

# Merchants, Manufacturers, Transfer Men, Gardeners and Others

Here's an Opportunity That Has Never Come to You Before, Nor Is Likely to Come Again

## A BIG PRICE CONCESSION OFFERED IN THIS

One-Ton Trucks  
at the Special  
Introductory  
Price

**\$1125**

## INTRODUCTORY SALE OF

# Panhard Trucks

1 1/2-Ton Trucks  
at the Special  
Introductory  
Price

**\$1175**

Beginning Today We Will Offer

## 20 Panhard Trucks

Ten 1-Ton Models and Ten 1 1/2-Ton Models at

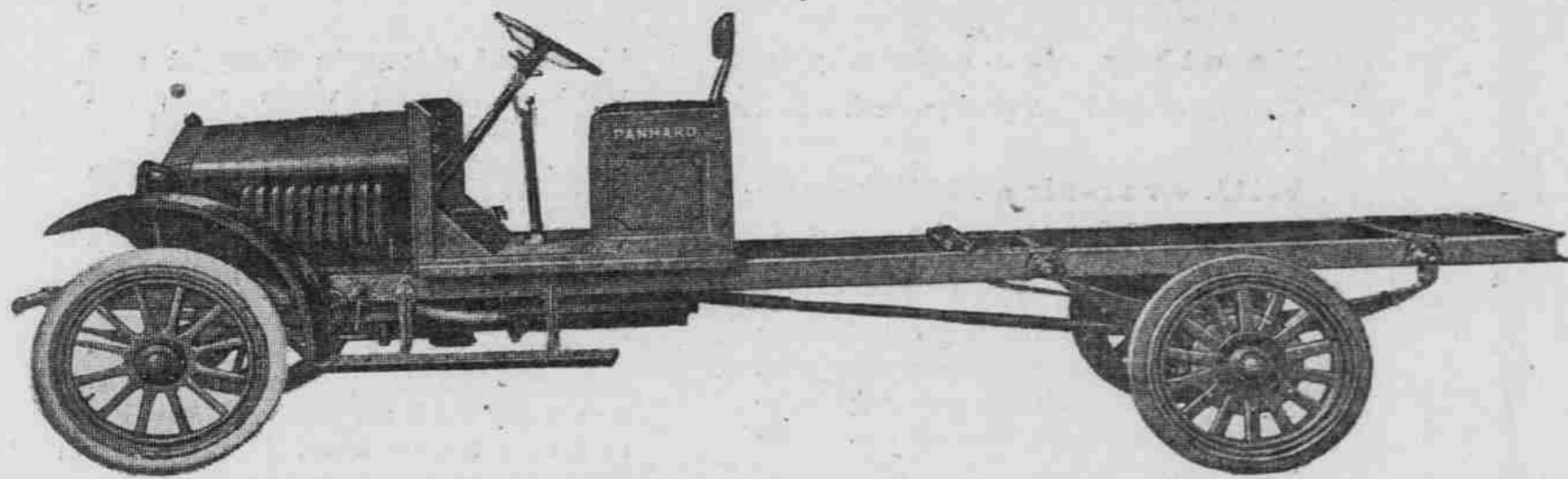
# GREAT REDUCTIONS

For instance, Panhard 1-ton chassis will be sold at the ridiculously low price of

**\$1125**

Panhard 1-1/2-ton chassis will be sold at the ridiculously low price of

**\$1175**



The Panhard Is the Twin-Frame Truck—a Big Feature

### NATIONALLY STANDARDIZED PARTS

35-H. P. Valve-in-Head Motor 3 1/2x5  
Torbensen Internal Gear Driven Axles  
Fuller Transmission

Willard Storage Battery  
Stromberg Carburetor  
Hayes Wheels

Prefex Radiator  
Lavine Steering Gear  
Firestone Tires

Detroit Universal Joints  
Stewart-Warner Vacuum System  
Fuller Multiple Disc Clutch  
Electric Light and Bumper.

## WHY PAY FROM \$600 TO \$800 MORE FOR TRUCKS OF SIMILAR CONSTRUCTION?

This Sale Has Been Planned Simply to Introduce the Wonderful Twin-Frame Panhard

# OREGON MOTOR CAR CO., Park and Davis

### CATERPILLAR TYPE IS BEST

#### RICH ANSWERS QUESTIONS ON FREIGHT TRAFFIC.

Engineer Declares Tractor Tread Is of Assistance in Keeping Roads in Conditions.

An article in this section last Sunday by H. G. Rich, development engineer, in which he suggested paved wheel paths for power tractor haulage on graded but not hard surfaced highways, resulted in his receiving numerous inquiries as to the particular type of tractor power that should be used. The following article was written in answer to these questions:

"The first consideration is cost of a surface that would stand under the present and future wheel traffic regardless of the freight tonnage transported as demands require. No definite figures can be given on account of the varieties of soil met with in various sections. However, one factor is plainly seen, that under any condition a narrow width of a maximum space of four feet prepared for heavy tonnage traffic is only a small per cent of the total cost of a highway prepared its entire width for the same traffic.

"Having taken care of the heavy freight traffic, it is only a matter of choice of hard surface material intended only for light express tonnage and pleasure travel on remaining width of highway. The economic haulage power would be of the caterpillar type of tractor owing to its capability of eliminating almost 90 per cent of the destroying force that follows the operations of the average motor wheel tread used in cities. A power caterpillar of 12 tons weight has only a weight of 10 pounds per square inch of bearing surface of the ground. Consequently the destroying force is negligible. In fact, the caterpillar tread acts as a roller benefiting the road surface than otherwise.

"The train of trailers would act as beneficially as to benefit of road as the haulage power. As stated in former article, the function of the guide rail construction between and in center of the twin-paths are two-fold. First to maintain the haulage power and trailers in proper alignment on the wheel paths the guide device that travels on the guide rail and is attached to the controlling mechanism of the power tractor and trailers act as supporting medium, preventing the wheel treads from sinking into the soft spot, causing a deep rut and simply making a slight depression which can be quickly repaired.

"Regarding a belt line or a double set of wheel paths on the same highway is a matter of decision by those in authority on highway construction, should this type of transportation be adopted. Answering the inquiry as to patents or monopoly of construction by selected parties, will state that there is nothing in it. This outline of a transportation system is open for discussion and improvement, the object being to make a start to quickly secure facilities of some kind to transport our soil products to market as quickly as possible in order to meet the call for the badly needed foodstuffs in the war zone and devastated sections. Co-operation and organization will insure success and now is the time to get into action."

#### Dealers Aid Car Owners.

Chevrolet dealers up and down the Coast were instrumental in saving their patrons much trouble in the recent flurry to secure 1919 state automobile licenses. As a rule the dealers filed

### THE NECESSARY APPLICATIONS FOR THEIR CUSTOMERS AND SAVED THEM THE BOTHER OF HAVING TO ATTEND TO THE MATTER THEMSELVES.

#### PILCHARD RETURNS TO WORK

Palace Garage Company Man Recovers From Influenza Attack. C. W. Pilchard, secretary and treasurer of the Palace Garage Company, authorized Ford agents and distributors of the Standard truck, is back on the job again after an illness of more than two weeks. Mr. Pilchard had influenza.

#### Pedal Rest.

A very satisfactory foot rest or accelerator extension may be made from an ordinary strap hinge. One half of the hinge is fastened to the floor boards. All that is necessary to operate the accelerator is a slight pressure on any part of the free half of the hinge.

### AUTO DEMAND INCREASES

#### THOUSANDS NOW IN MARKET FOR MOTOR CARS.

Prices Controlled by Supply of Labor and Materials, Velle Sales Manager Declares.

Peace conditions have brought an increased demand for passenger cars in city and country alike, according to F. E. Bradfield, secretary and sales manager of the Velle Motors Corporation. "Thousands of people have found themselves in a position to purchase motor cars now that peace is on the way. Money that was being carefully put away against hard times and difficult war conditions is now being spent, and other necessities long desired, actually required, but resolutely put aside."

"The automobile has won a great victory," asserted the Velle head. It has met the most bitter campaign against it by the many people who persisted in declaring every car a luxury and nothing else; in spite of the fact that the automobile was absolutely necessary, both at home and abroad, to the winning of the war. Furthermore, the automobile has clearly demonstrated the fact that it is a big asset in the conduct of business and in the time of urgent need.

"With the factories going back to production again it will not be many months before a limited number of cars will be available, but it is to be expected that the present shortage of cars will prevail for some months to come."

"Prices are controlled by the two factors of labor and material; both are in great demand; there has been no decline in costs and consequently no decline of moment in the prices of worthy cars, nor will there be for months to come."

"Belgium, France, Roumania, Serbia, Northern Italy and many other devastated countries must be rebuilt. Steel and materials for reconstruction will be needed in vast quantities; labor will be at a premium. There can be no unexpected change in conditions while the fundamental need is there."

"I feel that the man is indeed fortunate who provides himself with his favorite car as soon as he can obtain delivery."

Adjust your brakes and see that the linings are good.

### HANG GOING TO EUROPE

#### ALLIED AUTOMOBILE MEETING CALLED IN PARIS.

New Standard Sizes of Pneumatic and Solid Tires Planned After January, 1920.

The board of directors of the national automobile chamber of commerce at their January 10 meeting extended an invitation to C. C. Hanch, chief of the automotive products section of the War Industries Board, to visit European countries to investigate automobile conditions in connection with the export trade of American manufacturers. While in Paris he will attend the inter-allied meeting called by the chambre syndicale des constructeurs d'automobiles as the representative of the automobile industry, to discuss custom rates, shows and other matters of international importance. Representatives of England, Italy and Belgium will also attend.

The traffic committee's report showed that the automobile industry is slowly getting back into production, although carload shipments for December were only \$219, as compared with 15,827 carloads in December, 1917. The traffic officials reported on their meeting with the packing service branch of the War Department which is developing new methods of loading automobiles in freight cars, to permit the easier handling of vehicles with economy and space. The packing service branch is establishing specifications for packing and loading articles of all kinds and the industry will co-operate with it in handling automobiles during 1918. One Indian bought 13 cars in 12 months, and

New standards for tires were considered, the plan calling for a continuance of the making of tires for all rims now in use, but providing that after January 1, 1920, the manufacturers will equip their cars with certain sizes that are being considered. Pneumatic sizes will run from 30 by 3 1/2 inches to 35 by 5 inches for passenger cars and for trucks 35 by 6 inches to 46 by 8 inches. Truck sizes call for 15 sizes of solid tires. The whole programme is expected to make for greater efficiency in manufacturing and the certainty of

## BUICK EXPERTS

BUICK REPAIRS EXCLUSIVELY

32,000 sq. ft. floor space. Live or dead storage. Cheap rates.

PARTS SUPPLIES

PORTLAND BUICK REPAIR CO.

N. W. Cor. Sixteenth and Jefferson St. Portland, Or. Main 3419

### dealers' stocks being complete without being too heavy.

It is reported that Canada has virtually raised the embargo on the importation of motor cars by freely granting licenses for their importation into Canada. The chamber will hold a convention of motor truck manufacturers during the week of February 10, coincident with the motor truck show in Madison Square Garden, in New York, when standardization, sales and other plans for the industry will be discussed.

### INDIANS FOND OF MOTORS

#### WEALTHY RED MEN PURCHASE MANY AUTOMOBILES.

Braves, Who Make Fortunes in Oil, Want Best Market Has to Offer.

It is not the young fellow who speeds along the boulevards comfortably couched in his low, rakish roadster, who is the automobile spendthrift of today. The motor extravagance of the American Indian dwarfs that of his city cousin by a wide margin, according to representatives of the B. F. Goodrich Rubber Company who travel in Oklahoma.

Oklahoma Indians are generously sharing their tremendous prosperity in oil and minerals with the automobile dealers and the tendency of the red man is toward the high-powered, expensive car rather than the lowly, small automobile. In Ralston, a town of 750 inhabitants located between the Osage and Pawnee districts, one dealer sold 22 automobiles during 1918. One Indian bought 13 cars in 12 months, and

## TIRES

### SPECIAL BARGAINS

#### FORD SIZES

- 30x3 1/2 Republic. \$16.25
- 30x3 1/2 Pullman. \$15.25
- 30x3 1/2 Superbar. \$15.25
- 30x3 1/2 Vitalic. \$16.25
- 30x3 1/2 Sioux City \$17.75

#### EXTRA 100

30x3 1/2 Fisk Plain Tread; the new Oversize Tire. Regular price \$20.95—our price **\$14.95**

Mail orders promptly filled. We carry all sizes—write us, stating size and style wanted and we will quote you on the different makes we have in our size.

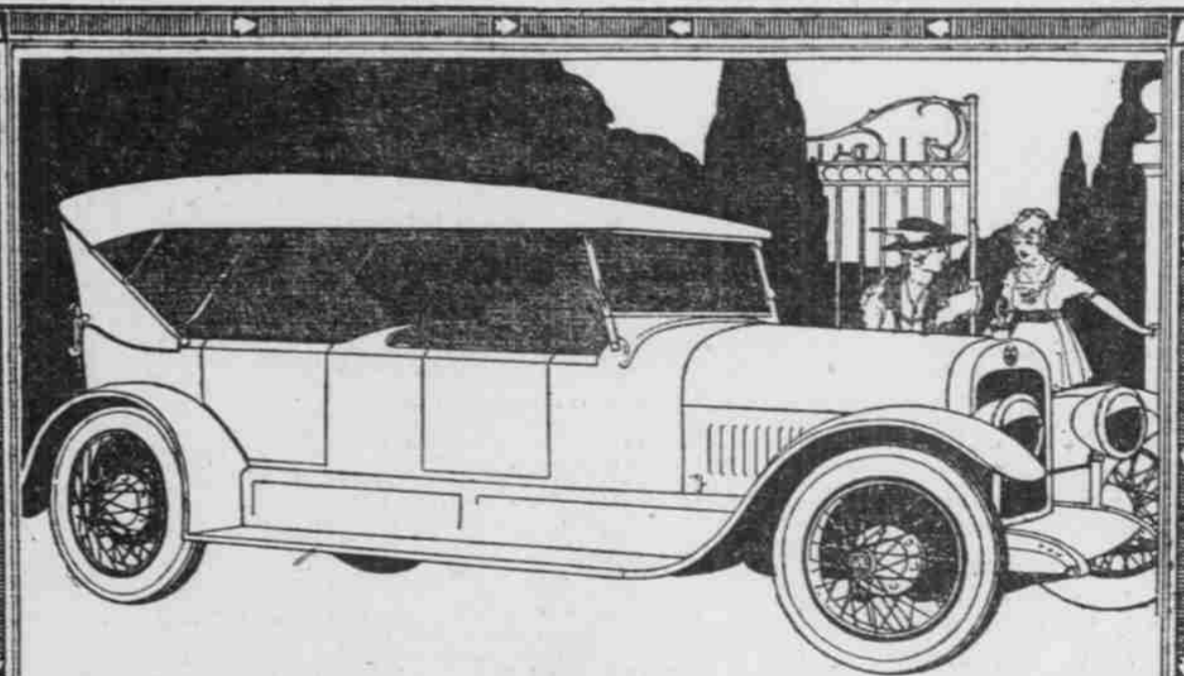
Portland Tire Co.  
331 BURNSIDE ST. BETWEEN BROADWAY AND SIXTH. Portland, Oregon.

according to the tire salesman, discarded one of his new medium-priced autos because the muffler was broken, swapping it and \$150 "to boot" for a certain well-known low-priced motor vehicle. Many of the "braves" will have nothing but the best of cord tires.

Indians are realizing staggering fortunes from the mineral wealth of their lands in Oklahoma. Oscar Hardin, a

Quapaw Indian millionaire, for some time after he got his allotment of 310 acres in 1886, is remembered by old residents as a ragged Indian who drove a pair of ponies hitched to a rattlesnake wagon and who wandered about the country without a dollar. Today Hardin is a lead and zinc mining king and owns 20 farms scattered over Oklahoma and Kansas.

Nearly every Indian family is a prospect for the automobile salesman. One tribe, the Osages, get royalties and bonuses from oil lands and the Government payments average \$3000 per year per capita; thus a family of five would have an income of \$15,000 a year. Some get as high as \$20,000 per year and some hundreds of thousands.



## The First Seven Passenger Without the Bulge

The new Jordan Suburban Seven marks the realization of another Jordan ideal.

It is the first seven passenger motor car without the unsightly bulge in the rear of the body.

Sides run straight fore and aft. Edges are sharply beveled. The body is custom built in aluminum, eliminating all rumbles, ripples and rust.

It is one hundred pounds lighter.

Doors are broad, square and wide

opening. The driver sits lower. Seat cushions have Marshall springs. The top is perfectly tailored. Chassis is lower with smaller wheels and fatter tires. Optional colors—Briarcliff green or Liberty blue—both striking.

The Jordan chassis ideal remains the same—a standard chassis of finished mechanical excellence, including all the universally approved mechanical units, and fitted to suit the buyer with a choice of distinctive custom style bodies.



# JORDAN

Suburban Seven



Mitchell-Lewis & Staver Co.

Broadway at Oak

JORDAN MOTOR CAR COMPANY, CLEVELAND, OHIO