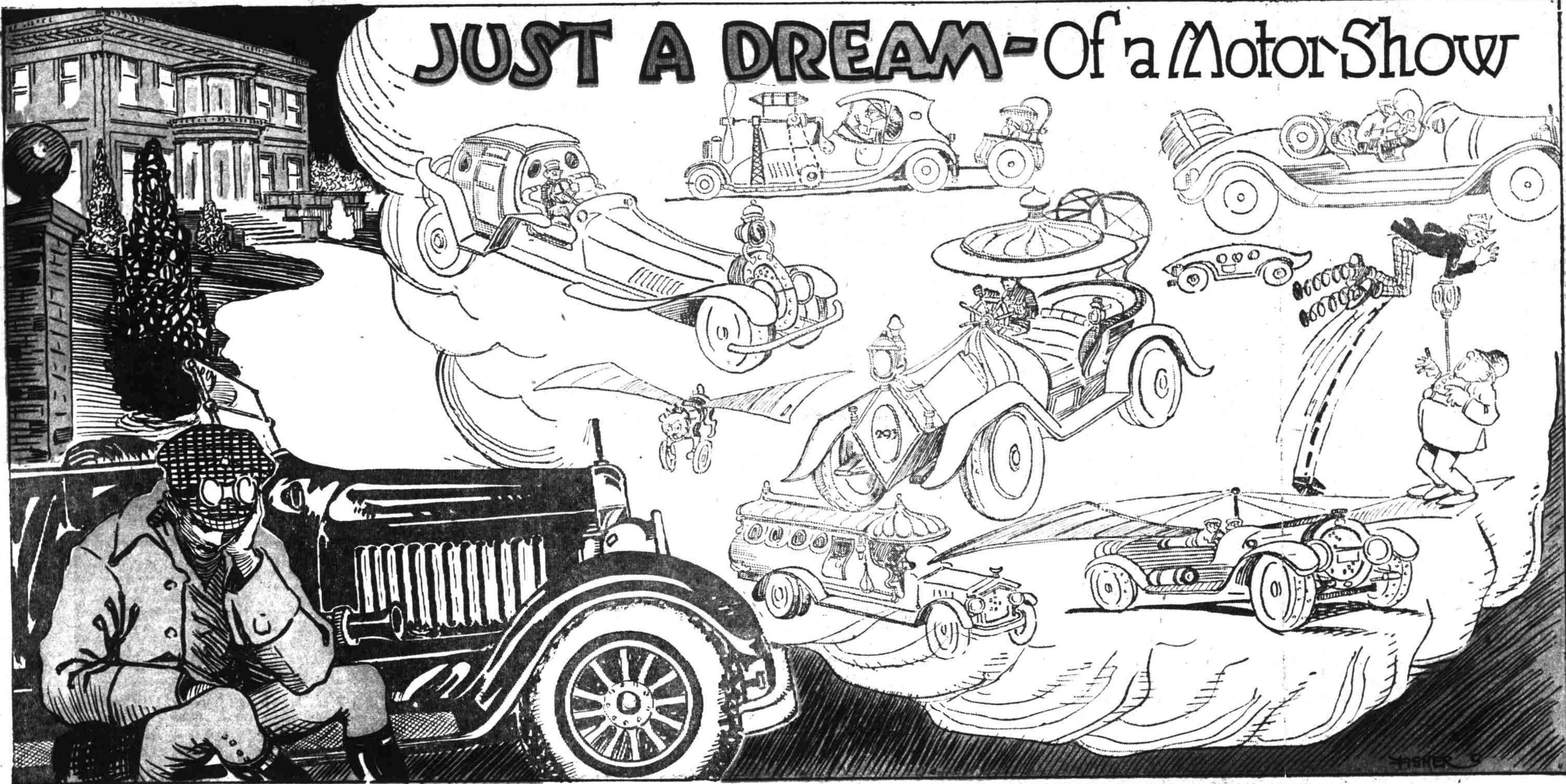


JUST A DREAM—Of a Motor Show



AUTO SUPPLY FIRM BUYS PROPERTY

Archer & Wiggins to Build on
Quarter Block at Park and
Couch Streets.

E. N. Wiggins of the firm of Archer & Wiggins, Sixth and Oak streets, distributors of automobile accessories and Diamond tires, announced last week that his brother, W. D. Wiggins, vice president of the firm, has purchased a quarter block at Park and Couch streets, where work on a new building will start immediately.

The building either will be two or three stories in height, and will be modern in every way. A systematic arrangement of accessories and tire supplies will add to the ease with which purchasing may be done at the new home, says Wiggins, and be in keeping with the careful planning of the structure.

This move to new and larger quarters is the result of rapid growth of this firm, which was organized in 1911, and which has increased its importance and enlarged its territory in the last nine years. Distinctly an Oregon firm, backed by Oregon capital, and one of the most enthusiastic champions of Oregon products, Oregon people have watched its growth with more than usual interest.

After moving into its new building, the concern will handle a wholesale trade only, and will specialize on Diamond tires and automotive accessories. "The accessory market needs to be developed," said E. N. Wiggins, "for there are many accessories that are as important to the owner of a car as many labor-saving devices are to the farmer or the householder anywhere. We will in all probability go in more strongly than ever before to show the motorists of Oregon and those calling in at the city on their way by, the value of having their cars equipped with all the 'comforts of home.'"

Raymond and South Bend Plan to Spend \$160,000 on Roads

Delegations from the Raymond and South Bend, Wash., Commercial clubs met with the county commissioners and discussed the matter of bonding the county for \$160,000 more to complete the road projects now on, and which cannot be completed with the money raised by the last bond issue on account of the increase in cost of material. The argument put up for the new bond issue was that the Carlson bill was passed, whereby the county would get a refund from the state of most of the \$160,000 if it were spent on the Ocean Beach highway, and if this county was to spend the money now it would be ready to claim the refund. This scheme put before the commissioners met with approval.

WHOLE CITY NOW IS DREAMING OF AUTOMOTIVE SHOW

ALL along the row, where the automobile talent of the city is wont to gather and discuss things pertaining to the industry, and to other things but only remotely connected with it, men meet other men and there follows a conversation that to the uninitiated outsider might seem to be wholly unimportant and savoring, indeed, of the talk of people not in possession of all their faculties. The words are loose-jointed, the minds of the talkers seem to be far away from what they are saying.

In homes in many parts of the city chatter about the doings of the day languishes early in the evening. The head of the family—it is presumed that the family has a head, be it male or female—brings out a mysterious magazine or a newspaper with a gaily decorated front page, whereon there are shown things that seem to delight the eye and warm the heart of all who behold them. There may follow—and usually does—a lengthy harangue from the one who seems to know all about it, sprinkled liberally with words of more or less technical accuracy.

In crowded offices, when the back of the boss is turned for a moment, heads will go together, and a whispering will go on between the men-folk and giggles, expressing enjoyment of some choice secret, emanate from the section devoted to the collective labors of the battery of stenographers. Pictures will be shown furtively, and opinions regarding this and that will be rife and widely scattered, and sometimes pertinent to the matter in hand. And should that dreaded being, the Boss, chance to pass by, he may pause for a look, and then go on his way smiling softly to himself.

What's in the air? Why does pa flinch when wife gets serious and mentions available cash and wonders what they could get "in exchange" on a certain article already in their possession? Office boys have a twinkle in their eyes when they catch the boss gazing pensively out of the window while his listless hand marks the place in a book he holds on his lap. Messenger boys have a keener eye for the things they pass without a glance at other times in the year.

What is it that seems to excite old and young, those able to buy and those who will, perhaps, never be able to buy? IT is but an idea now, but IT will soon be a reality.

And in the meantime, the city is rubbing its eyes, ready to turn over for another nap—and to dream of the automobile show.

The Ice Palace, the scene of many a snappy game of ice hockey, and the place where the automobile show of last year was held in state, will soon be the center of attraction for the people of this section of these United States.

There are 77 makes of cars represented on the local row, and every one of them—or nearly every one—will be there in its finest polish, ready for the inspection of that ultimate critic—The Public.

And in the Armory, the scene of many a gallant drill when the echoing feet of the national guard tread its polished floorings, the truck show will invite the visits of those who appreciate, or would like to appreciate, beauty that is but a veneer for solid strength. Twenty thousand square feet of floor space will be devoted to the exhibition of the 50 trucks represented locally—the largest number of trucks that will be displayed on the coast.

And the motorist's dream? Satiated with information obtained from the papers and pamphlets, he, or she, for the female of the species is more violently afflicted with the bug than the male, will give the pillow a punch and go off into dreamland where fantastic shapes, gas-driven, will flit about, now lighting and apparently there to be picked like fruit or slapped to the floor like flies; now off again before the clutching hand of the dreamer can close on their graceful shapes.

Figures that shimmer and dance before the drugged eyes of the dreamer, shapes that flit their graceful curves and wave their wings in preparation for another flight. And then the awakening—and more pictures, more pamphlets, more magazines—and finally the show itself.

Who are the dreamers, Mr. Motorist? You're one, and you will see the rest of the fraternity at the show when you pay your visit.

PORTLAND PICKED FOR WILLARD MEET

This City's Central Location Results in Gathering of Northwest
Battery Men Coming Here.

Charles S. Harper, manager of the Portland Storage Battery company, local Willard distributors, announces that on February 19-20 the convention for all the service stations forming the Willard organization of the entire Pacific Northwest, will be held here at the Benson hotel.

H. S. Bentley, manager of sales promotion with headquarters at the Cleveland factory will be in Portland for the convention and will assist in bringing before the assembled service managers the plans drawn up for the development of Willard affairs in the Northwest. With Bentley will come S. E. Baldwin, Willard advertising manager, and S. W. Roth, manager of renewal sales at the Cleveland factory. E. Elmo Martin, efficiency expert, will also come to the city for the convention.

The purpose these men have in coming across country to Portland is to lay plans for a universal form of service to be rendered by every Willard station, and to introduce to the numerous service managers expected to attend the Willard factory the plan for handling batteries and battery repair.

This is the third great movement that has come to Portland in the last two weeks, and it is apparent, says Harper, that the Rose City is the logical distribution and executive point for the great territory lying north of the California line.

"The time has come," said Harper, "when the man who specializes in some particular pursuit is the man who will have the confidence of the people with whom he has to deal. The business man who still insists that there is room for the general practitioner is not supplied with a full grasp on the situation and is unfamiliar with the trend of modern times. Messrs. Baldwin, Roth and Martin are specialists in their lines, and their visit to the city at the time of the convention will mean a great deal not only to Willard service men but to the thousands who use Willard batteries."

"Portland is the logical center for this plan of ours, and as the plan is worked out in detail and the service stations more and more come into closer touch with each other and with the factory, there will be that many more eyes turned toward Portland. The convention promises to be a success in every way and should it be the success we believe it will, there is great likelihood that the Portland convention will become a fixed event to be held at regular and frequent intervals. Willard is doing this sort of thing all over the country, and it is merely one phase of their attitude toward the trend of the times."

It is Harper's plan to erect additional service station mainstays, to be known as Way Stations, to take care of the service to patrons. This will relieve the station at Ninth and Everett of a great deal of work. Skilled men will be put in charge of the work at the new stations, and battery users will obtain the same service they would at the central station.

Americanization Campaigns Start In Big Factories

Motor car concerns, like many other industries, have begun campaigns in their factories for the more complete Americanization of their employees. The recent propaganda, which has been found to be country-wide, for the promoting of anti-American societies and beliefs has caused them to fear for the loyalty of the men on their payrolls.

This Americanization campaign is not confined to merely instructing employees in the ideas and ideals of American citizenship, but also in offering them other material aid in controlling and carrying out their affairs.

The Templar Motors corporation of Cleveland, Ohio, is making an intensive survey of their organization with a view to affording the best possible aid in the most efficient manner.

The Goodyear Tire & Rubber company at Akron, Ohio, is pursuing a similar policy, and is holding the foreman of each department responsible for the success of the plan in addition to his regular work of pushing production. They have organized schools, departments where legal advice may be obtained free of charge, advice on investments, housing committee, and a complaint department, where all reasonable demands or needs of their employees may be taken care of. The Firestone Tire company is doing similar work.

All companies report that their success in progress in obtaining the confidence and cooperation of their employees has been most satisfactory, and that the operation of the schools has been well worth the time and trouble taken to start and keep them in efficient operation. In the majority of cases the men and women have been much benefited, and even greater efficiency in the work done may be seen.

Capacity of Roads Must Be Doubled to Meet Growing Needs

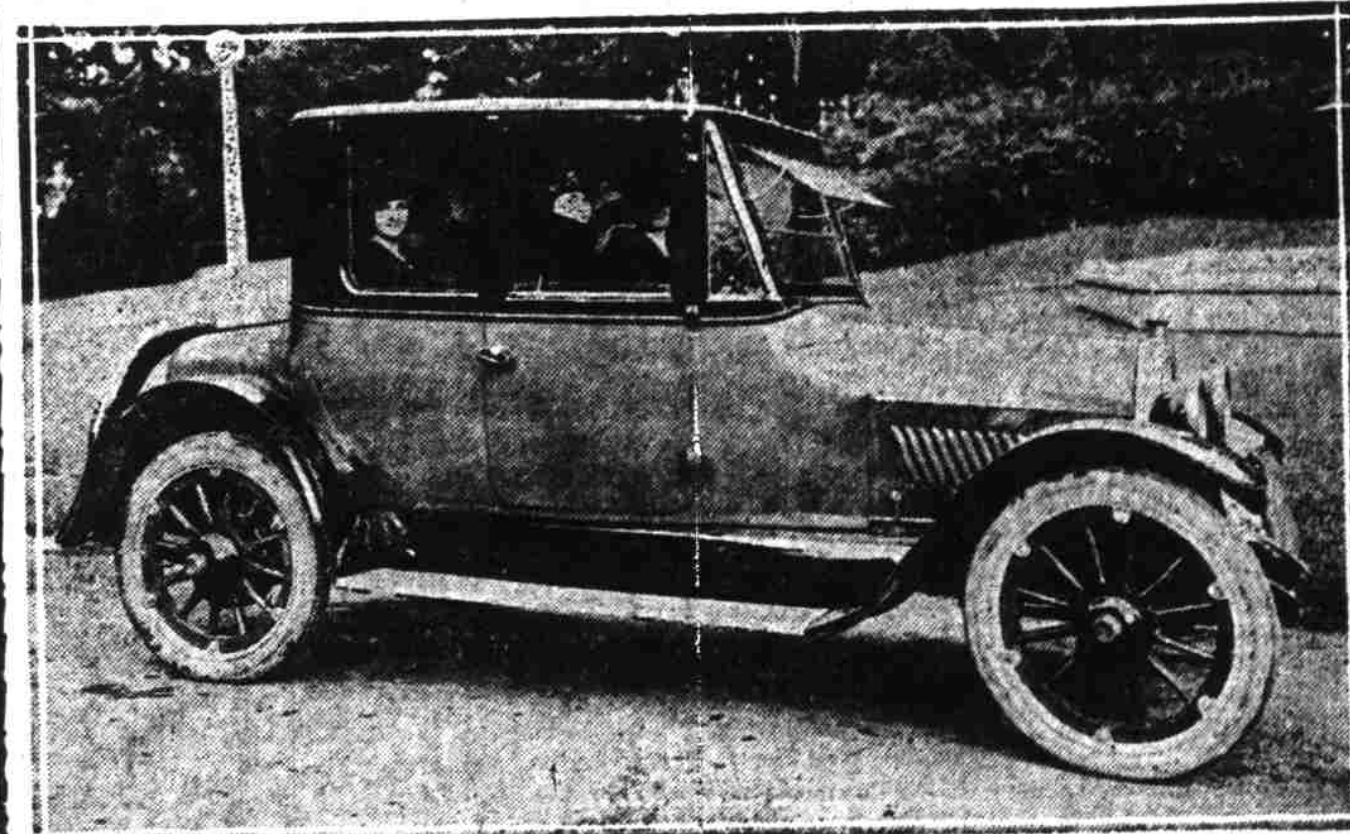
We are confronted with the problem of increasing the capacity of our highways. This must be doubled to meet the augmenting requirements of the next year or two. Engineers are wondering along what line this increase shall be provided. One suggestion is to double the width of the roads and increase first cost and maintenance 100 per cent. The most reasonable one is to provide a road of sufficient strength to carry vehicles of 100 per cent greater capacity for a given width of road, as the first cost of these strengthened roads would be only 10 to 20 per cent greater per mile than that of present inadequate highways. In view of the estimate that 50 per cent increase in hauling capacity gives a reduction of 15 per cent in transportation costs, the latter seems the wisest thing to do.

Will Cost \$2,000,000

The estimated cost of a Roosevelt memorial highway across Long Island is \$2,000,000. The proposed route will connect New York with Montauk point.

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