

TRIP THROUGH ROUGH COUNTRY MADE UPON SAME SET OF TIRES

Tourists Change Air in Only One After Leaving San Diego.

Probably the most extensively traveled automobile tourists through eastern and central Oregon for the season of 1914 are J. P. Murray and W. A. Zwiefel, who arrived in Portland Tuesday night, after a tour through eastern Oregon, western Idaho, southeastern Oregon and central Oregon, covering a distance of 625 miles.

Their advice to fellow automobilists is to stay out of southeastern and central Oregon at the present time.

Although these doughty tourists do not complain of the slight troubles encountered on the long journey, they declared the road conditions abominable.

Mr. Murray shipped his touring car from San Diego, Cal., to Portland by boat late last fall. He is a machinist and foundry man by occupation, and is looking for a location in La Grande. He shipped his car by rail from Portland to La Grande, and last month, accompanied by W. V. Zwiefel, a pattern maker in the La Grande Iron Works, started on their tour.

Snake River Crossed. They traveled from La Grande to Huntington, Or., in one day, finding the roads in excellent condition. A crossing of the Snake river was effected at a ferry a few miles south of Huntington and the travelers continued through Weiser and Payette, Idaho, to Ontario, Or.

From Ontario they struck westwardly to Vale. From Vale to Burns the most difficult roads of the whole journey were encountered. Fourteen miles east of Westfall they encountered a mountain, the ascent of which measured four miles, and the road over which they found in a most deplorable condition, through neglect and washouts.

Although the car was loaded with five passengers weighing 1200 pounds, no serious difficulties were encountered, and they continued their journey through Beulah, Drewsey and Harney to Burns.

Roads Are Neglected. The roads from Vale to Drewsey have been absolutely neglected, by reason of the recent construction of the railroad from Vale to Juntura, eliminating the earlier methods of freighting by wagon between Vale and Juntura, en route to Burns.

From Burns the party continued northwesterly to Bend, expecting to go to Klamath Falls, but finding the roads impassable, turned northward to The Dalles.

Exceptionally rough going through mud holes and over rocks in the high centers of the road were encountered in the 14 miles between Antelope and Bake Oven.

The tourists contemplated an attempt to cross McKenzie Pass, but telephonic communication with the forest rangers at the camp near the pass showed the roads to be impassable, snow being still on the ground in depths varying from seven to 18 feet. Without accident or serious incident, other than one blowout, the party reached The Dalles, and while passing through the city to the boat landing broke a rear spring on the machine.

Carried Home Air. The travelers shipped their car by boat from The Dalles to Portland, and Mr. Murray proudly remarked to the Epic agent on his arrival here that three of the tires on the car still carried the same air with which they were inflated at San Diego.

A careful record of gasoline used on the trip shows that 49 gallons were consumed in covering the distance of 625 miles, or an average of 13 miles to the gallon, under the adverse road conditions and a heavily laden car carrying five people with camp equipment.

Mr. Murray and Mr. Zwiefel will go from Portland to Marshfield in the near future, with a view of locating in the Coos Bay region.

BIG SHIPMENT TO PHILIPPINES MADE

During March last 65 cars were shipped to the Philippines, the value being \$55,735, while in March a year ago the number was 17 and the value \$23,862. During the nine months ending with March, the number of cars shipped to the Philippines from this country was 345, valued at \$413,840.

In 1913; and \$15, valued at \$614,679, in 1914.

Shipments of parts, except engines and tires, decreased in value from \$16,122 in March, 1913, to \$9,673, in March last, but increased from \$49,468 to \$58,171 during the nine months' period.

There were three cars shipped to this in March last, the value of which was \$276. None were shipped in March a year ago. During the nine months period the number increased from five, valued at \$3956, in 1913, to 24, valued at \$22,008, in 1914.

The receipts of cars from the United States by Hawaii during March, 1913, was \$1,122, in March, 1912, to \$9,673, in March last the number was \$1, but the value was only \$7,179. During the nine months' period the number decreased from 535, valued at \$330,322, in 1913, to 223, valued at \$255,555, in 1914.

NEW MODEL AUTO ARRIVES IN PORTLAND

New System of Feeding Gasoline Into Carburetor Is Applied.

Recently the Cole Motor Car company of Indianapolis announced an entirely new model automobile and several of these cars now have arrived at the Northwest Auto company's salesrooms at Broadway and Couch streets. This latest product of the brain of Chief Engineer Crawford differs very extensively from previous models and is yet another proof of what F. W. Vogler has always asserted, namely, that there is, all along the line, a steady return in many instances to the four cylinder engine.

There is one mechanical feature on the new Cole which has not been seen on any of its predecessors, and that is a new system of feeding the gasoline to the carburetor from the tank by means of another small tank on the inside of the hood which works on the vacuum system.

This is the invention of a motorist of many years' standing and was taken up and patented by the Cole company. Once it had been installed, it was investigated by all the other manufacturers of high standing and all are anxious to have this latest system fitted to their models.

The result of this patent is to do away with all fear as to the possible failure of the gasoline supply from tanks in the rear, which fear has heretofore been the one objection to this position for the gasoline, for this otherwise is the rational position, because it aids in the proper distribution of weight. By this new patent there is always a constant and steady supply with gravity flow into the carburetor and yet the main supply is carried in the rear.

In the six years that Kansas has had primary elections there have never been so many candidates for office as this year.

RUN FROM EVERETT TO SEATTLE IS MADE IN LESS THAN HOUR

During Part of Trip, Which Is Made at Night, Speed Reached 68 Miles.

Traveling 68 miles an hour at times and averaging 35.47 miles an hour for the distance, Tommy Good, driving a four-cylinder Apperson touring car, lowered the road record between Everett and Seattle last Saturday night. His time for the run of 32.7 miles was 57 minutes, which is remarkable considering the fact that the run was made at midnight and that considerable traffic was met on the route.

The sensational sprint came as the result of the determination of C. M. Simmons and C. M. Hill, of a Seattle motion picture exchange, to get a five-reel feature from an Everett theatre to the express messenger aboard the train that leaves Seattle at midnight for Portland. The run of the pictures was not completed in Everett until 10:40 p. m. Saturday, or 10 minutes after the last interurban car had left for Seattle. The pictures were promised to a Portland theatre for exhibition Sunday evening, so they had to be sent on the owl train Saturday night.

High Speed Necessary. "We must deliver the films; and, furthermore, the run must be made in an hour," said Simmons to Hill, delegating the latter to make the arrangements for the lightning transportation.

Tommy Good, who drives a 1913 model Apperson 45 horsepower touring car owned by Mrs. Cleo Grey of Seattle, is thoroughly familiar with the Pacific highway between Seattle and Everett. To further substantiate his claims to knowledge of the route, Tommy has the scalps of three wounded "Bob Burmans" who were neatly trimmed by him in races on the rural highway.

Tommy was approached on the proposition by Manager Al Guichard of the Seattle branch of the Apperson factory, who had heard of the driver's exploits in the speed line.

Guichard had but to outline the plans briefly and Good gave his word that the films would be delivered in Seattle in time for shipment on the owl train for Portland. He had no time to prepare his car for the fast run, the only special equipment being a spare tire.

Trip Is Started. The run of the films was finished in the Everett playhouse at 10:40 p. m. and as the hands of the clock pointed to 10:45 Tommy was given the word and the faithful Apperson, carrying five passengers and the quintet of reels, shot away in the direction of Seattle. Fast time was made over the gravel roads to within a short distance of Bothell, where the car's speed had to be cut down owing to the bumpy condition of the road, but Bothell was reached in 37 minutes flat.

Driving with the daring of a Barney Oldfield and with the caution and cleverness of a veteran in the speed game, Good took the turns at high speed and held the road well on the straight-aways. He exercised care when cars were approaching, slowing down for each one to avoid the possibility of accident due to the blinding glare of the headlights of the passing machines.

It was the quick pick-up of the motor that aided the party in reaching Fourth avenue and Pike street at 11:42 p. m. His time for the distance was 57 minutes. With plenty of time to spare, the car was driven leisurely down to the depot and the films were in the hands of the express messenger three minutes before the train was scheduled to depart for Portland.

Deduction. Kansas City Journal. "Grace must be neglecting her music." "What makes you think that?" "I see her father has lost the harassed look he had."

SIGN POSTS PLACED ALL ALONG ROUTES

Guides to Motorists Are Distributed in Many Sections of the Country.

"From Cape Cod to the Golden Gate and from Michigan to Florida, the B. F. Goodrich company's touring bureau has covered the country with sign posts to guide the motorist on his way," says Mr. Albright, local representative for that company. "Not only that, but the Goodrich touring bureau has mapped almost every good road in the country and put its vast collection of data, relating to routes and touring information, in its famous 'Route Books,' which we are now ready to distribute free.

"Year by year this service, the only one of its kind in the world, has been extended till now, 1914, will see 300,000 miles of the best touring routes in this country, Canada and Europe, plotted so that motorists can go anywhere they want to and have a safe and sure guide all the way, either with a Route Book for the section or by the road markers, which have been set up to the number of 45,000 or more.

"If a man wants to 'cruise' down through the Sacramento valley, or take a run through New Jersey, he can get a Goodrich Route Book covering the trip, free for the asking, and it is a better book than many so-called 'Touring Guides' sold at fancy prices.

"There are also 'road logs' of different tours and routes connecting the large centers of population throughout the United States and Canada; 'Rules of the Road,' crammed full of information about driving, care of car and tires, and other data; and the 'Memory Book of Motor Yesterdays,' in which the tourist can record his trip records, odometer readings, speedometer readings and character of hotels and garages found on the way."

WELL-KNOWN TIRE MAN WILL BE IN CHARGE

George Johnson, Portland manager of the Chanslor & Lyon establishment, has just secured the services of L. H. McElliherron of Seattle, Wash., to take charge of the Lee tire department of the Portland house.

Mr. McElliherron is one of the best known tire men in the northwest and comes to Portland highly recommended by his many friends in the north. For several years he was connected with the Firestone tire branch at Seattle, and with that firm made an enviable record as a tire salesman. After leaving the Firestone people he became manager of the automobile accessory department of the Ernst Hardware company at Seattle, and resigned that position to come to Portland.

In handling the Lee tires Mr. McElliherron has a product that is advertised as the only guaranteed puncture proof tire on the market. The Lee people make a tire inlaid with copper disc between the tread of the tire and the fabric, and it is claimed by the manufacturers that nails cannot be driven through the casing into the tube. Since the Chanslor & Lyon firm have taken the agency for the Lee tire, George Johnson is authority for the statement that the tire business of the concern has more than tripled.

Pittsburg barbers have been granted a wage increase and a shorter workday.

KEEP YOUR CAR

By ELBERT HUBBARD

I HAVE a saddle mare that is nineteen years old. I have ridden her almost daily for fifteen years. This animal is not for sale, nor do I care to trade her off for a younger horse.

I HAVE a watch that I have carried across seas and over continents, on mountain peaks and down into mines, for over twenty-eight years.

When I lecture, it lies patiently on the table, where I can see its restless hands and open, honest face.

I HAVE a violin made by Joseph Guarnerius in 1710. The thought that it was made by a pupil of Stradivarius—Stradivarius, who made violins to the glory of God—means much to me.

I do not care to exchange this violin. It serves and it satisfies.

I HAVE an automobile that I bought six years ago. Conservative in outline, perfect in mechanism—it has been run almost every day, eight months in the year.

It has never flirted with a street car, argued with a telegraph pole, disputed the right of way with another, nor shown a fondness for the ditch.

And because it never was freakish in outline, it will always be in style.

We call this automobile "Old Betsy."

Last year I was offered a glittering machine in trade—the newest creation of a factory whose principal business was to create new creations so often that none of their customers could remain in style—or the style as outlined by that factory—and keep their car over six months.

But instead of trading, I sent "Betsy" to the sanitarium, where she was overhauled and painted.

On her return my two little grandchildren raised the joyful cry, "Betsy is home—our Betsy is home!" For no new car would ever replace in the future in their affections a car that had done so much for their happiness in the past.

AND so when I read the glorious slogan of The White Company that has made literature of their advertising campaign this season—"Keep Your Car," there was an extra circulation of red corpuscles in my veins, for here was at once the solution of what is the matter with the automobile manufacturer, the automobile dealer and the automobile owner today.

"Keep Your Car!"

You would do so if you knew what these three words really mean.

It means first, careful buying—a clinging to conservatism, propriety in outline, in your selection, because you are going to buy for keeps and not for trades.

It means a great load off your mind to think that not next year nor the year after that, nor for half a dozen years to come do you have to worry about a trade, for if the car you buy this year is right, that car will be right then. But in a broader sense, it means still more. It means that the automobile dealers—those men who have made the world marvel at the growth of the American automobile industry—will make money from the sale of new machines and will not have to take their place as merchants on the level with

dealers in second hand furniture or second hand articles of any kind.

What matters it if only one manufacturer in America today is broad enough—big enough and confident enough in the perfection of their manufactured article to advise "Keep Your Car!"

Other manufacturers will follow—shall follow—must follow!

KEEP your Car! Buy a good one and keep her. She is worth more to you than to any one else. Treat her well and do not trade her off to satisfy a spasm of vanity.

Keep your Car! The old aristocratic family used to buy a family carriage, and it lasted a lifetime. Then it was passed on in the will to a new generation.

The modern, completely equipped automobile approximates the perfect.

That you should want to have a new car every year is silly and absurd.

It tokens the Newly-Rich—the Bounder who may be poor tomorrow.

KEEP Your Car! When you do, it does not suffer that thousand-dollar slump. When the auto was being evolved, and every year meant marked improvements, "there was a reason."

Dont' buy a car that was built for trading purposes.

There are various makes of good cars. Select the car that is built to keep, not to trade, your ideal of what a car should be, and buy it. Then treat it well.

Automobile extravagance does not consist in owning a machine. It lies in the bughouse idea that you have to have a new one every year.

If your chauffeur gives you an especially good run, hand him a "V," and say, "Good boy, Charlie! Some machine, eh!"

Once in a while at the garage, hand a crisp, green one-dollar bill to the chap who gives her "treatment." Not that the man needs the money, but you owe it to yourself to let him know you are a gentleman, and not a gent.

Show the cop at the crossing that you are no piker—

Loosen up, and be a big, kindly, generous human being. The world is short on this kind.

Instead of throwing good money away on "swaps," keep your car and pass out a little love and small change as you journey.

Then note how much better you feel; and others will feel just as good as you do.



Gasoline Trucks GMC Electric Trucks

New Prices on Trucks

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2 TON	\$2100
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Keep everything that serves. Don't be a jing-bing—get credit for the past and the present, then the future is mortgaged to you—abas the bounder!

Love is the great lubricant. Keep your temper. Keep your friends. Keep your health. And lastly—

My hat is off to the automobile maker whose work and worth enable him to popularize the three greatest words ever used in automobile advertising:

KEEP YOUR CAR!