

PORTLAND DEALERS WHO WILL HAVE CARS DISPLAYED AT THE SHOW



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THIS IS CONFIDENTIAL--

"Say, did you hear that C. L. Boss offered to go back to Detroit to the 'Chalmers' factory to accompany the newest model Chalmers to the local show?"

"No. Is that so? Well, I did hear that Bill Wallingford got an awful kick out of the Chicago show. Somebody said it wasn't all from the show, and that he paid extra for the kick."

"How does he get that way? Funny thing happened today. Somebody told me that all of Fred Gogler's trips to the East are not in search of the fugitive automobile. I don't gossip, but—"

"Neither do I, but—Bob Robinson said that this year's jinks would be up to the one two years ago."

"Yea, speaking the links, I heard the truth today, when somebody said that Charlie Irwin took on a strong line when he took the agency for the Samson truck."

"You bet he did, but then I heard, too, that W. F. Stine, who recently went East didn't delay making arrangements for more cars for the coming season. He is going to make a Peoples record, he says."

"Zazoo! Did you hear that J. C. Oiler is going to ring in on a lot of sales after the show with his new Bell Four? Not only that, but J. H. Graham tried to get several Cases here for the show, but succeeded in getting only a quart. He didn't have room for it in his display space, so he's got it tucked away in his Scraper-Booth."

"You don't say? Do you mean to tell me that C. R. Reynolds says that it is going to be a Goodyear for A. B. Manley if he will grant his dealers all the cars they ask for in the coming National scramble for deliveries?"

"You bet I do, and the world knows that Howard 'Covey' ought to be called the Eastern star. That's where he spends most of his time, and then comes back with a car under each arm."

"You said it. But how does Will Singletary get that way? He's married and he still retains the single part of his name."

"He's just absent minded, but at that he's not as bad as Charlie Fagan, who opened a pint of hard cider in Portland one night and woke up in the Pierce-Arrow factory in Buffalo. They said he looked like the reverse side of the new nickel, all right."

"You tell 'em, I've got carbon in my tonsils. But C. W. Cornell sent us a photograph of one of his trucks with a colored man in the driver's seat, and had the nerve to autograph the back. With best wishes—from the White company."

"Well, that's got me beat. But did anybody tell you that Fred Houghton had taken the Moon out of the Milky Way and put it down on North Broad—"

"The last thing I heard before the second drink of grapefruit got me was that C. W. Pilchard was trying to get Ben W. Rubin to let him keep the King up at the Palace garage."

"You drink too much. Try mercury. Did you know that Harry Lyon had an order for every Paige in his sales book?"

"Nope, hadn't heard that; but did you note that G. F. Horn blew into town from the Apperson factory recently, loud in his praise of the new Apperson model?"

"Oh, the ideal! But Ed Cohen said that he is getting that firefighting apparatus to guard against his salesmen becoming too greatly fired with enthusiasm at the company's display at the truck show. He'll make S. V. W. Peters Nash his teeth."

"I'll say he will. Well, I can't stay here and chew the rubber radiator hose with you. The show is calling me, S'long!"

The Golden Rule Wins!



- No. 1—Exterior view of plant and part of the force.
No. 2—G. G. Gerber, "the radiator man," proprietor.
No. 3—Section of the radiator department.
No. 4—End view of one of the three bake enameling ovens.
No. 5—Shows a corner of the wheel repair department.
No. 6—Section of the fender manufacturing department.
No. 7—Small section of the wood-working department.

Do You Know---

That the passenger car show will be held at the Ice Palace, Nineteenth and Marshall streets?
That the Portland show is the largest and the best planned automobile show this side of Chicago?
That the show starts tomorrow?

Don't---

Don't drive your car with tires that are soft or not properly inflated, or you will be well started on the road to tire trouble, with the following results to your tires and your pocket-book:
Tire heating, which destroys the valuable chemical elements, necessary to both rubber and fabric.

One of Oregon's Most Substantial Business Concerns

An infant industry that was established three years ago on the basis of the GOLDEN RULE.

A NEW FEATURE

—Just inaugurated—especially for Truck Owners!

A NIGHT SERVICE (at day rates) FOR RADIATOR REPAIRS

—for the convenience of those who want to save the expense of laying-off their trucks in daytime.

Tear this out, as it contains reference information of value in emergencies.

Out-of-town work solicited and given prompt and careful attention.

—and now has grown to Big-Industry proportions—with an organization that is concerned only in making Satisfied Customers—that believes the best and quickest way to make them is with skilled, conscientious workmen determined to deliver on time to every customer the part or parts Repaired or Made New.

with a "Factory" finish and charged for on an actual time basis.

G. G. GERBER

"The Radiator Man"

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We specialize in the following Departments and generalize in every other Department of Sheet Metal or Woodwork for all makes of cars. Inquiries invited. Prompt attention to mail orders. Send specifications for estimates.

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Repairing radiators is our specialty. New and used radiators always in stock—all models, including trucks.

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—new Crown fenders made to order quickly for any car; large stock of used fenders for sale; repairing a specialty.

BODIES

—special equipment for repairing, remodeling or making new any model of stage, hotel, ambulance, touring, hearse, roadster, delivery or any kind of auto body.

PRITCHARD WIND DEFLECTORS

We are exclusive distributors for Multnomah county. Ask your dealer for prices for this indispensable accessory for all cars.

JACKSON CORES

—exclusive distributors for this famous radiator core: keeps cool in summer and is freeze-proof in coldest of winter weather.

GORDON-FORD RADIATORS

—exclusive distributors for this radiator and core: most efficient for Ford cars; non-freezing, better cooling and larger circulation.

WHEELS

—special machinery for promptly refilling, truing-up, repairing, cutting down, or making new. Out-of-town work solicited.

ENAMELING OVENS

—three of the largest ovens in the west—for enameling fenders, hoods, radiator shells, lamps and dust skirts.



"THE BULLDOG"

Meet me at the Studebaker Booth

Ice Palace Auto Show

I'll be there—so will you.