

THREE NEW CARS ARRIVE TO ADD DIGNITY TO ROW

Singer, Crawford and Seneca,
Handled by Eilers Firm, Em-
body New Ideas; Prices Low.

Three new-to-Portland cars have made their appearance on the local row during the past week, and a new concern, the Eilers Auto Sales corporation, has perfected its organization and has established quarters at East Eighth street and Hawthorne avenue.

The Singer, the top-notch of the new line, is a powerful car, with a 12-cylinder Weidely Bulldog motor, built by the Singer Motor company, Inc., of Mount Vernon, N. Y.

The Crawford is a custom-built car, and is equipped with a Continental Red Seal motor, six cylinders, and is of standard design throughout. It is manufactured in Hagerstown, Md.

PRICE IS ATTRACTIVE

The Seneca, the lower priced car, marks the low point in the price graduation of the new concern's line, has the Le Roi four-cylinder motor, and is sturdily constructed to carry five passengers. It is built in Fostoria, Ohio.

The Crawford is to sell at a medium price that will compare favorably with other cars in the six-cylinder class.

The Eilers company is headed by Hy J. Eilers of the Oregon Elbert Music House, as president. Other officers of the corporation are Robert B. Westcott, vice president and general manager, and Lynn B. Covert, secretary and treasurer.

The Eilers concern has opened its temporary sales establishment in the new and commodious automobile show-rooms at the corner of Hawthorne avenue and East Eighth street, and already has on display its first Crawford.

A shipment of Singer and Seneca cars is en route from the factories, while the Crawford plant also has started more shipments of Crawfords to the local company.

TERRITORY IS CONTROLLED

The Eilers corporation controls the states of Oregon, Washington and Idaho for the Singer and Crawford lines, and Oregon and Washington for the Seneca. According to President Eilers, the company has formulated a comprehensive plan of distribution in the territory the concern controls and expects to intensify organization of the three states immediately, with a view to meeting demands of the season just opened. All three factories have guaranteed to supply the distributors with quantities of cars to assure it a reasonably large motorcar stock to meet the demands of the summer trade.

Speaking of the cars which make up the Eilers line, General Manager Westcott said:

"We are very proud of the motor cars we will distribute in the Pacific Northwest. Singer is one of the highest priced and most luxurious and artistic motor cars in America. It is custom-built throughout and all specifications are commensurate with the highest standards of automobile engineering.

DOUBLE IGNITION FEATURE

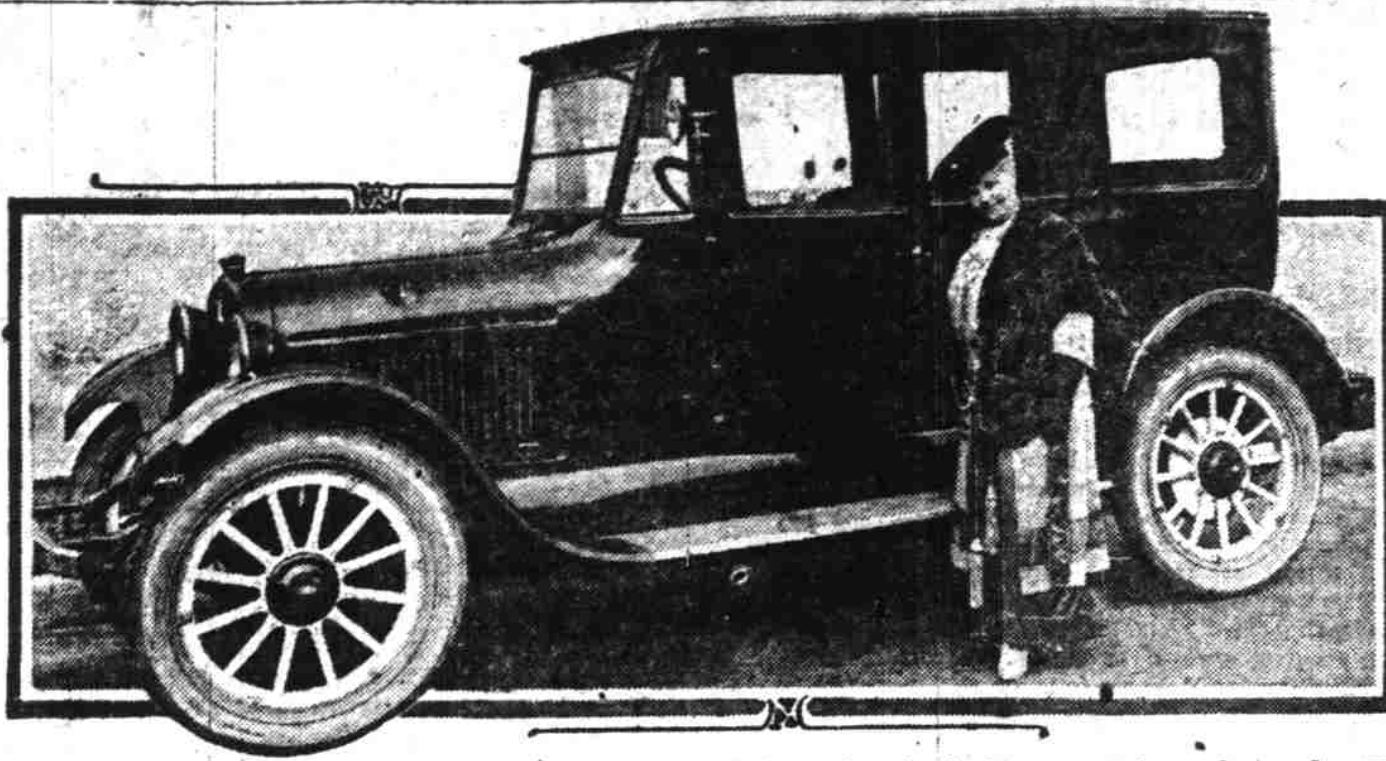
"Crawford also is a custom-built car. In the opinion of automobile men who have surveyed the Crawfords just received there is no motorcar in its price class more symmetrical in lines and more elegant in body finish and trimmings than this product. Aside from this, one of the best features of the car is its double ignition system.

"It is equipped with both Bosch magneto and Westinghouse, which can be used jointly or independently through 12 spark plugs. We are very proud of Crawford, and predict for this car great popularity among motorists who buy the better grade cars. Crawford is distinctive throughout, and its specifications and finish are of the best that experience and sound judgment can suggest.

"BUILT FOR OWNER"

"Seneca is the baby of our line. It is a five passenger job and bringing to the Pacific Northwest a reputation for sturdiness, refinement and economy that probably is not equaled by any car in its price class. "Built for the Owner" is the slogan of Seneca, one of the most

GRACEFUL TYPE OF CAR GROWING POPULAR



This Reo Six sedan is the graceful, conservative type of car just beginning to attain a deserved popularity as an all-season motor. Mrs. T. H. Williams is well justified in the evident pleasure she feels in her new machine.

attractive features of the power plant being that its four-cylinder Le Roi motor gets 25 miles out of every gallon of gasoline consumed, according to the claims of the builders of Seneca.

"The Eilers Auto Sales corporation will pursue a conservative, but aggressive, policy in the distribution of its line. Our sales staff will be made up of the very best material we can find, and efficient and thorough service for our customers will be the leading feature of our business."

Motorists Back Road Bonds in Coos County

Automobile owners are behind the proposition to bond Coos county for \$1,000,000 for road work. This proposition will be on the ballot at the primary election and a good deal of campaigning in its favor is being done. Most of the farmers throughout the country are in favor of the bonding plan as it will make possible the connection by road with the city of several rural districts which are now only on water routes. It has already been decided how the money shall be distributed in the different districts of the county if the bonding proposition carries.

Hughson Company Provides Insurance For Its Employees

The William L. Hughson company, large coastwise distributor of automotive products, in keeping with its policy looking to the betterment of its employees has provided life insurance for all of its employees who were on the payroll March 1.

Those who have been in the company's employ less than a year are insured for \$300 and a yearly increase until a maximum of four years is reached, where the total increases to \$1000. Salesmen and office help receive double this amount, and in the case of executives triple the amount.

The Hughson organization, which recently adopted a better business policy, wherein the employees participate in a monthly bonus depending upon the increased earnings of their departments, is one of the pioneers in the automobile field on the coast who have taken this stand toward its employees, with the end

in view of bettering the conditions and adding to the contentment of those who are in its employ.

The adoption of the free insurance plan came as a welcome surprise to its employees on the coast and has done much to establish a closer relationship between those who head the company and those who comprise its working force.

MACK TRUCK BEARS NAVY SEARCHLIGHT

"What in the world are they throwing that searchlight about the city for?" asked hundreds of Portlanders. This question has flown from mouth to mouth for the last week. One answer was that the police were looking for the air trail of alleged bootleggers, who were delivering the jazz juice by airplane. And another answer was that the navy department was using this unique method to attract young men and old to the standard of Uncle Sam's sea fighting force. This was the correct explanation for the unusual phenomenon.

Mounted on a big five-ton Mack truck, the huge searchlight and the searchlight itself have been carted about the city and the rays have been thrown from various parts of the surrounding country on central portions of Portland's cloud-ridden sky.

The truck is of unusual construction in that it has two radiators installed, one in front and one behind the engine, at each end of the body. F. C. Atwell, local Mack distributor, says that only one of the radiators has been necessary to keep the powerful Mack motor cool, and he is expressing great satisfaction with the way one of his pet carriers is behaving while working for Uncle Sam. The truck is one of the most powerful now being used for any purpose in Portland.

Always So

From the Baltimore American. "What effect had the hint of a secret on the girls?" "A telling effect."

Manufacturers Pay More Attention to The Closed Models

The tendency among motor car manufacturers for the past two years to emphasize the qualities of the closed car is growing steadily as the industry grows and styles in cars change.

For several years the closed car has carried with it a certain indication of position and refinement in the owner. Now the closed car is rapidly becoming a barometer of prestige among manufacturers. It is serving as a token of the daily increasing regard evinced by large private institutions for their employees.

When a Dodge Brothers 4 Door Sedan appeared on the streets of Milwaukee some months ago, bearing the neatly lettered words, "F. Mayer Boot & Shoe company, Welfare and Service Department," people remarked that "the Mayer company takes good care of its employees." Since then two other Milwaukee manufacturers have equipped their welfare departments with the same type of car. The psychological value of a dignified closed car, both on the employees and the general public, cannot be too highly estimated, these manufacturers have found.

Olds Names Tucker Head Sales Manager

Charles A. Tucker has been appointed general sales manager of the Olds Motor works and will in that capacity direct the destinies of Oldsmobile sales throughout the United States. Tucker brings to this important position an unusual training and a rare measure of selling and executive ability. For a number of years

previous to his appointment to his present post he has been president and general manager of the Nebraska Oldsmobile company of Omaha, from which he has now severed his connections. This business he himself established and in a phenomenally short time developed from a small beginning to one of the most important distributing points in the country.



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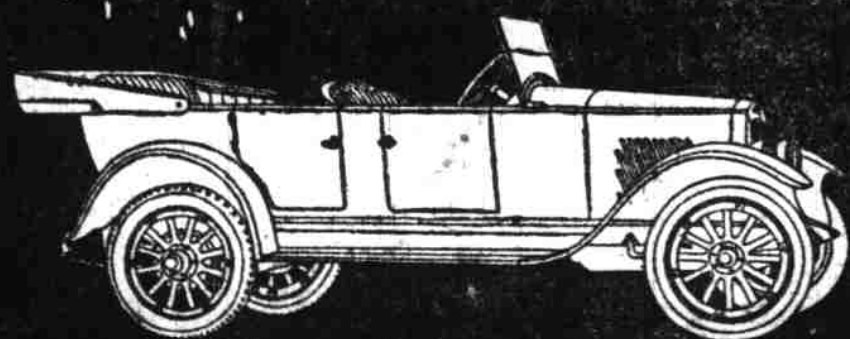
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