

E. C. HABEL NAMED AS SALES MANAGER

A. B. Manley Tells of Choice When He Returns From Trip.

CONTRACTS ARE RENEWED

Agency for Four Makes Will Be Kept, Says President, Who Finds Business Improving.

Immediately upon his return from the factory plants which produced the up-to-date National, Grant and Stearns automobiles, A. B. Manley, president of the Manley Auto company, announced early last week that he had appointed E. C. Habel, formerly a prominent figure along the local row, sales manager of the company, in charge of service and sales both in Portland and outside territory.

Incidentally Mr. Manley also revealed that he had renewed his distributing contracts at all four of the factories while in the east. This means that students of automobile architecture will continue to saunter along toward Eleventh and Burnside streets when they want to inspect a Hupmobile, Grant, National or Stearns car.

Habel Back From Egg Farm.
Patrons of the Manley automobile "store" are welcoming Sales Manager Habel back after several months of rustication on an egg farm northeast of Vancouver, Wash., where he had been cooing some 1800 hens to lay as fast as possible. At the time he purchased the place last April Mr. Habel resigned as sales manager of the Manley Auto company and his return is therefore confession of the fact that automobiles have more attraction for him than his roosts.

Endowed with a worldly knowledge of the modern motor car gained in eastern factories, Mr. Habel made his debut in Portland with the Oregon Motor Car company, Studebaker distributor, in 1912. After three years as assistant manager he formed a business connection with the Manley Auto company, which was interrupted only by his dip into the role of country gentleman. As a matter of fact he is still one of the landed gentry, having retained ownership of the chicken ranch.

Now that Mr. Habel has returned to the sales job, Mr. Manley will be able to devote more of his time to the Pacific Title & Abstract company, of which he is president, and will also be in position to make eastern trips more frequently.

Foreign Orders Accepted.
On his recent stops at the automobile factories Mr. Manley noted a disposition on the part of manufacturers to accept European orders as they were offered, the idea being to open up connections with the continent in advantageous in after years when motor cars might not be in such urgent demand as they are at present in the United States.

Material and labor conditions are by no means settled, Mr. Manley reports, but there has been a marked improvement in recent months and, barring new strikes of serious nature, it will probably be placed in maximum production is again under way in most of the factories. Due to the fact that the smallest and most insignificant materials held up the production of an entire factory, manufacturers are now giving constant attention to every detail of their business, so that a repetition of past experiences can be avoided.

At each of the factories visited Mr. Manley contracted for all cars in sight, making purchases right down to the last car.

FIRST HUDSON STILL RUNS

CAR HAS TRAVELED 200,000 MILES IN TEN YEARS.

Despite Hard Service, Motor Has Youthful Vigor and Frame Is Rigid as Ever.

"Proof that the limit of Hudson endurance has never been reached is to be found in the fact that Hudson No. 1, the first ever built, is still in daily service in Poughkeepsie, N. Y.," said C. L. Boss the other day. "This car was shipped from the factory on July 4, 1909, or more than ten years ago."

"Since then this car has run more than 200,000 miles, or an average of over 20,000 miles a year. Its owner is Joseph P. Davis, who is just as proud of his Hudson and its performance as is the latest owner of his Super-Six."

"Although lacking some of the later-day refinements, such as self-starter and electric lights, Hudson No. 1 looks hale and hearty and is fully capable of outperforming many cars turned out today. In fact, a critical inspection of the car is like looking at a wonderful old portrait. The first feeling of amusement at the faded masterpiece is soon superseded by admiration of its lines of strength and character."

"Although the body of this first Hudson sits rather high up in the air, there is no sign of sagging in the frame, which is as rigid as when it left the factory. The upholstery is in the old tufted style, but it is in a remarkably fine condition, although slightly bleached by exposure to the weather. Springs, transmission, bearings, wheels, steering gear and all other mechanical units are still capable, apparently, of untold thousands of miles more of satisfactory service. "But even such an excellent performance is nothing unusual for Hudson cars, which have been noted for their endurance and reliability from the very first. This superior endurance, which represents an ideal, has been built into every Hudson, and the perfection of the latest model, and the fulfillment of the promise of the very first Hudson ever built."

NEW AJAX TIRE FACTORY

Plant at Sandusky, O., Will Be Third in Ajax Group.

Horace DeLisser, president of the Ajax Rubber company, Inc., has announced that a new Ajax factory is to be erected in Sandusky, Ohio. Ninety acres have been secured by the company. Erection of the new plant will begin at once and by the latter part of 1920 tire production will be well under way. The existing Ajax plants will have reached a production peak never before attained in the company's history.

This means a third big factory for Ajax, the others being in Trenton, N. J., and in Racine, Wis. This expansion is in line with the progress which the last few years have brought to the Ajax Rubber company. A housing plan for employees is being developed along with other welfare activities. Between 1000 and 1500 homes for Ajax workmen will be erected in Sandusky. Details for this housing plan, which will be similar to the housing project already under way at Racine, are being worked out by the Ajax industrial welfare department.

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AJAX EMPLOYEES INSURED

First of Several Welfare Projects Now in Effect.

As the first of a number of welfare projects in the interest of employees, Horace DeLisser, president of the Ajax Rubber company, announces that an extensive insurance plan has been put into effect.

The policies cover every individual in the big Ajax organization whose service extends over a period of three months or more. By this insurance every man and woman in both the Trenton, N. J., and Racine, Wis., factories and all in the general sales office, will benefit.

PRICE DROP NOT LIKELY

HIGH FIGURE HELD ASSURED FOR MANY YEARS.

Vice-President of Accessory Manufacturers Gives Forecast of the Situation.

NEW YORK, Jan. 17.—More settled industrial conditions, a continued increase in production and little prospect of an early lowering of prices are foreseen for the motor car industry by Christian Giri, president of the Standard Parts company of Cleveland and vice-president of the Motor and Accessory Manufacturers' association. At the Waldorf yesterday Mr. Giri dictated the following:

"The signing of the peace treaty, which we hope in some form will be accomplished within the next 30 days, will have a very beneficial effect on social conditions in America, as well as the rest of the world. In our opinion labor will be more constant and will accomplish more in 1920 than in 1919. That prices will fall to any marked degree is not to be expected for a number of reasons. All material product is based upon the work of the hand and the brain, and the price of materials can only be lowered when there is less demand for the labor of the hand and brain than at this moment.

"It will take some years to restock the warehouses of the world. Until this occurs there can be no such thing as overproduction. There may be some unbalanced production, but no surplus of commodities in the average. All our debts have been contracted with a rising and inflated market and cannot be paid with a deflated market. This is another reason for the general prices of material remaining up. Demand for goods will exceed the supply. This will be especially true of the motor car.

"In our opinion the demand for cars this next year will far exceed the demand in 1919 and should run from 3,000,000 to 3,500,000 cars, including trucks. Production will be limited by the ability of motor equipment makers and parts makers to get steel and other metals and to get labor with which to fabricate the same. Production will be nowhere equal to the demand, and if it should run at the rate of 2,250,000 cars for the year it is possibly all that can be expected.

"Cars are being designed better than formerly and to last longer. Replacement business will not amount to as much in proportion in the future as in the past, but this is the tendency of greater economy in the entire industry and in the use of automobiles and should be a benefit rather than a detriment.

"It will be impossible for supply to overtake demand within the next three years, in our opinion, after which the rehabilitation of other parts of the world and demand from them on us for motor car means of transportation will afford an excellent market for our products for many years to come.

FRENCH DEVELOP AIRSHIPS

Aerial Mail Line Established to Tunis, Far Away.

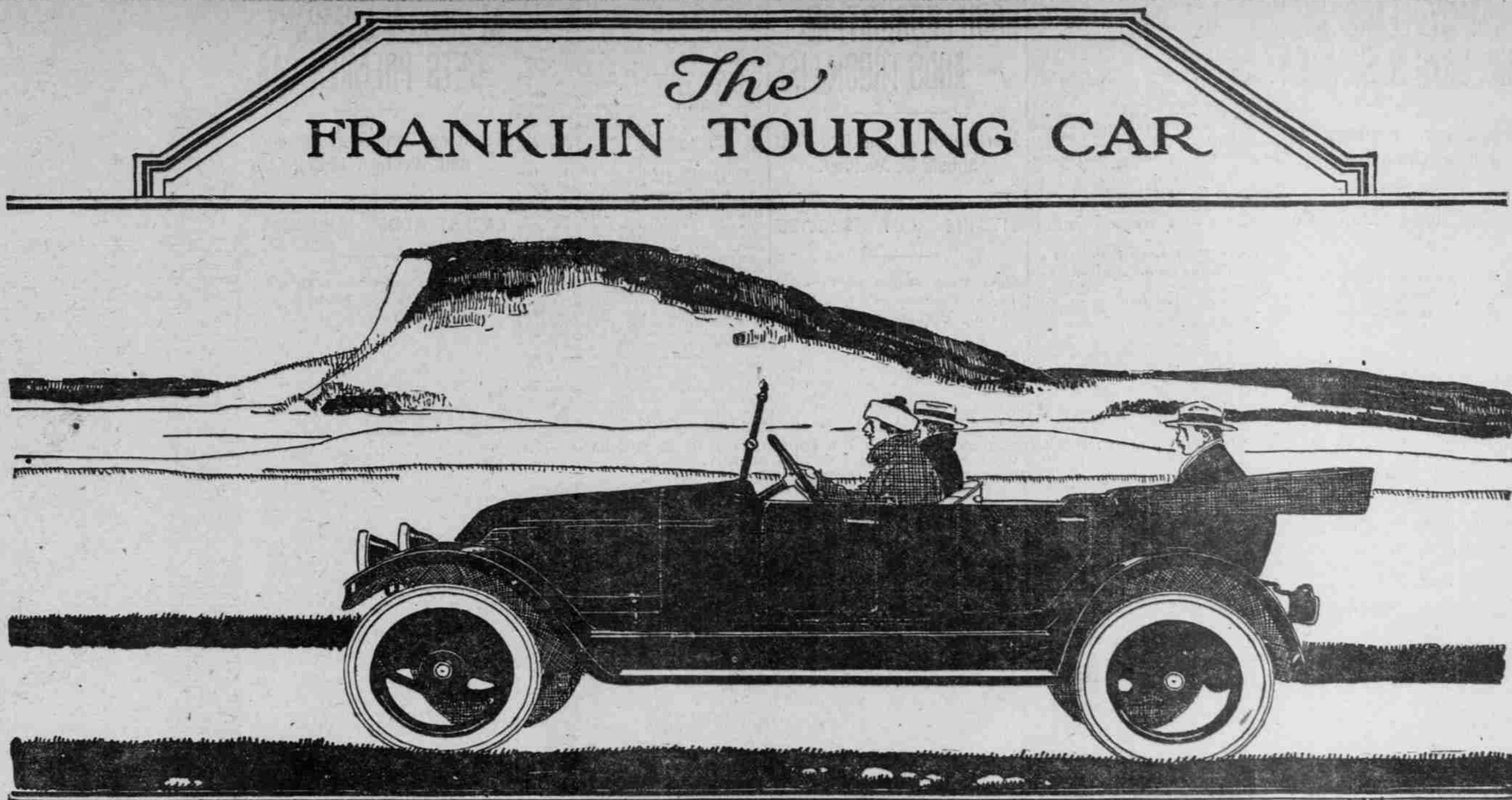
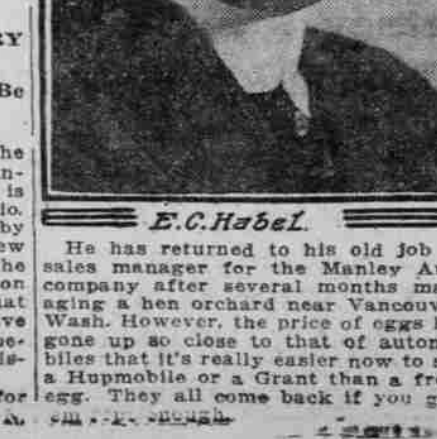
PARIS, Jan. 17.—The French government is expanding facilities for commercial air traffic in Tunisia by utilization of her military aeronautic personnel still on active service there.

A regular aerial mail line between Gabes and Ben-Gardane, a distance of 400 kilometers, is in operation. Trials of other routes soon to be placed in operation are being made, including a line between Tunis and Palermo, Tunis-Cairo, Tunis-Malta, Tunis-Tripoli, Tunis-Bangiers and Tunis-Niava Ajaccio.

A large and active airdrome is established at Kasar-Said, near Tunis, which comprises a veritable aeronautic university, with its hangars, construction shops, laboratories, repair shops, supplies and employs a skilled staff of 300 mechanics and a staff of 1000 for the airdrome is established at Sedjoui.

FROM AUTOMOBILES TO HENS AND BACK AGAIN.

He has returned to his old job as sales manager for the Manley Auto company after several months managing a hen orchard near Vancouver, Wash. However, the price of eggs has gone up so close to that of automobiles that it's really easier now to sell a Hupmobile or a Grant than a fresh egg. They all come back if you give 'em a chance.



The Greatest Road Car in America

- New York to Boston and return (458.8 miles) in 12 hours, 5 minutes—
- Indianapolis to Syracuse and beyond (832.6 miles) in 22½ hours—
- Cincinnati to Cleveland and return (553 miles) in 15 hours, 45 minutes—
- Boston to Syracuse and return (693 miles) in 24 hours, 20 minutes, with a woman driving—
- New York to Montreal (398 miles) in 9 hours, 59 minutes—
- Waterloo, Iowa, non-stop, dirt road record (865.4 miles) in 24 hours.

THE demonstrations of the roadability of the Franklin Car that have taken place all over the country are intended merely to call attention to this Franklin advantage—not to prove it. Its daily performance in the hands of its owners is doing that.

And with heavy, rigid weight eliminated, delays due to tire accidents are almost unknown. These six runs mentioned produced only one puncture and no blowouts. In daily use the average is better: three punctures in the life of a complete set of tires—12,500 miles.

Yet the consistency with which Franklin Cars are making and breaking road records from point to point is significant to most motorists, for the cars used are stock models and differ in no way from the average Franklin.

No Cooling Trouble Delays
Important in the making of these records is Franklin direct air cooling (no water to boil or freeze). Leaky radiators and over-heating never halt the Franklin.

Why Franklin Averages Fast Time
The above performances are feats only made possible by Franklin principles of light weight, flexibility, and correct balance. They make riding comfortable and handling easy and safe under all conditions. Rough stretches and sharp turns therefore do not slow the Franklin up as they do other cars.

Particularly of late, motorists are hearing much about light weight without seeing its results demonstrated. We shall be glad to show you, on the scales and on the road, what genuine light weight is and what it does.

20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation

- SEDAN**—Enclosed car convenience for five passengers, coupled with Franklin roadability and reliability. The most practical year-round car.
- RUNABOUT**—All the advantages of Franklin light weight and flexible construction in a two passenger open car.
- FOUR PASSENGER ROADSTER**—A convenient, attractive car. Compact, yet having ample room for four.
- BROUGHAM**—A personal, enclosed Franklin Car, intimate when used by two, commodious when carrying four.

BRALY AUTO CO.

601 Washington Street

CAPITAL STOCK DOUBLED

GARFORD TRUCK COMPANY TO HAVE \$10,000,000.

Increase Made Necessary Because of Plans for Extension That Will Include Factories.

NEW YORK, Jan. 17.—President E. A. Williams Jr. of the Garford Motor Truck company, with factories at Lima, O., today announced that the capital stock of the company had been increased from \$5,000,000 to \$10,000,000 to provide for an extensive program of expansion.

This expansion is necessary, Mr. Williams said, to meet the increased demands for the Garford product. It will provide for an increase in production which, within the next year, will be greater by 100 per cent than the present programme.

While the detailed plans for expansion are not as yet complete, it was stated that one of the company's first moves will be to erect a modern addition to its factory, 400 feet by 100 feet. This building will be devoted entirely to the progressive assembly of Garford motor trucks. By the installation of the latest type of machinery and the adaptation of special assembly methods the Garford not only intends to maintain its present high standards of manufacture,

ESSEX IN NINE RECORDS

REMARKABLE PERFORMANCE IN CARS FIRST YEAR OUT.

Leadership Is Established Already All Over Country in Many Very Severe Tests.

"Though the Essex car, which the Hudson Motor Car company has just formally announced is a Hudson product, has been in the market only one year, its achievements have already firmly established its leadership in cars first year out."

Every dealer in the country is pleading for more cars, and it is well that the factory has a scheduled production of 40,000 for this year.

In support of his contention that the Essex has in one year established an unquestioned leadership, Mr. Boss instances the following list of performances:

An Essex stock chassis established a new world's record for long distance endurance, covering 5337 miles in 50 hours on the Cincinnati speedway under American Automobile association observation.

In Iowa, a fully-equipped Essex set another world's record for long distance endurance, covering 5337 miles in 50 hours on the Cincinnati speedway under American Automobile association observation.

DRIVING IN SANDY ROADS

EXPERT GIVES ADVICE ON HOW TO PASS CARS.

Instead of Getting Off Road, Drive Front Wheels Off, He Says, and Then Back In.

When you are driving along a narrow, sandy, desert road and see another machine approaching from the opposite direction, don't drive two wheels out into the sand and attempt to drive around the other fellow, for either car is liable to skid and sidewise the other. Many serious accidents have resulted from such tactics. Neither should a driver be so polite as to go clear out in the loose, treacherous sand, for he is liable to get "stuck" and pass an uncomfortable two hours or more in "digging out."

The correct maneuver, according to Martin F. Swift of the Howell-Swift Tire company, distributors for Canton cord and Blackstone tires, is to drive diagonally out of the road and to stop when your front wheels are in the sand and when the rear wheel on the side toward which you are turning is just barely out of the way.

In most instances this will give the approaching car space in which to pass you without finding it necessary to go out of the road. Give him the "highball" and when he is safely past throw your motor into reverse and back into the road. This is the wisest course in the long run, because there is the least chance of getting bumped by a green driver, and it eliminates any danger of getting stuck in the sand.

"Once you are imbedded in loose sand, no gear will pull you out," said Mr. Swift. "All this information about going around the other fellow in low gear so as not to bury your wheels in the sand is misleading, and such a move should never be resorted to unless the machine in front of you is broken down and you absolutely have to leave the road."

Curing Cracks.
The following is a neat way of repairing a crack in the water jacket or any cast iron part of similar nature. Dissolve some bluestone, copper sulphate, in water. Clean the edges of the crack with sandpaper or a file. Paint the iron with the copper sulphate solution until a thin layer of copper has been deposited on it. This surface will then take soft solder very nicely.

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