

DRIVE FIRST WITH BIG AUTO DEALERS

Automobile Row Virtually
Suspends Business
to Sell Bonds.

CARS FURNISHED FREELY

Entire Staffs of Some Big Houses
Turned Over to Liberty Loan
Committee to Pursue House-
to-house Campaign.

Portland automobile dealers are doing their full share to put over the liberty loan drive in Portland this coming week. In fact, they are so crowded with plans for the drive that the business of selling automobiles and making a living has taken an entirely secondary place.

Besides taking an active individual part in the taking of subscriptions in the drive, and subscribing liberally for bonds themselves, the automobile men are lending cars for various purposes, such as taking speakers to fill liberty loan speaking engagements.

This very essential cog in the liberty loan drive machine is in the hands of a sub-committee presided over by H. H. Eling, manager of the Overland-Pacific branch. Mr. Eling has asked all the dealers to provide cars and drivers for this work, and they have responded generously.

Real Sacrifices Made.

Let it be remarked in passing that it is not the small thing some might suppose it to be for a dealer to lend a car and a driver. True, he has the car. But these cars are his stock in business and it doesn't take a great deal of running about the streets to take the burnish off a new car. Moreover, furnishing drivers is a very difficult problem because of the fact that virtually all the automobile drivers about the city are already working short-handed. Every man sent out to drive a car reduces the working force at a time when every man is needed.

But they haven't even told that side of it to the committee that asked for cars. Cars were needed, and that was enough. Yesterday nearly 50 cars were provided to take speakers to various points, and this week even more cars than that probably will be required and given.

Mr. Eling is also joint chairman with C. M. Menzies, manager of the Northwest Auto Company, on a committee to ask automobile dealers to give a certain amount of their advertising space to advertising liberty bonds. Look through the Automobile Section of The Oregonian today and note how they have responded to this call.

Butk Men to Sell Bonds.

George W. Dean, manager of the Portland branch of the Howard Automobile Company, Bulwer street, is so earnest a worker for the liberty loan drive that, beginning today, he is turning over his whole organization to help put over the drive in Portland. Mr. Dean is captain of the district bounded by Thirteenth, Sixteenth, Morrison and Jefferson streets, and he is going to comb it with a fine-tooth comb.

Five of his salesmen will assist him in working every house in this district. A sixth salesman is doing his part in another district. Mr. Dean is even keeping his outside territory man, Charles Therkel, in Portland next week to assist the liberty loan drive. Every salesman will use a car in the work. Besides that, Mr. Dean sent five cars with drivers to Vancouver yesterday to help bring the engineer regiment over for the big parade.

C. M. Menzies, of the Northwest Auto Company, is also captain of a district, his district being No. 176, in Sunnyside, and he has a working organization lined up that he believes will bring home the bacon the very first day of the drive. Mr. Menzies is also chairman of three loan drive sub-committees, one of them being that on foreign corporations, to get automobile and accessory companies represented here to support part of their subscription to Oregon. Already between \$150,000 and \$200,000 in such subscriptions have been pledged.

These are only a few instances of the work being done by the automobile men to help the drive. They are all doing their share, and more.

RAYFIELD MAN VISITS

C. H. DONX ELLON IN PORTLAND
FOR FEW DAYS.

Carburetor Expert Invites Motorists to
See Him at Archer & Wiggins
for Advice.

Here is a chance for motor car owners to have their carburetors inspected by an expert and adjusted free, if adjustment is needed.

C. H. Donx Ellon, of San Francisco, Pacific Coast representative of the Rayfield carburetor, which is used on a great number of high-class automobiles today, is in Portland for a brief stay. He will be here until about Wednesday before leaving for Seattle, and while here is making his headquarters at the salesrooms of Archer & Wiggins, who are Oregon distributors for the Rayfield carburetor.

"Very often it happens that an automobile owner may not understand the subject of carburetion very well and desires advice about his carburetor," said Mr. Ellon. "Especially is this the case right at this time of year, when the crisp, chilly spring mornings and nights may make slight carburetor adjustments advisable."

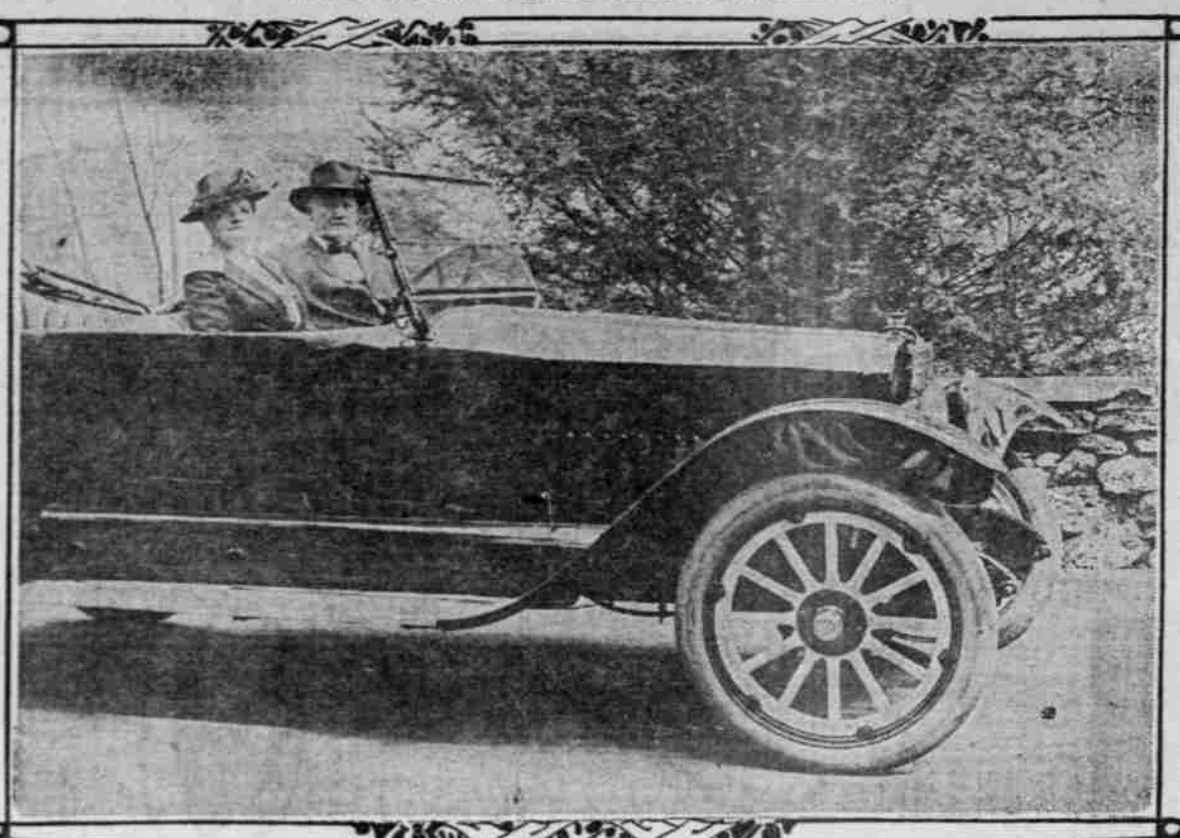
"I am in Portland to give that advice to any motorist who desires it, and I shall be very glad to have motorists ask for me during the early part of this week at Archer & Wiggins. This applies to any motorist, whether his car is equipped with a Rayfield carburetor or not, though so many manufacturers are now making the Rayfield standard equipment that a Rayfield owner is the rule, not the exception."

"Archer & Wiggins are doing a fine business here with the Rayfield and inform me that there is a big call for them through their whole territory. As motorists become educated to the advantages of the Rayfield they frequently have their old carburetors taken off and Rayfields installed."

To Remove Spots.

At this time of year it is particularly useful to remember that the best way to remove spots from varnish is to rub in well a little boiled linseed oil with a soft rag until all the spots have disappeared, afterward removing the superfluous oil and polishing with a soft rag.

CIRCUIT JUDGE BUYS HIS FIFTH MITCHELL CAR.



Judge George W. Stapleton and Mrs. Stapleton in Their New Mitchell Six

Judge George W. Stapleton lays claims to being a pretty good judge of automobiles, as well as a good Circuit Judge and a judge of human nature, which every Circuit Judge should be. After giving a thorough trial to the Mitchell car, Judge Stapleton has pronounced it guilty—of being a first-class automobile, and in witness of his confidence in the justice of his own decision, has just bought a new seven-passenger Mitchell Six, 1918 model, sold to him by C. H. Wertenberger, of the Mitchell, Lewis & Staver Company. However, the Mitchell and Judge Stapleton are not strangers. This is the eighth car Judge Stapleton has owned, and his fifth Mitchell in a row.

AUTO MAN RETURNS

Arthur H. Brown to Direct
Oakland Sales Here.

'NO PLACE LIKE PORTLAND'

Former Studebaker Branch Manager
Here Becomes Manager of Motor
Sales Corporation With Old As-
sociate, E. D. Van Dersal.

An announcement of interest along automobile row last week was that Arthur H. Brown, former manager here for the Studebaker Corporation of America, but for the past several months in business in the East, has returned to Portland as manager for the Motor Sales Corporation, distributors here for the Oakland Sensible Six and the Garford truck.

Mr. Brown, who is an old tillicum of E. D. Van Dersal, president of the Motor Sales Corporation and of the Oakland Motor Company, of Oregon, will take active direction of Oakland sales.

The association of Mr. Brown and Mr. Van Dersal dates back a few years to the time when Mr. Brown managed the wholesale Studebaker business in



Arthur H. Brown, Who Becomes
Manager of Motor Sales Corporation,
Oakland Sensible Six
Distributors.

this territory and Mr. Van Dersal was in charge of retail sales.

During the period when he was manager of the Northwest branch of the Studebaker Corporation here, Mr. Brown became very well known in Portland. He resigned early in 1917 to engage in business for himself as a Studebaker distributor with headquarters in Albany, N. Y. But last spring he disposed of his interest in Albany and took charge of Packard business in a large territory adjacent to Erie, Pa. But the Eastern winter weather proved too much for his Oregon blood, and at the first opportunity he closed out his interests to return to Portland.

"Portland has grown remarkably in the year and a quarter of my absence,"

SAID Mr. Brown, "and believe me, I am glad to be back in a country where life is worth living. There is no place in the whole United States like good old Portland."

"I was truly amazed on my return to note the prosperity that has come through shipbuilding, the spruce industry and the betterment in the condition of the farmers. The healthy condition of the retail trade generally and the big demand for passenger cars, trucks and tractors directly reflect the soundness of business management."

"The only limit to automobile sales in Oregon at present seems to be the quantity that can be obtained for sale here. If the demand continues to grow, cars will soon be very scarce."

"The lower priced cars are most susceptible to this condition because of the increased demand for them on account of the war necessarily for economy of operation."

THOUSANDS IN BIG ROAD BUILD- ING FLEET.

Dutiness of Ordinary Macadam Road
Draws Enemy Fire, So Tar
Blender Is Used.

"When the history of this war has been written," says F. C. Atwell, of the International Motor Company, distributing the Mack truck in this territory, "it will be more fully realized what a vital part good roads have played in the great struggle."

"Motor-trucks by the thousands will contribute an enormous advantage to United States road engineers engaged in new construction back of our lines. It is estimated that 1200 miles of highways will be built in 1918 by American road engineers in the rear of the front line in France. To the special road building battalions is delegated the important task of keeping lines of communication constantly open and Mack trucks working in conjunction with modern American road machinery are helping to build new strategic lines and keep communicating roads in constant repair."

The Mack fleet will be composed of several thousand dump trucks, hot road rollers, pressure sprayers for making water-bound macadam, gasoline tank trucks, printing press trucks for printing blueprints, instructions, plans, reports, etc., machine shop trucks, blacksmith and tool repairing trucks.

"Although France is particularly well endowed with good roads, it is often necessary for military reasons to construct many new lines. An estimate places the present mileage of French roads at one mile of road for each one and one-half square miles of ground surface. The tremendous task of keeping these roads in perfect condition and building new ones at the same time, can well be imagined when it is realized that so far as wear and tear are concerned, war traffic is ten times as great as that at Fifth and Washington streets in Portland."

"Most of the roads of France are built of water-bound macadam, the peculiar nature of the French soil, which is of limestone formation, lends itself readily to compaction under the road roller and makes a very good road building material, although it requires constant maintenance. The British, however, introduced the tarred surface road and an increasing mileage of that type is found back of the British lines. One of the principal objections to the water-bound macadam road near the front is the dust which rises from it in dry weather under heavy traffic. Clouds of dust draw artillery fire from the enemy and for this reason United States engineers, in planning road construction and maintenance near the American front, will probably utilize large quantities of tar coating which is freely obtainable in France."

JOHN L. SHARP TELLS OF PLANS OF THE FACTORY.

Four-Cylinder Saxons to Be Discon-
tinued and Production Confined
to Sixes Exclusively.

Most favorable reports are being received from the Saxon factory by the Twin States Motor Car Company, Oregon and Washington distributors. The new additions to the factory will give them 400,000 square feet of floor space outside of the executive department for building cars. This means that the output of the company this season will be almost doubled.

According to John L. Sharp the Saxon has given up building four-cylinder cars and will devote all the factory energies to producing six-cylinder automobiles. It is the aim of the officials to increase the output, better the finished car and at the same time to offer it to the public without having to increase the price, as have most of the factories of today.

Mr. Sharp, in speaking of these new cars, says: "The Saxon is the lowest-priced six-cylinder car on the market today, and it is the aim of the factory officials to keep it in that condition."

Wire Broken Chains Firmly.

When the cross pieces of the anti-kid chain break so that the chain strikes against the fender in passing it is poor practice to wire the broken pieces across the tire, as the wire will quickly be worn through. By wiring under the felloe a more permanent repair will be secured.

Stop all gasoline leakage. Form habit of shutting off gas at tank or feed pipe.



Our Boys Will Supply the Steam

—IF you supply them with fuel. Every man of your army is a cog in the great fighting machine of the Allies. His efforts depend on the power you supply him. If you don't come through, HE can't.

Stand BACK of our Army. It is standing in FRONT of you. Those fighting men over there are your partners. They are your brothers. They are delivering your message to Kaiserism. They are fighting for you.

What is your message to them? Are you doing your share as they are doing theirs?

Don't deny them the money they need — the money to give them food, clothing, guns, ammunition and ships to take these essentials across.

Come through—now! Invest in a Liberty Bond—the safest investment in the world.

Contributed by

McCracken Motor Co.

Moreland Distillate Motor Trucks

490 Burnside St.

