

## DURANT ASSERTS NEWS, NOT HOT AIR, PUBLIC'S DEMAND

Flowerly Puffs About Branch Managers Are Taboo so Far as Chevrolet Makers Concerned.

Officials of automobile companies are coming to see the value of what is known as "news" regarding the operation of their motor cars in the markets and on the highways of the country and are placing less and less confidence in the flowery discourses sometimes published by papers in their automobile sections. They are beginning to see that the public wants news and that reader interest is the main thing in getting out a newspaper. Sixteen lines on the way the service manager of the Mysterious Six handles his engine troubles is far more interesting in a story than what the sales manager or the dealer in the same car thinks of the fine finish and luxurious upholstery of the same car.

Meaningless automobile publicity is taboo with R. C. Durant, vice president and sales manager of the Chevrolet interests on the Pacific coast. As a result, Durant has issued orders prohibiting the use of "hot air" publicity by Chevrolet dealers and branch managers.

"What does the prospective automobile buyer care what John Doe, distributor of the Camump Eight says about his car?" says Durant.

"When a man is in the market for an automobile he doesn't go by what automobile dealers say about their cars in the John Doe Says Columns." Durant says that when a prospective buyer wants to know what a dealer thinks of a car, he will get in touch with that dealer and listen to a salesman, but he will never swallow the flowery talk in the papers. Durant has gone so far as to instruct his branch managers not to say anything for publication in the nature of highly colored boasting of the Chevrolet line. As his reason for this, the fact that the company is selling the Chevrolet product and not the personalities of branch managers.

## USES MOVIES TO ADVERTISE AUTOS

Haynes Automobile Co. Produces Film to Show Processes of Car Construction.

To supplement its advertising in foreign fields, and to give the automobile-buying public of other countries a vivid, realistic picture of the accuracy of workmanship in the construction of all types of cars, as well as to demonstrate, by means of road tests and endurance feats, the ruggedness and extreme roadability of American automobiles, the Haynes Automobile company, Kokomo, Ind., has engaged in the production of a complete motion picture film.

This film will depict all the various details and processes of construction, drop-forging, automatic gear-cutting, motor testing, metallurgical inspection, motor and chassis assembly, multiple drilling, aluminum crank case milling, body finishing and upholstery, and finally the actual selling of the cars in the showrooms throughout the country.

An entire staff of motion picture men from the Universal Film Manufacturing company, New York city, including the well known director, Harry Fraser, two camera men headed by Harry Forbes, and a crew of electricians, with hundreds of feet of cable, flood lights and other necessary paraphernalia, have been busy at the factory "shooting" pictures of the different departments from all angles.

One of the most interesting parts of the motion picture will be made from an airplane to give the public a true and exact conception of the size and extent of an American factory.

This film will be taken to nearly all of the European countries by Leonide Barrere, special traveling export representative for the Haynes company, where it will be shown to prominent automobile men in private exhibitions, as well as on the screens of European motion picture houses. The film will also be released by the bureau of commercial economics in the United States.

"Cranks is fairly well versed in mechanical affairs, isn't he?"  
"You're right. But there's one thing about his car he says he doesn't know."  
"What on earth can that be?"  
"He doesn't know why he bought it."

## Notice to Dealers!

We are now allotting territory on the popular

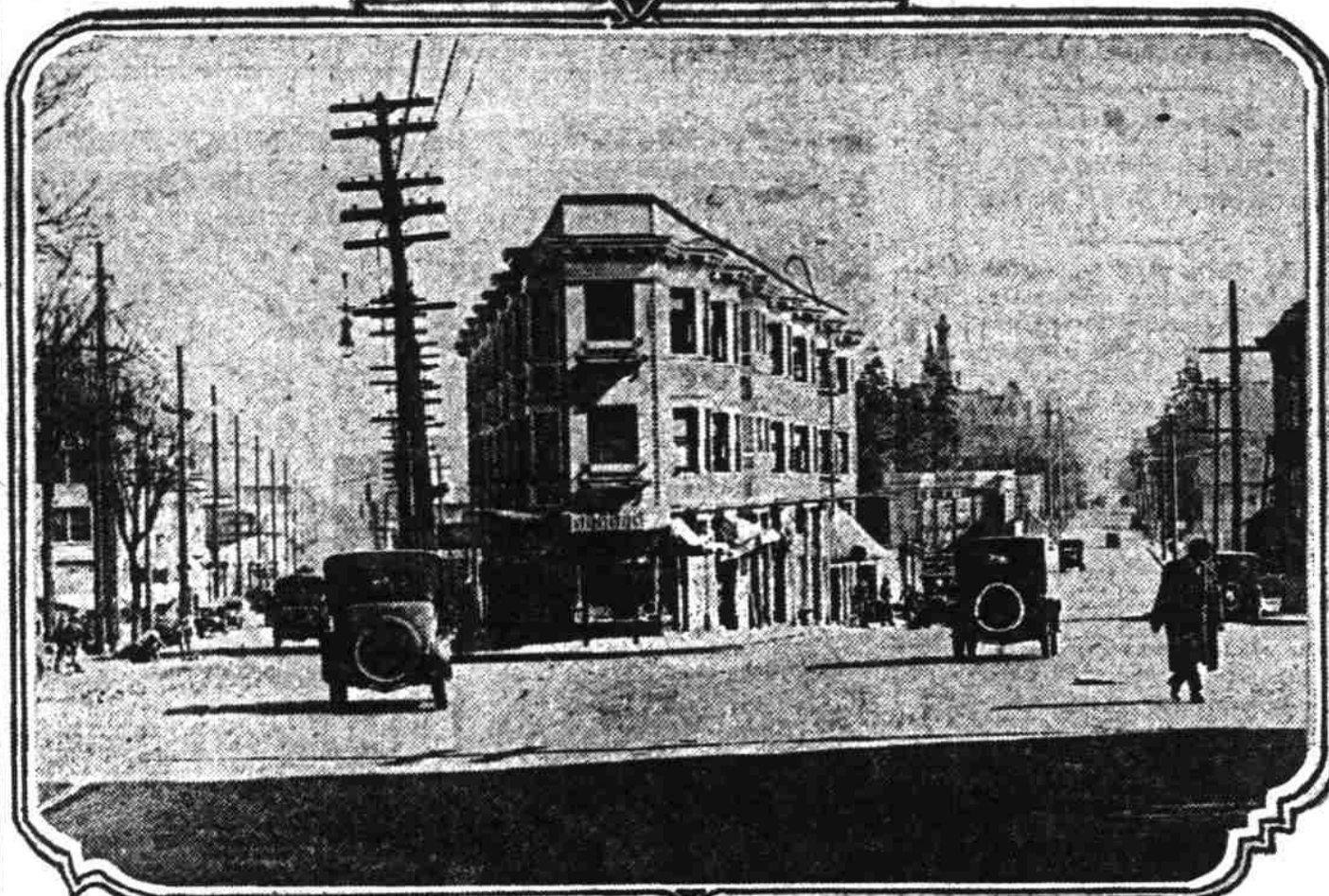
## DAVIS SIX

Wire or write at once for proposition

J. H. Graham Motors Co.

Tenth, Near Stark  
Broadway 3231 Portland, Ore.

## ONE OF CITY'S DANGEROUS INTERSECTIONS



One of the most dangerous intersections in the city, the point where Morrison street runs into Washington street near Twenty-first, has seen more near accidents and real accidents than any other intersection with the same volume of traffic in the city. Measures for the protection of pedestrians at this spot may be made in the near future.

## BOX CAR SHORTAGE HURTS AUTO TRADE

Hundreds of Orders for Coast Concerns Delayed by Railroad Situation; Outlook Is Dark.

One of the chief troubles with shipments of automobiles to the local market is resulting from the shortage of freight cars. Dealers find that there are cars at the factories covered by their orders and ready to ship as soon as proper carriers can be obtained for them. Talk has been rife of using open freight cars, flat and gondolas, for the purpose, but on account of unsettled weather conditions this has not up to the present time been considered either practicable or safe.

**CARS FOR CROPS**  
According to a report from the ninth Federal Reserve district, 60,000 box cars are needed to move what is left of last season's grain crop in the Northwest. Cars are not to be had, and there is a corresponding delay in credit liquidation, to say nothing of grain shortages at points not able to afford such short-

age. If this is the condition as far as moving the food supplies are concerned, what hope can be held out to automobile men for an early supply of cars to move stored stocks of automobiles to the Portland field, is the query that is commonly heard on automobile row today. A carload of automobiles is, unfortunately, not as large as it sounds, and many cars are needed to move automobiles and trucks from the manufacturing centers to points of local consumption.

**BUSINESS SLACKENS**  
What effect this is going to have upon local concerns is resulting in a general slackening of business due to lack of the product. The factories are protected because their output is all covered by orders and they are far behind in shipments, dealers here are watching ordering cars are becoming fretful because of non-delivery and delayed shipments.

Shortage of cars is due to many things, two of the chief causes being a shortage of parts for building motor cars, felt at the central plants, and the shortage of transportation facilities, felt all over the country. Dealers here are watching with some interest the first moves the railroads will make, now that they are again under private ownership, to clear the air and relieve the tension here in this market.

**Farmers Adopt Trucks**  
Farmers lead all others in adopting the truck for commercial purposes. According to figures compiled by the department of agriculture, there are about 7,000,000 farms in the country, while the number of motor trucks used on them is about 80,000. Although 42 per cent of the farms are over 100 acres, most of the motor trucks are used on farms of lesser acreage where intensive farming is done. Truck manufacturers estimate that 150,000 trucks will be made in 1920.

## NEW SALESROOMS ARE NOW OPEN

Rubin Motor Co., Distributor of King Series, Moves to Splendid Headquarters on Broadway.

The formal opening of the new salesrooms of the Rubin Motor Car company, local distributor for the King 8, throws one of the most finely appointed automobile buildings on the row open to the public and at the same time introduces to the public the new series King for 1920.

The building, situated near the approach to the Broadway bridge, was erected at a cost of \$25,000. It is one story in height and contains the showrooms, office, service department, used car department and parts department, all under separate heads and each occupying its own quarters. A huge electric sign over the main entrance calls attention to the line carried by the company and adds a rather distinctive and metropolitan touch to the lower row.

At the opening of the new showrooms the Rubin Motor Car company has on display four new models that make the new King series one of the new departures in motor car building and finish. With a long history of achievement behind it, the company is keeping abreast of the times with their strict in engine construction and body design.

The King dates its history back for 28 years, from the time when its first car appeared on the streets of Detroit, the first motor car to cause the inhabitants of that now motor-ridden city to turn and look at the new phenomenon. It has been one of the pioneers in many of the new features that have found their way again and again into motor design during the years following that initial appearance, such as the engine motor, left side drive, center control and other items that have since become parts of standard engine design.

The King is now being sold on the local market complete from stem to stern, or from radiator cap to tank. Five cord tires, bumper, spotlight, motor, glass wind deflectors, clock, automatic tire pump, and so forth, are included and their sales include 52 weeks of free service to their purchasers. Alignment of tires, battery testing and other little attentions that add to the enjoyment of the motorist form a part of this service.

E. A. Scheu, general sales manager of the King factory at Detroit, is in the city for the formal opening of the new building and, according to the president of the local company, is well gratified at the showing the concern has made, both at the recent show and now at its new quarters. Scheu will leave Portland late in the week with Rubin for a trip to Seattle to decide upon a location in that city for the distribution of the King. It is probable that a similar site to the one now occupied here will be selected and a building along the same plan built to accommodate the branch there.

**Material Saving**  
The New York postoffice department reported in 1900 a saving of 15 minutes as a result of its tests with motor vehicles, for collection of mail in the downtown districts.

## GARAGE GOSSIP

Nathan Sable, former owner of the Sable Garage, and several others since that time, opened up his new garage at East Forty-third and Hawthorne avenue, March 12. In connection he will have one of the largest repair shops in the city, with all the latest up to date machinery. A. Armstrong will have charge of the repair end of the business, than which in capacity there are few better. They will handle a full line of accessories. When once open, Sable says, they will be open day and night.

O. O. Anderson expects to open his new garage at the corner of Twenty-third and Savier streets, soon. He has the place practically all rented now.

H. A. Vorpaht's new garage is well on toward completion and he expects to be thoroughly settled by April 25. It stands so that it commands a particularly good run from three different streets, especially coming out Milwaukee avenue, and is especially adaptable for window display.

W. H. Bishop's new garage at 126-30 East Sixth street is about completed, except for the floors. He will open up for storage and general garage business about March 25.

F. E. Fruht, owner of the Umatilla Avenue garage, 531 Umatilla avenue (Shellwood), is remodeling his garage, making it all brick, putting in a new front end, in general, making it thoroughly modern and fireproof.

New faces loomed up at the U. E. garage, 817 Williams avenue. F. L. Bar-num (not E. T.) and W. F. Bracco are both young chaps who look and get around as if they meant business. They promised to be up at the next association meeting.

## Faulty Lubrication Wastes Gasoline

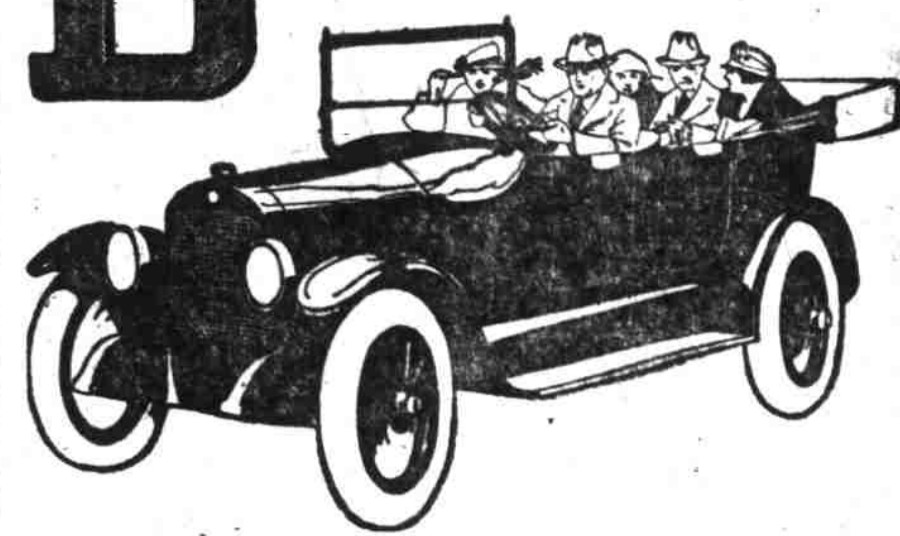
Motorists who do not think they are getting sufficient mileage from a gallon of gasoline should take care to lubricate their cars properly. Friction is the greatest enemy of the gas bill and the most deleterious in the world. One of the points forgotten by many motorists is the careful oiling of the valves stems. On a long drive or where the car is being used with regularity, the oiling of these stems with a good grade of oil—your garage man will advise you as to the best for your own particular make of car—will make an appreciable addition to the miles per gallon and will greatly increase the efficiency and pulling power of your motor.

## Don't Crank Engine Too Long, Warning

Don't continue to crank your engine with the starting motor if it does not start after a few revolutions. Something is wrong with your ignition system or carburetor. Locate and remedy the trouble before again cranking the engine. Just turning the engine over will not help you start, but it will exhaust your battery if continued for any length of time.

# DORT

Quality Goes Clear Through



In the minds of men who measure motor car merit closely there is unquestionably a preference in favor of the Dort.

It is a preference that is based upon very definite facts.

The Dort has demonstrated in the daily use of thousands of owners that it does perform unusually long and faithfully with but rare need of attention.

It has established itself as a car that operates at a very low cost.

These are the results of rigid adherence to proved engineering practice and of sound and skilled construction.

- Touring Car ..... \$1035
- Roadster ..... \$1035
- Fourseason Sedan \$1665
- Fourseason Coupe \$1665

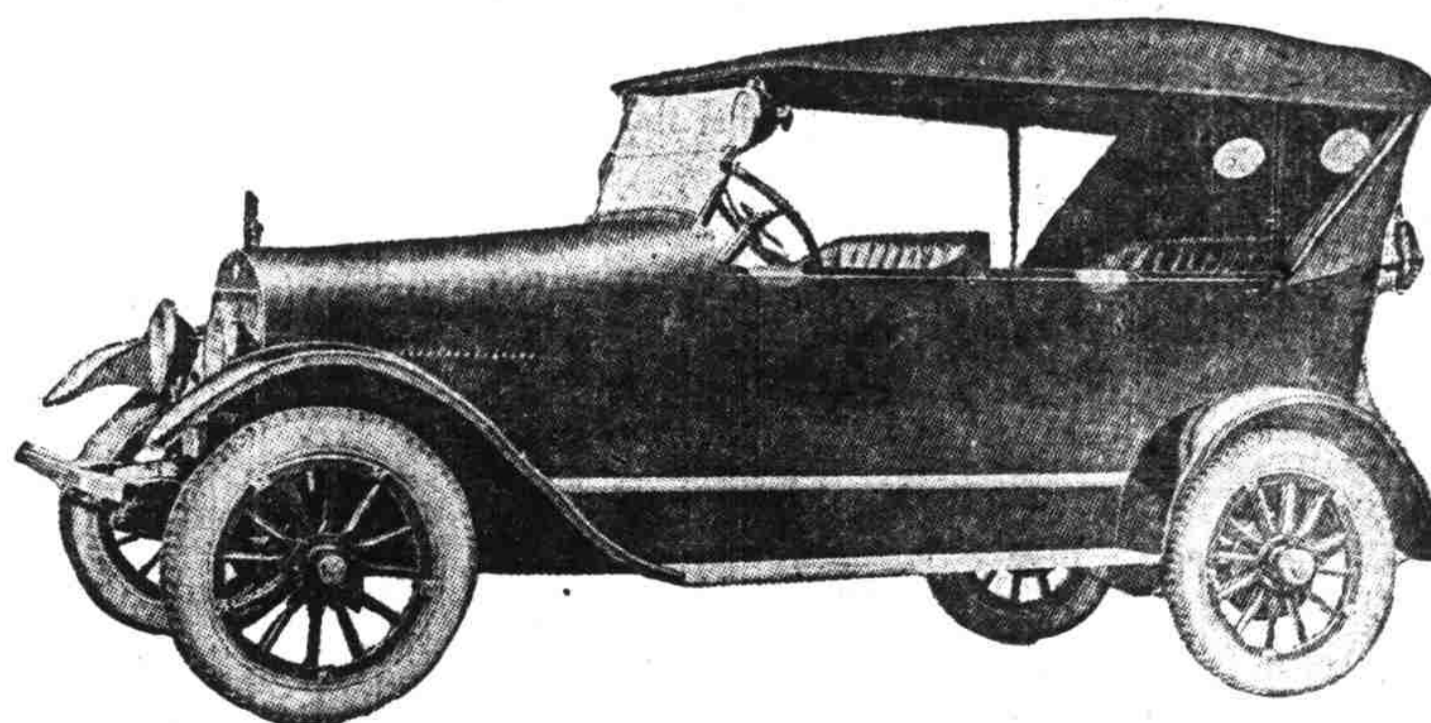
F. O. B. Factory  
Wire Wheels and spare tires extra

Northwest Auto Co.  
Alder at 18th St. Portland, Oregon

DORT MOTOR CAR COMPANY

Fibry-Mich

# BELL "FOUR" Built for Service



Quality, experience and high manufacturing standards have built into the BELL "FOUR" the properties which insure long, economical service.

We present in the "BELL FOUR," at \$1550 f. o. b. Portland complete, a sturdy, light car, gas-saving, easy riding, good looking and with the endurance qualities which produce unusual service with a final saving in real money. Endurance is the supreme test of a motor car. Call at our salesrooms or phone for a demonstration of the Bell "Four."

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PORTLAND, OREGON

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### Motorkool Oil

Saves 25 to 50 per cent gasoline. Prevents carbon deposits. Prolongs life of motor. Increases power and mileage. Removes carbon from cylinder valves and spark plugs. Lubricating upper chambers perfectly. Produces higher motor efficiency.

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