

REMARKABLE CHANGES IN TIRE GUARANTEES

The advance and progress made by the leading tire manufacturers of the country the last two years has brought about an interesting change in the figures of motor car maintenance cost

and in the mileage records. Reputable tire companies have educated their customers so thoroughly on what to expect of their tire equipment that the change in maintenance figures has scarcely been noticed and consequently has not been thoroughly appreciated by those who seek economy in tire buying by patronizing the best concerns.

If you have owned a car for several years you will remember it was only a few years ago that you considered yourself fortunate if you ran on the

same tires for 5,000 or 4,000 miles without a mishap. Then came a time when the standard manufacturers put guarantees of from 5,000 to 7,000 miles behind their products. You made a proud effort to beat the guarantee by a few thousand miles and if you succeeded you probably wrote a letter to your dealer appraising him of your phenomenal achievement.

These figures that used to be phenomenal fade into insignificance compared to present day mileage records. Nowadays you think of 10,000 miles or a tire as an ordinary run, no more than should be expected of a good tire under average conditions. In fact, if you happen to have a blowout under 10,000 miles you let out a terrible howl.

Many motorists travel 10,000 to 12,000 miles on tires of late construction before experiencing blowout trouble. Others often run from 14,000 to 18,000. The size of one's car and the type of roads on which one is accustomed to travel have a bearing, of course, on these records.

The handling of one's car enters into mileage records, too. A careful driver naturally gets many more miles out of his equipment than one who abuses his tires recklessly.

"Very frequently enthusiastic drivers write in to the factory to tell us of their record runs," said an official of the Firestone Tire & Rubber Company recently. "The figures are not surprising when one considers the improvement of manufacturing methods in the tire industry.

"Constant experimenting and development of the processes of the larger, reputable concerns is responsible for the increased mileage enjoyed by the car owners. With the development of processes that figure in the actual construction of tires, the leading manufacturers have widened their producing capacity on such a scale that quantity production has helped to combat price increases."



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We have them in the regular and extra heavy. Better put a pair in your car, you never know when you are going to need them.

L. S. Spence Bentley Co., Inc.

"Always on the Job"

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GODDYEAR—TIRES—DIAMOND

Gas, Oil, Accessories.

FREE air, water in the Radiator, Water in the Battery.

AS CONGRESSMAN COX WAS FRIENDLY TO WEST

NEW YORK, Oct. 29.—Governor Cox's interest in the up-building of the West is by no means an eleven-hour development dictated by considerations of political expediency. It reaches back to the very beginning of his public career. While he was a member of Congress he was an active supporter of measures designed to aid in the development of the western country and on March 29, 1912, he made a forceful address in the House of Representatives advocating passage of the three-year homestead bill, a measure amending and liberalizing the old homestead legislation. Mr. Cox was one of but two members from states east of the Mississippi river who defended the measure. Senator (then Representative) Pat Harrison, of Mississippi, was the other.

No Conspiracy Against Government
In his remarks Mr. Cox pictured the West as the field in which the workman, the widow, the man suffering from ill health and the newly wedded pair all sought to find a home and a competence, and he said the Government should do all in its power to assist them.

"I see nothing in this bill," he said, "to suggest any conspiracy against the Government. I see nothing which justifies a belief on the part of any person that many of these homesteaders are not inspired by the home-creating instinct. It should inspire the reverse of government distrust. The law which this bill seeks to revise or amend is fifty or more years old. We have it from eminent authorities—from ex-President Roosevelt's Commission, from the Secretary of the Interior, from Mr. Pinchot himself—and yield to no man in this House in the estimate which I place upon his unmeasured services for good—in fact every person competent to know, concedes the propriety of the old homestead laws being revised.

Wanted Human Unit Considered
After citing the fact that during the past year 130,000 Americans had gone to live in Canada "because the governmental concessions are greater, the laws more liberal," and describing the many difficulties confronting the homesteader, he continued:
"I say to my colleague that we should humanize the homestead laws. We are making this mistake in our legislation; we are dealing with things in the abstract; we are absorbed with matters impersonal, whereas we should bring our legislation down closer to the human unit, down closer to the activities of individuals and communities. We have, perchance, at times flown in legislative airships very far above the man working out his salvation in the soil. I earnestly hope that this bill will pass. I think it should be amended, however, and all utilities, or substantially all utilities, except agriculture, be reserved by the Government."

"Tire" Was Snaky
This story sounds flaky but it's true. A farmer near Lexington, Ky., driving home one night in his flivver, saw what looked like a tire on the road ahead. When he got out to get it, the "tire" stretched out about 15 feet and wiggled into the shrubbery. The farmer later learned that the "tire" was a huge box-constrictor snake that had escaped that day from a carnival.

Both Parties for Good Road's
Good road plans which both parties have included in their platforms should not be forgotten in the discussion of more spectacular issues. Good roads are of tremendous importance to the country and should not be sidetracked for any cause. They strike deep into the roots of fundamental progress and should be provided at any cost.

Greeks Hard on Speeder
Auto speeders have a "tracky" time in Athens. When a traffic cop in that city sees a speeder coming he does not rest content by ordering him into court. He throws a spiked board in the auto's path and if it is going so fast that it cannot stop in time, its tires are punctured. The practice is said to have reduced speeding to a minimum.

Mary Garden Uses Trucks
Mary Garden, the opera singer, is using five motor trucks to carry her wardrobe and other necessities on a tour in Southern France. The tour costs here \$2,000 a day.

Williard

We wish to announce the change in ownership and management of the

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better known as the

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Mr. H. W. Graham and Mr. Wm. Hilgers, new managers, both of Portland, and having a wide battery experience, will endeavor to make this the best station on the coast for free Battery Service and advice. This service to be given on any make of Battery. Come in and let us get acquainted.

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The Last Day To Secure a Thor

This is the closing day of our great October offer on the Thor Electric Washer. During the month many housewives chose it as their ideal washer. Many more will buy today.

This is your last chance to secure the Thor for only \$5.00 down. Phone 40.

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Your summer vacation includes a motor trip, of course. Possibly the tire trouble experienced last year, dampens the joy of planning this summer's outing.

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Eradicates Tire Trouble.

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Announcement

TO OUR CUSTOMERS:

Beginning November First, The Simpson Auto Co. will sell for cash only. This step is necessary on account of changing conditions, and we predict that it will benefit you as well as ourselves.

Our policy of real service will not be changed and you can always depend that we will go the limit for your Ford.

We carry nothing but Genuine Ford Parts, and our Genuine Ford Mechanics are here to keep up and increase the efficiency of your already Efficient Ford.

Please help us out and give us your business under this new schedule. We thank you.

Simpson Auto Co.