

CHEVROLET AD CHIEF IS PORTLAND VISITOR

Captain Al G. Waddell Holds Real War Record.

FROM PRIVATE TO CAPTAIN

New Building of Fields Motor Car Co., Chevrolet Dealers Here, Is Warmly Approved.

Portland's automobile row was visited last week by Captain Al G. Waddell, advertising manager for the Chevrolet factory on the Pacific coast. He is to remain in Portland for several days before going on to Seattle, where

he will center and that he could expect many visits from factory men from now on. C. M. Steeves, sales manager, is to visit Portland again shortly and Manager McCabe of the Portland factory branch has had word that A. L. Wormington, treasurer-controller of the factory, will soon be a visitor here.

The advertising manager says he has found the same complaint in Portland that he has heard all the way up from the Mexican border. Chevrolet dealers are all crying for cars and they are getting more than their contracts call for now. The Pacific coast factory put out more than 1000 cars last month and that did not supply the demand by several hundred cars.

In California alone 1020 Chevrolet cars were registered last month as against 700 by the next competitor. In Nevada the state registrations showed the Chevrolet as outselling any other make also. Oregon is doing just as well as California in proportion to population, and according to Waddell, after Oregon's good roads are completed, this state is bound to become the favorite summer playground of thousands of motor tourists from the southwest.

BEING DELOUSED PLEASES HIM

Cliff Durant Gets Expressive Wire From Auto Racer.

R. C. (Cliff) Durant, Pacific coast

CAR SHORTAGE DUE TO MATERIAL LACK

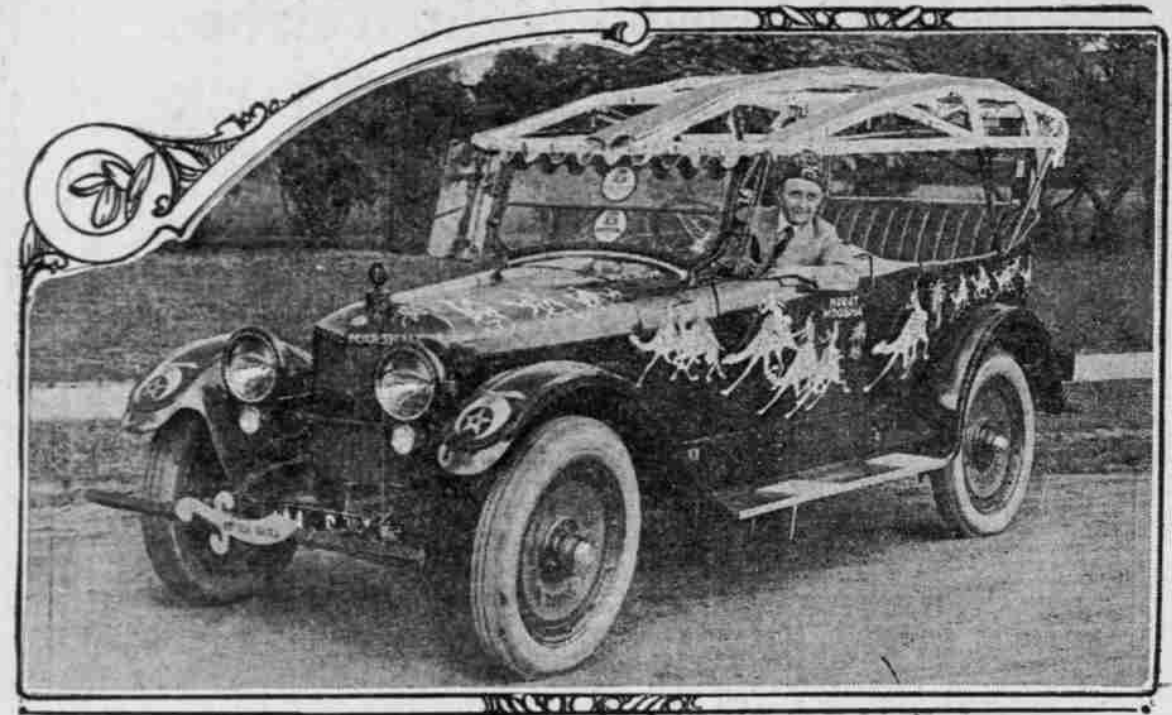
Jay Moltzner Tells Trials of Car Hunter at Factories.

EFFECT OF STRIKES BAD

Dealer for Westcott and Elgin Obtains Some Cars, But Eastern Weather Gets His Goat.

What with heat, thunder storms, tornadoes and trying to pry more cars out of reluctant factory chiefs, Jay Moltzner of Moltzner-Westcott Motors, Inc., was just about worn down to a frazzle when he got back to Portland

THIS PREMIER CAR WAS PAINTED UP FOR THE SHRINERS.



THE CAMELS' HEADS AND THINGS WERE IN HONOR OF THE SHRINE COUNCIL AT INDIANAPOLIS. Among those who stepped out of their way to make the Shriners feel at home in Indianapolis was the Premier Motor corporation, whose factory and home offices are there. This photograph shows Charles S. Crawford, assistant general manager of the company, at the wheel of his own car, which was specially painted in shrine colors and camels' heads for the occasion. The decorations were painted by Miss Helen Jacoby, daughter of retiring Imperial Potentate Jacoby.

he will stop until after the race at Tacoma, July 1. Durant, vice-president and sales manager of the Chevrolet factory, is now in Tacoma with his Chevrolet special speed creation, with which he won the title of Pacific coast champion last year. Eddie Hearne, driver of Durant's second car, the Durant special, has already arrived in Tacoma, accompanied by the mechanics and their equipment, shipped from the east. After the Tacoma race Durant will return to his business pursuits and will visit Portland with Captain Waddell on the way back to the Pacific coast factory.

As Durant is also head of the Scripps-Booth Pacific coast organization, Captain Waddell directs the Scripps-Booth advertising products here, which will also mean that Waddell will have increased interests in the advertising field.

Only recently Captain Waddell returned from France, where he commanded a battery of the famous French 75s. He was granted leave of absence by Durant for the duration of the war, a few days after the United States entered the fight. In the early part of 1917 he enlisted as a private and in a short time rose from the ranks to the grade of captain, while in France was acting major. In addition to Captain Waddell there are 176 returned soldiers now employed by the Chevrolet Pacific coast factory.

While in Portland Captain Waddell is spending much of his time with the Fields Motor Car company, going over the advertising plans for the coming fiscal year. He has also conferred with other dealers throughout Oregon and with Manager McCabe of the Portland factory branch. He will take back to the factory several hundred Oregon road scenes which will be used to promote touring to the northwest by the 250 Chevrolet dealers throughout the southwest. The captain has also ordered a number of prints of the recent Chevrolet Mount Hood motion pictures which will be exhibited by Chevrolet dealers through California, Arizona and Nevada; and in fact, as far east as Denver, Colo.

Waddell was delighted with the new building now occupied by the Fields Motor Car company, local Chevrolet retail dealers. He told LeRoy Fields that it was as much of an improvement over the old place as the latest 490 Chevrolet is over the original Chevrolet brought out to the Pacific coast in 1914 by R. C. Durant.

The captain told Mr. Fields that the factory officials were just realizing the importance of Portland as an automob-

speed champion, who is to be a contestant at the Tacoma speedway July 4, recently received a very expressive wire from Lieutenant Arthur Kline, also a speed merchant.

HO, HUM! GLANCE AT THIS!

CALIFORNIA PLANS TO STICK VISITORS FULL AUTO RATE.

Oregon Autoists There for More Than Week to Be Required to Pay Regular License.

SACRAMENTO, June 28.—In an opinion to P. J. Tehaney, acting superintendent of the motor vehicle department, Attorney-General Webb rules that autoists from Oregon, Nevada and Arizona who make frequent trips to California that consume from a week to a month should not be considered non-residents of this state and should be made to pay a license fee.

General Webb said that the time these visiting autoists spend in California in a year aggregates more than three months and that, therefore, under the law they cannot be considered non-residents who are exempt from the license requirements.

Relative to Tehaney's query as to the standing of stages operating in and out of this state on foreign licenses Webb ruled that the operators of the stage lines must be considered as non-residents provided they do not remain longer than three months in any year.

In order to make non-residents comply with the provisions of the motor vehicle act that requires them to make application for a permit to operate within 24 hours after entering the state Webb advises that Tehaney call upon the district attorneys.

Big Highway Programme.

Estimates of contemplated highway expenditures in the United States for the season of 1919 place the total at approximately \$200,000,000. Because of governmental restrictions the amount was considerably lower than this in 1918, while in 1917 it was placed at \$280,000,000.

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"I tried to get more Elgins in my brief stay in Chicago to take care of the big demand out here, but found that factory just as badly off for materials as the others. Their normal capacity is 70 cars a day and they are now making just 15. That is all they can get the material for, and they figure it will take 30 to 60 days after conditions settle down to get into normal production again.

"On top of all this the factories are straining under a load of orders heavier than ever before. It seems as if everybody in the United States wants automobiles this year, though the condition is more simple than it seems. The fact is that during the war the normal output ran short about 1,000,000 cars. In a normal year it takes just about 1,000,000 cars to replace those permanently off the market, to say nothing of the normal increase in production.

"This year the factories are called upon not only to make up the 1,000,000 shortage of cars last year, but to supply an extraordinary demand besides, all at a time when it is hard to get materials.

"We have a shipment of the new Westcott lighter six (five passengers) car on the way and also a shipment of the beautiful larger six (seven passengers). The former are due for display in our salesrooms the fore part of the week. The larger six will be on the floor within a very few days later."

HERE'S GOOD SUNDAY TRIP

TRY THE RUN TO BATTLEGROUND LAKE SOME DAY.

Pretty Body of Water Surrounded by Woods in Washington, 25 Miles From Here.

Like a nice, quiet Sunday outing, do you, beside one of the prettiest little lakes in the northwest, within close motoring distance of Portland and over roads that are good in the main?

In such case, take a run one of these Sunday to Battleground, Wash. The route leads via Vancouver, Wash., and the lake is about 25 miles from Portland. Take the Yaocot road from Vancouver.

The lake is worth the trip to see, even if you don't stay, for it is one of the prettiest small bodies of water in Washington or Oregon. It is surrounded by woods. Its name, according to J. W. Young, who owns the resort there, is Lake Beautiful, though most folks will probably prefer the name it is generally known by, Battleground lake. The "battleground" part of it comes from the fact that this region is supposed to have been the scene of a battle with Indians in pioneer days.

Mr. Young is authority for the statement that there's good fishing in the lake, with quite a variety of fish to choose from; namely, trout, bass, croppies and catfish.

Leaking Plug.

A porcelain plug is held in position by a retaining nut, which is packed

Lots of Labor Trouble.

"That is what the factories are up against. It's the same at them all. One factory may have stocked in a large quantity of some essential part of their car, such as bodies, but run short of another item considered inconsequential, but proving almost impossible to obtain now. Conditions will not improve until the labor troubles are settled.

"There is a lot more labor trouble than we hear anything about out here.

Maxotires MAKE ALL TIMES TROUBLE PROOF

NO BLOWOUTS NO RIM CUTS

95% Puncture Proof.

Maxotires are rubber-treaded inside tires. They are not "reliners." They do not reline the casing, but encircle the tube completely, holding the pressure within themselves. Get the Difference.

Sole Distributors for Portland.

Maxotire Sales & Supply Co. 522 1/2 Washington St.

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Blue
Night Message	White
Night Letter	White

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise the character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, VICE-PRESIDENT
BELVIDERE BROOKS, VICE-PRESIDENT

RECEIVED AT 76 THIRD ST., COR. OAK, PORTLAND, OR. ALWAYS OPEN 1919 JUN 18 AM 12 50

B18CH 62 3 EXTRA NL

Detroit Mich 17

C L Boss Auto Co

Portland Ore

We have completed our run of old model cars and expect by the latter part of this week to start shipping of new models. Production department assure us they will start in with two hundred cars per day which will be increased until our maximum production is attained every effort will be made to take care of your requirements.

Maxwell Motor Sales Corpn John J Plath

A good many plants now have or have had serious strikes. The strike in the Timken plant is only one of which nothing has been heard here. There are many others.

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Leaking Plug.

A porcelain plug is held in position by a retaining nut, which is packed

with asbestos and a copper gasket or with asbestos alone. If a leak develops at this point it is due to loose packing and the retaining nut should be tightened-up but not to excess as this is apt to crack the porcelain.

Jack Base.

Two small wooden blocks about the size of bricks serve very well as a base for the jack, when it is necessary to use it on a muddy road. In this connection it may be noted that the wheels should never be jacked up on a grade, even the slope of a high crowned road, as the car is likely to fall off the support, with perhaps unfortunate consequences.

Always keep your car under perfect control.

Quickest Way to get Service on

HYATT BEARINGS Broadway 1799 A 2444 29 N. Broadway BEARINGS SERVICE COMPANY General Offices: Detroit, Michigan

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We Make No Charge

for testing a storage battery, no matter what make. If it needs only distilled water we'll add that gratis also.

If our inspection finds something radically wrong with your battery that can be made right we will give you an honest report on it and tell you how little the job will cost you.

Trade in Your Old Battery

We will give you allowance for any make of storage battery on the purchase of a USL.

USL batteries will fit any make of motor car. And they last longer than any starting and lighting battery built because they are USL exclusive machine pressed plates.

Authorized Service

ELECTRIC AUTOLITE CORP
ATWATER-KENT IGNITION
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GABRIEL SNUBBERS
USL BATTERIES

USL BATTERY SERVICE STATION U S LIGHT & HEAT CORPORATION

Sunset Electric Co.

Automobile Electric Equipment Agents
PARK AND DAVIS STS. BROADWAY 126
In Oregon Motor Car Company's Bldg.

Why Have Tire Trouble? Many thousands are riding securely on

UNIVERSAL TIRE FILLER

About 25% of the pneumatic tires in Multnomah County are equipped with it.

GUARANTEED 100,000 MILES INCREASES CASING MILEAGE

Rides Like Air

UNIVERSAL TIRE FILLER CO. 441-43 Hawthorne Ave. Phone E. 6810

SALESROOM OF THE PACIFIC TIRE COMPANY AT 437 STARK STREET.

Leon Peterson, brother of Ardo M. Peterson of Seattle, president of the company, is manager of the Portland branch of the Pacific Tire company, exclusive distributors of Gordon cord and fabric tires for the Pacific northwest. The Portland branch was opened a few months ago and already has more than justified the move. Mr. Peterson says, for Gordon tires are selling like hot cakes. This photograph shows the salesroom, but the company also maintains a completely equipped tire service station on the other side of this same block, at 454 Burnside street.

TOURISTS — CAMPERS

Sleep in Your Car Equipped With a FISCHER AUTO BED

Stowed under the rear seat when not in use. Traveling men save hotel bills, avoid stuffy rooms, sleep in the open.

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of a motor truck depends upon the strength of the institution behind it.

Wentworth & Irwin Co., Inc. TRUCK HEADQUARTERS

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