

PRODUCTION OF CARS ABOUT THAT OF 1917

National Auto Chamber Head Discusses Conditions.

CLOSED CARS IN DEMAND

Present Production Is at Rate of 2,000,000 Cars Annually, Including Trucks.

Notwithstanding the great strides the industry has been making in the past few months, motor car production this year will not exceed 1,600,000 vehicles because of the small number produced during the year. The signing of the armistice, according to Alfred Reeves, general manager of the National Automobile Chamber of Commerce, who has just returned from a trip among the factories in Michigan and Indiana.

Present production, says Mr. Reeves, is at the rate of approximately 2,000,000 vehicles a year, which is about the 1917 average. This includes both passenger cars and trucks, the latter figuring about 12 per cent of the total number. He reports a demand for closed cars far beyond supply, with a continuous demand for passenger cars and trucks. Because of the need for conserving time, the whole country is buying automobiles, he declares, thus offsetting the poor service by trolley lines and the railroads. Big road improvements were noted in Michigan, Indiana and Ohio.

Almost all the manufacturers will have some new things to show at the New York show, which opens in New York on January 2. They will be largely in the line of refinements, but with here and there some radical changes as a result of what was learned in the building of war vehicles and airplane motors.

There is an increasing demand for buses for use in cities where car service is poor, with a growing demand as winter approaches for all types of trucks.

At Indianapolis all records were broken recently when 6800 hogs were brought in by motor trucks, or 1350 more than the former high record. This was 2000 more hogs than were delivered on the steam and inter-urban roads. It required some 500 vehicles to haul the supply, some of the trucks coming 80 miles. The total value of the hogs hauled was \$250,000.

Mr. Reeves says exports are increasing, the products of the automobile industry now going to some 81 different countries. At present it is not more than 5 per cent of the total business, but with almost unlimited possibilities in the future.

NEW BUILDING GOING UP

FRANCIS MOTOR CAR CO. GETS LARGER QUARTERS.

Ford Dealers to Remove on April 1 Into 3-Story Structure at Grand and Hawthorne.

Work began last week on construction of a new three-story fire-proof brick and concrete building at Grand and Hawthorne avenues, for the Francis Motor Car company. Ford dealers, the building will contain 25,000 square feet of floor space, and will be devoted exclusively to the company's Ford business.

Announcement was made yesterday by C. E. Francis, head of the Francis Motor Car company, that the building will be ready about April 1. Mr. Francis for some time has outgrown his present quarters at East Thirtieth street and Hawthorne avenue, and some weeks ago sold the property, after having first closed a deal for the purchase of the 100x100 quarter block on the northeast corner of Grand and Hawthorne.

The first floor of the new building will be divided equally between sales-room and service department. The second floor will be devoted exclusively to a Ford repair shop. The third floor will be used as a warehouse.

The cost of ground and building will be about \$100,000. One unusual feature of the new building will be shower baths and lunch room for workmen employed in the shop. The Francis Motor Car company was formed by Mr. Francis in 1913, for the sale of used cars only. He obtained the Ford agency in 1916.

GOODRICH GIVES A BONUS

RUBBER EMPLOYEES GET REAL CHRISTMAS PRESENT.

Extra Compensation Amounting to 25 Per Cent Is Distributed to All Salaried Workers.

C. B. Cadwell, local manager of the B. F. Goodrich Rubber company announced yesterday that nearly 5000 salaried employees of the company will get a fine Christmas present this year in the form of extra compensation to the extent of 25 per cent of their annual salary. The money was issued on December 1, in plenty of time for Christmas shopping.

ARMY TRUCKS WORK HARD

Fleet of Six Hauls in 50 Tons of Bridge Steel.

NEVADA CITY, Cal., Dec. 6.—The work of hauling 50 tons of structural steel from the railroad terminal here to the Yuba river has been completed by a fleet of six army trucks chartered by the state highway commission. The steel is for the erection of a bridge over the river on the line of the Nevada City-Downsville state highway lateral.

SAVE THE TREES, IS PURPOSE OF LEAGUE

Natural Parks Association Is Formed in Washington.

The department had also issued licenses for 5000 electric and to dealers and manufacturers to the number of 1600. It will be seen that the number of motor vehicles being operated in the Buckeye state is in excess of \$10,000. The department has ordered the manufacture of license plates for gasoline cars up to 500,000, which is allowing for 2000 additional cars to be registered in that class. The department licensed motorcycles to the number of 20,000.

NEW ORGANIZATION TO CONDUCT CAMPAIGN TO SAVE ROADSIDE TREES AND OTHER ATTRACTIONS.

TACOMA, Wash., Dec. 6.—Organized, aggressive activity, backed by a strong public opinion, is necessary if the finest of Washington's scenic attractions are to be preserved for future generations, according to Major Henry S. Graves, chief forester, United States forest service, and Mr. Mather, the treasurer of the association is Herbert Wilkerson, vice-president of the National City bank of Seattle. Herbert Evison, formerly in newspaper work in Seattle, is acting secretary of the state fuel administration, is secretary of the organization.

TO RETAIN NATURAL BEAUTY

A wide field of operation is indicated by the announced purpose of the association. That is "to preserve the natural features of our state as a part of our inheritance, and to retain in their present beauty our mountains, lake, trails and points of scenic interest; to advocate new national parks and the creation of state, county and municipal parks and highways to connect the same; to preserve our lakes, rivers and streams from pollution and conserve our natural supply of food and game fishes; to protect our wild animal life from extermination; to encourage love of nature, and to preserve in their original state some part of our great forests."

DIAMOND CORDS FIGURE IN A ROAD RACE IN THE SOUTH.

A racing car with a unique career was driven to victory by Hugh Miller recently in a road race from El Paso to Phoenix. This Pope-Hartford auto started its existence as a business and family car in 1911, and not until 1914 was it groomed for a racer. Rated by the Society of American Engineers as a 32-horsepower car, it won at 37.8 miles per hour in a road race for Mr. Miller. Besides winning him a silver trophy cup, it also carried \$250 to his pocket. Two years later he figured in another road race, losing by a small margin.

RISSELL OUT FOR HIMSELF

Harry M. Bissell, formerly shop superintendent of the Covey Motor car company, and Fred P. Lister, formerly Dodge repair foreman for the same company, has formed the firm of Bissell & Lister and opened a general garage and automobile repair shop at East Seventh and Belmont streets. Both are well known in the automobile trade in Portland.

HUGHSON MAN MAKES CALL

S. S. Nerney Stops at Branch Here on Inspection Visit.

A visitor in Portland last week was S. S. Nerney, manager of the home office of the William L. Hughson company in San Francisco. He dropped in to see Del Wright, manager of the Portland branch of the company, and remained a couple of days. Mr. Nerney is making a tour of inspection of northwest branches of the William L. Hughson company.

NEW SECRETARY OF GARAGE AND REPAIRMEN'S ASSOCIATION.

Mr. Nisbet is an example of what a hustling young man can do in business when he makes up his mind to succeed. Two years ago he took the Portland agency for Columbia storage batteries. He began on a modest scale, making "genuine service" his motto in fact as well as in theory. Today he is so busy that he can hardly keep enough batteries in stock to supply the demands of his trade at his quarters, 109 North Broadway. He is one of the most active members in the Portland Garage and Repairmen's association.



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HIGHWAY BEAUTY SPOILED

New Organization to Conduct Campaign to Save Roadside Trees and Other Attractions.

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Goodrich makes a timely present to salaried employees last year. The total amount of the extra compensation to be awarded this year will be in excess of \$2,500,000.

The announcement was issued by the executive committee of the company follows:

"Believing that the conditions which justified an additional payment to the salaried employees of the company during the year 1918, have existed during the past year to such an extent as to once more warrant unusual recognition, the executive committee have determined that each salaried employe on December 1, 1919, shall receive additional compensation for services rendered and to be rendered equal to 25 per cent of the total salary paid to each such employe during the year 1919."

LEE LINE

"Lee Line Way Makes Motor Trucks Pay"

It is significant that the greatest interest shown in Lee Line trailers is among the larger concerns operating a number of motor trucks. They study transportation problems closely and recognize the economy of using Lee Line equipment.

The average truck owner who is ambitious to increase his revenue should be guided by the findings and experience of those who have made a success of transportation.

Write for advice and information concerning Lee Line equipment.

William L. Hughson Co.

60 N. Broadway at Davis Broadway 321

Oldest Motor Car Organization on the Pacific Coast
San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland

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LIGHT-SIX SEDAN

THE Studebaker Sedan, mounted on the famous LIGHT-SIX chassis, seats five passengers with complete comfort.

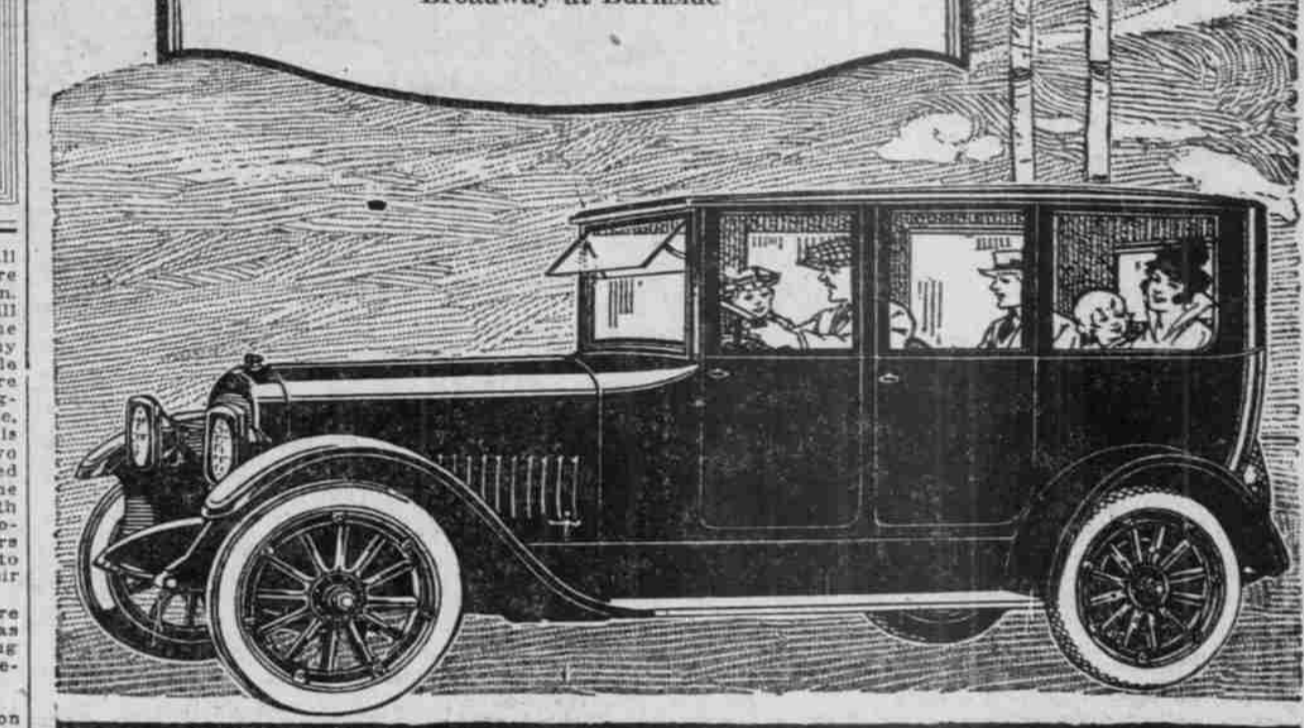
Broad doors, four of them, permit freedom of entrance and exit. Heavy weather strips around edges make them water-tight and wind-proof.

Beautiful upholstery, a cut glass dome light in tonneau ceiling, silk roller-curtains at windows, a silver-faced jeweled 8-day clock, massive head-lights of unique design and cord tire equipment are notable features of this Sedan.

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Oregon Motor Car Co.

Broadway at Burnside



Never turn around or turn off on to another road without making absolutely sure there are no other vehicles behind you.



"The only brake lining for mountain motoring"

IN the Glacier National Park in Montana they have been up against the brake lining problem. Thirty "White" buses weighing 3 1/2 tons are used to carry passengers up and down the mountains over grades that average 15% for 55 miles.

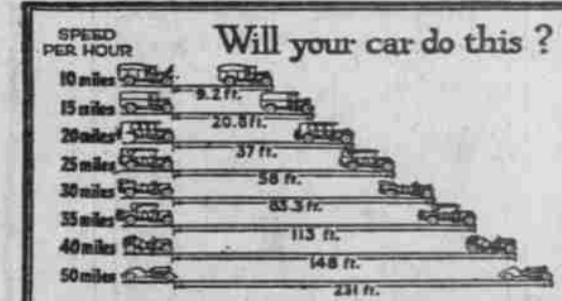
The Glacier Park Transportation Company appreciated the need of good brake lining where a single slip might mean death. So they experimented with various kinds. Finally they standardized on Thermoid Brake Lining and wrote us that "it is the only lining to use for mountain motoring."

The brake lining that makes good on mountain roads and in every emergency will make good for you.

Why Thermoid makes good Thermoid Brake Lining gives long, certain service for three reasons.

Thermoid Brake Lining Hydraulic Compressed

Makers of "Thermoid-Hardy Universal Joints," and "Thermoid Crolide Compound Tires"



This chart has been worked out by leading automobile engineers. It shows how quickly an automobile going at various speeds, should be able to stop providing the brakes are efficient.

1.—There is over 40% more material and 60% more labor used in Thermoid than in any woven brake lining.

2.—Thermoid is Grapnelized, an exclusive process which resists moisture, oil and gasoline.

3.—Thermoid is hydraulic compressed under 2,000 lbs. of pressure per square inch. This makes Thermoid uniformly hard all the way through.

The famous Thermoid guarantee: Every foot of Thermoid Hydraulic Compressed Brake Lining is backed by our guarantee: Thermoid will make good—or WE WILL.

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Canadian Distributors: The Canadian Furber-Morse Co., Limited, Montreal
Branches in all principal Canadian cities

Willard Service

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STORAGE BATTERY