

JORDAN FORECASTS ACTIVITY FOR YEAR

Spring to See Strong Demand
for New Cars, Is View.

BUSINESS WILL IMPROVE

Manufacture Says Success in Future
Will Depend on Good Merchandising and Fair Prices.

One of the most interesting and authoritative forecasts regarding the automobile business for 1922 which has yet appeared is contained in an interview with Edward S. Jordan, president of the Jordan Motor Car company of Cleveland, O. Mr. Jordan is recognized as one of the keenest analysts of business conditions in the automobile industry in America. Opinion is expressed below as the result of keen personal study on a tour which took Mr. Jordan to every state in the Union except two. The interview follows:

"Six months ago I determined to find out, if possible, what companies and what cars would survive in the automobile industry. Therefore, in my travels, which covered more than 75,000 miles and took me into every state in the Union except two, I succeeded in establishing contact with nearly every leading manufacturer in the industry and about 500 of the most successful distributors.

"This forecast is based upon the results of my investigation.

Market Is Studied.

"Since lasting value of enduring service rendered to the public is the fundamental of all success, I determined to discover, if possible, what cars now being offered to the public possessed such qualifications. Therefore, I submitted to all leading distributors with whom I came in contact a list of the automobiles of the year. Opposite the names of these companies I placed their list prices. Then I requested the distributor to have his second-hand appraiser give me the second-hand valuations upon the previous models produced by these companies.

"With this as a basis I was able to establish the ratio between the second-hand valuations of all leading cars and their new list prices. I found that in 12 cars were conspicuous in all territories throughout the country for high second-hand valuations. The names of these companies are included in a letter which I have already sent to Jordan representatives, and will be sent to the manufacturer or dealer upon request.

"The outlook for 1922 indicates that those dealers handling cars of high second-hand valuation will experience a distinct shortage during the period between March 15 and July 1. This shortage will be brought about in the following manner:

"First, there has been a curtailment of production during the past few months due to the inclination of owners of cars which are rapidly wearing out to wait until they thought that the list prices had reached bottom. Like most people who are inclined to speculate in the stock market, there will be thousands of these owners who will wait just a little bit too long.

"Hundreds of thousands of them have made up their minds that they will wait until spring before they offer their cars for a trade. They think that prices may continue to go down. Some of the wiser ones will make up their minds that the prices that are made at the New York show will be the final prices on cars in the spring. These far-sighted individuals will trade as quickly as possible. This will absorb the production of the leading factories during the months of January, February and March.

"But the dealers, not being fully informed, or perhaps being influenced by the situation, will be inclined not to stock new cars until the spring demand actually appears. The result will be that many dealers in all sections of the country will find themselves in possession of second-hand cars in the spring, but very few new cars. The demand on the part of thousands of owners who are waiting for spring to trade will, of course, be for new cars.

Supply and Demand Discussed.

"Immediately the owners of old cars discover that there is an over-supply of old cars and an under-supply of new cars they will cut their prices on their old cars which they have strenuously refused to cut during the past year. When they start to cut the prices on their old cars the dealers will be able to trade. This will rapidly consume the supply of new cars in the hands of dealers and bring pressure to bear upon the factories far greater than is anticipated today. The result will be a tendency toward raising prices and a repetition of the old story—the public which fails to buy on a falling market begins to buy enthusiastically when the market starts to rise.

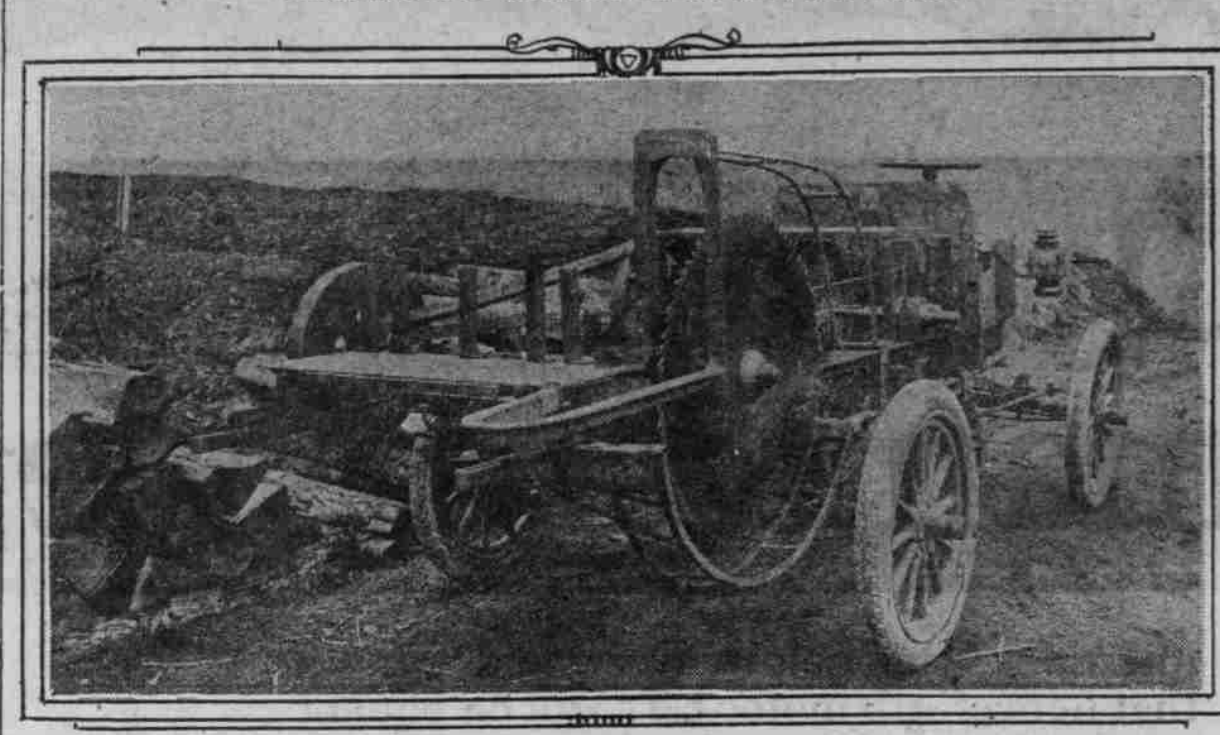
"Cars between \$1500 and \$2500 will enjoy the largest percentage of sales proportionate to previous production, because those people who decide to trade will come largely from that group of individuals who have more steady incomes, uninfluenced by the agricultural situation or the foreign outlook.

"Cars will be purchased on the basis of value and not list price alone. There will be a great battle for dealers on the part of manufacturers in the low priced lines, with a tendency toward curtailment of territories and discounts in the struggle to compete with the larger producers. The mortality among dealers who cannot compete in this field will be great. Their only salvation will be to acquire some line in the medium priced field which will allow them a fair territory, a fair discount, and an opportunity to trade with owners rising from the great mass in the low priced field.

Business Will Improve.

"Business in all lines will gradually improve throughout 1922. The business prophets who are constantly warning us not to be too optimistic about 1922 are simply calling to our attention the following fundamental

CAN ANYBODY SHOW AN OLDER AUTOMOBILE IN ACTUAL USEFUL SERVICE THAN THIS HARD-WORKING OLDSMOBILE OF THE 1903 MODEL?



ONCE UPON A TIME IT WAS A SPICK-AND-SPAN NEW TOURING CAR, BUT NOW IT MAKES A LIVING FOR ITS OWNER AS A SELF-PROPELLED WOODSAW.

This is a picture of a 1903 Oldsmobile owned and operated by J. P. Hylander of 893 Minnesota avenue, Portland. The car originally was purchased in 1903, being one of the earliest cars ever made by the Oldsmobile company, a pioneer in motor car manufacturing. In 1906 it was caught in a garage fire and all wooden parts were burned, but that only began its career. It was salvaged and, with the engine and chassis as good as ever, was converted into a wood-saw, self-propelled. For many years Mr. Hylander has been sawing wood with it in Portland, and he says it is just as husky and able to work as it ever was. Its capacity is four to six cords of wood per hour, and it never breaks down. The picture of the old car will be entered by the Oldsmobile company of Oregon in the contest opened by the national automobile chamber of commerce for the oldest automobile in America still engaged in useful work by an actual owner. If this one doesn't win the prize, the winner will have to go some to better its record.

EAST FAST COMING BACK

LEXINGTON MANAGER ON TRIP
FINDS OUTLOOK BETTER.

New Lexington Model and Orders
for Ansted Motors, Keeping
Big Plant Busy.

That conditions in Chicago, Detroit and other middle western and eastern automobile centers are still far from normal, but improving rapidly, is the declaration of R. A. Spillane, manager of the Oregon Lexington company, Lexington distributors for this territory, who returned home last week after a visit of a month in the east.

During his absence from Portland Spillane visited Chicago, Detroit, Indianapolis, Cleveland and Connersville, Ind., where the Lexington factory and allied plants are located.

"Connersville certainly is a hive of industry," said Spillane. "The Lexington factory and the allied plants are running full time and depression certainly seems to be a thing of the past. This has been brought about not only by strong production of Lexington, but by additional contracts secured by the various divisions of the company. Notable among these is the contract with W. C. Durant for 30,000 Ansted motors for the new Durant six. This contract is keeping the motor division running day and night.

But there seemed to be no easy way to place the typical Willard handle upon this battery and the first of them were produced with another style. The objection of dealers and service station men to this new handle were long and loud. They claimed it resembled a competitive make too closely—that no one would take this newest battery for a Willard.

Consequently the task of finding a way to use the regular handle was put up to the company's engineers and the problem has been finally solved. Metal plates are molded into the ends of the case to which the regular handles are bolted and consequently both dealers and users are now satisfied.

HERE IS HARD LUCK RECORD

Three Accidents in One Day Makes
Motorist Despondent.

OAKDALE, Cal., Jan. 21.—Pass the hard luck medal to H. H. Gould, local business man. Returning with his family from the Big Trees of California county, a wheel came off his



Edward S. Jordan, president
Jordan Motor Car company,
Cleveland, O.

auto on the Melrose grade. He managed to run the car into the bank and prevent it going over the side of the mountain.

Then he returned home, took his wife's sedan and started back with a mechanic and spare parts. This time he slipped the gears and a garage man towed him to the nearest town.

Gould telephoned home and a repair shop sent out a machine. Above Sonora it broke down. Finally all three cars were brought home.

See
Stephens Salient Six
at the
Auto Show

**RUSH
ADJUSTABLE
BRAKES
FOR FORDS**

AUTOMOTIVE SALES CO.
MORRISON AT 14TH

PRICES REDUCED! EISEMANN MAGNETOS

Type	Former Price	Present Price
G-4 (4-cylinder)	\$66.00	\$58.00
G-N-6 (6-cylinder)	\$77.00	\$63.25

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OFFICIAL
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Studebaker NEW BIG-SIX

At the Show!

The New Studebaker Cars, now on display at the Show, insure a continuance of Studebaker leadership in motor car VALUE.

In the New BIG-SIX you get the wonderful performance of its 60-horsepower motor, the roominess of its seven-passenger Studebaker-built body, its unusually easy gear shifting, and steadiness on the road at all speeds.

There is distinctiveness of appearance in its beaded edge body, tailored top, massive head lamps, graceful cowl parking lamps, and

clear-vision, one-piece rain-proof windshield.

But basically, the New BIG-SIX is the same dependable car that contributed much to making 1921 a Studebaker Year.

If you pay more than the price of the New BIG-SIX you may buy more weight, but it is impossible to get finer materials or better workmanship. Its light weight and the use of the highest quality materials, contribute in making the New BIG-SIX the greatest 7-passenger automobile value on the market today.

Look for These Features in

60-H.P., 3 1/2 x 5-in. motor with detachable head. Dry plate disc clutch which makes the shifting of gears unusually quiet and easy.

Intermediate transmission.

A new seven-passenger body mounted on a sturdy chassis of 126-in. wheelbase, with heavy beaded edge, graceful cowl, large and higher hood; built complete in Studebaker plants.

New one-piece rain-proof windshield that gives greater vision. Windshield wiper. Cowl parking lights, migrations of headlights, in corners of windshield.

The New Big-Six at the Show

Cowl ventilator, operated from dash. Courtesy light on driver's left. Tonneson light with extension cord.

Massive and artistic headlights with improved deflecting and diffusing lenses.

Deep, luxurious cushions upholstered in hand-buffed genuine leather. Large plate glass window in rear of tailored top.

Tool kit in pocket on left side of driver, locked with same key that fits transmission lock and ignition switch.

33x4 1/2-inch cord tires.

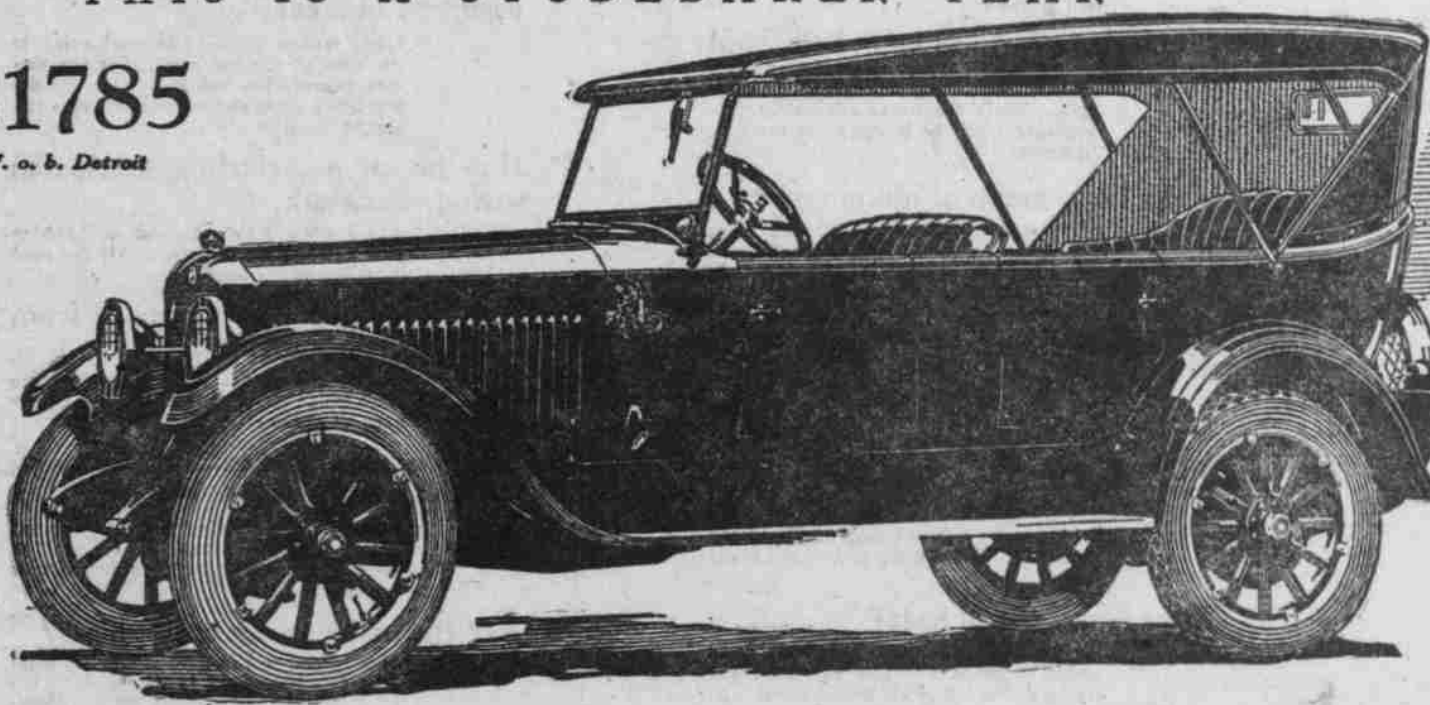
Studebaker Corporation of America

Studebaker Building TENTH AND GLISAN STS.

THIS IS A STUDEBAKER YEAR

\$1785

f. o. b. Detroit



HUDSON AT AUTO SHOW

1922 CARS TO BE SHOWN AT
C. L. BOSS SPACE.

New Super-Six Will Command Interest Together With New Essex Coach.

The new Hudson line, brought out early in the winter and the new Essex coach, together with other of the Essex models, will feature the display of the C. L. Boss Automobile company, Hudson and Essex distributors. The coach, which only recently arrived here, and has commanded much interest, will be given a place of prominence.

Although the lines and engineering fundamentals of the Hudson super-six remain unchanged, a number of refinements in the 1922 series have been made, with the idea of making the car easier to drive and more economical in operation and maintenance.

To make the car more convenient to drive the entire front compartment has been re-designed, so that starting, driving and gear shifting require a minimum of effort. The shape of the instrument board has been altered so that there is more knee room for passengers and the instruments are conveniently and pleasantly grouped.

Hudson's appearance has been improved by especially handsome deep-crown fenders. The aprons and splash shields are highly useful as well as handsome.

For added ease of driving, the clutch has been lightened in its action. Before it is put into the casing the tube should be partially inflated and carefully applied, the side on which the stem is attached being always kept on the inside. When the tube is in the casing it should be thoroughly "tuned" and the fingers forced around the tire to make sure the pow-

der is evenly distributed. The tube should be given a little more air to round it out, then the wrinkles smoothed out.

Care should be taken not to use too much talc. Among the powders which can be used to prevent sticking to the casing are soapstone, graphite and talc but too much of any collects in one place and eats into the rubber. If no powder is used the heat generated will soon cook the tube.

Sand in a casing is another cause of tube ruin. Many motorists while repairing a puncture on the road permit the tube and casing to pick up particles of sand and dirt which later create friction and causes tiny holes to appear in the tube.

Sunlight is a foe of an inner tube. Any bright light dries out the tube and makes it brittle and unelastic.

SIGNAL DEVICES NECESSARY

New Law in Effect in St. Louis Applies to Closed Cars.

ST. LOUIS, Jan. 21.—The law requiring certain motor cars operated in this state to use signaling devices has gone into effect here.

Prosecuting Attorney Oakley of St. Louis notified the police department that the cars which come within the meaning of the law and which must be equipped with signaling devices are:

A.—All enclosed cars, including sedans, cabriolets, coupes and broughams.

B.—All cars that by reason of curtains being in position become enclosed cars.

C.—All trucks so constructed that the hand and arm signals cannot be given so as to be plainly visible from the rear or that by reason of their cab curtains being in position become closed cars.

Oakley has submitted a list of 22 devices as being within the law.

TRUCKS BIG AID TO FARMING

Leading Agricultural States Have Most Motor Vehicles.

NEW YORK, Jan. 21.—Investment in motor transport and value of farm products go hand in hand, according to comparison of government figures on crops and motor vehicle registration on farms as made by the national automobile chamber of commerce.

Iowa, Texas, Illinois, Missouri, Kansas and Ohio are among the first ten states leading in value of farm products and are also among the first ten leaders in farm motor vehicle registration.

Iowa is the banner state, both agriculturally and in motor transport, being the first in value of farm products and farm-owned cars, third in average value of crops per farm and number of farm-owned motor trucks and second in percentage of farms owning cars.

The registration of motor trucks on corn belt states are leading purchasers of motor trucks but their demand is small in proportion to the number of farms.

Automobiles from every state except North and South Carolina entered Yellowstone National park this year.

PEERLESS

Motor cars are built for human beings, who react to them continuously, in brain and body, with every pulse of the motor and every turn of the wheel.

A really fine motor car attracts an eager and an appreciative market in America as surely as a magnet attracts steel. When such a car is achieved, it is not merely mobile in the highest sense of that word, but instantly obedient to every demand of human ease and enjoyment.

R. H. Collins has brought together in the Peerless organization a really great group of motor car craftsmen. He believes that organization is great, but that organization-leadership is absolutely necessary. He is convinced that the best ability, so guided, must result in a great car—great value for the public first, and afterward recognition and reward for everyone associated with him in factory and in field.

THEODORE F. MacMANUS.

Peerless Motor Cars Are Exhibited
at the Automobile Show.

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