

# AUTO ROADS ALL LEAD TO OREGON AND TO PORTLAND

License Tags That Hail From Rock Ribbed Maine Coast to California and Elsewhere Here.

STORY IN EVERY MACHINE

Romance, Achievement, Love, Sorrow and Tragedy Are Sum Total of Cargoes Carried.

"From the rock-ribbed coast of Maine to California's sunny slopes; from the boundary of the land of the Union Jack to the haunts of Villa and the tortilla," as the political spell-binder might put it, all automobile roads lead to Oregon and Portland. Automobile license tags, of varying size and thus and design, branding automobiles of as many qualifications, seen on Portland's streets in an afternoon, prove it.

"Boston brown bread and baked beans," sniffs the native Oregonian, when he spies the tag on the car from Massachusetts. "President Wilson is home, hoo-ray for the constitution and the Washington monument," he cheers when the "D. C." number flashes by. "Welcome, Jayhawkers, from good old Kansas," is the greeting for the "Kan." number. "They're drinking orange juice and lemonade in California, now," he scoffs when the golden state's distinctive tag, a familiar one in Portland, however, heaves into view.

**THERE ARE MANY OTHERS**

And there are others, many others, on Portland streets every day in the week during the summer travel season, and from each of them may be conjured a tale of adventure and romance. Indeed, "giving the license tags the once over" becomes an interesting, out-door sport, once the habit is acquired.

If there's a good story in every man, as some enthusiastic newspaperman has said, there must be a bundle of them in every automobile. Stories of romance, achievement, ambition, love, sorrow and tragedy, may be woven in the orange of dust and the travel stain of motor cars en route from "somewhere" to Oregon, Portland and the Columbia River highway.

**ALL KINDS COME**

A young couple on a honeymoon. That's a pleasant theme. Maybe a retired capitalist rides by, seeking new delights for the eye and new sensations for a wearied soul. There is pathos in the "diver" load of emigrants seeking new homes "out west." Maybe the old folks have disposed of all their earthly belongings except what they carry in their little car, leaving scarcely room for the kiddies, to travel overland to the location in which to start all over again. Good luck to them. Oregon offers them the opportunity they are seeking. Maybe there is something about the big car that speaks to—where? Perhaps a stolen tag camouflages a stolen car whose driver is a lap ahead of the law. Bad 'cuse to him.

But romancing aside, there are automobiles from all parts of these United States traveling about and through Portland and its environs these days. The tourist season, apparently, is on in its mid-summer fullness—"fuller," too, than ever before.

Welcome, strangers, within our gates. "Bide awhile, and you'll come again, or better still, stay always."

## SHOCK ABSORBERS

W. F. STINE spent Monday and Tuesday in Portland on business, returning to Spokane Wednesday to complete new plans of organization for the D. C. Warren Motor Car company.

A. L. Denny, district manager of the Kobering Machine company of the Northwest, distributors of the Sterling truck, is in Eastern Oregon on a business trip.

A. B. Manley and Charles M. Manley of the Manley Automobile company, while scouting about the Sound country in their Hupmobile, after seeing the races at Tacoma, drifted into Seattle for a conference with the Hupmobile, Grant and National distributors in that territory. Everywhere they are all come, whereas, being able to buy now and pay in installments, as they can do under my new system, they equip with new stuff before the old is all run down, and they profit in the long run. There is no reason that I know of why tires should not be sold under the same regulations as other merchandise. So far my experiment is working out in good shape.

"Selling Falls tires on the installment plan," says John A. Walter, tire dealer recently opening in a new location on Stark street, "is working out to the fullest expectations. I find that many motor drivers, temporarily short of ready money, allow their tires to run down one at a time until they are all gone, whereas, being able to buy now and pay in installments, as they can do under my new system, they equip with new stuff before the old is all run down, and they profit in the long run. There is no reason that I know of why tires should not be sold under the same regulations as other merchandise. So far my experiment is working out in good shape."

M. J. Woolach of the American Tire & Rubber company has been appointed assistant manager of the local store, having been selected for the place by G. K. Cassidy. The American Tire & Rubber company has the state distribution of the General tire, and Mr. Woolach's association with the firm and his insight into conditions generally make him well qualified for his new position.

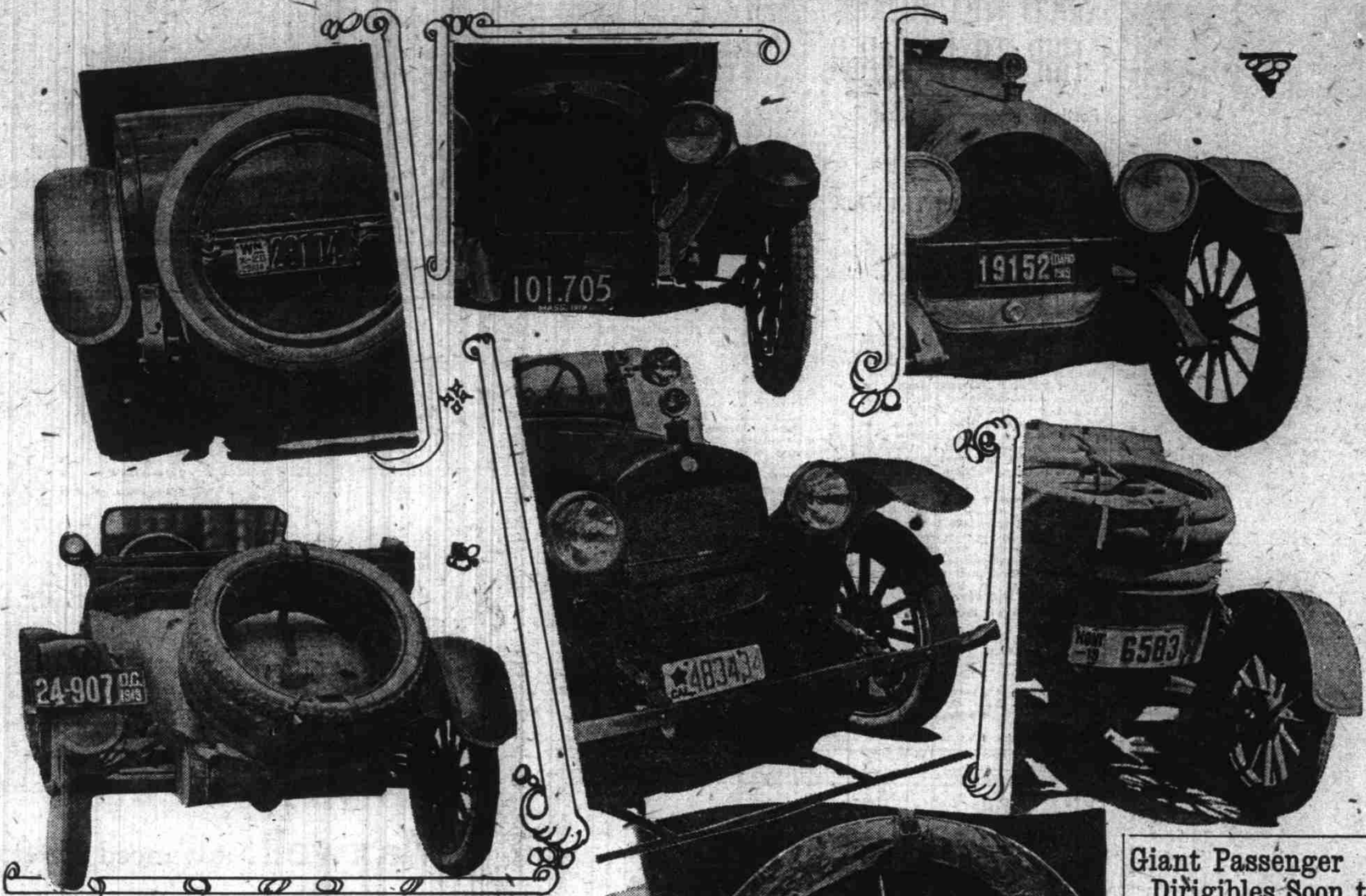
A. B. Cleveland has joined the F. C. Atwell organization as city salesman to handle the Mack truck line, for which the Atwell company is local distributor. Mr. Cleveland is well known in Portland, having been in the automobile business here for the last five years.

Chas. Gundersen has purchased the business interests of his partner, Guy J. Fogel, in the Wire Wheel Sales & Service company.

George A. Keep of G. M. C. fame is going to have his picture taken. Watch for date of release—it will be worth while.

C. H. McCabe, local branch manager and all-Northwest representative of the Chevrolet company, is in Oakland attending the Chevrolet conference. Le-

## CARS FROM FAR PLACES PARKED IN PORTLAND STREETS THESE SUMMER DAYS



Random photographs of seven cars from six states and the District of Columbia, taken in the business district yesterday as compelling proof of the volume and scope of motor car touring.

Roy R. Fields, general manager of the Fields Motor Car company, is also in attendance at the conference.

Boasting of one of the finest exclusive truck sales and service departments on the Pacific coast, F. C. Atwell is now in his new "home" at Tenth and Davis streets. Atwell is handling the Mack and Sauer trucks.

Charlie Erwin of Wentworth & Erwin is kept warm enough at best in working out plans on the new mail wagon contract, but the hot weather has made him perspire a whole lot more.

**How to Locate Miss**  
Some drivers prefer to hold down one vibrator at a time, noting the effect on the engine when trying to find a miss. If the engine slows down it is a live cylinder; if no effect is produced it is a dead cylinder. This is the same reasoning as used when short circuiting the plugs with a screw driver.

### London Annoyed By Fumes of Gasoline

Residents of London have been complaining recently of the foul gases emanating from the poor quality of gasoline which motorists are compelled to use. It is said that the fumes aggravate lung troubles. "One effect of the carbon monoxide in petrol fumes is to destroy the function of red blood corpuscles," said a medical professor. "We would be better without the fumes, and the sooner we get good petrol the better it will be for our health. I do not think there is any real danger to health. The fumes are rapidly diluted with immense quantities of air. Before they could get from a vehicle in the road to the pavement they would be harmless."

**Don't Jam Lever**

Don't jam the gear shifting lever from low to reverse, or vice versa, until the car has come to a dead stop and then take your time.

**Use Lots of Grease**

Don't fail to use plenty of lubricating oil and grease where needed before starting on any trip, and do not use a cheap grade of oil or grease at any time.

**Use Two Nuts**

When a stud becomes frozen in place it may be removed by screwing on two nuts and turning the lower nut with a wrench. The upper nut acts as a lock and permits the lower one to pull the stud around.

### Giant Passenger Dirigibles Soon to Cross Continent

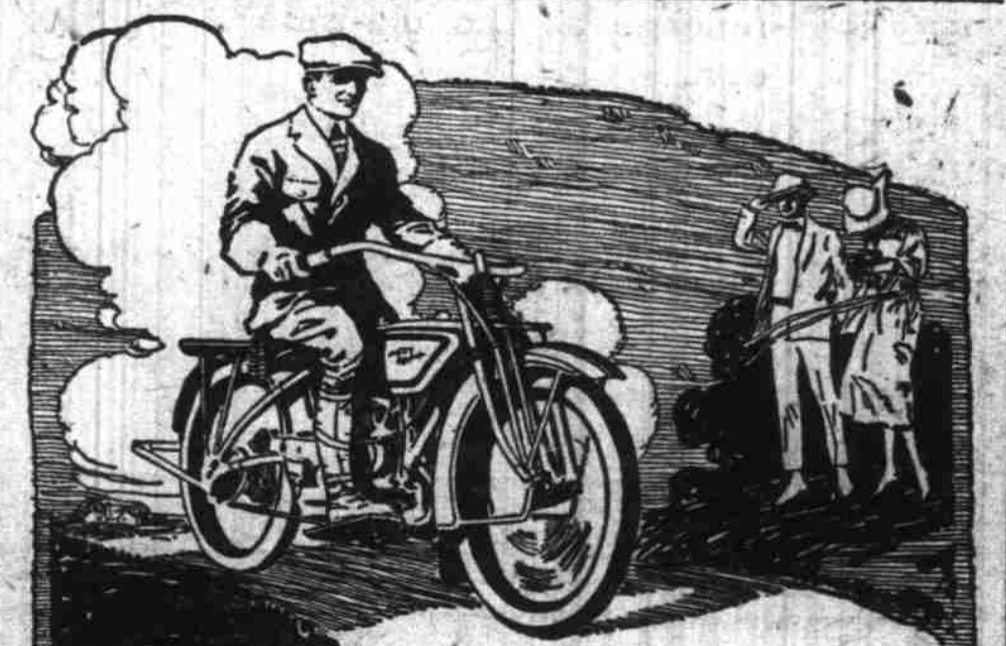
Provided plans of Akron promoters hold true, giant passenger dirigibles will, within a year, leave their hangars in Akron bound for New York, Chicago, Omaha, Canada, Florida, Texas and the Pacific coast. Ships will be built even larger than the Zeppelins capable of crossing the Atlantic, and a regular passenger service from New York to London will be established.

Giants in air navigation who have spent years in piloting balloons, airships and airplanes, and who are backed by a corporation which has been making dirigibles for years, are included in the general plan. The first of this fleet of air liners will carry 12 passengers, and is now under construction at the plant of the Goodyear Tire & Rubber company, which is giving both financial and mechanical support to the venture.

The big airships will carry 12 to 20 passengers and the express ships will carry 100. It is figured that the 3000-mile trip to Los Angeles will be made in 60 hours. Rates will be three times railroad fare.

**Don't Wait**

Don't neglect necessary adjustments and repairs until it is too late and you are laid up by the roadside.



## The Newest Harley-Davidson

A new engined Harley-Davidson! Fully one hundred pounds lighter! Quieter, snappier than any solo mount you have ever seen before. Powered with a balanced, horizontal-twin engine—almost vibrationless and wonderfully "peppy." All the speed you want—and it hugs the road.

Here are a few of its exclusive advantages: Unit power plant, single drive chain, fully enclosed and automatically lubricated; low center of gravity and low saddle position; great range of power, amazing pick-up and low-speed performance, due to perfect balance and the superheated intake manifold.

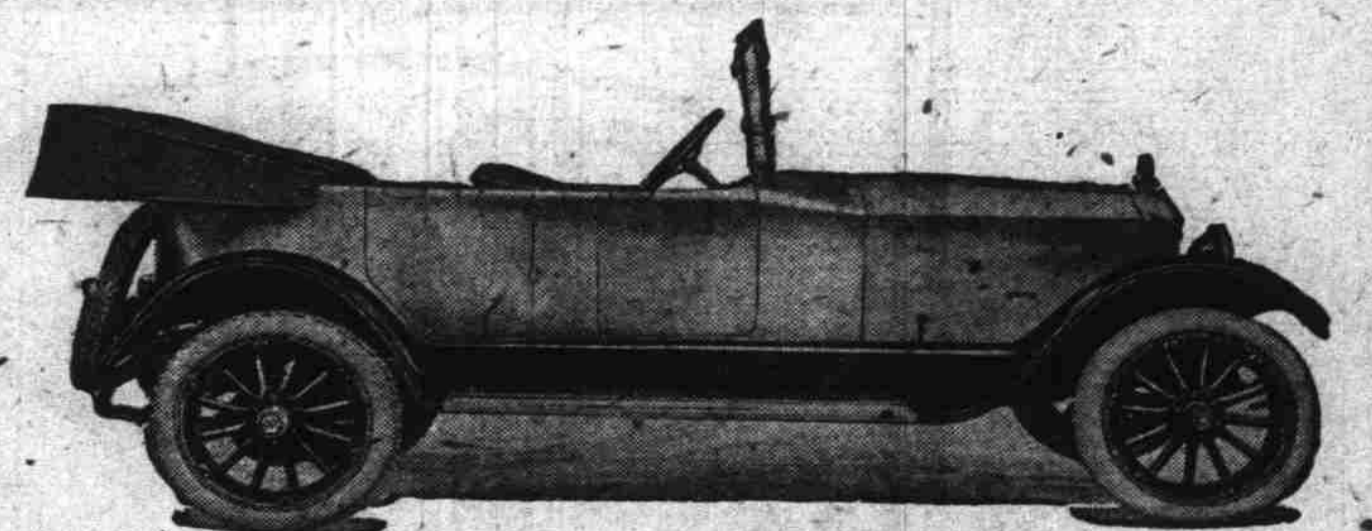
You cannot appreciate this Harley-Davidson Sport Model or realize its great superiority without seeing it in action.

Go to your dealer and see "The Motorcycle that is being talked about."

Harley-Davidson Motor Co. Milwaukee, Wis.

## The DIXIE Flyer

THE STURDY CAR—Highly adaptable for this Western country on account of its strength in construction, ease of riding and economical upkeep. If you are contemplating buying a car, by all means do not fail to see The Dixie Flyer. Inspect every unit, ride in it, drive it, and we know you will buy it. Built by the manufacturers of the famous "Old Hickory" and "Tennessee" wagons for the past forty years, The Kentucky Wagon Mfg. Co., of Louisville, Ky.



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## Good Tire News Flies Fast

So wherever you go, you hear it, "Goodrich has THE Tires".

Praise and enthusiasm over it is in the air. Dealers, chauffeurs, garage men, are talking it—passing along the message, "Goodrich is making the strongest, best tire the rubber industry has produced."

And Goodrich is. The triumph speaks in the figures on the Goodrich Square by which Goodrich asks you to judge Goodrich, and all other tires.

Square the price of any tire with the Goodrich List Price. Square the mileage backing it with Goodrich's More-Mileage Adjustment—6,000 miles for Fabrics—8,000 miles for Silvertown Cords.

That will tell you about tire values, and show you why thousands of tire users are flocking to share in the superb service of these big, husky, More-Mileage, Goodrich Tires.

Buy Goodrich Tires from a Dealer

**ADJUSTMENT**

Fabrics, 6,000 M.—Cords, 8,000 M.



"BEST IN THE LONG RUN"

