

## AUTO INDUSTRY DUE FOR STRESS PERIOD

Drastic Curtailment Must Come in Output.

TRANSPORTATION IS CAUSE

Financial Difficulties Do Not Hinder Production and Material Is Plentiful.

DETROIT, July 10. — Unless all signs fail, the automotive industry will in a few weeks find itself in the situation that governed in the height of the switchmen's strike, as a result of the order of the interstate commerce commission practically barring the use of all coal cars for iron and steel shipments during the next three weeks. If transportation conditions do not improve drastic curtailment of output must follow.

Reports of enforced curtailment of production by automobile plants, due to financial causes, are absolutely without foundation. A summary of the situation in Detroit proves that the different plants are operating to the fullest extent permitted by supplies of materials. Local automobile makers are insisting that the steel plants ship all the material they have contracted for.

J. S. Marvin, general traffic manager of the National Automobile Chamber of Commerce, reached Detroit this week from Washington, where he spent two days in conferences with officials of the American Railroad Association commission on car service and interstate commerce commission on plans to relieve shipping conditions confronting motor car makers.

"Auto Cars Are 'Swiped'." "The difficulty is," said Mr. Marvin, "that cars designed to handle automobiles are being used by railroads throughout the country for all kinds of freight in open violation of the rules promulgated by the car service commission to keep the cars reasonably within automobile service."

As a result the industry had only 25 per cent automobile car supply in May and had to use open cars which are now restricted to coal and farming machinery. In the same month 75,000 machines were driven overland because there were no freight cars of any type available.

This deprives the railroads of \$3,000,000 in revenue, which they very much need. Washington officials have relieved the situation as to export and motor truck shipments on open cars of the non-carloading types and renewed efforts are to be made toward regaining control of automobile cars in which railroads in this territory have many millions invested; they are losing all this revenue, while other railroads are using the cars."

Mr. Marvin says that railroads have been able to make no preparations for grain movement and that coal for the northwest had reached Lake Erie ports to the extent of 2,500,000 tons June 15, whereas 5,000,000 tons would have been a normal proportion of nearly 30,000,000 tons required during the season of navigation.

Another Ford Rumor. Something of a stir spread through automotive circles last week when a consistent report had it that Henry Ford was about to take over the immense shipyards of the Great Lakes Engineering Works, which have been offered for sale.

Officials of both companies deny that they have been any negotiations leading to the transfer of the yards to the Ford interests, but the rumor, spread by the Great Lakes Engineering Works, which have been following the expansion work of the Ford Motor company closely say it was Mr. Ford himself who declared at the time he mapped out his plans for his new industries in the River Rouge district that his aim was to own or operate some day every kind of plant necessary to the construction of Ford cars.

"I hope the day will come when the Ford Motor company will have its own mines, its own ships, its own tire plant, its own blast furnaces—in fact everything that will help bring down the cost of manufacturing cars," he said. "When the day comes, I believe that it will be possible to market a motor car at a price never dreamed of before."

It is pointed out that the Ford blast furnaces in the Rouge district are partially completed and in operation; the body plant in the same district will, it is said, soon be enlarged, so that nearly all Ford bodies will be made by the Ford company itself, and although no official information is forthcoming, it is understood that work in the tire plant is well under way.

Henry Owns Timber, Too. In addition to these steps, Mr. Ford recently purchased a controlling interest in timber and mineral lands in the upper peninsula, so that it would be no great surprise if he acquires the Great Lakes shipyards, which are considered among the finest in the country and where his own ships could be built and so operate his own steamship company.

Arguments in an application of River Rouge property owners for a stay of the order of Judge Tuttle, granting the government permission to continue dredging and improving River Rouge on the provision that the Ford Motor company deposit \$2,000,000 to guarantee costs, were heard in the circuit court of appeals this week. Attorneys for the Ford Motor company argued that the company had already spent \$14,000,000 in anticipation of the improvements. The case was taken under consideration for judgment.

Certain property owners allege that the government work will benefit the Ford interests alone and damage their properties.

Expected increases in the prices of certain units entering into the production of automobiles and trucks during July, 1920, are not materializing. For the first time in two years the steel organizations are sending their salesmen to material sources in an effort to solicit orders.

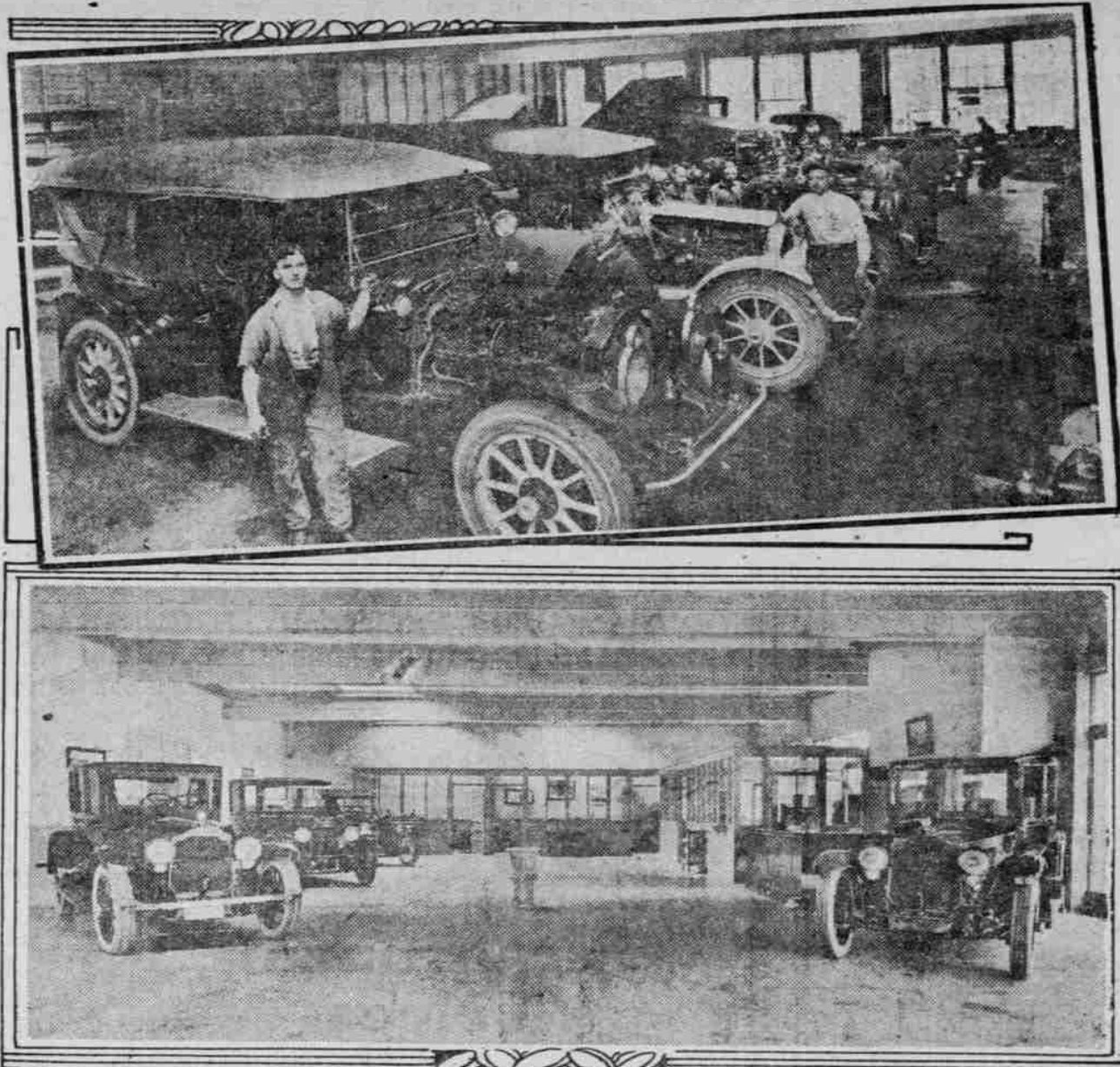
New Auto Traffic Chief.

The action of the government in prohibiting the use of open freight cars to haul sand and pig iron is temporarily forestalling the expected decrease in the price of all castings, but it is predicted that within the next month or two a number of reductions in the list prices of factory products will be announced by some manufacturers.

To further facilitate the handling of traffic matters affecting the automobile industry, Kenneth A. Moore, formerly general agent of the New York Central lines, has been added to the staff of the national automobile chamber of commerce as assistant traffic manager in the western district, with headquarters at 1009 Ford building, Detroit.

The national automobile chamber

PORTLAND MOTOR CAR COMPANY NOW IN ENLARGED QUARTERS.



With completion of a large addition and remodeling of its old quarters, the Portland Motor Car company, Packard and Nash distributor, now occupies a building that covers an entire half block in Tenth street from Burnside to Couch. The change gives greatly added space to the salesroom, shown below, and has made possible much enlarged shop and service space. The shop, which is completely equipped with modern machinery, is shown in the upper photograph.

of commerce has further developed its staff in the motor truck department by adding Captain L. E. Gossett, a graduate from the motor transport corps of the United States army, to assist in the rural motor express division.

The Ford Motor company produced its 4,000,000th car the second week in June.

H. W. J. Russell, export manager of the Maxwell Motor Sales corporation, is on his way to Europe to visit Maxwell-Chalmers distributors. He goes first to London and then will cover Holland, Belgium and possibly Germany and Austria.

### NEW BUILDING FINISHED

ADDITION GIVES PACKARD AGENCY HALF BLOCK.

Portland Motor Car Company Has Much Enlarged Show Room, Shop and Parts Space.

The new addition to the Packard and Nash establishment, which houses the agencies for these lines of cars and trucks, is now occupied and the remodeling of the old portion of the building at Tenth and Burnside streets is completed. The finished building now covers an entire half block and is used by the Portland Motor Car company, Packard & Nash distribution, for sales and service for its lines.

All on the ground floor, every detail of the construction has been made for convenience for both the firm and its employees and the clientele it serves. In addition to the cost of the new addition which fronts on Couch street, the Portland Motor Car company has spent in the neighborhood of \$10,000 remodeling salesroom and general offices. The change gives more than double space to the salesroom, which is now one of the best fitted in the city. The floor is even with the sidewalk level, which enables cars to be displayed to better advantage. A marble chip floor has been installed, the lighting fixtures changed and private offices erected for Manager Peters and his assistants.

The space occupied by the shop is now devoted to used cars and as a service floor, where owners may drive in their cars for attention. The addition is given over to the shop and parts department. The additional space permits the company to carry a larger stock of parts than before, both for the Packard and Nash.

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### DODGE CHANGES NOTED

NEW DIRECTORS ASSUME INCREASED BURDENS.

F. J. Haynes Receives Recognition for Splendid Development Plant Achievements.

Announcement has just been made of important changes in the personnel of Dodge Bros.' home office organization. Long-established relationships continue, with added responsibilities for several who held the more important posts.

H. E. Dodge himself remains at the head of the institution as president and treasurer and member of the board of directors. The other two directors named are F. J. Haynes and Howard B. Bloomer. Mr. Haynes has been associated with Dodge Bros. for many years and was their factory manager when they first began building motor cars. It has been under his direct supervision that the great plants of Dodge Bros. have grown in a little over five years from about 20 acres of floor space to nearly 100 and have produced approximately 50,000 motor cars in that brief period. He is now appointed vice-president and general manager. Mr. Bloomer, the other director, has for many years been the close personal friend and legal counsel of both Horace E. and the late John F. Dodge. It was the latter's death, last January, that brought about these changes in Dodge Bros.' personnel.

Other promotions include that of Arthur T. Waterfall, former director of traffic to the position of assistant general manager. Mr. Waterfall has been prominently identified with the affairs of Dodge Bros. for some time and is recognized as one of the leading authorities in American on transportation problems. Preston G. Findlay has been appointed director of traffic and Raymond H. Allen director of purchases. Mr. Findlay was formerly traffic manager of the Michigan Central railroad. Mr. Allen has long been one of the chief executives in the purchasing end of the business.

Of special interest to dealers throughout the country is the appointment of Charles W. Matheson as acting general sales manager. Mr. Matheson has been director of service almost since the time the first Dodge motor car was built and in this important capacity has encountered and solved some of the most perplexing problems of the business. With prac-

tically a half million of the cars now in the hands of the public, he begins his new duties with a full realization of the importance of keeping a car sold as well as merely selling it.

It has been announced by Mr. Dodge that there will be no change in the policies of the company.

### CHEVROLET IS MUCH BETTER

Brother of Gaston and Lewis Recovering From Smashup.

Among the interested spectators at the Universal races held at Uniontown, Pa., recently was Arthur Chevrolet, who is recovering from injuries received in practice at Indianapolis when his speeding Frontenac side-swiped Rene Thomas Ballot, which had thrown a tire. Arthur was thrown upon his face and chest, suffering severe bruises.

At Uniontown he followed the driving of his brother Gaston, winner of the Indianapolis classic, with great interest and was deeply disappointed when engine trouble forced the green Monroe out on the 118th lap.

### WONDERFUL GAS RECORD

OVERLAND 4 TRAVELS 106.4 MILES ON GALLON.

Certainly Sounds Past Belief, but Affidavits of Observers Bear Out Claim to the Record.

BAKERSFIELD, Cal., July 10.—Henry S. Amos, automotive engineer of Los Angeles, established a gasoline economy record last week so far beyond the dreams of motor car authorities that it is almost unbelievable. Driving a four-cylinder Overland touring car from Selma, just south of Fresno, Amos went eight miles past Bakersfield and then back again almost to Bakersfield, a distance of 106.4 miles, on a single gallon of gasoline.

This breaks all world's records and although unofficial, is supported by affidavits of newspaper and technical representatives.

The test was made under supervision of Harry S. Mason, well-known Los Angeles technical expert, and Harry Unger, who tested the speedometer used on the car and assisted Mason in officially checking in the car. The previous record for economy as unofficially recorded was 81 miles to the gallon, while the best



## 100,000 Satisfied Owners Hudson's Greatest Proof

WE count all Hudson's famous records but a little thing beside the common trust and reliance of its 100,000 owners. Even new owners, who have but short actual acquaintance, share it.

Not merely because they drive the greatest of all the Hudsons. Probably they do not think of that. More likely they bestow their faith on what they have seen of the earlier Super-Sixes.

For they have five years of Hudson history and the observation of 100,000 Super-Sixes in service to vouch that their confidence is well-placed.

Such a test must earn a car the exact place it merits and leadership, if deserved. But equally it must expose any shortcomings if they exist.

Yet today Hudson's position is even farther in advance, in relation to the rest of the field, than when it startled the world by winning all important stock-car records for speed, acceleration, hill-climbing and endurance, nearly five years ago.

C. L. Boss Automobile Co.  
615-617 Washington Street

official mark under A. A. A. sanction was 55 miles to the gallon. The test car left Fresno shortly after noon after having the gas tank sealed by Mayor Toomey of Fresno and was run on the main tank to Selma, from which point the test was made. At Selma the main tank was drained and entirely disconnected. The test occupied seven hours and 20 minutes, or an average of about 10 miles an hour. The economy run was engineered

and directed by Manager E. B. Wilson of the Willys-Overland Pacific company, Los Angeles branch, and the car was strictly stock.

### Grease Cup Filler.

This filler is made from a short piece of rubber tubing, one end of which is fastened over a grease cup on the chassis, and the other over a grease gun nozzle. To fill the grease seldom need cleaning, but grease

cup all that must be done is to screw the cup on the shank and force grease into it. By so filling the cups the threads remain free from grease, thereby permitting them to be easily replaced.

### Truck Spark Plugs.

Many car owners do not realize the importance of keeping the spark plug clean. The points of the plug should be kept clean, or ignition troubles will result.

The French government receives 1 franc 50 centimes (normally 30 cents) on every gallon of gasoline and oil used in the operation of motor cars in that country.

## Vesta Policies Make Vesta Battery Service

Behind every Vesta Service Station is the policy of the Vesta Accumulator Company; complete equipment, expert service and guaranteed repairs.

Our ability to install complete equipment, our skill in battery repair work and our willingness to use both our equipment and experience for the best interests of motorists place at your disposal the highest type of battery service.

We do everything in our power to help you get maximum service from your present battery—no matter what make it is. All Vesta repairs are guaranteed for six months.

We are able to do this because in repairing any battery, we use the patented features which have made Vesta batteries famous. We do not charge for testing your battery. Drive in and let us look it over. You will like Vesta Service and the plan behind it.

Gibson Electric Garage and Storage Battery Co.

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