

OLDSMOBILE FIRM OPENS SHOWROOMS

Tastefully Finished Display Rooms
of Local Company Opened to
Public at Couch and Broadway.

The Oldsmobile company of Oregon recently opened to the public its newly decorated show rooms at Broadway and Couch streets, displaying to the motor row one of the best planned and at the same time one of the tastefully finished show rooms in the city.

The building occupied by this company has been leased by them for a term of years, and it is expected that further finishing touches will be made as far as possible to their quarters from time to time.

The office arrangement, which is not visible to the casual visitor, lends an air of efficiency to the headquarters of the Oldsmobile company that blends perfectly with the outer effect of the display space. They are built up on a balcony, or mezzanine floor, giving more space for the arrangement of cars and the distributing of room for parts and service.

The appearance of the show room is greatly added to by the high wainscoting effect, topped with the border of ground glass. The walls are painted white, and palm and ferns, together with attractive office furniture, will be arranged to form a perfect background for sales.

The main show room is lighted by the large windows, facing both on Broadway and on Couch streets, and aside from merely furnishing the convenience of light, allow the passerby to see at a glance the variety of the display.

The quarters of the Oldsmobile company are a distinct addition to the appearance of the lower row, and form a part of the movement for the better and more attractive arrangement of space where motor cars are on display.



C. R. Godbey has taken a lease on the Fifth street garage and took possession January 1. Since signing up he has been on the job lining up the different firms in that location, with a view to corraling some few extra repair shops.

R. S. Hughes and Bruce Hollingsworth, who took over the management of the Studebaker service shop, at Eighth and Davis streets, are going after Studebaker business with all the pep of youth and the experience of old-timers. There doesn't even seem to have been time for the remodeling they started a month ago.

C. F. Fuller is not "Fuller" gloom in spite of the fact that his place was entered by thieves and coin of the republic removed from danger of being spent by him. He says that had he been at home he would have been running yet.

Webb & Cooper have bought out the garage end of the Albion Auto Engine works, and will run that section independently of the former owners. This gives the men of the engine works more time to worry about the more intricate portions of the power plant's delicate mechanism.

It will not be many days before some more new faces will appear on Union avenue. Freidle and Dressler's new garage is going up to 485 Union, and fast nearing completion. They have a number of jobs lined up against the time when they open their doors to the public. The partners seem to be rather fast on their feet.

Long & Silva's garage is undergoing extensive improvements, which will give them a chance to display their lines of accessories to better advantage. This company has long been one of the foremost in the garage and repair field is going after the accessory business.

Electric Systems Shown in Manual

Shop and garage men, as well as the average car owner, who would have a more intimate knowledge of the electrical systems of his own car and of other cars, find interesting data on starting, lighting and ignition systems in the new Service Manual recently published by the Service Engineering company of San Francisco, and which is distributed locally by W. R. Spence, 601 Beck building.

The manual furnishes the diagrams of all the principal electrical systems now used as standard equipment, together with explanations concerning their upkeep, adjustment and repair. In a great many cases the manual is more complete than is the literature distributed by the service stations themselves.

The possession of the manual, which is not confined to the subject of automobiles, but of all automotive equipment, together with tractors and train lighting systems, entitles private owner or professional man to the advisory services of the engineering department of the Service Engineering company, where a corps of engineers give their undivided attention to the subject. Samuel Payne Reed of San Francisco is the author of the volume.

Distribution Rights To United States Truck Are Secured

E. L. King, formerly with the Portland Taxicab company, announces that he has secured the distribution of United States Motor trucks, manufactured by the United States Motor Truck company, and has organized a firm under the name of the United States Motors company.

King is expecting the first shipment of the trucks about the middle of January. The Oregon distribution will be handled from 68 1/2 Broadway, where Mr. King has secured temporary quarters. The United States truck is said to be one of the most powerful carriers on the market, and is built in sizes from 1 1/2 tons to 5 tons capacity. The acquisition of this vehicle by the local industry will swell the great assortment of trucks now on hand, and in addition to other recent arrivals, will increase the display of heavy duty carriers at the Armory show to quite sizable proportions. King hopes to have the truck well known locally by the time the doors are open February 23, and is already planning his exhibit for that week.

WAR VETERAN HAS JOINED SALES FORCE



Merrill B. Moores, formerly a captain in the aviation corps overseas, who has just recently joined the sales force of the Manley Auto company, and who will handle sales of the Stearns-Knight.

Delegates Vote on Lewis County Bonds At Chehalis Feb. 7

Plans are under way for the big mass meeting in Chehalis February 7 of the representatives of the county, for the issuing of bonds for road paving in different parts of the county. J. D. Neville, secretary of the committees recently appointed to make plans for the meeting, has just issued the call for an election of delegates to the convention. The call provides for 406 delegates, to be selected on a basis of representation as secured at the late election. Each precinct is requested to hold a meeting a regular polling place January 17 to select the delegates apportioned to that precinct. The committee in charge of this work is composed of representative men from the different sections of the county. N. B. Coffman of Chehalis is chairman of the committee.

Big Bonuses Given By Ballou & Wright

The firm of Ballou & Wright is distributing, as a Christmas appreciation to their employees, over \$10,000 in bonuses of various amounts. The amount of each gift is based upon length of service and the amount customarily earned. One feature of the distribution is the fact that no person in the service of the firm is overlooked, regardless of the length of service, be it a month or 10 years.

BOILING POINT IS GOVERNMENT TEST

New Specifications Are Decided
Departure From Those in
Vogue Heretofore.

The new gasoline specifications for fuel for use by the government, which went into effect November 25, are a decided departure from the old specifications, and are made with the view of allowing refiners more leeway in the manufacture of their product, and are also an admission of increased carburetor efficiency. Under these specifications, if followed for commercial gasoline also, a greater percentage of the fuel may be extracted from a given quantity of crude petroleum.

The end point, or highest temperature at which the crude is allowed to vaporize for condensation, is raised to 437 degrees Fahrenheit, and the 90 per cent point, the temperature at which the greater portion of usable fuel has been distilled off, is raised to 374 degrees F. The 50 per cent point has been put in use to the exclusion of the reading at 45 per cent, and the temperature raised 8 degrees F.

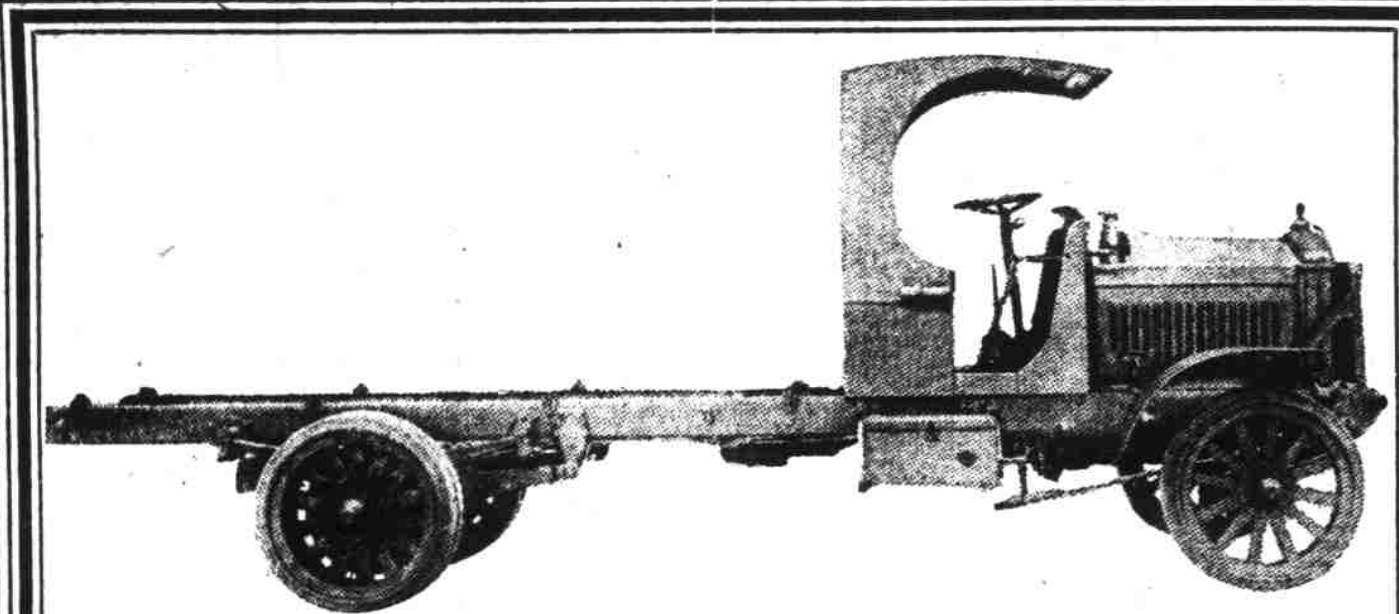
Together with these recommendations regarding gasoline, it has been determined to eliminate the gravity test from determining the quality of lubricating oils.

Chehalis Planning Big Bond Issue for Roads and Repairs

Chehalis, Wash., Jan. 10.—A committee of nine has been named by President St. John of the Chehalis Citizens' club, which was authorized at the big luncheon in Chehalis Monday noon. The committee is to secure data for use in attempting to put over a big Lewis county bond issue to build paved roads in the county, especially a paved road from the west boundary of the county to Lewis in eastern Lewis county.

A big mass meeting of the county representatives is to be held in Chehalis not later than the first week in February, at which meeting this committee is to report. The committee as named by President St. John includes B. H. Johnston and John Saunders of Centralia; N. B. Coffman and J. D. Neville of Chehalis; Ernest Childers of Lincoln Creek; George W. Orr of Dryad; J. A. Ullsh of Glenoma; W. A. H. Birley of Mossyrock; Dr. R. H. Campbell of Vader. This committee will meet December 30 in the grill room of the St. Helens hotel, at a luncheon, and complete organization by naming a chairman and secretary.

The distribution of the Commonwealth four for Clackamas county has been taken by the Farley Auto company of Oregon City. They have ordered 180 cars for the coming season, and according to H. W. Dennis, manager of the firm distributing the cars locally, they have backed their order with cold cash.



THE SELDEN "IN-BUILT-QUALITY" LINE OF MOTOR TRUCKS COMPRISES MODELS OF FOUR CAPACITIES—DESIGNED TO MEET EVERY HAULING REQUIREMENT

FOR LUMBERMEN—In your anticipation of an ideal lumber carrier there is built a Selden, of any capacity up to five tons, fully equipped, with late improved appliances that we would be pleased to tell you about. Extended wheel base is dominant feature.

FOR CONTRACTORS AND ROAD BUILDERS—We offer for your approval the Selden specially constructed steel body trucks of 3 1/2 to 5 tons' capacity with various unloading features.

FOR FUEL DEALERS—Every wood and coal man appreciates the fact that his requirements are many in a truck. Hard usage, the principal item, is overcome in the Selden by massive and powerful construction. Steel and Wood Dump Bodies of different capacities are built into the Selden.

FOR FARMERS AND GENERAL TRUCKING—Selden construction has long since passed the experimental stage. It embodies the results of years of experience in the manufacture of motor trucks, and a careful study of the haulage problems in every conceivable kind of business. The design and construction of SELDEN TRUCKS fully conform to commercial haulage need of the present time.

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Main Office 310 Railway Exchange Building

HOWARD BUTLER, Manager

Main 578

Portland, Oregon

PATENT AIR SPRING TO BE MADE HERE

L. I. Thompson, Inventor, Claims
Device Lengthens Life of
Car and Reduces Cost.

Through the Associated Industries of

Oregon comes the announcement that a new factory will be established in Portland in the near future by the Pacific Thompson Vehicle Spring corporation, of which Lewis L. Thompson, a local man, is the head and the inventor of the spring to be manufactured as the chief product.

There are two other air springs manufactured in the United States besides the one now covered by the Thompson patent, but the inventor claims for the local one that it makes use of a principle that lowers the cost and lengthens the life of the car, and will effect a saving of 25 per cent on tires and 10 per cent on gasoline.

"I believe the spring has at last attained the object so long sought by engineers," declared Mr. Thompson, "that

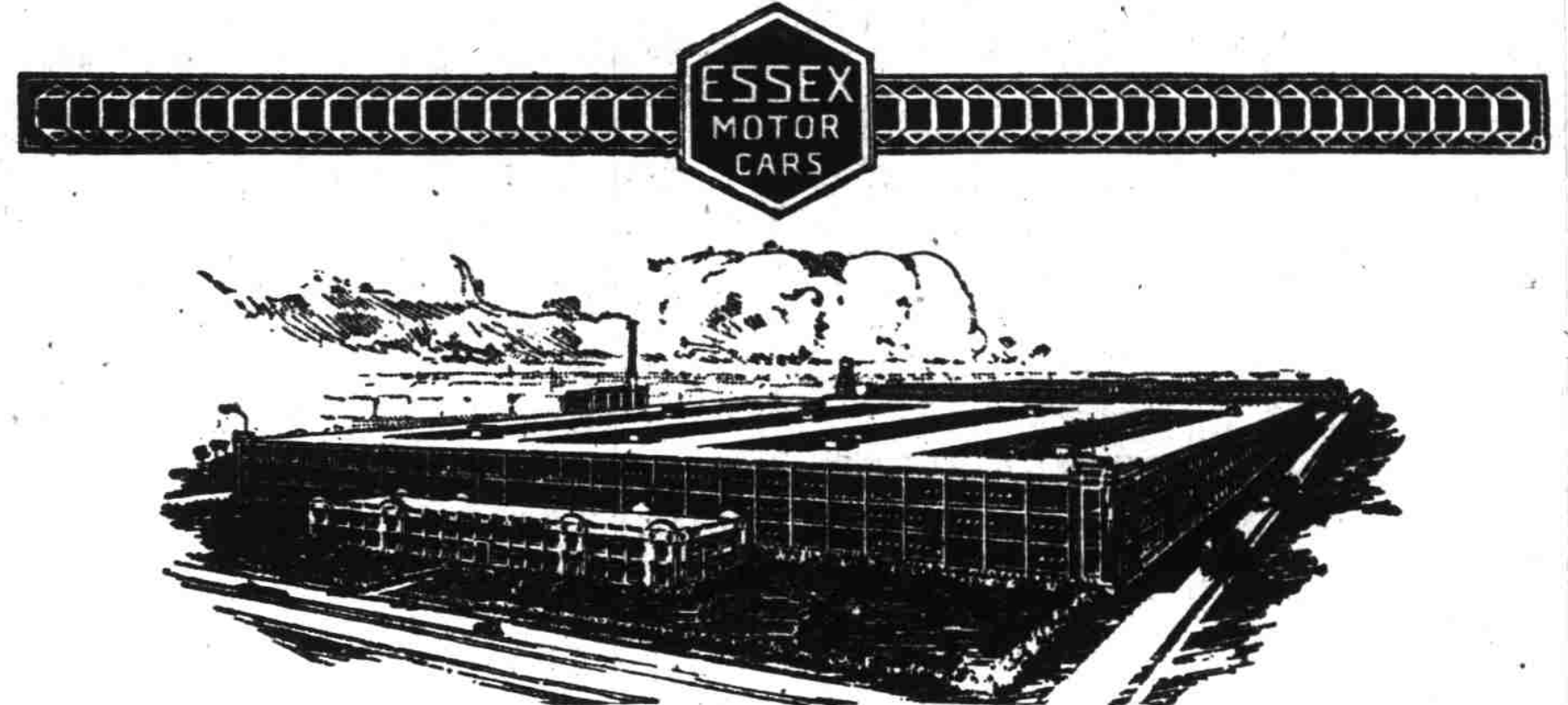
of serving as a double air cushion. It is adaptable to any automobile, a distinctive feature, and may be installed without cutting the frame."

The Eastern distributor of the spring will be the Times Square Auto Supply company of New York, a \$10,000,000 concern. A factory will also be established in the East, which in addition to the one in Portland, will supply the entire country with the product. The Portland plant will cater largely to Pacific coast trade.

Mr. Thompson intends to visit Europe during the early part of 1920 in order to develop territory and organize selling and distributing agencies in the British

Packard Auto Goes To Island of Guam

What is claimed to be a new long distance selling record was established when the Packard Motor Car company of Pittsburg shipped a 4 1/2-ton truck to the island of Guam. The truck, however, was purchased by the Pittsburgh-Des Moines Bridge company, which has a government contract on that island. Guam lies 6230 miles west of San Francisco, and is 30 miles long by six miles wide. The nearest service station is Honolulu or Japan, at both of which places are Packard shops.



Do You Know Hudson

But Through Sheer Merit Alone Essex Made
Its Thirty Million Dollar Sales Record

Builds the Essex?

Essex success has not been accidental. No one doubts its right to the position it holds.

On the Cincinnati Speedway, a stock chassis Essex set the world 50-hour endurance mark, of 3037 miles, under American Automobile Association supervision. Another stock Essex holds the unequalled 24-hour road mark of 1061 miles.

But how many know why Essex in its first year revealed qualities more mature, more evident of the influence of long experience, than is commonly found in cars even in their third and fourth year.

You will recall the Essex was announced one year ago without one word as to the identity of its builders. Not a claim was made for its performance.

You were asked to go look at it, take a ride and form your own opinion. The Essex was required to speak for itself.

Now that it has established itself, it is revealed why Essex has all the qualities of cars of long development.

Was Designed by Hudson Engineers

They conceived it as they developed the Super-Six. All they learned about endurance, they incorporated in the Essex.

They gave to the Essex the power that has made it famous in all quarters. Its speed is the result of what had been learned in making the Super-Six winner of all worth while speed records.

The Essex can never be all that the Super-Six is for they are totally different types.

But the Essex does bring quality and performance to a class field that was unknown.

The former owners of large costly cars that have adopted the Essex have not been Hudson users. They have come from other cars, cars that fall short of the Super-Six in all particulars save size and cost.

The Essex appeals to such users because of its nimbleness. They like the way its performance compares with that of the Super-Six. You can see this on every hand. The two cars in any community that are most prominent because of their performance ability are the Hudson Super-Six and the Essex.

Essex Did Not Need Hudson's Endorsement

Think of the advantages Essex has had. What ordinarily would have required years to perfect was made possible in the very first model.

That is why 20,000 are now running, why more than \$30,000,000.00 was paid for Essex cars in ten months.

You have not needed the Hudson endorsement to understand Essex performance.

Essex has won its own way. Hudson gave it full benefit of the experience of its engineers and the ability of its manufacturing organization. Its name was not needed.

Now Hudson takes the same pride in acknowledging its kinship to Essex that a father might in speaking of his son who on his own account had made good.

C. L. Boss Automobile Co.

615-617 Washington Street

Portland, Oregon

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with celluloid window with necessary tack or gimp stretched ready to slip over old top frame. Slight defects have been remedied.

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