GREAT BUSINESS IS DECLARED ON WAY

Auto Manager Warns Dealers to Get Ready for Trade.

SLUMP HELD TEMPORARY

Business Man Who Runs Affairs Properly and Has Ambition Can Make Money, Is View.

"Is your house in order? If not, better lose no time in putting it in order. Indications point to good business for the man who has both feet on the concrete and his eyes fastened to the path of continuation in the business of selling motor vehicles. For some months the bankers of the country have been quietly getting their business in shape to meet the reaction that was apparent to all who had analyzed the trend of the times. When the call came to retrench for a short period they, so to speak, were sitting pretty tight, while business men who were not concerned with the future were caught unawares."

So declare Harry G. Moock, general manager of the National Automobile Dealers' association, in a statement just sent out to the trade. The statement summarizes present conditions and points the way to the future. It is full of data and facts that will be welcomed by every dealer. The statement continues:

"From the reports and information obtained from nearly every section of the country, dealers have advised us that because they had conducted their business as all proper business establishments should be conducted, the result was that when they called on their bankers for loans, even though money apparently was tight, they were accommodated as readily as heretofore.

Good Summer Predicted.

"It has long been the practice of such concerns as the United States Steel company, Standard Oil, the Pennsylvania railroad, the Woolworth company, and other big businesses, to keep in closest touch with their bankers consulting them, getting first hand information, presenting statements of their affairs and in every manner working with the bankers. This likewise has been done by those who are reporting to us that they are experiencing no difficulty in obtaining banking accommodation, and are actually doing a splendid business. They are preparing to continue on through the winter until spring, when they will be in excellent financial condition and physically able to take part in what I predict will be another summer such as followed the signing of the armistice.

"It is estimated that there will be 1,000,000 cars junked this year. Replacements will be necessary. Every man who does not now own a car still wants one just as he always has. The farmers are getting good money for their crops. The freight car situation has been improved. The presidential election is over. Every open car owner wants a closed car. Business is waiting for the motor car seller who will stop talking about what has happened, and what is going to happen, if he will do some hard work himself and demand it of everyone else.

Plug Leaks Is Advice.

"Proper merchandising methods, clean stores, clean salesmen who know what they are talking about, system in all departments. Cost accounting that really tells the story of when, why and where you make a profit or perhaps where you are losing money. Plug up the leaks. Proper merchandising calls for sufficient capital, and the banker will frown on any future attempt of your doing business on borrowed capital altogether instead of invested capital. How much should you have in your business? You ought to know if you do not. A statement of your affairs, if properly prepared, will promptly place your banker in a position to tell you, but the shoe string merchant in this business in another year will not be even faintly remembered.

"Have you departmentized your business so that each department is standing on its own bottom? If not, it's almost too late now, but before the sheriff arrives, get going and see that the leaks are plugged. If the department that is losing money cannot be cured—kick it out rather than continue with it.

"Dependable, knowing, intelligent and working salesmen will be necessary in this market, and in the future in this business. Because the motor wise buyer of automobile knows you have the best car on earth to sell, what he is eager to learn is what he can expect from you after he has bought your product.

Field Declared Large.

"Specializing in your line of merchandising will be essential not only to know your individual line, but everything concerning the business that you are engaged in. Good merchandising means something more than merely receiving goods and selling them, adding machine, cash register, multigraph, typewriter salesmen are specialists. Talk with one of them sometime and note the high class, well informed men they are.

"Motor vehicle salesmen have the advantage over any other mechanical products as there are literally thousands of people who want to buy cars that have never been approached, the desire of ownership is all ready waiting for the man looking for business to accept.

"A successful dealer told us the other day that his business for the month of October exceeded the best month he had ever had by $5000, 21 used cars sold in 30 days, and this is in a city where several dealers have closed their doors. He is not selling what might be called one of the 10 leading brands. Good merchandise, however, but back of the product he has an organization that is putting on high pressure. The dealer himself is on the floor; the salesmen hold a 15 minute sales meeting in the morning discussing their prospect lists (lined up the night before after the regular business day). They go out to meet this undecided prospect armed with knowledge, enthusiasm, faith in their business, and they have some plain American grit to back it up."

New Officer for Republic.

John N. Willys, president of the Republic Motor Truck company, has announced the resignation of W. J. Baxter as first vice-president of the company and the election of Colonel Frank E. Smith, well known in the automotive industry, to succeed Mr. Baxter. Colonel Smith has already taken over his new duties. He will act in the capacity of the direct representative of the president and board of directors.

ON THE PACIFIC HIGHWAY BETWEEN PORTLAND AND THE STATE CAPITOL.

Above—The pavement crossing the Lake Labish region, a short distance this way from Salem. Where the lake once was is now a level farm country as attractive as any in Oregon. The car is a Hupmobile. Below—The one detour now necessary in going from Portland to Salem or vice versa between Canby and Aurora. The picture, taken looking northward, shows the present detour winding leftward over the hill. The new grade, now being put into shape, turns right at this point.

PLANES USE FORD MOTORS

FOUR ARMY MACHINES IN 9000-MILE JOURNEY.

Alaskan Flight Undertakes to Demonstrate Durability of Modern Equipment.

Ford-built Liberty motors carried the four army airplanes which on October 20 completed the 9000-mile journey from Mitchell field, Long Island, to Nome, Alaska, and return. The fleet was greeted over New York city by a flotilla of 40 army planes, which escorted it to Mineola. The returning planes touched their wheels to earth at 3:15 in the afternoon.

The Alaskan flying expedition, commanded by Captain St. Clair Street, undertook the journey to demonstrate the durability of modern airplanes and motors and to effect the establishment of an aerial route to the northwestern corner of the American continent and Asia. Such a route would bring mail from Alaska to the states in two or three days, whereas the present method of transmission requires 30 days.

"Talk about service," said Captain Street. "Those planes and motors sure stood up. Why, the only trouble we had on the entire trip was caused by the worst bit of weather I've ever flown through or want to fly through. We had everything—rain, snow, hail and sleet, clouds, fog and mist. But we kept right on flying.

"The 250 miles of glaciers we traversed was a wonderful sight, but there would have been little hope for rescue had we cracked up in that wilderness. Altogether it was a rough trip. I never want to fly through such weather again, but the planes stood it magnificently. Instead of battered hulks, flopping to earth after a winded flight, they looked brand new. Even the turnbuckles were polished and the motors looked as if they had just come off the testing block.

"We never changed a spark plug. Never a cylinder missed on us the entire trip. The motors are in as good condition today as when we set out."

Before the flight all the pilots asked for ships equipped with Ford-made Liberty motors.

Due to the nature of the work which engaged the expedition, the fleet required a period of three months to complete the trip. Since all of the original motors completed the journey without repairs or replacements, this is believed to be a record for aerial navigation. It will be recalled that during the war it was generally the practice to overhaul the airplane motors after approximately 20 hours of flight.

This is the second notable event in which Ford Liberty motors have figured prominently, the first being the trans-Atlantic jump of the Ford Liberty-equipped N C 4, a feat which commanded world-wide interest.

AUTOMOBILE TIRES LIKE EGGS

Good Ones and Bad Ones All Look Much Alike When New.

According to Fred Vogler of the Northwest Auto company, distributors for Miller tires, buying automobile tires is like buying eggs. All look very much alike—the bad ones look as good as the good ones, and the "no-name" tires as well as the product of which any manufacturer may well be proud.

The "fly-by-night" tire may have all the beauty and symmetry of the nationally known tire and yet be made out of shoddy, says Vogler. It's not reasonable to believe that a motorist can get a tire "just as good" as a standard make for half the price.

The car owner who buys bargain tires is like the woman who bought a dozen eggs from a "friend" at 10 cents below the price her grocery man quoted. When she broke the shells, four of them were bad, so the eight good eggs cost her more than the grocery man's price for 12 good eggs.

MOTORISTS WILL CONFER

SESSION CALLED IN CALIFORNIA TO CONSIDER LAWS.

Corps of State Inspectors Will Be Urged to Insure Uniform Law Enforcement.

SAN FAANCISCO, Cal., Nov. 20.—Superintendent Charles J. Chenu of the state motor vehicle department has issued a call to all the immediate interests of the automobile industry, as well as large users and those having to do with the enforcement of the Motor Vehicle act, for a legislative conefrence to be held at the state capitol on Monday, November 22.

With the meeting definitely scheduled, the California State Automobile association has announced its determination to obtain an adequate corps of state inspectors to insure proper enforcement of the state motor vehicle laws.

The association proposes that the state charge a nominal fee for operators' licenses and that funds derived from this source be used to employ not less than 100 state inspectors. With such a state patrol, President Percy E. Towne of the association pointed out it will be possible not only to enforce the state laws, but to punish habitual violators.

Under the present system a motorist may be arrested for dangerous driving any number of times in the course of a month in various cities. There is available no complete record of his infractions of the law and in consequence, President Towne points out, he appears as a first offender in each court. With state enforcement a record of each violation would be available.

The evils of glaring headlights, cutting-in and reckless driving, officials of the Automobile association believe, will be reduced to a minimum through proper enforcement without discrimination.

CAMPS ARE FEW IN EAST

MUNICIPALITIES ARE DOING LITTLE FOR AUTOISTS.

Tourists in East Are Declared to Be Lucky if They Find Place to Pitch Their Tents.

SEATTLE, Wash., Nov. 20.—"Municipalities in eastern states seemingly have done little toward providing camp sites for the hundreds of tourists who annually tour this section of the country," said C. F. Willsie of Seattle, who has just returned from a 7500-mile trip in his Willys-Knight car.

"Tourists are lucky if they can find a place in the east to pitch their tent at night," Mr. Willsie says. "The best camping place we found on the return trip was at Boise, Idaho."

Hailstones larger than hens' eggs, piled in drifts to a depth of five feet, were seen by the Willsie party near Beaver City, Neb., where they ran through the tail end of a storm that killed much livestock, ruined crops and caused damage estimated at $1,000,000.

Good roads were the rule, and not the exception, Mr. Willsie said. The party went east over the National Parks highway to the Montana-Dakota line, thence over the Yellowstone trail to Chicago.

The worst roads encountered were in the Blue mountains in Oregon, where the party counted about 20 cars with rear ends torn out or otherwise damaged and waiting for parts.

Mr. Willsie did not clean a spark plug during the whole 7500-mile trip and only took them out once in Detroit to show his brother they needed no cleaning.

"Our gas mileage was a shock to me," said Mr. Willsie, "but it was of the pleasing kind. My daughter, who did the bookkeeping, told me at Buffalo that we had averaged 24 miles to the gallon and I scouted the figures. I kept my own books on the return trip, and for every gallon of gasoline, good, bad or indifferent, we traveled about 23.7 miles. This seems wonderful to me, considering that the car had traveled about 40,000 miles before we started this trip; also that the car and the load weighed close to 4000 pounds. My expense for engine repairs on the whole trip was nothing."

Java Orders Autos.

An order which is indicative of the healthy state of business on the island of Java is one that has just been placed by a New York export concern with offices in Soerabaya, the chief city of Java. The order calls for 500 Kissel motor trucks, and 200 trailers, all bearing Goodyear tire equipment. The trucks will be used on the island's extensive coffee and rubber plantations.

RECORD OF TOURISTS KEPT BY TACOMANS

Statistics Show Parties Are From All Sections.

PARK CAMP IS PROVIDED

Excellent Idea of Growth in Auto Traffic During Summer Months Is Gained.

One of the most complete motor tourist records kept during the past season at any city in the Pacific northwest is that relative to the campers who stopped at the auto tourist park at Manitou park in Tacoma. The report is of particular interest to Portland, in view of the steps now being considered of establishing one or more tourist parks in this city. While the record shows only those auto tourists who camped in the park, it gives an excellent idea of the growth of auto tourist travel generally and of the universal nature of the appeal, tourists being checked from nearly every state in the Union. The report, as given in the Tacoma Sunday Ledger, follows:

From 32 states of the Union and three provinces of Canada — from every direction of the compass and the most distant parts of the country —came the tourists who camped during last season at Tacoma's auto tourist park at Manitou.

901 Parties Camp.

A total of 901 automobile parties camped at the city's free grounds for tourists during the six months that it was maintained, from May to October, inclusive. There were 3079 persons in the parties.

Four automobiles from Florida, diagonally across the country from this state, which must have traveled many thousands of miles getting to Tacoma, were among those which sought the shelter of the Manitou park grove. But Washington naturally supplied the greatest number of tourists, 455 automobile loads. Next in number were those from California, 105, and Oregon stood third with 77 machines.

August was the month of greatest travel. There were 367 automobiles recorded at the park during that month—more than 12 a day. Even as early as May, 29 machines used the park and October saw 40 belated tourist autos seeking a camping place. June's record was 65 machines, July 267 and September 131.

61 Makes Represented.

There were 61 makes of automobiles represented among the tourist machines. There were 297 of the make most frequently calling—the inevitable Ford. There were 25 makes represented by only one machine each.

The tourists who camped at Manitou in May all came from points in Washington. In June the tourists of other states began to arrive, 32 auto loads as against 33 from Washington. This state supplied 145 of the 267 machines which appeared during July and then in August the "foreign" machines came in more plentifully, Washington supplying 190 out of the 367. September saw a falling off of Washington tourists to 48 auto parties and to 10 in October, while outside parties numbered 82 in September and 30 in October, indicating that Washington may expect some late tourist traffic from other states. Montana and Idaho tourists came early, reaching their climax in July, perhaps leaving in time to get back for harvests.

The number of automobiles from each of the states and provinces during the season just closed was as follows: Washington, 455; California, 105; Oregon, 77; Montana, 36; Idaho, 31; Michigan, 19; Illinois, 14; Ohio, 14; Minnesota, 14; British Columbia, 13; Nebraska, 12; Colorado, 11; Kansas, 11; Missouri, 9; Wisconsin, 9; Iowa, 8; Wyoming, 8; Oklahoma, 8; New York, 7; South Dakota, 7; North Dakota, 7; Utah, 5; Indiana, 5; Alberta, 5; Texas, 4; Kentucky, 3; New Jersey, 2; New Mexico, 2; Pennsylvania, 2; Arizona, 1; Massachusetts, 1; Arkansas, 1; Manitoba, 1.

MONKEY WRENCH IS HANDY

Good Thing to Go Over Nuts Occasionally, Says Paper.

If the owner drives his car constantly it will be an excellent thing for him to use his monkey wrench now and then, says American Motorist.

Especially with a new car it is not a bad plan to go over nuts and bolts occasionally. Even the tighest nut will be more or less affected by constant vibration and a loose bolt should be tightened, since the play to which the looseness gives rise may result in the necessity for later repairs. As the car grows a little older the bolts and nuts settle and there is less occasion for tightening.

The foregoing advice applies with particular force to spring clips, a pulling up of the nuts of which will take but a few minutes of the operator's time about once a month, keeping the springs properly seated and adding much to the sense of security that is enjoyed by the man who looks after things and knows that they have been attended to.

Sometimes it happens that the motorist is unable to keep the nuts fastening the bolts absolutely tight. Try as he may, the nut will come loose again. If a lockwasher cannot be applied, a good remedy is to put a drop of solder on the thread of the nut, or in the absence of solder, a little paint or varnish will set the nut tight and prevent it from becoming loose again.

Springs Weak or Stiff.

When in the course of operation valve springs become weak they should be stretched or else have a washer placed under them. If a car spring becomes so that one side of the vehicle sags, the addition of another leaf will remedy the trouble. In a new car it frequently happens that the owner finds cause for complaint in regard to hard riding, due to the fact that the springs are stiff. This difficulty may be obviated by removing a leaf, if so desired, but before long the new springs will limber up merely through ordinary usage.

Cone Clutch Treatment.

Car owners should get into the habit of using belt dressing for the clutch leather to swell it and act as a remedy for slippage. In disassembling the clutch it will be well to notice whether there is a ridge in the leather. Such a condition prevents the clutch from engaging as far as it ought to and the only way to remove the ridge is first to take out the clutch and then trim down the leather with a rasp.

Broken Battery Jars.

The rubber jars in the storage battery may became cracked if the battery is not properly supported. The clamps which hold the battery in place must always be kept tight; otherwise the battery will bounce up and down, with the result that some of the jars will be cracked and the electrolyte will leak away. This latter condition leads to short circuiting and possible complete destruction of the battery.

Canada has nearly 15,000 motor tractors.

BUICK

Emblem of Satisfaction

TO be bought by business men for business use is as good a recommendation as a car can have. The affairs of executives, engineers, salesmen, contractors are vitally important. They rely upon Buick because of its capacity for swift, dependable transportation.

Among the Nineteen Twenty One Models, the Five Passenger Open Car, combining Buick power with beauty and riding comfort, makes it an ideal choice for the family, too, for the hours of rest and recreation.

An authorized nation-wide Buick service doubly insures Buick dependability

Prices of the New Nineteen Twenty One Buick Series

Model Twenty One-Forty Four, three-passenger car..$2062.18
Model Twenty One-Forty Five, five-passenger car....$2062.18
Model Twenty One-Forty Six, four-passenger coupe...$2903.94
Model Twenty One-Forty Seven, five-passenger sedan.$3224.41
Model Twenty One-Forty Eight, four-passenger coupe.$3342.44
Model Twenty One-Forty Nine, seven-passenger car...$2366.29
Model Twenty One-Fifty, seven-passenger sedan.....$3662.91

F. O. B. Pacific Terminal Points.
Coast Prices Include All War Taxes.

Immediate Deliveries on 1921 Models

HOWARD AUTOMOBILE CO.

Largest Distributors Automobiles in the World—San Francisco, Los Angeles, Oakland

Fourteenth and Davis Sts., Portland, Oregon

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

MACK PERFORMANCE COUNTS

Mack Trucks Are Asset to Owner

Their guaranteed price makes them as valuable a possession as ready money

Prospective buyers of motor trucks need have no fear for a "falling market" in reference to MACK trucks.

The average increase in the price of MACK trucks has been only 15 per cent in eight years. Compare this with other trucks.

MACK truck prices are as substantial as the trucks, and everybody knows there is no truck that compares to the MACK in ruggedness of construction.

Can you name any truck besides the MACK that has a heat-treated, case-hardened crankshaft and camshaft?

1½ to 7½-ton sizes.

MACK-INTERNATIONAL MOTOR TRUCK CORPORATION

Tenth and Davis Streets
Broadway 691

MACK

FEDERAL

A vote for Prosperity—

Another FEDERAL

William L. Hughson Co.
60 N. Broadway at Davis St.
Phone Broadway 321

Bulletin No. 3—

Have you ever stopped to consider what limits—price advances might have reached were it not for the stabilizing influence of

CHANDLER

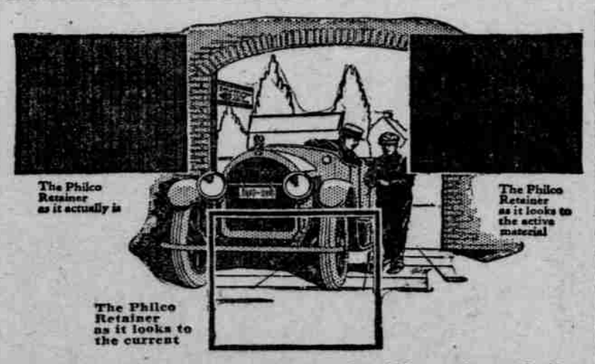
close-Price policy—and Chandler is back to $1895.00, Cleveland, Ohio.

Twin States Motor Car Co.

19th at Washington

Prompt Delivery—Time Payments—No Brokerage

Watch for Bulletin No. 4.



Even if you plan to sell your car, you should buy a 2-year battery

YOU want snappy starting, brilliant lights and sure-fire ignition during the remaining months you keep your car.

A two-year battery is the most certain way to get it.

Do you want to be spared the expense and annoyance of laying your battery up for repairs?

A two-year battery will keep you away from the repair shop.

Do you want to increase the resale price of the car?

The Philadelphia guarantee is transferable. Your purchaser is not buying an unknown quantity. A two-year battery increases resale value just as surely as good rubber and good paint.

PHILADELPHIA DIAMOND GRID BATTERY

With the PHILCO Slotted Retainer

THE "CORD-TIRE" BATTERY

Guaranteed for Two Years

Van Matre-Howard Battery Co.

Portland, Oregon,
48 North Broadway,
Vancouver, Wash.,
405 Main St.