

**NEW DODGE CONCERN  
HERE IS LAUNCHED**

**Cook & Gill Building Is Se-  
cured by Lease.**

**REALTY DEAL BIG ONE**

**H. G. Childs Joins With Two Sioux  
City, Iowa, Men in Forming  
New Dealership.**

Braley, Graham & Childs, the new Dodge Brothers distributors for this territory, began active business in Portland last week, taking over the handsome Cook & Gill building as its headquarters. Arrangements were concluded late in the week between the new firm and the Dodge organization whereby the Dodge people will occupy the big building at Eleventh and Burnside streets, while the Paige will be housed there until it can occupy a new building which it is planning to build.

The lease is the most important in automobile circles for months and came as a big surprise to automobile row. Arrangements between the two parties were handled by Chester Moore of the P. S. Taylor company, the Dodge organization taking a seven-year lease on the structure which will aggregate nearly \$100,000 in rentals.

The building, which was erected by David Dahm two years ago, is one of the finest in the city, used by the automobile industry. It measures 75 by 112 feet ground space and is four stories in height. Room on the first floor is provided for handsome show-rooms and offices and for repair shops. Additional shop room, parts and storage room are provided on the upper floors. While the new Dodge organization will occupy the entire building, arrangements were made in a leasing agreement whereby Cook & Gill company will occupy portions of the building until a new building which that concern is planning is erected. While the details were not to be announced, it is understood construction work will start within a short time.

**New Men Are Experienced.**

The three men who have formed the new Dodge Brothers firm are all experienced Dodge Brothers men. Hal G. Childs is a Portlander, while the other two members of the firm are from Sioux City, Iowa.

George A. Braley, whose name leads the firm organization, has been a Dodge Brothers distributor since 1915 and was one of the successful dealers of Iowa. From 1915 to 1920 he handled the Dodge car at Sioux Falls, S. D., moving in 1920 to Sioux City, Iowa, where he was in the firm of Braley & Graham for handling the Dodge in that section.

A. B. Graham, the other member of the firm from out of Portland, has been with the Dodge practically since the car was brought out in Detroit in 1914. Joining the Dodge Brothers company back in the days when it was manufacturing parts for Ford, Graham remained with the company until July, 1920, when he associated himself with Braley, excepting for a period of service during the war. During the same period the Dodge Brothers company he held important posts in many sections of the country and at the time of his joining Braley to enter the field he was district manager at Omaha.

**Portland Looks Good.**

Both Braley and Graham were delighted with the prospects in this city and declared that, while they disliked for many reasons to leave Sioux City, where they had a strong retail organization, they felt that there was much greater opportunity in Portland and the northwest.

Hal G. Childs, third member of the firm, is also an experienced Dodge Brothers man. Childs was sales manager for Riegel Brothers, Spokane, the distributor of Dodge since prior to coming to Portland about three years ago. Since that time he has been with the Covey Motor Car company, former Dodge dealer here, and at the time of resigning from that firm to enter the new organization was sales manager for Covey.

**Statement Is Made.**

"We deeply appreciate the confidence placed in us by Dodge Brothers company and are not unmindful of the great responsibility resting on us to carry on a creditable organization in this section," said Childs yesterday, in speaking for the firm.

"From the great number of applicants, Dodge Brothers chose, we believe, an organization which, from point of experience and talents, will be able to give to the public motor car service worthy of the present proportions of the Portland dealership.

"Owing to the general popularity of the Dodge Brothers motor car, we look upon our main problem as not one so much of sales as of service. We are confident that Dodge Brothers have produced an automobile that generously fulfills the requirements and our greatest aim in directing this dealership is that we may maintain service as sterling in value and as acceptable to the public as the car itself."

**TIRE CENTER AGAIN BOOMING**

Activity Greatly Increased at Akron Since First of Year.

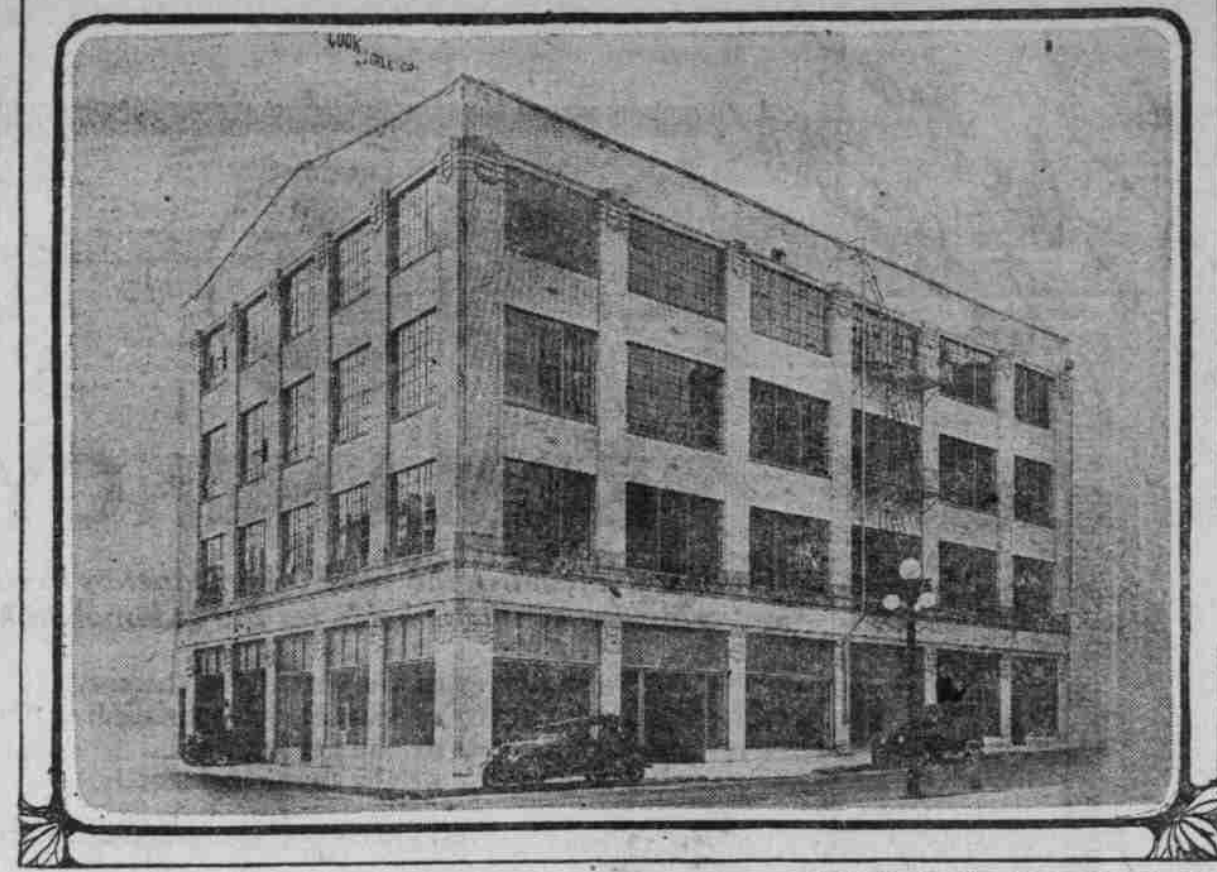
AKRON, O., Jan. 21.—The turn of the year finds the rubber industry in a splendid position in regards to production, finances and prospects for the future. This holds not only for the industry as represented in Akron, but throughout the United States and for the little as well as the larger companies.

More than 2500 men have gone back to work in the Akron factories alone during the month. Production has increased more than 6000 tires a day in these plants. Orders are coming into the factories for spring delivery with a rapidity to which the industry is not accustomed at this time of the year during even the best periods in the industry. Prospects for the next six months are not contingent upon any "ifs" and "ands."



ALLENITE LUBRICATOR CO. Teeth and Oak Sts.

**HANDSOME COOK AND GILL BUILDING SECURED AS FUTURE HOME FOR DODGE.**



Structure at corner of Eleventh and Burnside leased last week by the new Dodge Brothers' distributing firm here, Braley, Graham & Childs, from the local Paige distributor. The new Dodge firm will use the entire building, which is one of the finest in the city, but Cook & Gill will retain portions of the building for their use until a new structure has been put up for them.

**AUTO DEALERS TO CONFER**

**ANNUAL CONVENTION AT CHICAGO JAN. 30-31.**

**Those Who Conducted Successful Business in 1921 to Tell Fellowmen How They Did.**

ST. LOUIS, Jan. 21.—Automobile dealers who conducted a successful business and made money during the 1921 period of depression will tell their fellow dealers how they did it at the fifth annual convention of the National Automobile Dealers' association, Hotel La Salle, Chicago, January 30-31. Announcement was made today by Harry G. Mook, secretary and general manager of the dealer organization, that the programs for the convention has been completed.

While the automobile trade undoubtedly could learn a great deal from other well-established lines of business, there is quite a lot that automobile merchants can learn from successful automobile merchants of the country," says Mook, in making the announcement. "While a student of economy might be interested in the principles that make a successful dealer in farm machinery, electrical machinery, adding machines, typewriters or cash registers, automobile dealers right now are interested in knowing the automobile dealer must do to stay in business and make money."

J. James MacGregor, St. Louis Cadillac distributor will tell how he has made a success selling quality cars. Charles E. Doan will fit into the picture his experiences as a Studebaker distributor at Toledo, and Frank R. Tate, Dodge Bros. dealer in St. Louis, will tell of the policies and methods that have made his establishment outstanding among Dodge Bros. dealers in the United States.

A reduced rate of a fare and one-half round trip from all points in the United States to Chicago has been granted by the railroads to the convention.

Last year 1300 automobile dealers took advantage of this rate and saved more than \$14,000. The average saving on each railroad ticket was greater than the cost of the membership dues in the association.

For an automobile dealer to obtain this rate he must be a member of the National association and he must obtain an identification certificate from headquarters, St. Louis. Tickets will be sold from all points January 25 for the trip to Chicago and from the far west and southern points as early as January 24. Return tickets will be sold so that the purchaser can reach home by February 7 and 8.

The complete programs follow: Saturday, January 28, 1922—10 A. M., dealers' meeting. Monday, January 30—8 A. M., registration, room 121; 10 A. M., report of president, report of secretary-general manager, 2 P. M., address, "American Business in 1922," by Magnus W. Alexander, managing director national industrial conference board, New York; address, "Why People Buy: Why They Do Not," by Frederick Pierce, New York; 8:30 P. M., fourth annual N. A. D. A. trade frolic (entertainment furnished by Chicago Automobile Trade association). Tuesday, January 31—10 A. M., "Merchandising," Frank R. Tate, Dodge Bros. dealer, St. Louis; "Cost as Related to Sales," J. James MacGregor, Cadillac distributor, St. Louis; "The Public Be Pleas'd," Charles E. Doan, Studebaker distributor, Toledo; "Your Opportunity," E. E. Peake, Kansas City; "One of a Thousand," F. W. A. Vesper, St. Louis; report of committee, election of officers and directors; address by new president. Wednesday, February 1—10 A. M., directors' meeting. Thursday, February 2—10 A. M., educational conference.

**NEW YORK SHOW BIG SUCCESS**

**W. L. Hughson Declares Recent Event Best in Auto History.**

That the New York automobile show, which has just closed in the eastern metropolis, was the biggest success in the history of the automobile industry, is the declaration of W. L. Hughson, head of the Pacific coast organization of W. L. Hughson company, Ford dealers, contained in a telegram received by Manager Stoner of the local Hughson branch.

"The attendance was the greatest ever had in the history of these

**AUTO COURSES SHAPED**

**Y. M. C. A. MAKES FURTHER STANDARDIZATIONS.**

**Experts Preparing Data—Enrollment in 75 Automotive Schools Reported to Be 16,000.**

Mr. Hughson has already gone to Chicago, where he will attend the Chicago show opening late this month, Mr. Stoner said, following which he will come west. At the New York show Mr. Hughson was one of the leading Pacific coast dealers present and was honored at a dinner given by the National Automobile Chamber of Commerce by being seated at the speakers' table as the representative of the automobile dealers of the country.

**USED CAR SHOW IS PLANNED**

**Mitchell, Lewis & Staver to Have Additional Event for Week.**

Mitchell, Lewis & Staver company have announced a used car show in their quarters, the Mitchell building, at the corner of Broadway and Everett streets, as an additional feature for the coming week. The company will of course have a large display at the automobile show itself.

The purpose of the show, according to J. H. Madden of the Mitchell, Lewis & Staver company, is to acquaint motor buyers and visiting out-of-town dealers with proper methods of handling the used car situation. The Mitchell, Lewis & Staver company have obtained best results by maintaining a special department in their shop for the overhauling and refinishing of used cars. In many cases it is actually difficult to tell a used automobile from a new one.

**Cold Weather Starting.**

During cold weather the battery falls off in efficiency and the car owner can help his battery considerably by turning over the engine a few times with the starting crank before throwing the starting motor into operation. The cranking by hand serves to break solidified oil around the pistons.

**Ford Battery Charging.**

The Ford magneto can be used to charge a battery, provided a rectifier is placed in the line. The current from the Ford magneto is alternating and only direct current can be used in charging the battery, hence the need for the rectifier.

**POPULAR SERVICE MAN NAMED SALES MANAGER FOR FRANCIS.**

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Announcement was recently made of the appointment of J. D. McKay as sales manager of the Francis Motor Car company, authorized Ford dealer, at the corner of Grand and Hawthorne avenues. McKay, besides being active in automobile circles, is a prominent member of the American Legion, being adjutant of Portland post No. 1.

**Car Dealers and Garage Men**

We invite you while visiting the **Automobile Show** to use our offices for your convenience

**WIGGINS COMPANY (Incorporated)**  
Automotive Equipment  
Phone Bdwy. 277

Park and Couch Sts. "Close In"

**AUTO COURSES SHAPED**

**Y. M. C. A. MAKES FURTHER STANDARDIZATIONS.**

**Experts Preparing Data—Enrollment in 75 Automotive Schools Reported to Be 16,000.**

An automotive commission representing the Y. M. C. A. automobile schools of the United States, at a recent meeting in Detroit, decided upon the standardization of various courses including text material, laboratory manuals, job sheets and equipment, and decided many details concerning instruction.

L. G. Nichols, director of Oregon Institute of Technology, which conducts the automotive school at Sixth and Main streets, is chairman of the standardization commission. On his trip east he visited automotive and other technical schools, both Y. M. C. A. and private, at Denver, Kansas City, Chicago, St. Louis, Detroit and Minneapolis. He spent one week in Detroit where he met with five commissions which had been especially appointed by the board of governors of the United States Y. M. C. A. schools of North America to standardize various features of educational work. The commissions covered the fields of organization, administration, finance, accountancy schools, business administration schools, marketing, traffic, machine trades and automotive.

Concerning the work of the commissions Mr. Nichols said: "These men representing the automotive commission were in constant session, day and evening, for three days in Detroit and agreed upon the standardization of text material, laboratory manuals, job sheets, equipment, and many details concerning instruction on the following courses: Automobile mechanics, automobile electrical, storage battery repair, owners or drivers, tractor and stationary engine, radiator and fender repair and tire repair in the shop and on the road.

"Text and laboratory material and other standard data are now being prepared by experts in the employ of the schools in the following cities: Portland, Seattle, San Francisco, Los Angeles, Denver, St. Louis, St. Paul, Detroit, Cleveland, Washington, New York and Boston.

"During the past year the Y. M. C. A. automotive schools enrolled 16,000 different men. The central idea of these schools is to so train men that they will have a knowledge of the fundamentals in the instruction and operation of all types and parts of automobiles and to do this with a definite character background. I believe that the great need in industry today is not for more mechanics, but for men who believe that 'the profits most who serves best.'"

Three years ago when we started this standardization work there were 23 Y. M. C. A. automotive schools; today there are over 75."

**Grease Cups Easily Lost.**

It is remarkable what vibration will do in the way of loosening grease cups that have gone in stiffly and apparently been absolutely secure. Every lost grease cup means that some part of the mechanism is in danger. The safest remedy for this trouble is to employ a set of cups with lead caps.

In Canada, as a result of the rapid growth of agriculture in the Saskatchewan district, farmers spent \$5,500,000 for new tractors this year.



**The New SPECIAL-SIX**  
Series 22  
**\$1475**  
f. o. b. Detroit

**In the New Models Studebaker Again Establishes Its Right to Leadership!**

1921 is past. It was a Studebaker year. 1922 looms ahead—uncertain in most things, but as certain in one as tomorrow's sunrise. *It will be a Studebaker year.*

For the new models continue the intrinsic values that made 1921 a Studebaker year, PLUS the refinements suggested by another year of fine motor car building.

Beautiful new bodies have been designed and built complete by Studebaker.

Refinements have been made in equipment features that add to the comfort and the convenience of driver and passenger.

Refinements have been made in mechanical details that make driving easier and the shifting of gears an operation as silent as it is simple.

We are certain that the new models will maintain Studebaker leadership. We KNOW that you will be interested in them. We urge you to see them at the Automobile Show this week.

**Look for These Features in the New Special-Six at the Show**

28-H. P., 116½-inch motor with detachable head  
Innovative transmission  
Improved clutch makes the shifting of gears unusually quiet and easy  
Five passenger capacity  
New body of unusual roominess, built complete by Studebaker finished in a deep, rich blue with redwood trim which makes it even more beautiful than last year's model  
Large beveled plate glass window in rear of finely tailored top  
Cool ventilator controlled from dash  
Genuine leather upholstery  
Instruments, including 8-day clock, attractively grouped on dash  
Bullet-tight hood Yale transmission lock, ignition lock and lock on tool compartment in left front door—operated with same key  
Parking lights in lower corners of one-piece rain-proof windshield  
Windshield wiper  
Convenient tonneau extension light  
22½-inch cord tires

**Studebaker Corporation of America**  
Studebaker Building  
TENTH AND GLISAN STS.  
**THIS IS A STUDEBAKER YEAR**

**NEW WILLS PRICES SET**

**SUBSTANTIAL SUM CUT FROM PRICE OF "GRAY GOOSE."**

New Wills Sainte Claire Schedule Received by C. C. Fagan, Local Dealer.

C. H. Wills & Co. of Marysville, Mich., has announced a sharp reduction in price on all models, both open and enclosed, of the Wills Sainte Claire 8-cylinder car, designed by C. Harold Wills, according to word received last week by C. C. Fagan company, local distributor.

The new prices for the "flying gray goose" have already gone into effect.

The five-passenger touring car has been reduced by \$100 and the new prices save the purchaser of the roadster a like amount. Still greater reductions have been made in the prices of the enclosed models, \$475 having been lopped off the coupe, one of the most popular models of the Wills Sainte Claire line.

The new prices for the complete line, f. o. b. Marysville, Mich., are as follows: Touring car, \$2475; roadster, \$2475; coupe, \$2275; sedan, \$2475; imperial sedan, \$2575; town car, \$3550; limousine, \$3850.

Practically two-thirds of the states have adopted the graduated numericals on motor vehicle license plates.

**See Stephens Salient Six at the Auto Show**

**AUTOMOTIVE SALES CO.**  
MORRISON AT 14<sup>TH</sup>



**You Are Looking for Closed Car Comfort**

Equip your touring car with an Arcraft Top, complete with plate glass curtains that open with the door, built-in dome light, etc.

Your old car plus an Arcraft is cheaper than a new touring car

**Jennings Trimming and Top Shop**  
50 North Broadway Phone Broadway 3787

**Denby Motor Truck Company**  
**ANNOUNCE**  
**New Truck Prices**

	Old Price.	New Price.
¾-1¼ ton chassis.....	New	\$1735
1½-2 " " " ".....	2600	2425
2 " " " ".....	2900	2695
3 " " " ".....	3825	3625
4 " " " ".....	4950	4495
5 " " " ".....	5850	4895
7 " " " ".....	New	5545

¾ to 1¼-ton Speed Truck price includes pneumatic tires, electric lights and starter.

1½ to 2-ton chassis price includes pneumatic tires and electric lights.

**Denby Motor Truck Company**  
Portland Branch Tenth and Davis Streets

**OREGON QUALITY**

**ALLEN BROS. STORAGE BATTERIES**  
330 Flanders St., Near Broadway.

Manufacturers of Batteries and Battery Repair Material.

**REPAIRS GUARANTEED ON EVERY MAKE OF BATTERY.**

**SERVICE CAR.**  
Broadway 1073.