

MOTOR TRUCK PRICE REVISION FAR AWAY

Materials and Labor Still at War-Time Mark.

WHEAT PRICES GUARANTEED

Western Grain Growers Will Employ More Motor Vehicles in Moving Crops.

Will the prices of motor trucks undergo a revision that will bring them down to pre-war levels, or nearly so? This question is one of considerable importance with dealers and distributors and with manufacturers as well. The answer is found in the fact that the prices of materials and labor have not changed since the cessation of hostilities, and motor trucks that varied prices comparable with manufacturing cost cannot be reduced.

"We anticipate no reduction in our prices until such time as justified by a change in labor and material scales," says H. F. Harris, sales manager of the Republic Motor Truck Company, Inc., Alma, Mich. "The War Industries Board has announced that the prices which have been set on various materials will be continued until the expiration of the original term for which the prices were made effective. Even after that time the war board may continue to regulate prices under certain conditions.

"This means that raw material prices are likely to remain at the present quotations for many months, and even with the release of the thousands of men in service and their gradual return to factories and shops and offices wages probably will continue to remain high. Delivery of raw materials, while increasing, is nevertheless progressing rather slowly and prices are far from having their normal supplies.

"Farmer Already Oversold. "Without a doubt 1919 will be a banner year for industrial America. From what we have learned from every source obtainable, business is opening up strong and with every indication of great prosperity ahead. Our country and Europe will be fed from our farms for some time to come. A burden of responsibility is on the farmer. His product will be in big demand, and as a manufacturer, he is already oversold.

"Although the ending of the war will open to the world a four years' harvest of wheat which has been stored in Australia, Argentina and other countries, it is unlikely that America will participate in the benefits therefrom. Neither will the fact that the estimated acreage sown to wheat this fall and next spring of 75,000,000—by far the largest on record, and which with reasonable weather will yield 1,000,000,000 bushels of this nutritious grain—result in a decline of prices.

"The reason, of course, is the Government's guaranty of \$2.25 a bushel to the farmer as a war measure. This guaranty, while it covers only the 1919 crop, holds until June, 1920, in order to absorb the last reserves in storage. A bill is now being prepared by the chairman of the House agricultural committee to extend this date and also to shut out cheaper wheat from other countries in order to protect our own interests.

"More Trucks to Be Used. "It is possible that without this guaranty wheat would have gone still higher. Nevertheless, under its impetus the farmers will produce next year 400,000,000 bushels more wheat than can be consumed at home, and which must be thrown upon the world's markets. "Here, perhaps, is the biggest opportunity for motorized farming. The large grain growers of the West have a big problem of transportation for moving their crops. Some are using trucks now, and with such splendid results that we believe thousands of new trucks will go into service of this kind during 1919. They have large tonnage to haul each year and heretofore have done so mostly with horse-drawn equipment. There is no reason why the grain grower should not be one of our biggest customers.

"Had it not been for the war motor truck production sales would have undoubtedly reached unprecedented figures last year. Now that the markets are gradually getting back to a pre-war basis, it is safe to assume that their well-laid plans will be carried out on an even greater scale than ever."

PLATES TO BE RETAINED

WASHINGTON WILL USE 1919 NUMBERS IN 1920.

Automobile Licenses Will Be Renewed by Affixing New Metal Sections.

"All Washington owners of motor vehicles of whatever type or description should be sure to hang on to their two license plates issued for the year 1919," says Secretary of State Howell. "If they do not, their paths will surely be beset with endless trouble and additional expense and a possibility of jail doors yawning in their faces.

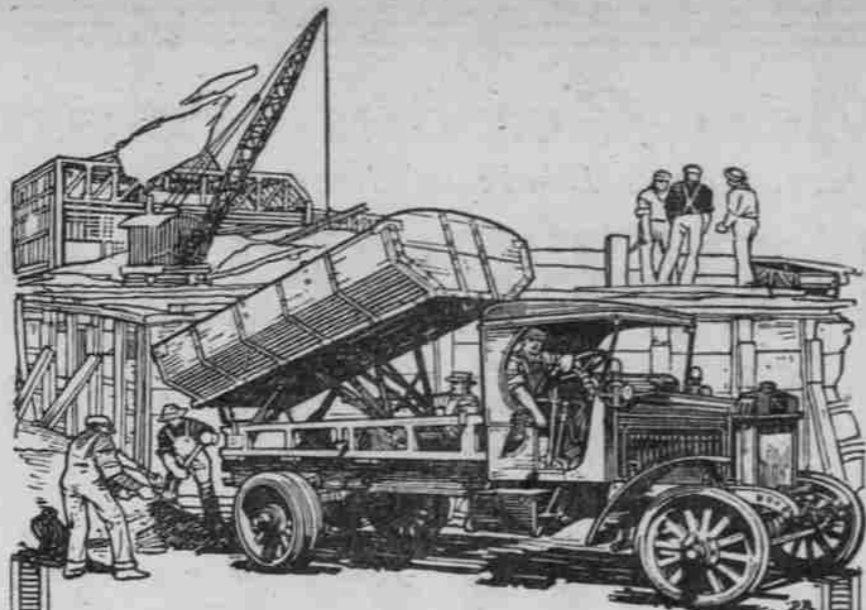
"No one will receive new numbers for the year 1920; everybody will retain the same old numbers as for the year 1919.

"Anyone who will take the trouble to look at the plate of any machine will notice that at the left hand of either side of the letters 'Wn.' and numeral indicating the year in which the license expires are six perforations. These perforations are for the purpose of attaching a small metal year plate which will completely cover that part of the large plate and contain as well in small black figures the number of the license indicated by the large plate. "To all persons who owned an automobile last year, these little plates, which will be 3 inches by 4 1/2 inches, will be issued instead of the big plates.

ACME FUEL COMPANY USES KELLY-SPRINGFIELD SOLID TRUCK TIRES



Here is a Fleet of Trucks Shod With Kelly-Springfield Solid Tires, Which the Acme-Fuel Company Has Adopted as Standard Equipment. The Tires Are Distributed Here by the Kelly Tire Sales Company.



Ask any Atterbury owner these questions

Do you get real service from your Atterbury? Do you have any trouble worthy of the name? How does the cost of upkeep compare with other motor trucks you have owned? Before you invest your money in a motor truck, hunt up an Atterbury owner and ask the above questions. If you will do this. And if you follow the advice of other OWNERS of the Atterbury, your next truck will be an Atterbury. We have just issued a little folder, written by Atterbury owners, answering some of the above questions—and other questions you may want to ask. Step in and get a copy of this folder. Or phone us and we will mail you a copy.

Atterbury Truck Sales Co.

TRUCK SPECIALISTS, Distributors of Oregon, Southern Washington, Western Idaho and Northern California. 343 OAK STREET, PORTLAND. Phone Broadway 354.

ATTERBURY

but the application should be made as before to the County Auditor. "Little fasteners will come along with each plate and every person will be expected to attach it to his present plate as soon as received.

"Persons who did not have automobiles last year and are planning for licenses for the first time will receive the large plates with the small ones already attached. "The little year plate referred to will differ from the large plate, too, in that the figures will be of porcelain enamel and the background white metal instead of yellow like the present plates.

"It is interesting to note that this feature of the automobile law was intended as a money-saving device to the state of Washington, as it was thought a very simple matter to have thousands of the little plates made and mail them out to machine owners. As a matter of fact, the cost for such service will be greater than last year, for these little metal plates cost as much as the big ones and the mailing is only a cent less. Again, it will be necessary to buy far more of these than are needed, since there must be one on hand for each plate issued before, even though many for various obvious reasons will not renew their licenses this year, but the trouble is that nobody knows who will and who will not.

"The clerk hire the cost will also be much higher, since a most careful check will have to be made with each license issued last year, and that will require much additional work. It would not do to just take the word of each applicant and mail him the number asked for. Thousands of mistakes would occur if that were done and the state would soon find itself involved in many lawsuits.

"For carrying on this work a portion of the lower corridor of the Capitol building has been inclosed and fitted up with shelves where the new plates will be carefully arranged. Here will be done the big work of sorting and mailing."

Ford Tire Carrier. For temporary or emergency use the prop rest which holds the top of the Ford runabout may be pressed into service as an extra tire carrier by turning it upside down and using the strap to hold the tire. Naturally the top must be left up when this is being used, as one side will be likely to rattle if it is folded.

One of the proudest claims of the Willys-Overland Company is that the driver of an Overland or Willys-Knight car gets just as much enjoyment out of motoring as those in the rear seats. Everything in connection with the operation of these cars has been simplified. There is no bewildering assortment of cranks and levers.

The smaller economical cars, built solidly, substantially and to last for years, cost so little for upkeep that the man acquainted with the facts can scarcely believe them.

BIG BUSINESS PREDICTED

MOTOR INDUSTRY MAY EQUAL HIGH MARK OF 1917.

Expert Says Production of Cars Should Reach 2,000,000 by Next Year.

"The automobile business in 1919 is likely to equal, if not to surpass, the high records of 1917," So Dr. Paul H. Nystrom, director of research department of the International Magazine Company, asserts in an article in the January issue of Motor. Further, this well-known economist assures us that "if no untoward events of large and serious consequences occur, the production and sale of cars should reach the 2,000,000 car mark in 1920."

Summing up Dr. Nystrom's arguments for a rapid resumption of the motor car industry on a pre-war basis, we find that he believes that business conditions are sound; that there exists a large and potential demand, due to past year's shortage and development of greater uses; that the export demand seems certain to become an important factor; that factory facilities are immediately available; that factory and sales organizations are in reasonably good form and ready to go ahead, and that raw materials will be available as and when needed.

After exhaustive investigation among the various individual concerns, Dr. Nystrom gives it as his belief that the motor car industry will be running full capacity by mid-Spring and probably in excess of any former schedules by next Fall.

A competition among makers, keener than any ever known in the industry before, seems to be impending, according to Dr. Nystrom, and in this competition skill in marketing will be as necessary to success as excellence and fitness of product. He bases this belief on the fact that factory capacity has been increased during the war, so that manufacturers will try to force production and sales to the new capacity at the earliest possible moment. The new classes of prospects that are likely to be opened up will require more intensive salesmanship than ever. In this connection the cuts in prices already announced by certain manufacturers may be accepted as simply the opening moves in this impending struggle for new business.

Finally, Dr. Nystrom makes the prediction that production in 1919 will reach 1,650,000, with 250,000 commercial vehicles. In 1920 he believes that 1,800,000 passenger cars will be supplied, in addition to which 400,000 trucks will be placed on the market. Altogether the motor industry seems to have ahead of it some of the busiest years that it could possibly ask.

Keep front wheels in alignment.

No Other Tire Can Do This

Puncture Proof Service at 1/2 Cost

No other tire offers you Guaranteed Puncture-Proof service With over-size riding ease At only 1/2 the cost And, as usual, there's a reason For no other manufacturer builds into his product the principles which make such unusual performance possible in the Gates Half-Sole Tire Such things don't just happen.

Years of scientific thought and patient testing were required before this tire was perfected Over 350,000 motorists in the United States have already proven with comfort and economy - that such service is being given by Gates Half-Sole Tires You may easily investigate this remarkable tire product. There are over 800 authorized service stations throughout the United States - the following in the near-by territory

Hutch's Tire Shop, 70 Sixth St., Portland

OREGON.	Grants Pass—W. H. Condit Tire Shop.	Newberg—Stull & Held.
Albany—Balston Electric Supply Company.	Harrisburg—Hill & Company, Inc.	Oregon City—George Bucholz.
Astoria—Folkers Tire & Vulcanizing Works.	Hillsboro—Hillsboro Garage Company.	Pendleton—Bradley Tire Shop.
Baker—Independent Tire Company.	Hood River—Heights Garage.	Salem—S. S. Montgomery.
Bend—Beat & Harris Vulcanizing Company.	Klamath Falls—Furnas & Lucas.	The Dalles—Cates & Co.
Burns—Burns Garage.	La Grande—C. R. Leighton and P. E. Oxner.	Tillamook—Ackley & Miller.
Condon—Shelley Garage.	Lebanon—Frank Doolittle.	Woodburn—N. Becker & Son.
Corvallis—A. G. Held.	McMinnville—B Street Garage.	WASHINGTON.
Dallas—C. J. Shreve.	Marshfield—Morris-Barber Company.	Chehalis—Twin City Auto Company.
Eugene—James Wilkinson.	Medford—F. R. Roberts.	Kelso—Peters Garage & Machine Works.
		Vancouver—Cherry & Cherry.

Applications are now being considered for the following points where authorized dealers will be appointed shortly:

OREGON.	
Ashland	Roseburg

Look for this sign

The Half-Sole Tire has been developed and perfected by The Gates Rubber Company, at Denver. The name "Half-Sole Tire" is registered in the U. S. Patent Office and no other firm or individual has the right to use it in connection with the advertising or sale of tires or tire accessories.

HUTCH'S TIRE SHOP

Distributors for Gates Half Sole Tires VULCANIZING 70 Sixth Street, Portland, Or.

DURANT TO RACE IN EAST

WESTERN ENTERS CHEVROLET FOR MOTOR CLASSIC.

Tacoma Speedway Champion First to Line Up for Indianapolis Contest.

To "CHIEF" Durant, millionaire sportsman and automobile manufacturer and Pacific Coast racing champion, has fallen the honor of being entrant No. 1 in this year's revival of the great 500-mile Indianapolis Speedway motor classic, scheduled for May 31. Formal entry blanks for the big event have not yet been issued, but Durant's nomination of his Chevrolet Special, made by wire to Vice-President Allison, of the Speedway Association, has been officially accepted and he has been listed as the first of the world's great racers to seek honors in the 500,000 speed contest. Durant has withheld the name of his driver and it may be that some pilot other than the Western champion will be seen at the wheel of the Chevrolet. However, the "millionaire whirlwind" has long coveted a chance to compete on the Hoosier oval with a real racing car under him, so in all probability he will be at the helm himself when the

starter drops his flag on the all-star field. Pacific Coast racing fans are looking to the Chevrolet owner to uphold their honors against the pick of the driving talent of this country and Europe. At Tacoma last Summer, on a course somewhat similar to that at Indianapolis, Durant proved his mettle by winning his championship at an average speed of nearly 59 miles an hour, far faster time than has ever been recorded on the big brick Indiana track. In other races, notably at Chicago two years ago, when he finished second, and at Bakersfield and at Fresno, when he defeated H. S. Patterson in defense of his championship title, the California "demon" displayed plenty of nerve and skill and he is given a great chance to be among the leaders in the biggest race on the speedway calendar.

Just previous to the announcement of the Indianapolis Speedway officials that they would revive the \$50,000 Decoration day event, Durant declared he was through with the gasoline game and that his great Chevrolet racing car and the rest of his \$12,000 track equipment was for sale. But with the greatest race of them all again on the programme the champion decided to retain his machine and lost no time in nominating it as a starter in the classic. "Entering the Chevrolet at Indianapolis does not mean I will drive it myself," said Durant. "I am in communication with two of the most famous pilots in speedway circles and perhaps will make arrangements for one of them to uphold Chevrolet honors in my stead. "I would like very much to represent

the West in what will probably be the greatest race ever run, but at this time it is not at all certain I can do so. However, the 'Made in the West' Chevrolet is a sure starter and Pacific Coast racing enthusiasts can be assured they will be represented, regardless of who is at the wheel of our car."

Some impression as to the difficulties that large corporations are experiencing in obtaining sufficient raw materials to maintain their production schedules may be gained from the fact that the Goodyear Tire & Rubber Company has maintained for more than a year an organized crew of 14 men, riding over the country, spotting cars of materials and riding them into Akron. One of the most important materials that enters into the manufacture of automobile tires is cotton. The foundation or "carcass" of the tire is built up by placing layer upon layer of cotton. During the fiscal year of the Goodyear Tire & Rubber Company, just ended, 42,000,000 yards of cotton fabric were used in that company's products. This is nearly equal to 25,000 miles, enough to belt the earth. In removing play from rod bearings by reducing shim thickness, great care should be exercised to get each rod bearing. To make one bearing rigid and another rather free in movement is courting trouble, for in most cases it will be found that a knock will result. Inspect storage battery every two weeks.

A Complete Service Stock of All Sizes TIMKEN BEARINGS also HYATT and NEW DEPARTURE Portland Branch 24 N. Broadway Phone Broadway 1799, A-3445 BEARINGS SERVICE COMPANY