

AUTO ROW INVESTS IN LIBERTY BONDS

Northwest Auto Company Offers to Accept Securities for Automobiles.

PLAN MEETS WITH FAVOR

Total of \$43,850 Is Subscribed by Different Dealers and Employees Last Week for Loan and Increase Due This Week.

BY PAUL J. FEELY.
Patriotism ran high around automobile row last week, and the shop boy, the stenographer, the mechanic, the salesman, the bookkeeper, the "boss," the chauffeur or the shop foreman who didn't possess at least a \$50 Liberty Bond was rather much of a rarity. Of course, the committee men and their lieutenants missed a few, so there will be a general rounding up of the over-looked this week, and it's more than likely that the boys will have placed orders for \$50,000 worth of the second Liberty Loan before the drive is over. Buying Liberty Bonds wasn't the only evidence of loyalty. F. W. Vogler, president of the Northwest Auto Company and the chairman of the automobile dealers' Liberty Bond committee, drained his heaviest funds on the drive and announced, by way of page newspaper advertisements, that he would take Liberty Bonds for any automobile or truck—new or second-hand—in his place.

Faith Shown in Bonds.
It seems that the wily Commodore of the Columbia street opportunists, on his compatriots. So far as is known, the Cole-Reo-Dort-Marmion-Indiana-Duplex distributor was the first automobile dealer in the West, at least, to give such substantial testimony of his faith in the Liberty Loan. Mr. Vogler not only believes that Liberty Bonds are a good investment, but he thinks they're worth a bit more than the market price. Anyway, along with his offer to trade automobiles for them, he announced that he would pay a premium of 5 per cent for the bonds. It was necessary for the automobile committee to submit a partial report of its success at the Friday noon meeting of the general Liberty Loan meeting, so the figures herewith do not represent the final total.

In C. M. Menzies, manager of the Northwest Auto Company, and M. O. Wilkins, president-manager of the dealers' association, Chairman Vogler had two especially hard-working lieutenants. With the co-operation of virtually every dealer and by drafting several salesmen, this duo was able to report \$43,850 worth of bonds sold.

There were several incidents of the campaign particularly worthy of note. Wilkins walked into the C. L. Boss place Friday afternoon and proceeded to awaken the interest of the Hudson-Maxwell force in reasons why they should buy Liberty Bonds. At the conclusion of his talk, several of the "signing the dotted line," Carl Olson handed Wilkins an application for a \$1000 bond.

Chinese Buys Bond.
To those who are getting their subscriptions from the "big leaguers" this would be but an incident of a day's work. But to those who are working for a moderate wage step up and wipe the grease from his hands before signing. The dealer then look down to note that he has subscribed for a \$1000 bond, that's a real inspiration.

So Mr. Wilkins might be pardoned for asking Olson if he didn't mean a \$1000 bond.
At the Northwest Auto Company, where there are but 25 or 30 employees, the subscriptions total \$13,500. Here the committee got another thrill. Included in the subscribers was Lee Juen, the Chinese importer.

The entire payroll of the Covey Motor Car Company numbers but 65 men and women. Forty of them bought bonds. This is a small establishment produced \$3500. There are five workers in the employ of the Covey Motor Car Company, and the entire quintet purchased bonds.

The following organizations are on the "honor roll," contributing more than \$1000: Brady Auto Company, \$2500; Covey Motor Car Company, \$3500; Manley Auto Company, \$2000; Overland Pacific, \$2500; Ford Motor Company, \$2500; Northwest Auto Company, \$2500; C. L. Boss Automobile Company, \$2100; Motor Sales Corporation (Oakland), \$1800; Roberts Motor Car Company, \$1350; Howard Auto Company, \$1400; Wentworth & Irwin (G. M. C. trucks), \$1000.

Following is the complete list of subscriptions up to yesterday noon:

C. L. Boss Auto Company	4,200
Brady Auto Company	2,500
Brady & Gill	2,500
Covey Motor Car Company	3,500
Ford Motor Company	2,500
Hawthorne Trade School	200
Hawthorne Trade School	200
Howard Auto Company	1,400
M. E. Johnson	200
Manley Auto Company	2,000
Maxwell Motor Sales Corporation	3,000
Mitchell & Wilson	400
Motor Sales Corporation	1,800
Northwest Auto Company	2,500
Overland Pacific	2,500
Overland Pacific	2,500
Palace Garage	850
Pacific KieselKar Branch	420
Regene & Florida	900
Roberts Motor Car Company	1,350
Rushlight & Penney	250
A. C. Stevens	250
Talbot & Casey	200
James Van Matre	200
White Company	250
Wentworth & Irwin	1,000
Western Motor Sales Company	900
Total	\$43,850

New Car Owners in County.

TEMPORARY police licenses were issued in Portland last week to the following buyers of latest model motor cars, pending arrival of the official state licenses from Salem. The list is compiled by M. O. Wilkins, publisher of the Automobile Record:

- A. I. Herin, 46 East Thirty-seventh street, Police.
- N. A. Leach, 1000 Lewis building, Mitchell.
- H. A. Goodfeller, 1221 East Madison street, Studebaker.
- R. B. Wilcox, Wilcox building, Packard.
- Ernest Cleier, 307 N. 12th street, Ford.
- E. N. Dooney, 513 East Forty-second street, North, Ford.
- William Haber, 517 Gilliam street, Ford.
- James Market, Fourth and Alder streets, Ford.
- H. N. Hughes, 20 East Thirty-ninth street, North, Oldsmobile.
- L. C. Larsen, 929 Tacoma avenue, Oakland.
- C. Christensen, 214 East Twenty-eighth street, Dodge.
- Miss Edna McGrath, 110 Hazel Fern avenue, Paice.
- W. E. Lacey, 919 Minnesota avenue, Dodge.
- Martin Marks Coffee Company, 232 Third street, Ford.
- William Press, 508 Lumbermens Exchange, Dodge.
- C. H. Taylor, 419 East Fessenden street, Ford.
- William Larsen, 659 Vaughn street, Ford.
- Nepos Bros., 609 Fifth street, Ford.
- N. H. Algerin, 1241 Macadam street, Ford.
- Joseph Weber, 1712 Macadam road, Frank.
- M. J. Weiser, Second and Oregon streets, Studebaker.



KISSELKAR

EVERY INCH A CAR

Hundred Point Six

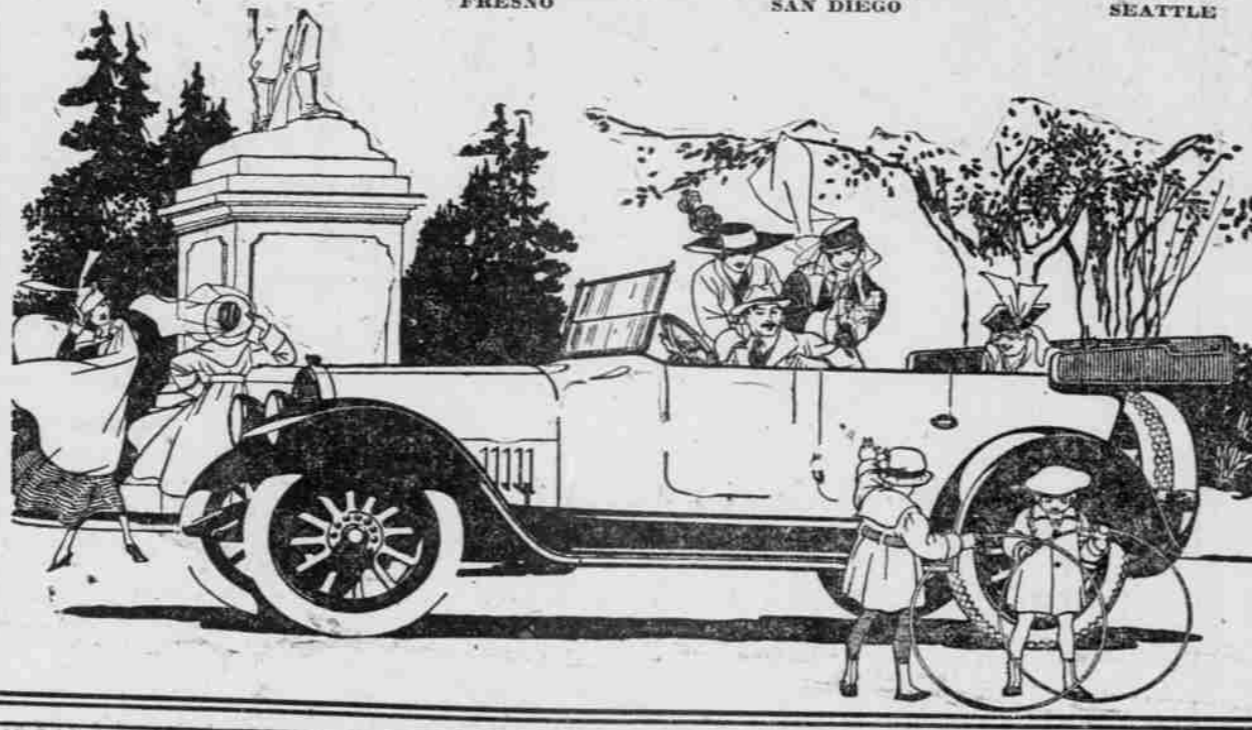
ACCORDING to the most competent judges in Portland there is no other car of such pronounced superiority in mechanical construction, body designing and dependable performance. Why? Because it's the car of a Hundred Quality Features and Kiesel-built from the ground up.

The ALL-YEAR Car

Portland owners are finding that in utility there is nothing lacking in the ALL-YEAR Car. The ALL-YEAR Top is built-in, not on. It insures as comfortable motoring in disagreeable weather as in perfect weather. Available on both the Hundred Point Six and Double Six models. Early delivery if ordered now.

Nearly 2000 Miles of Service
From Seattle to San Diego, our service stations are located at all principal points. You are always in reach of one of them—each completely equipped and up to date to render expert and prompt attention. Consider what this means in the full enjoyment of your car! Open models \$1295 up. ALL-YEAR Cars \$1735 up. f. o. b. factory.

PACIFIC KISSELKAR BRANCH
W. L. HUGHSON, President.
Largest Motor Car Organization on the Coast.
BROADWAY AND DAVIS, PORTLAND, OREGON.
SAN FRANCISCO LOS ANGELES OAKLAND
FRESNO SAN DIEGO SEATTLE



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

Leo J. Malarkey, Columbia University, Ford.
M. Jeppesen, 4822 Ninetieth street Southeast, Chevrolet.
Walter W. Olin, 729 Lombard street, Ford.
G. P. Miller, 1815 Newman street, Ford.
Boston Packing Company, Third and Ankeny streets, Ford.
E. H. Denman, 322 East Clay street, Ford.
H. C. Fried, 44 Belmont street, Mitchell.
John L. Clark, Congress Hotel, Ford.
Charles W. Eitz, 621 Pittcock block, Ford.
W. A. Lewis, Ninety-sixth and Burnside streets, Chevrolet.
John H. Hillside, Ford.
H. Bradley, 427 East Davis street, Ford.
H. A. Tucker, Nob Hill Apartments, Maxwell.
Morris & Co., 232 North Fifteenth street, Ford.
J. R. Skelton, Montgomery Apartments, Elgin.
Frank J. Biechinger, Ryan Fruit Company, Oakland.
Ella Taylor, 181 Sixth street, Ford.
R. E. Wills, 529 Pittcock block, Chevrolet.
George T. Yates, Hillside, Or., route 2, Ford.
James B. O'Shea, Boston Packing Company, Dodge.
Edwin Douglas, Estacada, route 1, Dodge.
Harry E. Taylor, 75 Front street, Saxon.
J. H. Kramer, 123 1/2 Grand avenue, Ford.
J. A. Martien, 1185 East Twenty-sixth street, North, Liberty.
R. D. Myers, 1294 Division, Dodge.
J. P. Coxon, 2631 East Forty-third street, Oldsmobile.
W. O. St. George, 394 Harrison street, Ford.
A. Spellman & Son, 1310 Sandy road, Ford.
H. J. Nickelson, Portland, route 1, Ford.
Mrs. N. Y. Berding, 1124 Hassalo street, Elgin.
W. P. Fuller & Co., 124 Grand avenue, Ford.
A. Schilling & Co., 773 Irving street, Dodge.
E. Sanderson, 833 Albina avenue, Ford.
T. Glanville, Columbia boulevard, Ford.
E. Franklin, 230 South Broadway street, Ford.
R. C. Lien, 950 East Thirty-sixth street, North, Ford.
Hans Rue, 1085 East Twenty-first street, North, Dodge.
Adam Schesler, 308 Brancey street, Ford.
Com. Y. Faust, 136 Powell street, Dodge.
Fritz Gieselman, 529 Washington street, Saxon.
L. M. Heacock, 224 Taylor street, Ford.
Fred A. Purdin, 150 Union avenue, Maxwell.
C. A. Puricia, 408 Felling street, Chevrolet.
J. A. Pattison, 824 Morgan building, Saxon.
Ugelsch Bros., 754 Thurman street, Ford.
A. J. Erted, Standard Machine Company, National.
Dr. Sam C. Slocum, 416 Mohawk building, Buick.
W. P. Fuller & Co., Front and Morrison, Ford.

NATIONAL 12 HERE

Manley Auto Company Gets Latest Model From Factory.

EASY STEERING IS FEATURE

Smooth Riding Qualities, Power, Quick Pickup and Freedom From Vibration Make Car One of Distinction in Any Company.

The new National Twelve has come to town. The Manley Auto Company received a demonstrator from the factory last week and the car is one that any motorist would delight to own. Accompanied by R. S. Ellis, special factory representative, L. Y. Billingsley, of the Manley Auto Company sales force, took the National out for a trial spin. The car was a revelation in easy riding qualities, quickness of pickup, smoothness of operation and power.

In fact, taking a ride in the new National Twelve might almost be compared to riding on velvet. There is no vibration from the smooth-running 12-cylinder motor and the rough spots in the road are taken up by chillever springs swinging over a long wheelbase and by shock absorbers.

One feature of the National which is especially pleasing to women drivers is its superlative ease in steering. The makers lay claim to having produced the easiest steering car in the world and it is certainly a fact that the twelve responds to the slightest touch of the steering wheel.

Despite its length and roominess, it will make a complete turn in only 23 feet.

Its control system throughout operates with the same ease. And the National Twelve takes to hills without apparent effort.

The National has always been distinctive in design and few alterations in this respect have been made since the twelve was introduced early in 1915. The new model has all the principal features of the original twelve, but there are a number of alterations in the engine that give considerably increased power and, particularly, an even more noticeable high gear ability at low car speeds.

Among these changes are an increase of bore from 2 1/2 to 2 3/4 inches, the stroke remaining 4 1/2 inches, as before; a new intake system with a "hot spot"; a counter-weighted crankshaft with larger bearings and a detachable cylinder head. The oiling system is also improved and there are some other detail changes.

The chassis in which the new engine is fitted is identical with that of the previous twelve model, one of the outstanding features of which is the long and flat cantilever springs, with which the National has been equipped for nearly four years. The car comes in three principal body styles—a seven-passenger touring car, a four-passenger sport type phaeton, and a four-passenger roadster with cleverliest seating.

Tires are 34 by 4 1/2 inches.

ELGIN SIX KEEPS UP PACE
Scout Car Now Has Traveled 5826 Miles with Hood Sealed.

Lee Gilbert, sales manager for A. C. Stevens, distributor here for the Elgin Six, has received the following telegram from Roy S. Marsh, who is piloting the Elgin Six National War Department scout car in its transcontinental run.

"Elgin Six National all trails scout car and War Department road reporter to date has traveled 5826 miles from the Mississippi River to the Pacific and returned with the hood, clutch and transmission kept officially sealed by the American Automobile Association, and all seals are still on, thus breaking the world's record for a sealed run car in perfect condition."

The Elgin Six scout car, piloted by Mr. Marsh, was in Portland in the latter part of last August. From here it

MAXWELL

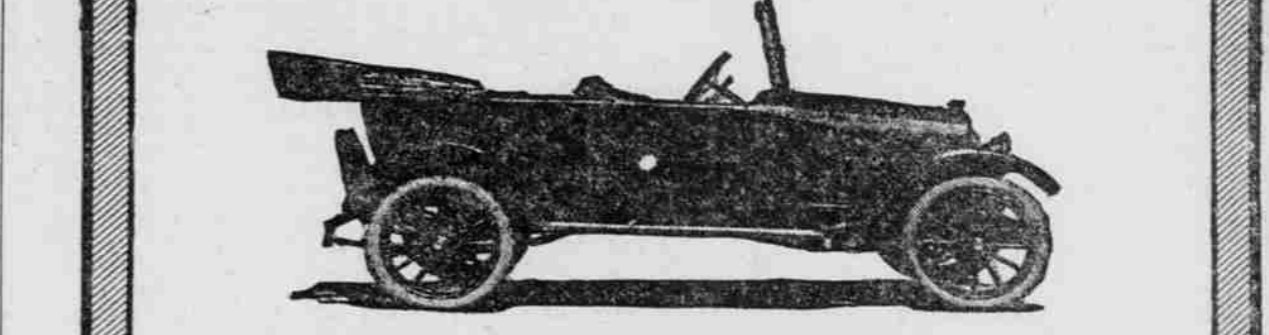
Most Miles per Gallon Most Miles on Tires

The New 1918 Maxwell

Gives you all the room—all the comfort—all the conveniences and beauty obtainable in any car selling at \$1200.

And yet the operating economy—the mechanical reliability—the ease of handling and the wonderful power that have produced such marvelous road and economy records in every section of the world are not only maintained—but augmented.

YOU can SEE the VALUE in the MAXWELL at \$745.



Touring Car \$745
Roadster \$745; Coupe \$1095; Berlinette \$1095;
Sedan \$1095. All prices f. o. b. Detroit

C. L. Boss Automobile Co.
615-17 WASHINGTON STREET

went to San Francisco, Los Angeles and thence East via New Mexico and Kansas City, and at last accounts it was in St. Louis.

Cadillac Kaar His Name.
Cadillac is a good old name. It originally belonged to that hardy Frenchman who guided his handful of men through the wilderness to the spot where Detroit now stands. Later it became much more widely known as the name of a motor car.

It so happens that Harry Kaar is a member of the firm of Snyder & Kaar, who represent the Cadillac at Kewanee, Iowa. The name Cadillac evidently stands high in Mr. Kaar's estimation, for he will always have a Cadillac Kaar in his family.

The name of his baby son, old enough to be photographed on the running board of the Cadillac, is Joseph Cadillac Kaar.

A married man should come home early at least one night each week—just to show his wife that he can do it.

Ford

THE UNIVERSAL CAR

Ford Cars—Ford Service—Ford Satisfaction

The Ford is acknowledged to be "the universal car" because of its demonstrated usefulness. There are solid reasons for this, as back of the remarkable performance of Ford cars—and of the car's strength and dependability—is the quality of material built into every vital part at the factory.

And yet, if your Ford car is to continue to give the service intended and desired, all adjustments and replacements rendered necessary through the wear and tear of usage, or accidents, should be made by competent Ford workmen using genuine Ford-made material of the same quality and strength as the identical parts they replace.

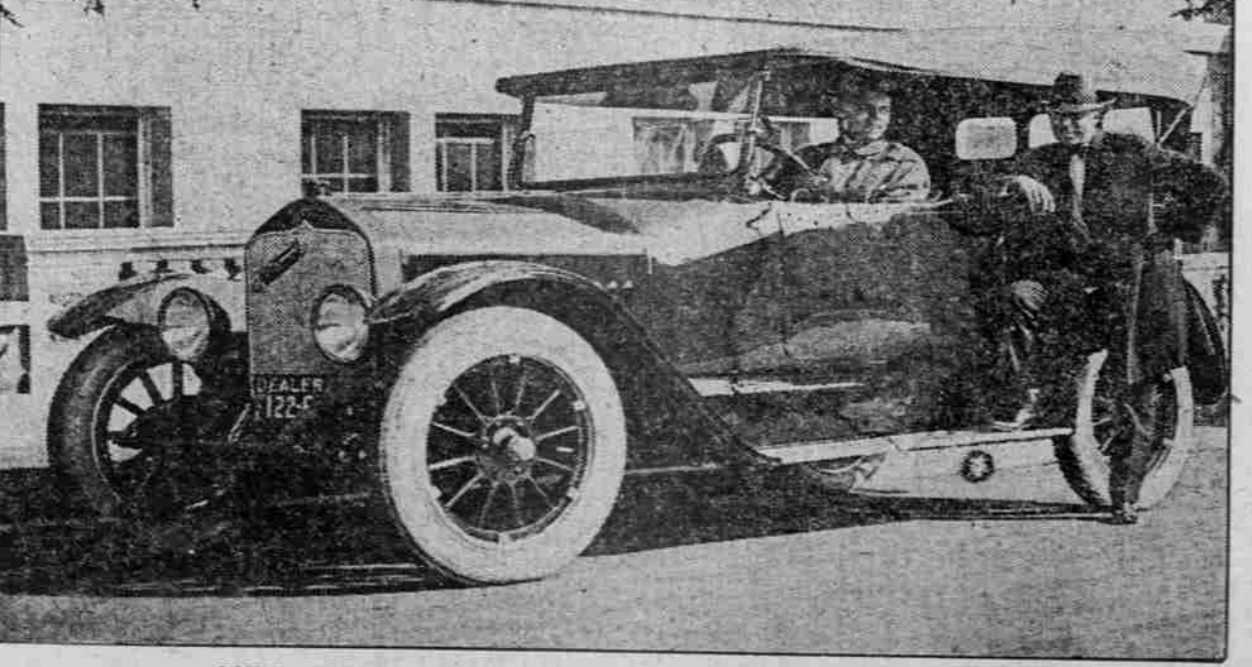
This is the character of service we give to the owners of Ford cars who favor us with their patronage. Everything in our workshop is genuinely Ford—materials, workmen, and even charges. Bring your Ford cars to us for service, and thus have the assurance of getting the most possible use from your car.

Prompt care given orders for Ford cars. Runabout \$345; Touring car \$360; Coupelet \$560; Town Car \$645; Sedan \$695; One-Ton Truck Chassis \$600. These prices f. o. b. Detroit.

- Palace Garage, Twenty-second and Kearney Sts.
- Rushlight, Ransom & Penny, Union Avenue and Wasco.
- Pacific KieselKar Branch, Broadway at Davis.
- W. H. Wallingford, Sixth and Madison Sts.
- Francis Motor Car Exchange, East Thirteenth and Hawthorne.
- Talbot & Casey, Grand Avenue at East Ankeny.

It will pay you to know the Ford dealer in your neighborhood.

NEW NATIONAL TWELVE MAKES DISTINCTIVE APPEARANCE.



VIEW OF THE LATEST MODEL RECEIVED BY MANLEY AUTO CO.