

Motor Repairing

Our long experience in his line of work enables us to give the very best service procurable.

OVERHAULING is expensive to the car owner unless done right, and that is the reason we never allow a car to leave our shop unless it works perfectly.

(Billy) W. L. Cumming

W. Webb St.

Pendleton, Ore.

WOMEN TRY BALLOON FLYING

"We hated to get back to earth with its dust and dirt," declared Mrs. C. M. McCreery, wife of a Goodyear factory official, after a three hour balloon flight from Akron to Canonsburg, Pa., on the fourth.

"The cloud formation was wonderful at 7,000 feet while the land below was a remarkable revelation in geography. Balloon flying is a great sport."

The flight was made by Mr. and Mrs. Ralph Upson, Mr. and Mrs. C. R.

Johnson and Mr. and Mrs. McCreery. Upson, holder of several national balloon championships and Goodyear's chief aeronautical engineer piloted the balloon. They left at 4:40 a. m. to see the sun rise. It was the first balloon flight in which women participated.

ADMI AT RECKLESS RIDER

The Los Angeles Motorcycle Club has launched a campaign in that city against what it terms "The smart alec astride a motorcycle who dashes down

the street with a wide open muffler, violating all traffic rules and endangering his own and other lives."

In a letter to the Los Angeles Chief of Police the club pledges its cooperation with the authorities in any plan to curb the nuisance, declaring that open mufflers are not necessary, and pointing out that some manufacturers do not equip their product with cut-outs. The Goodyear Tire and Rubber Company of California, which with the parent company at Akron Ohio furnishes fifty per cent of the original tire equipment of all motorcycles made in the United States, has been requested to assist the club in its campaign to educate motorcyclists in quiet riding.

BLOWOUTS ARE TABOO

Carrying rural mail routes has become more and more a job with each succeeding year since the parcel post system was inaugurated, but Neil H. Williams, Carrier of the Sugar Station post office, Salt Lake City, hasn't met the load of parcels yet that his motorcycle couldn't deliver, although often in the holiday season the packages overflow the side car and saddle packs, and several parcels must be hauled to the front fork or carried on the handle bars of his machine. He serves 455 ball boxes on a 24 mile route, making from 250 to 300 stops a day. In spite of the unusual demand made on his tires, he has made 8124 miles on the goodyear tires purchased with his Indian machine nearly a year ago, and has never had a blowout.

APPEARING IN ISLANDS

SAN FRANCISCO, July 24.—(While per weights) boxers weighing from 65 to 85 pounds, are appearing on all boxing cards in the Philippine Islands, according to recent arrivals from Manila.

The Fairview

Walla Walla, Wash.

Centrally located in the Farmers Savings Bank Building—formerly the Paine Building, cor. 2nd and Monroe St.

REMODELED

New furniture, rugs, beds. Rooms large and airy. Hot water and baths. Catering to the traveling public and out-of-town visitors.

Phone 790 for Reservations.

COLE AERO-EIGHT IS HERALD OF NEW VOGUE

The Cole-Aero-Eight models on exhibition at the Automobile show not only herald a new vogue in motor car design but represent a new and expanding era in motor car performance.

This latter fact has been proved to the satisfaction of thousands of owners, who after more than a year of experience, vouch for the power, speed, economy, comfort and dependability of this, the original aerotype car.

Among the Cole-Aero-Eights distinctive claims to recognition in the motor world are its increased tire mileage, its fuel economy, its power, speed and acceleration, its mechanically correct body, its shock absorbing frame, its ability to operate with maximum efficiency even with low grades of fuel and its aerotype design.

The original tire equipment on the Cole Aero-Eight is capable of 15,000 miles or more, an unprecedented achievement among motor cars.

A year of tests has proved that an average of from 12 to 14 miles per gallon of gasoline in an 80-horse-power, eight cylinder motor is a consistent reality of the Aero-Eight.

Its great reserve power, speed, acceleration and smoothness of operation is due not only to the increased efficiency of the motor but to aerotype engineering principles embodied in the car as a whole. By reason of these the Cole Aero-Eight weighing only 3,600 pounds, travels at a speed of 70 miles an hour with no greater effort and vibration than it if it were traveling 25.

The mechanically correct, aerotype bodies of the Cole Aero-Eight, not only are innovations in motor car fashions but actually contribute to the performance, efficiency, comfort, economy and serviceability of the entire car. Wind resistance has been reduced 17 per cent in these designs, thereby minimizing demands on fuel, tires and the car itself. The shock absorbing frame, in addition to assuring comfort, reduces the possibility of injury to the mechanism.

The hot-spot manifold is responsible to a great extent, for the consistent performance of the Cole Aero-Eight motor even with low grades of fuel. With this device, maximum efficiency and economy are assured at all times, regardless of atmospheric conditions. The line of the Cole Aero-Eight are distinctly aerotype. The large radiator, the massive cowl effect, the manner in which the body rests upon the frame, mark it as a distinct engineering advancement.

FRANKLIN MERITS

SHOWN TO 32,645

The Franklin Automobile Company announces that 32,645 passengers were carried during the national Show-the-Car Contest, which took place from June 7 to June 19. One feature of the contest was a gasoline economy test. Each passenger was shown how far a Franklin would travel on a single pint of gasoline, the liquid being placed in a bottle in plain view and the regular supply from the tank discontinued. 415 Franklin representatives in all parts of the country participated in the contest, and when the returns were checked up it was found that the average national mileage on one pint of gasoline was 3.4127 miles, or at the rate of 27.3 miles per gallon.

Twenty cash prizes ranging from \$50 to \$500 were offered by the Franklin Company to the Franklin representatives taking out the largest number of passengers. The first prize went to A. D. Galdwell of Chicago; P. P. Phillips of Lexington, Ky., was second and H. A. Kirk of Roseland, Ind., drew third place. Fourth in tenth place respectively went to R. W. Cleveland, Waterloo, Iowa; H. M. Seibold, Columbus, O.; W. R. Hunter, Lexington, Ky.; N. P. Berry, Lexington, Ky.; J. C. Soenksen, Aurora, Ill.; Miss C. E. Kelley, Dallas, Texas; Lawrence G. Duke, Wellsville, N. Y.

A handsome silver cup was awarded to the Chicago dealership for having shown the highest average score for its various entrants.

NEW TIRE FACTORY CREATES SETTLEMENT

One of the natural results of the erection of the \$20,000,000 plant of The Goodyear Tire & Rubber Company of California, in Los Angeles, five miles south of the center of the city, is the creation of a new business center in that section. Elaborate plans are now under way to build there a center of business activity—a city within a city. In the wake of the establishment of the mammoth factory, a district which for years has lain dormant, is soon to know the quickening influence of industry in shaping its destiny.

An army of 9,000 workers must be served. Their many needs must be met through the erection of stores, homes and places of amusements and recreation. The growth of this section of the city is expected to parallel that portion of Akron, Ohio, known as East Akron, which now contains a population of more than 75,000 as a result of the establishment of the original Goodyear plant in that part of the city.

FLYING BILLBOARD IS NEWEST THING

Advertising ingenuity found a new form of expression recently when the Aeroplane "P. D." DH-9, starting on a sensational trip from Calcutta, India, to points in Australia, was painted with a "copy" of several international known advertisers. The ads of a motor car, a lubricating oil and "Firestone Tyres" were emblazoned on the planes. The name "Firestone" appearing in characteristic lettering on the lower surface, was recognizable

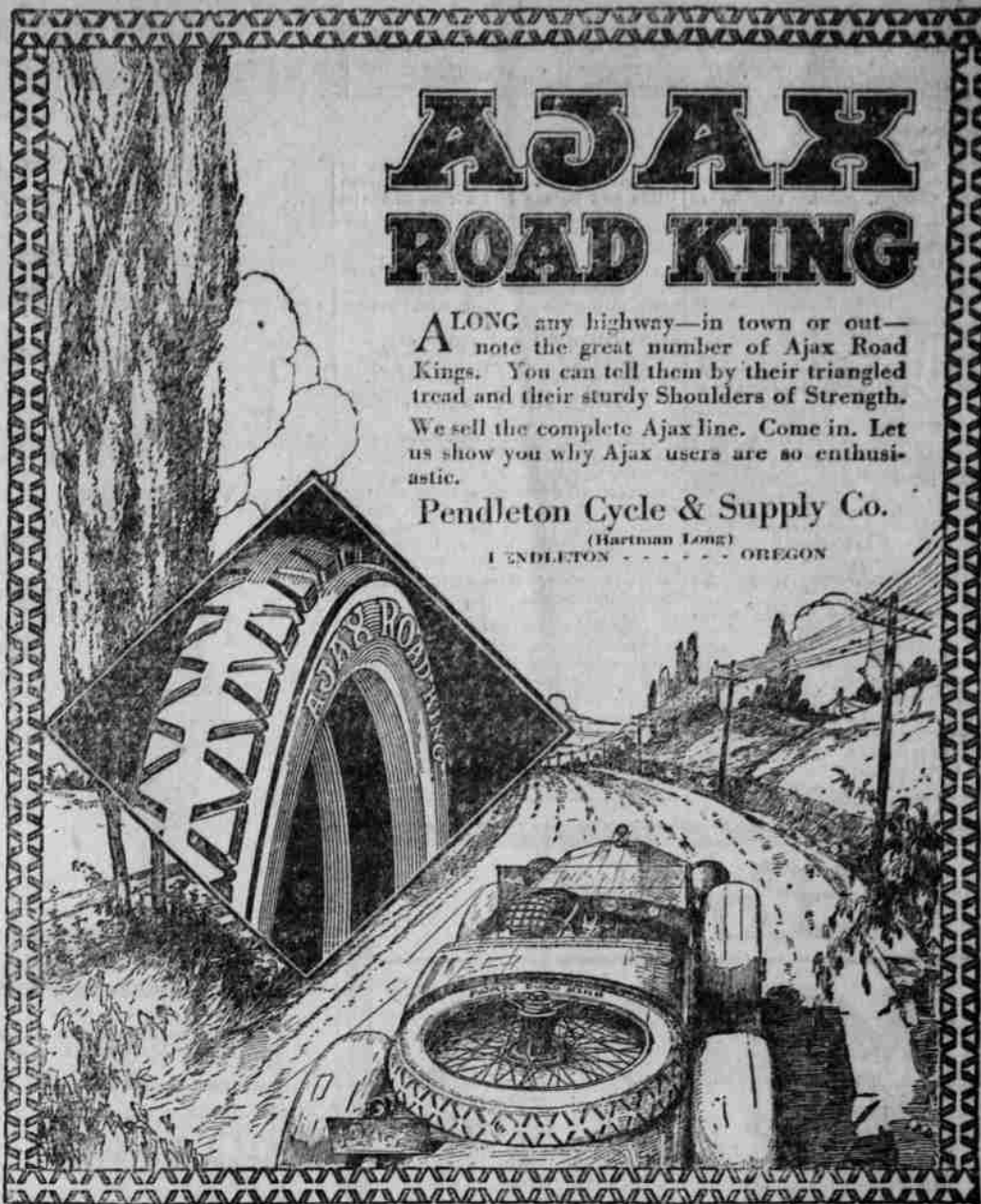
AJAX ROAD KING

ALONG any highway—in town or out—note the great number of Ajax Road Kings. You can tell them by their triangled tread and their sturdy Shoulders of Strength. We sell the complete Ajax line. Come in. Let us show you why Ajax users are so enthusiastic.

Pendleton Cycle & Supply Co.

(Hartman Long)

PENDLETON — OREGON



Raw Material to Finished Product

PIG IRON TO PISTONS

A Machine Shop Second to None

A Modernly Equipped Foundry, Employing Modern Methods.

Phone 71
Phone 1056

BURNS

FOUNDRY and
MCH. WORKS

Cottonwood and Water Sts



AN ANALYSIS OF THE "ROAD SPEED" of a MAXWELL IS A TRIBUTE TO ITS SPECIAL STEELS

Men driving larger cars have often wondered at the "road speed" of a Maxwell.

True, in an open straight stretch they have run away from a Maxwell.

But in any "piece of going" in which hills, turns, curves or rough roads enter into the general average, they do not outrun a Maxwell.

The reason for this is the special steels in a Maxwell. They are made to Maxwell's own formula, and make possible construction combining great strength with light weight.

The lightness of the weight enables a Maxwell to take a turn with more ease and less slowing up,

comes down a hill under better control, ascends a hill as well, and makes more time over a rough piece of roadway.

The strength of its steels enables a Maxwell to stand equally as well, or better, side strains, road unevenness, etc.

In other words, a Maxwell makes speed when a larger car cannot, and thus evens up to a high average its "road speed" without breaking the speed laws.

This ability in a Maxwell is one of many that is winning new friendships daily. Nearly 400,000 of them to date; in another year 500,000.

NEIL & BARKER

Phone 180

Riverside.

You Will Come to Prest-O-Lite

SOME day you will need a new storage battery. Be sure it's a Prest-O-Lite—the battery that lives the longest life, gives the surest starts and banishes battery bother.

The Prest-O-Lite Storage Battery adds to the enjoyment of pleasure driving, and insures punctuality and dependable service when using your car for business.

There is a Prest-O-Lite Battery of exact size, strength and capacity to fit your car, whatever its make or model. It has been prescribed by expert engineers to meet the needs of your starting and lighting system.

The Prest-O-Lite is a storage battery you don't have to think about, when supervised by Prest-O-Lite Service.

We will test your battery and keep it in prime condition, whether your car is now equipped with a Prest-O-Lite battery or any other make.

Drive up any time, and welcome.

Our prices for repairs and recharging on all makes of batteries are always reasonable.

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Service
First!

