

ALFRED REEVES IS MET BY AUTO MEN

Dealers and Salesmen in City Turn Out in Force for Banquet.

TRIP MADE OVER HIGHWAY

General Manager of National Automobile Chamber of Commerce Gives Advice Regarding Fine Points of Business.

The automobile dealers and salesmen of Portland turned out in force last Wednesday night to attend the banquet given at the Hotel Benson in honor of Alfred Reeves, general manager of the National Automobile Chamber of Commerce, which embraces 191 car builders.

In addition to Mr. Reeves and Mr. Moskovics the following spoke at the banquet: M. O. Wilkins, president of the Dealers Motor Car Association of Oregon, who presided; W. C. Bristol, who acted as toastmaster; W. D. B. Dodson, secretary of the Portland Chamber of Commerce; A. L. Tucker, cashier of the Lumbermen's National Bank; H. F. Claridge, of the Owen Magnetic Company; Judge Robert G. Morrow, A. B. Manley and Will C. Saunders.

Highway Trip Is Taken.

During the afternoon preceding the banquet Mr. Reeves and Mr. Moskovics were driven on the Columbia River Highway as the personal guests of A. S. Robinson, of the Pacific Kessel-Kar branch, and F. W. Vogler, of the Northwest Auto Company. They were also driven around Portland, Thursday, and were guests of the automobile dealers at a luncheon meeting in the Chamber of Commerce building that day, following which they left for San Francisco, where Mr. Reeves last night opened the big Pacific automobile show.

At the outset of the banquet Mr. Wilkins explained to the visitors that Oregon now has about 35,000 automobiles, of which were sold during 1915 and 11,000 during 1916, the automobile sales in this state last year amounting to \$6,500,000.

The speech of Mr. Moskovics was devoted for the most part to funny stories and anecdotes, but he found time also to provide the dealers and salesmen with a few pointers on salesmanship.

Confidence Is Necessary.

"A salesman must have confidence in the product he sells, else he cannot gain the confidence of prospective buyers," said Mr. Moskovics. "If he hasn't that confidence he ought to look around for another job. The fellow who has pride in his work will advance in his profession."

"Misrepresentations never fail to react. The only firm basis for business is based on fact. It is up to you what knock rival's goods and tell the truth. Good salesmanship amounts to a combination of hard work and integrity."

Following is the main address of the evening as delivered by Mr. Reeves, in part:

I am surprised at the great number of cars on your streets with the familiar horns that remind me of horns, shaking, knowing that "no man means evil but the horns will," and we shall know him by his horns. That must relate to some of your more daring drivers hereabouts, and judging by my experience crossing the street the policemen of this town are doomed ere long to be divided into two classes, the quick and the dead.

Co-operation Is Advised. Moreover, it is quite certain that at the present rate of car buying, it will soon be no poor people here. Half of them will have been run over and the other half afraid to come out.

It is well for the dealers to co-operate in this big busy country of ours the individual is becoming of less and less importance. The days of the lone business drowns the demand of all but the big units of organization. Show me any great achievement in peace or in war, and I'll show that it was a result of organization.

When you have a great organization like this don't be like a poor horse and go only to the quarter pole. Something should be accomplished every now and then. Much good work is spoiled for lack of a little more.

Don't rest on your laurels, or laurels may rest on you.

You are in a great growing country which is growing greater. The late J. P. Morgan said you could only be a winner by being a bull on the U. S. A. Be a booster. It's word that is full of meaning, and the records of the men here match up well. I am not such an optimist, however, that I can sleep in the day time as I can in the night time. Always bear in mind that the country is safe when competitors can cat together without eating each other.

Buyer Replies to Slogan. It wasn't always thus in our industry. Cars were not always so good, and the public didn't always have the same faith in motor cars that they have now. I remember one manufacturer advertised his car with the slogan "Nothing to watch but the road." A buyer wrote a letter and said "one got tired watching the same piece of road all day."

The slogan of the makers has always been "greater prosperity for the automobile business." Every time we advance toward that slogan, because they appreciated that if the automobile business was good each maker was certain to get the share that his product deserved.

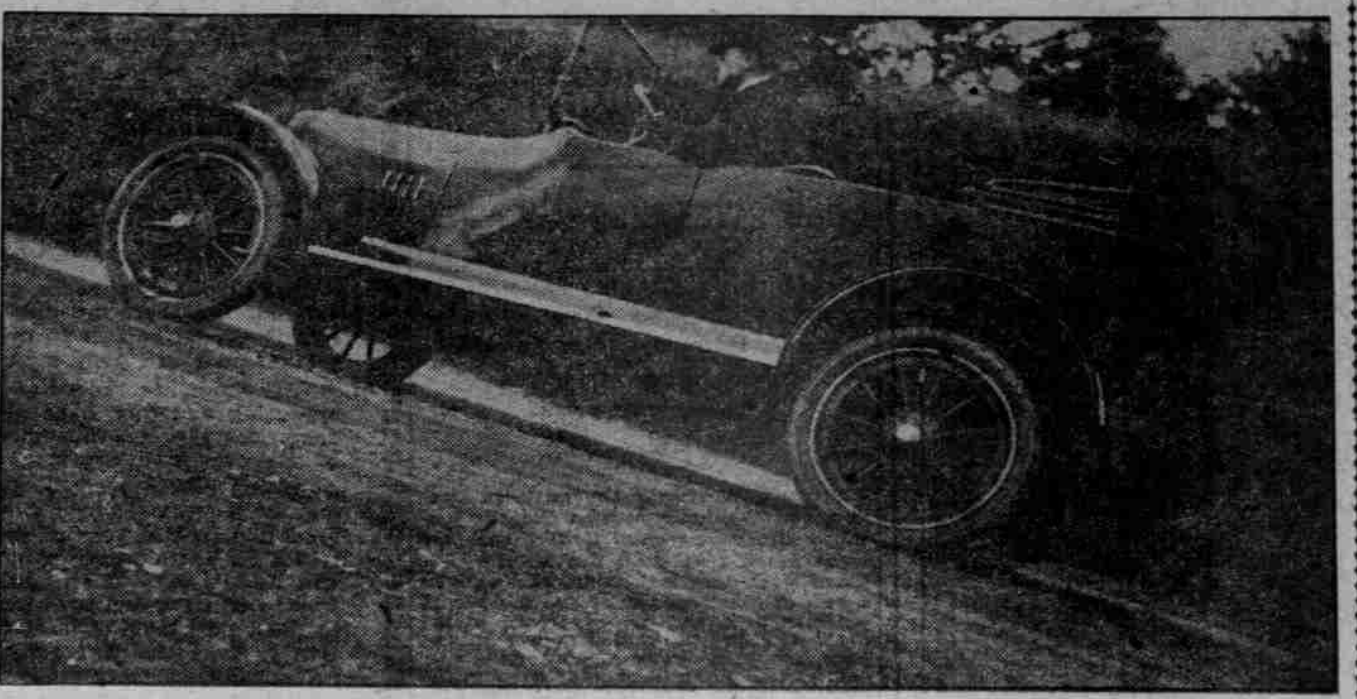
Probably the real secret of the automobile prosperity is the fact that the makers realized that everybody in the world wants an automobile. There may be something to prevent a man, woman or child from having a machine, but the desire to own one is always there with the hope of some day satisfying it. Makers have co-operated in standardizing many parts of cars that make for better product and permit of lower prices to the consumer. There are 65 or 70 standards used now by motor car builders.

Agreement Is Reached. To prevent litigation among themselves they last year broadly entered into a cross-licensing agreement by which they interchange their patent rights without the payment of royalties of any kind, thus keeping down the cost of cars and preventing legal battles that create dissension as well as great expense. This cross-licensing agreement is considered by manufacturers in other lines as being the greatest piece of cooperative work ever done by competitors, and proves not only the inherent decency of men but also their enlightened self-interest.

There are now 2,500,000 cars registered and in use in this country, last year's production being more than 1,882,617 cars of which 90,076 were trucks, not less than 1,792,540 cars scheduled for 1917. This production will continue because of the service rendered by the motor car, and because the automobile manufacturer is keenly appreciative of the good that comes from a judicial mixing of the important six M's of business, men, materials, money, machinery, methods and markets.

Reports of Owners Please. More pleasing to the Hudson Motor Car Company than the test records made by experts of the ability of the Super-Six are the reports coming into the factory daily of remarkable performance in the hands of private owners. Hudson is making some cars with novel body decorations for those motorists demanding something exclusive.

FACTORY OFFICIAL DRIVES CAR UP HALL STREET ON INTERMEDIATE GEAR.



Dort Car Making Grad. With James Robertson, Pacific Coast Factory Representative, at Wheel and W. M. Buck, of Factory Service Department. Within a few hours after they arrived in Portland the other day to attend the auto show, James Robertson, Pacific Coast representative of the Dort factory, and W. M. Buck, factory service man, yanked one of the little Dort cars from the Northwest Auto Company store and fired it at the notorious Hall-street hill. Intending upon the purpose of completing the grade on intermediate gear. They succeeded admirably, according to the testimony of those witnessing the feat.

ILLNESS STOPS SCHOOL

STUDEBAKER SALES EXPERT UNABLE TO GIVE COURSE.

F. C. O'Meara Is Threatened With Pneumonia Soon After His Arrival in Portland.

Due to the illness of F. C. O'Meara, automobile sales expert of the Studebaker Corporation of America, who came to Portland for the purpose of conducting a two-weeks' school course for Studebaker dealers and salesmen of the Northwest, plans for the instruction had to be postponed.

Mr. O'Meara was threatened with pneumonia soon after his arrival and his physician refused to allow him to leave his room for several days. He will return to his home in the East.

A total of about 40 Studebaker dealers and salesmen came to Portland from all parts of the Northwest for the conference. Meetings were held for two days in the Multnomah Hotel last week with L. A. Keller, Northwest manager of the company, as presiding officer. Most of the discussions at this conference centered on the mechanical part of the business.

Mr. Keller, who returned only recently from extended trips to Seattle and Spokane, is due to leave again this afternoon for a trip to Vancouver, B. C. He will also visit Seattle on this week's trip.

DIRECTION IS SIGNALLED

HARRY HAMMOND PATENTS DEVICE FOR AUTO DRIVERS.

Box at Rear of Car Records Signals "Right" or "Left" and Operation Is by Means of Lever at Seat.

An auto signal device that is declared to be simple, effective and durable has been patented by Harry Hammond, of this city, and is now being manufactured in the plant of the Multnomah Iron Works.

The device works either on dry or storage batteries and is operated from the driver's seat by means of a lever. A connection is made from the steering column through the floor boards with steel cables that stretchers from the

CAR STEALING DECRIED

F. W. VOGLER COMPARES AUTO THEFT WITH HORSETHIEF.

Legislation to Be Asked to Curb Offenses—Rewards to Be Offered for Arrest of Offenders.

"The stealing of cars and automobile accessories is something that should be stopped," said Fred W. Vogler, president of the Northwest Auto Company, discussing the present deplorable conditions last week.

"Of course it is realized that many cars are taken by boys and young men as a sort of a joke, but it seems to me this is a poor way of playing a joke. A man's property is involved, whether it be \$300 or \$3000. In the early days of this section the man who played that sort of a joke with a horse was tied to the wrong end of a rope over a tree or the nearest telegraph pole.

"Our young men should be made to realize that private property of car owners is not a plaything for the whims of the moment. They should be dealt with in a manner that will impress this thoroughly on their minds and when it comes to the organized or individual crook, who is making a business of stealing or disguising cars, drastic measures should be taken.

"I propose to put this matter before the State Legislature at its present session and see if they will not stop long enough to consider it from the standpoint of every car owner and every citizen who believes in justice.

"I have instructed our sales manager, C. M. Menzies, to offer a reward of \$100 for the arrest and conviction of anyone stealing a car sold by us or any of our sub-dealers in the Pacific Northwest. This is one way we will endeavor to co-operate with our owners in protecting their cars.

"I am serious about this. I am going to use my influence with my friends to see that this thing is stopped. In the early days of the Northwest horsetealing was the most serious thing we had to contend with. We stopped it. I propose to see that the stealing of automobiles is stopped."

COMFORT CAR IS DESCRIBED

Wait Mason Jingles Along About Late Designs of Autos.

BY WAIT MASON. Now this is how your uncle feels: A car may have gold-plated wheels, upholstery with silken hems and fenders studded over with gems, but if it jarrs

TIRE COMPANY WILL AID

B. F. GOODRICH FIRM OFFERS TO HELP NATION IN CRISIS.

Carl B. Cadwell, New Manager of Portland Branch, Advised of Intention to Co-operate.

Carl B. Cadwell, the new manager of the Portland branch of the B. F. Goodrich Rubber Company, received word last week that the executive officials of the B. F. Goodrich Company had conveyed to the Government of the United States a tender of its resources and energetic co-operation in any emergency where they can be made to serve the country.

Decision to that effect was reached at a special meeting of the executive committee of the company held in New York for the express purpose of considering such action.

The Goodrich resources include 125 branches located in the largest cities of the country, with thousands of employees and with facilities for delivering truck, solid and pneumatic tires, all kinds of rubber clothing, blankets, rubber air mattresses and pillows, rubber canteens and boots and shoes.

The importance of rubber in time of war was illustrated when Germany took huge cargoes of rubber on the two trips made by the Deutschland. The Goodrich Company also maintains touring bureaus in all parts of the country, which are responsible for the collection and distribution of information on the condition of automobile roads.

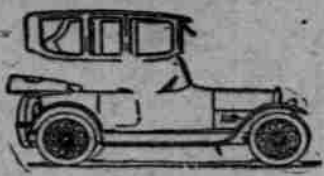
The device works either on dry or storage batteries and is operated from the driver's seat by means of a lever. A connection is made from the steering column through the floor boards with steel cables that stretchers from the

front to the rear of the car, where a box, two and one-half by five inches in size, is placed to record the indications. In the event the driver desires suddenly to turn to the left, he switches the lever to the left, much as he would operate the spark quadrant or the throttle. Immediately the word "left" is recorded in the box at the rear and arrows are thrown on a red celluloid screen, showing the direction which the car is to take.

When turning to the right a similar formula is followed. In case the car is to stop quickly a button on the special lever is pressed and the word "stop" is printed at the rear in red letters. The steel cable operates on a pulley.

The box may be placed at any point along the rear of the machine and any class of material may be used for the finish of the attachment.

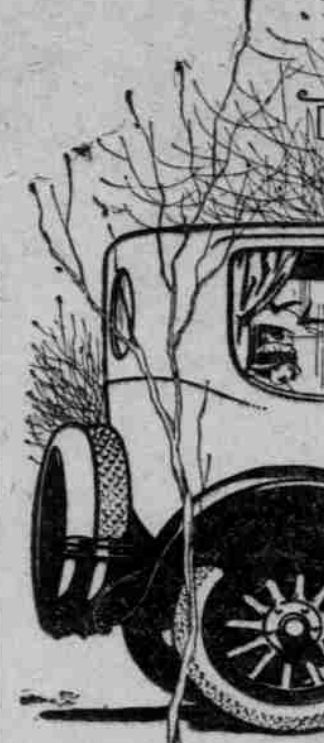
Kissel's Original Idea That Changed the Motoring Habits of a Nation



The Hundred Point Six

The car of a Hundred Quality Features. Kissel-built from the ground up—conceded by critical car buyers as the SIX of quietest operation, unusual simplicity and accessibility.

- PRICES F. O. B. FACTORY
Touring-Sedan . . . \$1635
Roadster-Coupe . . . \$1635
Victoria-Town Car . . \$1950
Hundred Point Six Standard Touring . \$1195
Hundred Point Six Gibraltar Body . . \$1285
De Luxe 6-42, 7 passenger Sedan . . . \$2100



me when I ride and shakes my organs up inside, and shoves my spine up through my hat, well, then, I want no more of that. You know just how it is with nags; a man has one of which he brags; there's not a blemish on its frame, it looks superb and sound and game, but when you pay your money down and try to drive it out of town it bucks around and throws a fit and leaves your heart and dashboard split. The "finest, smoothest, slickest horse may be at work a total loss. And sometimes man will buy a car that glitters like the polar star; it looks so nifty and serene he thinks that buying gasoline for such a car will be a treat, it's good enough, in looks, to eat. But when he starts from his abode to take a jaunt along the road, his boat will jar and skid and slide till it's a punishment to ride. And ever, as he reels along, there's some

Kissel-KAR The ALL-YEAR Car

IN motor cars, Portland owners insist on thoroughbreds. To them the distinctive and exclusive ALL-YEAR Top is a feature necessary to their sense of refinement and completeness.

And quite naturally—for the ALL-YEAR Top is built-in—not on—a smooth graceful blending, giving that custom-built appearance which its made-to-order appointments emphasize.

The ALL-YEAR Top is entirely removable, giving you, at will, a wide-open, roomy, roofless touring car.

In addition you have that ease of control, unlimited power, unusually light weight and luxurious riding comforts that have always characterized KisselKars.

Why not place your order now for an early delivery?

The Pacific Kissel-Kar Branch

Broadway at Davis, Portland. SAN FRANCISCO PASADENA LOS ANGELES SAN DIEGO OAKLAND SEATTLE

dad-busted thing goes wrong; he's always lifting up the hood, to ask the engine to be good, or crawling underneath the works to see what causes all these jerks. He never knows a minute's peace; he's mad and spotted up with grease. A car like that, that's never right, can bring no comfort or delight. And if you take a good, long ride across the blooming countryside, you'll see a dozen hoodoo boats that strive to get their owner's goat.

Velie Biltwel Six Bigger—Better—More Power

Choose Your Velie Now—Save \$50

Prices of all Velie open-car models delivered on and after March 1st, 1917, will be advanced \$50. Never again will such a 20-day opportunity be offered you. Come and see these cars today.

Motor Car builders have not produced another car combining so many strictly high-priced features—at anywhere near the Velie's low price. Come and see the car. Try its long, roomy graceful body with fine genuine leather upholstery. Feel the thrill of its power—silence—suppleness. The powerful Velie-Continental Motor—Timken Axles front and rear—multiple disc clutch—long, underslung springs—all combine to give riding quality and driving ease unsurpassed at any price. Read the list. It indicates the Velie quality all through.

VELIE MOTORS CORPORATION Moline, Illinois D. C. Warren Motor Car Co. Oregon Distributors 58-60 N. 23d St., Portland—Main 780



\$1135

PAIGE 'The Most Beautiful Car in America' There is a world of satisfaction in owning a motor car that is a constant source of pride—a car that reflects not only your good taste, but your sound judgment as well. At least, that is the way that Paige owners feel about it. So, lose no time. Come in and see 'The Most Beautiful Car in America.' Stratford 'Six-51' 7-passenger, \$1645 f. o. b. Portland Linwood 'Six-39' 5-passenger, \$1300 f. o. b. Portland Fairfield 'Six-46' 7-passenger, \$1525 f. o. b. Portland Complete Line of Enclosed Cars Paige-Detroit Motor Car Company, Detroit, Mich. Paige Motor Sales Co. of Oregon 200 Broadway, Corner Taylor.