

Oregon Journal

THE SHOW AS AN INSPIRATION

The automobile show season is a season of inspiration for the men engaged in the automobile business, for it is at that season that they have a chance to take personal inventory of their ability to cope with what competition has to offer in the way of a rival product and to compare the other fellow's line with their own. By doing this, many ideas for carrying on a successful campaign for the ensuing year will be brought forth.

During show week the dealer has a chance to see his product in its best possible light. He has taken pains to see that the best he has to offer is displayed for the inspection of the public, and among the throngs that fill the place where the show is being held are scattered numbers of prospective customers. It depends upon him, his salesman, and his product, in greatest measure, to put his story and his idea over for the enlightenment and persuasion of those potential customers.

Many things come to a dealer's mind during show week, and schemes for the betterment of his business form a goodly proportion of the sum total. The live dealer takes note of these passing fancies, fostered by the atmosphere existing among the stalls and booths, and makes use of them in a practical way at the first opportunity. He may get a better notion than ever before how the fellow across the way does his work, and how the man from down-state puts his stuff across. Country dealers can still show the city fellows a thing or two about selling automobiles and trucks.

The period after the show may be consumed in embodying into the plans for the next 12 months these inspirations. That is where the perspiration part of the adage comes in. "The survival of the fittest" was never more true than when applied to the automotive industry, and whether a firm has its product on display in the show or not, the result is the same. It is the period of reconstruction, when the whole industry is on parade, and like a girl with a new beau, is doing its best to be as pleasing and as attractive as possible. The dealer who is most fit and makes the best impression through his product and his organization is the winner.

In planning for show week, even this far in advance, it would be time well spent if a systematic preparation for the "new year" after the show were begun.

Good Roads and Army Men

WHEN the question "What has the automobile done for the United States?" is asked, one of the answers will be: "It demonstrated to the people of the country the crying need for good roads."

"Roads," said an officer in the United States army, "are a distinct military investment."

The recent military tour of the army motor transport corps merely is one illustration of the country-wide movement that has culminated in official federal participation.

"The statement has frequently been made that the experiences of our soldiers in France have made active good roads advocates of every one of them," says the Lincoln Highway Bulletin. "The A. E. F. brought back some new notions as to what constituted proper connecting improved highways, and just how important these highways are to the economic, social and military problems of the nation."

That our army of occupation in Germany is learning some impressive lessons regarding the benefits of highway improvement even there is indicated by the following illuminating editorial recently published in the "Amorac News," the official organ of the American army of occupation at Coblenz:

"The most urgent necessity of our country is good roads—permanent roads which can be used 12 months in each year. The roads of America today are absolutely inadequate, inefficient, and antiquated. They are not designed to carry heavy traffic. It is a vital problem, this question of good roads, one which reaches down into the very foundation of our social and economic scheme of life, for roads are the clearing houses for the various states and the only means of free individual travel. Our national prosperity demands that this disadvantage of roads be overcome. This can only be done by proper and honest legislation, the enactment of which shall be placed in the hands of men who have passed the test in the construction and maintenance of highways."

The Northwest Chamber of Transportation seems to have taken a new lease on life. Now that the headquarters have been located and the books thrown open for membership, perhaps a number of the brethren will get busy and really figure out the great amount of good that would come from the intelligent administration of such an organization.

The steam shovels out at Forestry park look like they are going to chew up a big part of about the only parking place for tourists that the city boasts of, that is, of course, if the city can really boast of that tract as a parking place.

Foreign manufacturers remark that the reason the United States is getting ahead of them in their own field is because of their war handicap. But then we thought the fellows across the water claimed to have manufacture down to a fine point before the war started.

Some say that the automobile industry is in its infancy. Perhaps so. But we are then led to repeat that the hand that rocks the cradle comes mighty near running most of the affairs of the planet.

A big rubber company has just received enough rubber to supply the entire world for three years. Might put some of it by for the purpose of making the clauses of future constitutional amendments a trifle more elastic.

We have no way of obtaining the exact facts, but the feeling is strong that there will be some attention paid to the art of handling the wheel and brakes as a result of the drivers' licensing law. No person wants to have a car and not be considered fit to drive it in public.

They say that manufacturers of automobile bodies are following a natural tendency nowadays. If nature's lines run in curves, as it is said they do, the manufacturers are doing that very same.

JOURNAL'S AUTO DIRECTORY

BETHLEHEM TRUCKS Northwest Auto Co.
Electric Lights and Starter Distributors, Alder at 18th

Franklin offers more of "what you actually need in an automobile."
BRALY AUTO CO.
Main 4890, A-5881 19th and Washington Sts.

King "8" RUBIN MOTOR CAR CO.
Oregon, Washington, Idaho Distributors
Broadway and Hoyt. Phone Broadway 89
First Car in the U. S. Sold Complete, including license and 52 weeks of free service.

BROADWAY AT OAK
Mitchell, Lewis & Staver Co.
FIRST AND EAST MORRISON

We are Authorized Factory Representatives
UNITED MOTORS SERVICE, INC.
With a Stock of Genuine Parts for
DELCO, KLANON, REMY
Sunset Electric Co.
Eighth and Davis Streets, Broadway 126
HEADQUARTERS FOR ELECTRIC EQUIPMENT FOR AUTOS

RAINIER Worm Drive TRUCKS
SALES AND SERVICE
SERVICE GARAGE
351 First St. Phone Main 2417

TIRELESS WORKER WILL HEREFTER SELL TIRES



J. F. McCarthy

J. F. McCarthy, who was the guest of honor at a banquet recently at the time of severing his connections with the Associated Oil company, of this city, is now with the selling force of the Leavens & Howard company. Manager Parker of the Associated, Messrs. Leavens and Howard and a score of McCarthy's teammates were on hand to munch chicken and wish him luck at exchanging gas and oil for tires and wheels. McCarthy will handle Goodrich truck tires and Sewell cushion wheels, for which Leavens & Howard are the local distributors. He is well known in the local trade, and as one of the toasts had it, "A man who has been a tireless worker is now working to tire."



IMPOSSIBLE
"Teller says to me 'other day,' observed Silas Backfire, "that he found it sorter hard to feel sorry for a man that lost a \$15,000 car. May be hard for him, but I think it would be darn near impossible for me."

TIED
"Yep, life is full of ups and downs," said the automobile jack. "Right-o, and in some cases it is more true than in other," said the one that belonged to the man who made a habit of purchasing second hand tires."

SNAPSHOTS
A car calls for an original outlay of a considerable sum—in that way preventing senseless hoarding.

It gives a husband a chance to miss church—thereby increasing the number to be ultimately saved.

It presents a threatening men to the pedestrian—thereby demonstrating the value of quickness of thought and nimbleness of feet.

It enables the woman with one to look down on the woman without one—thus preventing undue modesty on the part of thousands of women.

It gives a boy a chance to swear in the presence of his father and get away with it—thereby proving to the pater beyond the shadow of a doubt that his boy has some real stuff in him.

It enables fast travel—which is fortunate for some and is unnecessary for others.

It causes some people to work who won't work in any other way—which is a good thing.

It calls for a little money now and then—which prevents the coin being spent in ways less beneficial.

It furnishes something to brag about—thereby saving the face of thousands of men and women who otherwise would not have a motif.

NOWADAYS
As the dealer of North Carolina said to the dealer of South Carolina: "It's a long time between shipments."

EXPLOSIONS
Gas explosions occur in three places—at least: the cylinder of any car, the New York subway and any political meeting.

LIGHT HUMOR
Not at all, Clarice. We have never heard of a man whose horn was out of order using a blow-torch to warn the vagrant pedestrian.

OPTIMISTIC
"Yes," said Silas Backfire. "My son Percy is a rather optimistic sort of a chap. He never runs down a pedestrian until he comes to him."

CRANK CASE
"What was the matter with that woman?" asked one doctor of another. "I heard her abusing you something terrible."

"Oh, just another crank case," said the doc with a mechanical mind.

"Weren't you taken by surprise when he proposed to you, dear?"

"Goodness, yes. Why, I hadn't even looked up his financial standing."—Boston Transcript.

EXIDE

STARTING AND LIGHTING

Batteries
LONGEST LIFE
MORE PUNCH

EXIDE SERVICE

THE STORAGE BATTERY CO.

348 COUCH ST. B.D.W.Y. 3048

STUDEBAKER HAS NEW SENSATION

"Bulldog" to Be Shown at Coming Auto Show Excites Curiosity.

John K. Leander, manager of the Studebaker Corporation of America, is finding much interest manifested in the Studebaker exhibit that will be part of the Oregon Motor Car company's display at the coming automobile show. The "Bulldog" is being paged from Vancouver to Tia Juana, according to Leander.

"In 1916 our 'Golden Chassis' was the sensation of the New York show. It was afterwards brought to Portland. This 'Golden Chassis' actually cost \$25,000 to produce," says Leander.

"In 1917 we again had the sensation of the New York show in the 'Golden Car.' This exhibit was particularly interesting to those attending the Portland show by virtue of the fact that this 'engine of war' had been of assistance to the allies."

"The 'Golden Chassis,' the 'Auxiliary Tank' and the 'Golden Car' are at present in the Studebaker museum in South Bend, Ind., along with the carriages that were used by General La Fayette, President Lincoln and General Grant."

"F. M. Leeston-Smith, manager of the Oregon Motor Car company, deserves credit in obtaining the Studebaker 'Bulldog' for the Portland show. I personally was aware of the obstacles that he overcame. There was strong pressure brought to bear by those interested in the Chicago show. These people were just few hours from South Bend and naturally they kept the executive offices of the Studebaker hot in their efforts to retain the 'Bulldog' for the Chicago show."

"F. M. Leeston-Smith is following the progress of the 'Bulldog' west. It is now somewhere in Wyoming. The last report showed that the 'Bulldog' had gone through on the 28th."

Liberty Plant Ready
Detroit—Liberty Motor Car company's new administration building was completed January 1 and completion of the factory additions will follow rapidly.

The new assembly plant is completed and in use together with the old building in the effort to speed up production to meet the increasing demand for cars.

Purchases Stage Route
Kelso, Wash., Jan. 31.—Jesse Bennett of this place has purchased William Jarvi's motor stage business between Kelso and Mt. Solo. The route serves the Inman-Poulsen and Eufaula company camps.

Keaton Tire and Rubber Co.
This illustrates the ordinary tire, the danger of skidding, and the damage of chains.

Used Car Show
THE USED CAR EXCHANGE
"Home of Used but Not Abused Cars"
15TH AND WASHINGTON

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Sixth and Main Sts., Portland, Oregon
Phone Main 3210
Oakland Los Angeles San Francisco Seattle

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Closed Model Cars Are Much in Favor And Demand Is Big

"While the closed type of motor car was some years ago regarded as a model for limited use," said H. W. Denis of the Denis Motors company, local distributor of Sayers Six, Jackson Six and Commonwealth Four motor cars, "the coupe and the sedan are rapidly attaining their rightful place on the list of models to be seriously considered by the man or woman in the market for a car."

"The advantages of a closed model are obvious. It may be adjusted to use at any season of the year. In summer the glass sides are easily lowered, or taken off, and the car has

all the good points of a model on the order of the touring car or the roadster. In winter or in rainy weather, ample protection is there for the asking, and the occupants of the closed car may at all times feel the comfort and security that wooden walls at home are wont to furnish."

"Oregon is an ideal country for the closed car," Denis continued, "for while we claim that Oregon rain does not wet us, still there are days when solid glass and wood are a distinct relief to driver and passengers."

"The coupe is an excellent model for business use, but the sedan is the more popular of the closed types, because of its roomy accommodations and convenience of arrangement. I am looking forward to the time when more than 50 per cent of the types turned out each year will be closed models."

McKenzie Route Logged
For the benefit of travelers up to the McKenzie bridge country, a road log has been prepared from Eugene past

McKenzie bridge to the Lane and Deschutes county line. This log, which was prepared by N. F. Macduff, supervisor of the Cascade national forest, will be published in pamphlet form to be issued for the benefit of tourists and campers in the Cascade national forest.

WHI Open Bids
February 18, at 2 p. m., has been set

by the Lewis county commissioners for opening bids for paving about five miles of road between Winlock and Cowarts, meeting the Pacific highway at the latter place. This road is to be paved under the amended Donahue road law, and this is the first improvement of this nature to be ready under this act.

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