

EUROPEAN COUNTRIES HAVE 522,000 CARS

United States Has Nearly Ten Times as Many.

1917 TOTAL IS BELOW 1914

Great Britain, France, Germany, Italy, Russia, Austria and Belgium Rank in Order Named.

The number of motor cars in use in Europe is 522,112, according to figures compiled by an Italian expert, as against more than 5,000,000 cars in use in America. It is not surprising to find that Great Britain heads the list with 171,607 cars for 1917; our enemy, the Hun, coming second with 95,000 cars in 1914, the last year for which statistics are available. France is third on the list, with Italy fourth.

While of interest, these figures will be modified by the war. Generally the returns are for touring cars only, and do not comprise lorries and motorcycles. England's returns are lower for 1917 than they were for 1914. Yet England has added very considerably to her number of commercial motors by reason of the war. The principal returns are always on the underside, being based on actual taxes paid and not including taxicabs, lorries or motorcycles. Before the war the actual number of privately owned motor vehicles in France was about 115,000. Since then it is estimated that France has imported or built 50,000 war motors. The principal battlefront being in France, there are actually more motor vehicles in that country at the present moment than in any other in Europe, for in addition to those of the French army, they comprise those of the British, American, Italian, Belgian and Portuguese forces.

Monaco Holds First Place.

Most persons, if asked which country had the greatest number of cars per head of population, would reply England, and doubtless would be surprised to find that they were wrong. The record is held by the principality of Monaco, with one car for every 35 inhabitants. England comes second, with 268.5, while Denmark takes third place, with 245. France just beats the British possession, Gibraltar, for fourth place, the respective figures being 402 and 41. The country with the smallest number of cars and also with the greatest number of inhabitants per car is Crete, which is officially returned as having three cars, or one for each 121,666 inhabitants.

Naturally geographical conditions are an important factor in determining the proportion of cars. Italy, with its vast mountain regions, never has the same number of cars as comparatively level England, although both are important car-producing countries. Unfortunately Serbia has a lot of ice-way to make up before the war, while Austria-Hungary does not stand high as a motor country.

Russia in Fifth Place.

The following is the complete list of cars in service in European countries in the latest years for which returns are available:

Country	No. of Cars	No. Inhabitants
Great Britain	171,607	46,677,000
France	85,400	39,000,000
Germany	95,000	68,000,000
Austria	35,000	26,387,000
Italy	27,000	34,800,000
Spain	19,200	26,000,000
Denmark	19,000	7,800,000
Holland	18,000	6,800,000
Sweden	15,000	5,000,000
Denmark	8,500	2,919,000
Switzerland	7,137	2,745,000
Portugal	3,211	5,423,000
Belgium	2,500	23,000,000
Bulgaria	3,000	4,329,000
Roumania	2,500	7,248,000
Finland	1,500	3,500,000
Greece	800	3,912,000
Turkey	200	22,000,000
Monaco	230	35,000
Serbia	100	4,400,000
Malta	100	224,000
Gibraltar	43	27,500
Cyprus	13	18,327
Rhodes	14	29,000
Crete	3	365,000

VELLE SEDANS IN DEMAND

PORTLAND DISTRIBUTORS TRYING TO GET MORE.

Five Sold Here in Ten Days and Factory Will Have None Until August.

So great has been the demand for Velle sedans that the Oregon distributors, the D. C. Warren Motor Car Company, have sold five in the last ten days, and a member of the firm now is on a trip to Seattle and Spokane to see if it will be possible to get more of the cars from the dealers there.

The company tried to get more of the sedans from the San Francisco distributor, and failed. All efforts to obtain an additional allotment from the factory also were in vain, word coming back that no more sedans would be available before August.

Mrs. E. A. Robinson is driving one of the five sold in the last few days. Three other sedans have been taken by Portland motorists and the fifth goes to McMinnville.

The cars are upholstered in two colors—blue and gray. The only model left on the salesroom floor yesterday was one cushioned in gray, the material having alternate stripes of light and dark gray. The blue upholstery also is striped.

There are individual front seats in the car, the one on the right facing either the front or the back. The driver's seat can be moved forward or back to suit the convenience of the person at the wheel. There is a wide door on the left-hand side of the car for the driver, and another door on the right-hand side.

NEW OLDSMOBILE TRUCK DUE

Three-Quarter Ton Vehicles Will Arrive This Week.

A new arrival in Portland truck circles this week will be shipment of three-quarter ton vehicles for the Oldsmobile Company of Oregon from the Olds factory at Lansing, Mich. This truck is the first to be turned out by the company and its arrival has been awaited with much interest.

The truck has a specially constructed chassis and motor and while its capacity is rated at three-quarters of a ton it is said to carry a load equal to that of most one-ton trucks.

"The Oldsmobile people have put their 21 years' experience in manufacturing motor cars into this new truck," said

E. E. Cohen of the distributing firms yesterday. "The vehicle has proven itself, undergoing many severe tests, and will satisfy a demand for light trucks in this territory."

TRUCK SERVICE IS PROJECTED

Ashland-Klamath Falls Road Will Open New Markets.

KLAMATH FALLS, Or., Jan. 25.—(Special).—People at Ashland are greatly interested in the new road over the mountain between that point and Klamath Falls, and are planning truck services between the two places, according to W. O. Smith, who has been making a short visit in Ashland.

Mr. Smith says that the residents of the Rogue River country feel the need of the products of this section, and that they hope to find a market here for some of the goods which the Klamath district falls to produce. The new highway, which is to be constructed as a part of the State Highway program, will also give tourists a chance to get into Klamath County conveniently from the Pacific Highway.

LA CASSE WILL GO EAST

FORMER PORTLAND AUTO MAN GETS PROMOTION.

This City Will Be Headquarters for One of Three Maxwell Western Territories.

Another Western automobile man is stepping into the front rank of the industry's sales executives. He is W. J. La Casse, formerly of Portland and



W. J. La Casse, Who Will Go to Detroit as a Representative of T. J. Toner, Director of Maxwell and Chalmers Sales.

widely known everywhere west of Denver. La Casse is winding up his affairs in San Francisco preparatory to going to Detroit as a representative of T. J. Toner, director of Maxwell and Chalmers sales. La Casse will be succeeded by George Pearson in guiding the Maxwell-Chalmers interests along the Pacific Coast.

La Casse, who has spent the last 10 years in the automobile business in California and the Pacific Northwest, joined the Maxwell sales staff in 1912. He was given the job of handling Maxwell sales for Oregon, Washington, Idaho, Montana and Utah. His success was so positive that when Toner was called East La Casse was his logical successor. Similar success followed his return to California, for it was not long until he had Maxwell sales booming in the same happy fashion in California, Arizona, Nevada and New Mexico as he had in the Northwest states. His promotion to the factory position, where he will have wider scope for his unusual abilities, is a direct recognition of his success out here.

La Casse's early days selling automobiles were spent in Los Angeles. He did considerable driving in competition with several road races and the sobriquet of "Wild Bill" was his until the years made it possible for him to live it down. Then he and E. E. Thompson formed the Thompson-LaCasse Company at Fresno and handled the Maxwell and Chandler. Next he went to Portland to direct the Maxwell business and two years ago returned to California, with headquarters in San Francisco, to handle the Maxwell business for the entire West.

A change in the factory sales plans cuts the West into three territories, with supervisors in San Francisco, Portland and Salt Lake. The Maxwell and Chalmers sales organizations will be combined. Pearson, well known through his Chalmers connections, will have the San Francisco office. The other two supervisors have not been appointed. Their identity will be announced at a later date.

TIRE AGENCY ESTABLISHED

UNITED STATES LINE WILL BE DISTRIBUTED.

Former Bend Man Will Open Store at 26 North Broadway for Business Tomorrow.

C. E. Hamilton, formerly of Bend, Ore., has opened a tire agency here at 26 North Broadway and will distribute United States tires. He will be the exclusive distributor of solids for Multnomah County and will have a complete stock of other types manufactured by the United States Rubber Company. He will be ready for business tomorrow.

The new tire dealer formerly managed the Oregon Fuel and Transfer Company and the Oregon Fuel Company at Bend, and also formerly represented the D. C. Warren Motor Car Company in selling the Velle motor car in the Bend territory.

"My trucks at Bend had United States equipment," said Mr. Hamilton yesterday, "and the tires gave such good service that when I decided to enter the business I waited until I could get the United States line. I have disposed of my Bend interests and will devote all of my time to my new venture."

United States tires are sold under a guarantee to wear out; that is, against defects in manufacturing, rather than to give so much mileage. I think that is the fairest kind of a guarantee to give. I am anticipating doing a big business in United States tires."

Cold Weather Ignition.

Owners who have been using dry fire cells for ignition in Summer will find it a good plan to couple on two more cells for cold weather use. The cold subtracts noticeably from the power of these cells.

Don't let your car stand with headlight full on. It is unnecessary and it runs your battery down.

PAPER HELPS DRIVER OF MUD-MIRED AUTO

Motorists Keep Stock on Hand for Emergencies.

TIRES OFTEN SUFFER MUCH

Problem Is to Revolve Wheels Slowly Enough for Them to Obtain Necessary Traction.

From a motorist who lives in a section where mud roads are common comes a suggestion which its author guarantees the best remedy for such a situation short of a pair of husky mules. He states that he has tried the method on numerous occasions, and that it has never failed to work. He says:

"I always have stored away somewhere in my car a stack of old newspapers. They don't take up so much room but that I can always find a place for them. When I strike a mudhole and the wheels begin to fly around in that exasperating way which tells me that I am firmly and definitely stuck I get out my bundle of papers. "Taking a newspaper, I fold it in half horizontally across the page and proceed to work on the mud. This is a simple matter and is accomplished by feeding in the paper while the wheels are being revolved. I feed the paper in lengthwise. Usually only a few will have been worked in when the tires begin to grip and the car start forward. If a few won't do the work, keep on feeding in the papers until good traction is gained."

Supply Kept on Hand.

"This method of handling a difficult situation is so simple and so uniformly successful that every motorist should know of it. If he is not equipped with some other apparatus for such a contingency, he should always have a little pile of newspapers stored away in some empty place in his car. "In many localities there are considerable quantities of old newspapers from neighboring houses, but when the mishap occurs in some lonely spot, lucky is the man who has some old newspapers in his machine."

The United States Tire Company, in its endeavor to furnish the public with as much real help as possible, has decided to say about getting a car out of a mudhole:

"There will always be mudholes. The motorist has the power nowadays to go practically where he pleases, and he frequents the highways and the byways, if he is anxious to get away from the beaten path. In these there are times when he will get stalled. Putting the car into low gear and then feeding it gasoline as though it did not cost even a cent, a gas horn will not get the car out if it is stalled badly. The wheels revolve so rapidly that they do not get traction enough—they do not have an opportunity to catch hold. The only apparent result is getting the tires so warm one can scarcely touch them, and in addition wearing them badly."

Car Should Be in Low.

"Try this method: Put the car in low and if you cannot feed the gas with your foot revolve so that the wheels will revolve slowly but your emergency brake on. Do not put it on so that the wheels will not revolve at all, but just revolve enough to keep them from revolving rapidly. With the wheels turning slowly you thus get the maximum pull delivered to them by the car in low gear, and all that is long as they turn slowly they can get the benefit of their tremendous power. It is not always wise to fill the hole with stones, bricks or other things, their rough edges are hard on the tire. Small branches of trees are better, as they offer much more, effective space."

"Should this method fail, quite often a slight push that would not much more than move a baby buggy will do the trick. The added amount of power necessary to get the car going. Those who have tried this method vouch for it. It saves tires, and saving tires is saving money."

SPEEDY DRIVING WASTES FUEL

Economy Tests Are Conducted With Maxwell Car in East.

"Of all the economy tests performed with the Maxwell, perhaps the most important is the one just completed by Professor D. L. Gallup, of the Worcester Polytechnic Institute, and C. L. Boss, of the C. L. Boss Auto Company. "In every detail this test was strictly scientific. There was absolutely no guess work in the method of testing or in the reading of the results. And the investigation was made for laboratory purposes only, the Maxwell Motor Sales Corporation having nothing whatever to do with it."

"There was no special preparation for this test. The car was adjusted for an economy showing and was not favored in any way."

"A stock Maxwell car was used. It was driven at speeds varying from 10 to 25 miles per hour. The gasoline consumption was as follows:

Speed	Economy
10	38.7
15	31.2
20	28.1
25	24.3

"This test should mean something to the buyer who appreciates the value of his money."

HOW TO REPLACE BEARINGS

Part Should Be in Place Before Wheel Is Put On.

In replacing a bearing on the front wheel spindle, on which it is a tight fit, owners make the mistake of slipping the bearing onto the taper of the spindle and forcing it home by putting the wheel on and hammering the bearing down. This method is entirely wrong. Frequently the hardened shoulder of the inner race is broken by this operation, because it is intended to withstand wear, but not sudden shocks like this. The proper method of doing the job is to slip a short piece of pipe over the spindle and hammer the outer race carefully until the bearing slips into place, after which the wheel should be put on.

GOVERNMENT ISSUES WARNING

Treasury Department Takes Rap at Fake Motor Stock.

The Treasury Department has issued a warning to the general public and particularly motorists against indiscriminate investment in stock of fake motor companies. "The investor contemplating the purchase of automobile stock is advised to write the capital issues committee, Treasury Department, Washington, for its approval. This committee was established to block the efforts of mushroom motor companies of questionable repute."

THE CROIX de GUERRE

has been awarded the First and Second Groupements of the Great Headquarters Reserve No. 1 of the French Army, each operating 500 or more White Trucks. Citations for distinguished service accompanied the order, supplemented by a later citation to the entire Reserve No. 1, operating

2,500 WHITE TRUCKS

This is the first and only instance on record of motor transport formations in any army receiving this high honor. The White Trucks were all veterans, many in continuous war service since 1914.

"White Trucks Have the Stamina"

THE WHITE COMPANY
CLEVELAND

Portland: 33-35 North Park Street

YEAR TRUCK TEST SLATED

PACKARD COMPANY WILL OFFER \$17,640 IN PRIZES.

Winning Drivers, Shipping Clerks and Accountants Will Receive Big Cash Awards.

Its test of last Summer having proved to the Packard company the possibility of saving to American business men operating trucks the enormous sum of \$300,000,000 yearly, another truck-operating efficiency test has been decided on. It begins on February 1 of this year and ends January 31, 1920, a period of one year, including every possible weather condition. Packard will award \$17,640 in cash awards to the best drivers, shipping clerks and accountants.

"In the first test," says R. E. Chamberlain, manager of freight transportation department, "the results showed that the three men who have most to do with the successful operation of a truck are the driver, the accountant or bookkeeper and shipping clerk. Packard is going to give these men. Packard truck owners will profit by saving real money through more economical operation and handling efficiency."

WIRES PRESERVED BY GREASE

Coat Contacts Copper in Batteries From Corrosion.

The inside of copper wire of the sort used for battery connections frequently corrodes until it is completely eaten through when parts and a short circuit results. This trouble is caused by the sulphuric acid gas in the cells, accentuated by the damp air about the battery. If the wires are coated at and around the terminals with cup grease

Are You the Man?

One of our clients wants to make a connection with a High-Class Specialty Representative to handle well-advertised Automobile Accessory—to the trade in this territory.

In replying state lines now handled, territory covered and organization, if any.

Quick action desired.

Power, Alexander & Jenkins Company

General Advertising Madison Bldg., Detroit, Mich.

Oil Leaks Escape Notice. On certain makes of engines a broken valve cover plate will cause a leakage of oil that may escape attention for a long time. In cases where the valve mechanism is oiled by spray

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If you want your motor truck to show a clean profit at the end of each period, without costly deductions for repairs and lay-ups—

Buy the truck that combines highest engineering skill with the very best units that have ever gone into a single motor truck.

Compare the Atterbury design and specifications with any truck you know, and you will see the reason for yourself.

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