

### ENGLAND'S RUBBER EMBARGO IS SERIOUS FOR UNITED STATES

If Present Conditions Continue Price of Products Will Double in Year.

### SUPPLY IS HALF DEMAND

Manufacturers Urging Government to Take Action That Will Bring Britons to Terms.

New York, Jan. 9.—Alarmed at Great Britain's persistence in continuing her embargo on exportation of rubber to the United States, despite assurances that the finished product will not get into possession of her enemies, rubber men, from tire makers to manufacturers of toilet articles are clamoring for the United States to take some action to relieve the situation.

The industry gives employment to 200,000 workmen. There is a possibility of famine prices for the goods in the United States, while London's docks are piled high with a product which can't be sold. Due to the fact that her action in accumulating stocks of rubber which is admittedly within her rights, is menacing her own producers with ruin, leads to the growing belief that England may be attempting to coerce the United States into acceptance of terms in other things.

**Rubber Price Soaring.**  
Crude rubber in New York is selling at from 87 to 91 cents a pound; in England it is going begging at 23 cents a pound. If this condition continues it means that the United States will pay next year about 100 per cent advance on the prices of automobile accessories, druggists' supplies, articles of clothing, household goods and thousands of other things in the manufacture of which rubber is used, according to rubber men.

The sailing of B. C. Work of the Goodrich Rubber company by the Lusitania for England a few days ago was to enable the American rubber men to cooperate directly with the British rubber handlers in a new effort to have the ban lifted. The visit became necessary when, according to unofficial reports, the Washington government informed the embargo committee of the Rubber club and the Rubber Trade Association of New York that it is powerless to help. This is taken to mean that England's price for lifting the embargo is more than the United States can consider.

**Half Quantity Required.**  
The normal requirements of crude rubber by the United States for 1915 will be 55,000 tons. So long as the British government maintains the article embargo there is only available for the United States about 35,000 tons from Brazil and 5000 tons from other sources. Europe will require at least 35,000 tons of the Brazilian crop, regardless of price, so that the United States is confronted with a demand of 45,000 tons and an available supply of about 32,500 tons. The United States will be about 30,000 tons short and other countries oversupplied to the same extent.

Since the Brazilian and African production will be absorbed mainly in the United States, the oversupply will be in the plantation products controlled by Great Britain. The Brazilian rubber will go to very high prices and bring great wealth to Brazil; the British rubbers will steadily decrease in value and the cause tremendous loss to the producers.

**Limit Soon to Be Reached.**  
The drop in prices of British rubber has not yet reached the point where American manufacturers, hoping for a speedy settlement of the embargo, have continued to buy their usual quantities of British rubber, storing it in Singapore, Colombo, England and Canada, for prompt shipment to New York when relief is resumed.

These conditions cannot exist much longer, rubber handlers here assert. There is a limit to the amount of British rubber Americans can afford to finance and carry abroad, and the limit soon will be reached. As soon as American buying ceases the price of British rubber will fall to the point where British dealers and plantations owners will be confronted with ruin.

Americans soon will be compelled to decide whether to buy Brazilian rubber or close their factories. It is declared that to buy Brazilian rubber now at inflated prices because the embargo may be removed at any time, and the price of this rubber will fall 50 per cent and those who have bought will be at a great disadvantage over those who have not. However, those who buy now will have a great disadvantage in the event that the embargo stands.

**In Difficult Position.**  
The United States manufacturer is in a most difficult position. He ought to buy, but he dares not. He ought at this season of the year to be manufacturing heavily, but he hasn't the material. About one-half of the rubber workers are now unemployed, but nothing can be done for them until the embargo is removed or stability given to the industry in some other way.

American rubber dealers and users have suggested that relief be provided in one of these three ways:

Removal of the embargo under proper guaranteed agreement by the British government that it will not remove the embargo for at least six months.

Immediate action by the American congress prohibiting absolutely the importation of British rubbers or products thereof or any kind of manufactured rubber goods into the United States.

Of these measures the first is preferred here. It would restore the manufacturing industry of the United States and the crude rubber industry of Great Britain to a normal and healthy basis, immediately and without the creation of friction, the handlers say.

The second plan would at least give

### SAFETY FIRST

Auto Truck Owners Protect Yourselves Against COSTLY ACCIDENTS Use Our Automatic Drop

AUTO FENDERS Just Invented.

ROLAND-CHANDLER 838 Union Avenue. Phone Woodlawn 1713.

### NEW MOTORCYCLE BEAUTY



1915 Dayton, which has just arrived.

The first 1915 Dayton arrived in Portland Tuesday afternoon and is making a strong impression on motorcycle enthusiasts. The new model embodies a noteworthy group of motorcycle innovations and improvements, both in construction and design. The kick starter is a new feature which

enables the rider to start the motor with his wheels on the ground. The new Dayton motor embodies all that is essential to speed, power, and reliability.

### NEW CAR SURPRISE OF AUTOMOBILE SHOW

Model Totally New and Sells for Much Less Than a Larger Machine.

One of the surprises of the New York Automobile show which closed last night, was the exhibition for the first time by the Winton company of a totally new Winton Six—a smaller car with a 128-inch wheel base—but which sells for practically \$1000 less than its big brother, "Model 21."

This new car, said Mr. Stevens, manager of the Portland branch, is practically an invitation model. By that I mean we are building it in response to an insistent public demand for a car "not quite so big as our Model 21, and still embodying all the quality of the largest and most costly cars. For several years we have been urged to fill this unsatisfied demand, and we are pleased to have been able to do so. We are forced to accept considerably less quality. Our investigations showed this complaint to be well founded. So we have designed this new model.

There is a marked similarity between the new-size Winton Six and the larger one. The motor is of the typical Winton Six type, with L-head, big valves and balanced moving parts. Motor, clutch and transmission form a unit power plant, completely housed. The clutch has five pairs of dry plates. The transmission has four forward speeds and reverse. There is a universal joint at each end of the drive shaft, and the rear driving gears are spiral bevels. The rear axle is of the full floating type. All springs are of chrome vanadium steel, with Dann oil-cushioned inserts. Springs are semi-elliptical in front and three-quarter elliptical behind, and rear springs are provided at the purchaser's option.

### TACOMA PREPARING FOR ITS AUTO SHOW

Tacoma, Jan. 9.—Tacoma is rushing preparations for her second annual Automobile Show, which will come two weeks after Portland's big show is held. The date for the Tacoma event is set for February 15, and already a number of the Sound dealers have signed for space.

The show will be held in the Glida rink and special decorators have begun to turn the place into an inviting show room. The walls and ceilings will be massed in greenery and in place of the old system of lighting, electric globes will peep from hanging baskets of flowers and ferns.

"I have given free rein to the decorators, telling them to go ahead and arrange the hall to suit their own tastes," said Manager Somers. "The man in charge of the decorating is one of the best I could find, and he is well known for his originality in preparing for public exhibitions of this kind."

"I have had no trouble with the local dealers about renting space for the show. Last year showed what could be done with a little cooperation. All of the dealers were well satisfied with the showing we made last year, and there is every reason to believe that this next show will make the first a matter of forgotten history. I have had dozens of letters from other towns in the state asking for space. It seems that we have at least aroused the eagerness of the outside public to the extent that they want to come in and see just how we are prepared to display our stuff."

stability to the situation. American manufacturers could buy Brazilian rubber, knowing that our market would not shortly be flooded with cheap

rubber.

The third plan has been urged by those who believe that the motives underlying the embargo are ulterior and who are agitating for prompt retaliatory measures. This plan has not been officially presented at Washington, but has been unofficially discussed. England has so far declined to discuss the embargo or her intentions concerning it.

**Rural Noises.**  
From "The Hill."  
Suburban Resident—It's simply fine to wake up in the morning and hear the leaves whispering outside your window.  
City Man—It's all right to hear the leaves whisper, but I never could stand hearing the grass mow!

### RUBBER SPONGE IS NEW COMPOUND FOR MAKING SOLID TIRES

Technical Writer Says in Solid Form It Is Flexible and Compressible.

### FAMOUS DRIVERS ENTERED

Eddie Fuller, Clifford, Billy Carlson and Others Will All Be on Hand.

From time to time manufacturers and inventors have come forward with some sort of composition to replace the pneumatic tire on automobiles. Some have worked with fair success, but none has shown the qualities of elasticity and the property of meeting road conditions of the standard offered by the pneumatic.

Paul James, in the Scientific American of recent date, has something to say in regard to a brand new tire preparation, which is herewith reproduced. He says:

"A good pneumatic tire should be both flexible and elastic. India rubber is flexible enough, but it is not sufficiently elastic."

"The solution of the problem appears to be furnished by a new material of remarkable properties, which is produced by an ingenious process in Paris. This product consists essentially of India rubber, containing multitudinous minute bubbles of gas, distributed throughout its mass. The material resembles a rubber sponge in which the cavities are separate and do not communicate with each other. Hence it has received the name 'mousse' or 'rubber foam.'"

The process of manufacture is based on the increase of solubility of gases with increase of pressure. Rubber in the pasty stage of vulcanization is enclosed in a steel tube with nitrogen, at a pressure of 3000 to 4000 atmospheres. The compressed gas dissolves in the semi-liquid rubber, which, when the tube is opened, expands to four or five times its former volume and solidifies, imprisoning in its mass myriads of little gas bubbles.

"The material, in fact, combines the properties of its two ingredients. It is as flexible as rubber and as compressible as gas, so that it may be employed in the form of a solid ring, in the place of an air tube of a motorcar or bicycle tire. A tire so constructed is non-collapsible, for a puncture affects only a very few of the innumerable gas bubbles."

### Remarkable Run on Low Gear Is Made

Five Passenger Light Six Travels 106.3 Miles in 11 Hours and 7 Minutes, Carrying 4 Passengers and Luggage.

A Haynes Light Six, five passenger car has covered 106.3 miles in 11 hours, 7 minutes, in a remarkable run made between Newark, N. J., and the Delaware Water Gap. The run was made on the worst roads in that section of the country, including mountain climbing and long stretches of mud, to test the reliability of the Haynes Light Six under adverse conditions. One hundred miles were traveled in six hours, 42 minutes.

The temperature of the water averaged 150 degrees for the entire trip, and its evaporation was negligible. No water was added at any time. With the low gear, the gear reduction ratio between the motor and rear axle is 11 1/4 to 1. The average speed was 15 miles per hour. The motor ran at an average rate of 1675 revolutions per minute throughout the entire 11 hours of the drive, a remarkable performance. This motor is of the en bloc type.

### Decision Important To Manufacturers

A decision of much importance to all motor car manufacturers was recently handed down by the United States district court of northern Illinois, Judge Kenesaw Mountain Landis presiding. The court decreed that the Barry Sales company, formerly agents of the Ford Motor company, be perpetually restrained and enjoined from using the word "Ford" in any advertising or representing themselves as agents for the Ford or imitating the Ford trade mark in Chicago, Illinois, or elsewhere.

This decision is of great importance inasmuch as it establishes a precedent and removes any annoyances with which many motor car manufacturers have had to contend. The effect of it is to offer absolute protection to the manufacturer's trade mark.

employed in the form of a solid ring, in the place of an air tube of a motorcar or bicycle tire. A tire so constructed is non-collapsible, for a puncture affects only a very few of the innumerable gas bubbles."

### DIRECT ADVERTISING PROVED ITS WORTH

Campaign in December Had Marvelous Results Despite the Season.

When the big Reo double page automobile ad appeared in The Sunday Journal four weeks ago, the occurrence created much speculation and interest among men who sell goods of all kinds as to what the result would be. The local ad was exactly the same as appeared simultaneously in 125 of the leading newspapers of the United States, in the leading magazines and

30 agricultural and automobile trade journals. Those on the inside who knew that the day's advertising has cost the Reo \$30,000 in cash—\$20,000 larger than any previous single advertising campaign—declared it the most daring thing ever attempted along that line.

But the Reo people assert they did not consider it daring at all. They failed to see a risk, even though the ad appeared in the middle of December, when most business firms are retrenching, and despite the fact that the article being advertised was so recently regarded as a luxury.

Self styled advertising experts declared that the Reo was making a blunder—that the results would not justify such an outlay, and particularly at such a time, but— "Tremendous—unprecedented results," said Salesmanager Rueschaw—the one man who ought to know.

"I only recognize one kind of results from any advertisement—and that is orders, accompanied by the cash or a check. Not words of commendation or

criticism, not results arrived at by pious theorizing—just plain orders. And these have come pouring in like a February blizzard. Within 24 hours after the ad had appeared Landis had become the media for automobile dealers from everywhere.

"We are accustomed to an annual stampede when the Reo announcements are made, but nothing to equal this has ever occurred before. "And the best part of it was the fact that this big daily campaign actually sold the cars to the ultimate consumer."

**His Income.**  
From the Chicago News-Scribber—Have you any kind of a farm that a literary chap like me could make a living on?  
Real Estate Broker—Sure! You could work on the farm days and write nights to make a living.  
Iron can be made rustproof by heating it red hot and brushing it with linseed oil.

## Special Train 41 Carloads

Left the Buick factory at Flint, Michigan, at 1 o'clock p. m., Thursday, December 31, 1914, for distribution in the Pacific Northwest.



OREGON  
Albany ..... 4  
Astoria ..... 4  
Baker ..... 5  
Independence ..... 4  
Pendleton ..... 8  
Salem ..... 4  
The Dalles ..... 4  
Portland ..... 33

IDAHO  
Moscow ..... 5

WASHINGTON  
Auburn ..... 5  
Bellingham ..... 5  
Colfax ..... 10  
Ellensburg ..... 5  
Everett ..... 10  
Hoquiam ..... 5  
Ritzville ..... 5  
Seattle ..... 35  
Spokane ..... 25  
Stanwood ..... 4  
Sunnyside ..... 5  
Tacoma ..... 5  
Vancouver ..... 5

Place Your Order Now!

## Howard Automobile Co.

MEL G. JOHNSON, Manager.

FOURTEENTH AND DAVIS STREETS PHONES MAIN 4555, A-2550

## What Makes An Automobile?

Is it appearance?  
Is it performance?  
Is it endurance?

A combination of these qualities you say—

Given the opportunity we can prove to you that in no automobile at anywhere near the price are these essentials so highly developed as in the

1915

Mitchell

Light Four or "Baby" Six

"Get the Personal Touch"

Visit Our Show Room

## Mitchell, Lewis & Staver Co.

EAST MORRISON AND EAST FIRST

The Light Four

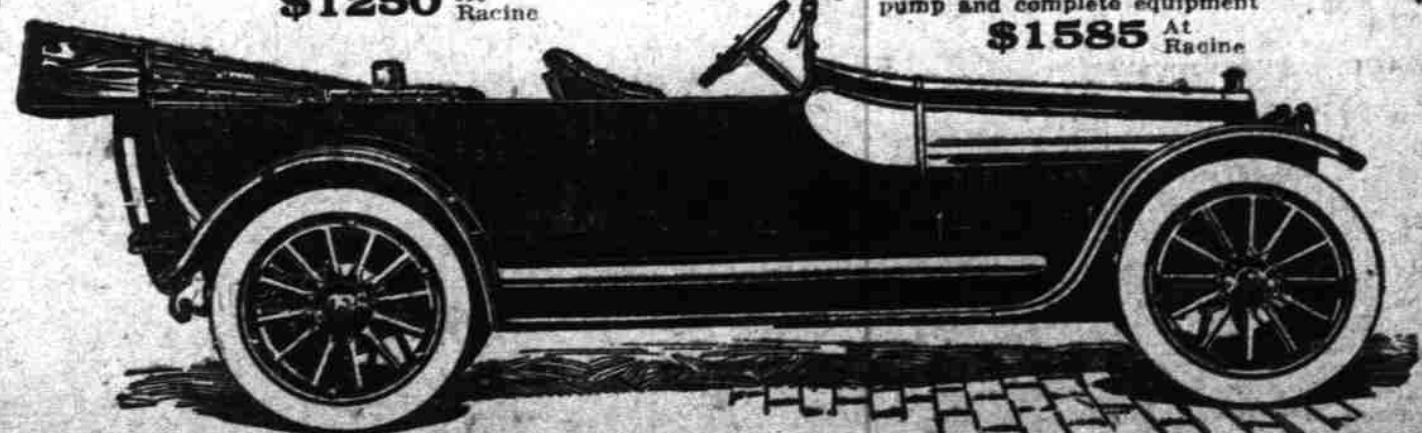
2 and 5 passenger, 35 H. P. motor (4x5 1/2), wheel base 116 inches. Electric light and starter, power tire pump and full equipment.

\$1250 At Racine

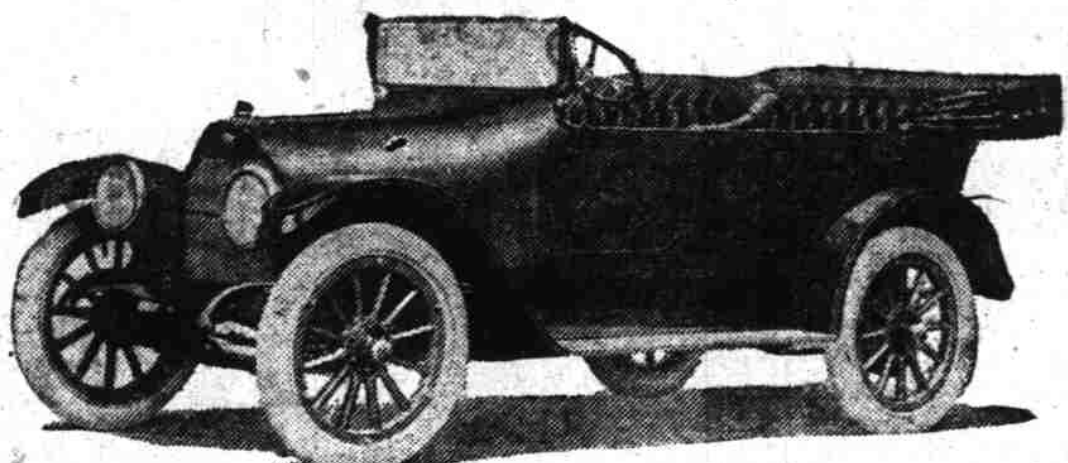
The "Baby" Six

2, 5 and 6 passenger, 35 H. P. (4x5 1/2), motor wheel base 138 inches. Electric lights and starter, power tire pump and complete equipment.

\$1585 At Racine



## The Incomparable "Reo the Fifth"



### GRAND PRIZE IN THE JOURNAL'S CIRCULATION AND TRADE CONTEST

REO PURCHASING POWER, during an unprecedented market crisis, made possible the 1915 REO THE FIFTH AT \$125 LESS. The REO factory is financially the second strongest automobile concern in the world. That is the answer.

A SURPRISE—REO SIX of sixty superiorities at \$1385, f. o. b. factory. You get here the nation-wide "REO" quality in a six.

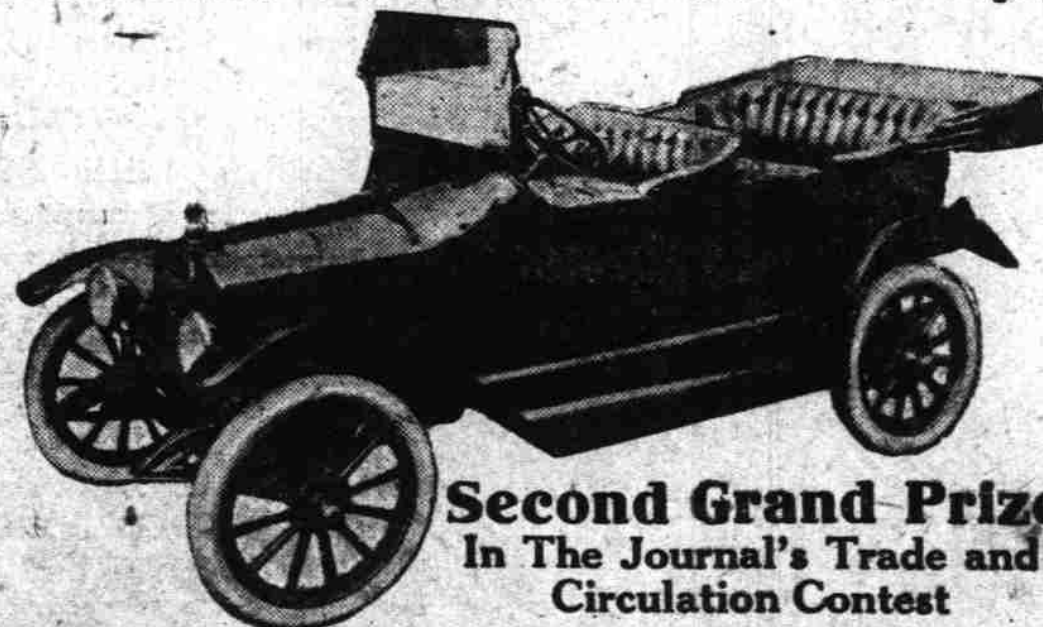
ONE HUNDRED OF THESE CARS on their way to Northwest. See them at our showroom.

THE NORTHWEST AUTO CO.  
BROADWAY AT COUCH STREET

## MAXWELL

\$850.00

Including Gray & Davis Starting and Lighting System. The Lowest Price Car on Market with This Equipment.



Second Grand Prize In The Journal's Trade and Circulation Contest

The 1915 MAXWELL is creating the greatest furore ever known in the automobile world. Come—see it—ride in it—climb hills in it. It's the sensation of the year.

PACIFIC MOTORS CO.  
682-4 WASHINGTON STREET

E. E. COOPER, Manager Phone Main 75