

MANLEY HAS TRUCK

Kelly-Springfield Line Is Taken for This Territory.

ROY WILSON TO HANDLE IT

Truck With Fine Record Elsewhere in Northwest Now Established Here—Models to Be on Display in the Auto Show.

Announcement was made last week by A. B. Manley, president of the Manley Auto Company, that he has closed arrangements to become Oregon distributor for the Kelly-Springfield truck. This truck is one of the best known in the United States and is particularly strong in Seattle and other Northwestern towns, where it has made a name for itself for its serviceability and capacity for the heaviest kind of work. It is being much used in the lumber camps around Seattle.

The Kelly-Springfield comes in six sizes. The one and one-half and two and one-half-ton trucks are made both with chain and worm drive. The three and one-half, four, five and six-ton trucks are made with chain drive. Mr. Manley is planning to carry not only a complete line of the trucks, but also of parts, and will have every facility for service and repairs.

He will make his preliminary how to the public as distributor for the Kelly-Springfield truck by exhibiting it at the coming automobile show, where a one and one-half-ton and five-ton Kelly-Springfield will be on display.

W. S. Warner, factory representative of the Kelly-Springfield, has been in Portland some time arranging for the distributing branch here.

Roy Wilson, for several years territory man for Mr. Manley, it is announced will be in charge of the promotion of the truck department.

Geo. W. Dean—By Himself

Manager of Howard Auto Company Here Sees Big Difference Between Early "Pleasure Car" Days and Efficiency of Modern Car.

It is surprising to note the persistence with which many men of broad intelligence cling to the old conditions formerly surrounding the motor car.

The many arguments regarding the term "pleasure cars" takes one back to the early days in the automobile industry.

It was in 1906 that I entered the automobile trade as cashier for the Thomas R. Jeffery Company's branch at San Francisco. The automobile was then looked upon as the rich man's toy, and I recall the advice of one of Frisco's prominent men that I was making a mistake and wasting my time by taking up such work. That the business was of mushroom growth and could not last, and I would soon have to return, as he expressed it, "to a legitimate line," but in the 11 consecutive years I have been in this business I have seen it pass through the various stages to its present commanding position, and from classing it as a "rich man's game" and a "pleasure car" my Frisco friend, in line with all progressive business houses, is now operating a fleet of motor vehicles, comprising practically a full line.

His collectors and solicitors are equipped with roadsters for rapid, quick work. His outside foreman and superintendent drive touring cars, as on many occasions it is necessary to take two or three extra men to estimate, survey or check up special outside work, and for various hauling he is equipped with a full range of commercial cars, realizing that efficiency and economy requires a light delivery for small, quick work and from three-quarter ton to the seven-ton truck for the various heavy grades of hauling.

It was true in the early days that the auto business was conducted on a rather fast and loose plan. While some were apparently making large profits few were able to show a net gain at the end of the year. The banks were generally cautious in advancing money to carry the business. Cost of operation was excessive.

These conditions have long since reversed themselves. The banks recognize the business as being legitimate and conducted along modern and up-to-date lines. Cost of operation of the modern car is reduced to the point that it is the most economical method of transportation. The automobile factory is one of our most concrete ex-

Hupmobile



The Comfort Car

When we speak of comfort, you naturally think first of bodily comfort. There is comfort also in knowing that your Hupmobile conserves gasoline by making every gallon go farther. It actually does increase gasoline mileage by no less than 24 per cent.

MANLEY AUTO COMPANY
Eleventh and Oak at Burnside
Phone Broadway 217

The Hupmobile on the Stage at the Show

Hupmobile

GORDON TIRES

It's the Material That Makes the Material Difference

Normally, Gordon Greys run 8000 to 10,000 miles; many with more than 14,000 miles to their credit are still in service. Try at least one Gordon. It will prove a surprising demonstration in tire thrift. 6000-Mile Guarantee.

Pacific Tire & Rubber Co.
Wholesale and Retail 445-447 Stark St.

Phone Broadway 3238. P. H. Markworth, Manager.
325-327 BURNSIDE STREET
Between Sixth and Broadway

Motor Parts Mfg. Co.

WE DISMANTLE CARS FOR THEIR PARTS

PARTS For Most All Makes of Cars at $\frac{1}{2}$ the Regular Price
AUTO PARTS SUPPLIES BRAKE LININGS WHEELS and RIMS

amples of efficient and up-to-date methods.

The Buick Motor Company at Flint, Mich., the world's largest automobile factory, is probably the greatest exponent of efficiency in the United States, and it is due to this and the refined development of a correct principle—the "valve-in-head motor"—that the Buick car has today the enviable position of being "the most desired car in the world."

Manufacturing efficiency alone, however, could not have accomplished this; it must be coupled with efficient distribution and service.

The policy of C. E. Howard, as expressed through his several branches of the Howard Automobile Company, further exemplifies this efficiency brought down to the consumer, as through his organization Buick service covers the entire Pacific Coast. This policy has been one of the potent factors which has proved to the business man that the term "pleasure car" is a misnomer, for today the motor car, in

all its varied forms, is one of the world's greatest assets and means more for efficiency and economy than any other one commodity.

WHEN YOUR ENGINE STUTTERS Intermittent Short Circuit Cause of Queer Stopping and Starting.

It happens on occasion that the engine will stop suddenly for no apparent reason and then start up again, just as suddenly. This may occur in passing over a particularly rough piece of road. The veteran motorist will at once diagnose the trouble as an intermittent short circuit, somewhere in the ignition line.

An inspection of the wires under the cowl board may show that some poorly insulated lighting wire has been jounced into contact with metal which is also in contact with a couple of the ignition wires from the switch.



SAVE ON GASOLINE ON OIL

INCREASE POWER EFFICIENCY

INLAND logo with a piston ring illustration.

PERFECT COMPRESSION PREVENTS CARBON

For a small sum you can have installed in your car PISTON RINGS that will pay for themselves in a short time—More Power—Less Fuel.

A One Piece Ring At A One Piece Price Will Not Break



GUARANTEED Money Back After Reasonable Trial If Not Satisfactory

IN USE TODAY IN OVER ONE MILLION CARS

A. J. Winters Co.

DISTRIBUTERS

65-67 Sixth St., Portland, Or.



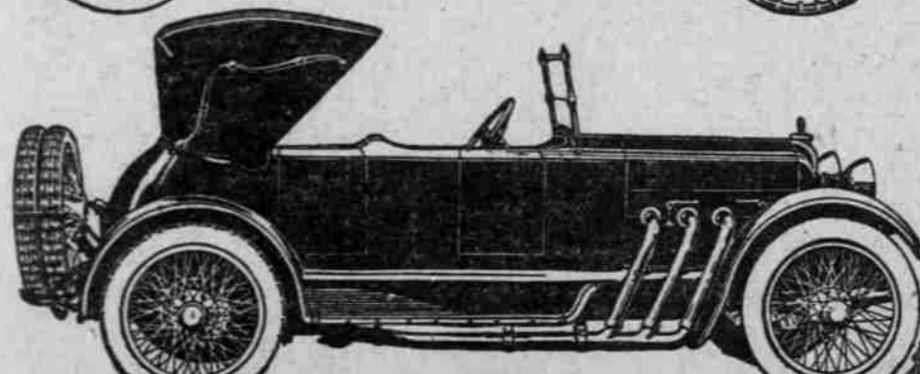
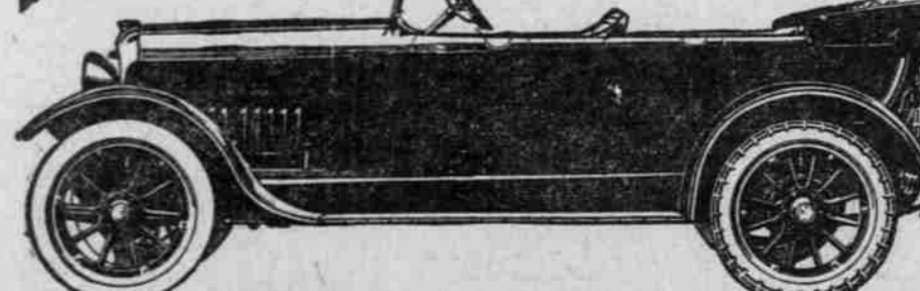
Leading, Reliable Auto Supply Dealers



NINE SUPERB MODELS

Velie Six

A Complete Show in Themselves



HERE even all former Velie values are surpassed. In these nine new Velie models you will find matchless construction, advanced refinements, the latest note in dignified and smart design, comfort of deep upholstery, famous Velie coach finish as enduring as it is beautiful, all that appeals to buyers of nicest discernment.

Now, when more than ever your car is an economic necessity, you will insist on the best your money can buy. You will choose carefully the type that fills your particular need. That is efficiency, as well as good business.

Money cannot buy better than the Velie Red Seal Continental Motor; Timken axles front and rear; multiple dry disc clutch; long, underslung springs; push button starter; indications of the Velie quality all through. See the new models at the Coliseum. Judge for yourself.

Catalog on Request

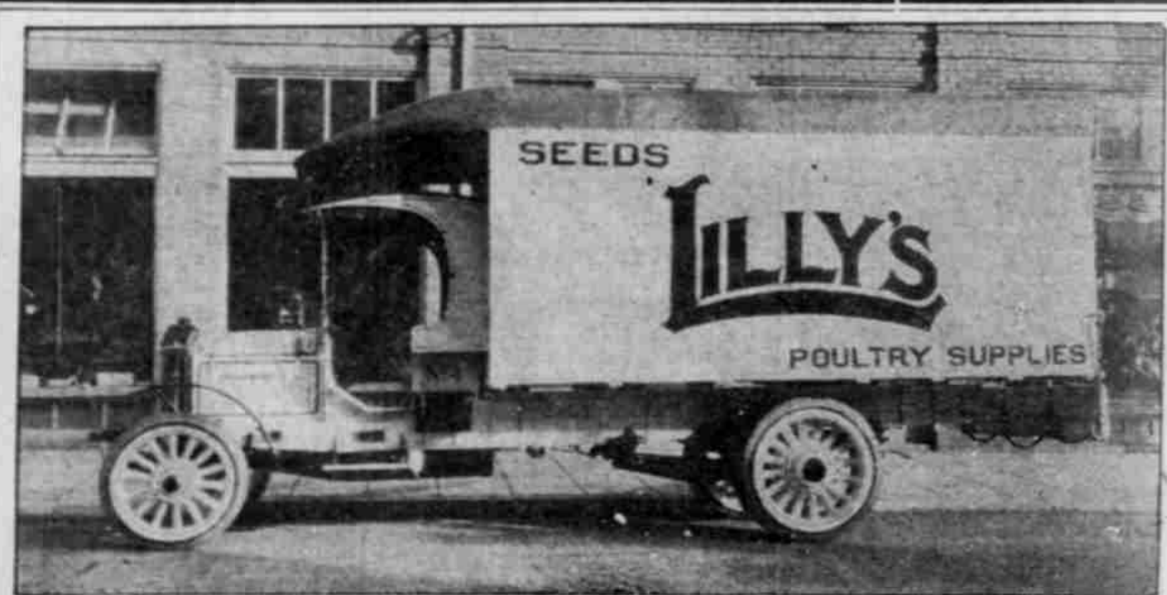
5-passenger Touring, \$1340; 2 and 4-passenger Roadsters, \$1340; 7-passenger Touring, \$1595; Sport Model, \$1850; Cabriolet, \$1800; Brougham, \$2450; Sedan, \$1855; Coupe, \$1900.

VELIEMOTORS CORPORATION
Moline, Illinois
Builders of Automobiles, Motor Trucks and Tractors

D. C. Warren Motor Car Co.

Distributors for Oregon and Southern Washington

58-60 NORTH TWENTY-THIRD STREET



PIERCE-ARROW

You are cordially invited to inspect our exhibit at the Automobile Truck and Tractor Show February 7-13

Pierce-Arrow Pacific Sales Co., Inc.

Pierce-Arrow Motor Cars
Broadway 4693

Pierce-Arrow Motor Trucks
Fourteenth at Couch St