

ourists Change Air in Only The receipts of cars from the United During Part of Trip, Which Is States by Hawaii during March, 1913, Was 55, valued at \$90,972, while in Diego, Warch Leaving San Warch last the number was \$1, but the Tourists Change Air in Only



Probably the most ex-tensively traveled autogon for the season of number during the nine months' period 1914 are J. P. Murray and decreased from 167, valued at \$330,-W. A. Zweifel, who ar- 322, in 1913, to 223, valued at \$255,555 rived in Portland Tues- in 1914. day night, after a tour

through eastern Oregon, western Idaho, southeastern Oregon and central Oregon, covering a dis-

tance of 635 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 in looking for a location went to La Grande. He shipped his car by rail from Portland to La Grande, and last month, accompanied by W. W. Zwiefel, 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 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

Boads 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 Dailes. 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' camp near the Pass. showed the reads to be impassable,

and tires, decreased in value from \$15,122 in March, 1913, to \$9673, in March last, but increased from \$40,-458 to \$58,171 during the nine months

rom five, valued at \$8050, in 1913, to 24, valued at \$22,008, in 1914.

TO SEATTLE IS MADE

ord between Everett and Seattle last Saturday

night. His time for the

run of 33.7 miles was 57 minutes which is remarkable considering the fact that the run was made at mid-

night and that considerable traffic was

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

High Speed Mecessary.

the owl train Saturday night.

nine months' period the number de-creased from 535, valued at \$891,538, in 1913, to 506, valued at \$652,781, in tensively traveled auto-mobile tourists through eastern and central Ore-at \$16,761, in March last while the





oline Into Carburetor Is Applied.

Recently the Cole Motor Car comany of Indianapolis announced an entirely new model automobile and several of these cars now have arrived

"We must deliver the films; and, t the Northwest Auto company's furthermore, the run must be made in an hour," said Simmons to Hill, delesalesrooms at Broadway and Couch gating the latter to make the arrangestreets. This latest product of the brain of Chief Engineer Crawford ments for the lightning transportadiffers very extensively from previous tion. Tommy Good, who drives a 1913 models and is yet another proof of what F. W. Vogler has always assertmodel Apperson 45 horsepower touring car owned by Mrs. Cleo Orey of Seated, namely. that there is, all along the line, a steady return in many instances

tle, is thoroughly familiar with the Pacific highway between Seattle and to the four cylinder engine. Everett. To further substantiate his There is one mechanical feature on claims to knowledge of the route, Tomthe new Cole which has not been seen on any of its predecessors, and that my has the scalps of three wounded "Bob Burmans" who were neatly is a new system of feeding the gasoline to the carbureter from the tank trimmed by him in races on the rural highway. by means of another small tank on the Tommy was approached on the prop-

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.

this year

exploits in the speed line. Guichard had but to outline the plans Once it had been installed, it was investigated by all the other manufacbriefly and Good gave his word that the films would be delivered in Seattle turers of high standing and all are anxious to have this latest system fit- in time for shipment on the owl train

for Portland. He had no time to preted to their models. The result of this patent is to do pare his car for the fast run, the only away with all fear as to the possible special equipment being a spare tire.

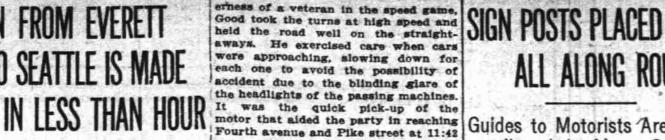
Trip Is Started.

osition by Manager Al Guichard of the

Seattle branch of the Apperson factory, who had heard of the driver's

failure of the gasoline supply from tanks in the rear, which fear has The run of the films was finished in heretofore been the one objection to the Everett playhouse at 10:40 p. m this position for the gasoline, for this and as the hands of the clock pointed otherwise is the rational position, be- to 10:45 Tommy was given the word cause it aids in the proper distribu- and the faithful Apperson, carrying tion of weight. By this new patent five passengers and the quintet of there is always a constant and steady reels, shot away in the direction of supply with gravity flow into the car- Seattle. Fast time was made over the buretor and yet the main supply is gravel roads to within a short distance carried in the rear. of Bothell, where the car's speed had to be cut down owing to the bumpy

In the six years that Kansas has condition of the road; but Bothell was had primary elections there have never reached in 37 minutes flat. been so many candidates for office as Driving with the daring of a Barney Oldfield and with the caution and clev-



p. m. His time for the distance was 57 minutes. With plenty of time to spare, the car was driven leisurely down to the dopot and the films were

scheduled to depart for Portland,

Deduction.

Traveling 68 miles an "Grace must be neglecting hour at times and averaging 35.47 miles an hour usic.' "What makes you think that?"

inder Apperson touring rassed look he had." car, lowered the road rec-

in the hands of the express messenger three minutes before the train was

Kansas City Journal.

for the distance, Tommy "I see her father has lost the ha-Good, driving a four-cyl-

tributed in Many Sec-

"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 ing Guides' sold at fancy prices. posts to guide the motorist on his her way," says Mr. Albright, local representative for that company.

large centers of population throughout "Not only that, but the Goodrich the United States and Canada; 'Rules touring bureau has mapped almost of the Road,' crammed full of informa- comes to Portland highly recomended ed a wage increase and a shorter every good road in the country and tion about driving, care of car and by his many friends in the north. For workday,

put its vast collection of data, relating tires, and other data; and the 'Memory to routes and touring information, in Book of Motor Yesterdays,' in which to routes and touring information, in the tourist can record his trip records, odometer readings, speedometer readits famous 'Route Books,' which we are now ready to distribute free. ings and character of hotels and gar-"Year by year this service, the only ages found on the way."

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

fabric, and it is claimed by the manuthrough the Sacramento valley, or take George Johnson, Portland manager | facturers that nails cannot be driven a run through New Jersey, he can get a Goodrich Route Book covering the through the caseing into the tube. of the Chanslor & Lyon establishment, Since the Chanslor & Lyon firm have trip, free for the asking, and it is a has just secured the services of L. H. taken the agency for the Lee tire, better book than many so-called 'Tour- McEllherren of Seattle Wash., to take George Johnson is authority for the charge of the Lee tire department of statement that the tire business of the "There are also 'road logs' of differthe Portland house. ent tours and routes connecting the

Mr. McEllherren is one of the best known tire men in the northwest and

oncern has more than tripled. Pittsburg barbers have been grant-

several years he was conected with

the Firestone tire branch at Seattle

and with that firm made an enviable

record as a tire salesman. After leav-

ing the Firestone people he became

manager of the automobile accessory

department of the Ernst Hardward

company at Seattle, and resigned that

In handling the Lee tires Mr. McEll-

herren 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

position to come t. Portland.

KEEP YOUR CAR 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 **By ELBERT HUBBARD** Seattle. The films were promised to a Portland theatre for exhibition Sunday evening, so they had to be sent on

• 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.

T HAVE a watch that I have carried across seas and over L 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 seee its restless hands and open, honest face.

T HAVE a violin made by Joseph Guarnerius in 1710. The L thought that it was made by a pupil of Stradivarius—Stradi-varius, 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.

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

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

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!

K EEP 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 Carl

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.

What matters it if only one

THE OREGON SUNDAY JOURNAL, PORTLAND, SUNDAY MORNING, JUNE 14, 1914.

ALL ALONG ROUTES Guides to Motorists Are Dis-

tions of the Country.

being still on the 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 Some Air.

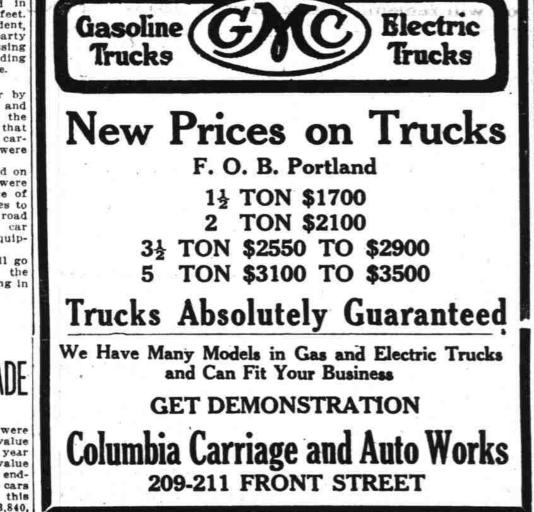
The travelers shipped their car by boat from The Dalles to Portland, and Mr. Murray proudly remarked to the Buick agent on his arrival here that three of the tires on the car still carried the same air with which they were inflated at San Diego.

A careful record of gasoline used on the trip shows that 49 gallons were consumed in covering the distance of 635 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 \$55,736, while in March a year

ago the number was 17 and the value \$23,862. During the nine months end-ing with March, the number of cars shipped to the Philippines from this country was 345, valued at \$413,840,



ASSOCIATED GASOLINE BREAKS ANOTHER ECONOMY RECORD 162.7 Miles to the Gallon in Motorcycle Endurance Test at Stockton Previous Record 128 Miles to the Gallon

RESULT OF PURE GASOLINE

Ask Your Garage for ASSOCIATED

REFINED BY Associated Oil Company A. D. PARKER, Agent

If They Do Not Have It, Phone Main 2055; A-2055

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.

A ND so when I read the glorious slogan of The White Com-pany that has made literature of their advertising campaign this season-"Keep Your Car," there was an extra circu-lation 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

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.

K EEP 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!"

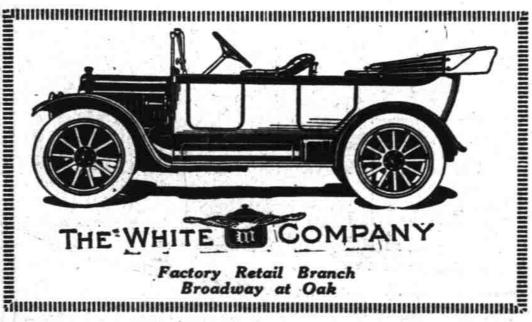
Once in a while at the garage, hand a crisp, green one-dollar bill to the chap who gives her "treatment." Not that the man needs the money, but you owe it to yourself to let him know you are a gentleman, and not a gent.

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.



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!