

CUT IN STEEL PRICES LIKELY TO HAVE LITTLE EFFECT ON AUTO COST

Commodity Is Just One Element in Manufacture of Machine, Says Cole.

OTHER THINGS EXPENSIVE

Everything That Is Used in Refining Has Taken Big Jump, to Say Nothing of Cost of Labor.

The prominence which has been given to the discussion of the effect which the cut in steel prices will have on automobile manufacturing...

That a reduction of almost 50 per cent in the price of steel and allied material will have little effect on the price of motor cars seems to be the belief of practically all of the leading builders.

Steel Not Main Factor J. J. Cole, president of the Cole Motor Car company of Indianapolis, has the following to say concerning the steel situation:

"Steel is an element in automobile production. It is not a determining factor. Of course without steel we cannot proceed but there is so much more to an automobile than steel that it is not the sole barometer gauging the cost of production."

Furthermore raw steel and steel as we motor car people use it are as different as day and night.

"You may reduce the cost of all steel all you please but after that our expense begins. It must be refined, it must be made into the parts we use, it must be transported to our plants."

Labor Prices Soaring "Each of these operations is becoming daily more expensive. Being compelled to place our orders for the so-called raw materials months and months in advance of the time of which we actually expect to use it, we will be forced to have in production from six months to a year from now the material purchased at the advance figure—materials which cost at least twice as much as the price determined on by the recent agreement."

"Further than that if the cost of labor and machinery continues to soar during the coming year as it has during the last 12 months—if we continue to meet the same or increasing obstacles in our efforts to move the raw stock to our plants—this cost will have mounted to such proportions by the time we are in the market for the cheaper steel that by the time it reaches us it will be offset by the other increased costs."

"But as I stated at the outset—steel is only a contributing element in automobile manufacture. It is not the determining element."

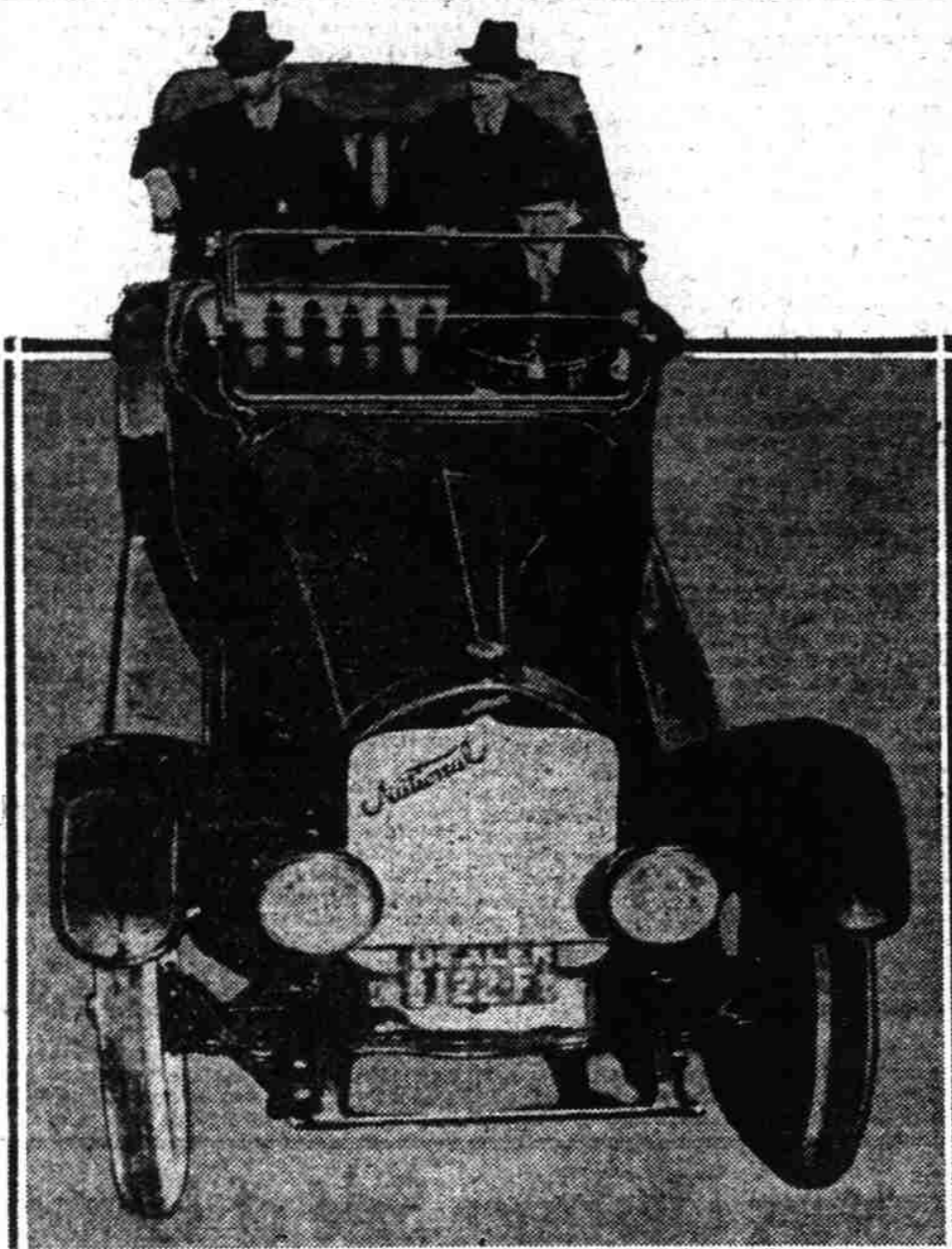
There is leather and rubber, paint and glass, aluminum and fiber, patent devices, lenses, and a score of other materials that are increasing daily. These are quite as important in the building of a motor car as is steel, and with these increasing in price the little difference in the price of steel when it reaches us—providing there will be any difference six months from now—will mean but little."

Quality Must Be Maintained "Motor car manufacturers realize that it would be good merchandising for them at this time to reduce the price of their product. But they are bound hand and foot. They simply cannot do it if they want to, and no conscientious builder of motor cars could consider sacrificing quality to gain a point or two on the price side of the ledger."

"Hence if the manufacturer would keep the quality of his car—preserve the merit that has been the foundation stone of whatever success he has enjoyed—he cannot hope to reduce the price of his product one cent."

"The cost of steel under any agreement—alone, will not do it. And there is no sign of relief in any other direction."

NEW NATIONAL TWELVE



E. C. Habel, A. B. Manley and F. H. Ireland of the Manley Auto company, in one of the new National Twelves, with airplane motor, received last week.

Traveling on straightaway at fleet speed climbing hills with great willingness and ease, covering rough country with sure comfort and little effort, the new National "12" received last week by the Manley Auto company proved its worth to A. B. Manley and E. C. Habel, executive officials of that firm.

MOTOR AND TRUCK RECORD OF WEEK

- The following temporary police permits were obtained in Portland during the week by new car owners, pending the arrival of state licenses, according to M. O. Wilkins, publisher of the Automobile Record: C. Christensen, 214 East Twenty-eighth, Dodge; Miss Edna McGrath, 110 Hazel Fern, Paige; W. E. Lacey, 919 Minnesota avenue, Dodge; Martin Marks Coffee company, 525 Third street, Ford; Alfred Dimbat, route 1, box 9, Hillsboro, G. M. C. truck; William Freese, 408 Lumbermens Exchange, Dodge; C. H. Taylor, 410 East Fessenden, Ford; William Larsen, 688 Vaughn, Ford; Nepon Brothers, 555 Fifth street, Ford; Robert E. Frazier, 348 Fourth street, G. M. C. truck; L. Layton, 327 Water street, Republic; N. H. Alperin, 1241 Macadam road, Ford; M. J. Weiser, Second and Oregon streets, Studebaker; Frank L. Frandl, 4522 Ninetieth street southeast, Chevrolet; E. N. Dooney, 515 East Thirty-second street north, Ford; William Hahn, 312 Glisan street, Ford; Jones Market, Fourth and Alder, Ford delivery; H. N. Hughes, 20 East Thirty-ninth street north, Oldsmobile; R. W. Tate, Mitchell, Or., Buick;

ELGIN DOES 5826 MI. UNDER OFFICIAL SEAL ON OLD TRAILS ROAD

From Pacific to the Mississippi With Hood, Clutch and Transmission Sealed.

Traveling 5826 miles from the Mississippi river to the Pacific and return with the hood, clutch and transmission officially sealed by representatives of the American Automobile association, was the record announced in a telegram received last week by A. C. Stevens in regard to the Elgin Six National All Trails Sport car and war department road reporter.

This run breaks the world's record for a sealed run and the car is in perfect condition, says the telegram. The run was made through all sorts of weather and over roads of all kinds. People who have not traveled these mountain swamps and deserts cannot appreciate the value of the endurance feat.

When Pueblo, Colo., was reached, Roy S. Marsh and Edward M. Lawrence, who are in charge of the car, left the Old Trails road for a trip to Denver and over roads of all kinds. People who have not traveled these mountain swamps and deserts cannot appreciate the value of the endurance feat.

Normal Speed of War Trucks 12 to 15 Mi.

Governors Are Usually Set to Allow Speed of 18 to 20 Miles Per Hour, However, for Emergency.

What are the requirements of motor trucks as to speed in the war zone? The answer to this question, so frequently asked, is given by Thomas & Thomas, automobile engineers of Detroit. W. Owen Thomas was an eyewitness and student of every phase of motor truck work and construction in the European war.

"War trucks are normally operated at from 12 to 15 miles per hour, but the governors are usually set to allow of a speed of 18 to 20 miles per hour in an emergency," declared Mr. Thomas. "The governors are often disabled, and a great many trucks are not provided with governors at all."

"Most of the trucks in France are geared so their engines will operate continuously at 18 or 20 miles an hour on high gear in emergency. They are also required to operate on second gear up to a normal speed of 12 miles per hour so that in an undulating country the convoy is not sprang out by vehicles slowing up on hills. The later trucks designed have a reduction of 50 to 1 on low gear in order that they will maneuver on low and reverse under bad road conditions without it being necessary to race the engine in starting."

"It is found in practice that even the axles do not suffer as much from this extreme reduction as by racing the engine and letting the clutch in, as is necessary with some older type trucks sent from America."

Denver Man Makes It Easy for Autoists

Denver, Oct. 20.—Dewey C. Bailey, manager of public safety, and Police Chief Hamilton Armstrong are making life for Denver motorists worth while. Bailey discourages speeders by holding an informal "speeders' court" daily at his office. No fines are assessed for first offenses, the only penalty being exacting of a promise to read three times a copy of the city traffic rules furnished by the court. The offender is also automatically elected to membership in the Anti-Speeders' club and

pledged to help the authorities enforce the speed ordinances.

Chief Armstrong's "zone" system will practically put the auto thief out of existence. The plan includes posting policemen in sentry boxes connected with headquarters. If a car is stolen these sentries are notified and every car leaving the city is challenged while motor cops scour the city for the stolen car.

Joint Meeting for Road Associations

A joint meeting of the Interstate Highway association and the Idaho State Evergreen Highway association will be held at Lewiston, Idaho, November 7 and 8, which promises to be the largest and most interesting ever held in the West. The governors from Oregon, Washington, Idaho and Montana have accepted invitations to attend and the state highway commissioners of three of the states will be present. The program will include addresses by Frank Perrace, widely known good-roads apostle of Orilla, Wash.; Herbert Cuthbert, secretary of the Pacific Northwest Touring association; J. M. Howell, secretary of state of Washington; L. I. Hewes of Portland, district engineer, United States office of public roads; Edward A. Van Sicken, member of the state highway commission of Idaho, and others conspicuously active in an effort to more fully capitalize the scenery and climate of the West by encouraging an increase of automobile travel.

Heavy Oil Declared Best If Auto Is Old

After a motor has seen reasonably long service, so that the pistons do not fit as closely in the cylinders as they did at first, it is advisable to use a heavier grade of oil, in order to take up a little of the clearance. In racing motors, where the piston-to-cylinder clearance is often more than twice that used in ordinary practice, the drivers use heavy oil. High viscosity lubricants, such as castor oil or mixtures of castor oil and mineral oil, are the favorites for racing motors.

Oldsmobile SETS the PACE 20th Year. FATHERS, SONS AND GRAND-SONS, EACH WITHIN THEIR TIME, HAVE FOUND OLDSMOBILE DURABILITY, ENDURANCE AND COMFORT INSEPARABLY WOVEN AMONG THEIR FONDEST FAMILY TRADITIONS. Six-Cylinder models are built in Touring Cars and Roadsters. Eight-Cylinder models are built in Touring Cars, Roadsters and Club Roadsters. DEMONSTRATION OR FURTHER INFORMATION BY OLDSMOBILE COMPANY OF OREGON Distributors Broadway at Couch

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