

EUROPE IS BIG FIELD FOR U. S. MADE CARS

Credit Standing Must Be Watched, Is Warning.

ABNORMAL PRICES PAID

Truck Business Continues Rapid Growth; Small Type of Motor Seems to Be Favorite.

That there is a fine potential market for American cars and trucks in Europe, but more for those manufacturers who are already established there and whose cars are well known to the public, is the opinion of S. A. Miles, the automobile show manager of the National Automobile Chamber of Commerce, who has just returned from a three months' trip in Great Britain, France and other parts of Europe.

"Great care will be necessary in the next two or three years in handling business on the other side because of the uncertain business conditions, which conditions, however, are very much better than we have any idea of here," said Mr. Miles. The English and French are keen for American cars, are buying them now at abnormally high prices and probably will continue to do so. The establishment of new agencies and the up-building of new business during the next two or three years will be attended by some risks and should be undertaken only by concerns of unquestioned financial standing. It is costly to do business there now and no maker can hope to make much headway unless his representatives carry an ample line of spare parts and can render proper service.

Truck Business Brisk. As a result of the war, all Europe, and in fact all the world, has been completely sold on motor transportation, both for persons as well as merchandise. The truck business continues to grow, especially as the railroads over there are overtaxed.

"The small type of car seems to be the favored. Of these great numbers are seen on the road, but of the big cars not nearly so large a portion as we see at home.

"Dealers with whom I talked declare that people are not anxious to buy expensive cars, and moreover, the cost of operation has its effect. Gasoline, which, by the way, is a very much better grade than we have here, is selling at about 74 cents per English gallon, which is high compared with our price here, the result of high taxes and the fact that all the gasoline has to be imported.

"It is a pleasure to learn from our prominent oil men that crude oil production is breaking all records and that gasoline reserve stocks increased substantially during April. Our people should use gasoline cars liberally and see to it that their carburetors are properly adjusted.

Strenuous Competition Ahead. The English car manufacturers are getting into production after a strenuous time converting from war work. I think the English as well as the French are pretty well equipped to get high value for their money in the purchase of an American car. "The European market is being put forth every effort to offset our trade in cars and trucks in other countries. The rivalry is keen but friendly. European manufacturers are not overlooking the fact that America has a great advantage in the price at which it can sell its automobiles throughout the world, owing to our big home market that permits quantity production.

"Italy has ruled that 90% of its motor cars must be exported. France has just taken off the embargo on cars although continuing to restrict. "All those with whom I talked in Europe expressed appreciation of the co-operative spirit of American manufacturers, to show the right spirit of co-operation, although we cannot win in all the nations which are to operate well in Europe, where the countries are small and have small car production.

Large Scale Output Planned. "In general, I would say that trade conditions over there are rather extraordinary at this time. Cars are selling at figures far beyond their actual value, simply because of a shortage. This is nearing an end, however, and with the British and French manufacturers getting into production, and the raising of embargoes, trade will soon get to a normal competitive basis. It is interesting to note that concerns like Austin & Woolsey in England, and Renault and Citroen in France, are planning a big production of cars as against their former policies of a limited number of high-priced chassis."

LIGHT TRUCK MODELS FEWER. Makers Show Tendency to Build Heavier Vehicles. There are fashions in motor trucks as well as in ladies' gowns and lingerie, though the reasons dictating change in the one are not founded on more solidly utilitarian bases than rules in the field of feminine apparel. In the March issue of Motor, the national magazine of motoring, a writer notes this tendency toward change with the truck design in an article entitled "Capacity Leading Truck Theme."

"Many truck manufacturers," says the writer, "are abandoning lighter capacities. In 1919 there is but one manufacturer of a vehicle of less than 1000 lbs. weight. There have been as many as 10. There were four times as many half-tonners in 1918 as are offered this year. Some of the makers who entered the business a year or so ago, intending to concentrate on a single model of half-ton capacity, are now building trucks up to three tons capacity. The story of the 1500-pounder, that bulwark of the department store trade, is the same. What few three-quarter-ton models there are left are being sold in larger quantities than ever, but the business has simply simmered down to a few.

"Builders of one-tonners, however, refuse to be discouraged, and there are more of this capacity than ever. The makers of this size are not the ones who made in former years alto-

gether, as many of the jobs in this class are offered by passenger car builders, who are using the same power plants and front ends as their passenger cars, with heavier rear ends and some of high reduction rear axle. On the other end of the capacity scale, the writer finds the same conditions prevailing. There are fewer makes of the heaviest capacity of trucks, but of the makes being built production is on the increase. Just as at the other end of the scale, the builders of high capacity trucks is a matter of requiring specialized design, facilities and skill, and the market is likely to simmer down to a few specialists, who will reach a production which will make competition difficult for the rank and file of constructors."

In the matter of price Motor's commentator finds that there has been an average increase of 11.8 per cent over the figures existing a year ago. The greater increase is in the light trucks in the light capacities and in the 3 1/2-tonners. As to what may be termed the most popular capacities, the table accompanying the article shows that the one-ton size leads with 20.5 per cent of the total. The next follows the two-ton capacity, with 27.75 per cent. The two capacities are said to dominate the field, since they account for nearly 60 per cent of all trucks built.

MARKS BAFFLE THIEVES

EVERY CAR SHOULD HAVE A DEFINITE IDENTIFICATION.

Each Owner Urged to Put on Private Marks So He Can Recover Car if It Is Stolen.

Every motorist well understands the fact that the automobile is one of the easiest things of large value to steal. It offers the greatest temptation to the criminally inclined, as well as to the dare-devil "joy rider," whose ambition is to "swift" times in any machine that is handy, regardless of gasoline and inevitable damage. The joy rider usually leaves the crippled auto in some remote spot, while the genuine, calculating thief plans first to get the car as far away as possible and then to so disguise it that it may be placed on the market "at a sacrifice" without incurring the probability of arrest.

It is easy enough to overcome the ingenuity of the most painstaking thief who may obtain possession of a car if the problem is given a little thought and a few minutes of time. Knowing the number of the car, the engine number, the serial numbers on any of the parts is by no means adequate protection. The men who make a business of stealing autos can overcome these marks of identification just as easily as they can drive the machine into a garage in a strange town, have another coat of paint or enamel applied and the car equipped with a new set of tires.

There are many ways of so marking a car that its identity can never be lost to the owner. No matter how great the alterations that are made by the thieves. A few of these methods of placing some secret evidence of the proprietorship of the owner on any automobile: Put a mark that cannot be mistaken on some part of the car, such as the chassis, would never think of inspecting. Remove the upholstery and fasten your name on the seat, or on the back of the upholstery. No one is apt to tear the interior of the car to pieces after stealing it. Another baffling method is to place a hole in the floor, not entirely through, but just enough to raise the surface a little. Fill the hole with graphite and then paint it over. No one will know that it is there but the owner, for even close inspection will not disclose a mark of this kind. The intelligent car owner may easily devise other methods just as effective, methods that are inexpensive and yet will enable the owner to swear to the identity of his car, no matter what any transformation thieves may make.

The annual loss through the stealing of automobiles runs into many millions of dollars each year. Certain ability to identify stolen cars will do much toward lessening these losses.

DO NOT TRUST TO LOCK

CAPABLE TOOL KIT IS VITAL NECESSITY TO AUTOIST.

Accessory Stores Continually Finding New Time and Money-Saving Devices.

Few autoists are really prepared for a trip when they embark on an overland journey. It is not to lock has cost many a motorist many a dollar and much worry and trouble that a little foresight would have avoided. Is your repair kit in shape? Is your pump capable of the job that may be put up to it along the road? If you have a blowout, do you happen to have a boot along to make the tire tight? Plenty of matches? On there are a thousand and one questions a motorist may ask himself on the eve of a motor tour. It's an education for a motorist to travel through an accessory store and see the new things in the way of time-saving and money-saving devices that have been developed by this important phase of the automobile industry within the last year.

MOTOR TRUCKS FOR JAPAN

Big Construction Era Opening in the Far East.

Japan, accustomed for centuries to her houses devoid of furnishings, that can be put up and taken down in a day or so, and her low wooden sheds utilized as factories, is on the eve of transformation into a country of modern fireproof hotels, apartment houses, factories and office buildings. With this construction, many contracts for which have recently been given to American engineers, will be opened new and important fields for the exploitation of the motor truck. Already American-made trucks are being sent to the far east to do their share in the development. The George A. Fuller company, a contracting concern that operates all over the United States, has placed an initial order with the International Motor company for six Mack trucks which are to be shipped to Japan within the next two months. These trucks will begin work in Tokyo, where the company has a contract that will take five years to complete, where it will soon open a branch office. Japan has made plenty of money during the past few years, and she is going to provide herself, even in the face of danger of earthquakes, with buildings of steel and concrete construction, strong enough to defy earthquakes, that will keep pace with modern progress. The market for motor trucks that is opened by the decentralization of Japan is indicative of how the truck shares in the development. The ingenuity and skill to all parts of the world. Change oil every 800 miles.

THE NEW SAVAGE TYPE

PERFORMANCE COUNTS Features You Get Exclusively in Mack Trucks

The Engine Suspension

The Mack truck engine will not get out of alignment and therefore function inefficiently even if the frame is twisted and distorted.

On the AB Mack models the bell-housing is not used to support the engine, a separate steel beam being employed for this purpose.

This beam is placed just behind the last cylinder and through bolts passing through the crankcase and down to the lower bearing caps on the rear main bearing support the engine from it.

A projection on a steel casting covering the bottom of the timing gear case serves as a support for the starting crank and front of the engine.

Another steel beam is joined at its center to this member so that twisting the frame cannot throw the engine to either side.

On the Mack AC models, the heavy-duty type, the motor is suspended by the crankshaft, which transmits all shocks direct to the drop forged engine cross members.

These cross members carry the engine on a true three-point suspension with full universal joint connection at the third point.

With this suspension the aluminum crankcase is merely an oil retainer. It carries no weight and is subject to no strain.

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MACK-INTERNATIONAL MOTOR TRUCK CORPORATION

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THE NEW SAVAGE TYPE

CONSIDERED BY MANY MOTORISTS THE BEST FABRIC TIRE ON THE AMERICAN MARKET



BUILT TO EXCEL

Much wisdom has the Great Spirit granted the Chiefs of my people. For many years have they been builders of tires. Deeply rooted in their hearts is the ambition to make a tire so famed in all the land that the glory of it will be reflected even on their children's children. And so, O Motorists, our "D" Type tire is produced. Into it we have put only the finest materials the world affords; methods that express our high ideals; and workmanship that only masters in their craft can give. Our search for improvement never ends, but meanwhile it represents our best; the tire we have built to excel all others.

For many moons, O Travelers of the Highways, have we made a study of your needs. And our "D" Type tire, with its extra-large over-size, additional ply of fabric, and generously proportioned extra rubber, together with "Savage" construction, has been made to meet them. A great multitude of you are now saying it is "the best fabric tire on the American market."

I SALUTE YOU, O MOTORISTS! LITTLE HEAP HAS SPOKEN.

"Little Heap" as a character is symbolic of the Spreckels "Savage" Tire Company. By birth he is a "Savage"; by adoption, a member of The House of Spreckels. Wise for his years, educated in modern ways and imbued with the spirit of the organization he represents, the little "chief" is an authority on the construction of "Savage" tires and tubes. It is fitting that the sterling qualities and the sturdiness of his race are characteristic, too, of the products with which he is associated.

THE FOLLOWING MESSAGES APPEAR IN THIS SERIES: A New Departure in Tire Construction. Finest Selected Raw Materials. Best and Premium Pay to Workmen. Hand Built. Wrapped Tread, Single Curve. Over-size and Extra Ply. Special Breaker. Extra Breaker Cover. Tough Tread. Inspected. Built to Excel. A Product of the House of Spreckels.

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NEW NASH DIFFERENTIAL

TRUCK EQUIPPED WITH AUTOMATIC LOCKING DEVICE.

Claim Made for It That It Gives Positive Traction All the Time to All Driving Wheels.

Buyers and users of truck transportation are paying unusual attention this year to the automatic locking differential which is featured on Nash rear-driven trucks and Nash quads.

"Briefly," says C. B. Voorhis, vice-president and general sales manager of the Nash Motor company, "this differential, on Nash trucks, prevents the spinning of either rear wheel, no matter what resistance its mate may be encountering. On the Nash quad, the differential operates on both front and rear wheels, proving a positive drive on all four wheels at all times. On both models the wheel with the greatest traction gets the greatest power."

"On the straightaway the instant one wheel starts to travel faster than the other, the differential locks automatically. The drive axle becomes for all practical purposes a solid one, and the power of the motor is distributed to the wheels in exact proportion to the traction they are getting. Thus when one wheel becomes mired or meets a slippery spot, the wheel with traction receives adequate power to pull the truck out of trouble."

"To the same extent that this type of differential prevents the spinning of a wheel in driving, it also prevents the slipping of a wheel as the brakes are applied, or the skidding of a wheel on slippery roads. Severe friction strains are thus eliminated, and greater tire economy assured under all conditions."

"One very distinctive advantage of the new things in the way of differential is that it is of simple construction, it not being necessary to add to the number of gears, clutches or mechanical dogs in the effort to secure an interlocking feature. It is Nash built, of the highest quality materials, and is completely housed to exclude dust or dirt."

"It is this particular type of differential, moreover, which is largely responsible for the satisfactory performance of Nash trucks and quads in heavy-duty, day-out service, and which keeps their operating costs so low."

HOUSES FOR TIRE BUILDERS

Racine Rubber Company Putting Up 200 Homes.

Two hundred modern houses will be built by the Racine Rubber company for employees of their factories at Racine, Wis. The contract has been awarded to the William Adams company, Chicago contractors, and plans have been made to start the work at once.

In describing this proposed housing development, Horace DeLisser, president of the Racine Rubber company, stated that it recently purchased a 60-acre tract in Racine near the company's plants, to be used exclusively for employees' houses. It is the purpose of the company to develop this property into an attractive residential park.

The 60-acre tract has been laid out in lots 40x100 feet and the houses, with modern improvements, will be built upon these lots in double-detached style. Each 40x100 lot, according to the plans, will take care of two houses and permit of an open space of ground all around them which can be used as a lawn.

The development will consist of ten distinctive styles of houses; there will be 20 houses of each style and only permanent, substantial materials will be used in the work.

The Racine Rubber company is building these houses in the interest of its employees, who will be given an opportunity to occupy them at nominal rentals. The company further intends to offer its employees the advantage of buying these houses at a most reasonable cost under a time-payment plan recently established by Mr. DeLisser.

WIDE EXPERIENCE AS OWNER

Sir David L. Salomons Now Running His 86th Car.

In discussing the post-war car, Sir David L. Salomons, vice-president of the Royal Automobile club of England, gives as many as 26 points which are worthy of special consideration and these, he considers, are only a few of those which go to the make-up of an ideal vehicle.

His experience, according to the Scotsman of Edinburgh, undoubtedly warrants his conclusions, for already he has possessed 86 cars of most makers.

What may be somewhat surprising is that Sir David is never satisfied with the car when it comes from the maker. He proceeds at once to rebuild and improve it, spending upon

this delightful hobby of his no fewer than three or four months before he ventures to risk the car on the road.

It is interesting to find that he is not a believer in the disk wheel, but prefers the metal spoke wheel. One would imagine that his preference is based on the appearance of the car.

The disk wheel does not appeal to the artistic sense, although it undoubtedly serves an important utilitarian object, continues the Scotsman's motor critic.

Most owner-drivers will approve of his desire that all possible parts and cars should be altered so as to enable them to be taken apart without special tools. Indeed, the chief aggravation of a car in these days is that scarcely anything can be altered or manipulated without particular appliances.

Simplicity of design will in the long run help toward this desirable end. As an illustration of the perfection of workmanship on a car, of which Sir David Salomons speaks with favor, he mentions that the dif-

ferential bevel wheels are run by four small bevel wheels upon a cross.

If the pins of the cross are oiled the wheels cannot be put on; that is, the work must be done at least one tenth of an inch. The wheels must be put on dry and oiled afterward. Such perfection of workmanship ought to be common to every motor car factory in these days when gun mountings and shell cases have had to be turned out by the thousands with equal accuracy.

Straightening Wire. Stray pieces of copper wire have many uses, but it is often necessary to straighten out wire that has already been used before it can be employed again. See that there are no sharp bends or kinks in the wire and straighten out by hand any of these which are found. Fasten an end of the wire to some firm anchorage grip it in the vise if necessary. Loop the other end of the wire around a hammer handle or similar instrument

and then pull out the length of wire. Repeat this operation as often as necessary. If the wire is of soft copper it will stretch a little, which improves it.

Caring for Tools. It is an admirable idea to wrap good tools, such as drills, wrenches, etc., in oiled cloths before stowing them away in the tool compartment. The oiled cloth prevents the implements from becoming rusty, which is quite likely to happen in the course of a strenuous season's running.

Don't take it in one load if it should be hauled in two.

THE EMBLEM OF



SALES SERVICE

FINANCE EFFICIENCY

Before you buy your new car ask yourself these questions:

- 1-Is the car manufactured by a reliable company?
2-Has the car the comfort, durability, economy and lines I desire?
3-Will I get the service and backing of the dealer after I have made my selection?
4-Can I get parts when necessary?
5-Will I get 100% value for every \$1 invested?

The Scripps-Booth Light Six answers all of these questions and invites your most rigid investigation into our financial standing, reputation and service policies.

A demonstration will convince you of the merits of the Scripps-Booth car.

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