

DEMAND FOR CARS THIS YEAR FOUND MORE THAN EVER

Automobile Shows This Spring Prove There Is Every Reason For Optimism Over Future.

EFFICIENCY IS AT PREMIUM

Transportation Feature Is Proving One of Greatest Problems That Industry Has to Face.

America is at war for the first time since the motor car proved itself a practical vehicle, but the automobile is too important and essential a factor in our daily life to be regarded for a single minute in these days of uncertainty and stress.

This is the verdict of the 1918 automobile show, according to E. E. Van Dersahl, local distributor for the Oakland Motor Car company, manufacturer of the Oakland "Sensible Six."

"There are many reasons to be optimistic over the future of the automobile industry," he said. "The demand for the efficient, economical car is greater than ever, with the unusual times putting a premium on manpower and precious hours. This was conclusively proved by the attendance at the automobile shows held in New York, Washington, Philadelphia, Cleveland, Milwaukee, Detroit and Chicago this month and by the large number of orders for immediate deliveries that were booked at these large distributing centers."

"And not only are there thousands of prospective purchasers with money to buy cars, but the oil wells of the country are furnishing the gasoline with which to run them. All petroleum output records were shattered last year, when the production totaled 241,800,000 barrels, an increase of 14 per cent over the yield for 1916, and there is no probability of a gasoline shortage, for the surface reserve of crude oil at the first of the new year was estimated at 153,000,000 barrels."

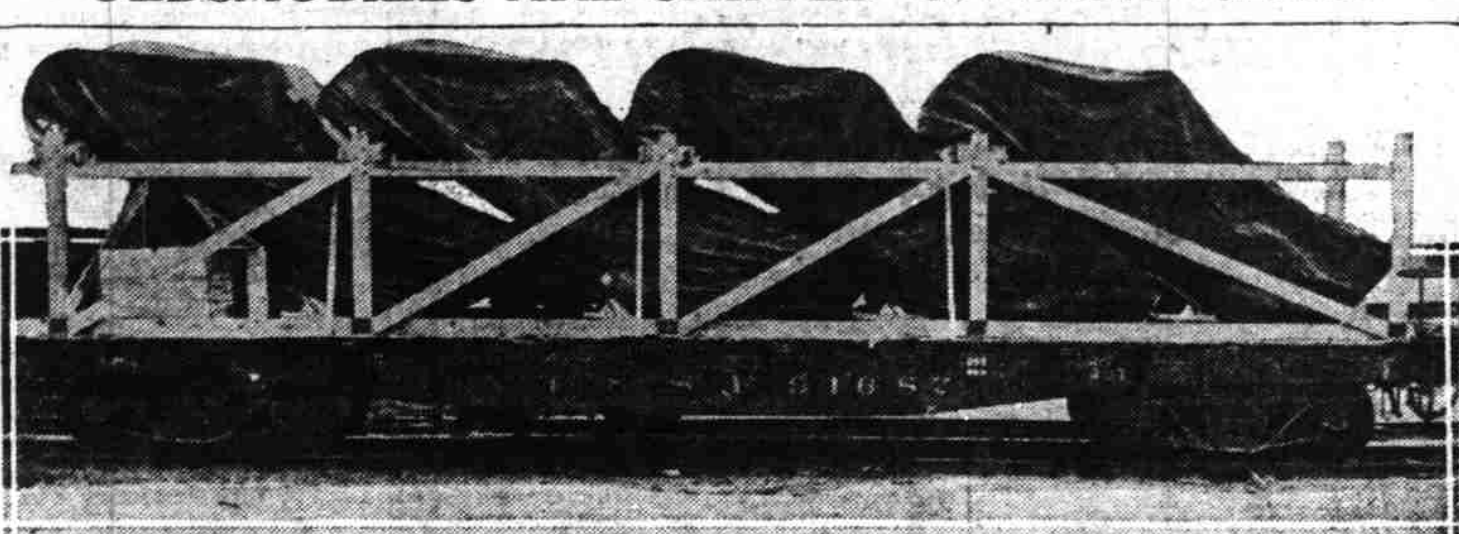
"The automobile manufacturer and dealer, in fact, have only one serious problem to solve. That is the problem of deliveries, made more acute than ever before by the freight congestion on the railroads, the shortage of cars, the priority orders of the government and the paralyzing blizzards of December and January. The manufacturer can build the cars and the dealer can sell them if they can be brought to the point of distribution."

"Present transportation problems have put the wonderful resourcefulness of the automobile industry to the acid test, but the resourcefulness of the automobile industry has yet to crack under the most severe strain. Hardly a day passes in the Oakland plant but a new and novel means of moving automobiles is devised and deliveries are being made in the face of the worst obstacles."

"There is a train of three box and 27 flat cars running between Kansas City, Omaha, Minneapolis and Pontiac, Mich. The equipment was leased from a wild west show while the circuit is idle in winter quarters. Another train of 20 flat cars, double-decked to double their carrying capacity, is operating continually between the factory at Pontiac and Chicago, the Oakland being unloaded at Elsdon, 12 miles outside of the city, to avoid the congestion and delay in the main freight yards."

"On the first of the year, a train of 50 new automobile cars, built in Chicago shops for the Northern Pacific railroads, started on their maiden trip with a cargo of 250 Oakland, assigned to Seattle, Spokane, Portland and other distributing points of the Pacific Northwest."

OLDSMOBILES ARE SHIPPED ON FLAT CARS



A carload of tarpaulin covered Oldsmobiles leaving the factory at Lansing.

MOTOR CAR PEOPLE DOING THEIR SHARE

Secretary Baker Permits Names of Those Having Contracts Made Public.

The action of Secretary of War Baker in permitting military contracts to be made known is accompanied by the publication in Motor Age of the following lists of companies which are working on government passenger car, truck and motorcycle requirements. The list is issued by H. L. Horning, chairman of the automobile products section of the council of national defense and represents only those contracts which have come through Mr. Horning's office for approval. No publicity is given to tractor contracts, which includes tanks, or to the amount or size of contracts.

- Making Trucks**
- Dodge Brothers.....Detroit
 - Packard Motor Co.....Detroit
 - Hudson Motor Car Co.....Detroit
 - Ford Motor Truck Co.....Dearborn
 - International Motor Truck Co.....New York
 - Kelly-Springfield Motor Truck Co.....New York
 - Loebl Motor Corp.....Bridgeport, Conn.
 - Parce-Arrow Motor Co.....Buffalo, N. Y.
 - Standard Motor Truck Co.....Detroit
 - United States Motor Truck Co.....Ohio
 - Velle Motor Corporation.....Cincinnati, Ill.
 - Bethlehem Motors Corporation.....Allentown, Pa.
 - Gramm-Bernstein Motor Truck Co.....Indiana
 - Indiana Truck Corporation.....Marion, Ind.
 - Selden Motor Truck Co.....Rochester, N. Y.
 - Service Motor Truck Co.....Wabash, Ind.
 - National Motor Car and Vehicle Corporation.....Indianapolis, Ind.
 - Premier Motor Corp.....Indianapolis, Ind.
 - Federal Motor Truck Co.....Detroit
 - Paige-Detroit Motor Corp.....Detroit
 - Commerce Motor Car Co.....Detroit
 - General Motors Co.....Pontiac, Mich.
 - Nash Motors Co.....Kenosha, Wis.
 - Republic Motor Truck Co.....Alma, Mich.
 - United Motors Co.....Grand Rapids, Mich.
 - White Co.....Cleveland, Ohio
 - Sterling Motor Truck Co.....Ohio
 - White Motor Co.....Milwaukee, Wis.
 - Mitchell Motor Co.....Racine, Wis.
 - Kissel Motor Co.....Hartford, Wis.
 - Harley-Davidson Co.....Milwaukee, Wis.
 - Hendee Manufacturing Co.....Springfield, Mass.

"Such resourceful means of shipping cars is a guarantee to the Oakland dealer that he will have 'Sensible Sixes' to sell and assures the prospective Oakland buyer that he will have his automobile to use with a minimum of delay."

Some Commutator "Dope"
Grease should not be used for the lubrication of the commutator; cylinder oil is the proper lubricant, and it should be sparingly used. This applies to all commutators or ignitions.

Road Work Planned To Assist Farmers

New York Commission Proposes Improvements When Workers Are Not Needed in Agricultural Pursuits.

The state commissioner of highways of New York has taken cognizance of the labor situation, especially as regards conflicts between the requirements of the farmers and the road builders, in the following letter recently sent to the town supervisors throughout the state:

"The question of labor to perform properly the town highway work in this state and the possibility of so arranging the work as to town that it will interfere in the smallest degree possible with the farming operations in that town are matters which deserve the most serious consideration at this time by all town highway officials."

"In the employment of that class of labor which if not at work on town highways would naturally turn to the farms, every effort should be made so to plan the work that this labor may be utilized on the farms when most needed."

"It is highly desirable that our farm production be pushed to the highest point, but it must always be borne in mind that the products of the farm must be transported to market over these same roads, and if they are in bad condition at marketing time much of the benefits of increased production are nullified."

"No general directions can be given by the state highway department which will cover all conditions. The matter seems to resolve itself into a local proposition and all town officials are urged to give this matter their earnest consideration and to plan the town highway work so as to make available all possible farm labor at the times when it is most needed on the farms, but not allowing the road work to be neglected to a degree which will prove a serious handicap when it comes to moving the increased amount of farm products which it is hoped will be raised during the coming season."

Highway Engineers Pass Resolutions

The regular quarterly meeting of the Northwest Society of Highway Engineers held at Seattle last week passed a number of resolutions looking to the advancement of the highway engineer.

One resolution provided for the investigation of salaries paid highway engineers in comparison with other professional men. Another one indorsed rigid and careful inspection of public work and commended the organization of the National Inspectors' association. The support of the society was pledged to the support of all activities pertaining to the prompt and successful issue of the war.

The secretary was instructed to purchase a \$100 Liberty bond.

About 75 road builders from the states of Oregon, Washington, Idaho and Montana attended the meeting. The next session will be held at Portland July 13.

ELGIN CO. ELECTS RIEMAN PRESIDENT

Board of Directors Promote General Manager; Factory Is Expanding.

C. S. Riemann, founder of the Elgin Motor Car corporation, Chicago, who has been vice president and general manager since its organization, has been elected president of the company, according to an announcement received by J. S. Moltzer, local Elgin distributor. With the presidency he also retains his title of general manager. Election of Mr. Riemann to his new post as head of the Elgin company took place recently at a meeting of the board of directors.

At the same meeting, F. L. Brown, whom Mr. Riemann succeeds as president, was elected chairman of the board of directors. Mr. Riemann has actively directed the various departments of the business since its organization and his elevation to the presidency is a well deserved tribute to his tireless energy and leadership in bringing the company to its present success.

Under the management of Mr. Riemann, the Elgin corporation has made phenomenal records in growth and financial strength. Starting manufacturing operations just two years ago, the Elgin company has been built up to a point where it now has one of the finest automobile factories in the country, with a production capacity of 100 cars per day, or \$20,000,000 worth of automobiles a year. The company's second year showed increases over the first of 1074 per cent in sales and 2000 per cent in assets.

The Elgin company started operations in a small rented frame building. Soon thereafter a factory site was purchased and construction work has been going on almost continuously since that time. Today the company owns 8 1/2 acres of ground, located on the Belt railroad, and the buildings contain 200,000 square feet of floor space. The latest factory addition to be completed is 2 1/2 blocks long, of modern brick and steel construction. A conveyor assembly system has been installed and with the other modern equipment and systems in use at the Elgin factory, it is said to be one of the finest automobile plants of its size in the country.

From the first the company has concentrated upon a moderate priced six-cylinder model, and the Elgin Six has established some enviable records for endurance, economy and power.

Noisy Gears

When it is desired to overcome the noise of badly worn gears, it must be understood that the replacement of one of the gears will not do the trick. Only by replacing both members can it be hoped to quiet the noise.

AESTHETIC VALUE OF TREES ALONG HIGHWAYS SEEN

Trees Often Afford Protection to Pavements and Also for Travelers Using Road.

CAN BE MADE PRODUCTIVE

Various States Have Adopted Special Laws or Established Supervision of Shade Trees.

The aesthetic value of shade and ornamental trees along highways cannot be overestimated. There is also a financial aspect. Beauty of scenery attracts tourists and visitors more than any other one thing and that means an influx of money and settlers. A great deal of attention is being given to the older states to the adornment of the highways and laws regulating the planting and care of trees and shrubbery are being passed.

The advantage of trees on the roadside may be briefly summarized as follows: Their shade is a great protection to the traveling public from rain and wind, as well as to the road itself. It retards the drying out of macadam roads and so prevents their rapid wearing out. The shade of trees retards materially the growth of underbrush, and thereby reduces the cost of cleaning up the roadside. Again, many trees have considerable value as producers of food; such are nut trees and common orchard trees.

Objections
On the other hand, there are some forceful arguments against roadside trees, but they do not have universal application, being local. They retard the drying out of the roads in the spring and falling leaves and twigs clog drainage ditches. They are also an element of danger when planted at curves or sharp corners by interfering with the sight line leading to collisions.

Legislation by many states to encourage the propagation and protection of trees on the roadside contains some or all of the following provisions:

The creation of a commission to have control of shade trees on the public highways. This commission may be a local one appointed by the governing body of cities, towns, townships or counties, as is the case in Pennsylvania, California and New Jersey. In these states such appointment is optional with the authorities. In Massachusetts and New Hampshire the commission is placed in the hands of tree wardens, who are elected in the former state and appointed in the latter. In Maryland this authority is placed in an already existing commission.

State Owns Trees on Highway
In Massachusetts money is raised by taxation for tree planting, but in New Jersey the cost is assessed against adjacent property.

Shade trees within the limits of the highway are declared state property and are protected from damage by private parties and corporations, such, for instance, as the placing of advertising signs on them or the mutilation of them by telephone, telegraph or electric companies.

In New Hampshire the road authorities are required to cut annually from within the limits of the highway, trees and bushes that cause damage to the highway or that are objectionable from a material or artistic standpoint. The brush must be burned within 30 days after cutting.

Cultivate Beauty of Highways
In Maryland the existing state board of forestry has been given control which in other states has been given to a special commission. In actual practice this has worked out very well. The board has made a good showing in cooperation with individuals and corporations. The law against posting advertising signs along highways is being carried out through the assistance of voluntary wardens. "Signboard day" has been instituted and on this day all unauthorized signs are torn down. The law has resulted in not only a great improvement in the appearance of the trees and the roadside, but an awakening throughout the state to the value of beauty in public places.

Plan Is to Build For War Time Use

Minnesota Will Construct Highways With View to Future; Roads Auxiliary to Railway Service.

The roads of Minnesota, like those of other states, are having to carry an enormously increased traffic and according to State Highway Commissioner Babcock a change will have to be made in the methods of construction and materials used.

"Even when the full railroad service is restored," he said, "the motor bus lines will remain because motor of them make much better time than do the trains where connections have to be made or where roundabout lines must be followed."

"The heavy traffic roads constructed in the future will have a great military value. The present war has taught the necessity for good highways and the fact that the railroads cannot be expected to take care of the abnormal conditions that war brings about. All highways should be built with the military value in mind because no person can foresee when or where war will start. The transportation problem of the United States would have been greatly simplified in the present war if all highways had been constructed to take care of war traffic."

Little Coal Used By Auto Industry

Although the automobile industry ranks near the top in magnitude among all the manufacturing industries of the nation, it is a very light user of coal.

According to the report of the United States bureau of census for the year 1914, it ranked in forty-second place in tonnage of coal consumed. Less than half a million tons were used in automobile and motor truck plants in that year, while 31 other industries used more than 1,000,000 tons each, six used more than 2,000,000 tons and seven consumed more than 3,000,000 tons each.

Steel works and rolling mills used more than 20,000,000 tons during that year, clay products companies more than 8,000,000, cement plants nearly 6,750,000, and paper and wood pulp mills more than 6,250,000 tons.



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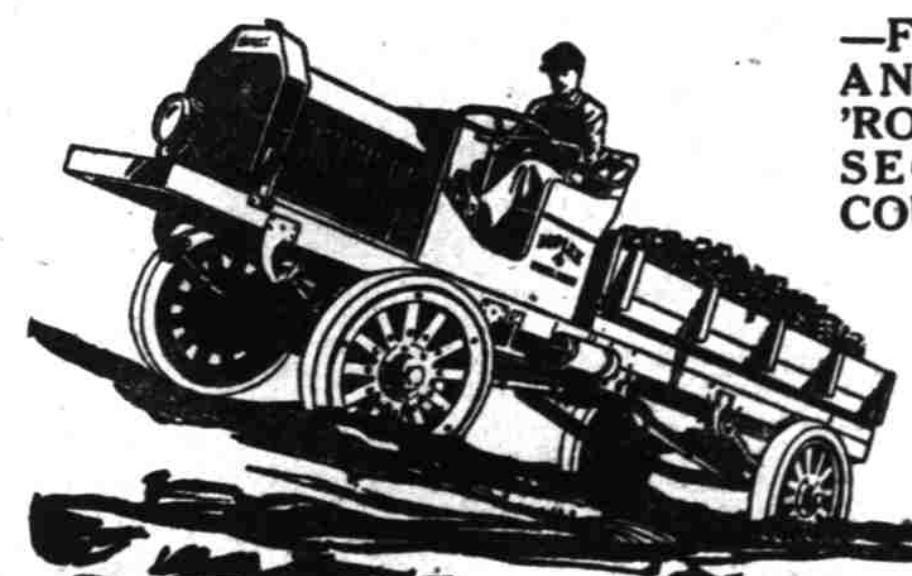
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