

AUTO BUSINESS SOON TO QUICKEN, VOLGER BELIEVES

Gasoline Shortage Teaches Lesson and Industry Will Soon Resume Activity, He Declares.

Fred W. Vogler, returning from the Marmon factory at Indianapolis, whither he had gone to attend a meeting of Marmon dealers, feels vastly cheered over the outlook. He says the automobile business has suffered a temporary check in the East, even as it has here, but declares information obtained by him in Eastern centers and his own observation lead him to believe there will be a quickening of business within the near future.

More than 300 Marmon dealers from all over the country were on hand to hear the talks given by prominent men of the industry on present-day conditions. W. C. Marmon, president of the Marmon organization, made a talk, as did several other officials of the company. C. F. Kettering of the Dayton Engineering Laboratories company made the greatest impression on Vogler by his masterly analysis of the gasoline and oil situation now checking the forward march of industry. Kettering summed the whole situation up in the statement that from what he had been able to determine the oil companies had not expanded their refineries in keeping with the growth of the industry. He went on to say that the gasoline shortage is being felt in all parts of the country, but in an intermittent fashion. A locality that faces a shortage today is supplied tomorrow, and the community with an abundance yesterday has to do with a shortage today.

WAR PARTLY BLAMED

Kettering declared that the war was the cause of a generous percentage of the shortage, inasmuch as it used up large stores that had been placed in reserve for such a situation as we have at present. Great exports to our own armies abroad and to the allies materially reduced this supply and put the country on a hand-to-mouth basis. Even in the face of great strides in refinery methods, exemplified by the statement that before the war only 5 per cent of the crude oil yield was put through the refineries for gasoline, and that now 25 per cent is refined for distillation, and better distillation processes were in force, the oil companies have had their hands full meeting the great demand made by the motor car and by consumers of fuel. The Dayton Engineering man predicted that ere long the refineries would be running through fully 70 per cent of the crude oil output.

SHORTAGE TEACHES LESSON

The temporary shortage has taught the industry one thing, according to the expert, thinks Vogler. It has written "finis" under the career of the engine with large piston displacement and has shown that the need for the development of the gas engine with a displacement more in the neighborhood of 123 cubic inches. This was the limit at the recent Indianapolis speedway race, a race held purely for the exploitation of various types of motors, and the efficiency and staying power of the plant as demonstrated in that classic showed manufacturers what should be done. The car of tomorrow is the light car with small piston displacement, Eastern men told Vogler.

Various dealers made talks at the factory meeting, and some changes were made in the organization at the Marmon plant. Vogler had an enjoyable trip, the journey starting here with the Ad club caravan en route to Stockton. After four years, during which time she has lived at the old home near Vader, never being able to journey even to nearby neighbors. Although she is nearing 80 years of age, she thoroughly enjoyed the trip and seemed astonished at the ease and comfort of auto traveling, although the route was over exceptionally rough ground.

Pioneer Woman Has Her First Auto Ride

"Grandma" Ferrier, one of Cowitz county's oldest pioneers, wife of "Pap" Ferrier of Vader, accompanied her daughter and son-in-law, Mr. and Mrs. Charles Parsons, to Winlock last week, where she enjoyed her first automobile ride. Mrs. Ferrier has been an invalid for 40 years, during which time she has lived at the old home near Vader, never being able to journey even to nearby neighbors. Although she is nearing 80 years of age, she thoroughly enjoyed the trip and seemed astonished at the ease and comfort of auto traveling, although the route was over exceptionally rough ground.

Steps Taken to Curb Bootlegging in Gas

Steps to curb gasoline bootlegging were taken here today at a conference attended by oil company officials, members of the Yakima Commercial club and of the Yakima Motor Car Dealers' association. It is proposed to ration drivers of cars on a permit system, the exact form of which is yet to be worked out. Charges that motor truck drivers are taking advantage of the preference shown their business by the oil companies are frequent, and a suggestion is made and favorably considered which will require trucks to get their supply

First in Line to Reduce Tires

Fresh new tires from the factories of the world's most famous makers—bought at inside prices—now sold at \$5 to \$25 under previous prices.

SIZE	PLAIN TREAD	NON-SKID TREAD	INNER TUBES
28x3	\$11.00	\$12.35	\$2.10
30x3	10.50	11.45	2.15
30x3 1/2	12.20	14.00	2.50
32x3 1/2	13.70	15.55	3.00
31x4	18.65	21.15	3.40
32x4	19.00	21.65	3.55
33x4	19.90	22.70	3.65
34x4	20.65	23.10	3.85
35x4	24.45	27.35	4.10
36x4	26.20	27.95	4.25
32x4 1/2	28.50	30.85	4.35
33x4 1/2	29.55	31.80	4.50
34x4 1/2	27.50	31.05	4.60
35x4 1/2	28.65	31.90	4.75
36x4 1/2	29.10	33.15	4.85
35x5	32.70	37.95	5.60
37x5	34.75	40.20	6.00

EAGLE TIRE CO.
122 North Broadway, Portland, Or.
Phone Broadway 1612

Caretakers Appointed
Appointment of caretakers for both of Centralia's tourist parks was announced recently by L. E. Titus, chairman of the park board. H. R. Curtis is caretaker at Riverside park and J. L. Layport at North End park. Mr. Curtis will maintain a checkroom at Riverside

FORD DEALERS OPEN COOPERATIVE EXCHANGE



New building at East Yamhill street and Grand avenue, built for the Universal Car Exchange, a cooperative company whose stock is owned by the six local Ford dealers. The building is very completely finished for storage, and will be equipped with parts and repair departments to care for the overhauling of cars sold or traded in on new models. The company has been active for some months, the former location being at East Pine street and Grand avenues. Insert—L. Y. Billingsley, manager Universal Car Exchange.

BIG INTERSTATE ROAD RALLY PLAN

Prominent Men From Oregon and California to Attend Meeting at Crescent City.

Oregon and California will unite in a monster good road rally next Sunday, the object of the meeting being to urge the early completion of a through highway along the coast.

Governor William Stephens of California will be present and will be accompanied by a party composed of the following: United States District Forester Paul C. Reddington and Dr. George C. Fardee, Solon H. Williams and R. E. Danaher, members of the California State Board of Forestry; Thomas H. MacDonald, director of public roads; State Highway Engineer A. B. Fletcher; C. H. Sweetser, district engineer, office of public roads; N. H. Darlington, Charles A. Whitmore and George C. Mansfield, members of the California state highway commission, and T. A. Bedford and F. G. Somner, division engineers.

An invitation has been extended to Governor Olcott and members of the Oregon state highway commission to be present at the meeting in order that a thorough understanding of the road work contemplated on the coast route may be reached and plans of the two state highway departments arranged accordingly.

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CAR EXCHANGE IN NEW QUARTERS; PLANT COMPLETE

Universal Concern Able to Handle Used Cars to Best Advantage Under Present Arrangement.

The Universal Car Exchange, which was incorporated last January with the six Ford dealers in this city as stockholders, has recently moved into its new building at Grand avenue and East Yamhill street. L. Y. Billingsley is manager for the company.

The Universal Car Exchange was intended to solve the problem of handling used cars to the best advantage and to relieve the Ford dealers of a great part of their routine work in appraising and handling used machines turned in on new cars.

UNDER ONE ROOF
The present plan of the exchange places this entire business under one roof and keeps on hand for sales purposes 75 to 100 Ford cars and other machines turned in.

The exchange operates its complete overhauling plant, and carries a carefully selected stock of parts. Top work

and painting is done in the same building as the other work.

Handling used cars in this way is said to be a complete departure from anything that has ever been tried before along these lines.

WORK IS SIMPLIFIED
It simplifies matters considerably, says Billingsley, and the working of the plan is being watched with keen interest by automobile communities throughout the country. The plan is said to be advantageous to both buyers and sellers.

Billingsley has been in the automobile business here in Portland since the youth of the industry, and is giving his entire time to the interests of the Ford exchange. He looks forward to a prosperous business for the company in the future.

South America Road
An automobile road is under construction between Rio de Janeiro and Petropolis, South America. This highway, 25 miles long, is expected to prove one of the most popular roads in South America, since it will afford fine panoramas of the surrounding country.

Valve Stem Carbon
A very simple way of cleaning valve stems which are under suspicion of harboring carbon deposits is to inject a little kerosene in the air valve of a carburetor while the engine is running. In this way a little of the kerosene finds its way down the valve stems and softens and washes off the carbon. It is no bad idea to do this once a month or so.

JOURNAL'S AUTO DIRECTORY

JACKSON Sayers-Pacific Motor Car Co.
SIX TOURING FOUR WHEEL 21st and Washington
DRIVE TRUCK State Distributors

Maibohm Six A.M. Beaver Motor Co.
Greyhound De Luxe Distributors
Twelfth and Alder Sts.
Phone Broadway 1858

Columbia Six A.M. Beaver Motor Co.
Gem of the Highway Distributors
Twelfth and Alder Sts.
Phone Broadway 1858

Stewart SPEEDOMETERS and "BIG TEN NECESSITIES"
They're More Than Accessories
Official Service—Genuine Parts
Product Service Station, 333 Ankeny Street

King "8" RUBIN MOTOR CAR CO.
Oregon, Washington, Idaho Distributors
Broadway and Hoyt. Phone Broadway 89
First Car in the U. S. Sold Complete, including license and 52 weeks of free service.

Mitchell BROADWAY AT OAK
SIXES Mitchell, Lewis & Staver Co.
FIRST AND EAST MORRISON

RAINIER Worm Drive TRUCKS
SALES AND SERVICE
SERVICE GARAGE
351 First St. Phone Main 2417

Sayers Six Sayers-Pacific Motor Car Co.
SAYERS Auto Funeral Equipment
21st and Washington
State Distributors

EQUIPMENT AND REPAIRING

Wiggins Company, Inc.
Formerly Archer & Wiggins
DISTRIBUTORS OF
AUTOMOTIVE EQUIPMENT
Sixth Street at Oak

EVEREADY All makes of batteries recharged and repaired.
Parts and repairs for all makes of electrical systems.

Storage Batteries ELECTRIC SERVICE AUTO CO.
Free from Radium Radiation and Guaranteed for Eighteen Months. L. D. Johnson, Mgr.
559-91 Oak St., Near West Park
Broadway 764

BORG AND BECK UNITED MOTORS CO.
Oregon Distributors
CLUTCH PARTS 347-351 Burnside St.
SALES AND SERVICE Phone Broadway 2393

David Hodes Co. AUTOMOBILE GEARS PARTS AND ACCESSORIES AT REDUCED PRICES
111 North Broadway St. ENGINES A SPECIALTY

EDISON Gibson Storage Battery Co.
Distributors
STORAGE BATTERIES 12th and Alder Sts.
Phone Broadway 2657

Willard STORAGE BATTERY
Willard Threaded Rubber Insulation
Service Station—Ninth and Everett

Howell-Swift Tire Co.
445-7 Stark Street
Broadway 290 Portland
Factory Distributors

CANTON CORD and BLACKSTONE TIRES
100 Per Cent QUALITY 100 Per Cent SERVICE
100 Per Cent SATISFACTION

DAVID HODES CO., 111 NORTH BROADWAY

OUR BIG SALE

Is On During Shrine and Festival Week

It's a Terrific Slaughter of Everything for Your Auto. Prices Slashed, Many Cut as Low as 75%

VISITORS! Now is your chance to stock up along with Portlanders. Come early. Buy while attending the Shrine and Festival. You know the regular prices. Read these—they won't be duplicated again. They can't be and you know it.

For All Makes
BUMPER
Cloverleaf Channel, nickel or black \$10.00 \$6.00
Holliday, nickel plated \$10.00 \$6.68
Spring and Diamonds and others for Chevrolets, Saxonas,
Dodge, Maxwells, etc., cut correspondingly.
Brighten Up the Roads for Shriners

SPOTLIGHTS—Slashed
Sunbeam Spotlights, complete with cord..... \$6.00 \$3.79
Kaufman's Silver Beam..... \$7.50 \$4.98

HORNS
\$6.00 Electrics..... \$4.98 \$4.00 Hand Horns..... \$2.79
See the Shriners Come from the Rear
Rear View 5 inch Mirrors now 98c
Others ranging from \$1.79 to \$2.64

SPARK PLUGS
Auburn Porcelain or Mica Plugs..... \$1.00 69c
5 Point Spark Plugs 75c 39c

DEEP CUTS IN
Vulcanizing Outfits, Greases, Windshield Cleaners, Towing Ropes, Cushions, Etc.

PROTECT YOUR TIRES
Schraeder Tire Gauge \$1.19
Only one to a customer.
Know your Battery's Strength
1.50 Hydrometers 79c

TOOLS
All kinds of Tools, Wrenches, Tool Kits—slashed to prices that will astound you.

TUBES
Good ones, seconds, any size in stock \$1.98

JACKS
\$2.50 Breast Steel Jacks..... \$1.79
Screw type malleable cast..... \$1.29

OILS AND GREASES
Everything Cut, including Paraffine or Asphalt.
1 gal. cans at 69c
5 lb. Transmission Grease..... 59c

\$20 WINDSHIELDS
Deflectors now only..... \$11.95
Tire Pumps at..... \$1.39

SOME STARTLING CUTS
\$1.00 Grinding Stds 59c
\$3.00 Radius Rods \$1.98
Cylinder Gaskets 39c
Sparkplug Wire Sets 29c
Brake Shoes, set..... 49c
Shock Absorbers \$3.49
Ford Timers 98c
Head Lamps 59c
Side Lights \$5.98
Ford Starter, pair..... \$1.59
Ford Starter 89c
Commutator Wires 59c
Coil Protectors 19c
Robe Rails 45c
Clocks \$2.98

THERE ARE TOO MANY TO LIST, BUT HERE ARE SOME MORE
No Glases..... 19c
Sponges..... 19c
Windshield Cleaners..... 39c
Mats 79c
Vases 59c
\$2 Vases \$1.39
Valve Insides for 28c
Grease Cups 6c
Rim Braces 59c
Foot Pedals 15c
Cushions \$1.29
Boots 19c
Inner Liners for \$1.89
Hub Caps..... 12c
Trouble Lamps for 98c
Grease Guns for 49c
Combs..... 29c
Whistles \$2.79
Thiefproof Chains 59c

WARNING
We are NO LONGER located on the corner. We are in our new location IN THE MIDDLE OF THE BLOCK. Look for our name. Don't go by the signs.

A Truck for \$169
Why pay \$1000 for a one-ton truck with a 50% overload allowance when you can buy a \$350 Maxfer or Reddin Truck Attachment during this sale for \$169? Save \$281! Take an old car, buy this attachment and have a speedy, efficient truck.

DAVID HODES CO.
111 NORTH BROADWAY
IN CENTER OF THE BLOCK NEAR GLISAN