save**

No-Rim-Cut tires—our patent type—make rim-cutting forever impossible.

Old-type tires may be wrecked in a moment, if punctured and run flat. And under-inflation may lead to rim-cutting.

Statistics show that 23 per cent of all ruined clincher tires are rim-cut.

**10% Oversize**

Then No-Rim-Cut tires are 10 per cent over the rated size. And 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage. It saves the blow-outs due to overloading.

Thus these two average savings total 48 per cent.

That's why all men who try them recommend these tires. And 200,000 use them. Ask some of these users about them.

**GOODYEAR**  
AKRON, OHIO  
**No-Rim-Cut Tires**  
10% Oversize  
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio  
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