

AUTO CONVENTION TO TAKE UP SELLING

Fourth Annual Session to Be
Held in Chicago.

5 DAYS TO BE OCCUPIED

"Master Address" Will Be Made by
Charles W. Nash, President of
Kenosha, Wis., Company.

ST. LOUIS, Mo., Jan. 22.—"Back to selling" will be the war cry of the 25,000 automobile dealers of the country in 1921, according to Harry G. Mook, general manager of the National Automobile Dealers' association, and he has arranged the 1921 programme of the dealer convention to fit this idea. The fourth annual convention of the National Automobile Dealers' association will be held in Chicago during show week there. The convention will be in session five days, with the two big membership days, January 31 and February 1.

The annual "master address" of the convention will be made this year by Charles W. Nash, president of the Nash Motor company of Kenosha, Wis. Each year a different outstanding industrial figure is brought before the dealer association and this year the choice was unanimously Nash. His subject will be the relation between manufacturers and dealers as a necessary element in the success of both. Nash came into the business as a dealer, for many years was a sales manager and his treatment of the subject will develop the thought of a golden mean of dealing necessary to the proper merchandising of motor cars.

Advertising to Be Studied. Three other strong features are provided for the business sessions of the convention. E. St. Elmo Lewis, noted New York advertising expert, will discuss the relation of advertising to merchandising. Leo Pell, affectionately known as "Daddy Pell" to Chicago and hundreds of other dealers in the middle west, will speak on his success in what dealers regard as the most highly competitive motor market in the world, Chicago. Pell is president of the Mitchell Motor car company of Chicago, distributor, and has been a leading factor in the fight for better merchandising methods for years. He is president of the Chicago Automobile Trade association. "Something different" in trade association talks is promised in the "team talk" of L. E. Hooker and Arthur Livingston, called "Dealers Selling the Value of Territory." These two men are considered the leading sales and promotion men of the Burroughs Adding Machine company. They will show by charts, especially prepared for the dealer convention, how it is possible to tell how many automobiles or other pieces of merchandise a trade territory can absorb.

Other addresses will be by H. B. Harper, president; F. W. A. Vesper, treasurer, and Harry G. Mook, general manager of the association. Low Railroad Rates Given. Because a rate of a fare and a half round trip has been made to the association by the railroads it is expected that thousands of dealers will attend the Chicago show this year who otherwise might have been deterred by the high passenger fares. Every dealer coming to Chicago should remember to ask his station agent for a "certificate," which the agent will execute to the dealer, who then brings this certificate with him to Chicago. At Chicago he has this certificate validated by Harry G. Mook, general manager of the National Automobile Dealers' association, and presents it to the ticket agent in Chicago. The agent then will sell him a ticket home for half fare. All sessions will be held at Hotel La Salle.

WILLARD OFFICIAL VISITOR

Prospects for 1921 in Auto Field
Excellent, Says H. P. Lawson.

H. P. Lawson, assistant district manager of the San Francisco branch of the Willard Storage Battery company, visited Portland last week, spending the time conferring with T. B. Burt of Harper-Burg, Inc., local Willard agents, and L. B. Kildier, manager of the local branch of the Willard company.

In commenting on the future prospects for business this spring and summer Mr. Lawson said: "We are all optimistic, both at San Francisco and at the Willard factory at Cleveland, when it comes to looking ahead for business for the coming year. The country is going to witness a phenomenal increase in business in the automobile industry, and that means an increase in the battery business to an extent never witnessed before. Batteries have come back to a pre-war basis, along with many other automobile lines, and the public is beginning to realize that the automobile industry is glad to do its share to bring the country back to normal."

Mr. Lawson arrived here in time to visit the automobile show and expressed himself as very much impressed with it. He compared favorably with anything of the kind ever given on the Pacific coast, he stated.

BEARINGS SERVICE MAN HERE

Assistant Manager Bevier Visits
Portland Branch.

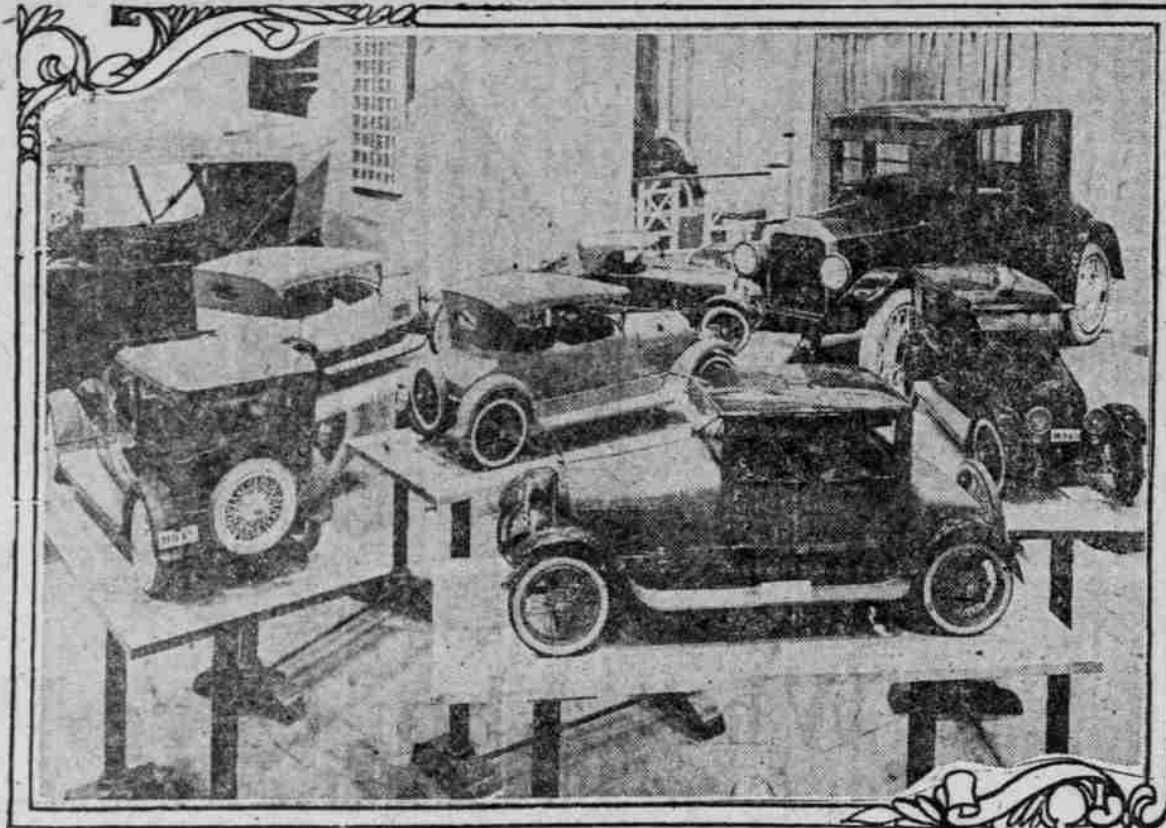
D. B. Bevier, assistant to the general manager of the Bearings Service company, with headquarters in San Francisco, was a Portland visitor last week, spending most of his time while here at the Portland branch of the company and conferring with R. H. Cross, branch manager.

The Bearings Service company is looking forward to an unusually prosperous year in 1921. Mr. Bevier stated the belief being that there will be more cars overhauled in the future than ever before. The reason for this, Mr. Bevier contends, is that with the general wave of economy many people will have their old cars repaired instead of discarding them in favor of new cars, as has been frequently the case in the past. Mr. Bevier went from here to Seattle to visit the Seattle branch of the company.

Protest the Finish.

Changes in temperature exert an extremely unhappy effect on the finish of the car because of the difference in the coefficients of expansion of metal and paint and varnish. To insure the highly finished surfaces from cracking, the car should be housed in a garage maintained at a nearly uniform degree of temperature. Also car owners who utilize their barns as garages make mistakes in so doing, as the ammonia gases always present in a stable are ruinous to the varnished surfaces of the car.

MARMON MINIATURE CARS MAKE BIG HIT AT NEW YORK AUTO SHOW



VIEW SHOWING MINIATURES ALONGSIDE REGULAR CARS.

One of the biggest sensations of the New York automobile show, recently concluded, was the display by the Nordyke-Marmon company of a complete set of miniature Marmon cars, exact replicas of the big cars but made just one-fourth size of the regular models. The little cars were conceded to be the most handsome toy automobiles ever constructed. They were complete in every detail, with motors built to exactly one-fourth regular size and full electrical equipment; in other words, perfect cars for General Tom Thumb and wife. The cars are to be shown throughout the country, according to announcement of the Nordyke-Marmon company, following the New York show, and an attempt will be made by Fred Vogler, president of the Northwest Auto company, distributors for Marmon cars here, to secure the little cars here for a week or more of display.

ROAD BUDGETS PLANNED

LANE COUNTY TO SPEND NEARLY \$300,000 THIS YEAR.

\$159,587 for Roads and Bridges
and \$113,185 Set Aside for
Market Roads.

EUGENE, Or., Jan. 22.—(Special).—The Lane county road budget as adopted by the county court during the past week provides for the expenditure of \$159,587.05 for roads and bridges from the general road fund during the present year, besides the sum of \$113,185 for market roads, which sum will be matched by the state. The sum of \$20,000 will also be expended on roads from Lane county's share of the automobile license fees.

The items to be cared for under the head of general road fund are: Grading certain stretches of the Pacific highway so that pavement may be laid, for retreating warrants, building bridges, road districts, maintenance of county roads, equipment, repairs and rock crushers, Harborsburg ferry, roadmaster, upper Willamette road if matched by the government, road from Cape Creek to Big Creek, Earl Miles road and the Rainier road.

Under the head of market roads the following projects are laid out: Elgin road, Veneta-Crow road, Dexter-Lowe road, Cottage Grove-Lane road, Blachly road, Eugene-Lane road, North road, Long Tom road, Pacific highway, Eugene-Crow road.

It is proposed to expend \$5000 on the McKenzie highway and \$14,000 on the Pacific highway from the motor license fund.

HARRY C. HAYS BOOSTED

WILLIS-OVERLAND PACIFIC
MANAGER NAMED.

Popular Sales Leader Under Bert
Eling Appointed to Head
Portland Branch.

Harry C. Hays, popular exponent of Willis-Knight and Overland automobiles in Portland, has been promoted to the position of manager of the Portland branch of Willis-Overland Pacific, Inc., according to the announcement made last week by Frank C. Riggs of San Francisco, vice-president and general manager of the company. Mr. Riggs, who spends a considerable portion of his time in Portland and really counts Portland as his home, although San Francisco claims his business headquarters, spent show week in Portland, and last week decided that the time was propitious to turn the reins of government in Portland over to Hays. The appointment of Harry Hays as manager of the local branch is not a surprise among automobile row, and such a step had been rumored ever since the departure of Bert Eling to Seattle last fall. In fact, Hays, as sales manager and later as assistant manager, had for some time past virtually conducted the organization here. After Eling left the local branch Mr. Riggs came from San Francisco and for a time took charge of affairs himself. Later he turned things over to Hays, as assistant manager, and last week raised the assistant manager another notch, with the title of manager.

Harry Hays is one of the best liked men on the entire automobile row of Portland and in that regard is a worthy successor of Eling, who

POPULAR SALES MANAGER TO HEAD WILLIS-OVERLAND PACIFIC HERE.

Harry C. Hays, recently assistant manager of the Portland branch of Willis-Overland Pacific, Inc.



LOOK OVER TIRES FREQUENTLY

Adjuster for Local Tire Company
Gives Advice to Drivers.

Tire trouble is something that every automobile owner wants to overcome. To do this you must look over the tread of your tires at least once a week, and if you locate any tread cuts be sure to fill these cuts with tread gum. So advises Charles S. Dyke, tire adjuster for the Allen & Hebard company, distributors of Thermoid tires.

Sand blisters, as they are called, are caused by not filling these cuts, therefore, neglect on the owner's part to do this means that this sand blister is going to work its way through the tire, breaking through each layer of fabric until it penetrates all but the last layer. This layer, not being strong enough to hold the pressure of air, a blowout results.

During 14 years' experience in adjusting automobile tires, Dyke claims that not one man in a hundred would call a tire blown out by a sand blister a perfect tire. Drivers should be very careful in turning corners. Turning corners sharply is a great strain on the sidewalls of any tire.

VISITOR ASTOUNDED AT CARS

Engineer From Australia Inspects
American Auto Plants.

C. W. Moore, one of the leading automotive engineers in Perth, Western Australia, who recently arrived in the United States to inspect the leading automobile factories of this country, made his first official inspection at the factory of the Chevrolet Motor company of California.

Moore stated that he observed more automobiles on Market street, San Francisco, than he had ever seen in the whole of Australia. With gasoline selling at a dollar a gallon and the number of automobiles bringing over \$1000 each in the second-hand market, motoring is a luxury in the Antipodes.

Valve Tappet Adjustment.

There occasionally develops in an engine normally quiet in operation a tapping of one or two of the valve tappets. For quiet operation of the tappets there must not be severe impact between tappet and valve stem. If the tappet is moving fast before it commences to lift the valve, being hot, will not expand any more, and when the tappet is adjusted in this way good results will be obtained.

MOTOR OWNERS ARE LAX

THOUSANDS DELAY IN SEND-
ING THEIR LICENSE FEES.

Secretary of State's Office Is
Snowed Under by Late Appli-
cations, Says Letter.

Enforcement of the motor vehicle law in reference to automobile licenses will begin on February 1, and motor car owners who have not secured their 1921 licenses or have not applied for licenses and sent money for same to the secretary of state will have a hard time explaining to the officers of the law.

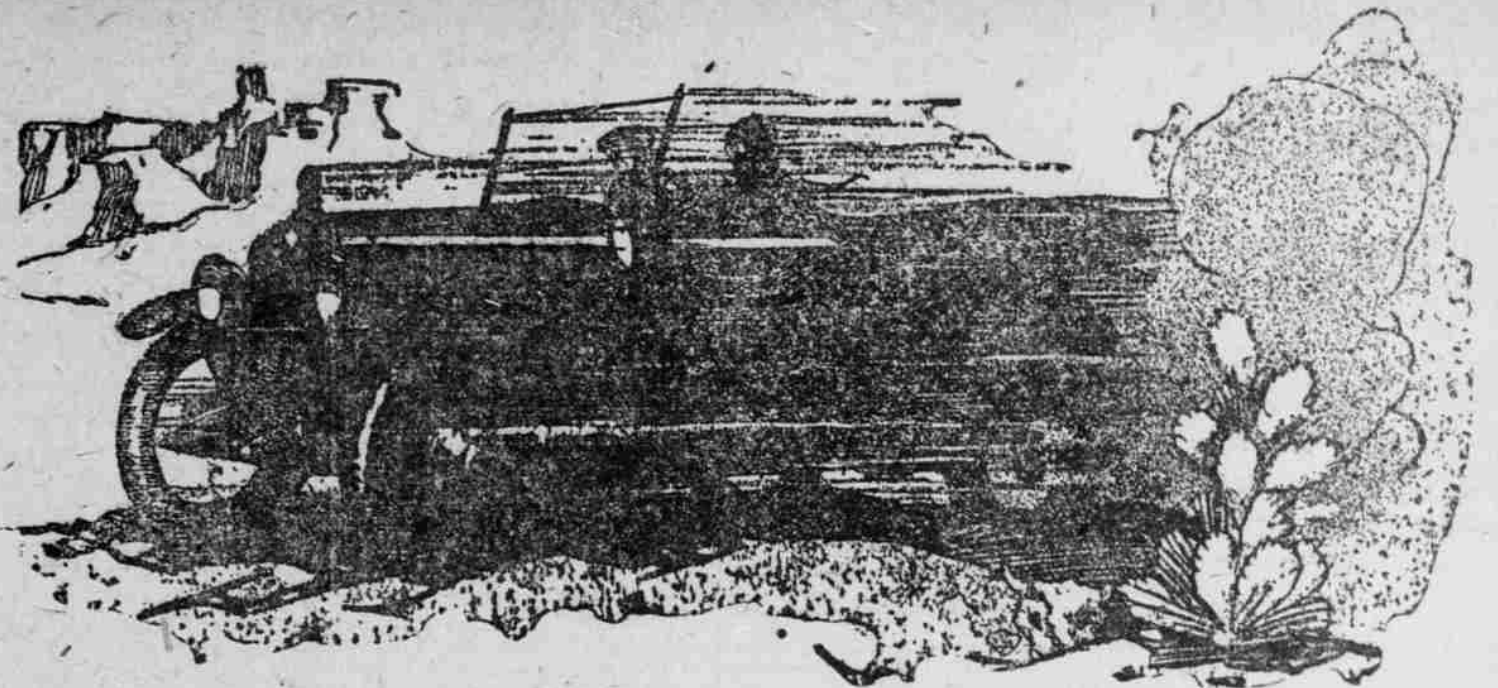
Owing to the fact that motor car owners were unusually lax in sending in their applications for licenses this year the license department of the secretary of state's office has been snowed under with late applications and will not clear away present work and future work expected until February 1. A letter covering the inability to send many licenses out sooner has been the cause of postponing enforcement of the law until February 1. A letter covering the subject has been sent out by Secretary of State Koser to all chiefs of police and marshals, sheriffs, constables, district attorneys and justices of the peace. The letter is as follows:

On January 1, 1921, a communication was addressed to the chiefs of police and marshals of the cities and towns, and to the sheriffs of the counties of Oregon, directing attention to a congestion in the motor vehicle division of the department of state, occasioned through the failure of many motor vehicle owners to apply for their 1921 motor vehicle licenses before January 1, 1921, in such communication, the department stated that it hoped to be able by January 15, 1921, to assign and forward licenses to the owners of all motor vehicles who filed applications therefor by that time. The inspectors of the department were also instructed not to enforce the law against any persons who applied for 1921 licenses on or prior to January 15, 1921.

The department finds upon ascertaining the number of applications for 1921 licenses on file and the number of 1921 licenses it has been able to issue thus far, that it will be unable to catch up with the current work before January 25, 1921. In view of this condition, therefore, the inspectors will not enforce the law against any persons who have applied for 1921 licenses on or prior to January 25, 1921.

It is to be regretted that many motor vehicle owners did not earlier apply for their 1921 licenses, and that by deferring applying for such licenses caused the existing congestion of work in the department. Opportunity is therefore taken at this time to direct your attention to the fact that the department will without question have cleared up its work by January 25, 1921, and will then be on a daily basis, that is, licenses will be issued for all applications on the day of the receipt of the application. The inspectors will strictly enforce the license requirements on and after February 1, 1921, and in this respect your co-operation in securing a strict enforcement of the motor vehicle laws of this state is respectfully solicited. As you were advised in the communication of this department of

January 1, 1921, the inspectors will visit your locality as soon as possible after February 1, 1921, as they may be able to reach it and hope by June 1 to be able to cover every section of the state, at least once. They will be pleased to co-operate and confer with you, so that uniformity in the construction and enforcement of the provisions of the motor vehicle law may be maintained throughout every section and locality of the state.



Here Today!

and Until February 14th

Essex Transcontinental Victor

One of the Four Essex Touring Cars, All of Which Broke
Records Between San Francisco and New York, Carrying First
U. S. Transcontinental Motor Mails, on View in Our Salesrooms

3347 Miles Each Way

San Francisco to New York
4 days, 14 hours, 43 minutes.
Lowers record 12 hours, 48 minutes.

New York to San Francisco
4 days, 19 hours, 17 minutes.
Lowers record 22 hours, 15 minutes.

San Francisco to New York
4 days, 21 hours, 56 minutes.
Beats former time by 5 hrs., 25 min.

New York to San Francisco
5 days, 6 hours, 13 minutes.
Also broke former record by 11 hours, 19 minutes.

New York to Chicago—
This car also broke the record between New York and Chicago 2 hrs., 7 min., 10 sec., and covered the distance between the two points in 24 hrs., 43 min., 50 sec.

The average time for each car across the continent was 4 days, 21 hours, 32 minutes.

Isn't it a remarkable and convincing proof of Essex ability and endurance, that every one of the four Essex cars that challenged for the coveted transcontinental records were successful?

Those records had stood for four years. Hundreds of cars tried in vain to lower them.

We want you to examine this Essex. It is now on our floor, just as it finished. See how it stood the terrific abuse of 3347 miles of all sorts of going at high speed. See that it compares in every respect with every other Essex touring car built.

The same ability that broke the transcontinental records enabled Essex to set the official 50-hour endurance record of 3037 miles; the 24-hour road mark of 1061 miles; and the 24-hour dirt track mark of 1261 miles.

Doesn't it show why 45,000 owners depend absolutely on Essex reliability?

C. L. Boss Automobile Co.

615-617 Washington St.

WATCH the ESSEX

January 1, 1921, the inspectors will visit your locality as soon as possible after February 1, 1921, as they may be able to reach it and hope by June 1 to be able to cover every section of the state, at least once. They will be pleased to co-operate and confer with you, so that uniformity in the construction and enforcement of the provisions of the motor vehicle law may be maintained throughout every section and locality of the state.

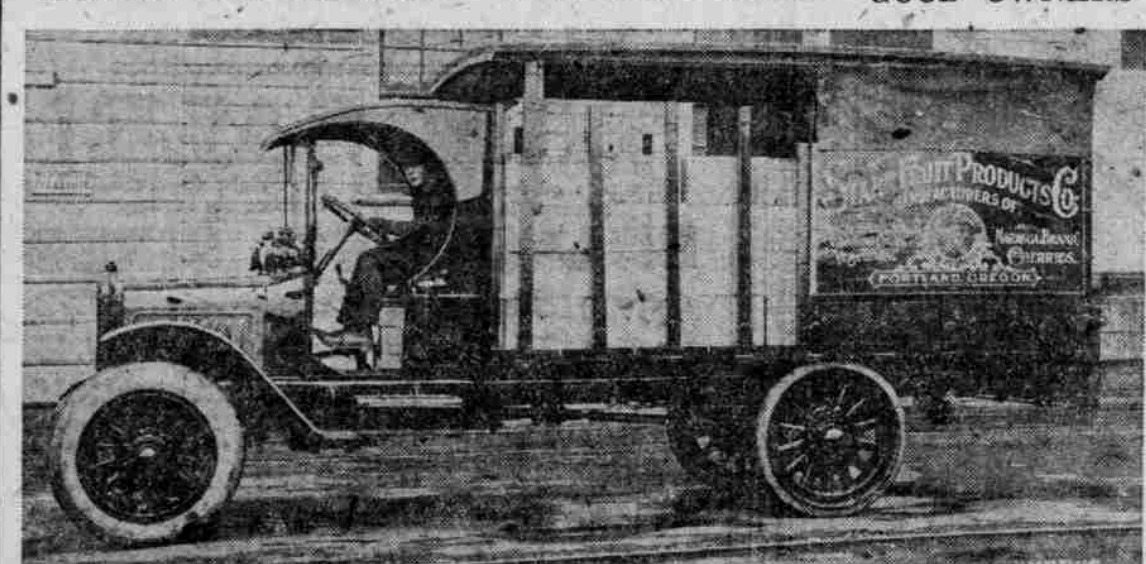
Storing the Car.

When preparing to store the car for the winter it is generally understood that the water system should be drained and the fuel system likewise. On the other hand the oil compartments in motor, clutch, gear and rear axle should not be drained. The oil remaining in these parts actually preserves them during the period of innocuous desuetude. Such parts as joints in the steering system, universal joints, rims, etc., should be greased to prevent rusting.

Oldsmobile
4

—THE SENSATION—
—OF THE SEASON—
—SEE IT—
—THAT'S ALL—

REPUBLIC TRUCKS GOOD TRUCKS GOOD OWNERS



2½-Ton Republic, owned by the Starr Fruit Products Co., a big factor in building bigger business for this company. Mr. Prospective Buyer, the Republic will do as much for you.

Roberts Motor Car Co., Inc.

Boise, Idaho Largest Exclusive Truck Dealer in the Northwest Portland, Or.

PAVLOWA

The Incomparable
Selects the

CHANDLER

for Her Personal Use While in Portland
on January 27-28-29

WESTERN UNION TELEGRAM

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

San Francisco, Calif. January 18, 1921

Twin States Motor Car Co.
Portland, Oregon

Madam Pavlowa wishes you to furnish her with a Chandler car for her personal use during her engagement at the Heilig Theater, Portland, January 27, 28 and 29. This is her favorite car. Please advise if you can comply with this request to St. Francis Hotel.

Merle Armitage.

It is significant that Pavlowa, who has used the world's finest motor cars, both in America and abroad—should choose the Chandler.

Twin States Motor Car Co.

601 Washington Street, corner Nineteenth