

## COOPERATION IS NOW APPARENT IN MAKING AND SELLING OF CARS

Automobile Chamber of Commerce Has Been Vital Factor in the Industry.

### BUYER THINKS LITTLE

Standardization in Making, Buying and Selling Is a Big Element in Cost of Car to Purchaser.

By Alfred Reeves.  
General Manager National Automobile Chamber of Commerce.

Aside from the fact that the automobile's usefulness was appreciated from the first because of the service it supplied in the transportation of the individual, the gigantic growth and wonderful success of the motor car industry, with its billion dollar sales last year, is attributed mainly to the veritable worshiping of the new creed of cooperative competition, with efficient organizations to carry on the work, headed by great business leaders like President Charles Clifton of the National Automobile Chamber of Commerce and his associates.

This organization and its predecessors in the trade have been vital factors in the industry during the past 15 years and without the cooperation of makers in the chamber, the modern automobile in its varying styles and sizes and most important of all, at prices which bring it within an increasing circle of buyers, would not have been possible.

**Cooperation Wins.**  
Coupled with scientific engineering, ingenious manufacturing methods and economical selling and distribution, has been a broad practice of the principles of cooperation beyond that prevailing in any other industry, all of which has not alone brought prosperity to the makers, but has enabled the public to buy motor cars at wonderfully low prices.

To be sure, the business competition has been of the fiercest kind, among the makers themselves, as evidenced by 400 failures of motor car concerns in five years, with only the great ones to survive, but the business methods have been fair and always aimed at giving not how little but how much for the dollar.

When the average man buys his car he thinks but little of the inventive minds that have been at work to bring him a standardized motor car of character and individuality and yet equipped with time-tried devices of a uniform type that make for speed, power and reliability. He probably doesn't appreciate the studies of metals and the designing of parts to be of ample strength without being too heavy. The standardization work as conducted by the Society of Automobile Engineers in cooperation with the National Automobile Chamber of Commerce, is responsible for the extraordinary values in motor cars now being offered.

Each year has seen decreasing costs

because of more scientific manufacturing, so prices have gradually come down, while all other products have been burdened with a price advance. It has only been recently with the extraordinary high cost of materials and labor that small increases have been found necessary.

**Exports of Cars \$100,000,000.**  
The cooperative organization of makers, among other things, is found in scholarships in road engineering in the various colleges and is constantly working for better roads throughout the country; arranges for the traffic of its members, promotes highly successful shows in New York and Chicago, cares for patent affairs and maintains export and various other departments. Exports of motor vehicles exclusive of parts and accessories are now running at the rate of nearly \$100,000,000 a year and while much of it now is trucks, the pleasure car demands are constantly on the increase.

There has been a tremendously increasing demand in the domestic trade and with the increasing appreciation of the service which the motor car supplies (even with three and one-half millions cars now running in this country), one hardly dares to predict what the ultimate annual production of motor cars will be. Year after year the statement has been made that the over-production point was at hand, but even this year, with its sales of more than 1,600,000 cars, valued retail at approximately a billion dollars, there is no apparent decrease in the demand, while the broadening field for motor cars, both of the passenger and freight carrying types, indicates very clearly that the buying limit for products of reputation is far from being in sight.

### Auto Vigilantes to Watch for Thieves

Philadelphia, Pa., Jan. 20.—(I. N. S.)—The latest idea to catch violators of the automobile law and check the heavy thefts of cars, has been adopted by Director of Public Safety Wilson, of this city.

Several hundred members of automobile organizations, whose names are kept secret, have been sworn in as members of the Citizens' Auxiliary police and will exercise the right to arrest "speeders," assist the police in reducing automobile fatalities and keep a close watch for motor car thieves, all of which has severely taxed the police force for six months past.

### Autos Will Parade East to St. Louis

St. Louis, Jan. 20.—(I. N. S.)—San Francisco will hold an automobile parade from the Pacific coast to St. Louis. Twenty machines will carry 75 delegates from the Golden Gate to the convention of the Associated Advertising Clubs of the World, to be held here in June.

Philadelphia will send a train of 22 cars to be pulled through the streets of this city by a real locomotive in a night parade.

**Why Some Repairs Fail.**  
A few repairmen are attempting to use materials from two or more concerns in the same repair. For example, sometimes a fabric from one firm curing at 40 pounds steam pressure for 40 minutes, with gum from another

firm curing at 55 pounds for 50 minutes. This combination inevitably results in improper curing of one or the other or both of these materials. It is best to use one make of repair materials for satisfactory results.

**Cementing Beliners.**  
Before cementing beliners, the paint on the inside of a tire should be scraped off. If possible, turn the tire inside out a part at a time, and buff with a power-driven brush. However, gasoline or other liquid preparations should not be used. They gum up the surface and make good work impossible.

## Big Output of Oil From Colorado Beds

U. S. Geological Survey Is Making Investigation of State's Shale Beds to Utilize Petroleum From Them.

Twenty billion barrels of crude oil and 2,000,000,000 barrels of gasoline is the estimated yield from Colorado shale beds, according to the United States Geological Survey. In anticipation of the day when, on account of the advancing cost of gasoline and other

products obtained from petroleum, it might be found commercially profitable to utilize some of the enormous supply of petroleum to be derived from the distillation of the vast deposits of so-called hydrocarbon shales of the Green river formation of northwestern Colorado and northeastern Utah, the United States Geological Survey has for three years been making field investigations of these deposits.

The examinations have been accompanied by mapping of the areas of hydrocarbon shales and by such field measurements of the thickness of the shales in workable beds and such rude field distillation tests as will afford

primary information concerning the amount and richness of the shales in different parts of the region.

Very rough but cautious calculations of the contents of the shale in parts of the area examined indicate that the distillation of shale from beds over three feet thick in Colorado alone will

yield more than 20,000,000,000 barrels of crude oil, from which more than 2,000,000,000 barrels of gasoline can be extracted by ordinary methods. A report giving the results of these explorations and tests and an account of experiments as to the possible gaso-

line production, both by the ordinary commercial processes and by the Rittman process, is now in press.

Among the new automobile tire pumps is one driven by a piston connected to the rear wheel of a car.

## 6 AMERICAS BEST LOOKING CARS 12



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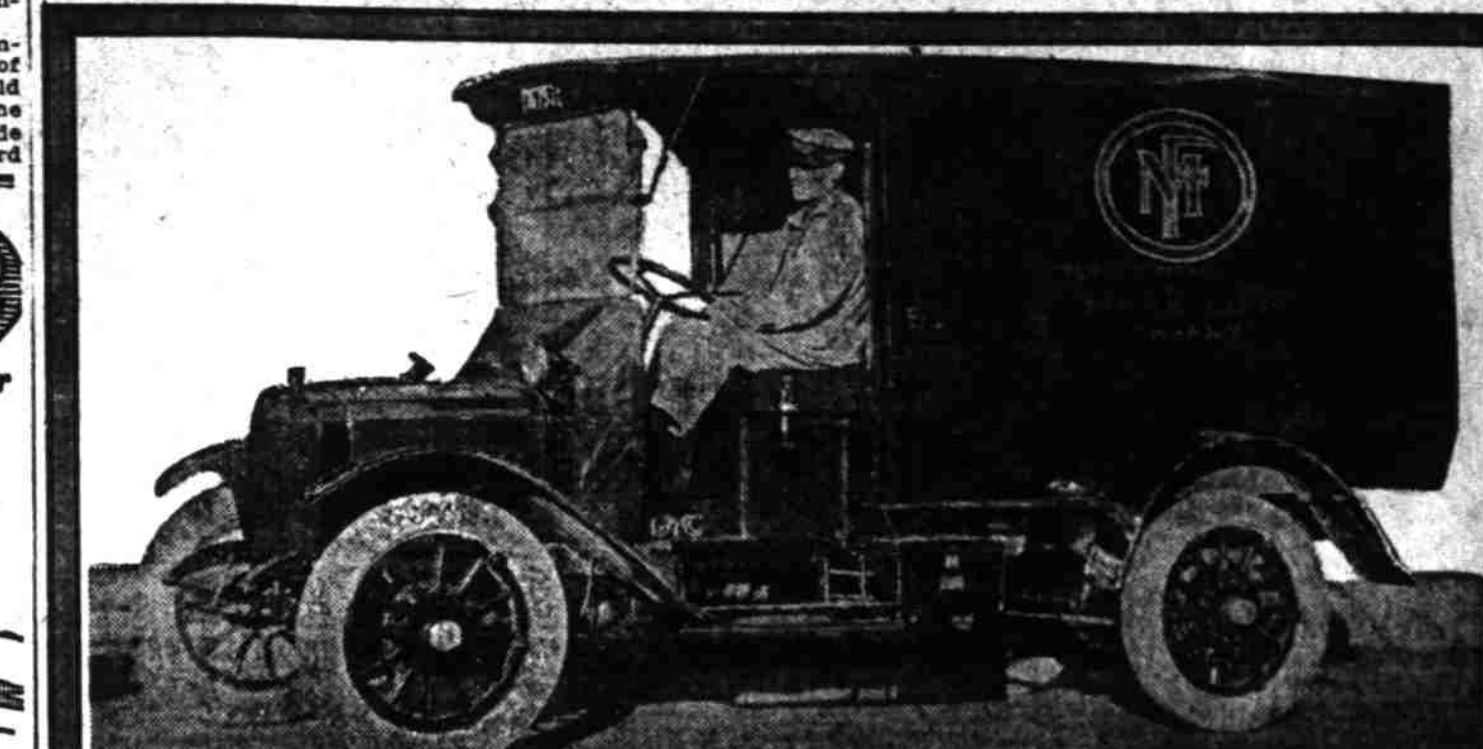
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A big percentage of trucks are **Reos**. Ask our truckman why.

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