

NEW SALESROOMS ARE NOW OCCUPIED

PORTLAND CENTER
OF AUTO BUSINESS

Northwestern Headquarters for
Chevrolet Cars Moved
From San Francisco.

Portland adds another verdant sprig to her crown of laurels with the acquisition of Chevrolet headquarters for the entire Pacific Northwest distributing zone, the Chevrolet of California planning to handle all its business for Oregon, Washington, Idaho and Western Montana from this city as a base. C. M. Stevens, assistant sales manager for the Chevrolet Motor company of California, who was in Portland last week, said that the details incident to the organization of the company were rapidly taking shape.

This addition to Portland's economic advantages will mean that business running between \$10,000,000 and \$15,000,000 will be done by the Chevrolet company through Portland banks, sums that were formerly used in direct trading with the Eastern markets and financial centers. Stevens said that the zone will be known as No. 20, and will give added prestige to the city as a Northwest automobile center. The district was formerly a part of the California zone.

The business of distribution and supply will be handled for the zone by M. D. Douglas, who holds the title of zone sales manager. Douglas has been with the Chevrolet company for more than six years, and is an expert in automobile distribution. C. L. Dunham, who formerly held the post of district manager, will assist Douglas in the administration of the new venture.

The new zone was formed, according to Stevens, with a view to bringing the distributor and consumer into closer contact with factory facilities and conveniences. He declared that under the former arrangement considerable delay and inconvenience resulted from the long range method of taking care of consumer needs, and at times worked needless hardship upon dealer and consumer alike. The present departure from established lines will give the Northwest the opportunity to trade directly with the factory branch and under the same conditions existing while direct factory communication was the order of the day, with the added attractiveness of speedier service.

In the course of time the Chevrolet company expects to erect a large building of approximately 60,000 feet of floor space, though these plans are on file for the present pending arrangements for a suitable site. Officials of the company say that even with the greatly increased business caused by the new zone plan, the building now occupied will be sufficient for present needs.

He Never
Had Time

The other day a man lost two hours because his battery suddenly went back on him. He could have saved delay by keeping that battery shipshape.

Sidestep trouble by stopping in. Ask about Threaded Rubber Insulation—the kind selected by 136 manufacturers of cars and trucks.

Willard Service
NINTH AND EVERETT
Way Station No. 3
East 17th and Burnside.



Attractive new salesroom of the Weller Motor company, successor to United Motors company, Elgin Six and Westcott Six distributors, at Washington and Lowndale streets. The salesrooms have recently been refurnished and are well appointed. Lower left insert shows E. H. Weller, president of Weller Motor company, while at the right is A. V. Beasley, sales manager for the company.

TRUCKS TRANSPORT
ABOUT 15 PER CENTToll Rates on Road
Near Cascadia Large

Motorists and teamsters who have had occasion to use the old toll road through the Oregon-Washington colonization project near Cascadia, in Northern Linn county, complain that the toll gate has been put into use again after six years idleness and that exorbitant rates of toll are being charged. The company, it is said, is collecting \$3 for a two-horse team, \$3.50 for a four-horse team and \$5 for every automobile that has occasion to pass through the gate. No improvement work has been done on the road by the colonization company during the past eight years, it is alleged, and the road has been kept in repair only through the efforts of the forest service.

Motorcycle Has Long Trip
After 2500 miles of "grinding" over mountain trails with "friend wife" on the tandem, his young son and 150 pounds of camp equipment in his sidecar, M. W. Bean recently arrived in Seattle, after bringing his new 1920 Indian motorcycle from the Hendee factory in Springfield, Ill., on the original air.

In Oregon, Per Cent of Freight
Carried by Truck Will Run
Even Higher Than This

Transportation experts estimate that 15 per cent of the freight of the country is carried by motor truck. This is for the entire country, with the freight carried by truck in Oregon coming considerably above that figure, said by some men here to be as high as 20 per cent, with 25 per cent for the short haul total. Transportation by gasoline vehicles, therefore, has ceased to be thought of as a theory, a possibility of the future, and has become a potential economic factor of the present. A survey taken by a national travel

and transport bureau at a point on the Lincoln highway, about 12 miles from Pittsburg, showed that one out of every three vehicles that passed was a motor truck, some carriers burdened with goods in bulk, and others carrying merchandise of every description. During the 24 hours when the check was taken, 476 motor trucks went by, as compared with 924 passenger cars and 9 horse-drawn vehicles. Among the tonnage carried by the trucks was iron and steel products, building brick, farm produce, farm supplies, gasoline, hardware, chemicals, lumber, fruit, milk, and a multitude of other things.

GRANT
TRUCK

One and a Half and Two Ton

A Few Outstanding Points
Worth Your Consideration

Electric lighted and started.

Torbenesen internal gear-driven axle.

Continental motor.

Jacox steering gear.

High-tension magneto.

Remy two-unit starting and lighting system and other features equally as important in a good truck.

One and a Half Ton \$1885
Two Ton \$2150
F. O. B. Cleveland, Ohio

Terms: One-third down

Some Territory Open to Dealers

Manley Auto Co.

Eleventh and Oak at Burnside
Broadway 217

INTRODUCING LITTLE MR. TITAN—



Guaranteed 18 Months

Allow us to present little Mr. Titan, champion and booster of the "most power—least trouble"

TITAN
Storage Battery

This battery is hand-made from the best materials and is well constructed in every detail. The grids, for instance, being exceptionally thick and of diagonal construction, which increases their strength and provides more space for the active material.

Free Inspection Service



Every Titan Storage Battery is guaranteed on the basis of eighteen months service. We give this unconditional written guarantee because we know the Titan Battery is made right to stay right, and we know it will outlive the guarantee.

For satisfactory service be sure your next battery is a Titan



Start with the Titan

Titan Battery and Electric Co.

Authorized Sales and Service Station

411 Davis Street

Portland, Oregon

Western Electric Company

Distributors—Wholesale Only

T B-30

FISK
Tires Sold By

NAME	ADDRESS	NAME	ADDRESS
Ainsworth Garage	1268 Union Ave. N.	L. A. Jones	106 1/4 3d St.
Auditorium Garage	366 2d St.	Keller Harness Co.	49 N. 6th St.
Austin's Service Station	882 Union Ave. N.	Ladd Addition Garage	13th and Hawthorne
Barnard & Winchester	389 Hawthorne	Lents Hdw. Co.	5923 92d St. S. E.
Barnum & Bracco	517 Williams Ave.	H. A. Lewis	E. Burnside and 96th
Beaver Motor Co.	12th and Alder	Malcom Tire Co.	80 N. Bdw.
C. L. Boss Auto Co.	617 Wash. St.	H. W. McMonies & Co.	126 N. Bdw.
Bottemiller Hdw. Co.	749 Thurman St.	Montavilla Service Station	2095 E. Stark
Brickley & Miller	712 Williams Ave.	Multnomah Hotel Garage	12 2d St.
City Auto Laundry	449 Burnside	Multnomah Tire Co.	102 N. Bdw.
City Hall Garage	4th and Jefferson	Northwest Tire & Rubber Co.	4 N. 6th St.
Col. Highway Service Garage	1256 Belmont	Obye Motor Co.	Bdwy. and Couch
Columbia Vulc. Wks.	326 Couch St.	Peninsula Garage	212 S. Jersey St.
W. R. Couchman	19th and Couch	Carl Peterson	121 Grand Ave. N.
East Burnside Garage	E. 10th and Burnside	Portland Tire Co.	331 Burnside
Eleventh St. Garage	333 E. 11th	P. & O. Garage	380 Union Ave. N.
Ever Ready Service Sta.	12th and Hawthorne	Sandy Road Vulc. Wks.	776 Sandy Road
W. P. Finney	755 Alberta	State Auto Truck Co.	10th and Burnside
Franklin Garage	1388 Division St.	Sunnyside Service Station	165 39th St.
Grabler Bros.	210 4th St.	James Trail	1564 E. Glisan
Hamilton Motor Co.	50 N. Bdw.	H. A. Vorpahl	17th and Nehalem
Harvey & Son	716 Alberta	West Oregon Garage	775 Thurman St.
Hohm & Hebestreit	103d St. and Foster Rd.	Whitacre & Chism	839 Union Ave.
Wm. L. Hughson Co.	Bdwy. and Davis	Wilkinson's Tire Shop	304 Pine St.
Irvine Bros.	445 Hawthorne		

Willys-Overland Pacific Co., Broadway and Davis



Next Time—BUY FISK

Moving to Our New Building
Twelfth and Everett StreetsAuto Bodies
Our Specialty

We make them—
All Kinds and
Prices.

We will move to our new home at Twelfth and Everett Sts. about August 1st.

In our new, modern location we will be equipped to render a still better service to our customers. Our patrons are cordially invited to inspect our new building.

Burness Auto and Body Works

Formerly Burness & Martin

Now at 15th and Alder Streets
New Location After August 1st

Republic Trucks

The world over, the Republic is the fastest selling motor truck.

That is why you see so many Yellow Chassis Trucks, here and elsewhere—doing the hardest kind of hauling, in every line of business, with complete satisfaction to owners.

Roberts Motor Car Co., Inc.

Vancouver, Wash.

Portland, Oregon

Boise, Idaho

Largest Exclusive Truck Dealers in the Northwest