

MOTOR ASSOCIATION ADVERTISES OREGON

Thousands of Tourists Are Given Information.

FINANCES IN GOOD SHAPE

With Help of Dealers' Organization 200 Sign Posts Are Placed on State Highways.

"There no longer can be any doubt as to the usefulness of an organization such as this to the city and state in which it is located," says Frank E. Watkins, president of the Oregon State Motor Association, in his annual report.

"It is my opinion that we do more through our tourist information department to intelligently advertise Oregon and Portland than any other body in the state. I often wonder why we do not receive better support from the motor-driving public.

"I would like to have you consider the question of stolen automobiles. Last March the board of directors authorized a standing reward of \$25 for the arrest and conviction of anyone stealing a member's car. It is a fact worth knowing that of all the machines stolen only a few belonged to members. Did it ever occur to you that the thief might have a boss who directs his actions, and the owner of the machine to be stolen is known by the men higher up? Think this over and let's get a little action.

More Signs Are Needed. "You all realize the need for road signs throughout the state. Last Summer, with the help of the Auto Dealers' Association, we placed some 200 guides where they were badly needed, but these were only a drop in the bucket. We have been working for some time to have the erection of road signs placed directly under the supervision of the State Highway Commission, instead of the County Commissioners, as at present.

"There is now a bill before the Legislature covering this subject which is expected to carry."

The report made by F. C. Stettler, treasurer of the association, shows that the organization is entirely out of debt and in the best financial condition in its history.

"Owing to the fact that travel abroad was closed to tourists the past year, we, along with other automobile clubs along the Pacific Coast, have experienced the greatest auto tourist travel ever known," says James D. Abbott, secretary, in his report. "It will give one an idea of the amount of work done at our office when I state the fact that by June 1 the large supply of maps we had on hand at the beginning of the year had all been distributed and we had to order 2500 more.

Supply of Maps Depleted.

"Of this lot we have not had a single copy left since October. These maps were marked and given out to those calling at the office, and we also marked and mailed them to people all over the United States who were contemplating automobile trips and had written us for touring information."

At the last annual meeting the following directors were elected for a term of two years: J. D. Abbott, J. H. Burgard, Dr. C. W. Cornelius, J. E. Cronan, E. V. Hauser, W. B. Honeyman and F. C. Stettler.

These, with the eight hold-over directors, Frank E. Watkins, Phil Metchan, Jr., J. C. Oids, H. W. Wagner, Jr., John H. Hall, E. G. Morrow, Ira F. Powers and Charles F. Wright, constituted the board of directors for the past year. These men served throughout the year, with the exception of J. C. Oids, who died a few weeks ago.

The first meeting of the board of directors after the annual election was held January 13, and the following officers were chosen to serve for the year: Frank E. Watkins, president; Dr. C. W. Cornelius, vice-president; James D. Abbott, secretary; F. C. Stettler, treasurer; H. W. Wagner, Jr., assistant treasurer, and George M. Chambers, assistant secretary.

CHEVROLET SALES HEAVY

RECORD OF 730 DEALS MADE DURING LAST YEAR.

Appointment of Leonard Hulse as Sales Manager Is Announced by Regner & Fields.

Regner & Fields, distributors of the Chevrolet in Multnomah County, bear the distinction of having done the largest retail business of any motorcar dealer in the state in 1918, according to the statement of President Le Roy Fields, of the company.

An average of two Chevrolets went out of the salesrooms doors at Grand avenue and East Burnside streets, for every day of last year, Mr. Fields asserts. This is counting Sundays as well as weekdays, as the total sales of machines for the year was 730. This of course includes touring cars, roadsters and light deliveries, as well as Chevrolet trucks, a few of which were received the latter part of the year.

"Of course, the war took some of our men," said Fields, "and our organization was disrupted, like those of other motorcar dealers, but we are now building it up again, and the prospects are that this year will be better in the point of sales than last year. As a start made toward building up our organization again, we have appointed a sales manager in the person of Leonard Hulse. He has had wide experience in the East in like positions, and we feel that our organization has been materially strengthened in his acquisition."

Mr. Fields declares that the success of his firm has been due primarily to having just what the public wanted and at a price it wanted to pay, and the further fact that the firm was able to give good service to its owners. The Chevrolet factory is represented in a wholesale way in Portland by a branch and Regner & Fields have always had at their disposal a substantial stock of parts. It has not been necessary for owners to wait for parts and this has contributed, Mr. Fields says, to satisfaction among the owners.

CONTRACTORS READY TO BID Coos Bay Want \$250,000 Paving Job Finished This Year.

MARSHFIELD, Or., Jan. 18.—(Special.)—Coos Bay contractors are figuring to bid on the state highway contract for 1 1/2 miles of paving between Marshfield and Coquille. The firm of Dean & Brown and Anderson & Klockars, of North Bend, expect to submit bids when the specifications are ready,

and one rumor indicates that the Coos Bay Shipbuilding Company may enter the list of bidders. A report was circulated here implying that none of the large firms in Oregon would try for this work, but a warning was issued the next day that such a condition could not be expected, and it was claimed two Portland firms would bid. The appropriation for the work amounts to \$250,000, and the people of the county want to see the paving finished during the present year.

ORCHARD MEN USING TRUCKS

Hood River Dealers Sell 148 New Automobiles in 1918.

HOOD RIVER, Or., Jan. 11.—(Special.)—Local motor car dealers report a total of 148 new automobiles sold in 1918, and the sales would have been much greater if more machines could have been secured. The total of purchases for new cars reached \$126,500.

OREGON MOTOR CAR COMPANY MAN PROMOTED.



W. D. Chessman. Appointment of W. D. Chessman as sales manager of the Oregon Motor Car Company has just been announced by President W. C. Garbe, of the company.

With the war over, and a greater supply of machines available for 1919, garage men and dealers are predicting that a new record for automobile sales will be made here. Dealers also expect to sell many trucks the coming year.

Orchardists, it is said, find the motor truck invaluable in handling fruit, not only from orchard to packing house but in hauling apples to the shipping point after they have been boxed. Motor trucks are preferred for hauling strawberries. The motor vehicles have eliminated the congestion noticeable around receiving warehouses when fruit was transported over valley roads chiefly by horse-drawn rigs.

SALES MANAGER IS NAMED

W. D. CHESSMAN GIVEN NEW BERTH BY W. C. GARBE.

Oregon Motor Car Company Will Have Three Studebaker Models This Year.

W. C. Garbe, president of the Oregon Motor Car Company, announces the appointment last week of W. D. Chessman to fill the position of sales manager, left vacant by the death of the late Joseph Wolfenden. Mr. Chessman has been on the Studebaker sales force of the company for the last year, and he made a most enviable record for himself as a salesman. His selling experience dates back over a number of years, and the experience gained in that time makes him especially qualified to fill the position to which he has just been promoted.

The Oregon Motor Car Company is now located in its new home at Broadway and Burnside, and all has been put in readiness to receive the new shipments of Studebakers which are scheduled to leave the factory some time in March.

In commenting on the new Studebaker models, Mr. Chessman says: "The Studebaker factory is leaving nothing undone towards getting the plant back on a pre-war basis, and production of the new models is being resumed with all speed possible. The Studebaker line this year include three separate and distinct models, a light four, a light six, and a big six, seven-passenger car."

SEAPLANE CARRIES 50 MEN

Cruising Speed of Tri-Engined Flier 80 Miles an Hour.

The giant NC-1, the largest seaplane in the world, which made a flight with 50 men on board, is the first American tri-engine seaplane propelled by three Liberty engines that develop a maximum of 1200 horsepower, giving it a cruising speed of 80 miles per hour. The flying weight of the machine is 22,000 pounds, while the weight of the seaplane itself, unloaded and without a crew, is 13,000 pounds.

An idea of the size of the seaplane is shown by the fact that the wing spread is 126 feet, the breadth of wing 12 feet and the gap between wings 12 feet. Recently the NC-1 made the trip from Rockaway to Washington, about 350 miles, in 5 hours and 20 minutes. The flight from Washington to Hampton Roads, 150 miles, was covered in 2 hours 15 minutes, and the trip from Hampton Roads to New York, 300 miles, took 4 hours 20 minutes.

CHAPIN BACK ON PEACE JOB

Chairman of Transport Committee Wins High Praise for Work.

After nearly two years' service in Washington as chairman of the highways transport committee of the Council of National Defense, Roy D. Chapin has resigned and returned to active duty as president of the Hudson Motor Car Company. Chapin's work during the war has won him high commendation.

Being a good roads enthusiast, Chapin eagerly applied himself to the difficult task of demonstrating the practical urgency of the good roads proposition as a factor in winning the war. The rural express movement, relating to both highway and automobile movements, was a popular outgrowth of this effort. Of far more direct importance was the work of his committee in planning routes and otherwise facilitating the movement of Army trucks.

Empire State on Job.

New York State is looking ahead. The Automobile Club of Buffalo, petitioning the Governor and State Highway Department to take action looking to the widening of highways from 24 to 50 feet.

Hupmobile Announcement

Effective immediately, the price of the Hupmobile in Touring and Roadster models is \$1525 at Portland. The same high standard of quality is maintained as heretofore.

The Comfort Car

Comfort in the new Hupmobile is a very positive quality.

It can be measured in the car's extraordinary riding ease, in its superb steadiness over all roads, in its bulldog pulling power and its wonderful performance.

It can be measured also in its very unusual economy—in tire and gasoline mileage.

We invite your careful inspection of the Hupmobile—it's worth your while.

MANLEY AUTO CO.

Eleventh and Oak at Burnside

Phone Broadway 217.

TRUCK PRICE WILL HOLD

ENORMOUS DEMAND RESPONSIBLE, SAYS DENBY MAN.

Factory Head Estimates 450,000 Vehicles Are in Use in United States.

E. F. Rice, sales manager for J. H. Graham for the distribution of Denby trucks, is in receipt of a letter from the president of the Denby company in which it is explained that no decrease in the prices of trucks can be expected for some time yet. This is due, the letter says, to the enormous demand by buyers who during the war were unable on account of Government orders to get trucks, and to the large number of orders placed by the dealers throughout the country.

The letter explains, too, that the demand this year is sure to exceed any former year. There are now 450,000 trucks in use, Mr. Rice was informed, and the average life of each truck is about three years. Figuring on this basis, renewals then would amount to 150,000 each year.

The natural tendency towards a larger use of trucks on freight lines will make the demand greater this year, the letter also points out. Another large supply of parts, which now makes the stock for the Denby just been received.

CARBURETOR TO BE EXHIBITED

Kelso Man's Patent Will Be Shown at New York Exhibition.

The new type of carburetor, which Al Porter, of Kelso, patented about a year ago, will be placed on exhibition at the New York Automobile Show. Mr. Porter writes J. W. Crouch, Kelso business man, who is interested in marketing the invention. Several models are now being made for this purpose, and the parties with whom Mr. Porter has contracted to market the carburetor are enthusiastic over its possibilities as are all other engine experts who have seen the principles of the new carburetor demonstrated.

Mr. Porter, who is a gas engine expert, spent several years developing

his invention, which employs a force feed method in place of the suction feed used in other carburetors. He enlisted in the tank service, but was discharged from the Army a short time ago and at once went to New York and closed arrangements for marketing the carburetor. Tests with a crude model have greatly increased the speed and efficiency of the tested engine, per unit of gasoline.

Door-Strap Hint.

The straps that are installed on the doors of cars to keep the former from opening too far often cause annoyance by getting in the crack of the door when it is being closed. By fastening a small coil spring to the center of the strap, the other end of the spring being attached where the strap is fastened to the body, this trouble will be obviated.

When using an elevator, don't drive on or off before the elevator comes to a full stop at proper level.

DAY'S ORDERS NUMEROUS

TRUCKS AND PASSENGER CARS ARE IN DEMAND.

Northwest Auto Company Showing Full Line at Spokane Exhibition.

C. M. Menzies, manager of the Northwest Auto Company, declared Tuesday that business with his firm had never been better for this time of year. And he had the orders right on his desk to prove his assertion.

Among the more than a dozen orders which were placed during the day were four for carload lots of passenger cars. The new Dort distributor in Tacoma

asked for a carload, the same quantity of Coles was wanted in Walla Walla, Wash., and the Pendleton distributor filed his order for carloads of both Reos and Coles.

"Business has started off with a bang this year," said Mr. Menzies. "The volume is unprecedented for this time of year and from the number of inquiries we have received we have every reason to believe that heavy buying will continue. In addition to the passenger car orders we received today were several for trucks, immediate delivery being requested in each case."

Mr. Menzies left Portland Tuesday night for Spokane to attend the Inland Empire city's automobile show, which opened Wednesday and continued throughout the week. The Spokane show this year was held in the regular salesrooms, guests being transported

from one place of business to another by automobile.

The Northwest Auto Company showed its complete line, including the Dort, Marmon, Stearns and Cole passenger cars and Bethlehem and Indiana trucks.

MITCHELL SIXES IN DEMAND

Automobiles Delivered From Train on Their Arrival Here.

So great has been the demand for five-passenger Mitchell Sixes that the machines have been delivered right from the freight car as soon as they arrived in Portland, according to the Mitchell, Lewis & Staver Company, the Portland distributors. New Jordans also have been in demand by Oregonians.

AUTO ACCESSORIES AND PARTS

ARCHER & WIGGINS Distributors of AUTOMOTIVE ACCESSORIES Sixth Street at Oak

Columbia STORAGE BATTERY CO. Broadway and Glisan Phone Bdwy. 546 The only battery with a definite guarantee. All makes of batteries charged and repaired.

David Hodes Co. AUTOMOBILE GEARS, PARTS AND ACCESSORIES AT REDUCED PRICES ENGINES A SPECIALTY N. Broadway and Flanders.

VESTA STORAGE BATTERY GIBSON Electric Garage & Storage Battery Co. Distributors 12th and Alder Sts. Broadway 2557

Willard We Stock Them. We Repair Them. We Charge Them. Free Advice. AUTO ELECTRIC EQUIPMENT CO. Sixth and Burnside Streets.

AUTO DIRECTORY offers more of "what you actually need and want in an automobile." BRALY AUTO CO. Main 4880, A 3881. 19th and Washington Sts.

HOLMES AIR COOLED Higher Mileage From Gas and Tires McNeff Tractor & Auto Co. 225 Pittock Bldg. Portland, Oregon

International Motor Truck A Truck for Every Purpose. Lexington Mitchell MINUTE MAN SIX Brunn Motor Car Co., 444-46 Stark St. Phones: Broadway 2958, A 2958 New Light Six, \$1250 Factory Mitchell, Seven-Passenger, \$1525, Factory MITCHELL, LEWIS & STAVAR CO. Broadway at Oak