

PORTLAND DEALERS AT NEW YORK SHOW

F. W. Vogler, W. H. Wallingford and Others Go East.

GOSSIP ALONG AUTO ROW

Several Motor Car Concerns Remodel Quarters and Doll Up Their Sales Rooms.

This is the week of the big event in motordom, the New York show. While not as many Portland automobile dealers have gone east to watch it as in the case, several of them are now in New York and will take in both the New York show and the Chicago show which follows it.

Fred W. Vogler of the Northwest Auto company hasn't missed a New York show for longer than the memory of man runneth not to the contrary. He would rather than thanksgiving turkey dinner that the New York show. He left Portland a couple of weeks ago to visit the Reo and Cole factories previously to taking in the show.

Arnold Cohen of the Oldsmobile company of Oregon is taking in the New York show this week, accompanied by Mrs. Cohen. He left Portland a month ago and journeyed east by easy stages by way of California.

W. H. Wallingford of the W. H. Wallingford and Sons, Inc., and Briscoe distributors, left Portland last week intending to reach New York in time for at least the first week of the show. Following that he will go to Chicago and in between times will visit the factories he represents.

Le Roy R. Fields of the Fields Motor Car company, Chevrolet dealer, is another who made a hurried departure into last week for New York. While there he will meet C. M. Steeves, sales manager for the Chevrolet interests on the Pacific coast, and some of the big chiefs of the General Motors corporation.

Bert Roberts of the Roberts Motor Car company, Republic truck distributors for Oregon is strong for the internal gear drive for the Republic public truck which his firm is selling so fast in the Oregon territory is equipped with this drive and the fact, says Mr. Roberts, is one of the reasons for its remarkable sale in Oregon and other states.

The internal gear drive delivers the power to the driving wheels, he points out, "just where it is most effective, where the loss of power from the motor is least, which means the transportation of merchandise with least amount of energy and consequently at smallest cost. And after all is this what a motor truck is for."

"In the recent motor truck development tour in the east, four internal-gear drive trucks were placed against 15 of the wheel drive trucks. There were 18 entrants in the tour and only five finished with a 100 per cent mark. Four out of these five were internal gear drive trucks and a Republic was one of them."

Still another automobile concern which has recently remodeled the whole shop fore and aft is the Oregon Motor Car company at Burnside and Broadway. Its sales room space has been entirely rebuilt and the artistic eye of E. M. Leavitt, Smith, general manager, has been responsible for a unique scheme of window and wall decorations. The Oregon Motor Car company has a long lease on this corner, which is one of the most desirable on automobile row.

More than one Portland automobile sales room has been dolled and bricked up to date. One of these is the quarters of the Oldsmobile company of Oregon, which has been entirely remodeled and renovated. Close to \$15,000 has been expended in the remodeling, which includes a tile floor, removal of a couple of partitions, giving one long salesroom, and re-building of the offices on a mezzanine floor in the rear. The office arrangement under the new scheme was worked out by Edward E. Cohen along his own ideas, and is a model of handiness and convenience. If Edward ever decides to quit the automobile business, he could come pretty near to qualifying as an architect.

J. H. Miller, superintendent of the big Mack truck factory at Allentown, Pa., was a Portland visitor last week. While here he naturally he passed the time of day with F. C. Atwell, manager of the International-Mack corporation in Portland.

ACASON NOT SUPER TRUCK

NO CLAIM MADE TO BEING MOST WONDERFUL EVER.

Design and Construction, Declares Chief, Based on Good Old Common Sense.

"When the first Acason truck was manufactured in April, 1918, our intention was to incorporate the common sense teachings and experience of all the various types of motor trucks built since the start of the motor truck industry," says President Acason of the Acason Motor Truck company, Detroit. "We made no attempt to design a supernatural, wonderful machine embodying any of the cerebral fads, fancies or practices that could be called experimental."

ing and designing seems to suggest a lot of technicalities, algebraic formulas and mathematical problems, yet they really mean, at their best, nothing more than common sense based on actual knowledge.

"Anyone might claim to have spent 10 or 15 years in research work evolving the design of a motor truck. Such statements admit lack of knowledge of the essentials of this business because the information needed to guide the manufacturer in building motor trucks comes only from actual contact with the daily operations of motor trucks in the hands of their owners, not from dreams in a drafting room.

"Common sense naturally indicates that a motor truck to be used by the general public in the hand of good, bad and indifferent drivers, should be as simple and understandable as possible. Free from complications and of straightforward, simple, strong construction.

"The fewer parts used on a motor truck, the better for the user. Every attempt has been made to achieve simplicity in our product. To the inexperienced, complications, and a multitude of details sometimes tend to create the impression of excellence, but a talk with any experienced owner or driver proves that simplicity in what they now look for and demand. For each detail of Acason construction and for every unit used, there is

THIS CAR WOULDN'T STOP FOR BLIZZARD

Little Overland Made Memorable Run to Fossil.

EARS OF DRIVER FROZEN

P. N. Shown of Fossil Makes Remarkable Run From The Dalles in the Big Snow Storm.

While most persons were hugging the family stove and wishing there were some known method of injecting a little more jazz into the fire during the big blizzard that swept most of Oregon last month, P. N.

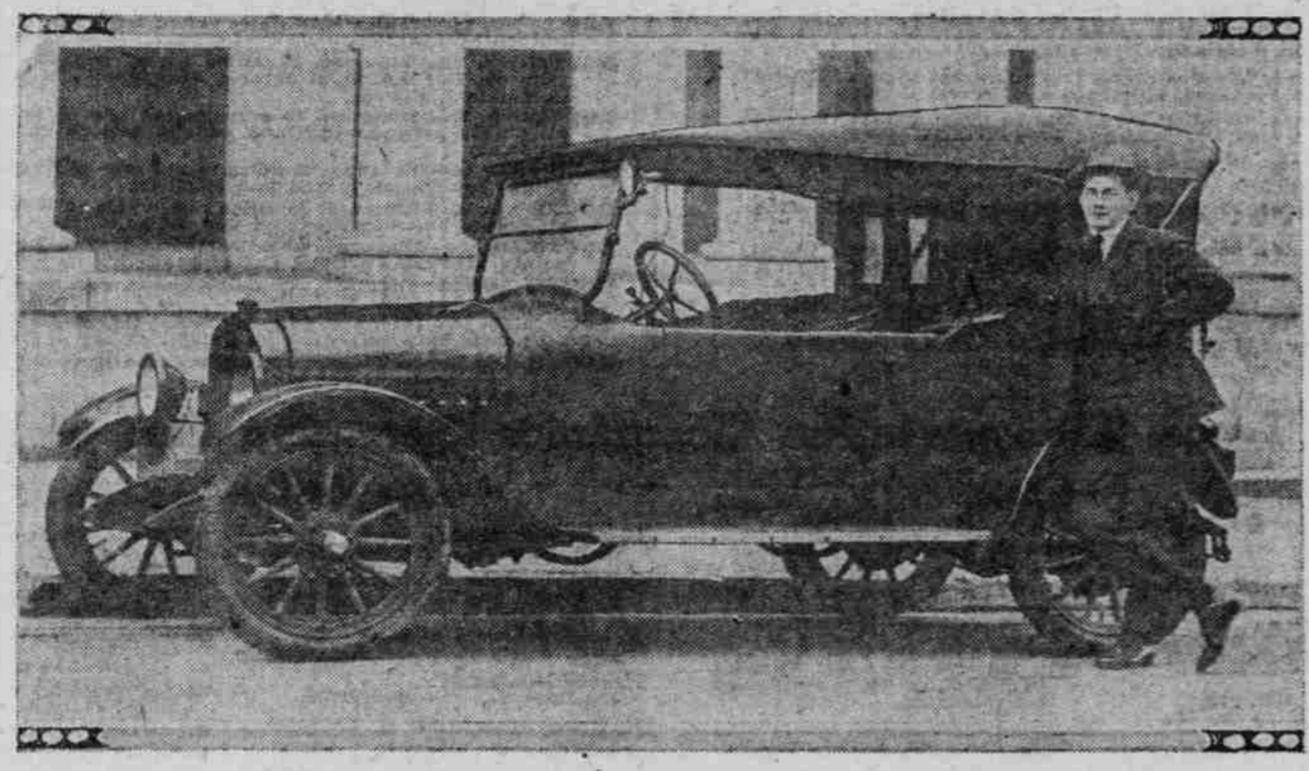
car didn't stop until she ran out of gas about five miles from Condon. "It was pitch dark and all we could do was to drain the radiator so it wouldn't freeze and seek shelter, which we fortunately found within a mile, after freezing our ears and one of my hands. The next day we all walked to Condon for the necessary gasoline, and finally, with the aid of four husky men armed with shovels, we made the rest of the way to Fossil through 30 inches of snow and four-foot drifts or worse.

"By the time we reached Fossil it was the firm belief of our party that when it came to plowing snow the little Overland 4 had the world beaten."

OWNER PLEASED WITH KISSEL Local Distributor Gets Letter From Gratiified Driver.

"Owners today take as much interest in ascertaining the ability of their cars, as their brothers of yesterday with their favorite horses," says H. J. McIntosh of the McIntosh Motor Car company, local Kissel distributor.

THIS BEATS SEEING THE WORLD THROUGH A PORTHOLE, EH, MATES?



SEEING PORTLAND FIRST FROM THE BRIDGE OF HIS MAXWELL IS SLIGHTLY MORE TO THE TASTE OF THIS SALTY EX-GOB.

Herein is introduced to fame for the first time Norman McLeod Whiting, one of the rising young printers, who helps to run the Oregonian. The said Whiting held the rating of printer, first-class, in the navy during the late war. When he got out, one of his first acts was to buy this Maxwell from the C. L. Ross Automobile company. Now he puts in his spare time from the arduous labors of printing in jazzing about town in the Maxwell, an occupation he finds vastly more to his liking than being urged by a husky limousier to "hit the deck" preparatory to going on "watch."

Shown of Fossil, Or., was driving a new model 4 Overland car into a remarkable snow-bucking run from The Dalles to Fossil, a distance of nearly 100 miles, over roads that are not boulevards at best, but in such a storm would have seemed impossible to an ordinary man.

Mr. Shown was not trying to set any records, or to establish a reputation as a man of suicidal mania. He had one main idea, and that was to get to Fossil at the earliest possible moment that he must get there and that he would get there. The doing of it he left to the car.

He is Overland dealer at Fossil and had gone to The Dalles to get delivery of one of the new Overlands from Harry Hays, Willy-Overland-Pacific territory man. The car was delivered to him by Hays, who had driven up from Portland with it on Monday, December 8. That was the day the big storm broke.

Mr. Shown had as good intentions as any man ever did have about remaining right there in The Dalles until the storm blew over. But he had no sooner so decided than he received word by long-distance telephone that his wife was ill at Fossil. It was an imperative call, and he decided to set out next morning on the trip, alone or no storm.

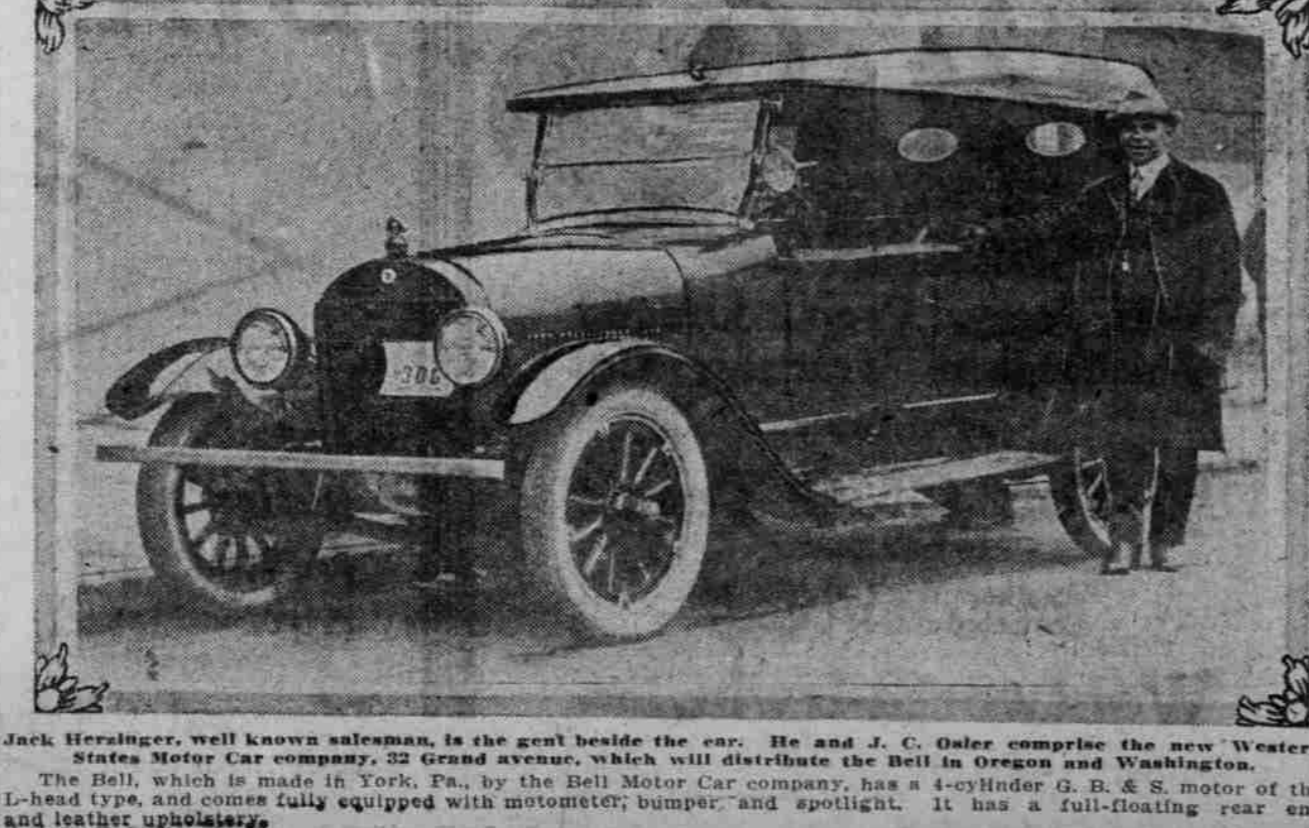
As any person who has ever driven to Condon and Fossil can testify, there are some canyons en route that are bad enough in good weather, but in a howling blizzard such as was then raging must have been truly awful to travel through.

Whether or not the suggestions received are of value, the employees are called in for conference and are commended for their interest. Often the discussion results in advice from the suggestion engineer which enables the worker to improve his idea and obtain the final adoption of his suggestion. The plan has met with big success at Goodrich and is growing in popularity each year.

Releasing Clutch Pedal. By means of a straight stick in which have been cut a number of notches it is possible to hold down the clutch pedal so as to throw out the clutch while making repairs, etc.

Paul Force of Blizzards. "When we came up on the level from the Deschutes river we struck the heart of the blizzard. The wind was blowing a gale, the snow was drifting badly and the temperature was hovering around zero—mostly caught on the edge of the front of the driving seat, from which the cushion has of course been removed."

MEET THE BELL CAR, MOTOR ROW'S LATEST DEBUTANTE.



Jack Hersinger, well known salesman, is the gent beside the car. He and J. C. Oakes comprise the new Western States Motor Car company, 32 Grand avenue, which will distribute the Bell in Oregon and Washington.

Ford

THE UNIVERSAL CAR

Power—Strength—Economy—Price

There are over 3,500,000 Ford cars now in actual use every day. Over 1,000,000 more will be delivered during 1920. The Ford car has become a universal necessity.

What caused this universal use? What are the reasons for this constantly increasing demand?

Its Quality—The Ford chassis is made of the highest quality vanadium steel—the best material possible to use, regardless of price. You can pay more, but you cannot buy better quality.

Its Strength and Lightness—This vanadium steel, heat treated by Ford methods, has more than three times the strength of ordinary steel. If freight cars could be made of it, they would weigh only one-fourth as much as they do now and yet could carry the same heavy loads. So the Ford car of vanadium steel is strong and sturdy enough to stand up over all roads, under all conditions.

Its Power—Because of its lightness, the Ford car has the most power per pound of weight. It always gets you there and brings you back.

Its Economy—Its lightness and strength make it most economical in tires, gas and oil. Everyone can afford to own a Ford.

Its Price—The Ford car would sell anywhere, regardless of price, because of its quality, its strength, its lightness, its power and its economy. But when all of these features are combined with the lowest price—made possible through Ford efficiency methods and quantity production—the demand is universal.

Over 1,250,000 Ford cars will be purchased in 1920 with 1,000,000 production. So 250,000 purchasers will be unable to get their Ford cars this coming year.

Place your order now—before the overwhelming spring and summer demand begins.

Runabout \$500	Truck Chassis \$550	Coupelet \$750
Touring Car \$525	These Prices F. O. B. Detroit	Sedan \$875
Self-Starter \$75 Extra		Equipped With Self-Starter

For Sale by the Following Authorized City Dealers:

Francis Motor Car Co. East 13th and Hawthorne	Rushlight & Penney East Third and Broadway	Robinson-Smith Co. Sixth and Madison
Talbot & Casey East Ankeny and Grand	Wm. L. Hughson Co. Broadway and Davis	Palace Garage Co. Twelfth and Stark

A \$25.00 Deposit Places Your Order on File

HEAVY TRAVEL PREDICTED

MANY TOURISTS TO COME IN 1920, SAYS CUTHBERT.

Pacific Northwest Tourist Association Chief Home From Extensive Tour In East.

SEATTLE, Wash., Jan. 2.—Heavy increase in tourist travel in 1919, will be even greater in 1920, according to Herbert Cuthbert, executive secretary of the Pacific Northwest Tourist association, who has returned from a month's trip to eastern cities arranging with tourist agencies and railway traffic officials to direct tourist travel to the Pacific northwest.

Tourist agents and traffic officials predict a large increase in travel to the Pacific northwest for 1920, Mr. Cuthbert says.

Mr. Cuthbert spoke at the Pacific northwest tourist campaign at the convention of commercial and tourist association secretaries at St. Paul and obtained passage of resolutions to congress in support of requested appropriations for road work and other improvements in the national parks. He followed this up by taking the resolutions to Washington, D. C., and doing personal work with congressional committees and western

TRUCK NECESSITY PROVED

POWER WAGONS INVALUABLE DURING COAL STRIKE.

Kissel Distribution Calls Attention to Many Useful Things Performed by Trucks.

"That the motor truck rendered invaluable service for municipalities during the recent coal-strike was only another example of the usual dependability, economy and adaptability of the motor truck in meeting unusual transportation demands," says H. J. McIntosh of the McIntosh Motor Car company, local Kissel distributor.

"In the middle west quite a few of our distributors wrote us that the motor truck took the place of railroad locomotives in helping move freight cars loaded with coal from nearby mines and shipping points to the yards of the local electric light, gas and water pumping stations, to provide heat to municipal and industrial buildings.

"If these motor trucks had not proved equal to the job, many additional hundreds of thousands of employees as well as scores of industries would have had to shut down.

"The fact that motor trucks did not employ coal for motive power made their operation economical and efficient and did not use up fuel that could have been used in any way by industries or municipal buildings."

MANY FARM TRACTORS

More than 314,000 motor tractors for farm use will be manufactured in the United States this year, according to the estimate of the department of agriculture. Ninety thousand of these tractors, representing about \$100,000,000, will be sent abroad and will be used to increase the crop production of nearly every country in the world.



However expressed in terms of economy, service or performance, the Low Cost Ton-Mile comprehends everything the user desires in a motor truck.

Garford Oregon Motor Sales Co.
EIGHTH AND DAVIS

Wm. Cornfoot, President T. M. Geoghegan, Vice-President and Gen'l Mgr.
E. N. Wheeler, Secretary-Treasurer J. A. Haley, Sales Mgr.

Columbia Storage Battery Co.

109 N. Broadway Broadway 546
H. M. Nisbet, Manager