

### OLDS FACTORY FAR BEHIND IN ORDERS

Edw. Cohen Couldn't Have Trainload He Requested.

### NEW 8 MODEL IS COMING

Oldsmobile Distributor Says Business Conditions Are Good and Strike Not Bothering Much.

Times have changed in the automobile industry. A year ago when a distributor ventured near a factory it was about as much as his life was worth to get away without loading himself up with automobiles that he didn't want and couldn't use. It's different now. The dealers want more cars than the manufacturers can supply.

Edward E. Cohen, manager of the Oldsmobile company of Oregon, went to the Oldsmobile factory at Lansing, Mich., a couple of weeks ago to ask for a whole trainload of Oldsmobiles. That trainload was no more than about 65 carsloads, and Ed spent most of his time en route east figuring how many carsloads he would allot to this dealer and that one through his territory and how many carsloads he would keep for his retail trade in Portland.

He returned last week without the trainload. He didn't get even half a trainload or a quarter of a trainload. He asked for his carloads and he got—ten carloads. The factory said he was lucky to be awarded that many, considering the demand at present for its output.

"The Olds Motor works is far behind in its orders and I believe every other manufacturer of standard makes is having the same experience," said Mr. Cohen. "I pressed the claim of our big Oregon territory as hard as I dared in the effort to get that trainload, but they just laughed at me. Distributors were at the factory from other parts of the country on the same kind of errand, so I had no chance. The New York distributor was far ahead of us proportionately as we are and it is that way all over the country. Guy Peasley, general sales manager, limited us all to about the percentage of the cars we asked for."

"In the face of the big demand for Oldsmobiles, it is interesting to note that the factory has actually made a \$50 reduction in the price of the popular four-cylinder model, which has been over sold ever since production started. On the other hand, the eight a \$100 reduction has been made, but none on the larger eight or the Economy truck.

"This new car, which is a five-passenger model in place of last season's four-passenger, is a splendid job. It is finished in detail as thoroughly as the super-sport. The factory expects a big call for this model, which will be one of its most popular cars."

"Business conditions are favorable, despite the coal strike and the railroad shippers' strike. To tell the truth I did not notice any bad effects from either strike, though some trains have been canceled on various railroads."

**Olds Factory Has Coal Supply.**  
But the coal shortage will not affect the Olds factory, for it has a young mountain of coal piled in its yards, enough of it to last a year or two years.

"Of course if the rail strike continues there will be more and more freight embargoes and that eventually will hit automobile shipments. Just at present, however, there are so many empty freight cars in the Detroit territory that belong to the west and may be used only on west-bound freight that the factory has no difficulty making shipments."

Mr. Cohen says the prospects are for wonderful crops.  
"On none of my trips east," he declared, "have I seen at this time of year crop conditions look so good. I went east on the Great Northern, through Montana, North Dakota, Minnesota, Iowa and Illinois, crops looked fine. In fact, in North Dakota they say they will have the best crop in five years."

"I returned via Union Pacific and the crop prospects were just as good in Nebraska, Wyoming, Idaho and eastern Oregon as along the northern route."  
"Business has been steadily improving for the last year and my own opinion is that with crop prospects so good all over the country, and with the harvest at prices now prevailing, we are certain to have a prosperous year, indeed."

### PRODUCTION TO BE PUSHED

New Associated Motor Industries Will Continue Old Lines.

Full capacity production of the National, Jackson and Dixie Motor automobiles, now manufactured by the companies merged in Associated Motor Industries, has been definitely decided on. The merger also will push to capacity production of the National, Jackson four-wheel drive, Old Hickory and Traffic trucks.

The first meeting of the board of directors of Associated Motor Industries adopted the policy of continuing the manufacture of its present cars and trucks. It is announced that the entire effort of the corporation will be devoted at this time to full production of these cars, and to giving them the utmost in increased service and distribution facilities.

Operation in all the plants will be on full capacity and will be pushed as rapidly as possible to a two-shift basis. It was announced after the board meeting by Chairman Will I. Ohmer.

### MOHAWK ROAD SURVEY ON Lane County Looking Forward to Next Year's Programme.

EUGENE, Or., July 29.—(Special.)—A survey of the Mohawk highway between Hayden bridge and Donna is being made by a crew of engineers from the county surveyor's office. This is one of the bond highway projects to be put through next year and it is the desire of the county court and the road department to make the survey and obtain data so that contracts may be let early next spring.

Other projects to be covered by bond money will be surveyed this summer and fall, said members of the county court, thus enabling the court to get a much better start on highway construction than was made this year.

Surveys on all projects that are planned for 1923 will be made ready to advertise for bids as soon as winter weather is over and the roads can be worked.

### INTERNATIONAL MOTOR TRUCKS TO SPEED UP ACTIVITIES FOR TWO WELL-KNOWN PORTLAND BUSINESS CONCERNS.



Equipment purchased recently from the Portland branch of the International Harvester company, International truck distributors here. The photos themselves tell the story. A one-ton truck goes to the East Side Transfer & Storage company for delivery duty, while a one and one-half-ton truck will do duty hauling saws, millwork, etc., for the Enterprise Planing Mill company.

### FLINT IS NEWEST AUTO

LIGHT SIX-CAR TO BE PUT OUT BY W. C. DURANT.

Automobile Builder Elected to Position of President of Locomobile Company.

NEW YORK, July 29.—Reports to the effect that Durant interests had become identified with the reorganization plans of the Locomobile company of America were confirmed today when it was announced that W. C. Durant had assumed the presidency of the Locomobile company. In connection with the announcement, Mr. Durant issued a statement in which he said: "I regard the Locomobile one of the most wonderful accomplishments of present progressive age now built. I esteem it honor to have the future of the Locomobile entrusted to me, and I am pleased to accept the responsibility."

Definite plans regarding the future were not made public, but Mr. Durant emphasized the fact that the identity of the Locomobile as a high-class motor car product would not be disturbed. The Locomobile will continue to be built at Bridgeport, Conn., and at no other place, and in quantities commensurate with its price and class. One of the older members of the Locomobile forces expressed elation over the fact that Durant interests had assumed control of the company. Mr. Durant said he was in thorough sympathy with the aims and purposes of the original company, and it would be his policy not only to seek to retain the present position which the Locomobile holds, but to entrench it in that position.

The addition of a popular-priced six-cylinder motor car to the line of the Durant enterprises was announced today by Mr. Durant, president of the Durant Motors, Inc. The new car, to be known as the "Flint," will be ready for public inspection about September 15, and for delivery January 1, 1923. The price has been established at \$1180. The manufacturing company—the Flint Motor company—will have a capitalization of \$5,000,000. Application for its charter was filed at Lansing, Mich., today.

The "Flint" is named for the city of Flint, Mich., where the main manufacturing plant will be located. Thus is fulfilled a promise made by Mr. Durant at the reception of Durant Motors, Inc., a year and a half ago, when he announced that one of his manufacturing plants would be located in Flint, his former home. The promise was made in response to an appeal contained in a petition signed by thousands of Mr. Durant's former townpeople. For convenience in supplying the

### NEW HOME OF O. V. BADLEY COMPANY OPENED.



Structure at 440 East Morrison street just completed and taken over by tractor distributing firm.

O. V. Badley company, exclusive tractor and implement dealers, recently moved into its new home at 440 East Morrison street, in a building specially designed and constructed to house the firm. The structure covers 4900 feet of floor space, with offices, parts room, show room, machine shop and storage quarters. The building is said to be the largest in the northwest devoted exclusively to tractors and tractor accessory equipment. The company handles the Cletrac, Oldsmar and Sprywheel tractors, and has branches in Salem, Astoria, Corvallis, Clatskanie, Dallas and Hood River.

### COLLEGE MEN ON TOUR

OREGON IS VISITED DURING SUMMER VACATION.

Son of Willys-Overland Official and Pals on Long Trip With Willys-Knight Car.

"Here, my lads, take this automobile and spend the summer touring the country. You will then be able to return to college in the fall in splendid shape to tackle your college work."

Many college youth, as he has done up his roll of wedding preparations to hiking out to the harvest field for the summer, no doubt has dreamed of some such words being spoken in his ear by a kind parent. To A. C. Barber Jr. of Toledo, Ohio, however, it was no dream. Maybe the "old man" didn't say exactly the above words, but Young Barber didn't say what he did say, but the fact remains that Barber, junior, with three college pals, is on a summer jaunt just like that pictured above and was in Portland last week, passing through to California.

Young Barber has the advantage of the average youth, as his father is A. C. Barber, general sales manager of the big Willys-Overland company of Toledo, Ohio, manufacturer of Overland and Willys-Knight automobiles. He and his pals are making the trip in a Willys-Knight touring car.

In the party in addition to A. C. Barber Jr. are J. M. Pomeroy of Cleveland, D. F. Bowey and J. D. Hollowell of Chicago. All four young men are students at the University of Illinois and are fraternity brothers.

The start was made from Toledo immediately after the end of the university session and the men struck out for the automobile country of the west, coming westward from Chicago to Yellowstone park, where they spent several days. From there they drove to Spokane and thence to Portland. After a couple of days here, during which they visited Frank C. Riggs and other officials of the Willys-Overland Pacific company branch in Portland, they resumed their trip, heading southward. They will visit southern Oregon and California and then return home via the southern route, arriving back just in time to enter the university for the fall term.

Wisconsin was the first and only state in the Union (1875) to offer a prize for the development of a motor vehicle or tractor.

Between 1,100,000,000 and 1,200,000,000 gallons of gasoline are annually used for motor truck operation throughout the United States.

Here's When to Blow Your Horn. When backing the car. Just before reaching the top of a hill. Before taking dangerous curves in the road. Before crossing a road and before coming to a crossroad. When desiring to pass another car going in the same direction.

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### THE PESSIMIST.

Cars on each side of you, jaywalkers sauntering you, Rules to the right of you, cop on the left; Wife telling what to do, horns honking wildly, too. Is it a wonder of brains you're bereft? You're not to answer back, your jaws just to get the sack; You buy the gasoline, pay all the lines. Don't mind the wear and tear, yours but to drive and swear; If you remonstrate they'll take it for whines. You're not supposed to be fond of the scenery. Your nose to steering wheel grindstone must stay; Write letters at right of you, friends spoon in sight of you— You play a lone, losing game all the way.

### THE OPTIMIST.

Sing a song of cylinders, pocket full of well. What the pockets hold these days will never do to tell. But when the road is open and the birds begin to sing, Know ye any fitter sport or finer for a king. Than sitting at the steering wheel, some one by your side, Along the shining boulevards at the thirty per to glide? Lunch box in the tonneau, springtime in your heart; Oupid for the speed cop—zip, there goes a dart. Mustard in the meadows, sunshine in the sky— All the world's a golden road, shift your gears for "high!" —L. H. MARTIN.

### THE HIGH COST OF OWNERSHIP.

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### BLUE MOUNTAINS TO GET FINE ROAD

Pendleton-La Grande Time Will Be Shortened.

### FAST PROGRESS IS MADE

Last Stretch of Old Oregon Trail May Be Completed by End of This Season.

LA GRANDE, July 29.—Pendleton, which has always been considered inaccessible by road from La Grande about six months of the year, will soon be almost as close in highway traveling time as is Baker.

The Blue mountains will soon be mastered with a complete state highway and the steep grade of former years will soon be a thing of the past. The last stretch of the old Oregon trail is now being constructed and a finished highway may be the result by the end of this season.

Since the building of the Cabbage hill section of the trail and the improvement of the highway from La Grande to the Idaho line, just now being completed, the 15-mile stretch between Deadman's pass and Kamela, the crest of the Blue mountains, has been the blockade which has broken a line of open highway from the east line of Oregon to the sea.

When the highway is completed it will mean the creation of an all-year tourist business such as never has been anticipated. Since automobile traffic became of such importance people have flooded the Union County Ad club with inquiries in the spring and fall to determine whether or not the road over the Blue mountains was open. It was the one block in the east and west bound traffic which eliminated will mean a tremendous traffic through this section.

Traffic may not start this winter over the highway, but when the highway department accepts the finished road and the new grade is heralded over the entire northwest the traffic will start. All year tourists will pass over the mountain between La Grande and Pendleton, traveling salesmen will make this territory in automobiles, never before possible more business by truck and car will be done with Pendleton and La Grande. Intermediate towns like Meacham and Kamela will have a good highway as an outlet.

R. H. Baldoock, state highway division engineer, has declared that it is entirely possible to keep the new highway open throughout the year. The question is whether or not traffic will justify the expense.

Work has now started on this last stretch, it is reported from Pendleton. Carlson & Nyberg, who have the contract to grade and surface have sublet all the grading work and each subcontractor will have only about two miles to grade. The 15 miles is split up between seven of these subcontractors and a month of fast work will grade the total stretch.

One rock crusher will be on the ground in a few days and will be set up immediately. Another will come later. As soon as there is a grade to surface the first rock crusher, which will be set up at the high point on the road, will start grinding rock. If there are no accidents or unforeseen circumstances arising the entire 15 miles will be completed this fall, so that it will have a chance to set with plenty of moisture.

An incentive to finish the surfacing this year is given to the contractors in the form of a prize for the 1922 work of 19000 additional over the 1922 price.

### GIANT TREES THREATENED

California Auto Association Takes Steps to Protect Redwoods.

SAN FRANCISCO, July 29.—The board of directors of the California State Automobile association have taken the initial step towards providing protection for the big redwood trees of northern California. Reports have reached the association that such big trees as "General Grant" and "General Sherman" were being damaged by motor tourists who visit these attractions in increased numbers each year. The directors of the association have ordered its engineering department to obtain an estimate of cost of erecting fences to insure proper protection of these trees. These redwoods, now many thousands of years old, are still growing, but motor tourists, according to reports received by the association, are visiting these attractions in such large numbers that continued growth is being retarded. Upon receipt of the estimate cost at its next meeting the board will take the action of protection up with the federal authori-



### Chemists who deal in futures

One of the best-equipped and best-known petroleum research laboratories in the world is located at the Richmond Refinery of the Standard Oil Company (California). Many of the discoveries, inventions, and technical improvements now utilized in the manufacture of Zerolene and other lubricants produced by this Company, grew out of the fundamental research on which the chemists employed in this laboratory are constantly engaged.

These men are working not for today alone, nor for tomorrow, but for the distant future. Their objective is progressive improvement in the utilization of our petroleum resources, and their efforts, while serving to maintain the leadership of this Company in its field, are of incalculable service to the consumers of petroleum products and the general public.

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*Board of Lubrication Engineers*  
STANDARD OIL COMPANY (California)

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and endeavor to bring about the erection of suitable fences and the pacing thereon of appropriate tablets descriptive of the trees.

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13.75	33x4	19.75
14.75	34x4	19.95
	32x4 1/2	25.75
	33x4 1/2	26.75
	34x4 1/2	27.75
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