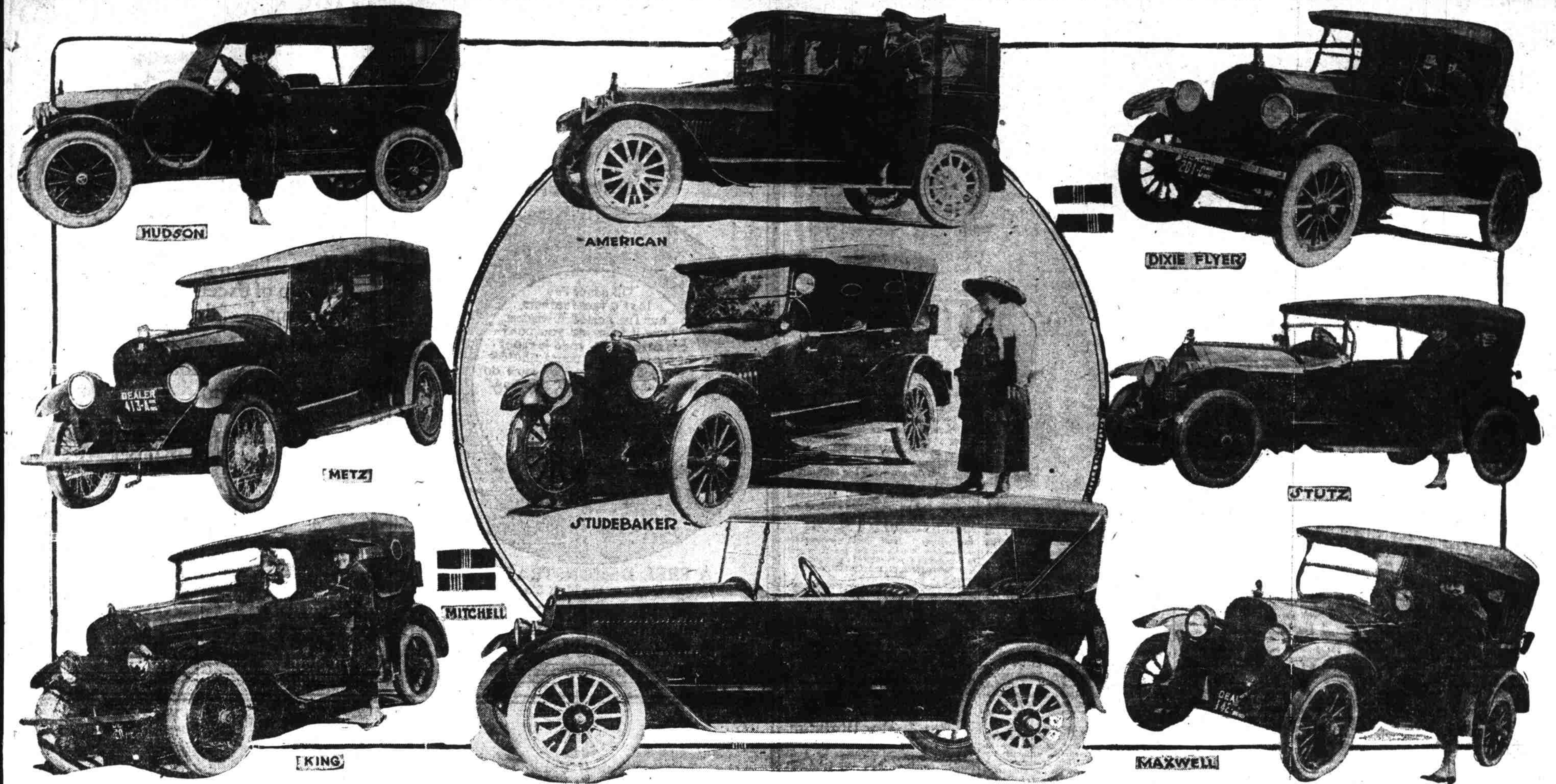


CAPACITY AND SERVICE MAKE THEIR APPEAL AT THE ICE PALACE



DISTRIBUTION OF TIRES DIFFICULT TASK FOR MAKERS

Firestone's Plan of Equal Distribution Gives Company Nine Millions Profit in Past Year.

Manufacturing tires is at this time one of the most intensive ways there is of putting in time, according to reports coming from many factories at Akron, Ohio, and elsewhere, but it has nothing on the marketing or actual selling of the tires. In these piping times of rush and hurry after the things that go on motor cars, or after the motor cars themselves, sales managers are greatly put to it, not particularly to sell their products, for tires are selling right along, but to so distribute their products that all parts of their consuming territory will be supplied, no matter how meagerly.

Dealers are all sanguine over the outlook, and report shipments of tires to be coming through with more speed than at any other time within the last few months.

In order to give the automotive public an idea of the immensity of the rubber products trade in tubes and casings at this time, a prominent rubber company made public at its last sales conference the approximate amount of business it has been doing.

GOAL IS REACHED

Firestone sales are now moving at a \$150,000,000 a year rate, and this figure is the goal set for the coming 12 months. It was announced on December 15 at the annual meeting of the stockholders of the big tire and rubber company at Akron. Reports showed sales for the year ending October 31 were \$391,078,513.50. This is an increase of 20 per cent, or \$15,277,008.51 over the previous year.

It was announced that the company will pay an extra dividend of \$2 per share to stockholders of record December 15 and that the directors looked forward to being able to put each quarterly dividend on that basis.

PROFITS FOR THE YEAR

Profits for the year, after allowing for depreciation and losses on bad accounts, were reported to be \$9,308,978.10. From this amount \$2,597,787.50 was paid during the year as dividends. The balance was placed to surplus, subject to corporation, income and profits tax accrued.

Thousands of employee stockholders overflowed the big auditorium at the employees' club house, where the meeting was held, to hear the annual reports, the president's message, and to vote for directors.

DIRECTORS AND OFFICERS

The directors named met the same day and after electing old officers, created three new vice presidencies, which were filled as follows: A. G. Partridge, vice president in charge of sales; J. W. Thomas, vice president in charge of manufacturing; Thomas Clements, vice president in charge of office and purchases. The officers reelected are H. S. Firestone, president; A. C. Miller, vice president and general counsel; S. G. Carkhuff, secretary, and J. G. Robertson, treasurer.

To Improve Mojave Road
Automobile travelers coming into California from Nevada via the Mojave will be glad to learn that the Kern county end of the road from Mojave south to

Los Angeles is surfaced with limestone. The chuckholes have been filled and a fairly good dirt road replaces the rutty, rocky stretch which was so condemned

by motorists last year.

First Race February 22
The American Automobile association championship distance races will start

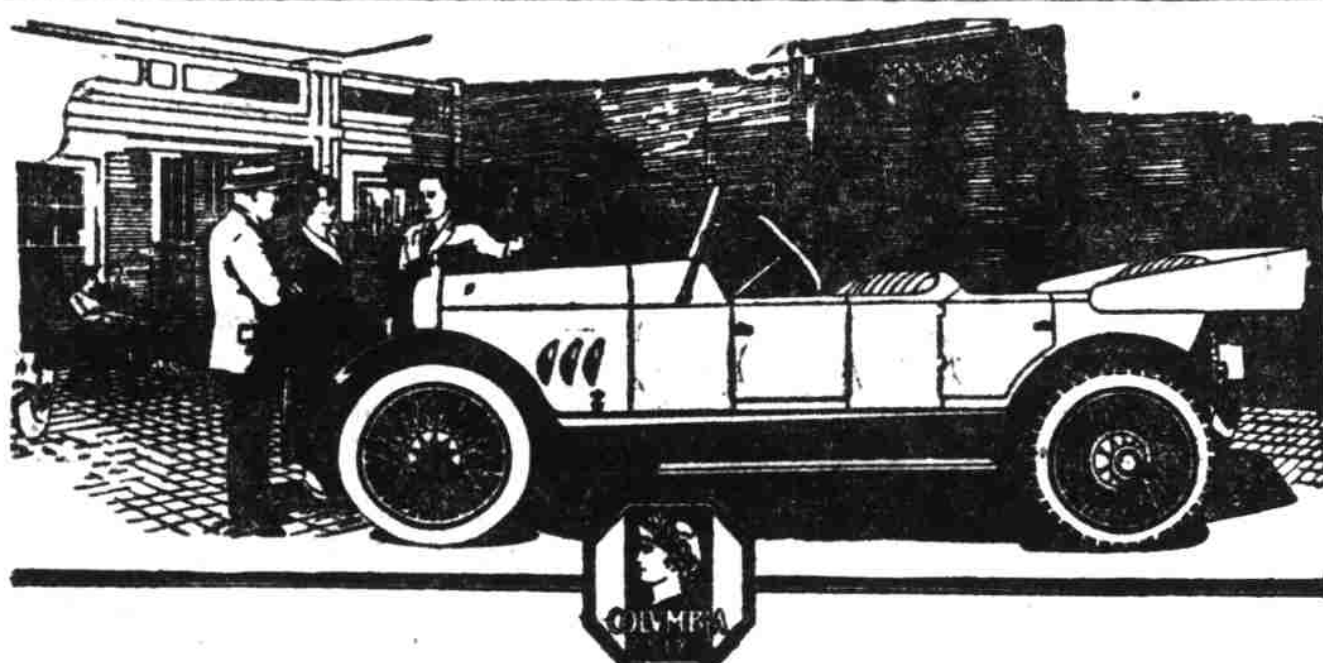
on Washington's birthday, February 22, on the new \$500,000 mile and a quarter board speedway at Los Angeles. It will be for a purse of \$25,000.

Use Brush on Upholstery.

The depressions in studded upholstery catch all sorts of dust, crumbs and other particles which cannot be removed with

an ordinary brush, because it is too wide to enter the depressions. Neglect of these centers of dust collection soon results in slovenly looking upholstery. It is worth

while to buy a three quarter inch paint brush, with bristles shaped to a point. Such a brush as this will easily clean out the dirt around the studs.



Your Reason

You will like the Columbia Six.

You will like it, first, because it is good to look upon—an aristocratic blue-blood in appearance. And after you own it your fondness for it will increase in proportion to the use you make of it. You will have, then, an opportunity to interpret its inherent goodness—from the big things, from the Continental Red Seal Motor, clear down to the smallest details—and to know the value of a car that is good ALL the way through.

For the Mechanically Inclined

Timber Axle—Continental Red Seal Motor—Detroit Pressed Steel Company Frame—Radiators with "Siphon" Thermatically Controlled Shutters—Spicer Universal Joints—Borg & Beck Clutch—Davison Transmission—Detroit Steel Products Company's Springs—Graham Steering Gear—Auto Lite Starting & Lighting—Atwater-Kent Ignition—Stromberg Carburetor—Prest-O-Lite Storage Battery—Painting and Trimming by The American Auto Trimming Co.—Pantalone Top—Furstone Tires.

SEE IT AT THE SHOW

A. M. Beaver Motor Co.

Distributors Oregon and Southwestern Washington

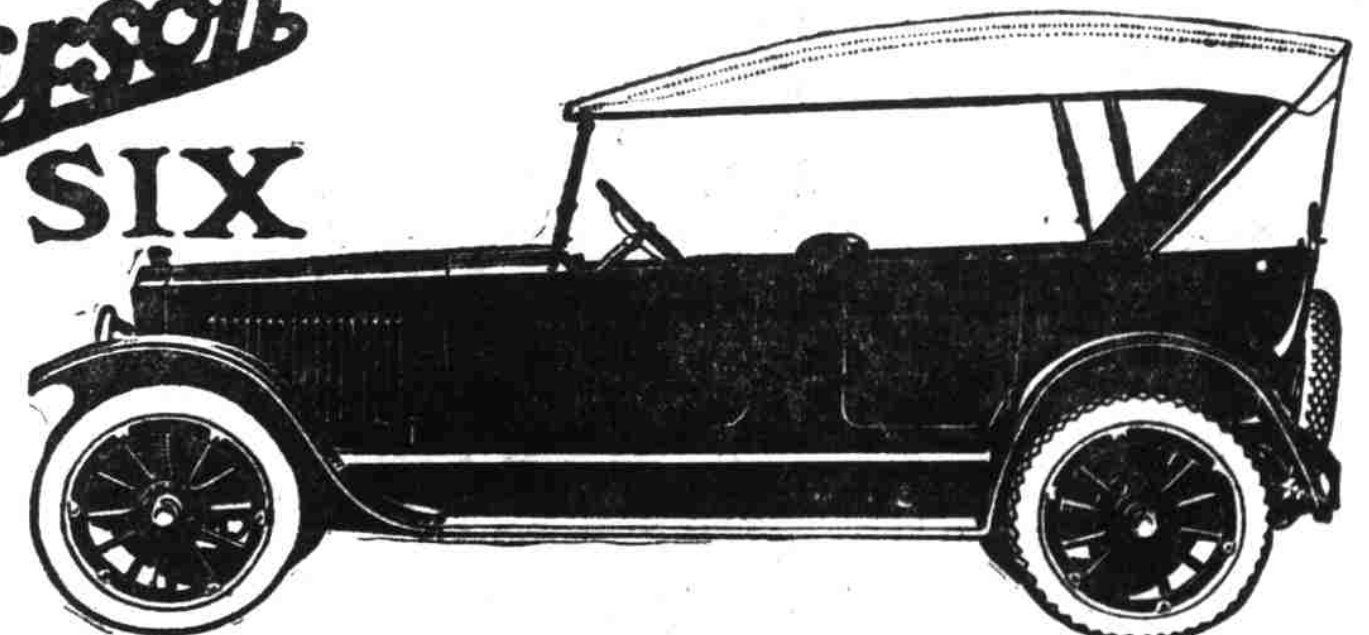
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Columbia Six

SPACES 54 and 55 ICE PALACE

Paterson SIX

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Portland



The Greatest Value Ever Offered at the Price

This was the verdict of thousands of visitors at the New York and Chicago automobile shows

We present for the approval of Northwest autoists this latest product of the W. A. Paterson Co. of Flint, Mich. Who is there who has not at some time been impressed with the merit provided in Paterson farm wagons and buggies? A national standard for fifty-three years. This same old established concern has manufactured automobiles for over twelve years, and their automotive product enjoys the same meritorious reputation as has the farm wagon for over half a century.

The 1920 Paterson Light Six provides everything the most discriminating prospect could desire. Distinctive, beautiful lines, a light weight but substantial body; a powerful six-cylinder motor; a riding quality that is not excelled; front and rear compartments are roomy and comfortable. The Paterson is easy to handle and economical in operation. It is composed of standard units throughout. Let us explain why the Paterson is Portland's most popular Light Six.

LEWIS E. OBYE MOTORS CO.
BROADWAY AT COUGH Some Territory Open for Live Dealers