

TRUCKS FORCE OLD DOBIN OUT OF JOB SAYS G.M.C. DEALER

Poor old Dobbin is making one last stand, one last effort to keep his rapidly vanishing popularity from slipping entirely away. All of the producers and manufacturers dependent upon the horse for their existence have seen with alarm the disappearance of the horse from the street. To them the long lines of autos parked so closely as to resemble the proverbial sardines in a can, bring no glow of pleasure in their city's prosperity. The cleaner streets, the vanishing of foul smelling stables are no cause for rejoicing. They see only their disappearing business and so in a last forlorn hope have banded themselves together in a society known as "The National Publicity Association."

All of them, the hay and grain dealers, the saddlery manufacturers, the horse breeders and dealers throughout the United States, six hundred in number, will use their money, their time and their energy to keeping poor old Dobbin still on the map. What they hope to accomplish is highly problematical.

None of the local representatives of trucks and tractors seem to view the new organization with alarm. When asked as to any possible effect such an organization might have on his business, W. E. Burns, local distributor for the G. M. C. truck said, "No one who has used the economical tractors and trucks is going to return to the horse. Their efforts make me think of the answer of an old Irish foreman when steam shovels were first introduced. His workmen did not take kindly to the new device. It will put too many men out of work," they argued. The shovels should be used. It is the only economical way. The boss listened to these arguments, then turned and said, "Faith, my man, and why not get a crew of men and equip them with tablespoons?"

SHORTAGE OF CARS TO CONTINUE THRU YEAR SAYS DEALER

The present shortage of automobiles continues with no sign of relief. Practically every dealer with a line that is at all desirable is taking orders for delivery in sixty or ninety days, with no absolute assurance of being able to make good on his promise even then. A local dealer believes another 12 months at least will elapse before there is any appreciable closing of the existing gap between supply and demand.

"Most manufacturers," he says, "were every engaged in 1919 on war work, as the National company was, or else were unable to secure materials and consequently found their factories empty when the armistice was signed. If the war had continued three months longer I think it is a safe prediction that not a single automobile would have been produced during the further duration of the conflict, says those required for actual war work."

"The war put the country behind to the extent of about 1,000,000 automobiles, and its effect in declaring the resumption of production is meaning the loss of about as many more. Even the tremendous outputs that are now being planned by most manufacturers, and a majority of them are arranging to increase their capacity, will not stop the gap for some time to come, at least not for a year."

"The forward buyer will order his car now, getting the best delivery date that they can secure, whether it be three or four months from now. Otherwise he is certain to be disappointed when he finds the buying moment can be postponed no longer."

Southern Roads Well Marked By Scores of Signs

LOS ANGELES, Cal., Feb. 17.—Southern California now contains 64,122 enumerated metal auto-guide signs, scattered over an area of 70,000 square miles, according to the annual report of the Automobile club of Southern California for last year. There were 8,929 new signs placed in the southern part of the state in 1919.

Of the total number of guide signs erected by the Automobile club, 6,212 are in the desert of eastern California and Arizona. These show the location of water holes that are fit for drinking purposes. Special attention has been given to the desert sign posting since transcontinental touring has become so general. The Los Angeles Chamber of Commerce was instrumental in obtaining government aid in this work.

For 1920 the Automobile club plans to re-sign the National Old Trails transcontinental highway from Kansas City to Los Angeles—a distance of 2,000 miles. It will also re-signpost the Lincoln Highway and the Midland Trail from Omaha, Neb., and from Ely, Nevada, south.

All of the new signs are erected by the club with carry mileage directions, so that the motorists need have no trouble or doubt as to his location. Four trucks are operated daily by the club in erecting new signs and replacing old ones.

For the first time vaccination has been required by the public schools of Gloucester, N. J., but many parents refuse to comply with the order and their children were sent home.

Oleson Holding Agency for Two Popular Makes

Fourteen year's residence in this city has convinced Olat Oleson, of the Oleson Motor Car company, that this is the ideal home city when compared with any and all others. And familiarly with motor vehicles of all kinds has convinced Mr. Oleson also that Chandler cars and the Day-Elder trucks are leaders in their respective classes.

The Oleson Motor Car company maintains showrooms at 348 North Commercial street. "Chandler cars are too well known for worthwhile performance to require much verbal description," stated Mr. Oleson. "Half a dozen Marlon county residents have secured Chandlers or Cleavelands since December, and they are all boosters," he said.

Concerning the Day-Elder worm-drive trucks, Mr. Oleson is sure that this hauler with its record of faithful and abundant performance will have a great future in this section. As sales develop into a manufacturing and industrial center, the demand for dependable trucks will increase, is the view of the Day-Elder sales man, who asserts that his truck will be in the running and "delivering the goods" when other much advertised makes are heading for the junk heaps."

In common with all up-to-date dealers, Mr. Oleson maintains a first class service shop in combination with his showroom. Here two expert mechanics are ready to aid Chandler, Cleaveland and Day-Elder owners in maintaining their cars in best conditions in a much more economical manner than if the car went into unfamiliar hands.

At the Auto Show, the Oleson Motor Car company will have open and closed models each of Chandler and Cleaveland cars on exhibition. There will also be a D-E truck ready for inspection and demonstration.

LEXINGTON LIGHTS SOLVE 'PROBLEM OF DANGEROUS GLARE

In an unpretentious little room in Connersville, Indiana, a device has been perfected that is advanced as solving the last of the basic automobile problems, that of blinding headlights glare.

In that room for two years, Samuel F. Arbuckle, sales engineer of the United States Automotive corporation, has been at work on the device.

Little did the Society of Illuminating Engineers, that authority on illumination which drafted the recommendations that gave this nation its uniform railroad headlamp law, realize when it held up as the ideal solution of automobile headlight glare, that this inventive genius was nearing the goal of success with such a device.

But Arbuckle saw in his idea the real solution to the problem and he set out to accomplish its development. His ambition has seen its fulfillment in the Series "S" models of the Lexington Motor company, with the adoption as standard equipment of Arbuckle's vacuum-controlled two-way headlights.

The device invented by Arbuckle is semi-automatic. The movable reflectors are operated by the vacuum stroke of the pistons. This suction exhausts the air from a metal bellows connected to the reflectors. An instrument board control, a simple touch of which will raise or deflect the lights also has been provided.

The device complies with the spirit of every known antilight law. Nothing is left to the judgment of a driver as to how far he shall deflect the projector beams to come within the law. Those positions are fixed by the device. If the lights, through neglect, are left in the upward position when the car is parked at the curb, they are automatically tilted down when the engine stops.

The lights mean safety to others on the road, whether in vehicles or on foot. They mean equal safety to drivers and occupants of the cars equipped with the two-way lamps because they do not reduce the quantity but simply control the direction of the light.

These lights have passed the drastic New York state anti-glare law with a mark of 100 per cent. Arbuckle has provided the instrument with which to realize the ideal.

CLEVELAND AUTO MAKES GOOD TEST

Here is a record that Cleveland dealers are proud of.

Three thousand two hundred and 28 miles with an average gasoline mileage of sixteen miles per gallon—the major part of the trip being over exceptionally rough, muddy and sandy desert roads. This achievement is to the credit of a new "Cleaveland Six," which prior to the big drive had never been driven other than the limited extent which was absolutely necessary in making a satisfactory test here at the factory.

The trip was made by our dealer, Mr. L. S. Cobb, of Cobb & Evans, of Fresno, California. Mr. Cobb left here on September 6th, with a new "Cleaveland" touring car en route to Fresno, California. These are the larger cities through which Mr. Cobb traveled on his drive west: Akron, Toledo in Ohio; Detroit, Battle Creek, Michigan; Chicago, Illinois; Clinton, Iowa; Cedar Rapids, Council Bluffs, Omaha, Nebraska; Columbus, Cheyenne, Wyoming; Rock Springs, Salt Lake, Utah; Gardfield, Carson City, Lake Tahoe, Nevada; Sacramento, Madera, and then to Fresno, California.

Mr. Cobb made a short stay in Detroit, Michigan, and then proceeded on to Chicago, Illinois, arriving there on September 11th. The same day he took the road leading west out of Chicago.

As you probably know, the kind of roads (if we can call some of them roads) over which Mr. Cobb had to travel in the western states they wind through prairie and desert lands; where it is sometimes necessary for a motorist to spread canvas over the sand in order to make progress. Railroads are also very scarce in this part of the country, which shows very plainly the great confidence Mr. Cobb had in the performing ability of the "Cleaveland Six."

Another important fact that we want to bring out at this time is: that he made the trip from Chicago to Fresno in nine days—record time for stock car.

And this is what Mr. Cobb reports as to how the "Cleaveland" came thru: For nine days, he was out on the open roads. And open roads is the correct term. Deep muddy and sandy ruts for miles, "water trenches from Flanders"—at other points rocky and mountainous trails. In short, he encountered about as miserable a stretch of highways as could result from excessive rains, heavy wagon travel and lack of road up-keep.



The minute you note the Liberty you realize that it has a beauty and a style peculiar to itself.

You identify excellence in every unit that goes to make up the car.

Everything about the car—from motor to axle—represents standards of goodness set by the Liberty makers.

You hear everywhere that the Liberty does stand up with delightful rarity of adjustment or replacement.

And that there is a superiority and a difference in the way the Liberty rides and drives.

LIBERTY SIX

J. E. RINGROSE
241 North Commercial Street
Salem, Oregon

ELGIN BEATS FAST EXPRESS IN A RACE THROUGH DARKNESS

"This performance, for endurance and speed, is probably the best record attained anywhere."

That is what I. J. Hentschell, automobile editor of the Minneapolis Tribune, who acted as observer on the trip, said when this Elgin Six took the night race through the night from Minneapolis to Fargo, N. D.

As the result of a challenge, this car, driven by C. B. Reilly, president of the Reilly-Herz Auto Company, left Minneapolis at the same time as a fast train on the evening of August 19, 1919, and the race was on.

The run was over the Red Trail route, and the Elgin churned through the sands of Anoka county in the same unwavering manner that it traversed the heavy mud of the Red River Valley.

The train, on its smooth path of steel, dashed swiftly on toward Fargo. The sturdy Elgin tore through the night with throttle wide open, surmounting all obstacles. Sand, mud and darkness could not stop this valiant motor through the night. Throughout the long night the brave Elgin Six came gamely to its apparently impossible task. Finally with the dawn came Fargo, and victory. The Elgin had won against overwhelming odds.

Without stopping the motor, the car was immediately started on the return trip and reached Minneapolis the same afternoon. The round trip, a total distance of 554 miles, was made in the phenomenal time of 18 hours and 41 minutes of continuous driving.

MERITS OF SMALL CAR TOLD BY DELANO

"While the number of automobiles in the United States today may seem large, their universal use has only just begun," says F. G. Delano of the Salem Automobile company local dealer. In Chevrolet and commercial cars "The outstanding feature of passenger and commercial car sales in the past year is the number purchased by those who have never owned cars before."

"The merits of both the truck and delivery car were generally recognized but many business men failed to see how they would be directly benefitted by their use."

"The tremendous impetus given to commerce by the end of the war and the corresponding need of transportation facilities to keep goods on the move have caused many a business man to experiment with a truck. They have found its convenience and economy a decidedly profitable investment. Others have been influenced by their experience, with the same result. In consequence truck sales are increasing ever more rapidly."

"Passenger cars are selling accordingly. Many who have always wanted cars, but who thought they could not afford them, are now in a position to buy them for the first time."

"They are finding out the many advantages make cost negligible. They are passing the word along."

"Naturally the low priced automobiles that afford every essential of equipment and are especially built for economical transportation have proved the most popular. They are now with in the means of practically everyone. The service they render completely satisfies the great majority. They are turning the luxury of the past into the indispensable utility of the future."



THREADED Rubber doesn't protect a battery against abuse any more than a check book protects you against the high cost of living. But it unfailingly guards against need for re-insulation during the battery's life, and that is a thing that never can be truthfully said about ordinary insulation.

DEGGE & BURRELL
AUTO ELECTRICIANS
238 North High
Through Service We Grow.

STRANGE LAW IN CAROLINAS If Car Hits You, Law Provides You Can Sue for the Car.

Lots of things are done in North Carolina and South Carolina that, for example, South Dakota and Alaska are out gaily of. Probably, also, vice versa. The twin Carolinas, for instance, have a most peculiar law.

The courts have ruled that a pedestrian struck by a motor car can sue for the possession of the vehicle. This law has become so popular of late, it has been upheld so often to the loss of his car by the owner, that a growing number of people in these two states when they feel the need for a motor car for business or pleasure, walk forth, strut in the right-of-way of a motor car, are struck down, institute suit, and quickly obtain possession of the car that injured them.

The National Automobile Dealers' association is waging a legal war to bring about the repeal of this statute.

Keeping Cotter Pins.
A very convenient method of keeping cotter pins of assorted sizes is to string them through the eyes on a bit of wire. In this way when the whole lot is picked up it is easy to select the size needed, whereas, in fishing through a box of loose pins there is



You find something better to say about the Elgin Six every time you drive or ride in it

World's Champion Light Six

The beautiful Elgin Six Portfolio, illustrating all models, will be mailed upon request

MEET ME AT THE SALEM AUTO SHOW, FEBRUARY 18-19-20

LEE L. GILBERT

DISTRIBUTOR
156 South Commercial Street
Live Dealers Wanted in Unoccupied Territory
Salem, Oregon

ELGIN MOTOR CAR CORPORATION ARGO, ILLINOIS