

Oregon Journal

AUTOMOTIVE SECTION
HERSCH H. BROMBERG, EDITOR

How About a Real Club?

We locally hesitate to say that Seattle has any advantage over Portland in any particular whatsoever, but there are cases where this is true. The one thing that strikes us forcibly at this moment is the camaraderie existing on automobile row there, due solely to one thing: Their Automobile Dealers' club.

On the local row too often the social and less businesslike side of distributing automobiles in this territory is lost sight of, and dealers live in their own little ballistics, by themselves as much as possible, and seldom run across the street to the other fellow's joint for a little nonsense now and then. The get-together spirit that would foster better methods of competition here is woefully lacking.

What does Seattle do? The dealers chip in and buy a house. It is fitted up like any other club. Meals are served there and every day for lunch the men in the automobile business make it a point to drop in for a midday bite and a moment or two of rag chewing. They figure it's good for business and good for Seattle. Then, too, new men have a chance to know the fellows, along the row. Factory representatives from firms in the East have a chance to see what they are doing in the Sound City to hold the automobile industry along. The club helps the industry at the same time helping the dealer and his salesman. It keeps them all out of ruts and destroys the little germs of petty partisanship that are wont to spring up where men in competition are so closely associated in every other way than in a social way.

What can Portland do to bring about a similar state of affairs? What move can the dealers here make to cause business life to be more pleasant? Isn't there some place where the men can meet, both dealers and salesmen, and forget for an hour the calls of salesmanship, except in anecdote and story, and lose sight of the impelling force of the dollar sign? Wouldn't such a club as now exists in Seattle be a good thing for the row here? Won't it be a good thing for Tom Jones to know Bill Smith? Perhaps each can help the other in a good many ways without any wounds to bank accounts being inflicted by the association. Both are fine fellows, but they have never taken the trouble to find it out.

No man can stand up or sit down and tell what is going to happen during the coming year in the automobile world. He simply cannot do it, even though he has been following every move of the industry with a microscope. Men have tried time and time again to do it, and have failed. What has that to do with a club? There may be days and weeks during the coming season when a close harmony among the dealers and salesmen here may have an important bearing on the health and life of the industry. In times of great prosperity, they can help each other enjoy it. In other times they will be able to sense the difficulties besetting the man across the table or on the other side of the club room, and there may be help in many ways to give him.

So for a club, to foster a spirit of fair play, of clean competition, of social intercourse that will help the row here to fight for the Portland industry as the men of Seattle, of San Francisco, of Los Angeles, are fighting for their automobile affairs in those cities. An atmosphere of good fellowship, as brought about by such an association, will, perhaps, do away with the little bickerings and thoughtless actions that help neither knocker nor the one knocked.

Reed College Interest

The interest Reed college students of the chemistry and physics departments are taking in the gasoline situation, both as to its supply and its chemical properties, is highly gratifying to those interested in the furthering of the interests of the automobile industry.

Whether the gasoline we are getting today is the best we can get for the money is a question, something to be answered by an industrial committee of the legislature itself. What the man owning an automobile wants is the best gasoline he can get for efficient performance and at a minimum cost.

The quickening of this interest among the students of the local college means that a movement for better gasoline is taking definite shape.

One thing about the raise in the price of tires that manufacturers of other products do not seem able to equal, is the rather satisfying explanation of just why the raise occurred.

And we may also say: "The saddest words on sign of fence, doggone the gas, it's up two cents."

Gasoline is not as highly volatile as it used to be, and yet it keeps on going up.

And last week Seattle got the automobile show off her mind. Nobody says it beat Portland's display.

"There, but for the grace of lubrication goes my car," said the philosopher, pointing to the worst wreck in sight.

From all accounts the Ad club tourney and jaunt to the confines of Stockton will be the big affair of the late spring. Don't miss it.

One might say that that racing driver whose wheel rim was cast off while speeding at a rate of 104 miles an hour escaped by sheer luck.

What Portland dealers need is some place where they can get together for a few moments each day and forget the bickerings of competition. Seattle has it with excellent results.

Numbers of people are asking their ouija boards when their new cars will be delivered. One good use for the thing—if it can tell.

LIFE OF TIRE MADE LONGER; CHANGE TO ANOTHER WHEEL

Right Side Tires Are Subjected to Greater Wear Than Those on Left.

There are many little schemes known to those familiar with the habits of tires that serve almost as well for those necessities of motor travel as does the wiles of the wife to make her husband's shirts last a while longer. She may reverse the cuffs, may rearrange the whole structure of certain garments with care and subtle effect. But there is no art that is already known but that can be put to other uses.

Whoever believed that changing tires from one wheel to another made any material difference in the life of the tread? Yet it remains for a tire engineer to apply the principle probably used on some of his own clothes when he was young, or which may still be used without his knowledge.

Leland J. Sparks, local representative of the Firestone Tire and Rubber company, mentions the fact that the factory at Akron has gone to considerable trouble to establish this principle, "seemingly unimportant," says Mr. Sparks, "but one which nevertheless saves many a motorist many a dollar."

tory on a large number of tires, which have run in the aggregate more than 2,000,000 miles. Some of these tires have been run continuously in the same positions. The records show that the average tire on the left front wheel will give nearly twice as much mileage as the one on the right rear wheel.

DURABILITY INCREASED
"The mileage in the various positions, therefore, will be in approximately the following proportions: 10 one mile of service on the right rear wheel, tires will average 1 1/2-10 miles on the left rear, 1 1/2 on the right front and 1 1/2 on the left front. In other words the average tire that would run 6000 miles on the right rear wheel would run about 7000 on the left rear, 9000 on the right front and 11,000 on the left front wheel.

"Tire experts explain that the reasons for these conditions are apparent. Drivers turn to the right more frequently than they do to the left, they state, because they more frequently are required to pass vehicles coming towards them than they are those going in the same direction. Thus the tires on the right side are more frequently required to travel in the rough portion of the road and an additional strain is thrown on them in turning, causing a grinding motion that is detrimental to tread and fabric.

"The wear on rear tires is heavier than on those in front because all the traction is secured on them and because there is additional strain thrown on them by the action of the brakes in stopping and the transmission of the power when starting the car or truck."

"Spooks Oil Well" Looks Like Duster

Kane, Pa., March 20.—(I. N. S.)—The "spook oil well" which is being drilled near here is not going down very fast. Many difficulties are being encountered and the expenses are rapidly mounting. Why the "spirits" directed the little band of believers to seek in such an inaccessible spot for oil is one of the mysteries bothering those unlearned in the psychic. With the hole only about 200 feet deep the operations have been suspended because of inability to have fuel delivered. While the "spook" theory of locating oil is boosted by the "hard boiled" drillers, they cannot resist the impulse to take a quick look around whenever sound is heard. The job of following the spooks' directions is not altogether a pleasant one for them—in fact, they are willing to admit it is quite unattractive.

SILLS AND STEVES PORTLAND VISITORS

Sales Heads of Chevrolet Are on Annual Inspection Tour of Country.

W. C. Silles, general sales manager of the Chevrolet Motor company of California, and C. M. Steves, assistant sales manager for the Pacific coast territory, arrived in town this morning from San Francisco on their annual inspection tour of the Pacific coast. They are here in Portland to look over the work being done by the Fields Motor Car company in their distribution of Chevrolet motor cars throughout Oregon.

W. C. Silles, whose visit was predicted by LeRoy Fields upon his return from an Eastern trip last week, is probably one of the ablest executives now with a motor car manufacturing concern in this country, according to Fields, who was given the opportunity of seeing the workings of that organization while on his recent trip to the center of things. It is to this man that the Chevrolet company owes its wide and efficient corps of dealers and executives throughout the great field catered to by the manufacturing concern. It is said that he has built a force that is famous for the quality of the men forming it and for the detailed system now being followed by the company in the manufacture and marketing of its product.

C. M. Steves, who has assisted him in the work in this part of the country, is said by the local dealer to be in close touch with the national situation now obtaining in the industry, and that the activity of the coast forces is due chiefly to his leadership. The two factory officials will make an extended stay here, as they are doing in other parts of the country on their tour, and it is probable that all dealers and branch managers in the Northwest will be accorded similar attention from the men who are out to get the local situation at their finger tips.

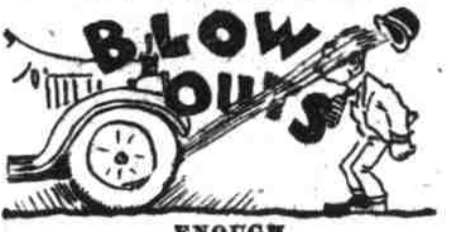
The men are of the young progressive type found so widely these days through-

ON ANNUAL INSPECTION



W. C. Silles, general sales manager of the Chevrolet Motor company, and C. M. Steves, sales manager for the Pacific coast, who are here on an inspection tour of coast territory, "visiting in Portland with the Fields Motor Car company, local Chevrolet distributors.

out the motor car world, and Fields thinks that their visit will go far toward instilling a greatly increased amount of pep into the distribution of Chevrolet cars throughout this part of the country.



ENOUGH "But," said the mechanic at the garage, "there's a knock in the en-

gine, the clutch sounds loose, the springs rattle and the hood fits badly. It makes an awful noise. Don't you want the car tuned up?"

"Not for a week or so," answered the composer, "until I get my new series of jazz music out of the way."

STRANGE
"I wish I had a gift of gab like Henry Banks O'Frawman—He sells a used car every day. When I can't sell a new one."

BEST
"A correspondent wants the best book on wiring systems on the market." Editor—Give the name of any good political essay.

"TANKS"
"Who cleans your car?" "Before the state went dry, we used

to have a man do it. But now father insists upon doing all the garage work himself."

SAVED
"The day I learn to drive," said the new owner. "I'll give you \$25." Instructor (who has been sweating away all afternoon, with no apparent ground gained)—"Thanks ever so much. My insurance premium comes due in three months."

CORRECT
"Defiance in a pedestrian is unpardonable," said the motorist who had vainly blown the horn of warning. "Blindness in a motorist is unthinkable, when it isn't something else," said the pedestrian who had been grazed by a hail.

NEVERMORE
Backward, turn backward, O Time in thy flight—Give us cheap gas again, just for tonight!

FORTUNATE
"Is that engine too far gone for repair?" "Not at all," said the mechanic. "A new set of bearings, a connecting rod or so, a few new pistons, another cam shaft and bearings, and a set of new valves will fit it up in good shape. The cylinder block seems to be in pretty good shape."

YEAH!
"Half the time," says Silas Backfire, "the knock in the engine ain't thar. Hit's jist the echo of the knockin' thar salesman who couldn't make you buy did when he heard you bought one of 'other fellow's models."

FERRAPS
"This car gets better every day." "Impossible!" "Well, every other day, then."

LOOK
"I am heartily in favor of freedom of speech," said Judge Cam, with profound

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conviction. "But I thought you held that letting everybody talk flooded the country with a surplus of useless opinions?" "That may have been my attitude once, but just see what the curtailment of the rights of hot air artists has done to the gas situation."

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