

MILLION CARS SHORT, SAYS MANUFACTURER

And Edward S. Jordan Expects
Bigger Demand Next Year.

PRICES SURE TO GO HIGHER

Maker of Jordan Car Predicts Pro-
duction Will Be Greatest Indus-
try Has Ever Known.

One million persons who would gladly buy an automobile today will have to wait 60 to 90 days before they can get one delivered. This is the estimate of Edward S. Jordan, president of the Jordan Motor Car company, in a statement he is sending to Jordan distributors.

In considering production and sales possibilities for motor cars throughout America, Mr. Jordan also sees a demand in the spring of 1920 that will eclipse any yet known in the automobile industry. His conclusions are based on figures of significance to automobile manufacturers and the motoring public.

"We estimate that the present production is 1,000,000 cars short of the public demand," says Mr. Jordan. "In the first quarter of 1919 115 leading manufacturers produced only 173,000 cars, while in the last complete production year, 1917, there were built and sold 1,800,000 cars."

"There are 27,304,172 family groups in America. Fifteen million persons have incomes enabling them to purchase a car selling from \$300 to \$1500. Three million persons may be considered prospects for a car from \$700 to \$1000. Two million are in the class between \$1100 to \$1400. Five hundred thousand can buy between \$1500 and \$2000. One hundred thousand can buy anything they want."

"We are just concluding a period in which a tremendous effort has been made by the manufacturers to supply a small part of the demands made upon dealers. It was entirely out of the question even to begin to supply this demand in the first six months after the war."

"In the coming six months we may expect to see the immediate orders filled, but then we will find ourselves with next spring's demand facing us. That will far exceed anything the industry has ever seen, because with the return of peace and the coming tremendous development in foreign countries, the strong domestic demand will be greatly accentuated by foreign demand. It will have to be met by American production."

"Prices will undoubtedly go higher, and therefore the public will want to buy as quickly as possible to avoid paying more for all kinds of merchandise. We are now in a period when stocks will be depleted in all lines of merchandise, and the greatest sales opportunity in the history of the world presents itself."

"The great problem is production, and to that we must devote our full energy."

KING EIGHT HERE SOON

PORTLAND MEN GET AGENCY
FOR THIS TERRITORY.

B. W. Rubin and M. M. Reingold to
Bring Car Here Famous for
Its Power and Speed.

"If you go after a thing hard enough and in the proper manner you are bound to get it. This is the axiom followed by B. W. Rubin and M. M. Reingold several weeks ago when they arrived in the east to take on a line of motor cars for the Portland territory. They had incorporated for \$25,000 and placed a deposit of \$1000 to guarantee their taking two lines."

In the east they found a line which better suited them, decided to relinquish their deposit and take on this car after some hard demonstrations intended to bring out any defects that might appear when the cars hit western roads and steep hills. The car they chose is the King eight and a shipment is now en route to Portland and will be on display within a few days."

In view of the enormous shortage of motor cars throughout the country the natural question arises, "How did they get any Kings at all?"

Rubin and Reingold selected the King after shopping around auto row in Chicago with an automobile engineer employed to advise them. The car that took their fancy in every way was the King. After a conference with the King factory heads they were told the factory was unable to supply the demand from present distributors and that, while it might entertain some proposition later in the fall, it would be impossible to take on any more distributors until after the summer demand had been fulfilled."

Rubin and Reingold then proposed to the factory to take one car from about 20 distributors in various parts of the country and ship them to Portland. This plan finally won out and the first shipment is now on the way."

The new company leased a temporary location at Broadway and Flanders until a new building on lower Auto row is completed. Discussing the King, Mr. Rubin said: "I have never ridden in a car that impresses itself on me so strongly. It was this impression, backed by the opinion of our engineer, which spurred us so strongly to tie up to the King car for this territory. We were given all sizes of tests, speed up to and beyond 73 miles an hour; low speed on high gear, quick pickup and hill climbing. In every demonstration in our hands and with some factory men at the wheel the car was a surprise."

GOODYEARS GO 52,000 MILES

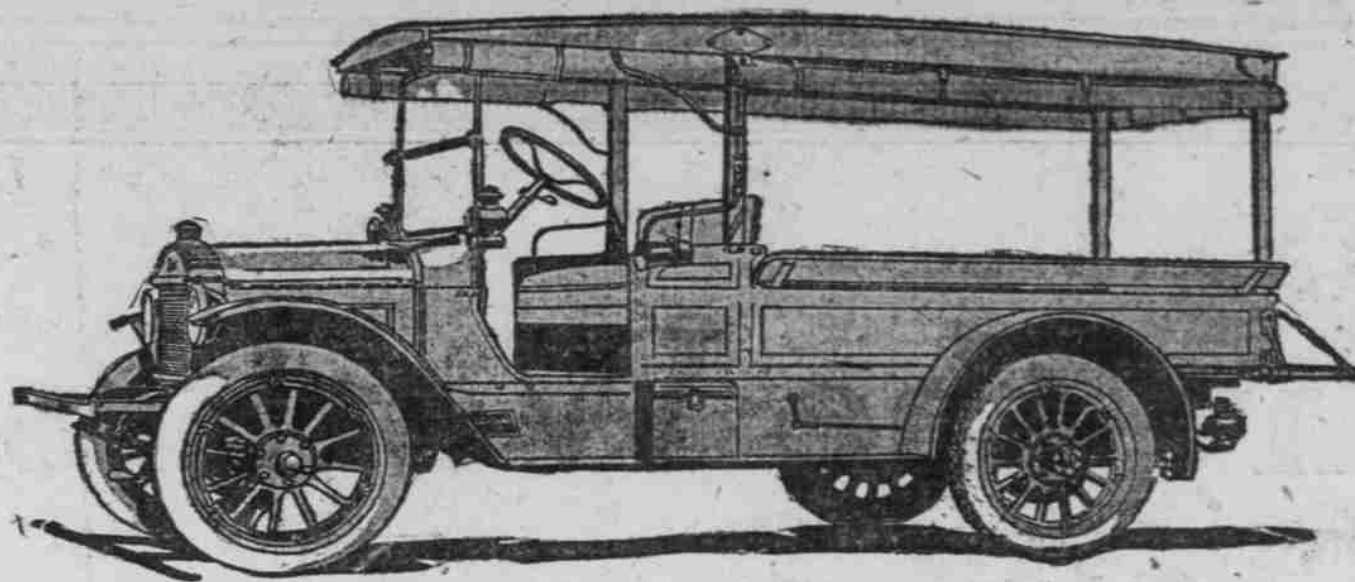
Cords Make Wonderful Record on
Franklin Roadster.

Among the stories of wonderful mileage received by automobile tire users is that of S. F. Webster of Fort Collins, Colo. It may be that pneumatic tires have given more mileage than his, but Mr. Webster has never heard of them and feels that he has a record breaker for pneumatics in use on pleasure cars."

In 1915 he purchased a Franklin roadster with Goodyear cords as original equipment. Recently he had occasion to remove the two rear wheels. He had then received from them a mileage of approximately 50,000 miles. The front tires are still on the car and have run 52,000 miles.

Cutting Glass Circles.

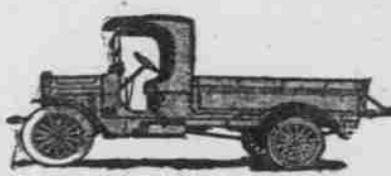
It is possible to break out circles of glass, such as lenses for headlights, by making a number of straight cuts from the edge of the glass and breaking these sections out one at a time. Be careful not to cut inside the line of the circle to be cut.



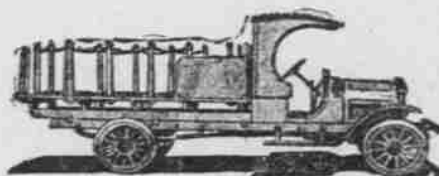
Announcing the New 3/4-ton Stewart Delivery Truck

With Electric Lights—Starter—Magneto Ignition

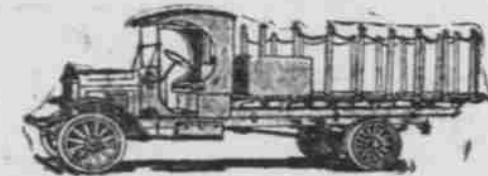
Here is the Long-Wanted, Perfected Light Delivery Truck at a Moderate Price



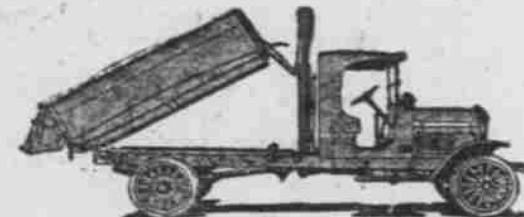
Stewart 1-Ton—\$1,650



Stewart 1 1/2-Ton—\$1,975



Stewart 2-Ton—\$2,575



Stewart 3 1/2-Ton—\$3,500

This Model "11" 3/4-ton "Stewart" is the result of years of truck building experience. It is designed as a truck—built as a truck by one of America's leading exclusive truck manufacturers.

Engineers pronounce it the first real light delivery truck ever offered to the public.

The model "11" has all the simplicity, reliability and low-cost-to-run features found in the thousands of other "Stewarts" now in daily use throughout the world. It has the same type of rear truck axle found in the "Stewart" 1-ton, 1 1/2-ton, 2-ton and 3 1/2-ton models.

A simple Eisemann magneto and generator supply the current for ignition, lights and starter.

The many types of stock bodies are high grade—ample loading space.

Years of steady service in all parts of the world—in over 500 American cities and in 27 foreign countries—and years of concentrated truck building is the quality record of "Stewart" motor trucks. Many concerns of national and international reputation operate fleets of "Stewarts."

Write today for particulars on this first real delivery truck.

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Stewart

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INLAND LOOP ROAD URGED

MANY POINTS IN FAVOR OF OLD
ROUTE TO ASTORIA.

Movement Under Way to Have Forest
Grove-Timber-Mist Highway
Declared Post Road.

The Inland Double Loop Highway club has been formed at Forest Grove to take steps for the recognition as a post road of the old inland highway route to Astoria via Forest Grove, Gales Creek, Timber, Vernonia and Mist.

Some of the important features of this road, as presented to the state highway commission by John H. Stevenson of Portland are as follows:

The road is practically 100 miles in length. It has a water grade from Forest Grove to the foot of the divide at Timber, and after passing over the divide there is a water grade all the distance to Astoria, and on no point on the road will any grade exceed 6 per cent over the road as now traveled. We understand that the road from Astoria to Vernonia was surveyed and established at one time as a state highway and the entire distance from Astoria to Forest Grove is a well established and well traveled road.

"Mail is carried over 82 miles of the entire distance and there are 13 post-offices on the road. There are practically 10,000 people along the road, who will be served by the road."

"There are 13 logging camps and the timber industry which will be developed by the establishment of this

road is estimated to be 20,000,000 feet of standing timber along the road."

"There are 12 sawmills in operation along this road and no part of this territory is served with parallel railroad lines, and there is no means of access except by wagon road. The entire distance is excellent farming, dairying and fruit growing territory, from which locally last year there were practically 2,000,000 pounds of prunes and a large quantity of grapes and other fruit, and the industry is in its infancy."

"The dairying industry is of great importance, and were it possible to get to market during the winter season the dairying industry would be many times its present size. A large part of the way farms and hay and grain can be seen in great quantities."

"There are many acres of valuable land undeveloped and the location of good roads and a through road over this route would make it possible for many tributary roads to be constructed, and develop a large area of valuable farm lands."

"This road passes through road district Nos. 15, 42 and 53, in Washington, which districts have a combined assessed valuation of \$2,045,459.55."

"As the name of the club indicates, this road makes possible a double loop from Portland by the way of Forest Grove, Gales Creek, Timber, Vernonia and Astoria back to Portland by either Columbia River road or the McMinnville-Newberg road."

"No part of our state contains a road of 100 miles in length more beautiful for pleasure seekers and that contains the innumerable camping sites, with splendid mountain water and the scenes that are ever changing with every mile of road which cannot be excelled as a pleasure road on any road in this part of the state."

"This road is centrally located in the territory it serves and runs through a beautiful valley capable of high de-

velopment and making homes for those of permanent home builders. We wish to emphasize that along the entire road there is a splendid supply of rock and gravel for road building purposes and that the grade at present is in such condition that the road can be constructed with much less expense than in any other part of the state."

Europe Ahead in Roads.

Government figures prepared for the joint congressional committee on roads show that England has 2571 miles of road to every square mile of area. France 1.75 miles and the United States .729. There are 104 French citizens to

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every mile of road, 239 Englishmen and but 41.81 Americans. On the basis of these figures the highway system of the United States will not equal the ratio of French mileage to area until we have 5,000,000 miles of highways, while 7,500,000 miles will be necessary to meet the English ratio.

Don't Wash Your Car, but Have It Simonized

Portland's only authorized
Simonizing Station.

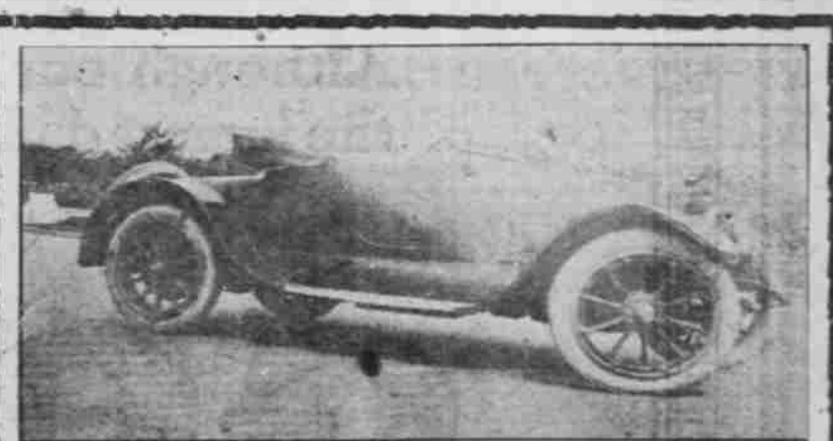
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