

# FULL EFFICIENCY IN SERVICE IS THE AUTO TRADE CRY

Portland Association Making the Garage Take Active Part in Aiding All Motorists.

Service efficiency, a service which not only meets the demands of the public but anticipates those demands, is the keynote of the policy of the new administration, headed by President C. L. Weaver, which will preside over the activities of the Portland Automotive Trades association during the coming year.

"The success of our organization, as well as the success of our members, depends upon public confidence. Only by the inauguration of and strict adherence to a basic policy of honesty of service can the automotive crafts expect to prosper," asserts President Weaver, who was elected at the November 17 annual meeting of the organization.

**TO EDUCATE SHOP OWNER**

"It is the mission of such organizations as ours to educate the shop owners to the vital necessity of a square deal towards the public and then educate the public to unhesitatingly recognize a firm displaying our emblem as one guaranteeing honesty of service.

"The frenzied, hectic days of the industry are gone. Things are getting back to normal and during 1921 it shall be our strongest endeavor to give the public a more efficient service."

The Portland Automotive Trades association is the new corporate name of the Portland Garage and Repair Men's association, formed in 1914. Organized by garage and garage repair men, it has grown in size and comprehensiveness until today its membership includes the tire man, the battery man, the painter, the trimmer, the body builder, the specialty distributor and many others. Hence the need for a change of name and the unanimous vote of the stockholders to effect the change.

**YEAR IS IMPORTANT**

The past year, under President Will J. Lester, has in many respects been the most important in the history of the organization. Its achievements include the presentation of progress and promising trade publications, Automotive News, to the industry of the Northwest—more recently dedicated to the entire industry as its mouthpiece—the promotion of a huge parking project for the Shrine convention, the opening of an office with an employment department to act as a labor clearing house for the trade and more recently the change of name to add prestige and power to the association.

The following comprise the 1921 off-icers of the Portland Automotive Trades association: President, C. L. Weaver; first vice-president, Axel Kildahl; second vice-president, Edward Burke; third vice-president, L. E. Blumenthal; secretary, R. H. Cross; treasurer, Don Bates; directors, C. V. Conant, R. D. O'Brien, A. E. Foss, Fred Dundee, Department vice-presidents, Battery and electrical shops, J. W. Van Matre; garages, E. N. Donaldson; machine and repair shops, V. C. Under; tire repair shops, L. M. Harper; paint and trim shops, Paul Stalger; sheet metal and wheel shops, G. G. Gerber.

## Hints on Storage Of Automobiles Furnished Owners

In spite of the belief that Oregonians motor all the year, there will be some car owners who will put the bus away in a short time and hope it for the rest of the stormy weather. For those who still believe automobiles to be built of pasteboard, glued together, and who will presently be about to lock the garage with the car on the inside, the following facts regarding the care of tires on stored cars may be useful:

Wash the tires carefully on outside to remove oil and grease.

Remove tires from the wheels and wrap them up in paper or cloth.

Store in a cool, dry place away from daylight.

If tires are left on the car, jack up the car, deflate the tires and wrap them in covers.

Don't let motor stand on tires all winter—to do so means a new set of tires in the spring.

## Good Road Boosters Have Catchy Slogan

In their campaign to put across a 15-year \$50,000,000 road building program, the good roads advocates of Alabama have adopted the slogan: "The heaviest tax the farmer has to pay is the mud tax." The farmers in that state are being shown that good roads benefit them in a dollar and cents way. Good roads advocates in Oregon, where road building is progressing far more rapidly than it is in Alabama, are thinking of adopting some similar watchword to stimulate better highways in this state.

## Here's Way to Join Driving Chain Ends

The easiest way to join the ends of a driving chain is to jack up the rear wheel and then engage the links of one end of the chain with the teeth of the countershaft sprocket. If the rear wheel is then turned until it is possible to engage the first link of the other end of the chain with that tooth of the sprocket which brings the links to be joined together, and if the wheel is then turned back far enough so that both ends of the chain are held on the sprocket, it will be an easy matter, especially if a small center punch is used to line up the holes and insert the connecting pin or bolt.

## Don't Run Solid Tires on Car Track

Injuries resulting from running solid tires in car tracks are serious and readily apparent. The construction of solids does not permit a ready distribution of part of the load strain to the rails' lower flange, so the major portion is carried upon the section running on the car rails with the result that it is quickly worn and broken away. The injury is not confined to one or two spots on the tire, but extends around the entire circumference, eventually leaving the tire reduced by one half to carry the full load.

## AUTO TRADES OFFICERS



Officers of the Portland Automotive Trades association, who are heading the various divisions of that organization and working for the standardization of the garage and repair business in Portland: 1—C. L. Weaver, president; 2—C. V. Conant, director; 3—A. E. Foss, director; 4—Edward Burke, second vice president; 5—R. D. O'Brien, director; 6—Fred Dundee, director; 7—Do n Bates, treasurer; 8—L. L. Blumenthal, third vice president; 9—Royal H. Cross, secretary; 10—James H. Cascell, editor Automotive News; 11—Axel Kildahl, first vice president.

## FEATURE OF RACER PUT IN STOCK CAR

Some of the most interesting engineering features developed in racing cars are incorporated in a new American-built automobile which was recently displayed at the New York Salon.

This car, the Duesenberg Straight Eight, has a single block, vertical, eight-cylinder engine and hydraulically operated four-wheel brakes. The principles it embodies were worked out during the war by the Duesenberg brothers of Elizabeth, N. J., and have been demonstrated in a practical way.

As the eight-cylinder engine has a bore of 2 3/4 and a stroke of 5 inches, it is as compact as most sixes, the overall length of the cylinder block being only 30 inches. An overhead camshaft actuates the valves, which are inclined in the cylinder head. Aluminum is used whenever practical to reduce weight.

The four-wheel braking system is particularly interesting, as it is the first example of a construction of this kind on a stock American car. When the pedal is applied oil is forced from a master cylinder, on the central cross member of the frame, through distributing lines to an actuating piston and cylinder unit on the expanding sectors of each individual brake. The oil lead to each front wheel brake is machined in the axle forging and taken through the steering pivot. This eliminates all connections and joints.

When the pedal is released the return springs withdraw the sectors from the brake drums. In the event of a highly improbable leakage or breakage in any one of the oil lines leading to the individual brakes, a floating piston valve instantly closes the opening to that line, thus preventing loss of oil and keeping the other brakes in operation.

The car has a wheelbase of 124 inches, assuring easy riding and permitting of mounting roomy bodies. It is low hung and sporty in appearance. Quantity production of these cars will be started early in March or April.

## Slow Race Contest Latest Novelty for Airplane Drivers

How slowly can an aeroplane fly? That is the latest question to occupy the attention of aeronautical authorities. The British ministry recently conducted a contest, the winner of which was to be the plane that could maintain itself in the air with the slowest possible speed. Harry Hawker of trans-Atlantic fame, led with a speed of 43 miles an hour. A twin-engine Vickers-Vimy, similar to the first to fly the Atlantic non-stop, was second with a low speed of 49 miles an hour.

## Vick Brothers of Salem Are Hosts; New Store Opened

Salem, Or., Jan. 8.—Several hundred Salem and Willamette valley people were guests of Vick Brothers of this city, Tuesday night, at the formal opening of their new truck, tractor and automobile salesroom and warehouse on Trade and High streets. The building is a three-story brick and concrete structure, modern in every particular. The first floor will be used for storage and display purposes, the second floor will be occupied by the firm's administrative offices, and the third floor will be given over to a repair shop and a display room for used automobiles. Vick Brothers are local distributors for Samson tractors and trucks and Oakland and Stutz automobiles.

**Another Correction**

It's all wrong about women not being able to take a joke. Just observe some of the things they share the front seat of a car with.

son. Jaywalkers muss up the streets." "Hell is paved with good intentions, but why crowd the place. Don't jay-walk."

**Using the Clutch**  
Always let the clutch in gradually.

Never release it suddenly, because this will jerk the whole driving mechanism and set up unnecessary strains.

**Almost Horseless**  
Four horses yet dwell in Woodland, the seat of Yolo county, adjoining Sac-

ramento. These are used for delivery purposes, a milk wagon, laundry bus, express wagon and vegetable wagon being the horse-drawn equipment of the city. The fire department and all other businesses are motorized.

**Velle-Price-Guarantee-Velle**

Applicable to Velle List Prices Announced Sept. 29, 1920

**\$1685**

PORTLAND

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ing motor—the beautiful, roomy body—deep leather upholstery—the complete equipment. Remember, the bond does not insure against price advance. Our advice is—do not wait.

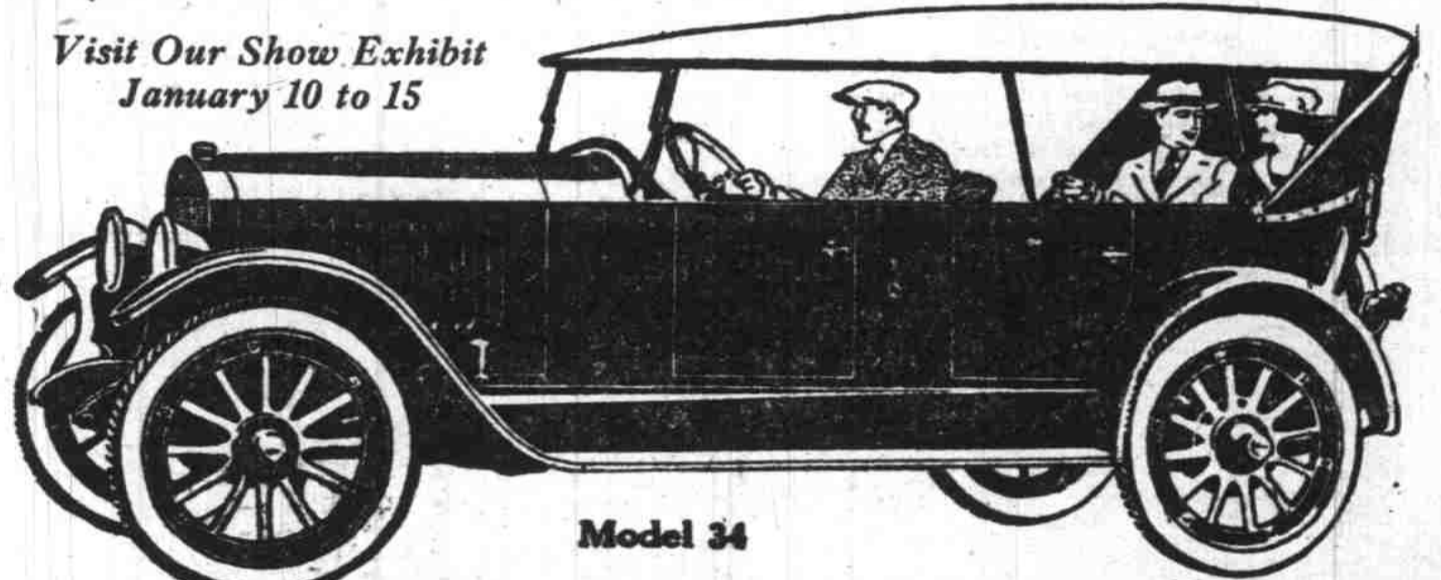
You Never Saw So Much for \$1685 Before

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January 10 to 15

Officers of the Portland Automotive Trades association, who are heading the various divisions of that organization and working for the standardization of the garage and repair business in Portland: 1—C. L. Weaver, president; 2—C. V. Conant, director; 3—A. E. Foss, director; 4—Edward Burke, second vice president; 5—R. D. O'Brien, director; 6—Fred Dundee, director; 7—Do n Bates, treasurer; 8—L. L. Blumenthal, third vice president; 9—Royal H. Cross, secretary; 10—James H. Cascell, editor Automotive News; 11—Axel Kildahl, first vice president.



Model 34

# Ford

## THE UNIVERSAL CAR

Your Ford Car At the Show

You need a Ford Car for 1921. It is the Universal Car—the car everyone can afford to own and to drive. The Ford chassis is the highest quality material in any automobile, regardless of price, with every part subject to stress or strain made from vanadium or molybdenum steel, three to four times the strength of the best ordinary steel, because of Ford treatment methods.

"You can pay more, but you cannot buy more" than the sturdy strength and power the Ford Car gives you. Ford prices are uniform everywhere, except for freight, because Mr. Ford himself has fixed the retail price. That price is below present cost of production.

Your 1921 car is at the show. It is a Ford Car—lowest in first cost; lowest in depreciation cost; lowest in tire cost; lowest in cost of upkeep, maintenance and repairs. Place your order with the Ford salesmen in either one of the two Ford exhibits at The Auditorium.

Chassis .....	\$360.00	Touring (With Starter) .....	\$510.00
Runabout (Regular) .....	\$395.00	Coupe (With Starter) .....	\$745.00
Runabout (With Starter) .....	\$465.00	Sedan (With Starter) .....	\$795.00
Touring (Regular) .....	\$440.00	Truck (Pneumatic Tires) .....	\$545.00

The Prices Listed Above Are F. O. B. Detroit

For Sale by the Following Authorized Ford Dealers

Francis Motor Car Co. Grand Avenue at Hawthorne	Wm. L. Hughson Co. Broadway at Davis	Talbot & Casey, Inc. East Ankeny at Grand
Palace Garage Co. Twelfth Street at Stark	Rushlight & Penney East Third at Broadway	Robinson-Smith Co. Sixth at Madison

**"The Weather Is Always Good in a Ford Sedan"**

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You will understand why when you see him.

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