

BICYCLES RETURN TO POPULARITY IN EASTERN CENTERS

Decrease in Streetcar Passengers Is Noted Directly After Increase in Fares Is Ordered.

Higher fares and poor transportation service in the cities are combining with better roads in the country in giving the motorcycle and the bicycle an ever growing popularity in both congested and thinly settled sections throughout the United States, according to close observers in the business world.

When street car fares were increased in Boston recently to 10 cents, the surface lines were collecting 900,000 fares daily, according to local newspaper estimates. It is estimated this total fell to 600,000 fares at the time of the increase. At the same time there was noted a stimulated demand for bicycles and bicycle tires.

TIRE SALES INCREASE

It is said that at Rome, N. Y., recently 1200 passing bicycles and motorcycles were counted at a downtown street corner during the noon hour. Factories, schools and business buildings are adding facilities for storing bicycles during working hours.

Bicycle and motorcycle tire sales last year almost doubled those of the year before. Factories found it necessary to increase its facilities to a large extent in an attempt to keep pace with growing demand.

MEANS OF RECREATION

The motorcycle, already well established in business wherever speed is an essential, is said to be finding its greatest increase in popularity today in affording opportunities for healthful exercise and recreation. It is finding its range extended constantly with the ever increasing mileage of hard surfaced highways.

Because of it the golfer is getting more time on the course, the swimmer is finding "the old swimming hole" the sooner, the fisherman is making more frequent his trips to the places where the trout call, and the hunter is able at any season to search out the places where his favorite sport abounds.

Franklin Auto Firm Entertains Workers With Band Concerts

One of the best known bands of Central New York is that of the Franklin Automobile company of Syracuse. The band, consisting of 40 pieces, is made up entirely of Franklin employees, and renders noonday concerts twice a week in the factory yard during the summer

THERE IS RIGHT WAY TO DO EVERYTHING



"What is the right way?" is the continual query from the motorist who is called down by a fellow motorist, or by an officer. Here is shown the wrong manner of parking on the highway. One motorist is making his engine adjustments off to one side where he is in no one's way. The other is hogging the roadway, and is in danger of being hit by another car. The lower picture shows the danger of passing another car on the curves. The car in the mid-foreground is caught in what is known as a "cat-hop," and if any of the machines were going at all fast, there was an ambulance call. However, A. L. Smith and Ed Ostendorf of the Mitchell, Lewis & Staver company, Jordan and Mitchell distributors, who posed for the photograph, both returned to the city unharmed.

months and in one of the factory buildings during the winter. It is no uncommon thing for 3000 of the 4000 employees to attend these concerts. Charles F. Partello, who acts as director, is not only a finished musician but also a composer of merit, and a number of his

compositions have created favorable comment in musical circles. The band is an employee's proposition from start to finish, and is maintained and conducted by the Franklin Musical association, the membership of which is made up entirely of Franklin workers. The association staged a successful min-

strel show recently at the city's leading theatre, the production playing to capacity houses for two nights. Under the auspices of the musical association also is conducted every winter a series of dancing parties at the New York state armory.

TIRE COMPANIES IN U. S. MAKE BID FOR WORLD TRADE

Comptroller of Firestone Company Returns From East With Plans to Eliminate Middleman.

The tire companies of the United States are making big bids for the tire trade of the world. A prominent manufacturer recently said that the continent of Europe will look more and more to the American companies for their supply of tubes and casings. The industry in this country has made far more rapid strides than it has in competing districts abroad.

Not only are the eyes at Akron and other rubber cities turning toward the regions across the Atlantic, but now the East is coming in for its share of attention. Thomas Clements, comptroller of the Firestone Tire & Rubber company, recently told a correspondent of the Wall Street Journal that his company had had under consideration for some time the plan of erecting a \$1,000,000 plant at Singapore, with a view to increasing production in such a way that the cost of manufacturing tires would be greatly decreased. The employment of coolie labor, says this correspondent, quoting Mr. Clements, is an important factor in the new scheme.

CUT RUBBER COST

Almost all the work now done in the Akron factories in preparing the import-

ed rubber for use in the manufacture of tires will be done at Singapore. This is expected to result in large economies outside of the immediate wage cost. Under the present system the rubber is hauled and reloaded at much cost in London and to acquire them with the penic. The new method will also simplify the financing connected with the importation of raw rubber. When the Singapore plant is in operation the rubber upon reaching Akron will be ready for immediate use by the skilled factory hand.

The plan is already under way. A subsidiary company known as the Firestone Tyre & Rubber company of Singapore, capitalized at \$1,000,000, has been organized. Several thousand acres have been purchased and contracts for buildings and machinery are in progress. Details of the plan will be made public after the annual meeting of directors on December 15.

AVOID MIDDLEMEN

The Firestone companies, Mr. Clements said, use 35,000 tons of rubber annually, representing a value of \$35,000,000. Practically all this comes from the Malay peninsula and vicinity and is purchased from British corporations. Hitherto dealings have been with the War Eastern agents of the rubber growing companies. Mr. Clements' European trip is for the purpose of establishing direct relations with the heads of the rubber growing corporations in Singapore project. Mr. Clements pointed out that there are from 200 to 300 companies in England representing the rubber growing industry in the Far East. "We want to get acquainted with those British owners," he said. "Furthermore we want to avoid too many middlemen."

Mr. Clements also drew attention to the fact that the cotton fabric, the other important commodity used in making tires, came from Egypt, representing an expenditure of about \$20,000,000. Most of this is landed at Boston. The Firestone Tire & Rubber company controls about 15 subsidiary companies, chief of which are the Firestone Tyre & Rubber company of London and the Firestone Tyre & Rubber company of Canada. The parent concern is capitalized at \$75,000,000.

Dealers to Balance Imports and Exports

Shortage of food, raw materials and all kinds of manufactured goods are being experienced abroad. Extent to which America can take future promises to pay in all European countries is the big question. Backing imports to balance exports is the question. Foreign credit arrangements are just now being delayed while awaiting a more stabilized condition. Adequate credits must be made soon, and unless this is done exports may be expected to fall off.

due to depreciated exchange. This is the time to lay the foundations for foreign trade. Policies must be formulated. World trade adjustments are going on. Character of our foreign business today will determine our opportunities for tomorrow, in the opinion of Benjamin Briscoe of Briscoe & Stahl.

Cause of Clutch Spinning

Clutch spinning is often due to excessive friction in the spring thrust bearing, though sometimes faulty alignment of the flywheel and clutch cone prevent the engaging surfaces from entirely clearing each other. A bent clutch shaft might also cause this trouble.

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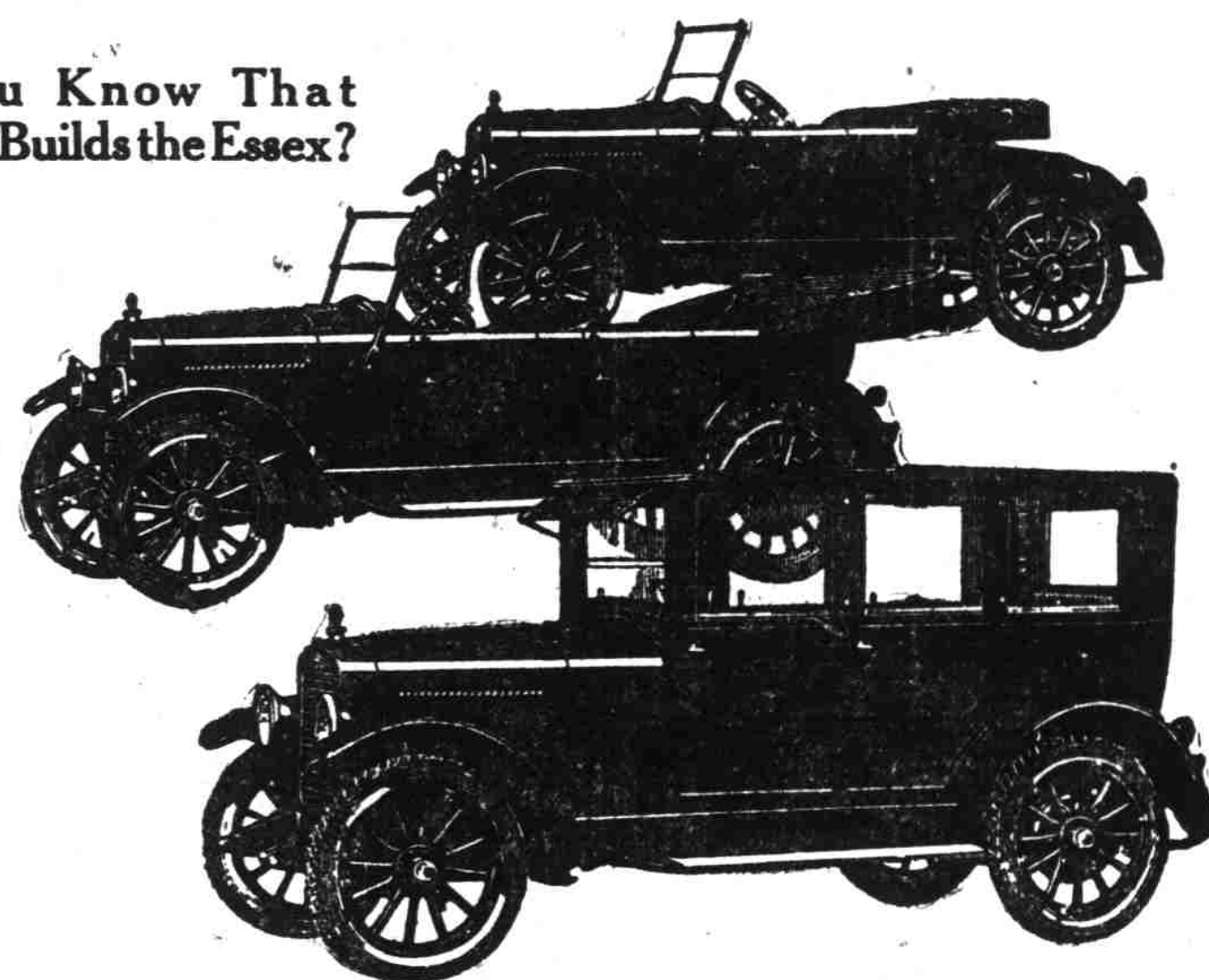
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Do You Know That Hudson Builds the Essex?



See the Essex at the Show

It is the Light Weight Car That Holds the Greatest Endurance Proof

Of course you know all about the Essex and its record of 5870 miles at an average speed exceeding a mile a minute. It was the only new car at last year's shows. Now it holds the greatest sales record, for 22,000 buyers paid \$35,000,000 for Essex in its first ten months.

An Essex stock chassis officially set the world's endurance mark in a 50-hour run totaling 3037 miles.

The same stock chassis in three tests covered 5870 miles in 94 hours 22 minutes' driving time.

A dealer's demonstrator that had been driven 12,000 miles, covered 1061 miles in 24 hours over Iowa snow-covered roads while a blizzard was raging.

Think what these proofs mean to you. It settles the light car question. It places Essex endurance on the same level with its companion car—the Hudson Super-Six. It elevates the moderate priced car into the fine car quality and performance class. All the advantages in gasoline, oil and tire economy are retained.

Hudson Designed and Builds Essex

What group of men are as well qualified to build performance and endurance in a

moderate priced light weight car? And what other manufacturing organization is equipped to produce it?

Consider how the Super-Six has produced those qualities; then answer if Essex is not the rightful heir to Hudson.

Essex is the "New Day Car"

The long-talked-of light weight, moderate-priced car with satisfactory performance and reliability is found in the Essex.

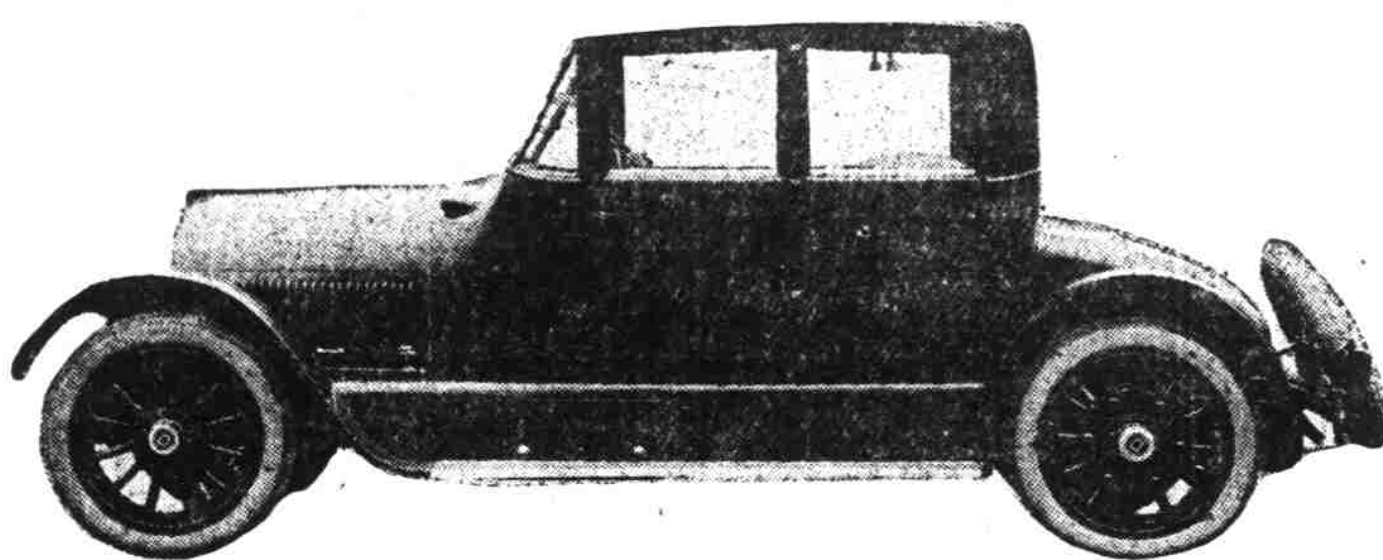
It fulfills the hope of true automobile economy. Qualities of endurance, fineness, and beauty are combined with the advantages in price and operating costs of light cars. Judge Essex reliability by what you know of the Super-Six—its economy in gasoline, oil and tires by light car standards.

The day when reliability and fine performance were to be had only in large, high-priced cars is past. A visit to the Essex show will convince you. So will a talk with any Essex owner.

And don't forget deliveries of Essex cars are becoming more and more uncertain as its fame grows, despite the increasing number being built.

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