

PORTLAND DEALER WANTS TO ELIMINATE ALL THE 'ROAD HOGS'

W. J. LaCasse Heads Movement to Have Motorists Observe Courtesy Rules.

MEANS "SAFETY FIRST"

Changing Tires on a Curve and Viewing Scenery From Middle of Road Is the First Object of Attack.

By Ralph J. Staehli.

Sweeping reform in the present state highway regulations, at least a campaign to educate the thinking selfish motorists regarding the rights of others, is being urged by prominent local automobile dealers and business men headed by W. J. LaCasse, district manager of the Maxwell Motor Sales corporation.

Among the "don'ts" to be urged on these at fault motorists are: Don't stop your car on a curve when you are forced to change a tire. Instead, run the machine to the first piece of straight road. Even better, go until you can find a level strip entirely clear of the surfaced highway.

Don't, when out sightseeing, stop your car on the surfaced highway, and sit there to enjoy the view. Park your car clear of traffic, even if you have to walk half a mile to again catch the enchanting view.

Faults Most Common.

These two don'ts head the list, as they are the most common and flagrant on all the highways leading out of Portland.

Any day on the Columbia river highway you can find motorists by the score lined up in front of any one of the falls, their machines clearly obstructing traffic on the highway.

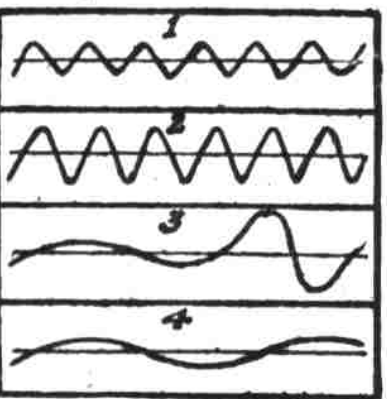
Any day on any highway one can find motorists changing punctured tires on and just around curves in the road. In many cases there is not even a patch made to get as far over to the right side of the road as possible.

There were thousands of machines out on the fourth, and in many cases accidents were narrowly averted because of the delinquencies of the unthinking and the "road hog." On nearly every curve a machine was stalled with a flat tire, wherever scenery was to be glimpsed automobiles were holding down almost all the fairway to be had on the road.

Many Violations Seen.

"There is no excuse for this sort of stuff," was the comment of Manager LaCasse of the Maxwell Motor Sales corporation. "If city and county officials cannot act because it is beyond their power, then the state legislature should get busy and remedy the present laws."

"At every beauty spot along the Columbia highway last Tuesday there were countless violations of the rule of 'courtesy' on the road, even if no



One of the most interesting things in the whole thirty-three acres of plant where the Mitchell Six is built is the instrument that made this record.

It diagrams the action of various types of springs—in actual road work.

Number one is the record of a half-elliptic rear spring.

Number two is the record of a three-quarter elliptic.

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Number four is the record of the Mitchell Six improved and exclusive cantilever spring. The sudden "kick-up" is eliminated—and all the small shocks are absorbed.

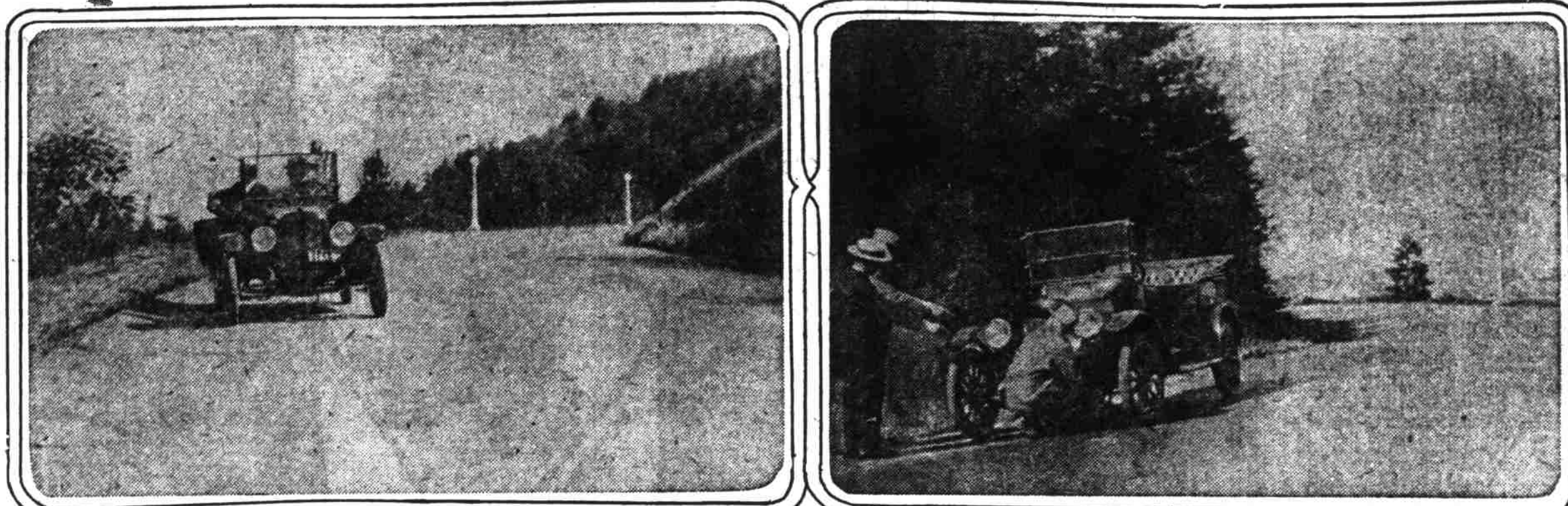
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ROAD COURTESY SHORT CUT TO SAFETY ON PUBLIC HIGHWAY



Top, left—Don't do this, but as indicated just below. Run your car on the flat casing to a straight piece of road. Never change tires on a curve.

Top, right—Don't do this, but follow out the suggestion of the picture below. If you want to admire the view, run the car off the highway, not where it will impede traffic, as in the last picture.

Pictures posed in a Maxwell touring car by W. L. LaCasse, James McDonald and Jack Griffin.

Illegal act was committed by the gally motorists. At Multnomah falls, in particular, automobiles were strewn all over the highway, their owners and drivers strolling around or looking at the scenery. It was the same at all other falls, and at Crown Point conditions were really dangerous, because of the sharp curve.

There were scores and scores of punctures recorded along the highway that same day. On nearly every curve some stalled machine loomed up as a menace to traffic. In many cases the drivers did not even take the trouble to 'bug' the side of the road, but forced every machine going the same direction in which they were pointed to swing out into the wrong lane of traffic in order to get past.

Many complaints have been received on the points picked out by LaCasse, but whether through lack of legislation or because of negligence no efforts have been made to correct them.

At the Multnomah falls last Tuesday a traffic officer did much toward relieving the congestion, but at the other falls and on the Point there was no effort to keep the selfish and will-less in check.

Common courtesy, as well as the rules of Safety First, demand that the average motor car driver give more thought to the "other fellow." When a puncture occurs on a curve, it is just as easy to run along on the flat casing until a straight stretch of road is reached. Even then, a stop should not be made unless there is plenty of room at the side of the road, so that the main highway will not be blocked.

It is the same at the various scenic points along the Columbia. There is no parking space at Crown Point, without a single machine being forced to stop in the fair roadway. At all the falls there are stretches at the side of the road where cars can be parked. Perhaps, in some instances, this will entail a walk of a few hundred feet or yards on the drivers and their companions, but only a dyed-in-the-wool routier will object. This is an argument against showing the more considerate pilot a little courtesy which is strongly backed up by the rules of safety.

Weight Distribution Problem Discussed

Marmar Car Designed So That the Weight Below Spring Will Be Kept at the Minimum.

"One of the most important features of motor car construction which has a very decided effect upon the ease of riding is the distribution of spring and unsprung weight," said F. E. Mowbray, commercial manager of the Nordyke & Marmar Co.

"In the making of the Marmar 34, we designed the car so that the weight below the springs would be at a minimum. The reason for this can be easily seen.

"The wheels, axles and certain other parts are unsupported by springs, and if that portion strikes a bump it, of course, has to rise. It has to rise as high as the bump.

"If there is nothing above it to stop it, it will go up until gravity suops it. If there are springs holding it down, and the springs are attached to the body, it will be the retarding force of these springs that will finally stop the motion of that axle.

"Now, the lighter the parts that are in contact with the ground, the quicker they are going to be stopped with a certain spring. Take an extreme case—if the axles are heavier than the body, the body will not have much influence as the axles come up; for that reason, the riding of a car is more dependent upon the springs than the sprung and unsprung weight than the total weight of car. The lighter you keep that, the less throw you get. It is a matter of proportion rather than quantity."

Development of the Tire Industry Seen

The latest and most important development in the pneumatic tire and mechanical rubber goods industry, is the recent incorporation of the Federal Rubber company, a Massachusetts corporation, capitalized at \$10,000,000, and which has acquired the property and business of the Federal Rubber Manufacturing company, located at Cudahy, Wis., well known nationally as manufacturers of Federal tires and a complete line of mechanical rubber goods.

The policy of the new company as announced by H. T. Dunn, president, is to be one of general expansion in the production and selling departments of the business. To this end several new buildings are to be added to the present large Federal plant.

Contracts for three of these new

AUTOMOBILE FIELD CLAIMS ATTENTION OF ANOTHER FIRM

Brunswick-Balke-Collender Co. to Enlarge Factory and Install New Machinery

The Brunswick-Balke-Collender Co. of Chicago, New York, San Francisco and Paris, for many years one of the largest factors in the manufacture of hard rubber sporting goods articles, have greatly increased their rubber factory capacity and announce their entrance into the automobile field, with a complete line of automobile rubber parts and accessories—from tires to the smallest rubber unit found on a car.

A newly erected addition to the factory at Muskegon, Mich., will house the manufacture of the Brunswick Skid-Not tire, which will be of the wrapped tread single curve type with black tread and side walls. The Skid-Not will have some novel features, full announcement of which will be made to the trade at an early date.

The latest and most improved equipment is now being installed and deliveries will begin shortly.

Another feature of the line is a puncture self-healing tube—the result of years of experience and which the officials of the company promise will create a real furor when it is produced.

The Brunswick-Balke-Collender Co. has secured J. E. Duffield, formerly western manager for the Thermoid Rubber company and more recently with the United States rubber interests to act in capacity of sales manager for the entire rubber goods and automobile division.

Brunswick-Balke products are internationally known. The Brunswick billiard cushion is standard wherever that game is played and there is every reason to believe that the Brunswick tires and other automobile rubber articles will take immediate ranking as products of unquestioned quality and unusual worth.

It is another instance of an old established house acknowledging the leader in its line, utilizing its tremendous manufacturing and buying facilities, and its splendid organizations, to realize upon the wonderful opportunities offered in the automobile field.

buildings have already been let and the work will be pushed to completion as fast as possible. This will give the company approximately 12 acres of floor space, and increase its present output approximately 50 per cent.

ROAD CONDITIONS IN OREGON REVIEWED

Portland Automobile Club Road Bulletin for the week furnished by automobile clubs and chambers of commerce throughout the state is as follows:

Portland, south via Oregon City, Newberg, Salem, Dallas, Albany, Corvallis and Eugene, good; Newberg to Salem, good; Portland to Newberg (via Rex-Tigard), fair, very rutty in places; Portland to Newberg (via Tualatin), good; Dayton to Salem, good; Portland to Oregon City (via Oswego), fair, but only practical road; Portland to Oregon City (via east side), south of Clackamas bridge some construction; Oregon City to Salem, good; Dayton to Eugene, good.

Salem to Albany, Pacific highway good; Albany to Corvallis, good; Albany to Eugene, Pacific highway fair, will be good in a few days; Dayton to McMinnville, good; McMinnville to Dallas, good; Dallas to Blinnett (via King's valley), good; Eugene to Cottage Grove, good; Cottage Grove to Irsrain, fair; Drain to Roseburg, good, except where working; Roseburg to Marshfield, Roseburg, Marshfield and Marshfield-Crescent city roads have been passable since Monday. There is still some mud but with no more rain should be in fine condition by Saturday.

Roseburg to Glendale, will require a few days to dry out; Glendale to Grants Pass, through but pretty slippery; Grants Pass to Medford, good; Medford to Ashland, paved; Ashland to Hornbrook, Cal., good; Medford to Crater Lake, road open to headquarters hotel about July 10; Eugene to Central Oregon (via McKenzie Pass), good as far as McKenzie bridge, about 10 feet of snow still in the pass.

Portland to Gresham, hard surface; Gresham to Rhododendron, fair; Rhododendron to Government Camp, not advisable; Government Camp to Wapinitia, snow; Wapinitia to Tygh Valley, fair; Wapinitia to Maupin, fair; Maupin to Shaniko, fair; Wapinitia to Madras, fair; Roseburg to Grants Pass, Roberts Hill, 8 miles south, muddy; Wolf Creek Hill, near Glendale, also muddy.

Portland, east via The Dalles—Portland to eastern Multnomah county line, good to end of pavement; Bonneville to Cascade Locks, fair, narrow at places; Cascade Locks to Hood River, fair, narrow at places, sharp turns; Hood River to The Dalles, good road bed, hilly, most scenic; Hood River to Cloud Cap Inn, good

SPORT LOVER ENJOYS CAR



Mrs. William Harris, who finds her Chalmers Six-80 a means to many pleasures.

NEW FORD TRUCK FOR DELIVERY WAGONS IS RELATED BY NORMAN

Manager of Local Plant on Return From East Describes Innovation.

HE GOES TO DES MOINES

Promotion for Local Manager Means General Shift of Officials Up and Down Coast.

That Ford himself will take a hand in the making of delivery wagons and small trucks in competition with the many makes of truck attachments which have been flourishing off the Ford motor, is one of the developments of the season, verified by F. B. Norman, manager of the Portland branch, who has just returned from the east, and who leaves soon to become manager of the Des Moines plant.

The details of the Ford truck have not been announced, but it will be a sturdy one-toner, built with the conventional Ford motor and transmission. One other salient feature will be a worm drive.

The many other Ford rumors which have been floating around, and there are always plenty of them, were not discussed by the manager. That there may be surprises is just a surmise that will be either fulfilled or quashed on August 1.

West Side Branch Dropped. The plan once broached of having a west side salesroom, a factory branch, will be dropped for the present, because Ford is too busy opening up other branches and factories in many parts of the country, and their proper organization is occupying most of the attention of the officials.

Mr. Norman's transfer to the Des Moines position is a big promotion. The Portland plant is a 6000 car one. The Des Moines plant will be 12 stories in height, and will have an output of 30,000 cars every year, making it one of the greatest of the Ford branches.

Mr. Norman leaves Portland about July 15, and will be on the ground almost from the time the foundation is laid. It was his task to open up the Portland branch and put it into running condition. This has now been going for three years, under a system which has constantly increased its efficiency.

Des Moines Task Big. To get the Des Moines plant into working shape as quickly as possible,

ROAD BUILDING HAS OCCASIONAL ROMANCE

Entanglement Between Man and Wife, Reconciliation and Mortgage Figure in One Case in Point.

Road building is a very prosaic phase of human endeavor but it has its occasional romance. One of these was developed in connection with the improvement of the St. Helen's road which is now in progress between Linnton and Burlington.

At one point in order to eliminate a sharp and dangerous curve it was necessary to pass through a certain man's barn.

When the road department began proceedings to condemn the barn and the ground on which it stood it was found that the owner and his wife were estranged and living apart. In fact the wife had begun to compel the husband to contribute to her support. It was also found that the owner was carrying a \$300 mortgage on the property. As to the barn he had leased that to a dairyman for \$5 a month but it was in such an unsanitary condition that the dairyman could not obtain a city license to operate it.

When the owner was asked to fix a price for his property, he referred the roadmaster to his lawyer. The lawyer did not hold out much hope of reaching a satisfactory settlement outside of court. Thus the matter stood when the call for the state militia to the Mexican border came. The lawyer enlisted. The owner of the property then came forward and soon agreed to accept \$100 for his property. Next came a reconciliation with his wife. With the \$500 in hand the owner will pay off the mortgage and have remaining \$200 which he will expend on a new barn for which his tenant will pay \$10 a month as it will pass the city requirements.

Here we have all the essentials for a story of human interest and incident, which suggests the question as to what would have happened if the lawyer had not been swept away by a wave of patriotism.

Lake County Court Boosting for Roads

Supervisor System to Be Abolished; Judge Smith Favors a Uniform State Plan for Highways.

The Lake county court will give personal attention to road work. The supervisor system is to be abolished. County Judge Smith says it is all wrong and that henceforth he is going to give a personal supervision to the work. He is in favor of a uniform state road plan. New road signs are to be placed throughout the county.

TRAVELER PAYS TOLL TO GET INTO AND OUT OF THE COUNTY

Sherman County Has Distinction of Being One Place in State Where Fact Exists.

Sherman county has the distinction of being one county in the state where the traveler from east to west or from west to east is compelled to pay toll to get into and out of the county. At the Deschutes river on the west there is a toll bridge and at the John Day river on the east there is another toll bridge.

During the last few years there have been strenuous negotiations to abolish the toll bridge across the Deschutes but they have come to naught.

Another effort has been begun for free access into the county. Whether it is to be successful or not depends upon the degree of cooperation between the Wasco and Sherman county officials.

An investigation of the legal status of Miller's bridge shows that it is purely a private enterprise operating without any state or county franchise. There is nothing, it is asserted, in the way of the two counties condemning land for approaches and building another bridge alongside the present structure.

It is also possible for the counties to purchase the private owned bridge. The owner says he is willing to sell it for a reasonable price.

"Looking at the bridge question from all angles," says the Moro Observer, "it appears that the real obstacle to a free thoroughfare at Miller's bridge is the attitude of the Wasco county court. The county of Sherman is on record as being willing at any time to meet half the expense incurred in either buying the present structure and then building a new bridge or else building a new structure and condemning rights of way to it, but Wasco county has never been willing to definitely act in the matter."

Some of the residents of Sherman county go still further and allege that there is a prejudicial sentiment in Wasco county which seeks to deflect the course of through travel to the southward.

JOURNAL'S AUTO DIRECTORY

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