

## WAR DEPARTMENT GETS AUTO DATA

Enormous Size of Motor Car and Truck Industry of Country Emphasized.

400,000 TRUCKS AT WORK

Motor Car and Allied Industries Employed More Than 800,000 Persons Last Year and Paid Over \$500,000,000 Wages.

Tabulations by the War Department recently showed 322 makers of passenger cars and 312 makers of motor trucks in 22 states, with a capital investment of \$728,000,000 and with 230,000 workers, to whom \$275,000,000 in wages and salary is paid annually. The production for the year ended June 30, 1917, was 1,395,134 motor vehicles, of which 112,299 were trucks, the total value being \$17,479,922.

It was shown that 1949 manufacturers of bodies parts and accessories have a capital of \$256,906,000, employ 220,000 workers and pay \$258,000,000 annually in wages. Last year 14,000,000 tires were made, valued at \$450,000,000. There are 27,300 dealers and 25,500 garages located in almost every town and village in the United States, all dependent upon the production and operation of motor cars. They have a capital investment of \$184,900,000 and employ 220,000 people.

Exports for the year ended June 30 were 84,524 passenger cars and 15,977 trucks, the latter mostly for our allies in Europe. The value of these exports, including tires and parts, was \$132,411,000. There are now 4,500,000 cars registered, of which 400,000 are trucks transporting annually goods to a total of 5,000,000,000 ton miles, and relieving the railroads to a great extent in short-haul traffic.

This year will witness a steady, unceasing, constant drive that will force all past driveaways into insignificance, the driving overland by their own power of 30,000 trucks from factory to seaboard for shipment to Europe.

This vast driveaway plan now contemplated by General Chauncey B. Baker, chief of embarkation, Quartermaster's Corps, in collaboration with the military truck production board and the highway transport committee of the Council of National Defense, includes many possible advantages and aims particularly to:

Save freight tonnage, supplement railroads, train military truck drivers, mentally visualize the trucks to the public, develop military highways, and test each and every truck.

A freight car has a capacity for two of the new trucks. The driveaway, therefore, saves the use of 15,000 freight cars.

16,425 Miles on Cords.

Cord tires differ from fabric tires in that the carcass is built of layers of

plies of parallel cords, instead of cross-woven fabric. This construction permits greater resiliency and riding comfort and longer mileage. Their use is rapidly becoming widespread. A. G. McGaghey, a motorist of St. Louis, now has a set of Good Year cord tires on his touring car, from which 16,425 miles of service have already been secured, with the tires still doing daily duty.

**LOOSE CHECK NUTS DANGEROUS**  
Tendency of Vibration Is to Loosen Up the Bands.

Loose-check nuts on the rods in the braking system may become the cause of a serious mishap if they are not remedied in time. When the check is removed from the turnbuckle or other adjustment the tendency of the vibration is to loosen the adjustment of the bands. As this may occur when the car is running, the chance of having the brakes fail through slack adjustment is worth taking into consideration.

**Demand for Gas Bags.**

So great has been the demand for gas bags to carry coal gas on which to run motor cars in London that factories are filled with orders for these bags, and some factories have enough orders to keep them running until next Spring.

**H. H. (Bert) Eling—By Himself.**

**Overland-Pacific Branch Manager Certainly Could Always Sell 'Em, as His Own Story Shows, and He's Never Been Fired.**

**B**ORN in Centennial year, 1876. Played baseball to nickname of "Go-Get-'Er-Eling" on sandlots of Chelsea, Mass., when not fighting over insulting remarks aimed my pink hair and Roman nose.

"Could always sell 'em, that's sure. At tender age of 3 years was foisting combination hot pie-plate lifter, cork-screw, beefsteak pounder and lid lifter upon the housewives of East Boston.

Like all kids, decided to see the world. Shipped for Liverpool as a flunky on a tramp steamer. Once was enough. Upon my return was confronted upon all sides with "Go West and grow up with the country."

Left for Chicago in World's Fair year, 1893. Drifted through the Middle West—Nebraska, Iowa, Kansas. Took a line of canned goods—Boston baked beans, brown bread and New England boiled dinner—over into the brand-new state of Oklahoma upon the occasion of her being separated from the Indian Nation. Honesty compels me to admit that the going was rough.

Switching from baked beans to bicycles, I rushed back to Chicago to accept a position with the old Chicago Tip & Tire Company, then the largest bicycle supply house in the country. Went in as assistant shipping clerk. Came West to San Francisco in six months to help open a branch.

In six months more was manager—too young to sign legal papers and checks. Went from bicycles to athletic goods, opening the San Francisco and Los Angeles branches of A. G. Spalding & Bros. during my 12 years with that house.

Accepting the management of the Portland, Or. Overland branch on Friday, the 13th, I left the land of sunshine, fruit and baseball early in 1915. Exposition year, to give Charlie Menzies, Bob Robinson and that white-haired boy, A. R. Manley, a run for their money.

P. S.—Have never been fired.

## SHORTAGE IS PAST

Gasoline Stock on Hand Increases Fast.

**STORAGE CAPACITY TAXED**

Use of Autos to Fullest Extent for Useful Purposes Now Urged on Motor Car Owners by Petroleum War Service Body.

Instead of curtailing the use of motor vehicles, as has been necessary in England and France to conserve gasoline for military uses, American car and truck owners will be doing their country a service by using their machines to the fullest extent for the relief of passenger, freight and express traffic on the railroads in the United States, according to the petroleum war service committee of the Council of National Defense.

The gasoline situation, which threatened last Summer to result in a shortage, has changed radically. Gasoline economy due to the campaigns recently encouraged by the United States bureau of mines, the drilling of new oil wells, increased production of gasoline by the "cracking process," decreased use of automobiles during severe Winter weather and lack of facilities for export to Europe have combined to cause consumption to fall below production. The reserve supply accumulating will tax storage facilities to the utmost before the Winter is over.

A statement issued by the petroleum war service committee indicates that it is desirable to use gasoline for power purposes to insure continuous and ample production of fuel oil for the Navy. Gasoline is in the nature of a by-product of fuel oil, which is also used in merchant ships, munitions factories and other industrial plants.

As gasoline cannot be stored in large quantities because of lack of storage facilities and inability to build additional storage tanks at this time, and as it is impossible to ship more gasoline abroad than is now being forwarded to Europe, it is evident that in the present coal shortage and railroad congestion every effort should be made to utilize motor trucks and passenger automobiles for hauling merchandise and carrying passengers on utilitarian errands.

The gasoline situation in this country is not to be compared with that in Europe. England and France are almost entirely dependent upon imports of petroleum products and the ability to import is limited by the lack of ships. It is for this reason that the use of motor cars for private use has had to be suspended except for the most urgent requirements. America, on the contrary, is the world's largest oil-producing country and is unable to export more than one-quarter of its gasoline production. To the extent that gasoline, kerosene and fuel oil are used for power purposes, the supply of coal is conserved.

Don't try to talk to persons in the tonneau if you are driving.

## Special Exhibit

# Buick

## Valve-in-Head Motor Cars

Third Street, Opposite Main Entrance, Auditorium. Automobile Waiting to Take You to Our Main Exhibit.

# At Our Salesrooms 14th & Davis Sts.

DO YOU REALIZE THIS FACT:

More Buick Valve-in-Head Motor Cars are sold in a single season than have been produced by all other manufacturers of this type of motor during the whole history of the industry?

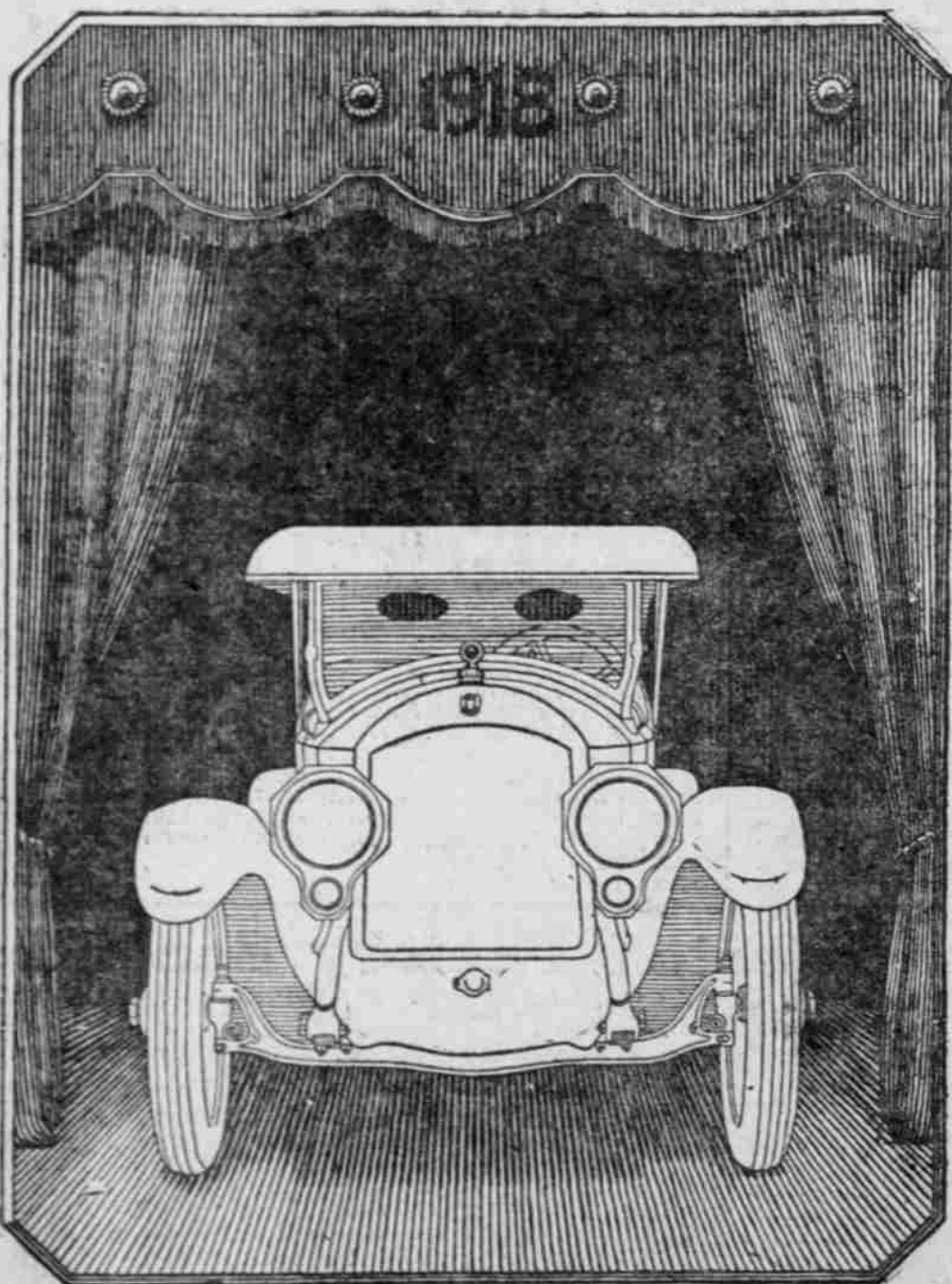
THERE'S A REASON—LET US EXPLAIN.

## HOWARD AUTO CO.

Broadway 1130

A 6241

# The cream of the show



COLE EIGHT SPORTSTER—FOUR PASSENGER

## We Present the COLE Epoch-Making Styles

Out-achieving all previous accomplishments the Cole presents three additions to its present line of motor equipages that are epoch-making advances in body designing. A seven-passenger Tourster, a four-passenger Sportster, a two-passenger Roadster, they sponsor a new vogue in automobile patterns—the aerotype body.

In appointments these latest Cole creations so far surpass accepted traditions in designing that they appeal to buyers wholly unaccustomed to find their motor car desires fulfilled by cars similarly priced.

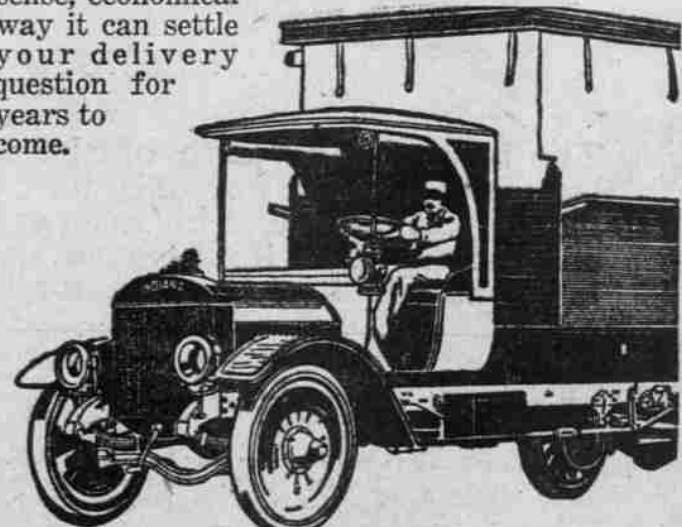
From every standpoint from which they may be viewed—design, construction, utility, economy, quality, power,—the Cole Eight models for 1918 radiate a dignity, a sound dependability, and an appealing distinction that the discriminating will recognize instantly as the hallmarks of substantial value.

## REDUCE YOUR HAULING COSTS

Let an Indiana Truck deliver your goods for you. We can prove how many horses and drivers it will replace. You can see what its daily earnings will be—how quickly it will pay for itself.



See the Indiana. You will appreciate the common-sense, economical way it can settle your delivery question for years to come.



**FEATURES:**

- Special built heavy-type motor.
- Extra strong crank shaft, connecting rods and wrist pins.
- 30,000-mile axle service.
- Special analysis heavy channel steel frame.
- 50% more brake service.
- Nickel steel transmission gears.

# Northwest Auto Co.

Factory Distributors - F.W. Vogler, Pres.  
Broadway at Couch Sts. C. M. Menzies, Manager

The Line Complete  
Portland, Oregon