

## NOW MOST OPPORTUNE TIME OF YEAR TO HAVE YOUR CAR OVERHAULED

Repair Men at Present Have More Time to Devote to Each Individual Job.

### OWNERS LATER IMPATIENT

Automobiles Cannot Be Overhauled During Night and Done Well—Came Makes Them Last Longer.

Just a few weeks more and the wonderful splendors of Oregon's trails will be awakened by the purr of the horde of motors, which will this year be more numerous than ever. Repairmen are now feeling the first pulsations of the awakening touring spirit in the numbers of cars which are coming out of winter hibernation for their annual overhauling.

Now is the time to have that work done. In a very few days, the call of the open will be so insistent that the average owner will only grudgingly give up the use of his car for a day or two so that the repairman cannot do himself nor the owner justice.

As yet, the repairmen are not too busy. At this time of the year they can take their time about the work, not with an idea of making the work of longer duration, but of doing a satisfactory job in overhauling the car.

When the rush of spring business engulfs the repairman the owner loses many valuable hours' use of the motor. Just at present, the repairman is best equipped to do the work because the heaviest part of the commercial work, which always comes in January and February, is now disposed of.

A job that is well done means much toward motor satisfaction. The man that continually has trouble with any car of modern vintage is probably the one who rolls in to a garage at night and says, "I'll be in for it about 10 o'clock in the morning." That man has no right to expect satisfaction.

The proper treatment, which every car deserves, is to take it entirely apart so that every sign of wear can be removed. Most of the bearings need tightening up. The gears probably need attention. The ignition needs attention.

These many things cannot be done in a moment nor over night. On the other hand, the car that does have this attention, has practically unlimited life.

## Wider Pavement Is Proposed in Clatsop

A few weeks ago a contract was let in Clatsop county for the paving of the road between Columbia beach and West station. The pavement was to be nine feet in width with three and one-half foot macadam shoulders. The contract price for the section, four and one-half miles long is \$56,000.

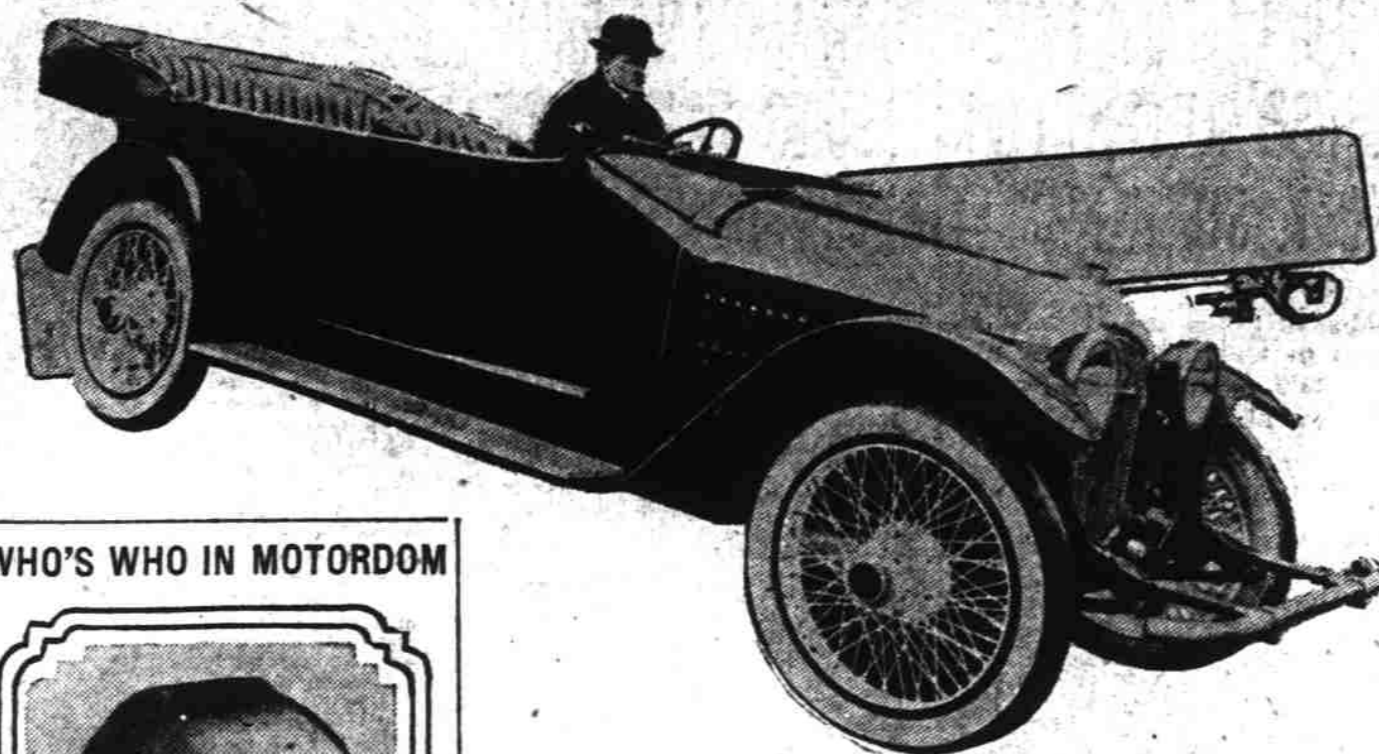
The contractor has now made a proposition to the county to increase the pavement to 15 feet, increasing the cost \$12,000. It is claimed that it would be cheaper to widen the pavement now than to do it later.

County Judge Cornelius is not in favor of a change in plans.

## Telephone Company Is Given Two Jolts

The county court of Jackson county Mo., which recently inaugurated a re-trenchment program by pruning the annual \$24,000 telephone bill of the county has hit the telephone companies another blow by decreasing that they must pay for setting their poles along the county roads.

## AUTO CLUB HEAD BUYS PATHFINDER



C. C. Overmire in his Pathfinder "12."

### WHO'S WHO IN MOTORDOM



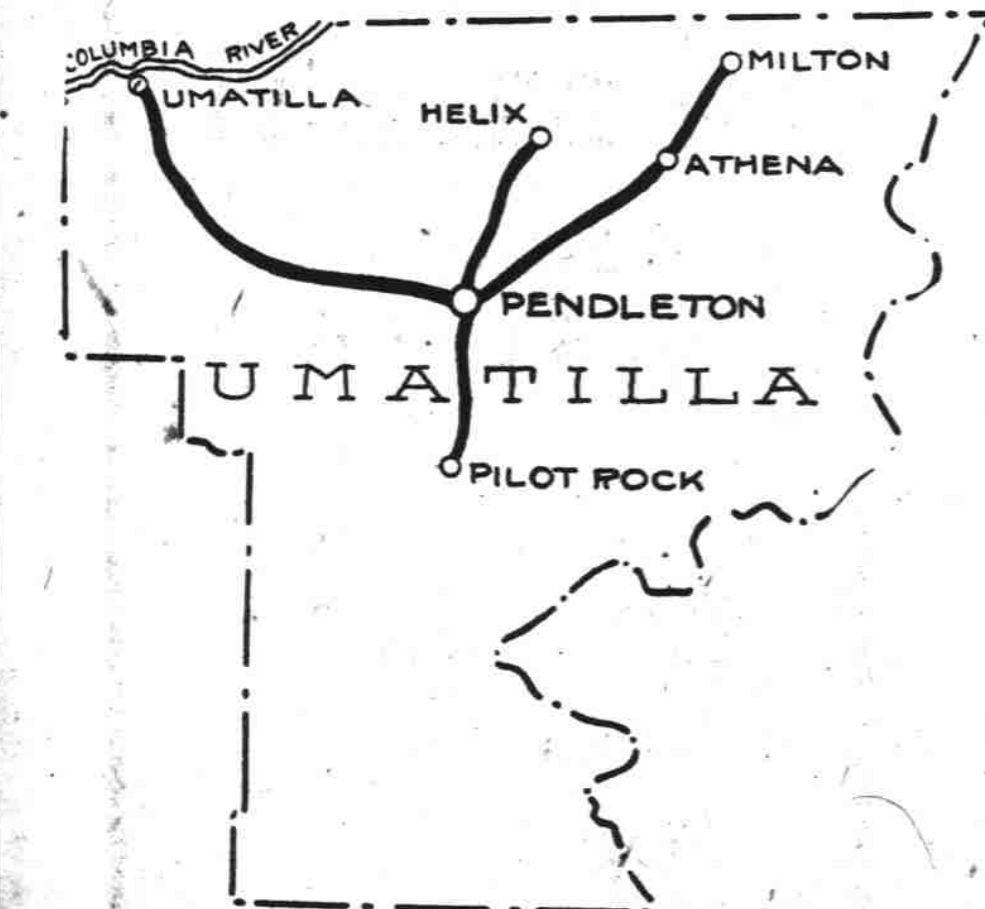
Merrill B. Moores.

There will be a lot more of those big handsome wire-wheeled cars—of the kind that you have seen shooting all the hills around here—if Merrill B. Moores has his way. He is down at the Northwest Auto Co. helping C. M. Mensies and the crowd introduce the Marmon, the aluminum cylinder car that is making its debut. Moores has been with the automobiles a long time in spite of his youth. He always liked speed. In his college days he was a sprinter who met the best in the country. That was at Cornell. His first venture in the automobile business was as a member of the firm of Belmont, McDougal & Moores, body builders. Then he started the Moores Motor Car Co., with his brother Chester, handling the Stearns when that make was very popular here.

## California to Vote On Big Bond Issue

California will complete this year the expenditure of an \$18,000,000 bond issue for roads. A new issue of \$15,000,000 is to be voted on in November. The convict labor system will be extended owing to the success achieved in Mendocino county with a small gang.

## UMATILLA PLANS ROADS



Map showing proposed highway development in Umatilla county.

In connection with the proposed bond issue of \$980,000 by Umatilla county for a system of improved roads the following plan has been tentatively adopted. A road from Pendleton to the Washington boundary to connect with the road from Walla Walla; a road from Pendleton to Helix; a road from Pendleton to Pilot Rock; a road from Pendleton to Pilot Rock Junction and a road from Freewater to the Sunnyside district.

For improving these roads the following apportionment of the bond funds has been suggested:

- Pendleton to Washington state line, \$300,000.
- Pendleton to Umatilla, \$300,000.
- Pendleton to Pilot Rock, \$140,000.
- Pendleton to Helix, \$140,000.
- Pendleton to Pilot Rock Junction, \$20,000.
- Freewater to Sunnyside, \$30,000.

This leaves a surplus of \$53,000 out of the proposed issue.

It has been estimated that the cost of the bond issue to taxpayers will

be 83 cents for every \$1000 of the assessed valuation for the first year. The average tax for 15 years, the term of the bond issue, will be \$1.875 per \$1000.

The proposed plan has been subjected to some local criticism and it will probably be modified before final action is taken.

The criticism is reflected by the East Oregonian, which says editorially: "In the plan suggested there is no recommendation for any through surfaced road to the Columbia at any point. The appropriation suggested for the road from Pendleton to Umatilla is not sufficient to complete the road. There was no recognition whatever for the Cold Springs farmers, who have been very anxious for a road to the Columbia and have volunteered to raise a large sum of money among themselves to aid in paying for such a road."

Attention is also called to an enlarged use of river transportation, owing to the peculiar rate situation now existing.

## EASTERN PROSPERITY LITTLE APPRECIATED HERE, SAYS DEALER

Car Shortage Beginning to Make People on Coast Realize How Good Times Are.

### DIFFICULTY CONFRONTED

Factories Compelled to Speed Up to Meet Without in Anywise Reducing Quality of Goods.

Just what every line of endeavor connected with the automobile industry—and practically every other which deals with manufacturing capacities—has to face is again brought out by a talk with W. D. Albright, who was in Portland during the week. This incidentally was Mr. Albright's first visit to Portland since he was promoted to the northwest management of the B. F. Goodrich Rubber Co. about a month ago, when he moved to Seattle, where he maintains headquarters.

Man after man who is in touch with manufacturing conditions in the east tells of the rush for time, labor and materials which is now going on back there. They all say that the west simply has no comprehension of the true state of affairs. Now that the west is crying for freight cars and cannot get any, it is beginning to

realize that there must be something happening.

Double Amount Called For.

"Just an example of what the factories have to deal with is our own business," says Mr. Albright. "My specifications for the northwest, including Alaska, call for double the amount of rubber goods that was used last year."

This same condition can be expected from practically every part of the country. The south especially is reporting heavier demands than ever. All that means an enormous tax on manufacturing facilities.

"It means that all departments must be speeded up, yet without injuring the quality of the product. It is in the face of such conditions that the manufacturing strength of such organizations as the B. F. Goodrich Rubber Co. is realized."

Great Increase in Alaska.

"So well do the factories of that state keep up the pace that as yet we have not been pinched by any shortage and I am sure that we for one will be able to keep going through the year under this forced draught."

Mr. Albright reports a great increase in Alaskan business and in his line has felt the call for more goods. He lived in Portland for so long that he still has his heart with the folk here and declares it his honest opinion that Portland merchants now have the best opportunity they ever had to take a hand in the Alaska business.

The northwest head of the B. F. Goodrich Rubber Co. leaves for the factory March 25 for a conference with his people, the first since he became the representative for the district. It probably will be a month before his return by way of San Francisco, where his mother and brother resides.

Will Reward Prisoners.

Kansas is to allow one day out of every three off the sentence of every prisoner who labors faithfully and cheerfully upon the public roads.

## Hard Surface Road Cheaper in Long Run

Brownsville Times Criticizes Plan of Linn County to Put Coating of Gravel on Pacific Highway.

Criticizing the statement that every foot of the Pacific highway in Linn county will be gravelled this year at a cost of from 50 to 60 cents per square yard, the Brownsville Times says this would cost approximately \$37,000, and the result would be a road open to all traffic probably four months in the year.

"For the past twenty years," the Times continues, "to our knowledge, and much longer, according to reports, we have been graveling roads in the county and what have we to show for the expenditure? A roadway 36 miles long and 15 feet wide could be hard surfaced for \$380,160 and the result would be a permanent road open twelve months in the year and for several years to come would be but little expense for upkeep."

## New Car Will Have Two Big Features

Counterbalanced Crankshaft and Aluminum Pistons Will Be Used, and Newest Model of Well Known Car.

Notable among the important features which characterizes the latest Cole "8," the model 860, which was first announced at the New York Automobile show, are the counterbalanced crankshaft and aluminum pistons.

The first inkling that the Cole company intended to better its already efficient eight cylinder motor by incorporating these two additional improvements, was given in East Co-

tober, when the chief engineer of the Cole Motor Car company, Charles S. Crawford, announced in his address on the eight cylinder engine before the Indiana section of the Society of Automobile Engineers, that these two features already had been given a most thorough test by his staff of experts.

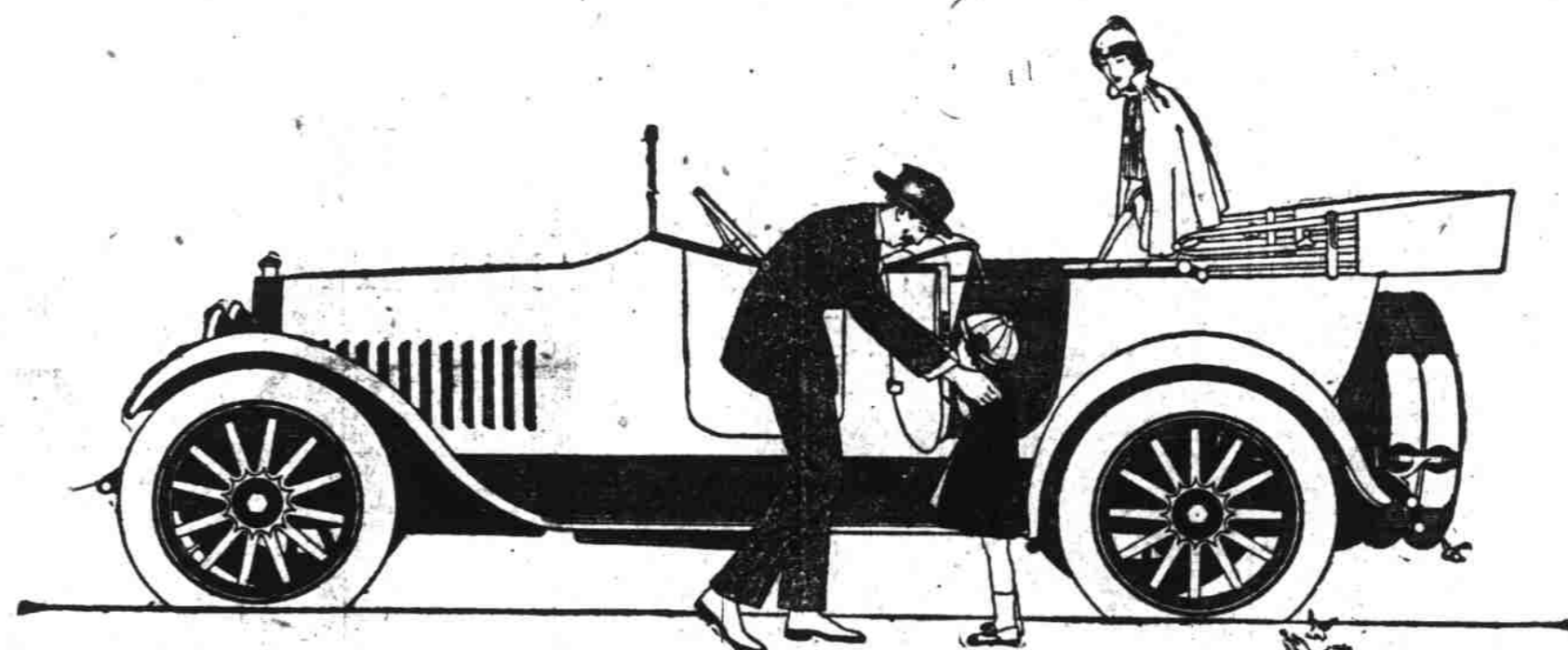
Further than that, the Cole company used aluminum pistons and counterbalanced crankshaft in the last 500 motors, which were embodied in the model 850 Cole "7"—the car which preceded the newly announced model, and it was because of the improvement which they worked in the operation of these motors when they were turned over to owners that prompted the company to incorporate them in the improved car, which will be produced for the coming year.

## Alternate Fast With Slow Growing Trees

In planting shade trees along public streets and roads it is a good idea to alternate trees of rapid growth with those that grow more slowly.

The nature of the soil, the width of the street, the height of the buildings on the street, should be considered in planting maples, elms, poplars, lindens, oak and catalpas.

The sugar red and Norway maples are delightful street trees. The white or silver maples are a particularly graceful species for park planting, but are not so good as a street tree, being easily damaged. The horse chestnut, planted everywhere, because of its beauty when in flower, is not always desirable as a street tree, as the ground underneath is strewn first with the sticky bud scales, then with falling flowers and later the fruit is such an attraction to boys that they damage the trees in attempting to secure it.



## Uncanny Performance With Canny Thrift: The New 3400 r. p. m. Chalmers

Three years ago automobile manufacturers began cut their eye teeth on high-speed motors.

The value of high speed in electric motors or steam turbines had long been recognized.

But the application of high-speed principles to gas engines was difficult to achieve with safety.

Now comes the remarkable 3400 r. p. m. Chalmers which develops an engine speed of 3400 revolutions per minute with absolute safety.

Chalmers engineers solved the problem of safe, high engine speed by means of strength of materials, small compact bearing surfaces, and ample lubrication.

They did not translate the speed of this 3400 r. p. m. engine into mere car speed. It is built for the road, not the race-track.

Its high-speed engine, used in connection with a low rear axle gear ratio, achieves a vast range of flexibility that is worth more to the motorist than all the two-mile-a-minute speed on earth.

An engine of might can give you one of two things: great speed, or a wealth of great ease and smoothness—never both.

It did not take Hugh Chalmers long to decide. He knew what American drivers prize beyond all things else.

So he built the principles of supreme acceleration combined with all the necessary might into the absolutely minimum and most compact amount of engine possible.

The result is the 3400 r. p. m. Chalmers at \$1050, a blend of ability and strength, fusing uncanny performance with canny thrift—delivering speed up to 60 miles an hour, 18 miles for every gallon of gas, and longevity that will amaze and delight you.

The car is here now, ready to perform for you.

\$1050 Detroit

H. L. KEATS



# H. L. Keats Auto Company

BROADWAY AT BURNSIDE STREET, PORTLAND