

BUSINESS OUTLOOK GOOD IN NORTHWEST

Crops Are Fine Everywhere,
Declares W. J. McCallum.

GRAIN AND FRUIT GOOD

Northwest Auto Company's Manager Back From Long Trip in Oregon and Washington.

Quite an extensive business trip through the Pacific northwest, including both western and eastern Washington and eastern Oregon, has just been concluded by W. J. McCallum, manager of the Northwest Auto company. He was on the trip about ten days and had a good opportunity to study the crop situation. He says that the crops in Washington and eastern Oregon give every indication of being very heavy. And as Mr. McCallum used to be with the International Harvester company, he is a much better judge of crops than the casual traveler could be.

"In the Mount Vernon and Everett country," said Mr. McCallum, "the oat crop will be tremendous. Although some damage was done by recent heavy rains, necessitating the cutting of the crop one way only, it looks to average from 100 to 120 bushels to the acre, which is a huge harvest, indeed.

Fruit Demand Better.
"The grain crops are exceptionally good everywhere and the fruit market is standing up with good demand and encouraging prices. Yakima is in a very prosperous condition and all lines are showing up exceptionally fine, excepting the peach crop, which, on account of late frost, is short.

"There seems to be a so-called money scare which has made financing in most lines of business rather tight, but this is more psychological than anything else and there is no apparent reason for it. The country's leading bankers are all agreed that the nation is in sound financial condition and there is no need for alarm. "Faith in the country's future prosperity and stability was demonstrated to me many times on my trip," continued Mr. McCallum. "I called upon our dealers for the purpose of making up factory shipping schedules for the 1921 season and taking orders for their requirements in our lines of cars for this period. I was very surprised to find that new orders for the territory covered showed an increase of almost 100 per cent over any previous season since we have been in business.

Many at Spokane Fair.
From Yakima Mr. McCallum continued through the Palouse country and to Spokane, where he attended the interstate fair. He said the attendance was the largest by several thousands that this fair had ever had, with exhibits unusual in both number and quality.

"On this trip," said Mr. McCallum, "I found two kinds of business men: the one who felt the bottom was going to drop out of everything and the one who was up and coming with an assurance that he will get his share of the business this coming year and make as much money as ever.

"These men are to be found, not only in the automobile industry, but in other lines as well, and I came to the conclusion that the real business men are those who feel there is no cause for holding back."

WHITE WINGS GET TRUCKS

NEW YORK TO HAVE MOTOR STREET CLEANING.

Obsolete Equipment to Be Junked and 212 New Machines Placed on Duty.

To replace obsolete equipment, the city of New York has ordered the purchase of 212 motor trucks for its street department with motor trucks entirely. The superior speed, economy and reliability of motor equipment led to this decision. It was especially prompted by the losses, amounting to millions of dollars, which were caused by delays in removing snow from the streets following the storms of last winter. As a result of this decision the city of New York has just placed an order for 212 white five-ton dump trucks with the White company of Cleveland, Ohio.

In abandoning the obsolete equipment which had been used in the past, and in motorizing the department, the officials of New York had first to consider dependability of operation. Practically without notice when a storm comes up, the full equipment of the street department must be called into operation to clear the way for traffic. The equipment which has the task to perform must not only be flexible and efficient, but it must be reliable in the highest degree. Any lack of readiness in the equipment would result immediately in delay in traffic and in heavy losses to the business houses of the city.

As a part of the plan for the future clearing of the pavements after storms, the officials of New York city have standardized on the White trucks, not only to secure the economical and reliable operation which they expect of this equipment, but for the sake of the uniformity of operation and the advantage of exchangeability of parts, coupled with the smaller investment in repair parts which is made possible by standardizing.

Apart from the orders placed by the various governments during the war, this is probably the largest order for motor trucks ever placed with a single manufacturer by a municipality, and the bill will run into a million and a half dollars. It was only after considering the various trucking means and the claims of every make that the order was placed.

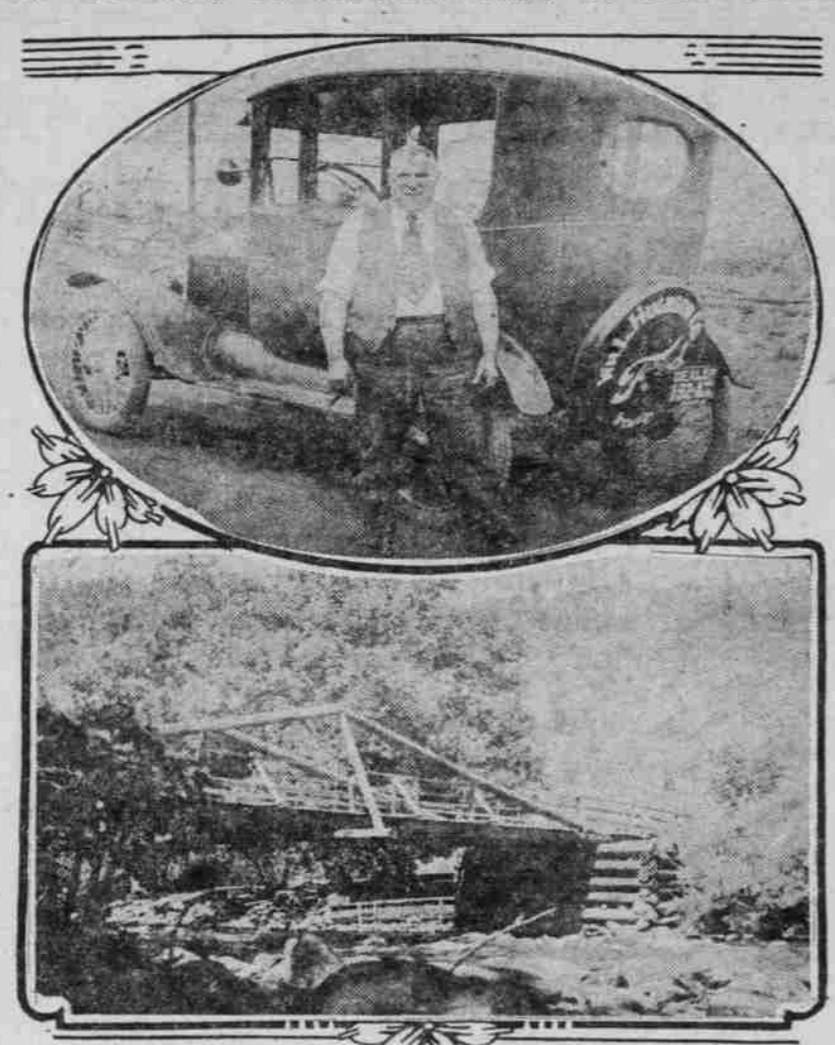
BRAKES NEED INSPECTION

All Parts of System Should Be Examined Semi-Weekly.

The usual method of inspecting the brake system is altogether too perfunctory for this essential part. As a matter of fact, all parts of the brake system ought to be tested every two weeks. The pins and clevises should be examined, and it should be ascertained that none of the bearings has frozen because of rusting. The condition of the brake lining should be examined, and a motorist should ascertain that the action is uniform on operation of pedal or lever. See that all pins and nuts are properly secured by cotter or some other locking means. Like the bearings should be oiled.

I don't fail to observe the rules of the road.

ON THE ROAD TO KLAMATH FALLS BY FORD SEDAN.



Del Wright, manager of the Portland branch of the William L. Hughson company, recently drove by Ford sedan on a territory trip to Klamath Falls. He went by way of the Pacific highway to Ashland and Hornbrook, Cal., finding roads very good, despite construction work; thence via Ager over the mountains to Klamath Falls. There is one hill on this route where every car of any make is said to halt before reaching the top. Twelve miles from Klamath Falls Mr. Wright had the exhilarating experience of running out of gasoline. The top picture shows the Hughson manager and his sedan, snapped there without a drop to drive on. A stage driver coming along rescued them with enough gasoline to go into Klamath Falls. The lower picture shows the crossing of the Klamath river near Klamath hot springs. William Coplan, territory man for Federal trucks with the Hughson organization, accompanied Mr. Wright.

CHEVROLET RANKS FIRST

OFFICIAL STANDINGS ISSUED FOR RACE DRIVERS.

A.A.A. Contest Board Gives Places to Stand Until Thanksgiving Day.

LOS ANGELES, Sept. 18.—Chairman Richard Kennardell of the A. A. A. contest board has just given out the official standings of the drivers in the battle for the speedway championship for 1920. These standings are official and complete to date and will not be changed until the Thanksgiving day 250-mile race at Beverly Hills, Los Angeles, which is the only remaining event of the season carrying championship points. The points follow:

Gaston Chevrolet	1036
Tommy Milton	838
Jimmy Murphy	805
Ralph DePalma	693
Benji Thomas	650
Ralph Mulford	550
Joe Thomas	525
Eddie Hearns	283
Ira Vall	140

In recognition of the class of the Los Angeles event the total number of points to be divided among the first ten pilots to finish at Beverly Hills has been boosted until it totals 1200 points, which will be divided as follows:

First	250
Second	200
Third	150
Fourth	100
Fifth	50
Sixth	25
Seventh	15
Eighth	10
Ninth	5
Tenth	5

From a perusal of these figures it is apparent that the championship is not yet won or lost by a long shot and any one of the four leading drivers can capture the championship honors by winning this race. The enormous difference between first place and all the others makes it more than likely that the man who wins first place at Beverly will win the championship.

Ralph De Palma, for instance, might win the race and get 550 points, bringing his total for the season up to 1183. This would win him the championship unless either Gaston Chevrolet or Tommy Milton won second place, as the total of 250 points for second would give Chevrolet 1230 or Milton 1150. In short, pretty nearly anything is liable to happen to upset the present arrangement of things and leave Chevrolet out of the lead.

A most interesting feature of the figures is the fact that two of the pilots, Chevrolet and Murphy, won the vast majority of their points in the early season races and haven't done so very well since. Chevrolet got 1000 of his 1036 points for winning at Indianapolis, while 500 out of Jimmy Murphy's points were won when the little Irishman cleaned up on everybody in the 250-mile race at Beverly early in the year.

Milton, on the other hand, has piled

a championship event and carried no points with it.

WHY TIRES DON'T GO DOWN

One Reason Is Carelessness of Motorists Themselves.

Ten million casings to the graveyard of lost auto tire mileage for 1920! So enormous a wastage cannot fail to exercise an influence on tire prices. Indeed the figure is a conservative one, that 50 per cent of the 40,000,000 tires manufactured this year will be sufficiently cared for to permit them to deliver half of the mileage built into them by the makers.

The motorist who is hoping for a price cut that he may buy tires for less than present levels is overlooking this and other factors that determine costs. The law of supply and demand in good tires is operating against reductions and towards higher prices. Manufacturing, overhead and distributing expenses have already been cut to the bone by new and improved machinery and methods.

"Before the war" prices already prevail among most standard makers. Prices are lower now than they were ten years ago. And this does not take into account that tire mileage, with the Miller company for instance, has more than doubled, and that this cost-per-mile basis is the only real way to determine mileage. If mileage were taken into account, actual cost per mile is less than half as much as ten years ago.

With uncertain costs of labor and materials, it is by no means certain that present price levels can long be stabilized. Within the past year there has been only one general price change recorded. Another factor necessarily affecting tire prices, both directly and indirectly is the railroad rate increase.

Later every one of the 10,000,000 casings prematurely junked must be replaced with a new tire. With tire production cut down temporarily, due to present conditions, the motorist will do well to buy against a possible shortage. He will certainly not directly and indirectly, and there may be an advance.

WHAT'S A CLINCHER TIRE?

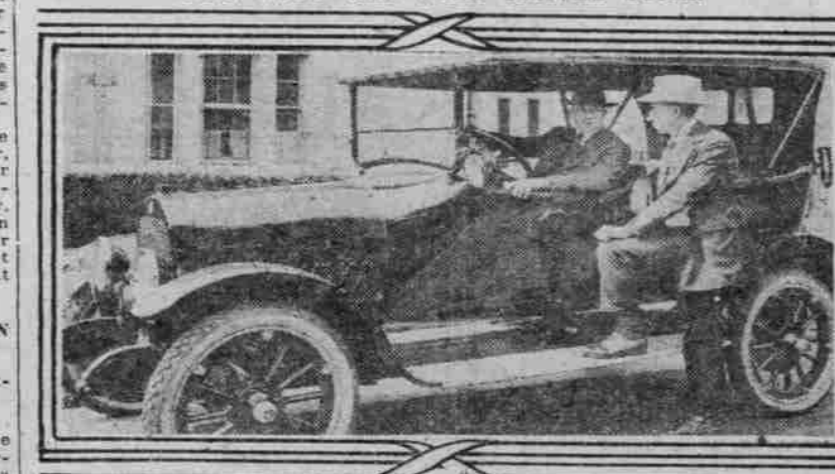
Here's Difference Between Clincher and Straight-Side Type.

When a tire salesman says, "What will you have, Q. D. clincher or straight side, or regular clincher?" what do you say? Here are the talking points that will give you confidence and relieve your embarrassment.

"Q. D." stands for quick detachable. A Q. D. tire simply slides on and off the rim requiring no stretching. Generally the outside flange or edge of the rim is also detachable so that this can be done. Some of these tires are used on split rims which are easily forced "out-of-round."

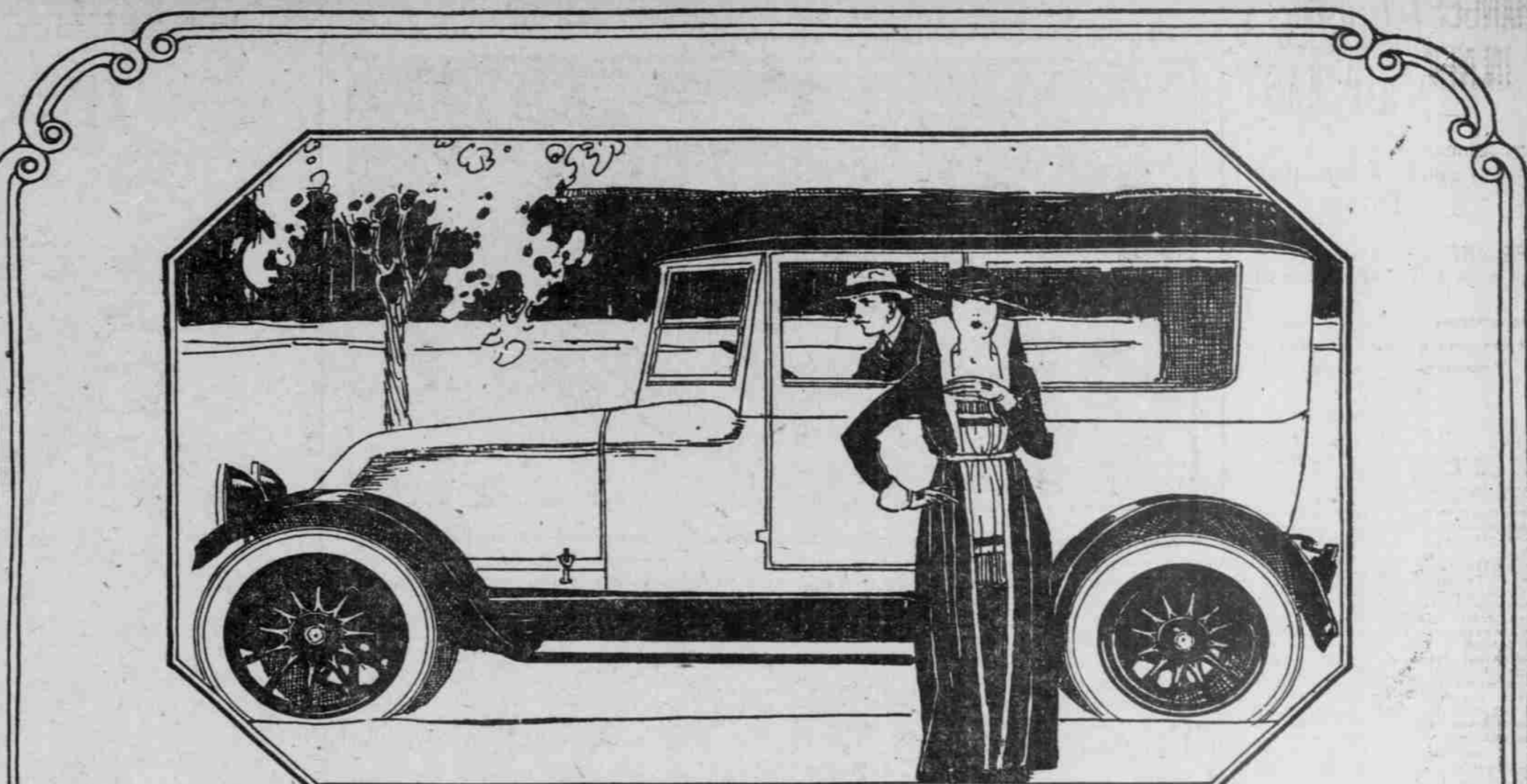
Some quick detachable casings are built with a clinch or hook which fits into the flanges of the rim, which are also hooked. Others do not have this clinch but are straight. This

THIS DORT CAR WILL TRAVEL SOME.



H. L. Niles, traveling salesman for the Clyde Equipment company, at wheel of his new Dort touring car, standing in J. Warehouse, salesman for the Northwest Auto company, distributor of the Dort. Mr. Niles covers all of Oregon for his firm and travels by auto in making his towns.

up his points by persistent placing in the big races, scoring third at Indianapolis and second at Elgin. Murphy, besides his win at Los Angeles, took fourth at Indianapolis and third at Elgin. Ralph De Palma was shut out at Los Angeles, took fifth at Indianapolis and first at Elgin. The recent "Colonow" race, which was won by Milton with Murphy second, was not



THE FRANKLIN SEDAN

MOTORISTS are turning to the Franklin Sedan in large numbers because they are convinced that it does what a car should do.

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

Taken together, these results indicate the greatest automobile efficiency.

Taken separately, they are the best evidence of another kind of efficiency, even more important.

1. 20 miles to the gallon of gasoline also means Easy Control

Light weight and less friction make the Franklin roll more easily than any other car. Easy-rolling light weight not only uses less gasoline, but is safer—and easier to start, to stop, and to guide.

2. 12,500 miles to the set of tires proves Comfort

The Franklin does not pound out tires. Neither does it jolt nor jar its riders. Comfort and tire economy depend upon the same thing—flexibility—in which the Franklin stands alone.

3. 50% slower yearly depreciation indicates Reliability

Depreciation is the best gauge of car reliability. Franklin quality of materials and kind of construction give less trouble and require fewer repairs over a longer life.

Complete demonstration at any time

BRALY AUTO COMPANY

601 Washington St., Portland

FRANKLIN MOTOR CAR CO., The Dalles, Or.
MEDFORD AUTO CO., Medford, Or.
WILLAMETTE MOTOR CO., Albany, Or.
DEALERS:
MARION AUTO CO., Salem, Or.
ROWAN, SKYLES AUTO CO., Astoria, Or.
LIBERTY AUTO CO., Vancouver, Wash.
W. W. McCORMACK, Eugene, Or.
CLACKAMAS COUNTY AUTO & TRACTOR CO., Oregon City, Or.
ACKLEY & MILLER, Tillamook, Or.

found that a wire bead imbedded in the head edge of a tire was sufficient to hold it on the rim without the aid of the hook.

The fact is that there are two types of hard non-flexible beads—Q. D. clincher and Q. D. straight side. The term clincher simply indicates that the tire has a clinch. A regular clincher has an elastic bead that the

fire may be stretched in applying, while a Q. D. clincher has a wire bead.

Regular clincher tires are ordinarily used on small cars. This includes tire sizes up to and including 31x4. With the exception of the 32x 3 1/2. Tires above this size are ordinarily built Q. D. straight side. Quick detachable clincher types are going

out of use. For those motorists who have old style rims, a bead filler has been perfected so that straight side tires may be used without inviting rim cutting.

Reorganizing Bethlehem.
ALLENTOWN, Pa., Sept. 18.—Bethlehem Motors corporation, which

is continuing production under receivership, manufactured 450 trucks for September of 500 trucks. In a short time reorganization plans are to be announced. New administration heads are to be added.

For the Ignition.
Do not forget that the ground con-

nection of the ignition circuit should have a dependable connection to the metal parts of the car. If the connection is at all loose or is made by including the wire under a nut or being tightened, and the end of the ground wire should have a terminal bolt head the metal parts should be well cleaned and made bright before being soldered to the wire.