

## OREGON CARS ARE NEAR 80,000

### HEAVY REGISTRATION IS NOTED.

About 17,000 More Automobiles to be Registered This Year Than in 1918—License Fees to Exceed Half Million.

SALEM, Aug. 9.—An estimate made by the automobile department of the secretary of state's office places at 80,000 the number of vehicles that will be registered in Oregon by the end of the coming year. This will be about 17,000 more than were registered in 1918 when the total was 63,325.

A total of 2196 motor vehicles were registered during July, just closed, 1851 of them new cars and 345 of them cars that had been registered in previous years but not previously licensed for this year.

During the month of July last year the total number of cars registered was 1709.

A statement of transactions of the motor vehicle department of the secretary of state's office for July 1919, follows:

Motor vehicles, 2196; motorcycles, 150; dealers in motor vehicles, 18; chauffeurs, 216; transfers of motor vehicles and motor cycles, 1741; duplicate license plates, 184; additional dealers license plates, 24 sets.

The statement continues: From these various transactions fees for the month aggregated \$19-

411; During the month of July, 1918, on the basis of the same rates the total fees collected aggregated \$14,547. There has been received as license fees and other fees in connection with the registering and transferring of motor vehicles and chauffeurs during the year 1919 a total of \$562,351. During the same period in the year 1918, the total fees aggregated \$439,480, so that for the year 1919 the fees show an increase over 1918 of over \$122,000.

Based upon the registrations from this time on to the end of the year during previous years, it is not unlikely that the registrations of motor vehicles for the year 1919 will be 80,000, or substantially 17,000 more cars, than during the year 1918, when the total numbered 63,325.

A very noticeable feature in connection with the registration of motor vehicles is the large number of transfers, which undoubtedly tends to indicate the trafoc in used cars.

From and after August 1 of each year, the license fees are one-half the regular fee. During the months of August and September a considerable number of registrations are made and licenses issued by reason of the new models of the various cars being delivered.

#### More Important Than Air or Gas

Fire Personal Injury  
Theft Property Damage  
Transportation Collision

### Automobile Insurance

BEND PARK CO.  
J. C. Rhodes

## USED CAR NOW TO FOREFRONT

### TO TELL PURCHASERS WHAT THEY GET.

Honesty and Frankness Needed in Sale of Used Cars—Square Deal is Due to Buyers for Sake of the Business.

In concentrating their entire efforts upon the sale of new cars, dealers have unwittingly let develop what has become known as the used car problem. The second hand car has too often been made an out-cast, something to be gotten rid of as soon as possible, and "caveat emptor" has frequently been the motto under which the sales were made. The second hand, or the slightly used car will always be with us. The dealer can only dispose of it as a genuine problem by intelligent and painstaking attention, and that is now being done in many cities.

The chief requirement is to win the confidence of the buyer. The purchaser must be told exactly what he is getting.

Misrepresentation or ignorance of what he is selling on the part of the dealer is probably less prevalent than it used to be, but it takes time to remove any taint of questionable practices which become attached to a business and only the gradual winning over of public opinion through strict honesty and utmost frankness can put the used car condition on a sound foundation.

#### Sustained Effort Best.

The plan of having an annual sale of used cars has been tried with a fair amount of success. It has the merit of bringing together prospective buyers and arousing an interest. Just as in the case of the new car, however, the show is only one feature of a selling campaign and can not take the place of sustained all-the-year-round effort.

Another practice is the method of a single clearing house, where all the dealers in a district send their cars. Prices are standardized, efficient and economical handling are easily attainable and the dealers are freed from the annoyance of having to find an outlet for their used cars, while endeavoring to sell new ones.

Furthermore, this plan reduces competition and attracts the buyer by presenting under one roof a wide selection of types, ages and prices. It becomes a thoroughly efficient large scale business.

Let the buyers find that they can go to this central clearing house and obtain cars exactly as represented at a fair price and the used car problem will vanish. There are thousands of people who do not own automobiles, but who would buy used cars if they only felt confident that their ignorance of the motor car's condition and value was not going to place them in danger of being cheated. Elevate the plane upon which the used car business is transacted. Inspire confidence. That is three-quarters of the task.

In a case where a car of the make which he represents is traded in with a dealer, there is some advantage to both dealer and purchaser in having the resale made by the agency.

The dealer has a vital interest in the reputation of his own car. He will see that it does not leave his hands until it is in sound condition. He has much more reason than has the clearing house for wanting it to make good. He is presumably better equipped than anyone else to give the owner service, and by properly taking care of the buyer he has the opportunity of securing a possible future purchaser of a new car.

It works both ways, the dealer having every incentive to see that the car works properly, while the owner feels more confidence in the ability and willingness of the agency to take care of him.

It is advisable that the car be sold with a definite guarantee, and unless the car is quite old and is sold at a very low price, there is no reason why the buyer should not obtain the same guarantee that is given with a new car. A guarantee has great weight with him. He likes to feel that he has the same standing at the agency as the purchaser of a new car, that he has the same binding guarantee and that he will receive the same service. In short, it is largely a matter of inspiring confidence in the first place and then rendering efficient, willing service afterward.

## ALONG AUTO ROW

Under the direction of A. H. Hoch of Seattle, representative of the American Association of Machinists, local machinists, automobile machinists, mechanics and mechanic's helpers met Wednesday evening to form a local union. The number of the local has not been selected.

At the meeting the following officers were chosen: Byron Royce, past president; J. Saltzman, president; Ernest Davis, vice president; D. L. Seeley, corresponding secretary; George Roberts, treasurer; Eugene Aclay, financial secretary; board of directors: E. H. Young, A. W. Bontrager and Henry Beaulieu.

The Bend garage delivered a 490 Chevrolet this week to J. Boydsten.

Sheriff S. E. Roberts is driving a new Baby Grand Chevrolet, which he purchased this week from the Bend garage.

The Deschutes garage is anxiously awaiting bids on its new building which is to be erected this summer at the corner of Bond and Franklin streets.

R. S. McClure, of Walther-Williams company, this week delivered touring cars to J. A. Eastes, N. D. Nye of Powell Butte and Edward Dean of Tumalo.

The Pioneer garage received for sale this week one Crow-Elkhart and one Essex car. According to Mr. Royce, it will be impossible for him to receive a Hudson Super Six until some time next month.

Put it in "THE BULLETIN."

## PRODUCTION IS MILLION SHORT

### MANY PROSPECTIVE BUYERS IN DOUBT.

Examination of Demands Gives Classification to Motor Investors—Three Million People Buy Cars This Year.

One million people who have the money and who are willing to buy automobiles, will be disappointed this year. They will not be able to get machines. This is the prediction of experts who have estimated the motor car capacity of the nation and have a good line on production possibilities.

It is estimated that the present production is one million cars or more short of the demand. In the first quarter of 1919, 115 leading manufacturers produced only 173,000 cars, while in the last complete production year there were built and sold, 1,800,000.

There are 27,304,172 family groups in America. Fifteen million people have incomes enabling them to purchase a car ranging in price from \$300 to \$1500.

Three million people may be considered prospects for a car from \$700 to \$1000.

Two million people are in the class between \$1100 and \$1400.

Five hundred can buy between \$1500 and \$2000.

One hundred thousand can buy anything they want.

Automobile manufacturers are concluding a period in which a tremendous effort has been made by the manufacturers to supply a very small part of the demands made upon dealers. It was even out of the question to start to supply this demand before the first six months after the war.

## BOILING POINT TEST VALUE OF GASOLINE

The old gravity test of gasoline really tells nothing of its efficiency because gasolines of the same gravity may differ greatly in boiling points, and boiling points are the only true measure of the gasoline value.

By mixing two gasolines of high gravity and low gravity, a combination can be obtained which will meet whatever gravity test is desired, but such fuel would not work effectively in a gasoline engine.

When, however, the boiling point test is used, the refiner can be sure of maintaining the quality of his product, and the motorist can be sure of a uniform gasoline. Every gasoline for good service must have a gradual series of boiling points. Low boiling points are absolutely essential for starting but are useless for high power. High boiling points give power, but no motor would start if only the high boiling points were used. The full chain of boiling points must be presented.

Only straight distilled gasoline has the necessary boiling points. Red Crown is a well known gasoline which possesses the full and continuous chain necessary for easy starting and full power.

#### Daily Thought.

Great men too often have greater faults than little men can find room for.—Lander.

Put it in "THE BULLETIN."

# Ask The Man Who Owns One

What will the man who has owned a Ford tell you every time? . . . . .

- It does the work.
- It gets the mileage on minimum of gas.
- It is not a Tire consumer.
- It satisfies every need.

These are some of the reasons why the

## Ford Motor Cars are called Universal Cars.

Why are more Ford Motor Cars being delivered into Central Oregon this year than ever before?

Because the Ford Motor Cars are delivering everything that is being said about them.

Place your order with the

# Cent-Ore Motor Co.

Bend, Oregon

# IT IS A GREAT Satisfaction

TO be able to tell our patrons that we have the largest and most complete line of automobile accessories of the best grades that can be obtained anywhere in Cent. Oregon

TO be able to say that we carry for our trade the best and largest stock of the best tires and tubes in Bend and vicinity.

TO be able to advise our patrons on the best automobiles to purchase---because we carry them.

TO be able to tell our customers that we can give them the kind of repair service they want, because we have the machinery and men with which to do it.

These things and many others are building a reputation to be envied for

# The Bend Garage