

## OLDS PLANT OUTPUT STEADILY INCREASED

E. E. Cohen Returns From Trip to Auto Factory.

### INSPECTION WORK PRAISED

New Three-Quarter Ton Truck, Due Here in Few Weeks, Pleases Portland Dealer.

E. E. Cohen, manager of the Oldsmobile Company of Oregon, has just returned from a trip to the Oldsmobile factory, and as usual is filled with enthusiasm after having gone through the new factory, which he declares is a marvel of efficiency.

"The Oldsmobile factory was making Liberty motors and kitchen trailers for the Government at the time the armistice was signed," said Mr. Cohen. "Since November 11 they have cleaned up all Government contracts, the factory has been reorganized and on January 2 Oldsmobiles started rolling out of the big plant. Of course it will be



E. E. Cohen, Manager of the Oldsmobile Company of Oregon, Who Has Just Returned From the Oldsmobile Factory.

a few weeks before they will be turning out cars to the full capacity, but it certainly is surprising how quickly a live factory organization can get back into the harness. Eighty automobiles a day are now being turned out and within a few weeks this will be increased to 125 a day.

**Overhead Charges Reduced.**  
"Quantity production reduces the overhead to be charged to each car, and that is the secret of the Oldsmobile being able to turn out such wonderful values—\$1495 for the Six and \$1899 for the Eight. The expense the factory will go to to save a few cents per automobile for some special tool that will cost thousands of dollars to make would amaze one.

"There will be no change in models this year and the new reduced prices, which were announced some weeks ago, are guaranteed by the factory for this year.

"Another thing that impressed me is the close inspection of every car, and every car goes through before it is turned over for final inspection and given a road test.

"The hobby of E. Ver Linden, president and manager of the Olds Motor Works, is inspection, so no inspector had better let anything get by.

**Enclosed Cars Popular.**  
"Oh, yes, about that three-quarter-ton Oldsmobile utility truck. I don't believe that there is anything on the market that is in its class as a high-grade delivery wagon. It is not a passenger car chassis, but built especially for a truck, has four cylinders, 34x25 1/2 overhead valves, 128-inch wheel base, 35x3 Goodyear cord tires and 14 distinctive features. The price at the factory is \$1295 with cab and \$1390 for express, body complete with top. Shipments will start out this truck within a couple of weeks.

"Closed cars are very popular this year. There were a number of distributors at the factory trying to get their allotments increased. The distributor at Chicago offered me a nice bonus for the Oregon allotments of closed cars, but I advised him we needed them ourselves.

"Business is very good in the East and everyone is preparing for a big year."

## LOST LAKE ROAD ASSURED

### SCENIC REGION TO BE OPENED TO MOTORISTS.

Appropriation of \$2750 Made and Right of Way Problem Is Settled.

HOOD RIVER, Or., Jan. 18.—(Special.)—Members of the Hood River County Game Protective Association, sponsors for a highway to Lost Lake, the county's most scenic spot, but long isolated, after succeeding in getting an appropriation of \$2750 from the county, feared they might have difficulty in getting a right of way. The proposed right of way for the road will cross a ranch on the headwaters of the West Fork of Hood River, owned by State Senator J. E. Nickelsen. The sportsmen feared that Senator Nickelsen might oppose the right of way because of damages that might result, and a committee approached him with a cautious letter. To their gratification, Senator Nickelsen replied:

"Go right ahead with your road. You may put it on my placers anywhere you wish. There is a house on the ranch, but if you find it necessary to move the house, do it. Building a road to Lost Lake is a worthy project. Count on me to do all I can for the highway."

No local highway project has aroused more enthusiasm. Members of the Sportsmen's League spent their vacation last summer engaged in volunteer work in opening the road. While many visit the scenic triangular body of water, mirroring on calm days of Summer and Autumn the snow-crowned peak of Mount Hood, the journey requires strenuous effort. Opened to motor travel it is predicted that thousands will visit the lake.

It is thought by some that the United States Forestry Service will connect the old Barlow trail with the Lost Lake road. The distance between the lake and Welch, through Lolo Pass, is but a few miles.

# BETHLEHEM

Internal Gear Drive  
**MOTOR TRUCKS**  
Dependable Delivery  
BETHLEHEM MOTORS CORP., ALLENTOWN, PA.

## Victorious Over the Wear and Weight of War Time Work

Bethlehem Trucks stood the "gaff" of war-weight-loads and did it without special care, and at a distinct economy in operation, upkeep and investment.

Bethlehem service means more than any speedometer can show you in mileage—it means the carrying of whatever you have to transport to wherever you have to get it in the least possible time and at minimum effort and expense.

Bethlehem Trucks are built to carry the owner's confidence as well as his goods. They are the modern motor trucks equipped with Gray & Davis Electric Starting and Lighting, a Driving Shaft Steady Bearing which prevents shaft troubles, and a whole catalog of other improved features.

Get a Bethlehem Internal Gear Drive Motor Truck and receive the kind of service you must have to put your business on a 100% work basis.

1 1/4 Ton Chassis	2 1/4 Ton Chassis
<b>\$1965</b>	<b>\$2365</b>
3 1/2 Ton Chassis	
<b>\$3465</b>	

F. O. B. Allentown

The motor truck bought today without electric starting and lighting will be out of date tomorrow. Examine a Bethlehem and know why.

**NORTHWEST AUTO CO.**  
Alder at Eighteenth  
Broadway 1469, A 2336

## SMALL TIRES CAUSE LOSS

FEW AUTOS HAVE TREADS OF PROPER SIZE.

Regulation Sanctioned by Government Will Reduce Number to Be Manufactured.

Only recently it has come to official notice how great waste in tires is due to using equipment of too small dimensions. When the Commercial Economy Board at Washington was presented with a comparison between the tire equipments actually carried by 21 of the leading makes of automobiles and the equipments recommended by the tire manufacturers, based on the weight of the cars with load, the astonishing fact was revealed that only seven of the cars listed are equipped with tires as large as called for by the tire companies.

The new regulation sanctioned by the Government, which goes into effect within the year, greatly reduces the number of tire sizes, so that this question of proper equipment must again be taken up by all motorcar manufacturers. It has developed from the tabulation of the nearest new sizes for this same list of automobiles that only one more car, or a total of eight, will be equipped with tires as large as recommended by the tire companies. In commenting on this condition, Ralph Murphy, engineer for the Franklin Automobile Company, pointed out that the Franklin car was the only one in the list that exceeded the tire size prescribed by the tire manufacturers. Mr. Murphy said that the Franklin Company had always done its own figuring on tire equipment, basing the requirements on the same engineering principles on which the strength and wearing qualities of any other part of the car are based.

The Franklin Company is constantly conducting experiments on different size tires and different types of tires in order to keep informed as to just the right combination to render maximum mileage. It is a Franklin principle which is becoming recognized more and more by other car makers, that tire mileage is governed greatly not only by the total weight of the car, but also by the weight of the unsprung parts which bear directly on the tires. It is essential that tires be big enough to withstand the effect of the element of weight. This point of design is largely responsible for the ample tire equipment which has always been found on Franklin cars.

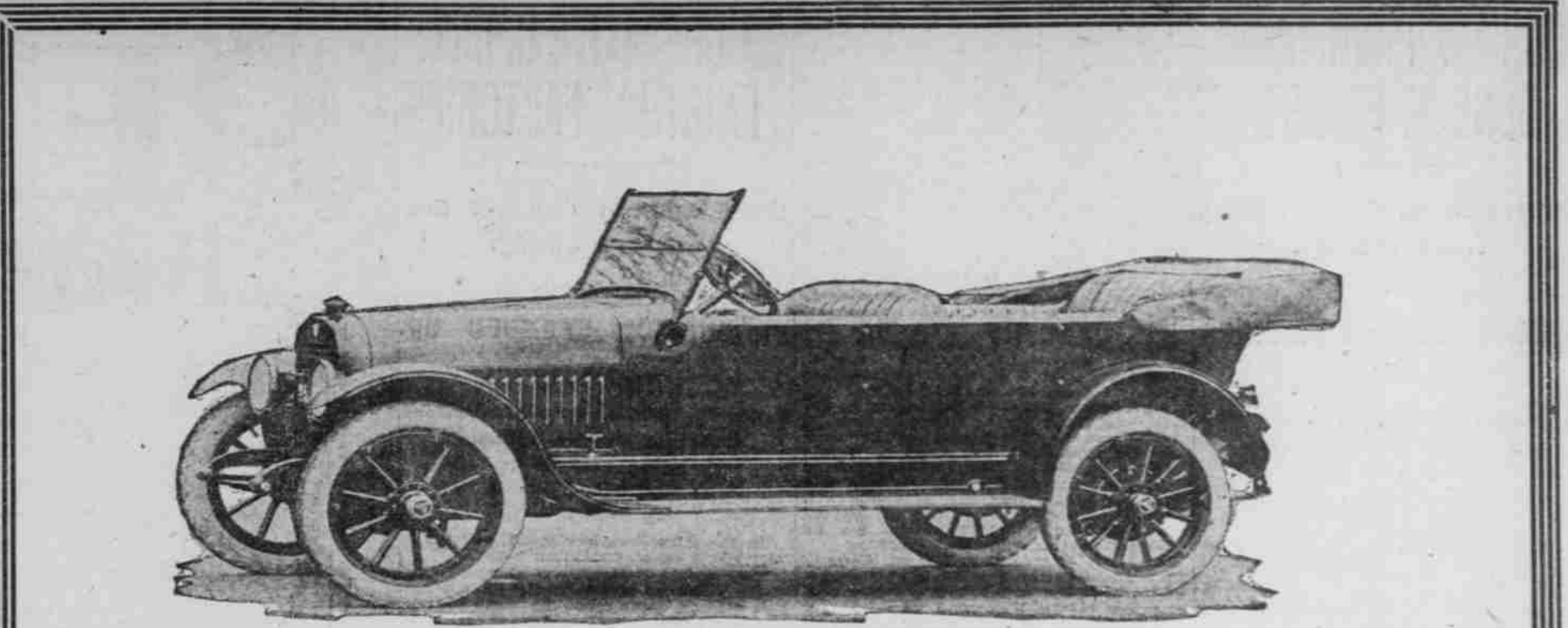
If economy of tires and reliability of tires are desired, concludes Mr. Murphy, the thing to look to first is the size of tires in proportion to the weight of the loaded car; and, secondly, to observe how the weight is distributed between the spring and unsprung parts. Furthermore, just those elements that make a car easy riding also make it easy on tires, it should be remembered. Tires chosen on this basis would very greatly reduce the number of spares that it is necessary to carry on the cars registered in this country, spare tires having lately been pointed out as another source of tire waste.

## BROWN JOINS CHANDLER FORCE

Prospects for Record Business Are Bright, Reports A. H. Knaus.

A. H. Knaus, of the Twin States Motor Car Company, has announced the appointment of A. T. Brown, well-known Portland automobile man, as territory man to handle both the wholesale and retail end of the Chandler business. Mr. Brown was a Studebaker factory man for three years and has been associated with other concerns.

"Reports from our territory indicate that the automobile business this year will assume vast proportions," said Mr. Knaus yesterday. "We have made arrangements for a generous allotment of Chandlers, and if the present demand is any criterion we will hang up a new record."



# Why There Must Be a Scarcity of SUPER-SIXES

There have never been enough Hudson Super-Sixes to meet the demand.

Production was to have been stopped January 1st. Then, unexpectedly, the ban against manufacture was lifted. Orders for closed cars remained to be filled. So when authority to continue manufacture was given, all efforts were turned to filling those closed car orders.

That is the condition today. No open car models, the seven-passenger and the four-passenger phaetons, will be built for some 60 days. Normal factory production cannot be resumed before April.

so much prestige, you should try to get one of those now in stock. The first suggestion of Spring will exhaust all that we now have.

The Super-Six owes its leadership not alone to the performance and endurance it has proved, but to its dollar value.

What car in performance, durability, reliability, smartness and beauty at any price excels the Super-Six?

We have a month's supply of open cars on hand. The factory will have none for 60 days. If you want an open model Super-Six, the type that has given Hudson

90,000 Super-Sixes have made the White Triangle known on every highway.

## C. L. Boss Automobile Co.

615-617 Washington St., Portland

## HISTORY OF AUTOS RECORDED

Data Filed on Every Piece-Arrow Motor and Truck.

A remarkable record of the life history of every Pierce-Arrow passenger car and truck, so far as the data can be obtained, is being kept by the builders of this make. The technical division of the company's service department, which has charge of the work, has eight sources of information, including reports by its 16 road representatives, reports from truck inspectors and service stations, records obtained through orders for spare parts, agents' and owners' criticisms, etc. During the course of a year about 25,000 entries are made on the record. Even such trivial items as door squeak or an imperfect dash clock are noted.

## TRACTORS DISPLACING HORSES

Livestock Census in Ontario Shows Heavy Decrease.

A census of the livestock of Ontario, figures of which are reported by the Grand Trunk Railway system, shows a decrease in the number of horses for 1918 over 1914 of from 774,000 to 732,000, due, says the report, to the influence of the tractor on farming. Tractor farming attained a great vogue in the province, and the uncertainty of the future demand for horses on account of the growing use of the tractor has had a corresponding effect on the number of horses.

## ROBERTS ON BUSINESS TRIP

Truck Dealer Will Visit Republic Factory and Other Points.

O. W. Roberts, president of the Roberts Motor Car Company, in company with his wife, left Tuesday night for a business trip to the Republic truck factory and other Eastern points.

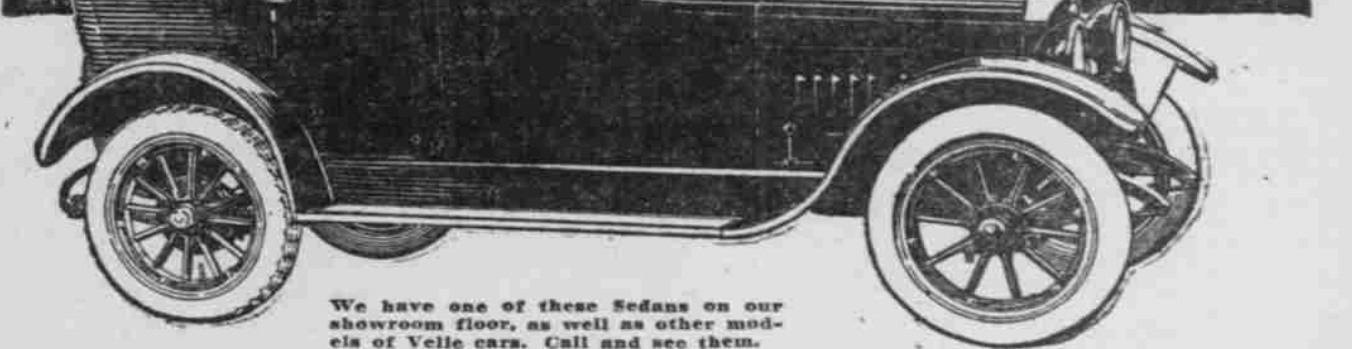
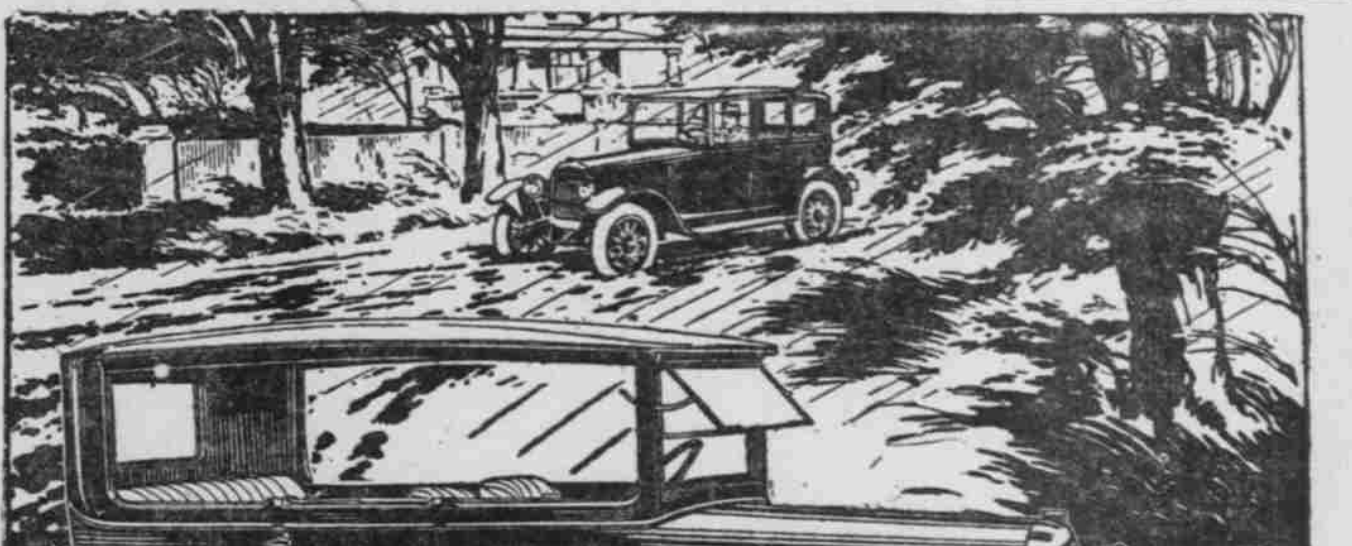
## STOUTEMYER IN NEW POSITION

Implement Man With Roberts Motor Car Company.

H. I. Stoutemyer, formerly with Mo-

## TOOL TRAY

For the man who does his own repair work one of the most convenient pieces of paraphernalia is a tool tray with three compartments and a handle across the top of metal loop. With this tray the owner can carry all the tools needed for any individual job around the car, saving him the trouble of running back and forth to get this or that while he is busy with the work.



## Comfort in Storm or Sunshine

**5-Passenger Sedan**

YOUR Velie Sedan is there for service—at your will, wide open for pleasant weather, or comfortably heated and completely enclosed for wintry storms. There is abundant speed and power to plow manfully through heavy snow and mud or master hills on high. Its roomy body seats five with comfort.

At the new, reduced price there is no other Light Six Car equal to the Velie's value. Known always as a quality car it now offers more than ever for the money. Compare the Velie—note the winning features! Seven complete body styles, open and closed, give a wide range of choice.

Let us demonstrate your model.

**D. C. WARREN MOTOR CAR CO.**  
55-50 NORTH 23D ST. Phone Main 780.

**VELIE MOTORS CORPORATION, MOLINE, ILLINOIS**  
Builders of Automobiles, Motor Trucks and Tractors.

# Republic Trucks

COUNT 'EM THE YELLOW ONES ONE REASON

Inspect our establishment. Largest Exclusive Truck Dealers in the Northwest.

**Roberts Motor Car Co., Inc.**  
Park and Everett Sts.

