

CHEVROLET LINE IS WITH NEW AGENCY

Regner & Fields Give Up Representation of Ford Company for Appointment.

BOONE BUSINESS CHANGED

A. M. Ferguson & Co. to Succeed to Boone Selling Agency and Mr. Boone Will Handle Firestone Tires and Auto Paper.

As the result of a four-cornered business transaction consummated in Portland last week, the Chevrolet line will be retained hereafter in Multnomah County by Regner & Fields, who relinquish their rights to the Ford.

In announcing that Regner & Fields had been granted selling privileges on the Chevrolet line in this county, W. A. Coleman, territory supervisor for the Chevrolet Motor Company of California, also reported that C. H. Collier, who has been in immediate charge of the Chevrolet wholesale headquarters on the East Side, has gone back to the main office of the company in Oakland and that C. M. Stevens is in charge of the Oregon field henceforth.

Regner & Fields, who have been retail Ford agents since the Chevrolet selling policy was introduced several months ago, will retain their present location at 12 Grand avenue for Chevrolet headquarters. They expect to handle about 270 Chevrolets before August 1. The new fore-door models of the popular "Little Chevrolet" have arrived in Portland and deliveries will start this week.

With the Pacific Coast factory at Oakland working in conjunction at all times through Territory Supervisor Coleman and Oregon Representative Stevens, Regner & Fields believe they will be able to handle Chevrolet service in complete fashion.

A. M. Ferguson, who is to sell second-hand cars in the former Benjamin E. Boone location at 12 Grand avenue, Mr. Boone before the latter acquired the Chevrolet retail agency nearly a year ago. O. C. Durrell, formerly of the Boone shop, will be associated with Mr. Ferguson. Until they find a good automobile to handle as retail agents, A. M. Ferguson & Co. will confine themselves to a commission and brokerage business in second-hand cars.

The new location of Mr. Boone on lower Broadway extends from the boundary line of the Keats garage to the store occupied by the Oldsmobile Company, the total frontage on Broadway being 60 feet. Alterations will be made on the premises before the Firestone retail agency is "at home."

Further advice received by Harry Trueblood, secretary of the Retail Sales & Service Company, from Detroit reports that, although the recent fire at the Saxon plant was severe, the service and parts stock of the Oldsmobile factory records were not damaged and that there will be no delay or handicap in handling the usual Saxon service. The company stock of parts for all models was left untouched by the fire, and due to the fact that the factory had a large supply of material in separate quarters, the production of new cars will be resumed immediately.

Copies of the new Portland traffic book, revised to date, may be had by those calling for them at the police station. The new book contains the rules and regulations of the automobile travel over the Portland streets in every detail with all of the latest provisions. So many changes have been made in the Portland traffic laws from time to time that few motorists have a clear idea of "what's what."

New Car Owners in County.

- THE steady retail demand for new automobiles is shown by the daily reports at the police station. During last week, according to the report of H. O. Wilkins, publisher of the Automobile Record, the following temporary police permits were issued to the purchasers of new cars pending the arrival of the official state license tags from the office of Secretary of State Olcott:
C. S. Russell, 831 Chamber of Commerce building, Kissel;
J. M. Lane, 175 Third street, Saxon;
R. Krime, 710 Lewis building, Buick;
Mrs. J. J. Brookhouse, 440 East Third street, Ford;
H. E. Mount, Oregon City, Or., Marmon;
Hill Military Academy, Portland, Overland;
F. W. Chausse, 306 Davis street, Dodge;
C. L. Matck, 308 Chamber of Commerce building, Ford;
Miss D. Adams, 39 North Sixth, Buick;
Anna Swenson, 409 Guild street, Ford;
H. E. Hohn, 221 State street, Ford;
H. A. West, 328 Mill street, Dodge;
E. A. Wagner, 363 Stark street, Kissel;
W. H. Ambler, 406 Worcester building, Hudson;
C. C. Clark, 50 North Twenty-third, Ford;
C. J. Shark, 107 1/2 Fourth street, Maxwell;
Mrs. F. N. Olds, 622 East Nineteenth street North, Studebaker;
A. G. Beard, 687 Washington, Buick;
E. E. Runyan, 297 East Twenty-fourth, Hudson;
Mrs. E. Silverman, 31 1/2 North Second street, Cole;
J. A. Menzies, United States National Bank, Lents, Or., Ford;
A. S. Blowers, Lents, Or., Ford;
Peninsula Industrial Company, North Portland, Dodge;
Jack Hurtt, 2129 East Washington, Ford;
S. S. Primrose, 402 Washington street, Ford;
August Grove, 450 East Harrison street, Ford;
H. H. Cofoid, Union Stockyards, Oldsmobile;
E. C. Hayden, 126 East Twentieth, Ford;
A. L. Bates, 195 Front street, Chalmers;
Mrs. O. A. Casper, 225 1/2 Second street, Saxon;
E. G. Martanson, 500 1/2 Seventy-second street, Southside, Ford;
Mrs. Cora Helton, 725 Fifth-third avenue Southeast, Ford;
T. W. Thibault, Almira Apartments, Buick;
Charles May, 2090 East Market street, Ford;
C. Demarco, 154 Mill street, Grant;
W. C. Good, Buick;
C. Gilo, Broadway Hotel, Mitchell;
Donald Junior, Waverley Golf Club, Ford;
Mrs. Beattie Barker, 297 East Twenty-first street, Overland;
C. E. Bolde, 316 Board of Trade building, Maxwell;
D. C. Clearwater, 242 East Fifty-ninth street, Ford;
J. B. Kittenhofer, 183 Royal Court, Studebaker;
A. W. Shelley, Savon Hotel, Ford;
E. C. Ramsey, East Third and Alder, Ford;
L. Berquist, 561 Larrabee, Chalmers;
Mrs. D. H. Fuller, 171 1/2 Grand avenue, Overland;
William Albright, 708 Rodney avenue, Overland;
H. D. Ward, 82 1/2 Third street, Overland;
O. Z. Moore, 1061 East Salmon, Ford;
E. P. McCroskey, 658 Division street, Ford.

H. H. Sammelson, 701 East Polk street, Buick;
W. T. Wright, Scandinavian-American Bank, Hudson;
E. E. Lumadue, 385 E. Morrison, Dodge;
F. W. Hall, 707 Pittock block, Oakland;
H. W. Newton, 302 Wells-Fargo building, Ford;
C. C. Barcroft, Mill City, Or., Ford;
Otto Schultz, 347 East Fifty-first street, Overland;
Miller-Calhoun Company, Fifth and Couch streets, Ford;
Painless Paul, Dentist, 125 1/2 Sixth street, Mitchell;
S. Ban Company, 34 Third street, Ford;
J. R. Linn, Marion Hotel, Salem, Locomobile;
George W. Powers, 12 Front street, Chevrolet;
James H. Carrio, 609 Oregonian building, Dodge;
Lewis Hardware Company, Lents, Or., Ford;
C. H. Tichenor, Police Headquarters, Ford.

PILOT ROCK FUND PLEDGED

Six Hundred Dollars Provided for Upkeep of Pendleton Road. Good roads enthusiasts of Pilot Rock and vicinity have been "on the job" in lively fashion recently and have already raised \$400 to be used in keeping the Pilot Rock-Pendleton road in condition during the coming year, according to the Pilot Rock Record.

More than \$200 was raised in Pilot Rock in a short time, says this authority, and when it became evident that the good roads spirit was at a high tide it was decided to meet with the County Court and procure a promise of aid for the Pendleton road. A large

number of prominent citizens met with the court and agreed to keep the road in repair for one year provided the county would have the road graded immediately. The court accepted the proposition and will have the grading started at once. The delegation was then divided into committees and solicited aid from Pendleton business firms who are interested in having a good road leading from Pilot Rock to the county seat.

of the Paige, which is reputed to be "the most beautiful car in America," are unanimous in the belief that they were well worth waiting for. The car among the three destined to attract the greatest attention as it passes over the Portland streets is the Paige model Brooklands six "55" convertible roadster. This is the newest development of the sporting type motor car that combines unique individuality with the utmost touring car roominess and comfort. With the rear deck on it is a regular but distinctive roadster for two. With deck removed a rear tonneau is exposed that provides every facility for two additional passengers, with more than ample seat and leg room and a high back with sides. Two separate tops of original design complete the equipment.

PENDLETON SHOW WINS

PLEASURE CARS AND TRUCKS IN EXHIBITION. Portland Alone Sends From 35 to 40 Auto Dealers to Annual Affairs. Visitors Are Numerous.

PENDLETON, Or., Feb. 17.—(Special.)—Pendleton's first annual auto show is attracting many out-of-town visitors from all over the Northwest. Portland alone is represented by between 35 and 40 auto dealers and there are many visitors from Hepper, La Grande, Walla Walla, Hermiston and other points. Thirty-nine pleasure cars and five trucks are on exhibit at the show.

Among the visitors from outside cities are E. S. Gilbert, of the Federal truck; C. L. Dunham, Saxon representative; L. V. Rawlings, of the Gerlinger Motor Car Company; R. J. McNeil, Hudson representative; Harry C. Hays, Howard Auto Company; H. W. Roberts, of the Roberts Motor Car Company; T. J. O'Keefe, of the United States Rubber Company; L. E. Reese, Packard representative; W. S. Barnes, of the Paige; P. A. Collins, Reo mechanical engineer; L. W. Elyea, Winton salesman; A. E. Sheldon, Winton service man; Charles Campbell, Goodrich tire man; Charles Pruitt, of the Fish Rubber Company; H. L. Keats, Chalmers representative; J. F. Groce, with Archer & Wiggins, of Portland; F. G. Delano, Maxwell representative; F. W. Vogler, of the Northwest Auto Company; and A. S. Robinson, manager of the Pacific Kissel-Kar branch, and E. E. Cohen, of the Oldsmobile branch, who returned yesterday from attendance at the Pacific Automobile Show at San Francisco last week, were unanimous in the opinion that the exhibition was the finest ever staged on the Pacific seaboard.

Effect of "All-Year" Car is Shown.

"What the Kissel all-year car has done for the automobile industry is history," says W. L. Hughson, of the Kissel-Kar. "It has increased the automobile calendar from six to twelve months and revived each branch of car making and selling, instilling in them new life, energy and profit."

MOUNT HOOD RAILWAY COMPANY ADDS SECOND RAIL AUTO BUS FOR OPERATION BETWEEN HOOD RIVER AND PARKDALE.



Thirty-Passenger White Bus That is to Run Over O.-W. R. & N. Tracks to Hood River This Week After Being on Display at Fourth and Stark Streets.

PAIGE CARS ARRIVE

New Machines Reach Portland Many Days Late.

3 MODELS IN SHIPMENT

Brooklands Six "55" Convertible Roadster is Declared Destined to Attract Greatest Attention in This City.

An illustration of car shortage and snow blockade troubles in the East and Middle West was furnished last week when the three Paige cars, ordered a long time ago by W. B. Doan, president of the Paige Motor Sales Company, and scheduled originally to arrive here in time for the recent Portland automobile show, which opened January 27, arrived.

Commerce has none on record as favoring construction of the remaining portion of the Myrtle Point-Roseburg highway to permanent grade and alignment year thoroughfare for automobile and all other traffic before the people of this section started agitation for a highway to Eugene, which would probably 50 per cent entirely new construction and would require three ferries.

The Myrtle Point-Roseburg road needs about seven miles of improvement in the Middle Fork Canyon to make it convenient means of communication at any time of the year. "PLEASURE" CAR MISNOMER. Tire Official Says "Passenger" and "Commercial" is Differentiation.

The term "pleasure cars" is obsolete and likely to become injurious to the motor industry is the belief of J. N. Gunn, president of the United States Tire Company. In discussing this subject Mr. Gunn pointed to the wide and erroneous use of the words "pleasure car" even among automobile manufacturers, and declared that a motor car is no longer a vehicle that is bought or operated solely in the pursuit of pleasure.

SOUTHERN SHOW 'GREAT'

H. H. ELING, OF OVERLAND COMPANY, AND OTHERS SEE EXHIBIT.

A. S. Robinson and E. E. Cohen Return From Attending Pacific Auto Fair at San Francisco.

H. H. Eling, manager of the Portland Overland branch, who returned Friday, and A. S. Robinson, manager of the Pacific Kissel-Kar branch, and E. E. Cohen, of the Oldsmobile branch, who returned yesterday from attendance at the Pacific Automobile Show at San Francisco last week, were unanimous in the opinion that the exhibition was the finest ever staged on the Pacific seaboard.

DEALERS DRIVE CARS FROM FACTORY.

Drive-away days at the motorcar factories are usually features of Spring and Summer time, when pleasant weather, as well as business exigencies, suggest this means to secure prompt deliveries. However, the Paige-Detroit Motorcar Company reports the fact that the demand for cars just now is so great that in spite of severe weather many dealers are driving away their allotments rather than wait for the regular means of delivery.

stay in San Francisco that the Oregon territory will be governed hereafter from the factory direct, without supervision from the branch at San Francisco. Hereafter Mr. Cohen will have direct charge of the entire Oregon field, including the southern counties of Washington, under factory supervision.

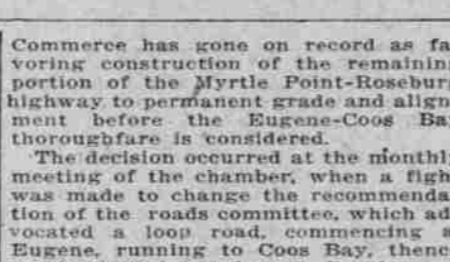
Mr. Robinson reported that indications are that San Francisco will win a National automobile show next year, in company with New York and Chicago, which stage the only two National shows recognized at the present time. All Pacific Coast cities are backing San Francisco to gain this recognition for the Pacific Coast.

Mr. Eling reports that the San Francisco exhibition was larger than the one held in Portland recently, but that considering the size of the two cities and the number of automobiles represented in the two territories, that the Portland exhibition held its own. All three of the Portlanders say that the show was attended by an immense crowd from all parts of the country.

MARSHFIELD CHAMBER WANTS WORK UNDER WAY COMPLETED FIRST.

MARSHFIELD, Or., Feb. 17.—(Special.)—The Marshfield Chamber of

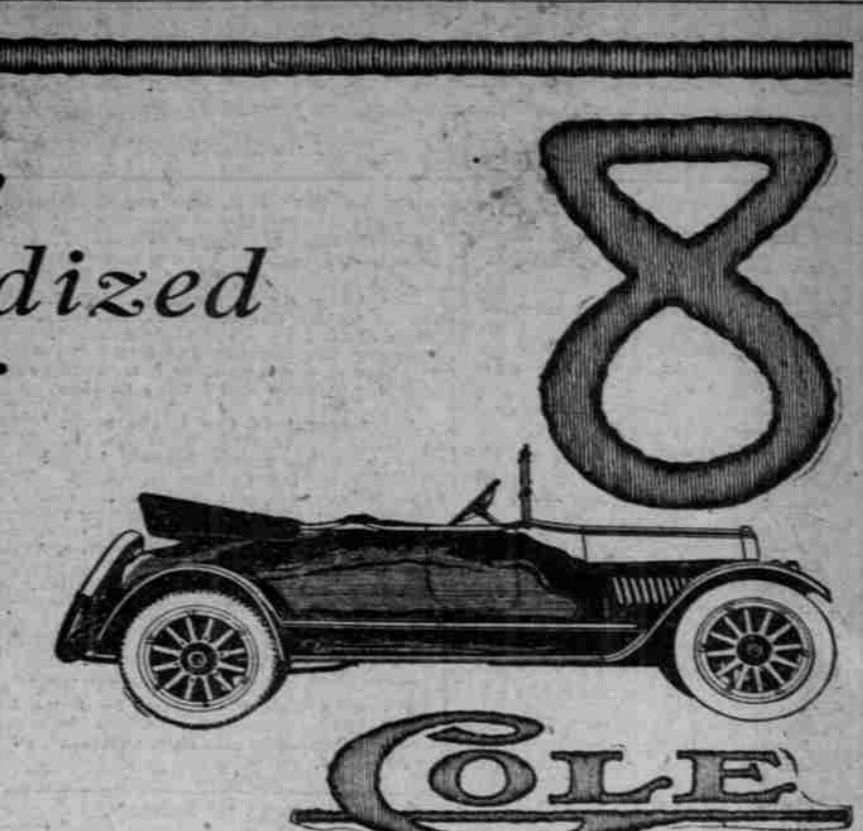
Attractive Portland woman rides in auto advertised as "the most beautiful car in America."



MRS. J. L. COLLINS AT WHEEL OF 'NEW LINWOOD MODEL OF PAIGE CAR, WHICH ARRIVED LAST WEEK.

The Standardized Car

Each is a job of individual refinement. Built on the eight-cylinder chassis that is among the most popular in America. Its consistent performance has won for it this coveted recognition.



In the big seven-passenger model or in the cozy, roomy body for four, your expectations will be exceeded for action—for appearance—for economy of maintenance. And the personal service given each customer of ours is proving the "buy word" among prospective owners, who realize the importance of selecting a car from a concern with adequate means and facilities to render that service. A special job will be ready to show this week. No obligation—of course—if you ask to see it.

NORTHWEST AUTO CO.

Factory Distributors of the Line Complete. Broadway at Couch St. Portland, Oregon. F. W. Vogler, Pres. C. M. Menzies, Sales Mgr.

LIEN LAW STUDIED

Autos May Be Seized for Certain Classes of Debts.

ACT EFFECTIVE ON MAY 17

Chattel Mortgage Filed on Licensed Vehicles Follows Property and Is in Effect in All Counties of State.

All connected directly or indirectly with automobiles, including owners, dealers, garage men and accessory dealers alike, will be interested in making a study of the new automobile lien of Oregon, which is to become effective on May 17 as a result of action taken by the 1917 Legislature. Many of the automobile interests of Portland were instrumental in having the law adopted. Following are the provisions of the law:

"Section 7497. Every person, firm or corporation who has expended labor, skill or materials, including automobile tires, upon any chattel, or has furnished storage for said chattel, at the request of its owner, reputed owner or authorized agent of the owner, or lawful possessor thereof, shall have a lien upon said chattel for the contract price for all such expenditure, or in the absence of such contract price for the reasonable worth of such expenditure for a period of one year from and after such expenditure, notwithstanding the fact that the possession of such chattel has been surrendered to the owner, or lawful possessor thereof.

CALIFORNIA WOMEN DRIVE

Good Roads Well Worked Are Held Partly Responsible.

LOS ANGELES, Cal., Feb. 17.—A larger percentage of women drive automobiles in Southern California than any place in the world, according to the estimates of Los Angeles dealers. More than 16,000 cars are credited to women drivers among the 79,000 that are registered in the country.

The reasons assigned for the popularity of the auto with the fairer sex are the good roads, the 14,000 signposts that have been placed along 12,000 miles of highway by the Automobile Club of Southern California and a climate that permits the use of pleasure cars every day in the year. Checks made along the state boulevards leading to San Diego, 125 miles south of Los Angeles, and San Francisco, 500 miles north, show that the women drivers do not confine their trips to short distances, but enjoy their cars in fullest measure. Dealers here declare that mildy's ideas in auto comfort get more consideration in Southern California than anywhere else in the country.

PAIGE advertisement with image of a car and text: "The Most Beautiful Car in America". Paige cars are manufactured as carefully as the finest Swiss watches. Only the most expert mechanics are employed in the factory and practically every labor-saving device known to modern shop practice has been installed to insure economic production. The Paige Car is superbly built. For that reason it is a glutton for hard work and constant service. The Paige Car is superbly designed. For that reason it is universally recognized as "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. Paige-Detroit Motor Car Company, Detroit, Mich. Paige Motor Sales Co., of Oregon. 200 Broadway, cor. Taylor.