

CLOSED CAR SALES
EMERSON G. L. BOSS

**Demand Increased 300 Per
Cent Over Year Ago.**

COMPANY SETS RECORD

**Local Firm Delivers Five In-
closed Machines on Two
Different Days.**

It is only with exuberant enthusiasm that C. L. Boss of the C. L. Boss Automobile company talks about the present unprecedented demand for closed cars. Mr. Boss has reason for his enthusiasm, for on two different days his firm has delivered five closed cars to eager purchasers.

Mr. Boss' company is distributor for the Hudson and Essex. On Saturday, September 30, delivery of four Hudson coaches and one Essex coach was made. Again on Tuesday of the past week four Hudson sedans and one Hudson coupe were claimed by purchasers.

Commenting on the unusual demand his firm has encountered this fall for closed cars, Mr. Boss said it is 300 per cent ahead of the demand a year ago. It has developed so rapidly that the Hudson factory, at least, has been unable to keep up with orders. Neither has the Boss company been able, even by wiring to other sales along the coast, to obtain sedans and coaches fast enough for its needs.

By mid-week the firm had neither a Hudson sedan nor coach which the lighter closed car model on its floor, other than one of each retained as a demonstrator. Mr. Boss exhibited copies of telegrams he had sent to dealers and distributors up and down the coast in attempt to obtain extra sedans. From the coast dealers there came only the same familiar reply that they could not divert a single sedan to his firm.

From Salt Lake he did obtain the promise of two sedans. Even with these, his firm closed the month of September one sedan short of its allotment because of the unexpected rush at the factory.

It is due Mr. Boss and the Hudson factory management to present the two explanations that have bearing on the closed-car situation as they have encountered it. First, however, it may be well to state that other dealers handling closed cars have been highly pleased this fall with the increased business that is coming their way.

One of the slogans adopted by the Hudson people, according to Mr. Boss, is that of giving "a closed car at open car prices." This pertains to the coach. There is no denying that this slogan has about it a psychology which makes strong appeal, especially to prospective purchasers living in Oregon.

The second factor on which Mr. Boss dwells is the fact that the Hudson management, taking the cue from Henry Ford, some time ago determined that the price of the car should be reduced to the price of the car and the cutting of costs. This, he declared, has resulted in five price reductions to the purchaser since 1917. On the price of the sedan for illustration, now at \$2675 delivered, is said to be \$600 below the pre-war price.

Whenever his considerations enter into the matter, the fact remains that Mr. Boss enthusiastically pointed to photographs taken on last Tuesday and the preceding Saturday showing in each five closed cars sold to local purchasers.

With the photographs go the names of the purchasers. In the Saturday drive-away delivery those who acquired Hudson coaches were: Claude Starr, 294 Concord building; James L. Conley, 1108 Wilcox building; William Smith, 791 East Nineteenth street, and Mrs. J. H. Ordway, Linton, Or. At this time F. T. McMillan of Eugene, Or., claimed his new Essex coach.

In Tuesday's deliveries those who claimed Hudson sedans were: F. W. Leadbetter, 355 Park avenue; Dr. L. C. Roberts, 1450 Holladay street; Mrs. Charles J. McPherson, 1021 Quimby street, and Miss G. Eckstrom, Astoria, Or. In this delivery Mrs. Harry E. Coleman, 585 Overton street, took a Hudson coupe.

BEACH DRIVE RECOMMENDED
**Route That Avoids Sand in Lane
County Pointed Out.**

EUGENE, Oct. 7.—(Special.)—Possibilities of eliminating the six miles of difficult sandy road leading north from Florence in Lane county by using the highway in summer time are seen by J. W. McArthur, county bridge superintendent, who has just returned from a trip to that part of the county to look after bridge work. The several miles of sand which have spelled the summer drive up the coast from Florence may be avoided by driving first to the beach and then proceeding north, says Mr. McArthur. After the rains start in the fall the old road is generally in good condition.

The people of Florence have built a road from the town to the beach and Mr. McArthur said he traveled over it with ease to the water's edge, then up the beach for a number of miles to a point where the main road is only a few feet higher than the sea. He said that by planking the distance between the beach and the old road at this point a fine driveway could be developed.

The bridge superintendent said he found the coast highway along Hegetsca cape in good condition. This is a new piece of construction and will form a link in the Roosevelt highway. Improvements have been made on the road through the light-house grounds at the cape, also at Ten Mile, where the fire service is making a number of changes in the road.

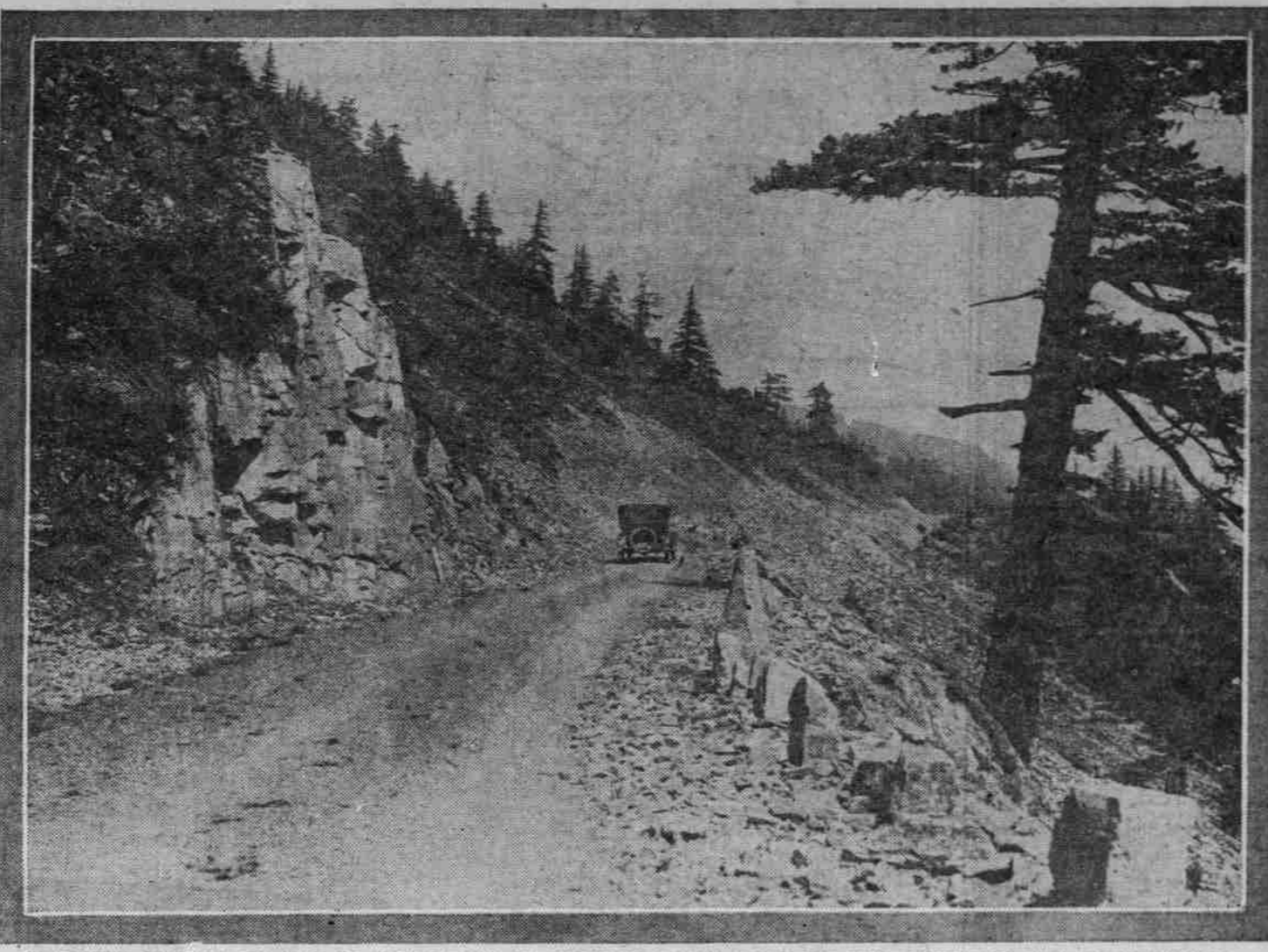
CHEVROLET ADDS FACTORIES
**Fisher Body Corporation Will Use
Part New Buildings.**

William S. Knudsen, vice-president of Chevrolet Motor company in charge of operations, has announced that work will be started at once on new buildings at Buffalo, N. Y., and Cincinnati, O. At Buffalo buildings will be erected at once with 400,000 square feet of space for the Chevrolet Motor Car company and 200,000 square feet for the Fisher Body corporation, both of which are subsidiaries of the General Motors corporation.

At Cincinnati, a suburb of Cincinnati, a new building with a factory space of 200,000 square feet for Chevrolet and 150,000 square feet for the Fisher Body-building corporation have been started.

The two new Chevrolet plants will employ 3200 men and the Fisher portions of the factories 2100.

NORTH BANK ROAD TO WHITE SALMON AGAIN OPEN, AFTER BEING CLOSED ALL SUMMER.



BEAUTIFUL SECTION OF ROAD UP NORTH BANK OF COLUMBIA RIVER, ROUNDING WIND MOUNTAIN, EAST OF STEVENSON.
Motorists wishing to go eastward over the North Bank road will find that highway open now all the way to White Salmon. During the summer the road eastward from Cooks and between that point and Underwood was closed by construction work, making it impossible to reach White Salmon without crossing the river to the Oregon side. This work, which consisted of widening the famous Cooks grade up the Little White Salmon canyon, was recently completed, however, and the highway is again open. The view shows one of the many scenic points along the North Bank road, this particular one being at Wind mountain, where the highway cuts closely to the river bank in the effort of getting around the giant bowlder formation at that point, which is quite similar to the Wind mountain formation on the Oregon side directly across the river.

BODIES DO NOT CHANGE

**NEW TYPE NOT DEMANDED
BY PUBLIC YET.**

**Nearly Every Model Is Descendant
of Carriage Body in
Vogue for Centuries.**

DETROIT, Oct. 7.—Of late much has been said and written of the need for standardized nomenclature in designating automobile body styles. Manufacturers, it is claimed, have given aliases and nom de plumes to recognized body types long known by names of original christening. Anything on four wheels, with the possible exception of a perambulator or a roller skates, needs to be seen to be recognized. Its cognomen, as applied by motor car manufacturers, fails to convey any sort of an accurate mind-picture of the vehicle. This finding is especially noticeable in the write-your-own-ticket nomenclature of closed cars.

E. W. Goodwin, one of the best-known automobile body designers in the country, places the blame for the industry who has made a life-long study of his work and at present consulting engineer of the body division of the Maxwell Motor corporation, points out that almost every motor car type known today is a direct descendant of some carriage body in vogue for centuries. A few bodies entirely new in conception may have been introduced in recent years, but these variations have not proved of much practical value, and accordingly have failed to survive in popular favor.

"Carriage bodies, as known before the day of the automobile, were the result of centuries of development," Mr. Goodwin states. "Often these vehicles were of simple, somewhat laborate design, depending upon the transportation requirements of the owner and his position in society."

"It was perfectly natural, when the automobile was introduced, that the body types should follow identically those of the horse-drawn vehicles. Soon it was found, however, that the automobile demanded a body of sterner, more durable construction, due to the great mileage made possible by the motor and the greater speed."

"The need for quantity production likewise influenced changes in design and manufacturing methods. In less than 25 years the art of body building progressed in far greater measure than it had in several previous centuries. Appearance was bettered, construction improved, production methods greatly advanced, but the body as a type—determined by passenger-carrying capacity, number of passenger compartments and the extent of side and overhead protection to passengers—has known no new developments."

A brougham is as truly a brougham today as was Lord Brougham's famous carriage; a landaulet is as certainly a landaulet as those vehicles which were originated in the city of London. Their names may have changed, but not their types.

"Neither has there been any deviation in the aims and purposes of coach builders throughout the years. Always development has been toward greater utility and service. Finer, more complete luxury and

DAVIS' DELIVERIES OF CLOSED CARS MADE BY C. L. BOSS AUTOMOBILE COMPANY.



FOUR HUDSON SEDANS AND A COUPE CLAIMED BY BUYERS LAST TUESDAY.

**COMFORT WITHOUT EXTRAVAGANCE. MOTOR
BODY BUILDERS HAVE ADHERED TO
THIS THOUGHT. EVERY RESOURCE OF
ENGINEERING AND EVERY FACILITY OF
MANUFACTURE HAVE BEEN EXERCISED
TO MEET THE PUBLIC DEMAND FOR STURDY,
RELIABLE VEHICLES OF BEAUTY AND
SIMPLE LUXURY.**

"It is possible that some morning we will awaken to behold some basically new body style—but not until the requirements of motorists insist upon a fundamental change. In the meantime body builders may continue to christen their products according to their fancy, refinements may be made more complete—but it remains a fact that bodies have not changed in type, nor has the public demand which inspired those types."

COVER RUST SPOTS.

To prevent rust and decay, a small can of quick-drying black enamel should be added to the equipment of the car. Cover every spot as it becomes damaged. All rust should first be removed by sanding before applying the paint.

LAKE ROAD UNDER WAY

**CASTLE LAKE TO BE ACCESSIBLE
TO TOURISTS.**

**Resort May Be Reached Within
Hour From Sisson, Cal.; Camp
Site Is to Be Laid Out.**

SISSON, Cal., Oct. 7.—Castle lake is being made accessible to the tourist by the Siskiyou board of supervisors and the Sisson chamber of commerce.

A new road is now under construction and shortly automobile parties may go to the lake shore from Sisson within an hour. On July 4 this year Miss Mary Britton gave to the government this beautiful lake and 300 acres as a memorial to her brother, the late John Britton of San Francisco. The property now is under the supervision of the Siska national forest. Forest trails are being built on this property.

A ten-foot trail around the edge of the lake is being built which will allow fishermen to fish without hindrance.

A government landscape gardener will lay out a camp site and the government will spend some money in improving the camp. The local chamber of commerce also will spend some money in making it attractive to the tourists.

In years gone by many people have visited the lake on horseback, and it has been only the past two years that automobiles have been able to make the climb. Two years ago the people of Sisson raised a large sum of money to build a road, so a moving picture company could take the picture, "The Barbarian," at the lake.

The lake is about 3000 feet altitude and is one of the best fishing places in northern California. The local people have planted thousands of trout fry there in the past several years, and there will be a large number put in the lake this year.

The lake is about one mile long and three-quarters of a mile wide, and is bordered by Castle Crags on the south. In the winter it is entirely frozen over.

SAFETY RULES ARE GIVEN

**Pennsylvania Road, With Splendid
Record, Advises Drivers.**

Joining the nation-wide safety campaign to reduce the hazards of

NON-STOP RUN IS LONG

**WILLYS-KNIGHT COMPLETES
5200 MILES.**

**Car's Endurance and Economy
Proved by Test in Mountainous
Country.**

BOSTON, Oct. 7.—Completing within ten days' time what is generally a season's run for the average motorist, a Willys-Knight touring car has just concluded a 5200-mile non-stop, endurance-economy run of that distance without a repair of any character and without even a puncture.

This test, made in the rugged mountainous country of northern New Hampshire by the Boston branch of the Willys-Overland company as a demonstration of the car's endurance and economy, is attested to by representatives of the various Boston newspapers and other persons who were passengers at various stages during the trip.

No less than 50 different passenger roads in the car during the test, and as many as 20 different drivers were at the wheel.

While the passengers slept during the night stops, the motor purred steadily on in front of the hotel where they were stopping, one of the drivers and an official observer staying with the car to attest to this fact.

The car never missed a single explosion in the 5200 miles and at the end of the run climbed Mount Washington, New Hampshire, to the extreme top, 6300 feet above sea level, one of the steepest hills in that section, covering the eight-mile ascent in 42 minutes. The road is a private road if it can be termed a road at all.

Photographs of the trip bear testimony of the condition of some of the roads traversed. In many places, the grade was 15 feet to the 100 and traction poor.

Much of the route lay through city traffic in Boston at low speed, then over tortuous mountain roads and various altitudes. Yet despite all the hardships among which were some very heavy rains, the motor required no mechanical attention whatsoever. Gasoline consumption for the trip averaged 31 miles and a fraction to the gallon, 560 miles to the quart.

As the greater part of the Cleveland plant is devoted to Chevrolet production, this will make a total of three plants with a joint floor area of over 3,000,000 square feet.

In addition to these three manufacturing plants, six new plants are in process of construction, for the sole purpose of assembling, painting and trimming bodies for the superior Chevrolet models.

These assembly plants will be operated in part by the Fisher Body Ohio company of Cleveland, O., and in part by the Fisher Body St. Louis company of St. Louis, Mo. The same

ASSEMBLING TO EXPAND

**THREE PLANTS TO PUT UP
CHEVROLET BODIES.**

**15,000 Persons Will Be Employed
in Meeting Demand
for Closed Cars.**

DETROIT, Mich., Oct. 7.—Fred J. Fisher, president of the Fisher Body corporation of this city, today announces an expansion programme involving assembly plants at six points in the United States, aggregating more than one and a half million square feet of additional floor space, which will be devoted exclusively to the manufacture of closed bodies for Chevrolet.

The corporation, through a newly organized subsidiary, the Fisher Body St. Louis company, has taken over the large General Motors Buick plant in St. Louis, which will be devoted exclusively to the manufacture of closed bodies for Chevrolet.

This announcement follows closely upon the acquisition of the O. J. Beaudette company at Pontiac, Mich., which will be devoted exclusively to the production of open bodies for the Chevrolet.

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**DODGE BROTHERS
BUSINESS SEDAN**

With this car, Dodge Brothers have literally created a new type of sedan.

They have combined open car ruggedness with closed car protection and smartness.

They have demonstrated, once for all, that a sedan can be as practical and almost as inexpensive as an open touring car.

The body is built of hand-welded steel because steel is sturdy, and will take a permanent, oven-baked finish, eliminating forever the cost of repainting.

The seats are upholstered in attractive, genuine Spanish blue leather, because leather will wash and wear.

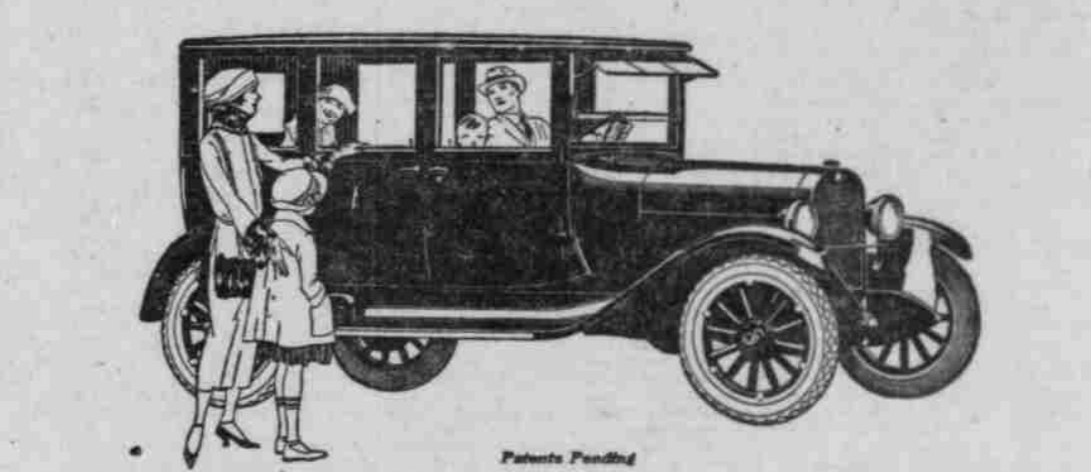
To further enlarge the car's usefulness, the rear seat, back and side cushions, seat frame and foot rest are quickly removable, giving sixty-four cubic feet of flat loading space in the rear compartment. The manifold uses made possible by this unique feature are readily imagined.

The top and rear quarters are of non-rumble, fabric construction, conforming with the present attractive vogue. From cord tires to curtain cords, the fittings, inside and out, are distinctive and complete.

In fact, every detail of the car emphasizes its striking adaptability to business as well as social use.

The price is \$1465.00 delivered.

Braley, Graham & Child, Inc.
Eleventh at Burnside.
Phone Broadway 5281.



Patents Pending

assembly plants to be located at Flint, Mich.; Buffalo, N. Y., and Cincinnati, O., are to be under the supervision and operation of Fisher Body Ohio company and those at Oakland, Cal., and Janesville, Wis., together with the plant at St. Louis, will be operated as the Fisher Body St. Louis company.

In an interview Mr. Fisher stated: "The tremendous growth in the demand for closed cars has compelled us to open plants adjoining the various Chevrolet assembly plants in order to give the Chevrolet much better service and enable us to turn our finished product over to them in perfect condition and at the same time avail ourselves of all of the manufacturing economy that result from such plan of operation."

"These new plants will employ upwards of 15,000 people and will unquestionably tend to improve industrial conditions of the various centers. To indicate what this tremendous growth and demand for closed cars has been, it might state that with the completion of these additional plants by January 1 we will be able to meet the demand of upward of 1000 Chevrolet closed bodies per day."

Report accidents promptly.

**SPECIAL
THIS BRAND NEW**

Premier Roadster
Fully Equipped, Six Cord Tires, Magnetic Electric Gear Shift, Two Spot Lights,
\$2498
Terms or Late Model Light Car Accepted in Trade

Premier Sales Co.
Ninth and Couch Sts.
Open Sunday. Bdwy. 0564

2099—1918 Maxwell touring \$150
2098—1919 Maxwell touring \$190
2095—1919 Chandler touring \$550
1904—1918 Winton touring \$385
2080—1921 Maxwell touring \$475
1908—1914 Franklin touring \$275
2084—Samson truck \$465
2074—Model 85 Overland 4. \$145
1940—1921 Chalmers sport. \$925
1785—1919 Chev'lt, 5-pass. \$225
1956—1918 Chalmers 5-pass. \$275
1947—1920 Ford, 5-pass. \$325
1928—1920 Maxwell, 5-pass. \$325
2010—1918 Chev., OW top. \$275
1728—1919 Dodge, touring. \$500
1971—1920 Franklin, tour. \$1150
2022—1918 Buick, touring... \$425
1780—1918 Overland 6 tour. \$390
2048—1918 Overland, C. C. \$285
2046—1912 Cadillac, touring \$125
2105—1922 Ford, sedan \$525
2066—1920 type Dodge, rds. \$545
2059—1920 Ford, coupe \$450
2062—1917 Oakland, tour. \$275

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Broadway 6244

Auto Accessories, Equipment and Parts

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CROUDE COMPOUND
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**ALEMITE
lubricant**



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