

# SCOUTS DRIVE IN FROM SEATTLE TO LOOK OVER ROADS

### Highways Expected to Be in Better Condition by Time Shrine Meeting Opens in Portland.

D. P. Dean, sales manager of the William T. Patten Motor company, Seattle distributors of Maxwell and Chalmers motor cars, together with Mrs. Dean, Mr. and Mrs. G. W. Cleveland of Seattle and William F. Marquat, automobile editor of the Seattle Times, arrived in Portland last week on a scouting trip over the Pacific highway, to determine road conditions between Portland and Seattle for the advice of Shriners contemplating a journey from the Sound city to the Shriners' celebration here.

Marquat expected to have a roll of copy paper as thick as a 3023 tire when he arrived back home, and his notes on the highway between Toledo and Vancouver were both voluminous and eloquent.

"There is a sweet little detour south of Toledo where the road gangs are doing some construction," said Marquat, "and the road along the Cowlish river isn't in the best of shape. From Toledo south to Kelso is the worst part of the road and is the one stretch of highway the Shriners need worry about. The road crews are giving the surface such attention now, though, that by the time summer travel becomes heavy there will be a better chance to move swiftly and with decision over its more or less comfortable finish."

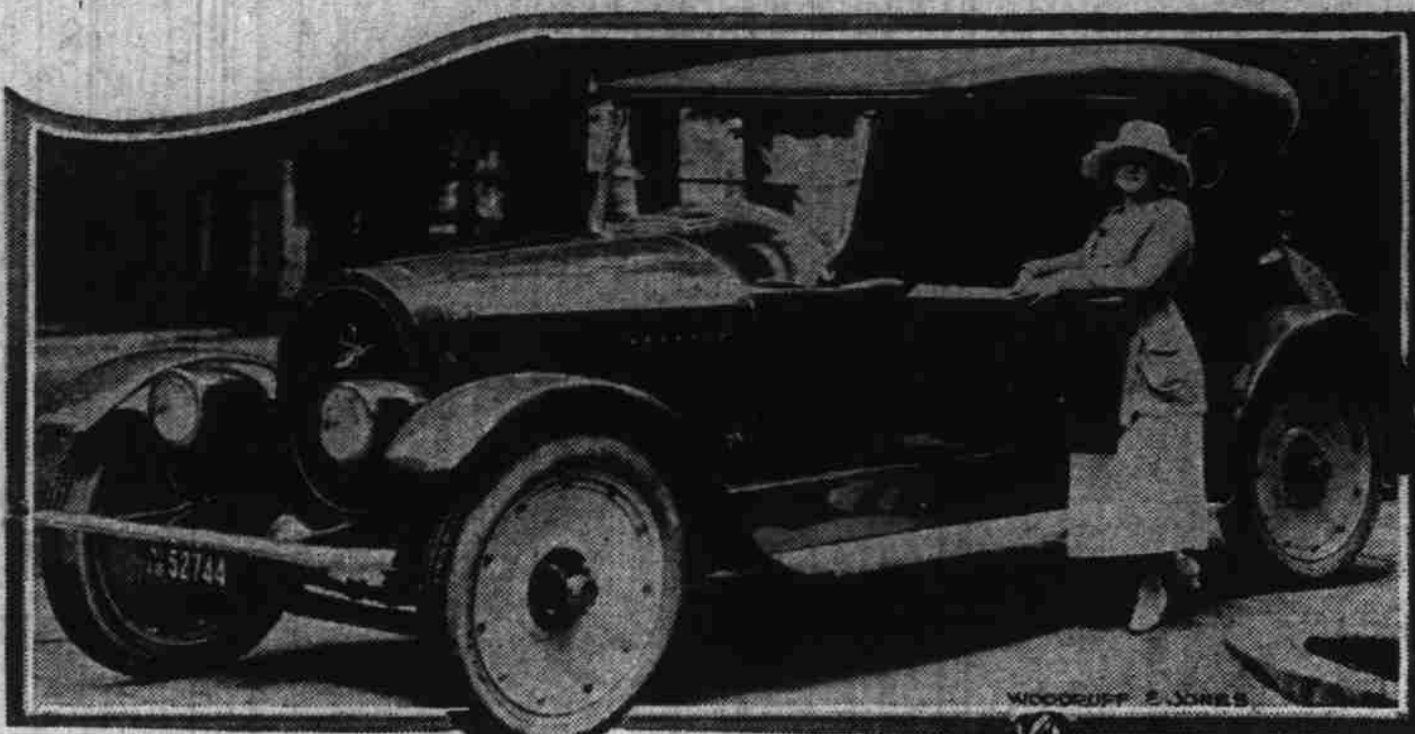
"We drove down in a Chalmers Hot-spot Six, leaving Seattle about noon and getting into Portland near the 9 o'clock mark. We had a great trip. The road to Toledo is fine and runs through some splendid country, while that part of the highway from Woodland south along the heights above the river is as good as some of the things we see in Northern Washington."

The Dean party made its headquarters at the C. L. Boss Automobile company here, local Chalmers distributors, and made extensive trips about the city to take in the sights, leaving Sunday for Seattle over the same route, Marquat with the intention of charting the mud-holes both going and returning.

"If I'd marked every bump along one little section of that highway the map would have looked like a smallpox progress chart. It will be a great little road when it is paved, but now—oh boy!"

Members of the party reported business to be good in Seattle with fair prospects of cars coming through with regularity from this time on. Money conditions are getting better and there is a tendency on the part of the banks, thinks Dean, to be more optimistic than they have been for some time. The gasoline situation is being felt to some extent, and the party encountered some inconvenience on its trip south through lack of the fuel at various points. They managed to obtain a sufficient quantity for their needs, however.

# BEAUTIES ARE WELL SUITED TO EACH OTHER



This Apperson Eight seems to be in good hands, and according to Harry B. Waggoner, sales manager of the Apperson Motor Car company, Miss Mildred Crane is well able to handle the car. It was Waggoner who convinced Miss Crane that an Apperson was the car she wanted.

# BUSH DECLARES FATY HAS IT SOFT

The one thing in Los Angeles that impressed R. S. Bush, assistant manager of the local factory branch of the Ford Motor company, was that "Fatty" Arbuckle has it pretty soft riding around in his \$25,000 Pierce-Arrow with its robin's egg blue body and all sorts of trimmings and fixings.

Bush has just been down to the land of perpetual sunshine and returns with a new coat of tan to his cheek and a new luster to his eye after his two weeks' rest. He reports that things in the southern state, and particularly around the movie town, are in first class condition, that business is good, and everybody seems to be in the best of spirits.

The Los Angeles Commercial club staged its industrial parade while Bush was in the city, and the Arbuckle car, with the addition of Bebe Daniels and Lila Lee as enhancing features to its attractiveness, led the parade through the city. The body of the movie star's car was built in Los Angeles by the Don Lee Coach and Body works, and as such held a rightful place in the procession as an example of Los Angeles craftsmanship. There were numerous floats and the celebration was declared a huge success by both natives and visitors.

Bush was also introduced to the Good-year Pony Blimp, a lighter-than-air craft built by the Goodyear works in Los Angeles. The balloon is operated by a small motor giving it a speed of about

# 25 miles an hour, and has been a drawing card to sight-seers ever since its debut at the time of the aircraft show.

The local manager performed at the end of one of the anchor ropes when the blimp was being put to bed after the celebration, and declares he obtained some needed exercise doing his part restraining the youthful effervescence of the tiny craft.

A timely warning to autoists against reducing the air pressure in their tires during the hot summer weather is now particularly opportune. This fallacy is common among motorists who do not understand that radiation carries off any surplus heat that might otherwise be dangerous to the life of a tire.

Even during the terrific grind of the race track, when tires undergo the most grueling punishment, this principle holds. It is underinflation, even during the hottest days, that ruins more tires than any other cause, according to experts of the Miller Rubber company at Akron, Ohio. The facts are that recommended air pressures are safe even in the summer.

By reducing pressure, the increased flexing of the tire merely creates the condition which the car owner wishes to guard against. The motorist can well afford the time needed to gauge the air pressure in his tires for the sake of greatly increased mileage.

— CONSERVE GASOLINE —  
**Don't Use Gasoline To Clean Leather**

Unless you wish to crack the leather do not use gasoline in cleaning it. One fairly good way to get off dirt from leather is to use plain water, to which a little ammonia has been added. After this has dried the leather should be rubbed briskly with a soft cloth, such as flannel or cheesecloth. If you wish to do the best thing possible for the leather either purchase one of the prepared leather dressings or make some yourself. For this purpose a mixture of two parts of linseed oil to one of turpentine is as effective as anything else.

— CONSERVE GASOLINE —  
**Secures Well Known Man**  
 C. B. Morse, until recently advertising manager of the New York Packard company, has been appointed general advertising manager of Hare's Motors, operating the Mercer, Locomobile and Simplex companies. Mr. Morse is a widely known advertising man and through his earlier associations is in especially close touch with the printing trade. He already has assumed his duties with Hare's Motors.

— CONSERVE GASOLINE —  
**TNT Does Work Well**

The Lane county commissioners have been demonstrating the efficiency of the deadly TNT on the highways in this region, finding it more effective than dynamite or giant powder, and much more safe to handle. They have been allotted \$0 some of the stuff, which comes to the county from the state without cost.

# SIGNAL DEVICE IS PERFECTED HERE

Local Concern Is Handling Product Through Company Organized at Vancouver.

A new signal product, known as the "day-and-night" automobile signal, has been perfected by local men and is now being handled by a company formed in Vancouver, Wash., under the name of the Day and Night Auto Signal company. The device is being manufactured by the Specialty Foundry & Machine works here in Portland and the company will do most of its business from this city as a shipping center.

The device itself is attractive and seems to fill a long-felt want on the part of the automobile driver. The equipment consists of two red 4 1/2 inch lenses, each stenciled with a white arrow across its face. An arm holds the double lensed chamber at a distance from the edge of the windshield and a bracket fastens the whole securely to the windshield frame.

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# AUTOMOBILE ROW TO BE MADE INTO OASIS FOR SHRINE

### Many of the Handsome Salesrooms of City Will Be Turned Over to Visitors Next Week.

Automobile row in Portland is to be transformed into a Shrine oasis. Among the most beautifully decorated buildings in the city during Shrine week will be the automobile companies' salesrooms which have been donated to the Shriners as headquarters for many of the temples of the country. Those who have donated their rooms for the visiting Shriners include:

- Obye Motors company, Broadway and Couch, where the Michigan temples will hold forth.
- William C. Garbe, Inc., Broadway and Burnside, where will gather the Georgia temples.
- Apperson Motor Car company, which will be turned over to the Canadian temple.
- Popp Motor company, 84 Broadway, for the Oklahoma temples.
- Willamette-Oakland company goes to the Utah temples.
- William L. Hughson company, to the North and South Dakota temples.
- Mitchell, Lewis & Staver company, where the Pennsylvania temples will congregate.
- Brunn Motor Car company will find the Wisconsin temples quartered there.
- Cook & Gill company will turn their new, beautiful rooms over to the Kansas temples.
- Rubin Motor Car company goes to the New York state temples.

— CONSERVE GASOLINE —  
**MAKE PLACES ATTRACTIVE**  
 The automobile men have determined to make the various temple headquarters the most attractive places in the city, with the Shrine color scheme carried out in floral and other decorations. There will be plenty of comfortable chairs and sofas for those who are tired from the continuous round of pleasure.

The Cohen brothers of the Oldsmobile distributing agency have gone to great expense in making their salesrooms on Broadway especially attractive, and the Willys-Overland, where the Shrine committee will have its headquarters, will surpass anything before attempted, say members of the firm.

— CONSERVE GASOLINE —  
**New Marmon Built Specially for Shrine Chief Festival Week**

The Northwest Auto company, Marmon distributors, were the recipients this week of a specially built Marmon car to be used by the imperial potentate

during the coming Shrine celebration. The car is painted in the colors of the Shrine, red, yellow and blue, with the Shrine emblem on the hood and door panels. At the convention in Indianapolis last year a Marmon led the parade and the Northwest Auto company made arrangements with the Mar-

mon factory to supply a special car for this year's convention. Roy Pike, salesman for the Northwest Auto company, will act as official chauffeur to Kendrick during the convention. Following it will be a Cole Aero-Eight carrying A. H. Lea, potentate of Al

Kader temple. It is Lea's private car, but is being painted by the Northwest Auto company similar to the Marmon. — CONSERVE GASOLINE —  
 "Isn't Jim a poor driver?"  
 "Poor, the deuce. You ought to see the money that bird spends on his girl!"



# Hear Ye! Hear Ye! Hear Ye!

To the discriminating purchaser who is desirous of securing the greatest dollar value for his money, we are pleased to announce that we now have for immediate delivery a limited number of

# NEW SCRIPPS-BOOTH MOTOR CARS

### THE GENERAL MOTORS' LATEST CREATION

During the days of Gasoline Conservation the watchword of the hour is ECONOMY. We offer at this time as well as for all times, "A CAR OF ECONOMY WITHOUT SACRIFICE OF LUXURY."

Backed by the unlimited resources of the largest corporation in the world, we extend a SERVICE POLICY that facts prove cannot be equaled.

The Scripps-Booth Company of California believes that the policy which will best protect the interests of Scripps-booth owners is the policy which will best maintain the reputation of Scripps-Booth cars.

Inquire About Our Sales and Service Policy.

**Scripps-Booth Company of California**  
 (Portland Branch)  
 Telephone Broadway 3169  
 522-526 Alder Street



# CONSOLIDATED SALE TEN THOUSAND AT OLD PRICES

**LOOK AT THE LOW PRICES**

You Save \$7 to \$25 on Each Tire While present stocks last, old prices will prevail—lowest prices ever quoted on tires. We make these low prices because we are THE BIG TIRE PEOPLE and control the supply of these fine tires. We buy entire factory output, or whole stocks of big stores, for cash, naming our own figures, and pass the good things TO YOU. No other tires are so bargained for future delivery. Out-of-town orders filled the day received.

Size	Plain	Solid	Tubes
28x32	\$12.50	\$12.50	\$2.15
30x32	10.95	11.95	2.15
30x34	12.20	14.00	2.50
32x34	12.75	14.50	2.50
32x36	14.65	17.15	2.40
32x38	19.00	21.45	3.55
34x34	15.00	22.70	2.65
34x36	16.50	21.10	2.85
34x38	24.45	27.25	4.10
34x40	26.50	27.55	4.25
36x36	28.50	34.55	4.25
36x38	30.95	31.50	4.30
36x40	37.50	31.05	4.60
36x42	39.45	39.15	4.75
36x44	39.10	38.15	4.85
38x38	32.70	37.95	4.60
38x40	34.75	40.20	4.60

Shipments C. O. D.—No Deposit Required  
**EAGLE TIRE CO.**  
 122 N. Broadway, Portland, Or. Phone Bdwy. 1612

**Columbia Storage Batteries**

now in our new enlarged Service Station better than ever equipped to serve motorists in testing, repairing and recharging all makes of batteries.

Drive In—A Free Battery Test

**Columbia Storage Battery Co.**  
 Park and Couch Streets  
 Higgins Co., New Building, West From Park Blocks  
 Phone Broadway 546  
 Service—Sales

# Another FEDERAL TENTH YEAR REASON

The Company Behind the Truck

Ten years is a long time in the motor truck industry—you can count on your fingers the companies building trucks ten years ago who are still in operation today.

The company behind the truck means much to you in buying your transportation equipment—you may want a spare part five years from now—Federal Trucks built ten years ago are still in daily use.

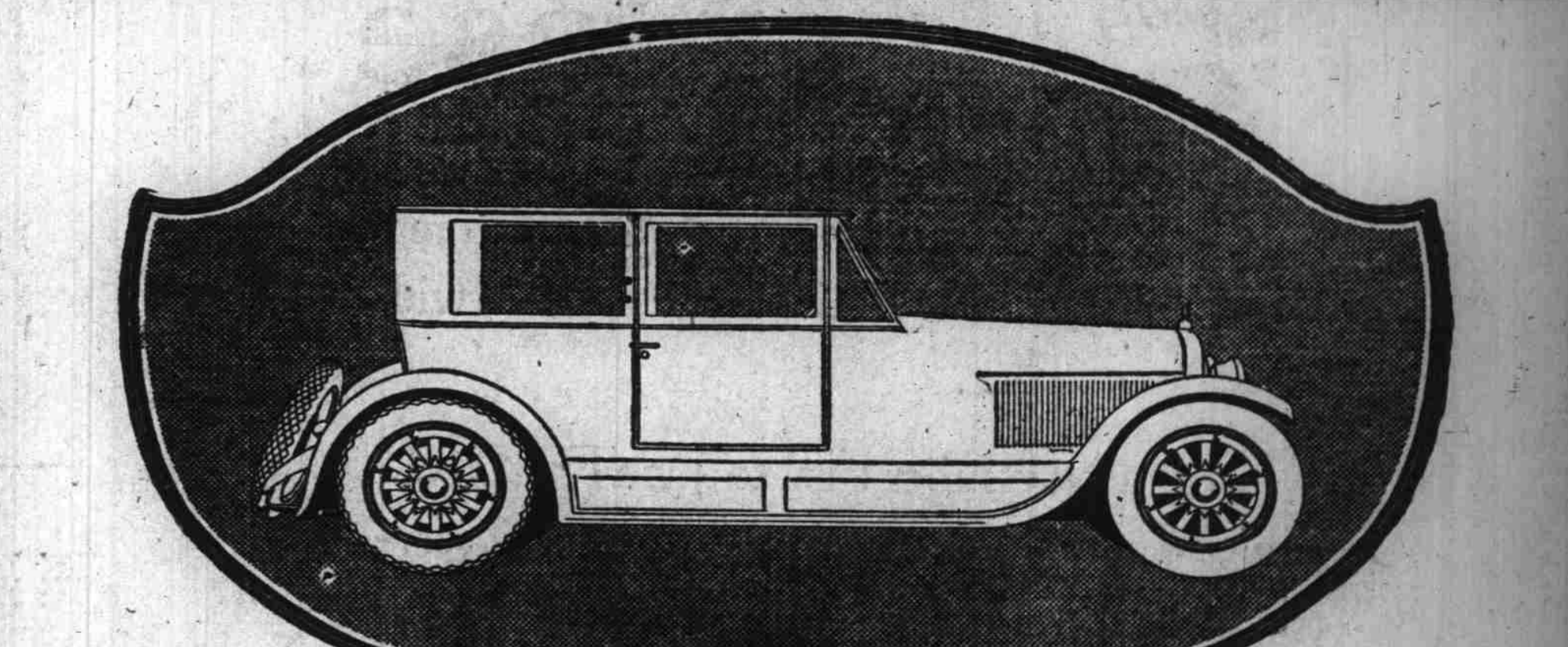
Think it over carefully—the reputation of the company is built into the Federal.

**William L. Hughson Co.**  
 60 N. Broadway at Davis Bdw. 321

Oldest Motor Car Organization on the Pacific Coast.  
 San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland.

Service First

Distributor for Federal Motor Truck Company Detroit



The **JORDAN** Silhouette Brougham

To open the door of this light, clean-cut Silhouette Brougham and enter its friendly, spacious interior is like topping the hill on a glorious morning in spring.

The cleanly perfection of every detail appeals to a woman's subtle sense of harmony. Here you experience all the advantages of the electric with none of its limitations.

The sheer beauty of line—the trim tailored appearance of top—the color—the lowness that is

thoroughly European, everywhere this Jordan perfection of detail has challenged the appreciation of the motor wise.

In its light, aluminum body with its broad vision, you instinctively know there will be no racking side-sway, rattle or dust so common with the heavy cars of yesterday.

This newest creation of Jordan's craftsmanship is finding instant demand among those who delight in personally driving a convenient, compact car.

**MITCHELL, LEWIS & STAVAR CO.**  
 Broadway at Everett, Portland, Oregon

JORDAN MOTOR CAR COMPANY, INC., Cleveland, Ohio