AUTO MAKERS LEAD RETURN TO NORMAL

Wheels Humming in Detroit and Other Centers.

PRODUCTION NOW HEAVY

Factories Report Activity Nearly on Par With Corresponding Period Last Year.

DETROIT, Mich., Sept. 3 .- The automobile industry continues to dem-onstrate that it is the leader in the march back to normal, the past week witnessing no let-up in production.
Discussing a statement from the
automobile chamber of commerce,
which places passenger car and truck production for the second quarter of 1921 as 87 per cent of that for a similar period of 1929, the record production year, one authority points out that making allowance for elimination of the export business in 1921, production for the period of this year was practically equal to that of a year ago, which he adds "is not true of any other large industry."

DRIVE IN HIGHWAY BUILDING of any other large industry."

Hupmobile is credited with having delivered in the first seven months of this year more than 80 per cent as many cars as in a like period one year

Many Makers Near Normal. Dodge Brothers is credited with midsummer production of 500 cars a day, or practically 100 per cent capacity; the Studebaker corporation, with a production in April. May and June of 89 per cent greater than a year ago. Demand for the Packard car has doubled since July 1, it is said, while the Cadillac is turning out its normal allotment of 80 cars daily.

The Hudson company has produced.

The Hudson company has produced and sold upward of 3000 cars in July

cations continue to develop and multiply to forecast a reasonably active
fall and winter in the automobile industry in Detroit and other centers of
automotive manufacture. Reports
from factories and sales organizations continue optimistic.

Parts Business Good.

expenditures for this year, \$25,000,000
of which becomes immediately available, the remainder available at the
end of six months. A sum of \$5,000,000 is appropriated for construction
of roads and trails within forest
reservations.

"Drastic maintenance provisions, a

Not the least hopeful among the more recent statements are those from the parts and accessories manufacturers. When the shutdown in production came, many motor car makers were caught with large stocks of parts on hand and the parts makers were the first to feel the depression. All during the summer months Parts Business Good. of parts on hand and the parts mak-ers were the first to feel the depres-sion. All during the summer months

Closed cars for the winter market and new models are responsible for this activity to a large extent. The closures, the vote against the Norris commission, a desire for economy, er Body company reports its production capacity entirely covered by orders for closed bodies, and other body manufacturers in Detroit, Lans-

tion of motor trucks shipped to Eu-rope during the war, but it is said a that this supply will soon be absorbed.

they now declare, is now everywhere in evidence. The response which followed general price reductions has not died out, as many manufacturers expected, but appears to be of a stable, lasting character. It is because most manufacturers expected the stimulus to flare up and then die down that many are now behind with deliveries—they underestimated the demand and are frankly surprised to see it continue.

timated the demand and are frankly surprised to see it continue.

That this purchasing power will continue, is indicated, students declare, by agricultural conditions. The south reports prosperity; agricultural business in the west and middle west is reported exceeding expectations, while the increasing momentum of manufacture in the east promises a return of buying power in that territory.

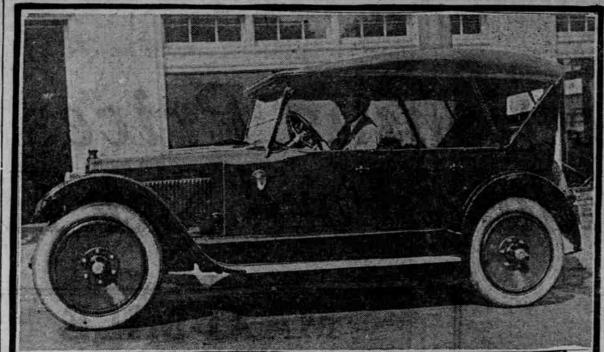
manufacture in the east promises a return of buying power in that territory.

The buying power of the farmer is already reflected in the hub of the auto industry. President Harry M. Jewett of the Paige-Detroit Motor Car company reports that fully 70 per cent of the orders now coming in are from the rural districts. Previously the great majority of new business came from the city buyers.

And not only does this return toward normal business increase the passenger car output, but it also makes certain the improvement in commercial vehicle manufacture. The movement of crops and merchandise is dependent more and more upon motor truck transportation, and with increased commercial activity and in the returning of large crops the truck manufacturers see the proof of their oft-repeated statement that the truck industry is yet in its infancy.

Export of Autos Doubles. The export of automobiles from the United States in 1920 was double

MR: AND MRS. PORTLAND MOTORIST, MEET THE VERY LATEST ARRIVAL, THE WILLS SAINTE



APPEARS LIKELY.

Progress Made in Legislation by Both Senate and House Is

ceived here from the national automobile chamber of commerce, New

The Hudson company has produced and sold upward of 3000 cars in July and has orders for a greater number in August. Paige-Detroit is making and selling approximately 1000 cars a month. The Nash company is turning out about 130 cars daily. The Ford company is far behind on orders, aithough 4000 cars are being produced daily. The Buick company at Flint is making 500 cars daily, while the Chevrolet has been forced to run nights and Sundays to supply the demand for its product.

Activities of these plants furnish convincing evidence that any manufacturer with a good product properly priced can even in these times find a market for his cars.

Not only are present conditions better than had been hoped for, but indications continue to develop and multiply to forecast a reasonably active fall and winter in the automobile in able, the remainder available at the

sion. All during the summer months when the motor car companies were using up the material on hand the parts makers stood idle. Now, they are showing signs of activity, some reporting more orders than they can fill.

which is strongly opposed to all com-missions, and finally, the statement

body manufacturers in Detroit, Lansing and Cleveland report equally good prospects.

With these conditions prevailing the automotive industry is doing a fair share toward the returning of all industrial conditions toward normal. With parts manufacturers again active, they will soon be entering the market for more raw material.

Those familiar with the truck situation see signs of improvement. This branch of the motor business suffered to a certain extent by the reimportation of motor trucks shipped to Europe during the war, but it is said ganization commission has been com-

that this supply will soon be absorbed, while the quickening of the general business pulse has already begun to increase the demand for heavy duty vehicles.

Purchasing Power Evident.

Students of the business early in the summer never failed to lament the apparent lack of purchasing power in the country. This power, they now declare, is now everywhere in evidence. The response which followed general, price reducing to appropriations. Should the conferees accept this provision from the senate, the way will be clear for a nation-wide drive in highway construction, particularly so in those states which have had to hold up contracts and plans pending final decision of policy by congress."

Dieted.

"The bill now goes to conference, and down will in time cause creases and cracks in the fabric and a series of small holes will be formed from one side of the top to the other. A top is not like a pair of trousers—it doesn't have to have a crease to vision from the senate, the way will be clear for a nation-wide drive in highway construction, particularly so in those states which have had to hold up contracts and plans pending final decision of policy by congress."

Dress it with top dressing every year



The bad top is the old story—neglect. No matter whether you have a stock top or the best thing in special designs, wipe it off every now and then and keep it clean. Wash with castile soap and lukewarm water and then dry with a chamois. If the top is rubber or pantosote, give it a good is rubber or pantosote, give it a good

polish.

The worst thing a car owner can do is fold the top when it is wet. This decays the material, and if folded any length of time, it will mold. Keep your top up as much as possible. Continually lifting the top up and down will in time cause creases and excels in the fabric and a spriss.

EVERY GUEST AT THE PORTLAND AUTO CAMP PARK GETS ONE OF THESE FOR HIS WINDSHIELD.



STICKERS RECENTLY PRINTED FOR THE PARK BUREAU TO ADVERTISE 1925 FAIR.

the United States in 1920 was double that of 1819, amounting to 142,508 passenger cars and 23,126 trucks, which is four times the number exported in 1918. They were shipped to all parts of the world.

N. A. C. C. Gets Award.

The war department has awarded the National Automobile Chamber of Commerce a certificate of merit in recognition of loyality, energy and efficiency in the performance of its work in the world war.

In cars that have the headlights fastened to the fenders, vibration where the latter are even a little loose is excessive. In this case lamp bulbs will suffer broken filaments with annoying frequency.

Tise 1925 FAIR.

Every motor party which stops at Portland's municipal auto park on Albina avenue and Portland boulevard will leave the city advertising the place of the park bureau. A quantity of stickers, about 2000 in number, similar to the above, were recently ordered by the park bureau. A quantity of stickers, about 2000 in number, similar to the above, were recently ordered by the park bureau. A quantity of stickers, about 2000 in number, similar to the above, were recently ordered by the park bureau. A quantity of stickers, about 2000 in number, similar to the above, were recently ordered by the park bureau and one of the stickers is now being pasted on the windshield of every car which enters the park by the attendant in charge. The sticker is slightly larger than it appears above and is printed in colors, green, red and the words "Atlantic-Pacific Highways Electrical exposition, according to a plan just put into effect by the park bureau. A quantity of stickers, about 2000 in number, similar to the above, were recently ordered by the park bureau and one of the stickers is now being pasted on the windshield of every car which the letters "1925" and the words "Atlantic-Pacific Highways Electrical exposition, according to a plan just put into effect by the park bureau. A quantity of stickers, about 2000 in number; similar to the above, were recently ordered by the park bureau and performence



trucks are offered at what may appear to be alluring prices, but the wise buyer will avoid them as he would

First cost is not the proper basis by which to judge true truck value. Ul-

timate cost, measured by the life of

the truck in years and miles, is what

We invite you to investigate the responsibility of the manufacturers of

MACK trucks and the dealers who

sell them. We urge you to inquire into the merits of the truck as they have been demonstrated by perform-

ance in the hands of owners. We are positive, if you make an independent,

unbiased investigation, you will determine the truth of our assertions.

When you buy a MACK

truck you get your money's worth. Isn't that your desire?

MACK-INTERNATIONAL

Motor Truck Corporation

Tenth and Davis Streets Broadway 691

PERFORMANCECOUNTS

should decide your choice.

and that is parking under office half water and half kerosene, wash tobacco or laundry soap. Best of all to warn a motorist that the circula-

Francis Motor Car Co.

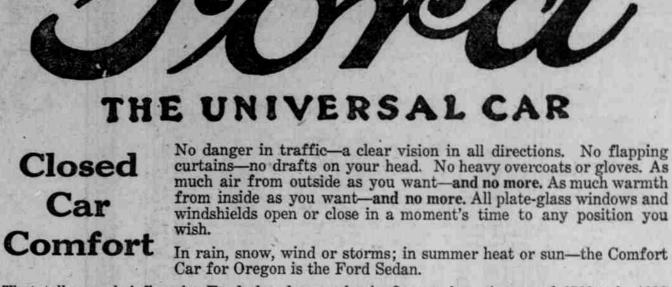
Grand and Hawthorne Ave.

Palace Garage

Twelfth at Stark

Blown by suction from the intake you'll save trouble for yourself and anifold, a whistle has been invented the other fellow.

Use common sense at all times and



That tells you briefly why Ford closed car sales in Oregon have increased 1500% in 1920 over 1919. That explains why you see so many of them everywhere now, on country roads, mountain trips or city streets.

All the sturdy dependability and economy of the Ford chassis and all the beauty of an electric, at a price you cannot resist.

Get your Ford Sedan now. Chassis\$345.00 Runabout (Regular) 370.00

Touring (With Starter and Demountable Rims)......\$510.00 Coupe (With Starter) 695.00 Runabout (With Starter) 445.00 Sedan (With Starter) 760.00 Truck (Pneumatic Tires) 495.00 Touring (Regular) 415.00

The Prices Listed Above Are F. O. B. Detroit

For Sale by the Following Authorized City Dealers

Armentrout-Wicke Motor Co.

Wm. L. Hughson Co. Broadway at Davis

Talbot & Casey, Inc. East Ankeny at Grand

Robinson-Smith Co. Sixth and Madison

"EVERY OREGON DRIVER NEEDS A FORD SEDAN"

Rushlight & Penney

East Third at Broadway



All That Money Can Buy

To be Master of the Highway is glory indeed, but this well-earned distinction does not alone explain the country-wide preference shown for Paige 6-66 models.

To start with, there is large economy in the initial price. Furthermore, many attested performances on track and hill have revealed a stamina that is a guarantee of long life and freedom from repair bills.

All that a truly fine car should be, it is easily apparent that the Paige 6-66 is by far the greatest dollar-for-dollar value on the market today. Is it any wonder, then, that discriminating buyers who could well afford to pay \$5,000 to \$6,000, if they were convinced that supreme quality compelled it, choose the Paige?

PAIGE-DETROIT MOTOR CAR CO., DETROIT, Michigan

COOK & GILL CO., Inc.

Distributor
 ELEVENTH AND BURNSIDE

NEW PRICES ON PAIGE CARS

Open Cars	
Glenbrook, 6-44, 5-Pass. Touring	\$1635
Lenox, 6-44, 3-Pass. Roadster -	1635
Ardmore, 6-44, 4-Pass. Sport Car	1925
Lakewood, 6-66, 7-Pass. Touring	2875
Larchmont II, 6-66, 5-Passenger	2975
Daytona, 6-66, 3-Pass. Roadster -	3295

Closed Cars