

FIRST GUINNESS FOR INDIA RACES

\$50,000 in Prizes for Great Event Next May 31.

LIGHTER CARS TO COMPETE

Weight Limit Now Reduced to 1650 and Right or Left-Hand Drive is Optional.

INDIANAPOLIS, Ind., Dec. 27.—The opening gun for the seventh international 500-mile race on the Indianapolis motor speedway May 31, 1920, has been fired with the mailing of more than 200 entry blanks to possible prospective contestants among automobile manufacturers and private racing enthusiasts in the United States and various countries of Europe, prominent among them France, England and Italy, all of whom are expected to send teams to compete. The 1920 race will be the first held under the new speedway rules limiting competition to cars of 183 cubic inch piston displacement, and accordingly is looked forward to with unusual interest, both in the United States and abroad.

Since preliminary conditions for the race were announced some time ago modifications have been made lowering the weight limit for eligible cars from 1700 to 1650 pounds and making right-hand drive optional instead of compulsory, left-hand steering now being permitted also.

\$50,000 in Cash Prizes.
The weight reduction was put into effect in order to make the Indianapolis racing rule conform with those for the Grand Prix de France, scheduled for Le Mans next fall, while the left-hand drive was admitted out of deference to American manufacturers who favored it for their cars.

Prize money will be for former years, with a total of \$50,000 to be divided among the first ten to finish, of which the lion's share, \$26,000, goes to the winner.

In addition a number of tire and accessory manufacturers are expected to add sums to the prize money, payment being conditional upon the winner's using the manufacturer's equipment, so that the successful bidder for first honors may be reasonably certain of raking in not less than \$25,000 or perhaps \$30,000 in all.

Races Bring Progress.
The Indianapolis race has stood at the pinnacle of the speed sport since its inception in 1911, when Ray Harroun demonstrated the superiority of his Arab wit and cunning by out-gunning a fleet of 14 starters. The event has progressed since then until today it is a fixture in the world's sport calendar, with followers in every country on the face of the globe.

Automotive progress has been blazed on the Indianapolis race course. The experiment of today, by virtue of its success at Indianapolis, has become the engineering law of tomorrow. The civilized world owes a debt to the Indianapolis starting line for the advancement of automobile and airplane construction that it fostered, a development in which the 1920 race, by virtue of its conditions, is expected to open a new era, looking to the perfection of the new and improved light weight car of the future.

NEW SPARK PLUG IS HERE

R. W. Frost Agent for B-G Plug, With Many Special Features.

"The recent remarkable performance of B-G spark plugs in the Toronto race and the transcontinental race has proved to be an important advance in spark plug design and manufacture. Improved reliability of the ignition means increased safety and better performance," declares R. W. Frost, of R. W. Frost & Co., who has the northwest agency for this plug.

"The advance in the design of the B-G plug consists in its self-cleaning feature, which is obtained by a high-pressure air blast directed over the sparking points, on all four strokes of the engine."

"On the compression stroke of the piston, pressure is accumulated in the body of the plug in the space provided above the sparking points. The air enters the chamber through the four holes at the base of the plug. These holes are drilled at such an angle that such oil as may find its way through the four apertures is forced into the oil pocket immediately above them formed by the body of the plug and the lower point of the thimble. The compression chamber of the plug is considerably larger, however, as it extends far up into the plug to the mica insulator in place by the spindle and crushed together at high pressure by packing cone.

"At the start of the power stroke, the spark occurs in place by the piston permits escape of the accumulated pressure augmented by the heat of combustion and expansion. The oil and pressure in the oil pocket passes through the holes at the bottom of the plug, and is drawn into the inner chamber, deflected by thimble, passing at great pressure over the sparking points. This operation is repeated on the exhaust and intake of the piston.

"Many experimental plugs were required before the correct size of the holes for the base of the plug was found, for they determine the pressure accumulated in the plug and also the direction through which that pressure is released. If the holes are too small, insufficient pressure to blow all oil and soot from the plug points is obtained. On the other hand, too large holes result in the pressure being forced through the holes instead of passing at the contact points.

"The mica insulator used is especially treated and is packed to the utmost tightness by means of the packing cone used in assembly. A packing chamber is provided on the outside of the plug, which lowers the temperature of the thimble. The plug can easily be disassembled from the body screws into the cylinder head, exposing the sparking point and insulation for inspection and cleaning.

"In the recent New York-Toronto and New York-San Francisco races the performance of B-G spark plugs proved the soundness of the new principle of construction. The prevailing conditions to which they were subjected gave opportunity for instructive comparisons of their efficiency with those of the other types approved for use on military aircraft by the war department."

DEALER FOR COAST IS NAMED

Allied Industries, Inc., to Handle Nu-Back Products.

"The automobile industry and motorists in general will be interested in the announcement made a few days ago of the appointment of the Allied Industries, Inc., of San Francisco as Pacific coast representative and selling agents for the Nu-Back company is one of the oldest manufacturers of automobile leather dressing in the United States and its products have been sold on the coast for the past eight years.

Heavy growth of business in the past year and a desire to be better able to serve the trade throughout the western territory, necessitated appointment of permanent selling representatives. Allied Industries, Inc., has a large selling organization and maintains branch offices in Los Angeles and Seattle.

BARBER IS ACCESSORY CHIEF

Head of Big Association Starts on First Trip to West.

NEW YORK, Dec. 13.—Alexander W. Barber, formerly connected with the credit department of the Irving National bank of New York, has been selected as field secretary of the Motor and Accessory Manufacturers' association. Mr. Barber has already started on his first western trip. With the Irving National bank, Mr. Barber handled a great many important accounts in the automotive industry.

Mr. Barber will not only keep in touch with the credit managers of the various companies of the association, but with the other executives as well.

HE'S THE HUMOBILE DEALER AT CORVALLIS, OR.



A. G. HELD OF A. G. HELD & CO. IN THE OREGON AGRICULTURAL COLLEGE TOWN, ON THE ROAD TO ALBANY WITH ONE OF THE NEW 1920 HUMOBILE ROADSTERS.

ESSEX SETS WORLD'S ENDURANCE RECORD

Stock Chassis Goes Mile Minute for 5870 Miles.

RUN MADE ON SPEEDWAY

Fifty-Hour Test, With Tommy Milton Driving, Held at Cincinnati Under A. A. A. Observation.

An Essex stock chassis under American Automobile association observation set a new world's mark for long distance endurance on the Cincinnati speedway, December 12, when it completed a remarkable test run in which it made 5875 miles in 50 hours of actual driving. It was the first time a car had ever been driven under official observation at top speed for 50 hours.

TRACTOR USE INCREASES

THIS YEAR'S PRODUCTION ESTIMATED AT \$15,000,000.

Lower Cost of Doing Farm Work by Machine Chief Reason for Its Popularity.

The use of tractors is rapidly increasing throughout the country. There were about 132,000 tractors produced last year, according to the Wall Street Journal. This year's production is estimated at around 215,000.

The lower cost of doing farm work and the ease of doing big things in a big way is the reason why the tractor answered the farmer's problem during the world war. The boys were leaving the farms by the thousands. Still the farmer was urged to raise more crops. He simply could not do it with old methods. It could plow only two to 2 1/2 acres a day with a team. He could cultivate only a few acres of corn, and even in doing that he was risking thousands. Still the farmer was urged to raise more crops. He simply could not do it with old methods. It could plow only two to 2 1/2 acres a day with a team. He could cultivate only a few acres of corn, and even in doing that he was risking thousands.

The tractor multiplied the man-power of farms. It enabled the farmer to produce millions more bushels of grain than they could have possibly raised without it. Plowing an acre an hour is no trick for the man with a good tractor. And when the plowing is finished the tractor is ready for pulling the discs and harrows to prepare the seed bed. It never tires, never gets sick and can stay on the job 24 hours a day in a rush season if necessary.

AUTO EXCISE TAXES MILLIONS

Manufacturers Pay \$17,915,510, Says Internal Revenue Collector.

Excise taxes paid by manufacturers on the sale of cars and motorcycles for the fiscal year ended June 30 totaled \$17,915,510, according to a report made public by the internal revenue collector. Commercial car taxes for the same period and the revenue derived from taxes on tires, parts and accessories amounted to \$4,988,275.18.

THEY ZIP SO FAST THROUGH CANAL BANKS ARE WASHED OUT.

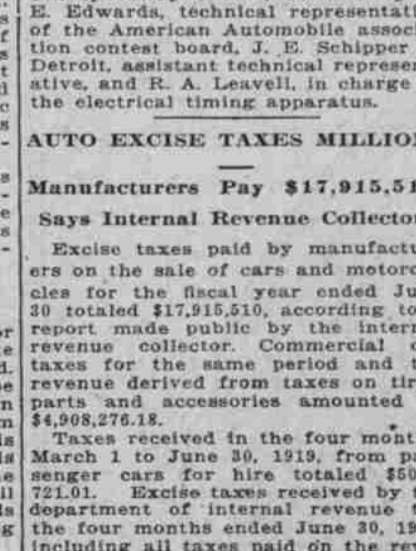
Lockport, N. Y., has started an active campaign against speeders, but not those of the automobile variety. It's motor boat speeders that are now being sought. High-powered boats have been shooting along the New York state barge canal at such a rate that their wash has caused serious damage to the banks and works. A ruling has been announced limiting motor boats to six miles an hour.

BRUSSELS SHOW POSTPONED

Belgian Dealers Decide Time Not to Be Ripe Yet for Exhibits.

PARIS, Dec. 27.—No automobile show will be held in Brussels this year. This decision has been taken after long negotiations and considerable discussion between the Belgian manufacturers, local dealers and military authorities. Difficulties were experienced in securing a suitable building, for the Palais du Cinquantenaire, which is the only suitable center, has been taken over by the Belgian army since it was vacated by the German troops, and is not available.

LOTS OF THIS KIND OF HAULING IN PROGRESS ABOUT PORTLAND.



Five-ton Riker truck with dump body, delivering load of gravel for new garage being erected at Eleventh and Alder streets. Part of the new building will probably be occupied by the A. M. Beaver Motor Car company, distributors for the Columbia and Malibon six.

PUBLICITY TOO SUCCESSFUL

Advertising Forces Clyde Cars Company to Change Name.

The goal of all advertisers is to put the name of their product prominently into the mouths and minds of the buying public. Seldom does it occur that this is done so successfully, yet that is exactly what happened in the case of the Clyde Cars company of Clyde, O.

This company builds the Crescent truck, which has been adopted as standard by the Midwest Refining company, Standard Oil of California, Royal Show company, Western Electric company, Florida Citrus exchange, and others. The truck was named for the breed of heavy draft horses which the Clydesdale and other motor trucks have so rapidly supplanted. That the factory was in the little town of Clyde, O., was a mere coincidence.

During the eight years of intensive sales and advertising campaigns to put the name of the truck before the public the name of the company has been quite lost sight of. The bulk of the mail and telegrams addressed to the factory within the last few years has been sent to the Clydesdale company, the Clydesdale Truck company, or some similar name.

As a result, the Clyde cars company has invoked the aid of the courts and changed its name to the Clydesdale Motor Truck company.

HUGHSON CHIEFS CONFERENCE

DEL WRIGHT HOME FROM SAN FRANCISCO MEETING.

Managers of Six Branches Report Business Prospects Fine for Coming Year.

The annual conference in San Francisco of the branch managers of the William L. Hughson company, which came to a close a few days ago, furnished an example of the strides that have been made in this particular line of business. Del Wright, Portland branch manager for the company, has just returned from the conference.

Starting in with a small establishment in San Francisco 15 years ago, this company today has branches in Oakland, Seattle, Portland, Los Angeles and San Diego, in addition to the branch and home office in San Francisco.

The business done in the year just past exceeded \$5,000,000, and from the reports and objectives set by the branch managers, this amount will be far exceeded in the coming year, which clearly indicates how important a place the distribution of automobiles, trucks and automotive products has achieved.

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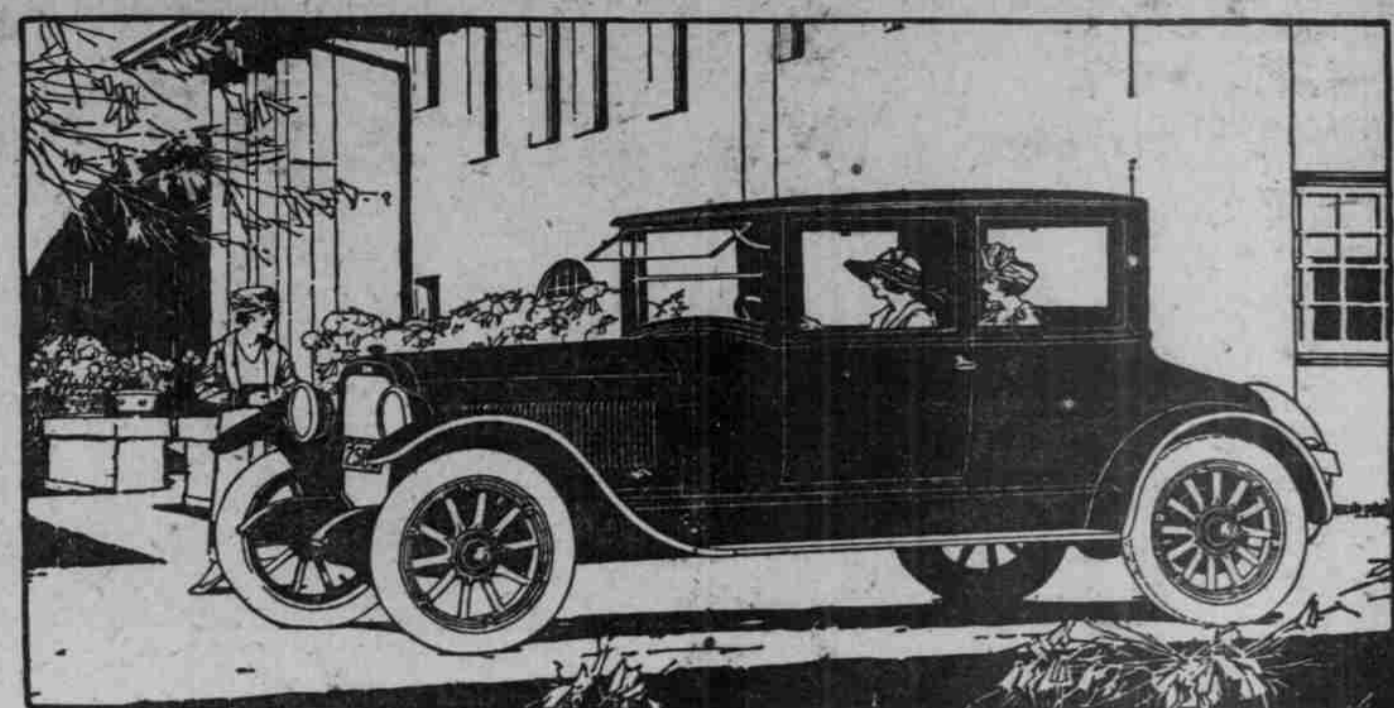
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ANOTHER BUILDING SUFFICIENTLY LARGE

TO RECEIVE ALL BIG MANUFACTURERS WAS

CHANDLER SIX

Famous For Its Marvelous Motor



Many Choose the New Chandler Coupe

THE Chandler Coupe has quickly attained popularity. It makes instant appeal to those desiring the very best in closed car construction.

It is an unusual car, the Chandler Coupe; handsome in its design, luxuriously furnished and lustrous in finish. It seats three persons, or four when the roomy auxiliary chair is used, and seats them in perfect comfort on deep cushions. The upholstery is of silk plush, the fittings of dull silver finish.

Automatic window lifts permit just such adjustment of the windows as weather or wish may dictate.

The Chandler Coupe is mounted on the one standard Chandler chassis, famous for its mechanical excellence and its really marvelous motor.

YOUR EARLY ORDER MAY SERVE AGAINST DELAY IN DELIVERY

SIX SPLENDID BODY TYPES

Seven-Passenger Touring Car, \$1895

Four-Passenger Roadster, \$1895

Four-Passenger Dispatch Car, \$1975

Seven-Passenger Sedan, \$2895

Four-Passenger Coupe, \$2795

Limousine, \$3395

(All Prices f. o. b. Cleveland)

TWIN STATES MOTOR CAR CO.

Distributors

ALDER AT SIXTEENTH ST., PORTLAND

CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO

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Many important matters relating to the coming year's business were discussed at the conference, which lasted a week. The managers reported that the business outlook for their territories will be enormous, and only limited by the uncertainty of deliveries.

W. C. Rowley, vice-president of the Federal Motor Truck company, who was in San Francisco for three or four years, held a conference with the Hughson men to discuss the coming year's business. Many points relating to impending legislation and the practicability of motor trucks handling the important parts of the nation's business were reviewed. He stated that the Federal Motor Truck company had made such additions in their production department and plant in general, occasioned by the heavy demand for this line of trucks, that it has made it possible to increase the production of that plant far in excess of the previous years, of which increase the Pacific coast will get its proportion.

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discovered, but when close inquiries were made, it was found that instead of 10 exhibitors, the necessary minimum to assure the success of the show, no more than 20 could be secured. Under these circumstances all thought of holding a show was abandoned. At present there is a certain amount of friction between Belgian automobile manufacturers and dealers. The former, who are not yet in production, desire protection until such time as their factories are in working order. The dealers on the other hand, desire the open door in order that they may be able to meet the big demand for both cars and trucks. Friction has become so great that there is a threat of a breakdown of the relations from the National Trade association, which in the past has united all interests.

LARGE SERVICE BUILDING

HUDSON AND ESSEX TO HAVE ONE FOUR STORES HIGH.

New Structure 544 Feet Long Will Be Erected in Rear of the Present Factory.

The largest and most complete service and parts building in the automobile industry is soon to be built for Hudson and Essex. It will be four stories high, 30 feet wide and an entire block long (584 feet). It will give facilities for handling parts service to Hudson and Essex distributors and dealers in a way never before attempted.

In this building, which will be located on the rear of the block now occupied by the Hudson factory, will be housed all of the activities of the service department—technical service, claims, receiving, specifications, service repair, shipping, service printing and stock.

All orders, as far as possible, will be handled on a 12-hour schedule. With a gravity conveyance system there will be no actual handling of the shipments from the time the parts leave their respective bins until they are wrapped and placed on the shipping dock.

Dealers know the importance of prompt parts shipments. Of late, however, so great has been the growth of Hudson and Essex, it has been practically impossible to keep pace in the parts service department, despite the fact that generally more than \$1,000,000 worth of parts have been kept on hand at all times. In the new building an order will be received and filled the same day.

It is stated that the parts business of the automobile industry amounts to \$250,000,000 a year. Hudson and Essex, because of their large volume of production, have a large quota of this figure.

In cases of emergency a connecting rod bearing that has burned out by being patched up by removing the connecting rod cap, cutting a piece of hole leather to the proper size and then clamping the connecting rod cap to the connecting rod itself.



The Experience of The Allen Candy Co.

The Allen Candy Co. of this city bought a REO SPEED WAGON in 1914. It has run over 50,000 miles and they claim it has not, by any means, reached the halfway milestone in its life.

It was but natural, then, that a few months ago when their business demanded the addition of another truck, they purchased their second Reo.

This is the invariable experience of all REO SPEED WAGON owners. The entrance of one REO into a business means more REOS when increased equipment is necessary.

Our difficulty usually is to secure enough REOS to meet the demand. We are fortunate, at this time, in being able to make immediate deliveries.

Northwest Auto Company

Distributors

"The Line Complete"

