

PLAYERS ADMIT OREGON SCENERY GRANDEST OF ALL

Elfrieda Wynne (Mrs. Weinstein)
Takes Fellow Orpheum Players
for Jant Up Columbia River.

"But just wait until you see the Columbia river highway," was the reply made by Elfrieda Wynne, Orpheum star, who in private life is Mrs. Elfrieda Heller Weinstein, formerly of Portland, to all the other Orpheum players when they exclaimed about the scenery along the side of the railroad on the way to Portland.

And the players could hardly wait. Mrs. Wynne gave them no peace, but told of the long, majestic sweeps of the mighty river coming down through the lordly hills that form the eastern bulwark of the Willamette valley, of the overhanging cliffs, the wind torn trees and the fleecy network of the many falls which seem to spring from the very sky itself. She told them of the beauty of the mountains when the rays of the sun fell on their white caps and of the guardian bulk of Mount Hood keeping watch over the valley.

And when the players came to Portland, the men and women—and the girls, too—who had listened to all these things from the time the last city before Portland had been left behind in the circuit, demanded that they be shown all these wonderful things. What could an enthusiastic Portlander do but make good?

And scenery is not the only thing possessed in and around Oregon's great city. Cars were needed, and the Portland dealers responded to the first call. All the machines the party needed for a run over the highway were at their call. Fred Houghton polished up a Moon sedan; Leroy Fields got down the Baby Grand sedan he reserves for gala occasions; "Doc" Denis figured that a Sayers six was just the thing to care for a few of the party; F. M. Leeston-Smith forgot the Studebaker Buick long enough to send up a big Studebaker six, piloted by Mrs. J. Lang, and the Oldsmobile company found it could spare an eight to help along the good work.

The merry party, 28 in all, left the Hellig about 9:30 Tuesday morning and spent four great hours on the run up the river, ably piloted by Mrs. Wynne.

Money makes the automobile go, and the automobile makes money go—and there you are.

ORPHEUM ACTORS SEE COLUMBIA HIGHWAY



Elfrieda Wynne (Mrs. Elfrieda Heller Weinstein, of Portland), who starred on the Orpheum bill last week, with her party of co-workers on the circuit, just before leaving the Hellig theatre on a sightseeing tour out the Columbia river highway last Tuesday morning. Mrs. Weinstein, a former resident of Portland, was hostess for the party. Mrs. Weinstein is standing next to the left end. A Moon sedan, Chevrolet sedan, Sayers Six, Studebaker Six and Oldsmobile Eight carried the merry throng over the scenic route.

HIGHWAY NEEDED IN LEWIS COUNTY

Business Interests Asked to Get
Together to Construct Road
East and West.

Centralla, Jan. 17.—"Business interests of every section of Lewis county must get in the harness and work together for a paved highway east and west across Lewis county until such a highway becomes an absolute reality," said Lee Proffitt, prominent Centralla merchant, following his return from Randle, in Eastern Lewis county. Never before, he declares, has there been such crying need for this road as at this time.

Randle, about 65 miles east of Chehalis and Centralla, is practically isolated from the rest of the county and from the outside world by road conditions.

On February 7, a county convention will be held in Centralla to discuss the possibilities of constructing a highway across the county.

CAMPAIGN FOR NEW MEMBERS IS BEGUN

Northwest Transportation Cham-
ber Headquarters in Corbett
Bldg.; F. A. Rasch President.

The Northwest Chamber of Transportation, which has recently become a thing of reality in the local commercial and carrying world, has located its headquarters in the Corbett building and has opened its books to receive members.

F. A. Rasch, commissioner of public service, is president of the chamber, with R. M. Dunton, executive secretary, in active charge of affairs. The other officers are L. J. Sparks, vice president; J. M. Parke, treasurer, and the following trustees: F. A. Rasch, L. J. Sparks, R. M. Dunton, J. M. Parke, A. C. Leutert, F. L. Gollehur and W. H. Warrens.

Following are the purposes of the organization, as announced in its platform:

1. To promote highway transportation.
2. To assist in the organization of complete transport facilities through the development of rail, water, highway and aerial transportation.
3. To coordinate the interests of existing transport facilities.
4. To study and propagate efficient methods of handling freight.
5. To standardize and unify cost keeping methods of automotive transportation.
6. To promote such legislative and regulatory measures as are deemed necessary and essential to the development of transportation compatible with public interests.
7. To promote the building and extension of a unified system of highways for military and commercial requirements.

8. To promote the standardization of highway markings and travel direction.

9. To establish and maintain current shipping information.

10. To consider such other matters relative to transportation as may at the discretion of the chamber be deemed consistent with the purpose of this organization.

SHOCK ABSORBERS

A. C. HAGESTAD has been appointed territory man for the Roberts Motor Car company, distributor of Republic trucks, to fill the vacancy caused by the appointment of H. I. Stoutmyer as manager of the Boise, Idaho, branch of the company. Hagestad was formerly with the J. A. Freeman & Son company, and also with the Moline Plow company. He is a man of wide experience in motor vehicles and is also thoroughly familiar with the nooks and crannies of the territory he will handle for the Roberts company.

Frank Atwell, manager of the local branch of the International Mack corporation, distributor of Mack trucks, is in San Francisco attending the sales conference of the Coast managers of the company. He left last Saturday night.

L. J. Kearns has been appointed sales manager of the D. C. Warren Motor Car company, distributor of Peerless, Velle, and Allen cars. Mr. Kearns has been for the past seven years sales manager of the Seattle branch of the Willys-Overland company.

Charles Menzies, who departed from

our midst some time ago to see how things are in the East, has returned to our fair city, and reports a most pleasurable pilgrimage. He visited several factories, and during his wanderings encountered Fred Vogler in Detroit. The president of the Northwest Auto company was headed, at that time, for New York, with the intention of coming back by way of Chicago and taking in the show there.

Paul Stalger, the Auto Sales company announced last week that his firm had sub-leased the garage and of their building at Ninth and Couch streets to Emerick & Verblake, and that the entire front of the building would be rearranged to care for Auburn sales and service.

GARAGE GOSSIP

The movement for the "better garage" finds J. L. Sneed of the Irvington Garage & Auto company at East Fifteenth and Broadway well in toward the lead. His new building, which has been grading the corner where the vacant lot used to present itself as an eyesore to the neighborhood, is kept in the best condition, and his method of merchandising his accessory lines by clever display seems to be in pretty good taste.

When W. H. Wiggs and Ira E. Cook bought the Leslie garage at 285 East Thirty-seventh street, they had no intention of keeping the Wolf from the door. Mr. Wolf turned the place over to the partners after the usual preliminaries, and now seems to have something else up his sleeve in the automobile line.

F. G. Krumm and Bert Williams, former owners of the Montavilla service station at East Eighty-second street and Base Line road, have sold to May & Haven, two old time Portlanders, who have been following other pursuits for the last few years.

C. C. Snyder, manager of the East Side branch of the Lewis E. Obye Motors company's activities, has the ability inclosed in his small stature to keep the several departments running in a well oiled condition. He not only looks after the selling of new cars, but has the used car department as well, to which is added the garage and repair departments, where most of the work for the two branches is done.

Doc Roller, look to your past laurels. The Lowrie garage, 507 Belmont street, is the scene for a series of wrestling bouts this cold weather. They stage 'em between jobs, and the man who nicks a fender of one of the nearby cars is disqualified as a professional.

"Yep, we can fix you up," is the answer always given to the customer by Chris Helck, who practices the garage trade at 991 Belmont street. His line is as full as that of any other man in the city. He has a bell that tells when a customer is calling, and some men who call to sell him merchandise declare it sounds like an alarm clock.

There is a report going the rounds to the effect that Axel Kildahl of the Lents garage is going to put up a sign "Stage Your Accidents Here—Fixum." He may have the right dope, telling them for the convenience of the damaged car. Why not stretch a rope across the road, Axel?

Maxwell is but another name for Quality

THE goodness, the efficiency, the quality in previous Maxwells created a demand for the current Maxwell which 100,000 cars (the number now being built) cannot satisfy.

This shows a rare liking for Maxwell; and the appreciation that every dollar devoted to its manufacture has been wisely expended.

Think what the making of 100,000 axles means, the making of 100,000 frames, 100,000 engines, 100,000 clutches, and 100,000 transmissions.

Think of the great saving that comes with the purchase of so many materials.

Consider the accuracy that follows as one after another

of 100,000 axles is constructed.

Consider the vast use of capital it requires to turn them out—300 a day.

Estimate the confidence the Maxwell executives had in the Post-War model to rest the future of the Maxwell name on a year's production like 100,000.

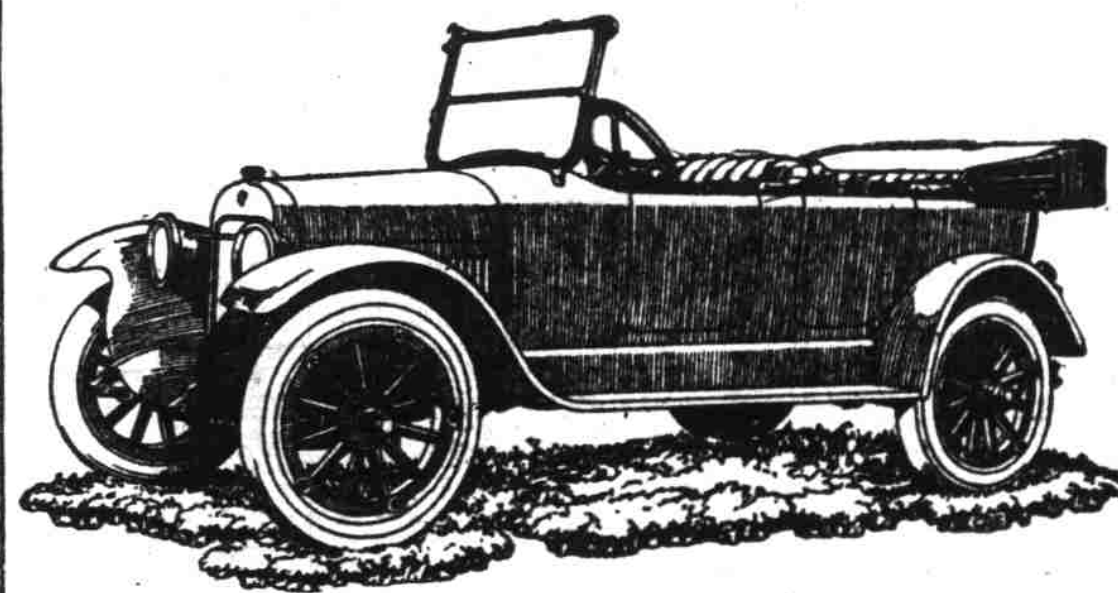
They knew; 300,000 previous Maxwells had told them; the public was their judge.

You can look for high engine efficiency, or merely comfort, or long mileage on gas and tires, or improvements the war developed, or style, or value—you'll find it in the Post-War Maxwell.

Factory advanced the price \$75.00 on January 15. We sell at the old price until February 1.

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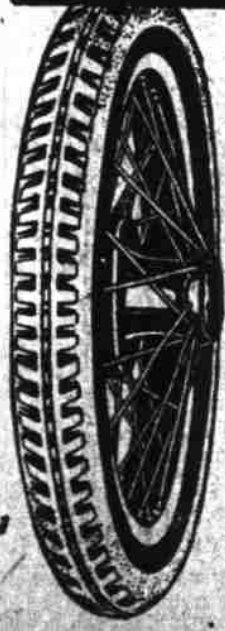
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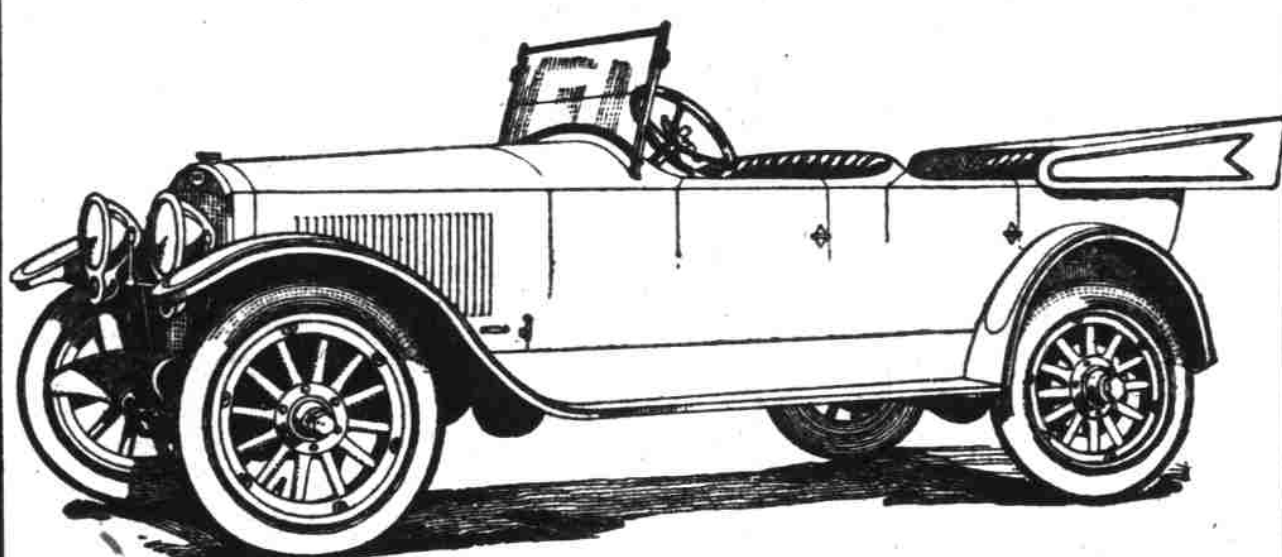
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34x4	\$10.25	38x5	\$14.55
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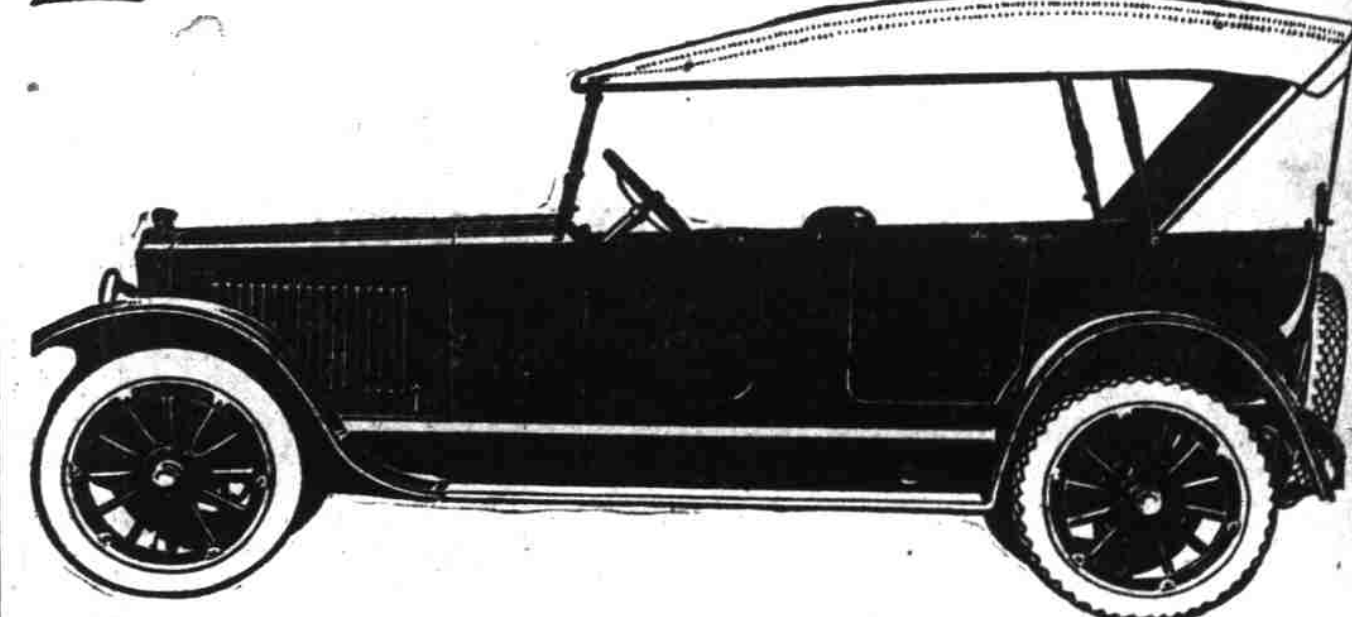
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