

TRUCK FUTURE BIG, DEALERS ARE TOLD

Maxwell Distributors of Three States Meet E. C. Stebbins, of Detroit, Here.

AUTO STATUS DISCUSSED

Assistant Sales Director of Maxwell Company Emphasizes Need of Truck Selling Organizations. Banker's Talk Enlightens.

Maxwell distributors from Oregon, Washington and Idaho, who attended a meeting in Portland last Monday at which E. C. Stebbins, of Detroit, assistant director of sales of the Maxwell Motor Sales Corporation, were present, discussed with the distributors the important facts emphasized in their minds.

One was that there is going to be a shortage in passenger automobiles. The other was that the manufacture of motor trucks will increase to an enormous extent, and that automobile distributors and dealers, as a matter of fact, should begin now to develop strong truck selling organizations.

It was further brought home to them by Mr. Stebbins and other speakers that the United States Government is encouraging very strongly the sale of motor trucks and that it wants every man who can use a truck to do so, because every motor truck in operation will help to relieve the pressure on the railroads.

Further Curtailment Likely.

The meeting, which was held in the Multnomah Hotel, was one of the most interesting automobile events held in Portland in a long time. It began at 10 o'clock in the morning, and continued until late in the afternoon, including a luncheon at which Mr. Stebbins and others made addresses.

Mr. Stebbins made it clear that the Government is not stopping the production of passenger cars, which are real National necessities. But he also made it clear that their production is virtually certain to be more and more curtailed in the natural course of events during the war, while the production of motor trucks and tractors will be correspondingly increased.

He discussed with the distributors plans for a vigorous campaign with the Maxwell one-ton truck, which is meeting with great success all over the country, and production of which is to be greatly increased.

One of the enlightening addresses of the day was made by E. W. Schmeier, cashier of the United States National Bank, of Portland, who discussed the attitude of the banks toward the automobile business at this time. He prefaced his remarks by saying that his bank has never lost one dollar on paper of this kind.

Banker Tells How Banks Stand.

Mr. Schmeier made it very plain that the banks will not finance the automobile business by refusing financial backing to dealers, but that they will insist that every sale be made according to sound business principles. In particular, he emphasized that cash payments should be required wherever possible, and that in no case should automobiles be sold for less than one-third cash and the balance in notes more than nine months.

Mr. Stebbins, in commenting on Mr. Schmeier's address, declared it was the clearest and soundest exposition of the situation he had heard, that it had cleared up uncertainties in his own mind, and that far from injuring the automobile business, the attitude of the banks as outlined by Mr. Schmeier requires only an adherence to sound business principles and elimination of a bad business practice of giving too easy terms.

Because of its great general interest, Mr. Schmeier's address is here published in full:

In view of the unusual conditions which have been forced upon us by this great war, and in order that we may all realize that business as usual under present conditions is impossible, I have noted a few danger signals which I think you all should carefully consider, and especially so during the continuance of the present conflict between the warring nations.

Every day this war continues means a constant and endless drain on the financial and productive powers of the United States. It means that there must be called to the colors more Liberty bond drives, and less labor and capital properly to finance, equip and feed the Army and Navy.

To meet these unusual conditions especially means that each and every one of us must make sacrifices and practice economy in order that the labor and capital now being used to produce luxuries may not be essential to the fullest extent in producing necessities.

Credit Restriction Advised.

Already the banks have been notified by the Government through the Federal Reserve Board of the advisability of restricting credits to dealers in non-essentials; citing, for example, advances made on automobiles used for pleasure purposes only, and further that loans representing advances made by dealers in non-essentials were not eligible for reduction.

This being the case, I am quite sure that there will be a constant and growing shrinkage in the number of cars sold for pleasure only during the course of this war.

Do not understand me to be a pessimist, for I am not. There are many lines where pleasure cars are not only a necessity but are time and money savers as well.

If there is to be a shrinkage in the demand for pleasure cars, how are you going to meet it?

Sell trucks, light delivery cars, there is almost an unlimited field for this branch of the auto industry. Put forth your best efforts and develop to the fullest extent this department of your business.

Bankers look with a great deal more favor upon sales contracts representing a truck or delivery car sold than one representing the sale of a car for pleasure only. This is necessary, a time and money saver; the other not only an unnecessary expense but a time and money spender as well.

Do not understand me as taking the position that no one should purchase cars for pleasure only. There are many who can and should, and who at the same time can do their full patriotic duty to their country. But the class of business which is sure to shrink and which, to my mind, should be discouraged, is the purchaser who is a man upon a moderate salary, who wishes to pay for a small cash payment as possible and whose monthly payments are derived from his salary.

To me this class of business is not only undesirable but dangerous as well.

In the scramble for business, dealers have been so anxious to make sales that they could buy a car almost on your own terms. I could cite instances where sales contracts have been offered to the bank which I have the honor to represent for reduction, calling for 20 per cent cash, balance from 12 to 24 equal monthly payments. It is needless to say that this class of paper is turned down and as a result it is sold to brokers at a discount of from 2 to 5 per cent.

There is no reason why notes representing auto sales at the proper terms should not be worth 100 cents on the dollar, and if you are meeting sales on terms that your banker will not accept, you are discarding one of the greatest incentives we have ever had.

Proper Terms Explained.

Anticipating your question as to what I consider proper terms, I will make three classifications:—Trucks and light deliveries, not less

than one-third cash. Balance in equal monthly payments not to exceed 12 months interest on deferred payments at the rate of 8 per cent per annum.

Second—Pleasure cars sold for business purposes, not less than one-third cash. Balance in equal monthly payments not to exceed nine months. Interest on deferred payments at the rate of 8 per cent per annum.

Third—Cars sold for pleasure only. Sell only to those whose financial responsibility and earning capacity are such that the purchase and payment for a pleasure car will not make it impossible for them to do their full patriotic duty to their country. Sell for cash if possible, if not, under no condition for less than 50 per cent cash, and balance in equal monthly payments not to exceed six months. Interest at the rate of 8 per cent on deferred payments.

If you sell on these terms your paper should meet the requirements of your banker, who will, I am sure, handle for you as liberal a time and money saver and responsibility warrant.

You all are to be congratulated, and should feel proud to represent as distributors and dealers, the Maxwell Motor Sales Corporation. I have carefully gone over the plans of the Maxwell Motor Sales Corporation to loan to distributors and dealers for the purchase of Maxwell automobiles, and consider them most liberal and generous, and in keeping with the general reputation of this great corporation whose reputation for fair dealing is unquestioned.

In closing let me impress upon you the necessity of seeing to it that you clear up your sales contracts with your bankers, who are ready and willing at all times to care for the legitimate requirements of their customers. This is especially important as the banks throughout the country are being asked to finance the Government for war expenses, and credits no doubt will be made for less restricted during the continuance of the war.

R. K. Pretty, assistant general

THIS IS SKID TIME

How to Prevent Is Discussed by Goodyear Branch Chief.

NON-SKID TIRES ARE BEST

Use of Chains Sometimes Desirable but They Should Be Put on to Hang Loosely, as Tight Ones Cut the Tread.

"This is the season when all motorists should pay particular attention to non-skid tire equipment," observes John A. Leatherman, branch manager of the Goodyear Tire & Rubber Company. "The increased dangers of winter driving demand non-skid tire equipment. With the rapidly growing traffic congestion that many of our cities are

experiencing, it is extremely important that motorists insure themselves against the dangers of skidding, with its attendant damage to the car of the driver and to those of other motorists. "There is no experience that comes to a motorist that compares with the realization that he is skidding helplessly into the curb, with the prospect of a broken wheel, or into another car. Yet this can be obviated by the use of proper tire equipment and observance of the rules that make for safe driving.

Skidding Can Be Avoided. "Skidding is usually in the direction of a right angle to the direction of the car, which accounts for the All-Weather tread design on Goodyear tires. The surfaces of the rubber blocks are turned at an angle of 45 degrees to help to overcome skidding tendencies. This accounts for the diamond-shaped rubber projections on the tires.

"Then this tread design serves another purpose. It is difficult to start and stop on slippery pavements, snow-covered, or wet from rains. But the diamond-shaped rubber blocks obviate this difficulty by helping to grip and secure proper traction.

"It is now fashionable and proper for motorists to equip all four wheels with non-skid tires. They save him many anxious moments in traffic jams and help to maintain his peace of mind. It has become quite common practice for motorists, in preparing for the winter's driving season, to transfer the worn non-skid tires that have been used during the Summer on the rear wheels to the front wheels and to place new tires on the rear.

Care Needed With Chains. "Or, if the front tires are still in good condition, the worn rear tires may be held over and used the next Summer, when there is less danger of skidding. It is a good rule to keep your car well equipped with All-Weather tread, at least on the rear wheels.

There are times, of course, when chains are necessary, but many a good tire has been ruined by chains improperly applied. Chains must be applied loosely to obtain the best results. If they are fitted tightly to the tire they gouge into the rubber as the tire rolls along the street and the tire is soon damaged. A good tire chain, properly applied, affords valuable protection against skidding tendencies, but great care should be taken that it has a free movement on the tire. Otherwise your freedom from skidding will come at the cost of greatly reduced tire mileage service.

The whole problem of proper tire equipment for winter driving resolves itself into the selection of proper non-skid tire equipment.

MANY CARS USED IN CANADA More Than 150,000 in Country Now. Vast Gain Over Pre-War Figures. George L. Bush, Canadian representative of the Elgin Motor Car Corporation, who has placed distributing agencies for the Elgin Six throughout Canada, from the Atlantic to the Pacific, points to the prosperity of that country and the number of automobiles in the Dominion, placing it third in the list of the world's largest car owners.

The figures show that in 1915 Canada imported approximately 87,000,000 worth of motor cars and parts; in 1916, over \$2,500,000 worth, and in 1917, nearly \$15,000,000. The estimates, which are conservative, place the number of cars in Canada at over 150,000.



Mrs. Mildred A. Fleckenstein, of 434 Harrison Street, and Her New Elgin Car, Purchased From Lee L. Gilbert, Elgin Distributor.

freight agent of the Great Northern Railway, said that the transportation question is an unknown quantity to the best of his knowledge.

"The so-called 'pleasure car,'" he added, "is to my mind 90 per cent unnecessary. The man who goes to buy a car for family use now finds he can use it in his business. I have one that helps me greatly."

"The truck, he said, is all necessity, and he called attention to the fact that the truck will have to be depended on for the development of new territory because there is little prospect of the development of such territory by railroads, while the rail lines are under Government control, at least during the war.

Future Development Predicted. B. F. Irvine, associate editor of the Oregon Journal, declared that the motor vehicle will be needed even more after than during the war in the development that is to come with peace. He emphasized particularly the future of the truck.

Other speakers included M. O. Wilkins, president of the Dealers' Motor Car Association of Oregon; W. M. Klingner, of San Francisco, general manager of the London & Lancashire Insurance Co. and of F. J. Logan, Maxwell distributor at Tacoma.

Those who attended the meeting included: A. W. Larson, representing Central Auto & Supply Company, North Yakima, Wash.; H. P. Grant, representing Seattle Auto Company, Seattle, Wash.; C. L. Wooder, representing Lower Columbia Auto Company, Astoria, Or.; M. Nettler, representing Binsock Motor Sales Company, Boise, Idaho; Floyd J. Logan, Spokane and Tacoma distributor of the Elgin Six; W. H. Wilkins, representing Waldo Anderson & Sons, Albany, Or.; E. E. Peterson, representing Walker & Peterson, Everett, Wash.; J. H. Flynn, representing Columbia County Auto Sales Company, St. Helens, Or.; C. L. Boss, of C. L. Boss Auto Company, of Clatsop & Son, McMinnville, Or.; W. P. Burns, of Halverson & Burns, Salem, Or.; R. E. Sparks, of Sparks Supply Company, Vancouver, Wash.; H. W. Stebber, of United States National Bank, Portland; R. K. Pretty, representing Great Northern Railway Company; M. D. Wilkins, president Dealers' Motor Car Association, Portland; C. E. Stebbins, Assistant Director Maxwell Motor Sales Corporation, Detroit, Mich.; W. J. LaCasse, Pacific Coast supervisor, San Francisco; C. E. Newton, assistant representative, Portland; H. C. Weber, district representative, State of Washington, Seattle; C. G. Blaisdell, district representative, Clatsop & Son, McMinnville, W. Chambers, special truck representative, Detroit, Mich.

NEW DORT NOW READY

CHANGES IN DESIGN ARE NOT RADICAL.

Outstanding Feature Is Accessibility of Chassis and Simplicity Has Been Engineer's Aim.

The Dort Motor Car Company, of Flint, Mich., in shipping the new model 11, the latest development of Dort engineering and body design.

No radical changes are found in the Dort car, although several refinements in design and minor mechanical improvements are noted, each aimed to beautify the lines of the car and simplify its operation. The outstanding feature of the Dort chassis is its unusual accessibility, simplicity, and convenience seem to have been the goal of its engineers and they have succeeded admirably in their endeavors.

The body design has been materially improved by changes in the contour of hood and fenders and there is a cellular type radiator in place of the tube and fin tube formerly in use. Westinghouse starting and lighting, Carter carburetor, Jacobs steering gear, cantilever springs and Connecticut ignition are among the earmarks of the Dort that give it a high value rating in its class.

Has His Sixth Car.

Out in Los Angeles is the champion repeat buyer of motor cars, W. R. Crane, of 4021 Idaho street, has just purchased a Maxwell car for the sixth time.

with 75,000 in Ontario, which has 2,500,000 population. The figures further show that Canada has one automobile for every 57 people, and that 7346 passenger cars, of a value of \$4,712,432, were imported into Canada during the first six months of 1917.

All but five of these cars came from the United States. The imports of automobile parts were valued at \$3,184,828. The estimates state that Canada will purchase 100,000 cars this year, or an increase of 85 per cent over previous year.

T-HEAD MOTOR IS EXPLAINED

Principal of Stutz Car's 16-Valve Motor Is Efficiency.

In the new series 16-valve Stutz it is interesting to note the reasons why T-head type of motor has been used, as given out by Harry Stutz, who has won a place among the foremost engineers of the country and whose name has become so well known through the world-wide performances of his cars.

"The fundamental principle on which motors are built is, of course, to give power, but at the same time economy, noise and vibration are also to be reckoned with and for this reason we adopted the T-head motor as being all around the most efficient," he says.

In this type of motor the gas is taken in on one side and is exhausted on the other, so that at no time is there an intermixing of fresh gas and burnt gas, for as the fresh comes in on one side the burnt gases are forced out on the other.

There is also a tendency because of this to create an even balance of power, as then the pull on one side of the motor is equalized by a like pull on the other, which in itself makes a very smooth and simple operation tending to do away with vibration.

This, together with the eight valves on either side and the one forged piece crankshaft which make the 16-valve Stutz the smooth-working masterpiece that it is.

put them in good condition. This will cause a big demand for accessories. "The National Association of Automobile Accessory Jobs has been holding its shows in conjunction with the various automobile shows in the East, but Mr. Webster says that next October the association will introduce an innovation by holding its own exclusive accessory show in Chicago.

The association contains about 500 members in all parts of the country, about half of whom are jobbers and half manufacturers. The directors who accompanied Mr. Webster were Charles E. Faeth, of Kansas City; R. R. Englehart, of Denver, Colo.; Frank E. Chase, of Attleboro, Mass.; L. P. Holladay, of Streeter, Ia.; Sidney F. Beach, of Chicago, and B. E. Clark, of San Francisco. They held a meeting in Portland Saturday, which was attended by local accessory jobbers.

Cross Tracks in Second.

Before driving across railroad tracks shift into second, as there is less danger of stalling the engine. If you drive the car throttled down on high gear the engine stalls very readily and may happen to do so just as a train approaches.

ACCESSORY MEN VISIT

DIRECTORS OF NATIONAL BODY COME TO PORTLAND.

President William M. Webster, of Chicago, Predicts Big Year for Auto Accessory Men.

William M. Webster, of Chicago, president of the National Association of Automobile Accessory Jobs, and six other members of the board of directors of the Association, were visitors in Portland Friday and Saturday.

They were taken up the Columbia River Highway Friday and entertained at luncheon on the return trip, at the Portland Automobile Clubhouse on the Sandy River, by Charles L. Wright, of Balhous & Wright, E. R. Wiggins, of Archer & Wiggins; Manager Johnson, of Chanslor & Lyon, and Harry J. Warner, of the Marshall-Wells Hardware Company, were also in the party.

Mr. Webster has seen the highway more than once, but declares that he only appreciates it the more after each new visit to it. The other directors were enthusiastic over the highway.

"The automobile accessory business is entering what I believe will be the very best year it has ever had," said Mr. Webster in a brief comment on the business outlook. "Already accessory dealers are reporting that business is 35 to 40 per cent better than at this time last year, and the real business will not begin until April and May.

"The fact that fewer new automobiles will be made and sold this year will make an increasing demand for accessories. People with old cars will

Metz

Cutting Down the High Cost of Automobiling—

The Metz car has done more than merely proved itself an efficient performer under all conditions of service. That was to be expected, of course. But the remarkable tire mileage and the equally remarkable saving in fuel consumption, due to proper balance, and light weight, have added as great a measure of fame to this car as its beauty of lines, refined appointments and mechanical excellence.

And when you consider the records of the car in the service of users—its splendid performance in all sorts of tests; its marvelous economy; its comfort; its style; its durability in service; its reputation—it is indeed remarkable.

The low operating costs experienced by owners are astonishing for cars of the size and power of the Metz.

The question of operating cost is one that vitally interests every car owner. It is one of the factors that has had much to do with the steadily increasing popularity of the car which rivals the high-priced cars in its smooth-riding properties.

Let us submit some tire and fuel records. You will find them an interesting and helpful guide in your selection of a car.

See the 1918 Models on Our Floor Today

Touring car, 5-passenger, \$755 F. O. B. Portland
Roadster, 2-passenger, \$755 F. O. B. Portland

Twin States Motor Car Company

METZ DISTRIBUTORS
514 and 516 Alder Street
Corner Sixteenth
Portland, Oregon
Open All Day Sunday

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20 Per Cent Excess Power and Strength

Trucks, generally speaking, recognize certain standards of construction, certain power maximums.

The Kessel Truck, planned, built and finished from the ground up in one plant, is a notable example of excess power and strength. It has more than is ordinarily thought necessary.

And nowhere more than in the Northwest is this excess power and strength more needed and appreciated.

Call up and have a Kessel traffic engineer help you solve your transportation problem.

The Pacific KesselKar Branch

W. L. Hughson, Pres.
Broadway and Davis, Portland, Oregon.

Oldest motor car organization on the Pacific with branches at

Seattle Los Angeles San Diego Fresno San Francisco Oakland



Every Third Truck a REPUBLIC

REPUBLIC	22
Maxwell	7
Chevrolet	5
Denby	5
Packard	3
Garford	3
Reo	3
Dodge	2
Buick	2
G. M. C.	2
Vellie	2
White	2
Gary	1
International	1
Klieber	1
Morland	1
Studebaker	1
Total	63

The Above List Shows New Complete Registration Figures for Oregon from Nov. 15, 1917, to Dec. 31, 1917.

ROBERTS MOTOR CAR CO., Inc.

Distributors for Oregon
PARK AT EVERETT