

MOTOR CAR MAKERS ON ANXIOUS SEAT

Output Depends Upon Action Taken by Government for War Materials.

AUTO PRICES TO GO UP

In Spite of Unsettled Conditions Demand for Machines Will Be Bigger Than Supply, Believes C. M. Menzies.

The automobile factories of the country are now on the anxious seat pending receipt of official orders from Uncle Sam as to how many motor cars they will be permitted to build during the coming twelvemonth, according to C. M. Menzies, sales manager of the Northwest Auto Company, distributors

nominal acceleration tests were recently made on the Concourse, near One-hundred and Seventy-second street, New York City, by a Chalmers car, which was accelerated from a standing start to 12.5 miles an hour in 2.5 feet, the fastest time being 1.2 seconds. In 100 feet, or 4.4 seconds, the velocity of the car was 16.5 miles an hour.

CRATER LAKE RIM ROAD OPEN

New Tourist Highway Opens Up Matchless Scenery.

KLAMATH FALLS, Or., July 28.—(Special.)—That the new road around the rim of Crater Lake is now open for a long stretch from the junction with the Sand Creek road, and that the scenery there is matchless, is the report of Percy Evans, of this city, after a week's trip through Northern Klamath County.

DODGE CAR MAKES BIG CLIMB

First Auto Said to Have Reached Very Base of Mount Adams.

GULER, Wash., July 28.—(Special.)—Dr. and Mrs. A. G. Belsheim and Mrs. J. E. Reynolds, in the former's Dodge auto, were the first to make the trip to Morrison Valley, at the very base of Mount Adams.

STATE TRIP IS MADE

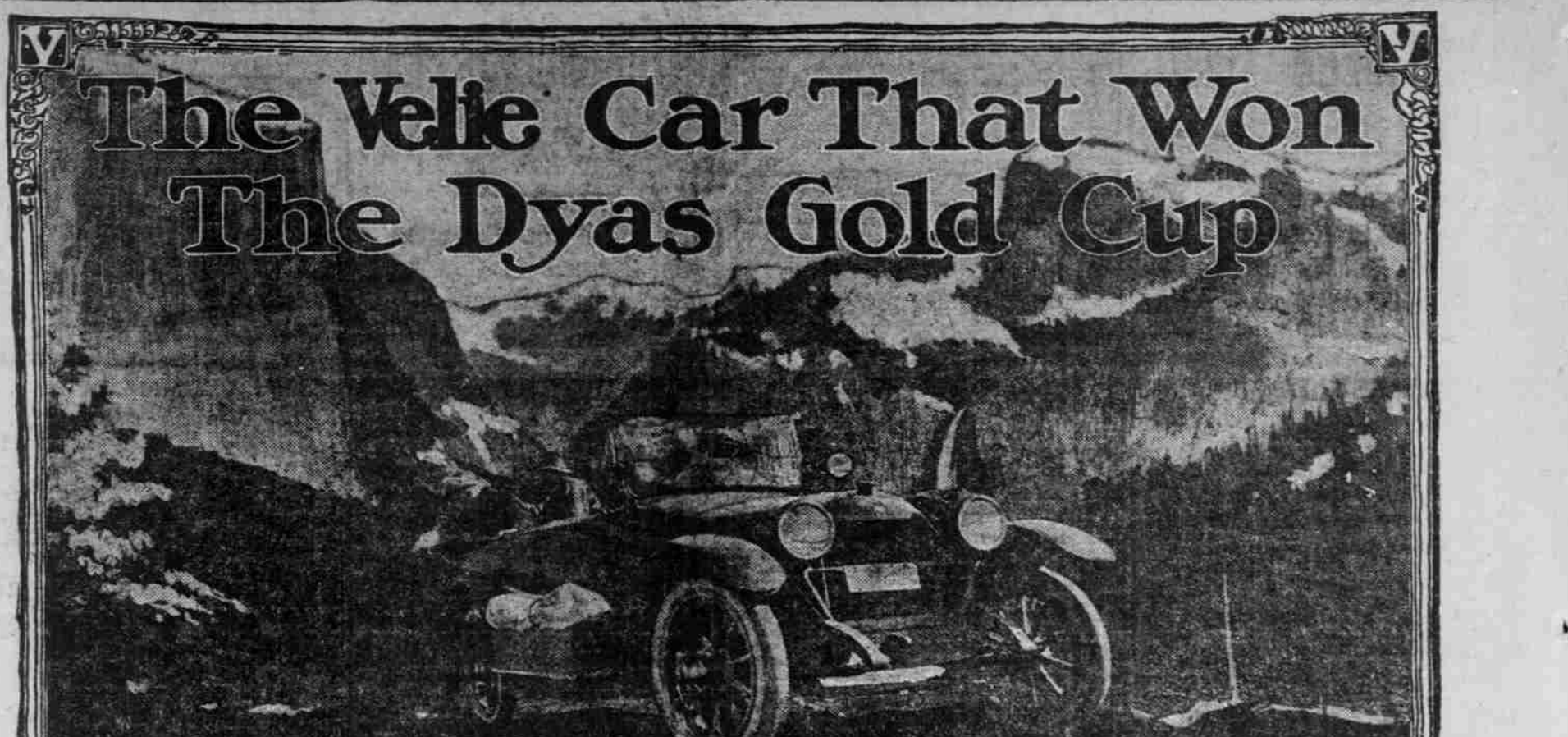
Game Warden Shoemaker Reports Condition of Roads.

BURNS TO CRANE BAD WAY

Nearly All Other Roads in Eastern Oregon Are Fairly Good—Itinerary of Journey Will Be Valuable to Other Motorists.

A detailed report on the condition of roads throughout Eastern Oregon was furnished to the Oregon State Motor Association last week by Carl D. Shoemaker, State Game Warden, who returned after a loop trip entirely around the state in his Overland.

Mr. Shoemaker's opinion of the road-way from Portland south to Grants Pass and from that city across to Klamath Falls, via the Green Springs route, has already been reported in The Oregonian. His report on the roads between the



The Velie Car That Won The Dyas Gold Cup

First Car to Make the Famous Yosemite Valley Trip in 1917 Over the Wawona Road

AFTER a nine days' battle with snow, mud, fallen trees, rocks and cave-ins, the Velie Six Touring Car entered Yosemite Valley and captured the coveted Dyas Gold Trophy, offered for the first car from Southern California into the valley in 1917, over Wawona Road.

The trip was made by members of the Lord Motor of Los Angeles with a Velie stock car, without any special or extra equipment. It met and conquered far more obstacles and hardships than any car in ordinary service will ever have to face. Thus the Velie values again demonstrated their superiority.

See and try the Velie. Then you will know why it takes the honors away from all other cars of its class.

D. C. WARREN MOTOR CAR CO., Distributors

58-60 N. Twenty-third Street, Portland Phone Main 780

VELIE MOTORS CORPORATION, MOLINE, ILLINOIS

Builders of Automobiles, Motor Trucks and Tractors



For instance, the factory has a man who regularly visits the Portland branch, where he makes any adjustments necessary. This obviates the necessity of sending worn parts back to the factory for replacement. Whatever the local service man says with reference to replacement goes.



Mr. and Mrs. G. P. Putnam, Guests of Game Warden Shoemaker On Klamath Falls-The Velie Trip

of the Reo, Cole, Marmon and Dort cars, who returned to Portland a week with a fund of gossip from the Eastern centers.

Incidentally he reports that a full carload of Monroes cars is en route to the Northwest, billed to the Northwest Auto Company. One of the models will be sent to each of the offices of the company in the Northwest.

The Monroes is a four-cylinder car with a high-speed motor, which is built in Pontiac, Mich. It will sell for \$1210 in Portland.

"The Government officials are now in control of the entire situation in the East," said Mr. Menzies upon his return. "When the official red, white and blue label of the Government is placed on an order all other work is aside until the needs of Uncle Sam are filled."

"If the Government officials think that the motor car factories are gathering too much material, thereby crippling activities in preparation for war, the factories are told, mildly, but strictly, what they can do and what they must not do."

"Some of the factories expect to build more cars this year than last, but, as a rule, the Government officials are forcing them to cut down their output, in order to make certain that the material market will not be drained too severely."

Car Makers Frightened.

"As a result of this situation the motor car manufacturers are frightened. They are afraid to buy too many engines, for fear they will not be allowed to purchase a similar number of bodies, and the same problem applies to the wheels and other major parts of a car. Naturally, they also are rather cautious about buying up materials in large quantities, because, if the war comes to an end suddenly, they will be faced by a drop in prices."

"The wise men of the industry in the East say that the prices of all cars are bound to go up, and, personally, I predict that only about one-half enough cars will be built during the coming year to supply the demand."

"On August 1 the prices on a number of well-known cars are going up considerably. The Packard raises \$400, the Cadillac \$350, the Marmon \$300, the Reo \$125, and the Reo \$110. These are merely instances of the general trend. Most of the other cars are going up in proportion, in my opinion."

Eastern Factories Visited.

F. W. Vogler, president of the Northwest Auto Company, who accompanied Mr. Menzies on his recent three weeks' trip, will probably not return to Portland for about 10 days. Together they visited Omaha, Chicago, Lansing, Flint, Pontiac, Detroit, Cleveland, Akron, Indianapolis and Marion, Ind.

passed much of their time at the Reo, Cole, Marmon, Dort and Monroe factories, and at the plant of the Miller Tires in Akron and the Indiana truck factory in Marion.

While in Detroit the Portlanders saw W. E. Norman, former manager of the Portland branch of the Ford Motor Company, who is now in charge of the Ford plant at Des Moines, Iowa. Last year 30,000 Fords were sold in Mr. Norman's territory, and this year he went to Detroit, praying that he be given 40,000. The same time was voiced by the other branch managers, Mr. Menzies reports.

There were no less than 35 Reo distributors at the Reo factory when Vogler and Mr. Menzies were there, and all of them were crying for cars, but the factory was unable to make any promises.

Mr. Menzies says the price-raising habit has swept the East, and that many manufacturers are raising the quotations on their commodities merely because the other fellows seem to be doing the same thing. It appears to be the proper thing to do.

"A person cannot go anywhere in the East but he is confronted by the sight of hundreds of soldiers getting ready for war duty," says Mr. Menzies. "Business men of the East are agreed that prices will probably go down when the war ends, but they are also unanimous in the belief that there will be more business than ever for the few years immediately following the close of hostilities."

"They point out that machinery and equipment all over the country is now being worked at break-neck speed, without any idea of replacements, and that a tremendous amount of rebuilding will be required when the time for a breathing spell finally arrives."

Tests Made in New York.

Under the auspices of the American Automobile Association several pneu-

Carl D. Shoemaker Collecting Water for Hard Drive Across Alkali Desert

before is a distance of nine miles from Guler, at the foot of what is called Chimney Hill. Several who are familiar with the country have maintained that this hill would never be climbed by an auto.

This road has been open only for about a month and the distance from the Guler Hotel is 11.7 miles to Morrison Valley and an altitude of 4900 feet. The road is in fairly good condition and is not by any means impassable. The Morrison Valley presents an excellent place for camping and is the most desirable point for starting the climb of the mountain.

Tire Company Has Athletic Club.

One of the largest and most successful factory athletic organizations in the country is that formed among the employees of the Flisk Rubber Company at Chicopee Falls, Mass. It is organized under the name of the Flisk Athletic Association and is a registered member of the A. A. U.

Six States Covered in One Day.

Through the six New England states in one day—from dawn to sunset—is an unusual feat recently performed by a group of motor authorities in a Dodge car. The motor was only stopped once, and that to obey a law.

THE OREGONIAN WILL REPORT CONDITIONS OF CRATER LAKE LOOP TRIP NEXT SUNDAY.

To give the motorists of Oregon detailed information on the famous loop trip from Portland to Crater Lake via the Central Oregon Highway and the return via Medford and the Pacific Highway, an Overland "country club" car was dispatched from the Portland branch of the Overland Pacific Company last Friday evening, with H. H. Eling, manager of the branch, Thomas Bradshaw, shop superintendent, and young Herbert Eling and Chester Moore, automobile editor of The Oregonian, as passengers.

The Overland-Oregonian pathfinder was routed via Hood River, The Dalles, Shanks, Bend, Crescent, Klamath Falls, Crater Lake, Medford and the cities along the familiar Pacific Highway between the latter city and Portland.

A complete record of the trip, including a report on road conditions, will appear in the automobile section of The Oregonian next Sunday. This information will be particularly timely at this season in view of the fact that members of the Oregon State Motor Association and of the Dealers' Motor Car Association, as well as a large number of independent motorists, are planning to make the Crater Lake trip within the next few weeks.

various cities and towns of Eastern Oregon is as follows:

Klamath Falls to Lakeview—Road is much improved over what it was three weeks ago. Water runs all smoothed out and the 100 miles may be easily made in six hours.

Lakeview to Burns—Take road by Chandler station, Albert and Alkali Lakes and Wagonier Mountain to Riley and then into Burns; road is good for most part, although in places surface rock makes progress slow.

Burns to Vale—Coke road through Harney, Drawney, Boush and Westfall; road is good.

Vale to Baker—Take Willow Creek route through Brogan and Malheur; road is good.

Burns to Crane—Koten; full of sand and deep ruts; a thousand roads leading in different directions; hard for tourist to find way on account of lack of signs.

Canyon City to Prairie City—Road is good, although cut up in places by heavy hauling.

A side run of 111 miles may be made over good roads to Blue Mountain hot springs.

Burns to Canyon City—Road is fine; tourist should keep plenty of water on hand, as there are long, steep grades.

Canyon City to Forest—Take road through Mount Vernon, Beech Creek, Hamilton, Monument and Spruce; road goes through a miniature grand canyon and is very beautiful.

Forest to The Dalles—Go through Condon and Wasco; must make detour of about 10 miles after crossing Deschutes River on account of road making; road is good all the way.

SERVICE DEPARTMENT LARGE

Chalmers Company Carries Thousands of Parts in Stock.

The one thing which interests motor-car buyers after beauty of design, excellence of materials and performing qualities, is service. In going over the policy of the Chalmers Motor Car Company, when he visited the big Detroit factory recently, H. L. Keats, local distributor, says he was impressed with the attention which this feature of the industry was given by Chalmers.

He found the service department occupying three entire floors of one of the largest factory buildings and in addition a four-story building erected exclusively for the service department.

There are over 100 employees in this one department with charge of over

\$1,000,000 worth of parts, which are sent out in every corner of the world immediately upon receipt of requests. In each automobile there are over 4000

separate parts. "Service with the Chalmers Company does not stop with the factory," says Mr. Keats, "but extends to every dealer."

For instance, the factory has a man who regularly visits the Portland branch, where he makes any adjustments necessary. This obviates the necessity of sending worn parts back to the factory for replacement. Whatever the local service man says with reference to replacement goes.

Every once in a while someone comes into the accessory department of the Northwest Auto Company and asks what is meant by the "Miller Geared to the Road" tire.

In brief, it is one of the biggest ideas that has ever been introduced into the tire business. It is nothing more nor less than building a tire in such a way that at all times it will be geared

to local banks. Here's the idea: Bert Stone runs a little shop up on the street. He borrows a thousand from the bank to discount his merchandise bills. He also buys a car from "Biltons and Motor Company" and the paper goes to his bank. Next time he has more trouble making a loan and knows why. On the other hand, the Northwest has his paper in its own safe, and his strength is not affected.

If you drop in, Harry Lytle will explain all angles of it to you.

Don't Stop—

When someone stops advertising, someone stops buying. When someone stops buying, someone stops selling. When someone stops selling, someone stops making. When someone stops making, someone stops earning. When everyone stops earning, everybody stops buying. KEEP GOING—

DEPRECIATION AND INTEREST

are the thieves that steal your truck profits. You use a strong safe to protect your money. Why not use a strong truck to protect your profits?

We Sell the **INDIANA**

1 ton.....\$1700 3 1/2 ton.....\$3200
2 ton.....\$2425 5 ton.....\$4250
F. W. Vogler, President. C. M. Menzies, Manager.

NORTHWEST AUTO CO.
BROADWAY AT COUCH,
F. W. Vogler, President. C. M. Menzies, Manager.

Motor Trucks of the Northwest Auto Co.

Broadway at Couch St. Portland, Ore.

FIRING ORDER NO. 4. PORTLAND, OREGON, JULY 29, 1917.

Motor Production and the Buyer.

The motor situation from the standpoint of the manufacturer is mighty tense, according to C. M. Menzies, manager of the Northwest Auto Company, who has just returned from a three weeks' tour of the factories.

In the first place, the material situation and the labor situation are such that there simply is not the chance of alleviating the conditions and motor buyers can only expect higher prices and long waits for purchases. In certain cases where wise buying on the part of a heavily financed corporation like the Northwest Auto Company has foreseen this condition and motor purchasers are able to get what they want about when they want it, but Mr. Menzies was not at all encouraging about long being able to keep up the plan of holding the Northwest Auto fairly well stocked in the face of such conditions.

Naturally, such times are proving somewhat disastrous to firms not well balanced on the sea of finance, and several makes probably will be off the market before long. It is makes such as the Reo, the Cole and the Marmon which have never indulged in the dangerous game of sensationalism, but through-out have built the best they know how, that are today able to commandeer the resources necessary to the production of motorcars.

Now, with the increase of business and the demand for more efficient transportation, the price of the automobile truck is a problem at all, you must in protection to your best interests take the truck into consideration.

Also, there is another angle to it. It isn't just any truck at all, for that is a poor way out and hardly satisfactory. Haulage is composed of many variable factors. There is speed, number of stops, average loads, maximum loads, roads, territory to be covered and class of merchandise to be hauled.

Your business is selling goods, while at the Northwest Auto Company there is a young chap named Finch whose business is the solving of transportation problems. He probably can tell you a lot about your own problem if you will turn him loose on the job. He has trucks of every size and description, knows the capabilities of each and can juggle those variable quantities which we mentioned so that the result will equal—lowest cost per mile per package.

He eats that stuff alive and can be reached in a few minutes by a call to Broadway 887. Incidentally, service is his first idea, and even if you don't need a new truck, he will be just as willing to analyze your situation and tell you why it is costing you more than it should, or why it is the best that you can do.

Trucks and Finch—The Use of a Truck Must Be Studied.

Almost 50 Portland owners of Marmon motorcars enjoyed last Saturday afternoon in a get-together out at Multnomah Lodge on the Columbia River. It was a party where E. N. Howe played host at a dinner party.

The afternoon was spent in a get-acquainted way, while the dinner proved to be a mighty interesting when each of the owners told his interesting motor experience.

The dinner was beautifully served, and after sundown the Marmon caravan returned to town with a pleasant thought for the day and somehow a new idea of kinship between owners of the scientific luxury car.

Regarding Automobile Paper and the Business Man.

Here's a thought of interest to the business man. Some have to buy a car where the full price is not laid down at the time of delivery because the paper finds its way to the bank and sometimes affects the credit of the business man at his bank.

When you deal with the Northwest Auto Company you deal with the Northwest Auto Company only, as it is big enough to carry itself and does not sell any paper

to local banks. Here's the idea: Bert Stone runs a little shop up on the street. He borrows a thousand from the bank to discount his merchandise bills. He also buys a car from "Biltons and Motor Company" and the paper goes to his bank. Next time he has more trouble making a loan and knows why. On the other hand, the Northwest has his paper in its own safe, and his strength is not affected.

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That Geared-to-the-Road Idea.

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"So verily we say unto ye: That size and quality of materials and workmanship constitute cheap hauling"

1917

I bought a 2 Ton 'Whosis' for \$1800. They're all the same. You're stuck!

1920

I bought a 2 Ton Indiana for \$2400

1800! 3 YEARS! Depreciation \$600 a year for the "Whosis"

1925

Good night! The Indiana has run 8 years. \$2400 ÷ 8 = only \$300. Just half my depreciation!