### APPERSON COMPANY WINS HIGH POSITION

Concern Lands Among Leaders in 18 Months' Time.

SEATTLE BRANCH ACTIVE

Anniversary Model Declared Original and Different With Excellent Record for Service.

Despite the fact that only a year and half has elapsed since the coming the Apperson Motor Car company to the northwest, to G. F. Horn, president of that firm as well as a member of the Kimball-Horn Motor company of Seattle, belongs the credit of having placed the Apperson Motor Car com-pany far up in the ranks of automobile merchandising concerns of the Pacific

Mr. Horn, who is the second oldes field distributor for the Apperson Bros. Automobile company, came to the northwest in 1917, after nine years as the Salt Lake distributor of Apperson cars. He entered into practically a new field at a time when many felt that hard times were ahead. Through his shrewd optimism and never-ceasing efforts, and because the Apperson "Eight" is a car of actual performance, the ultimate success of the concern has

never been in doubt.

That the local concern under Mr.
Horn's management should have succoeded in overcoming the many diffi-culties with which it was beset and that it should today rank as one of the leading motor car distributors of the northwest is in itself proof of the busi-ness foresight of the dealer. Car Given High Rating.

The success of the Apperson eight throughout the northwest has been al-most phenomenal," says Mr. Horn, "and with the advent of the famous Anniversary Apperson the motoring world saw before its eyes something new; something original and different—the acme of quality, together with mag-nificence and grandeur of design, finish and equipment. The Apperson is re-markable in performance and un-equaled in comfort, luxury and dur-ability. Looking backward at the success of the Apperson, we cannot over-look the price consideration, the all-American item of dollars and cents. The Apperson is not a car in which the price is an important or dominating feature. However, one may, even in consideration of the finest, observe the fact that the price is moderate. Moderate price, together with satisfactory nelling arrangements, has placed the Apperson within reach of the average

Consistent and aggressive advertising has awakened the public to the opportunity afforded it, and business during the past months has increased in leaps and bounds. The result has been the enlarging of the local sales force and show rooms as well as the expansion of the opportunities of Apperson sion of the organization of Apperson dealers and a general increasing of facilities to care for the increasing de-mand. Apperson cars are being shipped to and distributed throughout the northwest in greater numbers than it was at one time thought possible. At present the commodious warehouse of the Apperson eight distributors at Port-land is sufficiently stocked with all models of the Apperson line to supply any reasonable demand of the coming

Show Rooms Among Best. of the concern, the Seattle branch, known locally as the Kimball-Horn Motor company, has opened with encouraging results. So aggressive has been the business in that city that the rotail sales force at Portland has been the business in the city that the retail sales force at Portland has had to exert itself to the utmost in order to keep pace with the sales campaigns of the sister establishment. F. L. Kimball, president of the Seattle branch, who was a recent visitor in Portland, states that he has no doubt that with the adjustment of economic conditions in Seattle, together with the ertain prosperity the coming year will bring, the northern city will show de-velopment in business far in excess of all expectations. The show rooms of the Kimball-Horn Motor company are conceded to be among the finest on the A feature of the Portland automobile

show was the showing made by the Apperson eight models. The Apperson Motor Car company looks forward to the greatest business rush during the coming season in the history of the automobile industry.

### New Car Owners in County.

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

Jerome S. Massa, Linaton, Butck, Mayor Simon, 372 Northrup, Cadillac, J. W. Smithera, city, Cadillac, Mrs. Frank Dawdy, 1026 Garfield, Chev-

Folet.

Juneph Hogara, Linnton, Chevrolet.

Juneph Hogara, Linnton, Chevrolet.

K. R. Niles. Morris hotel, Dedge.

L. N. Fleischner, 207 Ash, Dodge.

Hirsch-Weis Manufacturing company,
Front and Burnside, Ford.

Fearcy Brothers, Inc., 806 Dekum, Ford.
Geodgear Tire & Rubber company, 104

Fourteenth street North, Ford.

M. Jennings & Sons, Fifth and Washington, Franklin.

Re H. Brothuye, 550 Fourth, Hupmobile,
Haye Agnew, 561 East Seventeenth, Hupmobile.

Harry Mautle, Parkhurst apartments, Liberty,

\* Anton Seller, S East Sixtleth, Maxwell,

Jy A. Ockwig, 28 May spartments, Max-

E. Jenkins, 963 Front, Oakland. E. Sanderson, 253 East Seventeenth,

el Beeson, 985 East 15th street North Brigoos.
Geodyear Tire & Rubber company, 104 14th
strait North, Ford.
Br R. West, Dill apartments, Ford.
Galu M. Taylor, 549 East Ankeny, Hupmo-

Elui Kimmel, 1260 Belmont, Oldsmobile Henry Rothchild, 1201 East Pine, Velle, G. M. Gallagh, 1000 Thurman, Cadillac, M. Merriam, 1213 East Madison, Chal-Mrs. Margaret Turney, 1033 Hawthorne, Chevrolet.

George Eldridge, 406% North Twenty-th, Chevrolet, Khua M. Davis, 686 East Forty-fifth sarah Horenstein, 38 North Second, Chev-To L. Wylde, care Marshall Wells, Chev

Holen Murray, 233 East Seventh, Chev-C. Jackson, 577 East Tenth North, J. McClune, 426 Jefferson, Dodge. lee L. Underwood, 435 East Thirtieth,

ace R. Irwin, 632 Tillamook, Dodge, orge W. Durke, 536 4 Commercial George W. Durke, 020 22 Country, part, Ford. Charles Engel, 447 2 East Couch north,

ord.

Jr. Anthony, Milwaukie, Route No. 2, Ford.

Jr. H. Rich, 548 Milier, Ford.

Jr. M. Erickson, 6913 Forty-eighth street milhenst, Ford.

Frank N. Fuller, 317 North Smith, Ford.

Jr. T. Hull, Hood River, Haynes,

W. J. Cooley, 175 East Sixty-second North,

awwell.

J. A. Cobb, Gregon City, Maxwell, The Hudson & Gram Company, 75 Front, Oldsmobile,

E. W. Simmons, 214 Graham, Paige Mrs. L. F. McNell, 332 North Twenty ilrd, Studebaker. Sum Moser, Oregon City, Willys Overland. Fred Nowotney, 176 Eleventh, Dodge,

Coast Steel & Machinery company, 50 rst. Dodge, William Cake, 528 Vista, Dodge, Mrs. S. C. E. Smith, 1105 East Davis, O. L. Markham, 19415 Thirteenth, Chev-J. D. Guiss, Rose Friend apartments P. Curry, 1605 Albina, Dodge. M. Rodgers, 445 East Eighteenth North

Essex.
R. B. Stolzel, Walugs, Ford.
Alfred Hersig, 2754; Clay, Ford.
H. B. Underwood, 6305 Flifty-second Southeast, Ford.
Albers Bros. Milling company, Portland, tupmobile.
R. H. Helmaback, Tualatin, Maxwell,
R. E. Lacey, 919 Minnesota, Maxwell,
H. E. Lacey, 919 Minnesota, Maxwell,
Henry Jennines, 5 Washington, Buick,
J. Boughner, Nortonia hotel, Buick,
J. W. Vogan, 1165 Thurman, Chandler,
Laura B. Dillon, 332 Davis, Chevrolet,
Myra E. Peasles, 266 East Twenty-seventh
forth, Chevrolet.

Myra E. Peaslos, 250 East Twenty-sevent forth, Chevrolet. Columbia Awning & Shade company, 188 econd, Dodge. W. C. Kerron, 825 Kerby, Dodge. August Marin, 4824 Eigty-third Southeast.

odge. C. G. Hambo, 215 First, Essex. Tri-State Terminal company, Fourth and A. W. Mayer, 260 East Fortieth, Ford.
A. W. Mayer, 260 East Fortieth, Ford.
L. B. Alexander, 803 East Yamhill, Grant.
Albers Bros. Milling company, Albers
acits, Hupmobile.
H. A. Tucker, Chesterbury hotel, Maxwell,
Mrs. R. W. Stubbs, 1169 Thurman, Oldsnobile.

Racine Rubber Company Has New Invention.

EXHAUSTIVE TESTS MADE

Eleven Hundred and Eighteen Experiments Result in Perfection of New Service.

Engineers are credited with the creation of the modern automobile due to their remarkable development of the internal combustion engine and the advancement in chassis construction. The London, England, distributors for Acason also report much activity and send along a government report

ame tributes from dealers and much favorable comment from car owners themselves, who had put the Racine strip to the test."

ACASON TRUCKS SENT ABROAD Belgium, England and Mexico Are

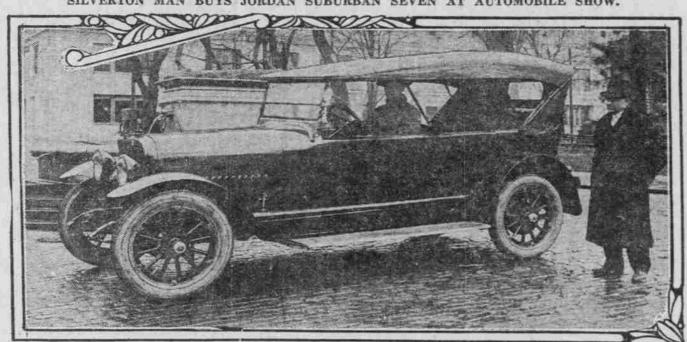
Among Vehicle Purchasers. he activity of the American truck manufacturers in the foreign field are be-ginning to manifest themselves. Thus far the manufacturers have been quite cautious in announcing what they have been doing in the foreign fields, but it is known that a large number of or-

Hers are being placed.

H. A. Conlon, vice-president of the Acason Motor Truck company, has just announced the result of a test of six trucks between Paris and Lille in which an Acason was the victor, being the only one to travel this terribly devastated country over what are devastated country over what are termed indescribable roads, and reach its destination.

Further activities of the Acason company abroad comes in the form of a cable from Antwerp, Belgium, which

SILVERTON MAN BUYS JORDAN SUBURBAN SEVEN AT AUTOMOBILE SHOW.



Early in the week of the show W. J. Haberly signed up with Ed Ostendorf for this Jordan, exhibited by the Mitchell Lewis & Staver company at the Hippodrome. Mr. Haberly was on hand the day after the show closed to take

Milton Wurzweiler, 66 Fianders, Oldsme-J. P. Carney, 264 East Forty-ninth, Overand.

L. J. Hodgkinson, 955 Williams, Overland,
Fred Palsky, Sheridan, apartments, Palge.
W. G. Manning, 745 Clackamas, Palge.
J. F. Booth, 697 East Twenty-second,

Vigars, 672 Locust, Chevrolet. Hill, 503 Highland, Dodge, Plummer, 542 East Forty-seventh North, Elgin.
J. C. Dennis, 640 East Strty-fifth North,
Sigin.
Montavilla Service station, 2049 East Stark

oblic.
Raiph H. Jenkins, Benverton, Moon.
Kwang Low, 400 Morrison, Oldsmobile.
G. L. Gzde, 500 East Thirty-fifth, Over-

R. V. Jones Jr., 1232 East Burnside, Over-W. Fullerton, 1348 Wisteria, Overland. R. W. Fullerton, 1819 Williams, Rec. Unico Oil company, Yeon building, Rec. A. Aronson, 692 East Broadway, Rec. W. S. Kirkpatrick, Altonia apartments,

Company Grows From Small Concern to One of Largest in Portland in Two Years' Time.

Mr. Wallingford.
Reports from the territory men Mon-

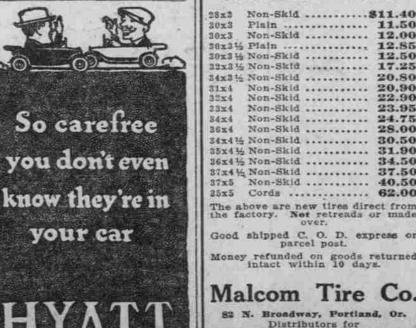
day evening agreed in that a large Eleven hundred and eighteen separate volume of business is assured for 1919.

They pointed to the heavy sales which came the Racine absorbing shock strip. They pointed to the heavy sales which came the Racine absorbing shock strip, already have been recorded this year just as it is today. That was slightly

Mr. Wallingford began business with one passenger car line, but now distributes the Liberty, Premier, Briscoe and Stanley steamer passenger cars. Parker trucks and Hood and Parrett tractors.

A leather washer placed beneath a metal washer not only tends to stop rattling but gives a certain compression that often saves a bolt from being stripped of its threads.

ROLLER BEARINGS



puted claim of having made possible the present pneumatic tire, which car-ries out in fact what was once regarded as a dangerous experiment, "rid-ing on air,"
"The latest advance in tire construc-

tion is that announced by the labora-tories of the Racine Rubber company in the perfection and adoption of what is called an absorbing shock strip," says C. F. Wright of Bailou & Wright. "For the present this innovation is being used in the construction of cord tires Montavilla Service station, 2049 East Stark treet, Ford.

H. Biggs & B. Shafer, Benson hotel, Ford.
M. Weiser, 825% Alberta, Hudson.
A. J. Stewart, 580 East Twenty-third Sorth, Hudson.
J. M. Johnson, Second and Taylor, Hupmobile. ed together into a rugged, wear-resist

Cord tire manufacturers have long been seeking an effective safeguard against the danger of tread and carcass separation. This absorbing shock strip has been hailed as a solution to this problem because it permits of a 'neutral zone' where the jolts and jars of the road are taken up in order that the millions of tiny cords impregnated with rubber may not be disturbed by the violence of road bumps.

Strip in Service Two Years. "This absorbing shock strip has been put through the tests of two years of service and has come through standing ip. Authorities agree that this achieve MEMBERS OF HIS ORGANIZAment marks the greatest advancement
in automobile tire construction since
the introduction of the cord tire."
Louis T. Vance, vice-president of the Racine Rubber company, and recognized as one of the greatest technical authorities in the tire field, makes this comment on the absorbing shock strip:
"Since the inception of cord tires, Racine chemists have labored and experi-

Twenty-one members of the W. H. Wallingford company's organization were guests of W. H. Wallingford, head of the concern, Monday evening at a dinner at the Imperial hotel. A. M. Beaver, sales manager, presided as toastmaster. He declared that the spirit of unity which had ruled since the company was organized had resulted in the concern taking its place among the leading automobile concerns in Portland.

Other similar gatherings will be held frequently to allow an exchange of ideas among the employes, according to Mr. Wallingford.

Response from the tartification of cord tires, Ractime chemists have labored and experimented, seeking an effective means of equalizing road shocks. It is vitally important to tire life, experts agree, that the force of each road blow be distributed equally between tread and carcass. When the force of the blow is absorbed almost entirely by the tread, as has heretofore been the case, there has been a marked tendency of the tread to wear loose—to separate from the carcass—and this in spite of the best vulcanizing devices and methods yet discovered. This has been the common cord tire evil—the one fly in the ointment of cord manufacturers generally.

Mileage Record Established.

"An so Racine chemists set to work

and said that the selling really had more than two years ago, yet no announcement was made.

Two years ago the Wallingford com"Decision was reached to abide by Two years ago the Wallingford company's sales force consisted of only two men and today there are more than 20 persons connected with the organ-

# Standard Makes

Plain ...... 11.50 Non-Skid ..... 12.00 32x3 1/2 Non-Skid ...... 17.25 34x3 1/2 Non-Skid ..... 20.80 Non-Skid ..... 20.90 Non-Skid ...... 22.90 Non-Skid ..... 23.95 Non-Skid ..... 24.75 Non-Skid ..... 28.00 34x414 Non-Skid ...... 30.50 35x414 Non-Skid ...... 31.90 36x4 1/2 Non-Skid ..... 34.50 37x4 14 Non-Skid ...... 37.50 Non-Skid ..... 35x5 Cords ...... 62.00 The above are new tires direct from the factory. Not retreads or made over.

Money refunded on goods returned intact within 10 days. Malcom Tire Co.

N. Broadway, Portland, Or. Distributors for Automobile Tire Co., Inc. Oldest Tire Jobbers in the U. S. Largest in the World. Branches in all Principal Cities.

on Acason trucks which were used by the English military in France. This report highly commends the Acason trucks.
The Mexican government has

placed an order for a substantial fleet of Acason trucks to be used in the service of the Constitutionalist Express

ion of Roy D. Chapin, former chairman of the highways transport committee of the council of national defense, and chairman of the highways committee of the national automobile chamber of commerce.

REPUBLIC

TRUCKS

Will not be orphaned.

orphaned in the next few months.

Many trucks now sold in Portland will be

Buy your truck from us, where you can

Continuous Service

Roberts Motor Car Co., Inc.

Park and Everett Sts.

are built by the originators of the automo-

bile-starting battery, who are the oldest

and largest builders of storage batteries

This is of vital importance to you if you

OUR GUARANTEE IS SATISFACTION

The Storage Battery Co.

348-350 Couch St.

See our ad in all National Weekly papers.

in the world—an undisputed fact.

want the best.

'So rapidly has the movement come

"So rapidly has the movement come to a head with the effective aid of the department of labor and other agencies interested in the assimilation of labor, that our past methods of procedure have become antiquated and we are left face to face with the need of a definite policy which will assure the taxpayers of the United States the very best results will be obtained from these expensions. sults will be obtained from these expenditures.

ROY D. CHAPIN PRAISES TOWNSEND HIGHWAY BILL.

Future Improvements Must Develop
Nation's Enormous Latent Resources, He Says.

Road building along economic, scientific lines, will be given a tremendous impetus the country over by the passage of the Townsend bill introduced before congress recently, in the opinion of Roy D. Chapin, former chair.

ACRESTOR LINING SECCESTED "My experience on the highways

ASBESTOS LINING SUGGESTED Washing Hood of Car While Ho Causes Dullness.

"The United States is on the eve of a revolutionary epoch in highways transportation," said Mr. Chapin. "Hundreds of millions of dollars are available now for construction throughout the country and scarcely a day passes that we do not hear of some new Many car owners have had the experience of having the finish of the hoods of their new cars suddenly become dull while the rest of the car is still glittering in its newness. When the hood finish once gets dull it is almost impossible to bring back the shine without re-

Announcement:

### OAKLAND AWARDS

Sales Agency to

### Willamette-Oakland Co.

N. A. Ely J. H. Lemons

344 Burnside, Near Broadway. Telephone Bdwy 82

—as sole local distributors for

## AKLAND

"Sensible Six"

-a car of unusual popularity-with price and performance properly related, with lightness and strength equally balanced and worthy of the buyer's and seller's honest pride.

Liberal and enterprising policies will dominate the new concern, Service facilities will be ample to consistently support the Oakland's national reputation and for every need of Oakland owners.

The new concern welcomes opportunity to meet and personally care for Oakland owners and to acquaint prospective buyers with the Oakland qualities that have made it a national favorite; its exceptional snap and vigor, smoothness, comfort, perfected construction and exceptional economy.

'Acknowledged to be "the right car at the right price"—with freight and war tax included, \$1275.

Descriptive literature sent free upon request.

Liberal terms. Used cars taken at full value.

movement looking toward better high- finishing it. The duliness comes, of way of eliminating this condition is to ways.

owners make the mistake of washing is comparatively cheap. The work is the hood while it is hot, and that in-not difficult and can be carried out by creases the dull effect. About the only the owner himself. an automobile.

> 19th and Washington Sts. AIR COOLED Higher Mileage From

McNeff Tractor & Auto Co. Portland, Oregon



MINUTE MAN SIX Brunn Motor Car Co. 444-46 Stark St.

New Light Six, \$1250 Factory Mitchell, Seven-Passenger, \$1525, Factory MITCHELL, LEWIS & STAVER CO. Broadway at Oak

BRALY AUTO CO.

Atterbury

WITHOUT A SUPERIOR 11/2, 2, 31/2 and 5-Ton Capacities

Truck

ATTERBURY TRUCK SALES CO. "Truck Specialists" 334 Oak St., Portland

### **AUTO ACCESSORIES AND PARTS**

ARCHER & WIGGINS

Distributors of AUTOMOTIVE ACCESSORIES Sixth Street at Oak

All makes of batteries charged and repaired.

Columbia STORAGE BATTERY CO. Broadway and Glisan Phone Bdwy. 546 The only battery with a definite guarantee.

N. Broadway and Flanders.

AUTOMOBILE GEARS, PARTS AND ACCESSORIES AT REDUCED PRICES ENGINES A SPECIALTY

We Stand Back of Every Job

We Stock Parts for All Delco Equipped Cars STATION R. W. LEE, 6th AND BURNSIDE

LAHER AUTO SPRING CO.

10,000 Springs Carried in Stock Let Us Repair Your Springs Where You Get Service 15TH AND COUCH STREETS

At Auto Electric Equip. Co.



Gibson Electric Garage Storage Battery Co.

THE

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