

## WILLYS-KNIGHT CAR SOON WILL BE HERE

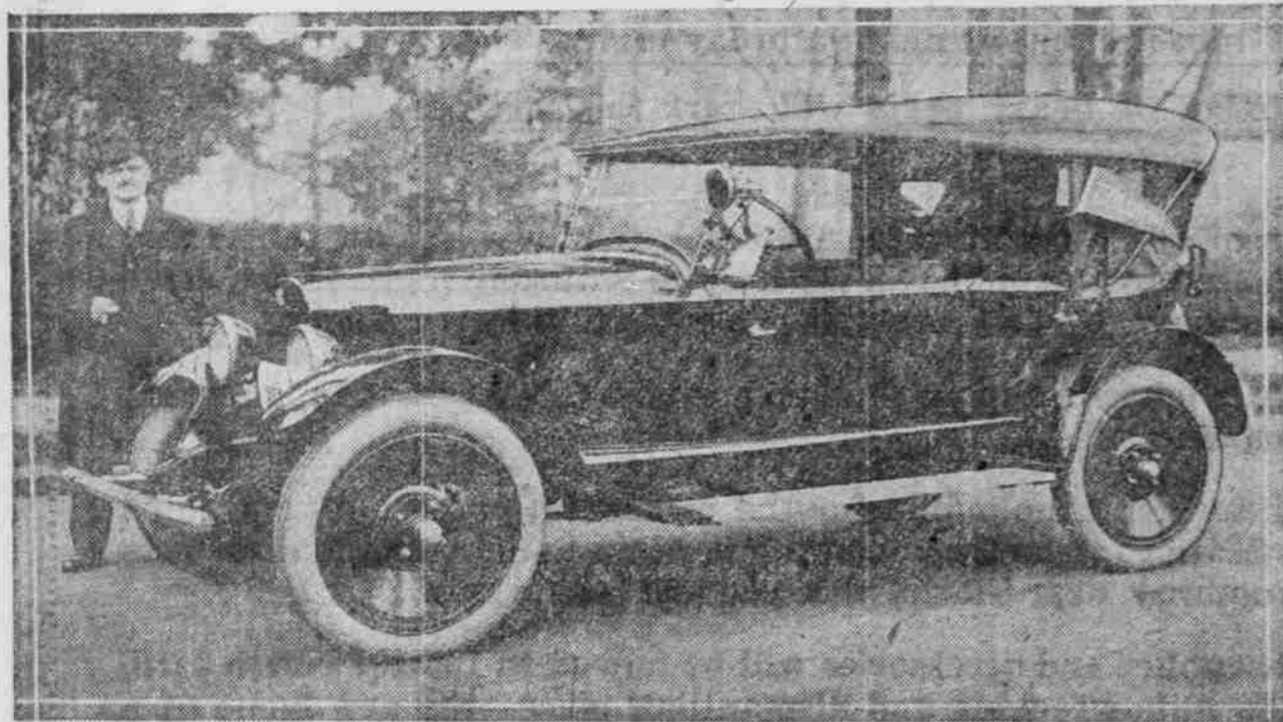
Full Line of Models Expected for Auto Show.

DELIVERIES SOON AFTER

Alan R. Fernald, Willys-Overland Coast Advertising Manager, Gets Dope in Toledo.

Interesting news about the new Willys-Knight car soon to be placed before the public by the Willys-Overland company, was brought to Portland direct from headquarters in Toledo last week by Alan R. Fernald.

THIS IS THE LATEST COLUMBIA SPECIAL SPORT MODEL.



The Columbia six in the picture was delivered last week by the A. M. Beaver Motor Car company, Columbia and Mahobah distributors, to Oscar Hessemer's second Columbia. Disc wheels, cord tires, tapestry upholstery and special mottled paint are features of this model.

Pacific coast advertising director for the company. Mr. Fernald, whose headquarters are in San Francisco, passed one day in Portland en route from Toledo, where he has been in conference with company officials for the past month.

So much has been heard of the new Willys-Knight, the debut of which has been put off from time to time because of material shortage and such, that Mr. Fernald's announcement that a full line of models of the new car will be on exhibition at the Portland show, will be received with enthusiasm.

Very soon following the show, probably in March, he said, the new car will be ready for delivery. The Willys-Knight models Mr. Fernald promises for the Portland show will include five-passenger touring, sedan and roadster.

**Has Famous Knight Motor.**  
This car itself is entirely different in body lines and chassis construction from the former Willys-Knight. It has the same wonderful Knight sleeve-valve motor, to be sure, but with several refinements.

"It is a bear of a car, no less," declared Mr. Fernald. "It is one of the most stylish cars ever built, and as for convenience it is the very last word."

"The many persons who have been waiting so long for a glimpse at this car will be truly surprised, for it will be so much more than they have expected. The new Willys-Knight will without question be one of the most popular cars ever built. It will create as much of a sensation in its class as has the new little Overland 4 with the triple springs.

"Conditions have greatly improved at Toledo since my last visit at the factory. Production on a quantity basis is once more under way. While the problem of materials is bothering virtually all the factories just now, very few of them are in as good a position in this connection as Willys-Overland.

**Factory Turns 'Em Out Fast.**  
The new Overland 4 is being produced at the rate of one a day and the factory is all ready to swing into production on a big scale of the new Willys-Knight."

Mr. Fernald hopes to be in Portland for at least a part of automobile show week, which is from February 21 to 28. But it is going to hustle him a lot to do this, owing to the fact that the San Francisco automobile show will be held from February 21 to 28. The Portland show will begin on a Monday, whereas the San Francisco show begins on the preceding Saturday. Otherwise the dates are identical.

In one respect the San Francisco show will be bigger and greater than any previous automobile show ever held on the Pacific coast. This is the reason that it will be a national show, one of three such, the New York, Chicago and San Francisco shows, given by the motor car manufacturers themselves. Like the New York and Chicago shows, the one at San Francisco will be under the auspices of the national automobile chamber of commerce.

## PLAN HELPS EMPLOYEES

HUGHSON WORKERS GET BENEFIT OF NEW POLICY.

Harry E. Lamster, Advertising Manager, Explains Plan Just Made Effective Here.

Harry E. Lamster, advertising manager of the William L. Hughson company, large coastwise distributors of Federal trucks, Lee line trailers and motor truck equipment, and Ford cars, while in Portland last week made the following announcement of a new policy initiated by the company.

"It has been the custom of the William L. Hughson company to distribute a bonus annually to its employees," said Mr. Lamster, "based on the profits accrued during the current year, and distributed to the men in proportion to their earnings for the year. We have now decided to establish an even closer relationship with those who work with us, by in-

stituting a business policy that will make for still greater co-operation. "A plan whereby the men themselves will practically run their own departments, under their own supervision, was placed before employees of the Portland branch for adoption. The plan met with much favor, and was immediately adopted as the future policy of the organization as a whole.

"Briefly, the plan is to have each department elect one of its members to represent it in a council composed of representatives of all departments, who will act upon the problems arising in the different departments, which in turn will be acted upon by a senior council composed of the manager of the branch together with the actual heads of the different departments. This body will refer all adopted measures to the supreme council, which is composed of the president of the company and the board of directors, after which it becomes one of the business policies of the organization under the new plan.

"A careful survey of the monthly business of this organization for the last three years has been made and the average monthly operating cost determined. In the future each department will benefit monthly in accordance with the savings it has effected as compared with the three years' average period figure, together with the increased sales. In other words, the men will benefit by de-

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## SALES RECORD MADE IN THERMOID TIRES

Oregon Distributors Outstrip Whole Pacific Coast.

BIG FEAT ACCOMPLISHED

Allen & Hebard Co. of Portland Set Mark for Coast Territory in Final Quarter of 1919.

The Allen & Hebard company, Oregon distributors for Thermoïd tires, achieved the remarkable distinction for a young firm of leading the whole Pacific coast territory in sales of Thermoïd tires for the last quarter

of 1919. This information was received by Robert E. Allen of the firm from the Thermoïd factory last week.

This was in competition against such tire centers as San Francisco, Los Angeles and Seattle, where the Thermoïd tire has long been established. Especially in Los Angeles are sales of Thermoïd tires very heavy.

What makes the record of the Allen & Hebard company all the more unusual is that it obtained the Thermoïd account and introduced Thermoïd tires here a little less than a year and a half ago. Yet in that time the demand for these tires has grown to such an extent that it has beaten the sales records of distributors in all the other coast cities for the final quarter of the year.

At first the Allen & Hebard company had only Portland and a very little outside territory, but the Thermoïd Rubber company some time ago, in recognition of its fine work here, enlarged its territory to take in all of Oregon and Clark county, Wash., which includes Vancouver. Since then its sales records have been mounting higher and higher each month.

Among the users of Thermoïd tires at present is the Oregon state highway commission, which now equips all its cars with Thermoïd.

As most persons know, Thermoïd tires are made by the same company that manufactures the famous Thermoïd brake lining for automobiles. Heretofore the company has made only fabric tires, but Mr. Allen has just received word that the first shipments of the new Thermoïd cord tire are on their way to him in Portland.

This shipment includes a carload and a half of cord tires, in 32x14, 34x16, and 35x18 sizes. Other sizes will be added at once, however, by the factory. The cord tire is sold on

increased expenses and increased sales, which will be distributed in each department in accordance with its earnings for that month.

"Four cornerstones of this better business policy were laid at different meetings during the week, the cornerstones being called justice, co-operation, energy and economy and the cap stone being called service, which has been the copyright trademark for the organization for many years.

"The entire plan and cornerstones were subscribed to by every employee at the Portland branch, with the signatures of the officials as a binding agreement between them heretofore to conduct themselves and the business upon the principles adopted under the new plan."

## CALIFORNIA IS WELL FIXED

Total of \$70,000,000 Is Available Now for Highways.

SACRAMENTO, Cal., Jan. 24.—California greets the new year with \$70,000,000 available for good roads construction.

Eleven counties have voted bonds since May, in addition to the \$45,000,000 good roads bond issue and \$400,000 issued in Modoc county for the establishment of engineering grades, bridges and culverts. The bond issues voted are:

State of California.....	\$40,000,000
Fresno county.....	1,000,000
San Joaquin county.....	1,500,000
Santa Cruz county.....	500,000
San Luis Obispo county.....	1,500,000
Yuba county.....	1,000,000
Butte county.....	1,000,000
Imperial county.....	1,000,000
San Diego county.....	2,500,000

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# PEERLESS

## "Loafing Range" Economy and "Sporting Range" Luxury Both in the Same Car

Several of the master builders of motor cars have succeeded in producing cars that have an ideally soft smooth performance — by sacrificing the more rugged virtues.

A few have produced cars capable of prodigious feats of power and of tremendous speed — by sacrificing the gentler virtues.

The Peerless Eighty Horsepower Eight has two separate and distinct power ranges that combine both the gentle and the rugged virtues in one and the same car. Let us demonstrate.

Prices Subject to Change Without Notice.

Don't Forget Auto Show Dates February 23 to 28

### D. C. WARREN MOTOR CAR CO.

DISTRIBUTORS  
58-60 NORTH TWENTY-THIRD STREET

## WINTER MOTOR TRUCKS

HIGH GRADE HEAVY DUTY

One to Seven Tons

Another Distinctive Winter Feature  
**WISCONSIN MOTOR**

### Chessman-Stater Motors Co.

State Distributors  
92 North Broadway at Flanders Phone Broadway 4233

## The Coupé of the Day

The all-weather Moon Coupé is on exhibition—a car which gives you all the pleasure and comfort of extravagant motoring without the regrets of reckless spending.

Remarkably reasonably priced and with its economy of upkeep guaranteed by its celebrated Red-Seal, Moon-Continental Motor—this latest Moon Coupé is an astonishingly remarkable opportunity for families who appreciate the niceties of all-year-round motor car comfort.

Make an early appointment to see the really exceptional way these Moon Cars have been designed, furnished and equipped.

THE C. H. S. CO.  
Distributors, 65 N. Twenty-third Street.

# MOON

Built by MOON MOTOR CAR CO., St. Louis, U. S. A.

## Don't Deport a Bolshevik Battery

If It's an I-Won't-Work, Bring It to NISBET He'll Put a Kick Into It

Remember—  
He recharges all makes of storage batteries;  
But—does not charge to test them;  
And—he sells the

### COLUMBIA STORAGE BATTERY

The winning battery for all ignition purposes.

## Columbia Storage Battery Co.

109 NORTH BROADWAY  
E. M. NISBET, Manager

## AUTO ACCESSORIES AND PARTS

### Stewart SPEEDOMETERS

and "BIG TEN NECESSITIES"

They're More Than Accessories  
Official Service—Genuine Parts  
Product Service Station, 333 Ankeny Street

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### Electric Service Auto Co.

391 Oak Street  
Specialists on Electrical and Carburetor Troubles  
Free Inspection

Broadway 1764  
We Carry a Stock of Parts

## ARCHER & WIGGINS

Distributors of AUTOMOTIVE ACCESSORIES  
Sixth Street at Oak.

### Exide Battery Service Station

All Makes Batteries Tested and Repaired

### The Storage Battery Co.

Broadway 3043 348-350 Couch St.

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### David Hodes Co.

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

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### LAHER AUTO SPRING CO.

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

## United States Two-Stage Air Compressors

HIGH-PRESSURE AIR TANKS—HOSE, VALVES, COUPLINGS, EVERYTHING FOR THE MILLINE, BUFFING HEADS AND GRINDERS, ALSO USED COMPRESSORS AND MOTORS.

### AIR COMPRESSOR EQUIPMENT CO.

BODY. 3300 229 COUCH ST.

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### Miller Northwest Auto Co.

Distributors  
Miller Tires, Miller Ad-On-A Tires  
Repair Materials and Tubes  
Alder at Eighteenth St., Portland

## Willard STORAGE BATTERY

Willard Threaded Rubber Insulation  
Service Station—Ninth and Everett

## AUTO DIRECTORY

### Mitchell

New Light Six, \$1475 Factory  
Mitchell, Seven-Passenger, \$1675 Factory  
MITCHELL, LEWIS & STAYER CO.  
Broadway at Oak

### RAINIER Worm Drive TRUCKS

SALES AND SERVICE SERVICE GARAGE  
351 First St. Phone Main 2417

### BETHLEHEM TRUCKS

Electric Lights and Starter  
Northwest Auto Co., Distributors, Alder at 18th

### Atterbury Truck

WITHOUT A SUPERIOR 1½, 2, 3½ and 5-Ton Capacities  
ATTERBURY TRUCK SALES CO.  
"Truck Specialists"  
343-345 Oak St., Portland. Phone Broadway 354

### Franklin

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