

PORTLAND IS TO HAVE AGENCY FOR NEW AUTOMOBILE

Therkelsen Motor Company Formed to Handle New Line; To Distribute to Entire State.

Within a short time the Rickenbacker automobile, the car that is carrying on the name of America's greatest combatant air squadron, "The Hat in the Ring," will make its official appearance in Portland.

While Captain Eddie Rickenbacker, head of the motor company, was in Portland recently negotiations were completed for the opening of a distributing agency for the state of Oregon and some of the Southern Washington counties. The agency will be handled by L. Therkelsen and will be known as the Therkelsen Motor company.

Therkelsen has taken temporary quarters at 527 Washington street, and is now awaiting the arrival of the first shipments of cars from the East. At present a shipment of one sedan, one coupe and two touring cars are en route, as is a complete stock of parts.

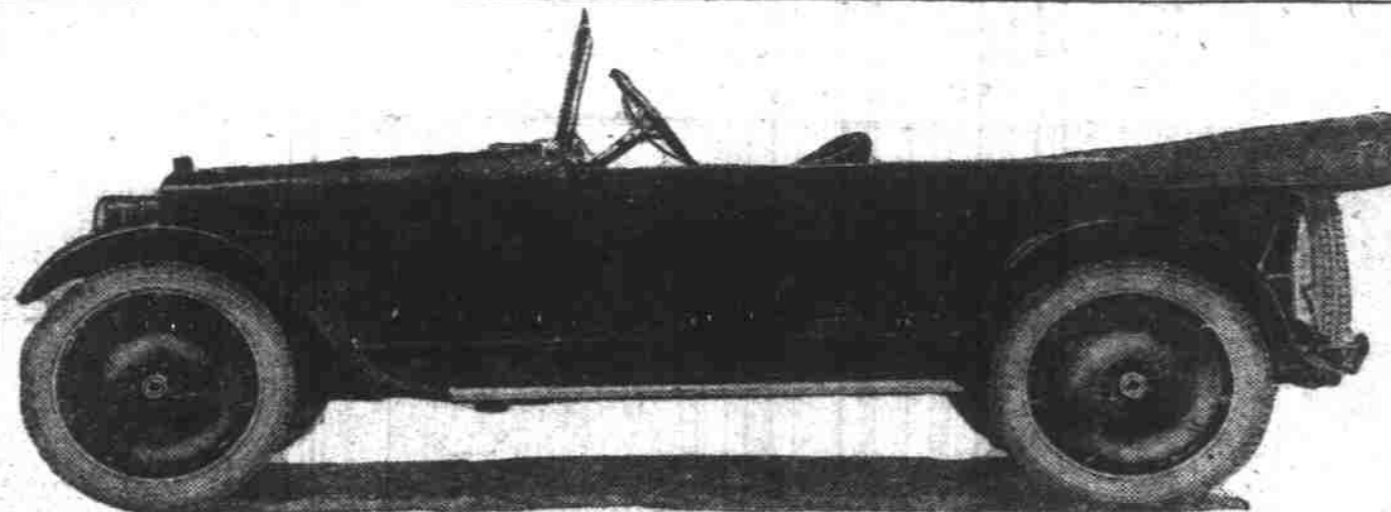
One of the first showings of the new line will be made at the Salem fair, Therkelsen said. As soon as the cars arrive and the organization of the new firm is completed more adequate quarters will be obtained.

IS WELL KNOWN

Therkelsen, who is well known in automotive circles of the Northwest, recently resigned from his position as sales manager of the Braley Auto company to be on his own. He has had wide experience in the automobile business, having been with the Northwestern Auto company, the National line and also the Hudson line.

The Rickenbacker automobile, while new to Portland, is well known in the East and in California. This car, made under the supervision of America's Ace of Aces, has been the center of much interest since its inception. The car

PORTLAND HAS NEW LINE OF CARS



Addition of the Rickenbacker line was announced last week by L. Therkelsen. The new touring car is shown above, while the inset is of Therkelsen himself.

is a six cylinder type and is designed to be attractive as well as sturdy. Few people know that Rickenbacker himself is an old timer at the automotive game. While in Portland though he told of his experience and it began in 1902, twenty years ago. At that time he was a helper in a garage.

ENTERED GAME EARLY

Following the repair and construction end of the business Rickenbacker learned all there was to know before taking up the motor racing game. In 1911 he went in for professional racing and made experiments with the cars. He raced some 11 different makes and managed five teams.

"There is only one laboratory for the automobile," Rickenbacker said, "and that is on the race track. There the grilling pace brings out the weaknesses of the car and motor. It was for that reason that I took up the game. I never stayed with one outfit any longer than it took me to exhaust the field of information offered by that particular car."

In 1916 Rickenbacker became captain of the English Sunbeam racing team and piloted that outfit to repeated victory. He was in England when the war broke out between Germany and America and returned post haste to his native land. He was sent abroad

to construct the greatest motor repair station in Europe and from that graduated into the flying game.

This too, he said, was excellent training and a constant source of information. Data on gasoline engines was made available that otherwise would have been an unknown field. All of this he used in the design and manufacture of the car bearing his name.

"When I first returned to this country after the war I attended a show at New York," he went on. "The feature of it was the apparent lack of progress in automotive design. I found that motor makers were so crowded with production that creative ability had been allowed to slump. I then laid plans for my car and incorporated all that I had learned both on the road and in the air."

Concern Moves to Its New Quarters

One of the changes recorded in Portland automotive circles for last week is the occupation of new quarters by H. M. Nisbet, distributor of the Columbus battery. Nisbet has moved into a plant at 10th and Couch streets.



ERVIN TELLS HOW HE CHASES SPEEDSTERS

(Continued From Page One)

vin were driven so hard that they had wrecks or other casualties. Soon the doughty driver had the reputation of getting the man he started out for and drivers stopped as soon as they heard the splutter of his machine on their trail.

During his service with the city, Ervin has ridden more than 600,000 miles and has not had one wreck. He says he was lucky but others, his companions say, that it was because he knew his machine and how to handle it. At any rate he has survived longer than any other motorcycle speed officer.

Since the time that he was the only speed officer on the force, Ervin has seen the creation of a squad of six riders, of which he is the commanding officer. These men operate to maintain law and order on the streets of the city and to see that reckless drivers are given proper punishment.

"One of the standing orders to the squad," Ervin said, "is to get the reckless driver. He may be reckless without violating the speed law but makes no difference. In all work the officers of the squad are required to be courteous and to aid tourists and travelers at all times."

In making out orders for the squad the lieutenant works his men on no regular schedule. At one time of the day they will be inactive but at the same time of a following day they will be at work and roping in speeders.

"Some of the birds would spot the time of working," Ervin went on, "if we worked on a schedule and then would be a good baby until we left his territory. At that time they jump around and they don't know just what to expect us or where. The element of surprise is great in this game and when they know we are liable to hop out of any intersection they drive well within the law."

One of the things Ervin advocates is making the punishment fit the crime. For speeding he says there is only two remedies in police court. One is a fine of \$1 an hour for every mile the speedometer registers and the other is jail. The two work together very nicely, he said.

Prominent Men on Tour Visit Local Store of Hassler

Recently D. F. Wells, local branch manager of the Hassler Pacific company, was paid an interesting visit by two transcontinental tourists who arrived in Portland on the last lap of their trip, which took them from Oakland, Cal., to New York, and return.

Disguised as tourists, pure and simple, and traveling in a Ford touring car equipped with Hassler shock absorbers and loaded to the brim with baggage, they were met at the Hassler store, Harold Arnot and William Carlson stopped in front of the local branch on lower Broadway to pay their respects to Wells. Their visit was quite a surprise, as Wells had no knowledge of their trip until the arrival in Portland.

Last June, Arnot and Carlson began their tour of the country, leaving Oakland and going east over the Lincoln highway. They stopped at Chicago, Indianapolis and several of the Middle Western cities, combining business with pleasure on their trip. Continuing on they passed through Philadelphia, Washington, D. C., and on to New York, from where they started their return trip, going through Buffalo, stopping at Niagara and following the edge of the Great Lakes around through Michigan and back to Chicago again. Returning to the Pacific coast they followed the Yellowstone Trail, stopping at the national park and continuing on to Seattle to visit friends and relatives in the Sound City.

Two Models Added To Gardner Line; Cars Arrive Here

Arrival of two new models of the Gardner line was announced last week by Ray Albee of the Mitchell, Lewis & Staver company. The two models are the business coupe and the sedan. Both are recent additions to the Gardner line and since their arrival in this city have been the center of attraction for persons desiring such cars. The coupe is built for the use of the commercial traveler or the professional man and has plenty of room for the storage of luggage.

The sedan features many of the refinements applicable for a car designed primarily for the family use. The finish on this model is attractive. One of the features of this model is the floor heater.

The average life of an automobile in the United States is estimated at five

PORTLAND CHOSEN AS SITE FOR NEW BATTERY FACTORY

Mac Dry Battery Factory No. 2 Will Be in Operation Here—Feeder for Northwest.

Portland has been selected by the Mac Dry Battery company as the location for Battery Factory No. 2. The entire factory of the Thor Battery company has been taken over and cells will be made according to the specifications of the Mac chemists.

Paul R. McGilton, president of the Mac Dry Battery company, was in Portland last week to supervise the closing of the contract with the Thor factory. The factory, McGilton said, would have a daily output of 100 at the present time and 150 when new quarters were provided for.

Negotiations are now being carried on for the purchase of a factory site and the erection of a new building on Sandy boulevard. When this structure is completed the apparatus will be moved from the old Thor factory, now located on Broadway at Union avenue.

"We find that it will be far more satisfactory for us to make the batteries for the Northwestern area up here than to ship them from Los Angeles," McGilton said. "The demand has reached such a point that the Los Angeles plant can take care of the Southwestern district only. By having a factory here we will make this the chief distributing point and speed up delivery of batteries by eliminating the time of shipment from the south."

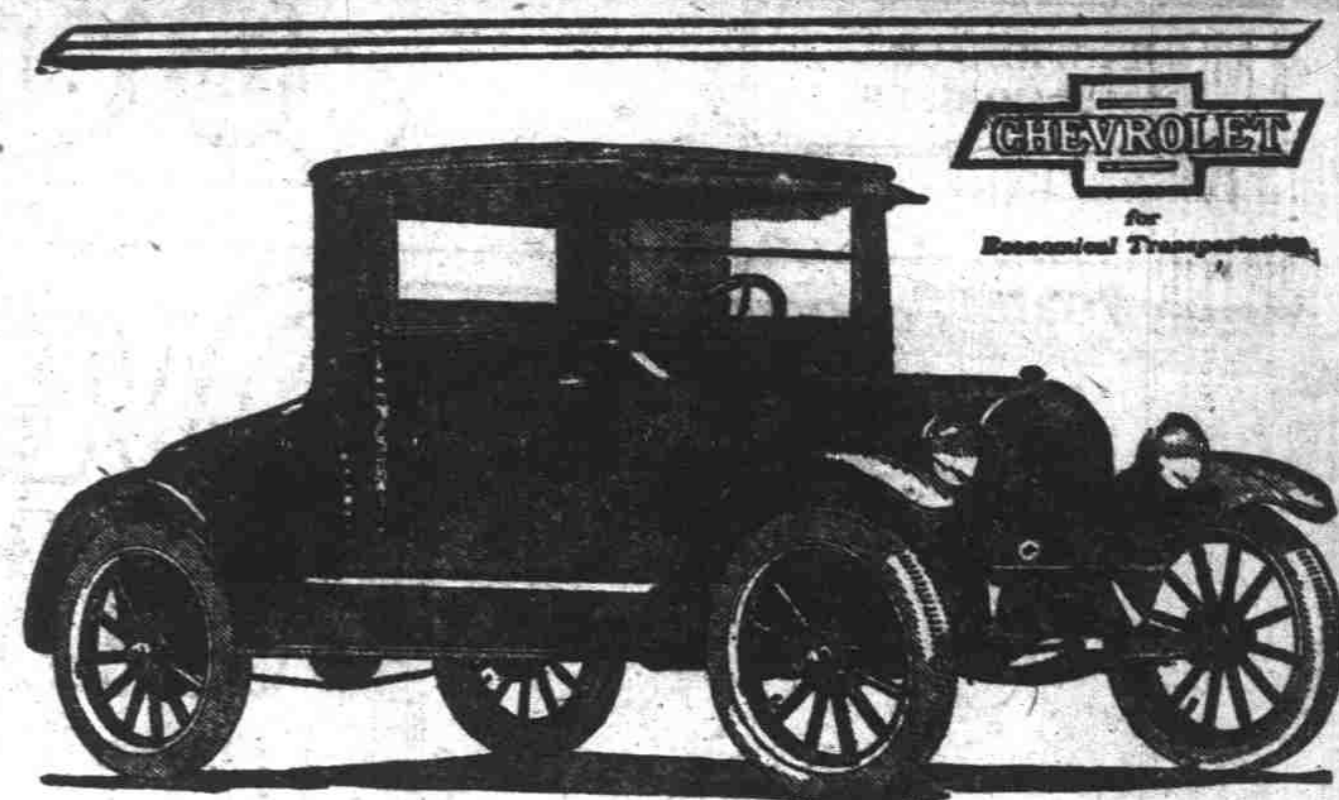
C. A. Cronkrite, chemist for the Mac company, has been assigned as head of the Portland plant. He will superintend the manufacture of the batteries and also supervise the force of inspectors.

Besides the plant at Los Angeles, which is the parent plant, and the new Portland factory, the Mac Battery company has a factory in Chicago. This is the largest of the three, having a daily output of 800 batteries. The total output of the three plants is 1000.

While in Portland McGilton made his headquarters at Lefaver and Jordan saleroom, local distributors of the Mac Dry battery. He is motoring back to Los Angeles.

"There isn't much of a secret about the dry battery," McGilton said, when asked how it worked. "We began some five years ago. By a lucky strike we found that by using certain radio active salts for an electrolytic dry cell could be made that would stand recharging. We have tested our batteries since then and have found that we have been successful."

"One of the features of the Mac dry battery is that it is in a high state of internal tension. The slightest disturbance from the outside starts a molecular action and the battery is recharged if the slightest amount of current is sent through it. If the battery is apparently dead a charge sufficient to turn over the starting motor can be created by merely cranking the engine of the automobile and allowing it to run for a few minutes."



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Its single seat is deep, wide and upholstered for driving comfort as well as for refined appearance and long wear.

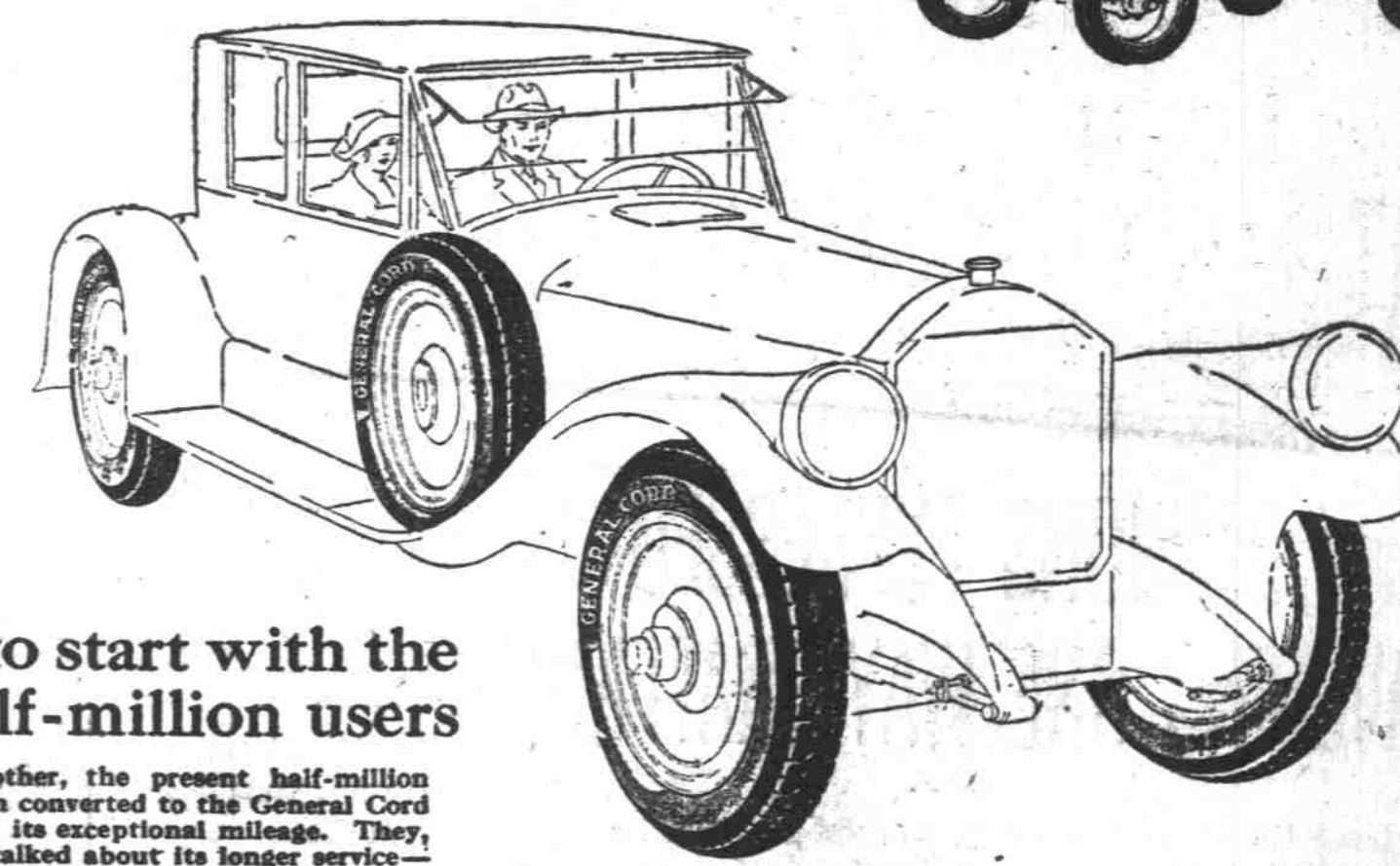
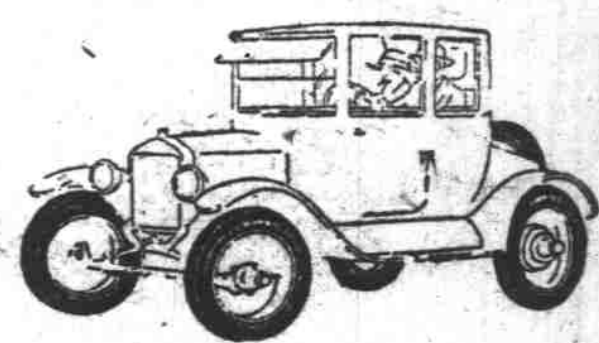
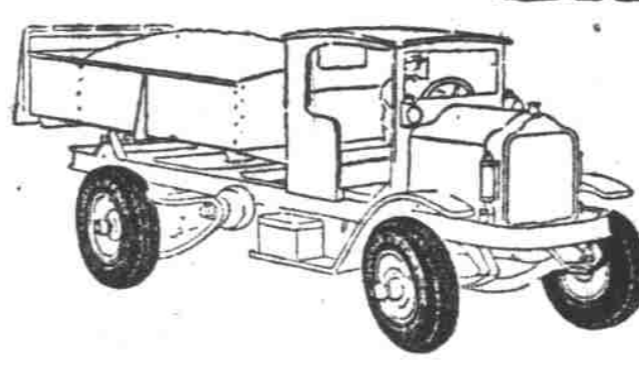
This car has artistic lines, and in finish, body construction and appointments is strictly first class.

It is ideal for salesmen representing high-grade concerns that appreciate the value of transportation facilities reflecting the character of the house.

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When all is said and done, the only question which concerns the motorist is: "How will it prove out on the road? — How will any given lubricant affect the working efficiency of my car?"

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The Zerolene Correct Lubrication Chart specifies the particular body of Zerolene which is best suited to the lubrication needs of your car. These recommendations are based on careful tests, both in the dynamometer laboratory and on the road.



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