

BANK AUTO CREDITS INCREASE INDUSTRY

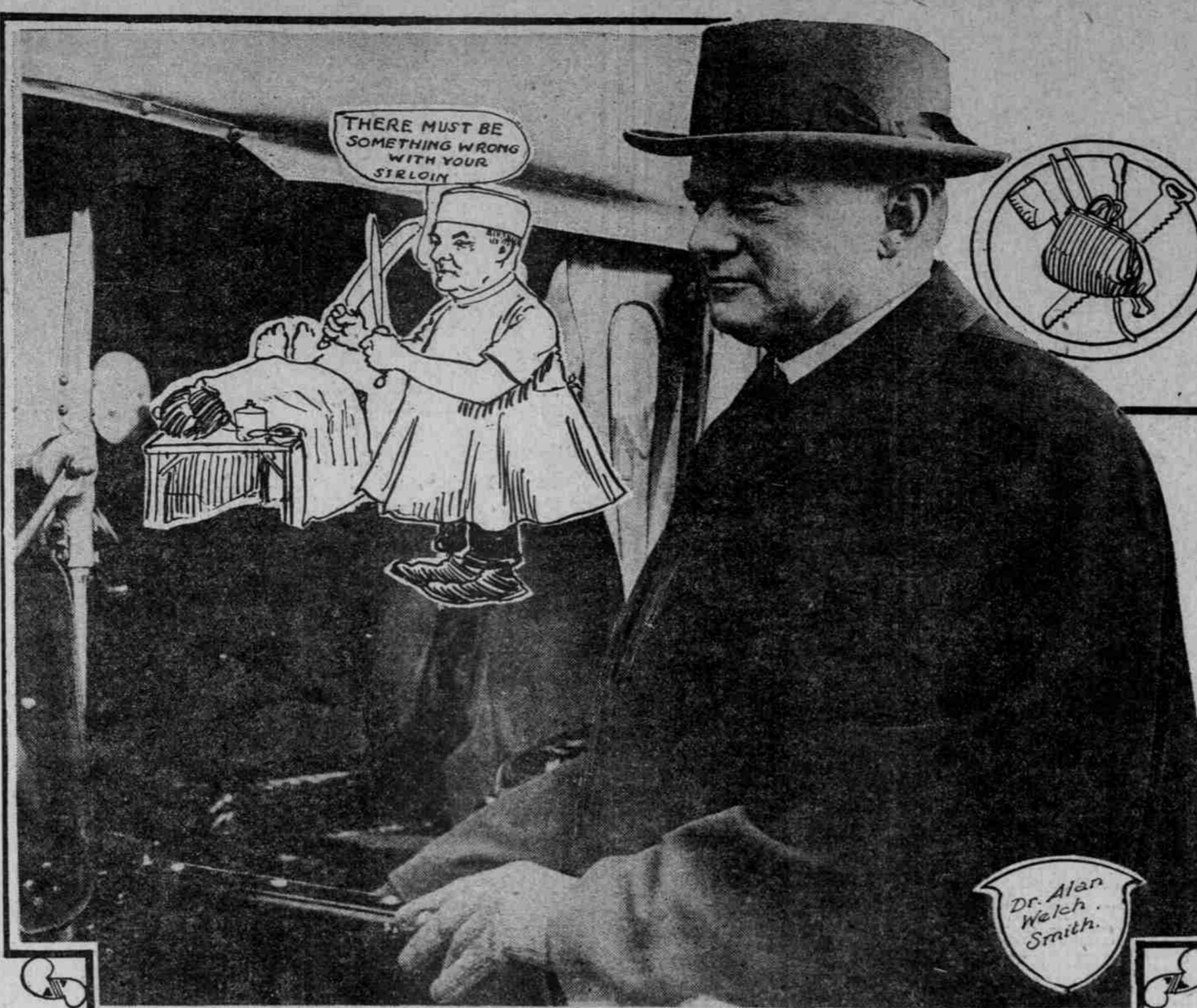
Previous Doubt Regarding Borrowing on Cars Is Passing, Says Authority.

WIDE USE IS ONE COURSE

Machines Now Recognized as Economic Necessity and Paper on Proper Basis Is Acceptable to Financiers.

BY A. L. TUCKER. Cashier, Lumbermens National Bank. Address on "Automobile Paper," delivered at automobile club banquet last night...

Prominent Portlanders Who Motor



IN this modern day when time is such a close companion of efficiency the automobile is recognized as a necessary and important part of the physician's paraphernalia...

Dr. Alan Welch Smith. National roadster, which he employs in making professional calls, and a Cadillac Eight touring car...

field with Bert Roberts, of the Roberts Motor Car Company, Portland dealers, and their business is reported as 600 per cent better than a year ago...

nearly all counties of Oregon, but has driven up and down the entire Pacific Coast, thereby covering the principal roads of Washington and California...

AUTO SHOW OPENS

San Francisco Exhibit Attracts Northwestern Men.

SPECIAL CAR GOES SOUTH

Concerns Which Have Pacific Coast Headquarters on Bay Will Hold Conferences During Week While Show Is On.

A considerable delegation of Portland automobile dealers, augmented by groups from Seattle, Spokane and other localities of the Northwest...

C. Garbe, president of the Oregon Motor Car Company, and A. C. Stevens, manager of the Winton branch.

George W. Dean, of the Howard Automobile Company; George E. Johnson, of Chanslor & Lyon; W. J. LaCasse, Northwest manager of the Maxwell interests; H. R. Roberts, Northwest representative for the Hupmobile, and a number of other Portlanders will also proceed to San Francisco before the week is out.

Several of the automobile concerns which have Pacific Coast headquarters in the bay city, with branches in the various states, will conduct conferences at the show and the company managers in Portland, Seattle and Spokane will attend these conferences.

An effort is to be made to have the San Francisco display recognized as a National show to be financed hereafter by the factories rather than the local dealers and branches in San Francisco.

The attention of many Portland automobile dealers will be turned this week to Pendleton, where the first auto show for Eastern Oregon will open Thursday for a three-day run.

W. E. Bayless, manager of the North-east Coast district of the Fisk Rubber Company, came to Portland from his headquarters in Seattle last Wednesday to join Oliver G. Walker, manager of the Fisk branch in Portland, on a trip to the Fisk factory.

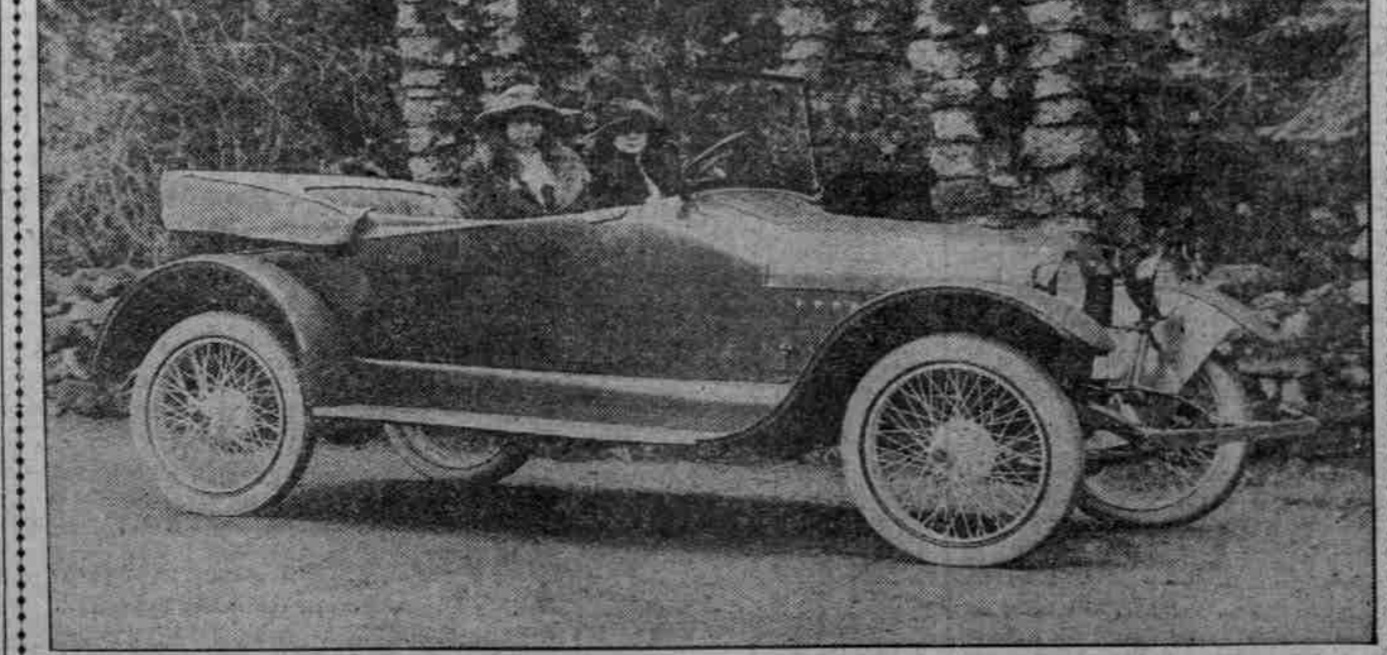
The factory conference will be attended by nearly 130 district and branch managers.

The big building on North Twenty-third street formerly occupied by the Frank C. Riggs Company has been leased by three former employees of the Riggs Company, Joseph Snodgrass, Fred Houghton and Roy Crawford, who will reopen the premises this week as a garage, repair shop and service station.

Employees of the Packard Motor Car Company at Detroit who are members of the Thirty-first Michigan Regiment, just returned from duty on the Mexican border, will receive, upon re-entering the company's employ, a present from the company, a sum equivalent to two weeks' salary.

F. D. Engle, factory representative of the Republic Motor Truck Company, who came to Portland for the recent show, reports that he has secured orders for 400 per cent more cars than during the same season of last year.

PORTLAND GIRLS RECEIVE SMART 4-PASSENGER ROADSTER AS BIRTHDAY GIFT FROM THEIR FATHER.



MISS LUCILE AND MAURINE ELROD, DAUGHTERS OF J. O. ELROD, AT WHEEL OF THEIR NEW COMPANIONABLE VELLE. The natty four-passenger Velle car which attracted many favorable comments among those who visited the recent Portland automobile show is now the property of Miss Lucile and Miss Maurine Elrod...

TRACTOR BUSINESS FINE

OFFICER OF GERLINGER COMPANY REPORTS NUMEROUS SALES. Distributors' Contracts Made for Several Counties for Attachments and for Trucks.

C. A. Martin, field manager of the Gerlinger Motor Car Company, of Tacoma, manufacturer of the Universal Tractor Attachment and Gerlix trucks, reported last week that he closed a great amount of wholesale business during the Portland automobile show...

Mr. Martin will remain in Portland to close truck and tractor contracts for the remaining surrounding territory. His headquarters will be with the Gerlinger Motor Car Company.

When news came recently to the effect that a big fire had destroyed completely the factory plant of the Saxon car at Detroit many Oregonians, interested directly and indirectly in the sale and use of the popular little machine, wondered whether or not deliveries would be continued without serious interruption.

SAXON DELAY IS SMALL

FACTORY REPORTS MUCH MATERIAL NOT HARMED BY FIRE. Temporary Canvas-Covered Structures Erected and Work of Delivery Will Not Be Curtailed.

Officials of the Saxon Sales & Service Company, local dealers, and W. B. Dean, distributor for Oregon, at Washington, received advice from the factory last week that, although the factory was destroyed, the buildings containing the materials were not harmed and that heroic efforts had accomplished the construction of temporary canvas-covered structures, where manufacture would be resumed with only about 10 days' delay.

"Engine" Is Now the Proper Word. William Guy Wall, chief engineer of the builders of National 12 and six-

AUTO DIRECTORY

Chalmers H. L. KEATS AUTO CO. Broadway at Burnside. Broadway 5368. Now Demonstrating the New 3400 R. M. P. \$1090 F. O. B. Factory.

(HANDLER) See the Chandler Four-Passenger Roadster GERLINGER MOTOR CAR CO., 363 Oregon St., East End of Steel Bridge

Ford Cars Francis Motor Car Exchange Phone E. 1199—E. 13th at Hawthorne 1917 Models—\$185 Down, \$25 Per Month.

Fords FORDS—1917 models. Easy terms, \$165.70 down, balance \$25 per month. Trade in your old Ford. Ford Service Dept. never closed. Phone for service car.

Ford New and Used Fords Sold on Easy Payments. Rushlight, Ransom & Penney 275 Union Ave., Cor. Wasco. Phone East 7950.

Franklin offers more of "what you actually need and want in an automobile." BRALY AUTO CO. Main 4880, A 3881. 19th and Washington Sts.

Garford A complete line of motor trucks both worm and chain drive. One-ton, 1 1/2, 2, 3 1/2, 5, 6, 7 and 10-ton tractors. GARFORD MOTOR TRUCK SALES CO. 522 Alder St.

General Motors Company Trucks 1/2, 1 1/2, 2, 3 1/2 and 5-Ton The Standard of Portland Business Houses. Columbia Carriage & Auto Works, 203 Front Street

Grant-Six As a Hill Climber the Grant Six is Without MANLEY AUTO CO. 11th and Oak, at Burnside. Phone Bdwy. 217

Hudson Super Six—The Car with the greatest records BOSS & PEAKE AUTOMOBILE CO. 615-617 Washington Street

Hupmobile Hupmobile National Coupon Service. Service to Hupmobile Owners the World Over. MANLEY AUTO CO. 11th and Oak, at Burnside. Phone Bdwy. 217

Mack & Saurer Capacities, 1, 1 1/2, 2, 3 1/2, 5, 5 1/2, 6 1/2, 7 1/2 Tons. Complete Stock Repair Parts. F. C. ATWELL, Sales Agent. MOTOR TRUCKS Washington at 21st. Tel. Mar. 440

Maxwell Economy records, non-stop records and smallest up-keep records. BOSS & PEAKE AUTOMOBILE CO. 615-617 Washington Street.

Mitchell SIX A reliable car, built by a reliable factory, sold by a reliable concern. Prices, \$1050, \$1200, factory. MITCHELL, LEWIS & STAYER CO. East First and East Morrison Streets.

National Highway Six and Twelve Models. Luxury and Quality Without Extravagance. MANLEY AUTO CO. 11th and Oak, at Burnside. Phone Bdwy. 217

Oakland Oregon Oakland Motor Co., Wholesale. Oakland Auto Sales Co., Retail. 522 Alder St., at Sixteenth. Main 414.

Oldsmobile Distinctive High Grade. Light Weight. OLDSMOBILE CO. OF OREGON. Broadway and Couch. Phone Broadway 1640.

Republic MOTOR TRUCKS CAPACITY IN TONS \$875 1 1/2 \$1225 2 \$1525 2 1/2 \$1935 3 1/2 Prices Delivered at Portland ROBERTS MOTOR CAR CO., Park and Flinders Sts. BALLOU & WRIGHT Broadway at Oak. Distributors for Oregon. Same unexcelled territory open. Write for proposition.

Smith-Form-a-Truck Moreland Distillate 1/4 ton to 5 ton. Vim delivery, 1/2-ton capacity. M'CRACKEN MOTOR CO., 445 Stark St. Main 9019.

Trucks The "Blitwell" Series Represents the Latest and Best in Motor Cars. New Value at Medium Prices. D. C. WARREN MOTOR CAR CO. 58-60 North Twenty-Third Street. Phone Main 750.

Velle Pleasure Cars and Motor Trucks—The White Co., Park and Couch Sts. Telephone Broadway 827.

White Pleasure Cars and Motor Trucks—The White Co., Park and Couch Sts. Telephone Broadway 827.

AUTO ACCESSORIES

Distributors of High-Grade Motor Car Accessories Archer & Wiggins Sixth Street at Oak Portland, Oregon

BOWSER GASOLINE and OIL TANKS STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, Distric. Supt. Sales, 415 Corbett Bldg. Main 1476.

Dr. Spark knows everything Electrical. Specialist in lighting and starting batteries. Day, night service. GIBSON ELECTRICAL GARAGE AND SIGNAGE BATTERY CO. Alder at 12th

Garage The Russell-street Garage is now under new management. First-class repairing. Day and night service. L. S. NEWBOLD & MARKS. Russell Street and Vancouver Avenue. East 2123.

Tire Doctors Retail Distributors, Firestone and Goodyear Tires, Tubes and Accessories. Bailey's Tire Shop IN THE TRIANGLE, STARK AT TWELFTH. We Stock Them, We Repair Them, We Charge Them. Free Advice and Inspection. AUTO ELECTRIC EQUIPMENT CO. Sixth and Burnside Streets.

Willard STORAGE BATTERY

Indian Motorcycles For 1917. Immediate Delivery. Some Territory Open for Live Agents.

BALLOU & WRIGHT Broadway at Oak, Portland

cylinder cars, says it will be a hard job to get the public to say "engine" instead of "motor." But the Society of Automobile Engineers has issued an edict declaring that the term "motor" in the electric field and to apply "engine" to the power plant of the car. In the search for a source of supply of potash it has been said that a ton of banana stalks will make five pounds of pure potash.