

JORDAN STARTS WORK ON NEW PLANT UNITS

Expansion Follows Recent 50 Per Cent Stock Dividend.

CAPITAL STOCK INCREASED

"Build Now, the Cost of Building Up Our Business Will Never Be Less," Company's Slogan.

The Jordan Motor Car company announces that work has just been started on several new plant units at their factory in Cleveland, O. The additions will include a new assembly plant, office building, power plant, jacking plant and motor test building.

This large increase of factory equipment follows the recent declaration of a 50 per cent stock dividend to all preferred and common stock holders of the Jordan Motor Car company and announcement that the capital of the company was increased to \$1,200,000. The Jordan expansion is in line with the general optimistic attitude of the motor car industry. Its belief in the future of the country is evidenced in the future of production and in extensive building operations which give employment to thousands of men in all parts of the country.

Now Is the Time to Build.

"The Jordan Motor Car company adopts this slogan, which might well be taken up by business men everywhere."

"Build now. The cost of building up our business will never be less than it is today."

In announcing the Jordan building programme, Edward S. Jordan, president of the company, explained why he is confident that now is the time to increase business.

"In our opinion, now is the time to build," said Mr. Jordan. "Unless we take advantage of the present opportunity to increase our business, we may not, when the time of lower prices comes, if it ever does come, have enough business to warrant new buildings."

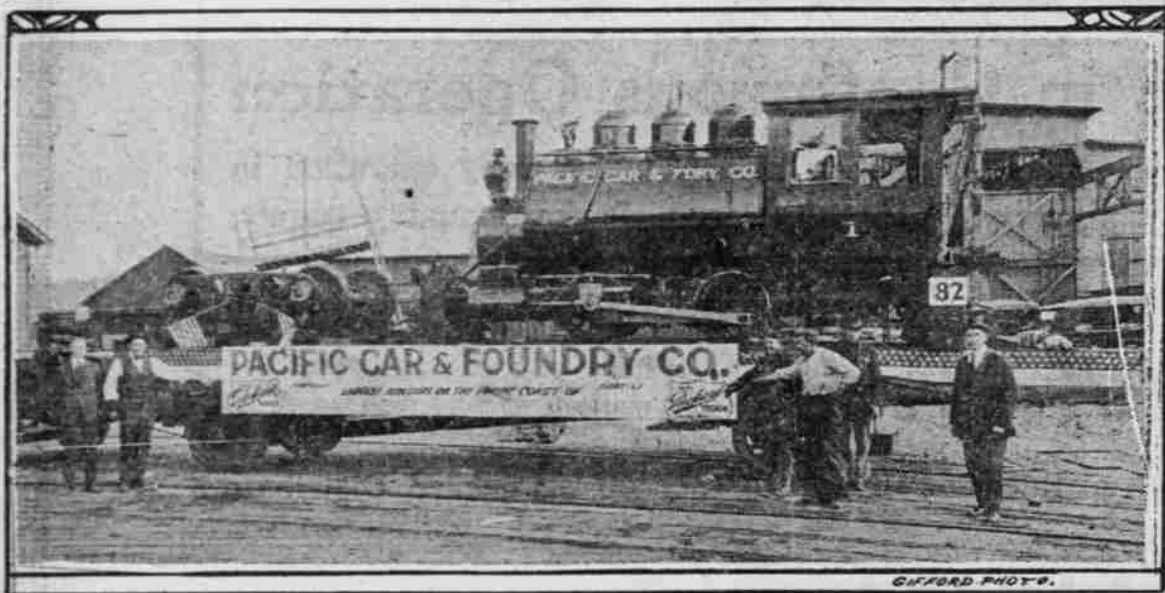
"Fifteen years before the war started we used to envy the man who was making \$100 a month. That was when \$100 would buy about three times as much as it does today."

"Even before the war began the cost of building a business kept constantly going up. We do not think it is going to stop unless there is a period of depression, and few people have the courage to expand during a period of depression."

"We realize that the normal standard of prices has materially increased during the period of the war, but it will never descend to its previous level."

"Therefore we are going ahead to build up our business, regardless of any hope that we could save money on the cost of buildings. We might lose much more by waiting. The great

THIS BIG PACKARD THINKS NOTHING AT ALL OF HAULING ITS OLD FRIEND, THE LOCOMOTIVE, ABOUT TOWN.



THE TOTAL LOAD ON TRUCK AND TRAILER WAS 21½ TONS. BUT THEN IT WAS A PACKARD. One of the most interesting floats in the Festival industrial parade was this one entered by the Pacific Car & Foundry company. They selected a 2½-ton Packard to haul the locomotive. One ½-ton truck and trailer hauled 2½ tons with ease.

necessary thing throughout the world today is to go ahead.

"The demand for motor cars is, of course, stupendous. There is no prospect of a lull for at least 15 months to come."

"We are very optimistic regarding the future of the industry. In fact, we believe the saturation point will never be reached until every man earning a certain amount has a motor car and none ever wears out."

DEALERS TO MOTOR NORTH

Large Delegation Expected to Go From Here to Tacoma Races.

The whole membership here of the Dealers' Motor Car Association of Oregon has received a special invitation from President Baldwin of the Tacoma Speedway association not only to attend the automobile races there on July 4, but to participate in a special dinner in honor of Captain Eddie Rickensacker in Tacoma the night of July 2. Rickensacker before the war was one of the leading automobile racers in America and is known personally by many Portlanders. He won the Tacoma races some years ago in a Maxwell car and will referee on July 4.

M. O. Wilkins, president of the Dealers' Motor Car association, is already making arrangements for the run next week. Probably at least 20 machines will leave here the morning of Friday, July 3, in time to reach Tacoma for the dinner.

While in Tacoma Mr. Wilkins hopes to hear definite word as to the visit here of F. W. A. Vesper, president of the National Association of Automobile Dealers. Mr. Vesper is to address a dealers' meeting at Yakoma, Wash., on July 25, and will be here before or after that date. The Portland dealers expect to make this a statewide affair and to invite upstate and Eastern Oregon dealers to be here for the occasion.

HIGHWAY PAVING IS BEGUN

Work Between Hood River and Cascade Locks to Cost \$500,000.

HOOD RIVER, Or., June 17.—(Special.)—Crews have begun the work of paving the Columbia River highway between here and Cascade Locks, a task that will cost approximately \$500,000. Crushing plants are being estab-

lished at Cascade Locks and Wyeth. The Cascade Locks crusher will use for material two huge boulders, both nearly as large as Hood River office buildings. A crew has just begun the construction of a retaining wall between the highway and the O-W. R. & N. track at Shell Rock mountain. Several changes in the grade at this point will be made before the paving is laid.

As soon as a concrete bridge over Phelps creek is completed the two-mile stretch of the highway between here and Ruthton hill will be graded.

INNS TO RISE FOR TOURISTS

Hostelries to Cater to Those Desiring Less Expense Than at Hotels.

LOS ANGELES, Cal., June 21.—Motor touring in California from the Mexican border to the Oregon line is to be made a pastime de luxe, according to plans announced here by a large hotel syndicate. A series of wayside inns will be established along the highway that traverses the state along the trail blazed by the padres who more than a century ago established the now historical chain of missions.

The inns will cater to those who do not care for the luxury and display of the large tourist hotels. They will be designed to furnish clean rooms and well-cooked food at moderate prices.

It is probable that the inns will be located close to the 22 missions that are approximately 30 miles apart the entire length of the state. Many of these are now majestic ruins, of interest to tourists. They border the state highway known as Camino Real—Spanish for king's highway. The holy fathers who built these also planted the first vineyards and the olive groves and palms that now abound in California.

TWO LIVE ONES ARE ADDED

HUSTLERS JOIN ORGANIZATION OF W. H. WALLINGFORD.

Robert Strong and O. G. Sharp Now With Him, and Victor Tire Line Is Taken.

Now comes the announcement by W. H. Wallingford, Premier, Liberty and Briscoe distributor, not only that he had taken on a well-known brand of tires for his already pretty complete line of automobiles and accessories, but has added two live-wire young men to his organization besides.

The tire is the Victor Springfield, more commonly known as the Victor. The young men are Robert Strong and O. G. Sharp, both of the type that add pep to any organization.

Neither of them is a stranger to town by any manner of means. Mr. Strong used to work for Mr. Wallingford some years ago. He recently returned from Bremerton, Wash., where he was in the navy, and becomes wholesale sales manager for Mr. Wallingford, to devote his attention particularly to the outside territory.

Mr. Sharp is an expert on system and efficiency. He was formerly with Chandler & Lyon until the war came along, when the emergency fleet corporation grabbed him as resident auditor in Portland. He served in that capacity for eight months.

The Victor tire, for which Mr. Wallingford closed the agency while at

Another FEDERAL 1 to 5 Tons

Facts That Determine Results

Business men buy trucks to effect transportation economy.

Such economy cannot be determined by guessing.

You cannot afford to spend money that will not benefit your business. Buying economical transportation units will benefit any business.

And we can prove to you that Federal Motor Trucks will prove economical. Only facts can determine such results. Let us show you the facts.

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Branches at San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland.

ROESCH TAKES INTEREST

SEATTLE MAN IN ATTERBURY TRUCK SALES CO.

Atterbury Truck Representative in Northwest Now Vice-President With F. H. Nash President.

Louis Roesch of Seattle, manager of truck sales and personal representative of the Atterbury truck factory in the Pacific northwest, was in Portland during Rose Festival week visiting F. H. Nash, head of the Atterbury Truck Sales company here.

While Mr. Roesch was here he and Mr. Nash completed a deal whereby Mr. Roesch purchased an interest in

the D. C. Warren Motor Car company here.

The Roesch Motor Car company handles Atterbury and Stewart trucks in the Washington territory, as Mr. Nash does here.

Incidentally, since he organized the Atterbury Truck Sales company here a few months ago, Mr. Nash, doing his own territory work, has set some little record as a globe trotter. In May alone he traveled 3000 miles, nearly all parts of the state being included, and especially the southern Oregon region.

His territory also includes northern California, and he says he knows the mountain roads of that section almost by heart, after having traveled them so much. One of his trips to visit dealers took him to McDoel, Cal., a lumber camp just north of Mt. Shasta. The road to this point from Montague, Cal., at one place, says Mr. Nash, rises to an elevation of 9500 feet and down again, all within 30 miles.

He went over this road, which was well sprinkled in places with boulders about the size of water buckets, in a Maxwell car, and has a lot of praise for its performance. Two trucks going over before him required four days for the trip, but in the Maxwell, which he obtained from one of his Atterbury truck dealers, he went over the route in about four hours. A young man named Clark Walker was doing the driving.

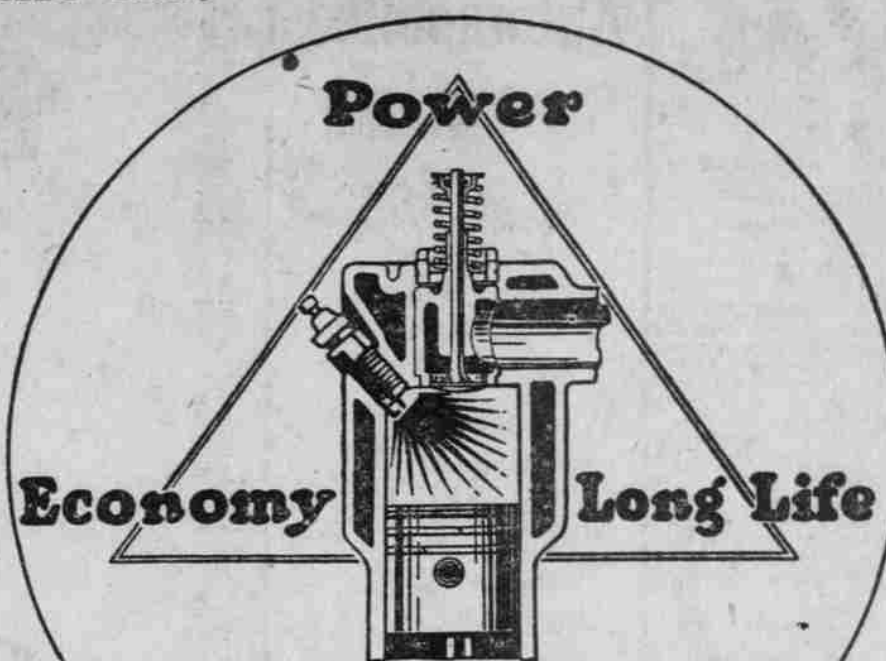
BREWER WILL BUILD CYCLES

Pabst Plant Leased for Manufacture of Motorcycles.

As a short but sweet answer to the oft-asked question, "What will become of the brewery workers when prohibition arrives?" comes the announcement that a prominent Milwaukee motorcycle manufacturer has secured on a long-time lease part of the famous Pabst brewery to be used for the manufacture of motorcycles. In the same plant where formerly about 150 brewery workers were employed between 300 and 400 highly skilled men will be employed in the manufacture of motorcycles.

Don't try racing with a commercial car; your truck was built for strength, not speed.

FOR any real advantage in a vital factor of motor car operation one must look to the fundamental parts of the car.



Everybody knows Valve-in-Head means

Buick

Mere accessories can not seriously affect such elements as power—economy—long life. These attributes must be inbuilt to whatever degree they obtain in a car.

We point to the Buick Valve-in-Head Motor as the great underlying reason for the ability, thrift and longevity of the Buick Car.

Howard Automobile Co.

Pacific Coast Distributors

Portland

San Francisco

Los Angeles

STOCK JOBBERS TO BLAME

MAXWELL-CHALMERS RUMORS TRACED TO THEM.

Maxwell Official and W. C. Durant Emphatically Deny General Motors Is Interested.

Flat denial of rumors that the General Motors corporation is to absorb the Maxwell and Chalmers plants is made in a letter received last week by C. L. Boss from John C. Plath, sales manager of the Maxwell Motor Sales company.

Mr. Plath denounces the rumors as inspired by stock jobbers. "These rumors are absolutely unfounded, and there is no reason at all for them," writes Mr. Plath.

"Just what is their origin the writer is at a loss to understand, except that some brokers, being heavily loaded

with Chalmers stock, except by circulating a rumor of this kind to advance the stock, and they seem to have succeeded to some extent."

It is also worthy of note that W. C. Durant, head of the great General Motors corporation, has himself, over his own signature, on five occasions

emphatically denied the rumors. Mr. Durant says General Motors is not buying any more automobile factories. Mr. Boss points out that the financial condition of both the Maxwell and Chalmers organizations is excellent. They have a combined capital of \$37,000,000.

For the Big Haul and the Long Run

DIAMOND T
THE NATION'S FREIGHT CAR

The Diamond T Truck is your logical buy.

—because it is as strong as a steel freight car; because it carries heavy loads even beyond its rated capacity; because its adequate spring suspension sends it over rough roads as though they were not rough roads; because it does what the truck you want ought to do.

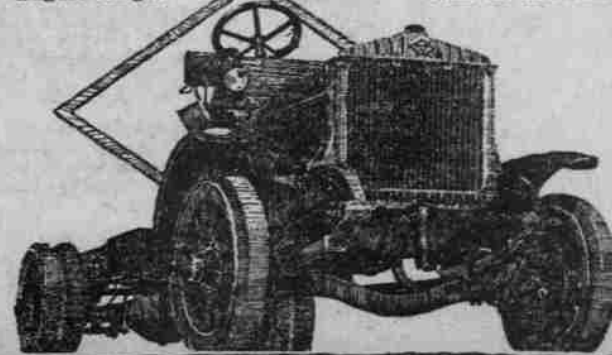
Don't choke your business—help it grow. Give your business what it needs—a Diamond T Truck. Then see how it will expand. The Diamond T Truck has an amazing record for low expense of operation. It is durable and dependable, will provide service so prompt and so satisfactory that your customers will spread your praises more and more.

Five models, from 1 to 5 tons

Our New Salesroom and Service Station
AT 91 NINTH STREET NORTH
Will Be Ready July 1
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MASTER TRUCKS

Master of the Load On Any Road

WORM AND INTERNAL GEAR DRIVEN

1½—2—3½ and 5-Ton

Priced from \$2315 to \$5515 AT PORTLAND

Oregon Motor Car Co.

TRUCK DEPARTMENT

PARK AND DAVIS STREETS

Commerce TRUCKS

EVERYTHING considered—price, serviceability, dependability, reputation—the Commerce Truck represents a value not to be duplicated in its class.

Low initial cost, economical operation, minimum up-keep expense—are factors not to be overlooked in the selection of a truck.

An investigation of performance records of the Commerce Trucks in war and in commercial use will prove convincing arguments why they merit consideration.

1 TON ½ Ton Overload Capacity \$1500

1½ TON ¾ Ton Overload Capacity \$1895

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