

GASOLINE PRICE QUESTION KEEN, ECONOMIC ISSUE

Rapid Increase in Number of Automobiles in United States Big Factor in Supply Problems.

The gasoline situation is one of the gravest questions of national economics at the present time, with the exception, of course, of the unwarranted and unlooked for strike of thousands of railroad switchmen. The recent increase in the price of gasoline and the report that the house had authorized the department of justice to start an investigation of the situation, gives all the more weight to the belief that the question of motor fuel is something that must be settled at once if it is to be settled at all.

President Kingsbury's reply to the California commission, instead of satisfying the public demand for an explanation, served merely to throw oil on the flames and cause the question mark to grow even larger. Added to this is the report, which is founded upon a general belief existing in the East, that another and a higher rise can be looked for in the near future.

40 CENTS PREDICTED

"The refined petroleum situation, particularly as to gasoline, is of great public interest at present," says the Oil Trade Journal. "It is predicted that a price of 40 cents a gallon will prevail by summer."

Among the causes are the enormous increase in the number of automobiles, and the fact that the output of the light oil wells in Mexico has shrunk appreciably. The bureau of mines, in a report on "The Motor Gasoline Situation," prepared by A. C. Smith, says the number of cars and trucks in service increased about 1700 per cent from 1909 to 1918, while production of gasoline increased from 15,000,000 barrels in 1909 to 85,000,000 in 1918, a gain of 560 per cent. In the same period the production of crude oil in the United States increased only 35 per cent.

"The number of automobiles in the United States at the end of 1919 is placed at 7,500,000 and, according to estimates, the number at the end of 1920 will be 9,000,000 to 10,000,000. The demand for gasoline is certain to grow, but the increase in domestic crude probably will be relatively small. Through the Mexican importations may be largely increased, the gasoline content of Mexican crude is expected to remain low."

SOLUTION IS SUGGESTED

"Smith suggests the use of fuel oil in the internal combustion engine may be the solution of this problem. The working up of oil shale deposits and the blending of alcohol with gasoline and benzol also are offered as possibilities."

Joseph Phelan, shipping board oil expert, declares that the record price of 40 cents is actually in sight and may be reached by August or September, while it is certain that present prices will not hold for more than a few weeks longer. Gasoline production, says Phelan, is now 11,000,000 gallons a day, while the demand is somewhere in the neighborhood of 14,000,000 gallons. With this daily deficit, it is absolutely impossible to create the stores of fuel that should be accumulated to meet a possible drop in the production figure.

ENGLAND FEELS INCREASE

Commerce reports from England indicate that gasoline is selling there at almost a prohibitive price, and motor car owners are operating their machines at a distinct disadvantage. There was a 15 cent increase in February, the British imperial gallon, which is about one fifth larger than the American gallon, now selling at about 90 cents. At the present rate of exchange, however, the cost of the imperial gallon in this country is 41 to 42 cents. The rate of exchange is said to represent an increase of 3 cents a gallon. Current freight rates represent 18 cents a gallon for gasoline transported from New York to the United Kingdom.

COST IS ESTIMATED

The following table indicates the manner in which the cost is made up, but it will be noted that one half the present ocean freight rate is charged in anticipation of an ultimate fall in the rate of ocean carriage:

	Per gallon
Cost f. o. b. New York (based on exchange rate).....	\$0.42
Ocean freight (taken at half current rates).....	.09
Average cost of railway freight and distribution, as established by accountants.....	.14
Duty.....	.12
Garage profit.....	.09
Five per cent profit to distributors.....	.04
Total.....	\$0.90

The movement of our own house of representatives followed rather than preceded a similar act on the part of the British government. The first week in March, according to Herbert Casson, writing in the Wall Street Journal, might have been called "gasoline week" because of the two big events important to the fuel trade occurring during that period: The increase in the price of gasoline, and the report issued by the government announcing that a fair price would be 69 cents a gallon rather than 89 cents, the prevailing price at that time. This difference of 20 cents a gallon means a total to British automobile owners of \$50,000,000.

Casson, writing from London, says further:

PRODUCT IS CONTROLLED

Oil shares fell and made a nervous market. Taxi fares have been increased.

HANDSOME NEW BUILDING IS OCCUPIED



The new building recently occupied by the City Garage is one of the most modern and complete now in the service of the city's motoring thousands. This building, at Twelfth and Alder, was erected at a cost of \$35,000 by the Portland Elks and occupies one of the most valuable lots in the city.

BIG TRUCKS OFTEN MOST ECONOMICAL

When Capacity Loads Are Always Available Users Claim Big Trucks Less Expensive.

Roads, loads and volume are three things that enter into the selection of a motor truck.

If capacity loads can be carried regularly, it is a fact that the larger the truck the more economical it is to operate.

Savings effected through observance of this rule greatly outstrip any savings that might be effected in the purchase of a smaller sized unit.

For instance, coal companies have proved to their own satisfaction that five ton trucks deliver coal at nearly one half the per ton cost of delivery by one or two ton truck.

The reason for this is plain. The overhead expense of the five ton truck is but slightly more than that of a one or two ton truck, yet the volume of coal delivered is from four to five times as great.

Size determined, the question of chassis length must be considered. Lengthy material, such as pipe or lumber, requires a long wheelbase truck. Bulky but light material, such as empty barrels or furniture, likewise should be handled with a long wheelbase truck.

Some types of load can best be hauled with trailers or semi-trailers. The question of body type is a separate one.

The selection of the proper gear ratio is most important. Good, hard roads with only normal grades requires gearing which does not sacrifice speed for unnecessary power.

Conditions which present short stretches of heavy going or an infrequent steep grade should have gearing which provides a maximum high gear speed with lower and reverse gears giving abnormal pulling power.

Road conditions which do not warrant a high speed, or a hilly country trying having good roads, require a gear ratio giving a lower high gear speed.

than normal. Special gearing should be specified where extreme conditions are encountered.

City Garage Located In Its New Quarters On Twelfth Street

The City Garage, for more than six years one of the leading garages in Portland, and which became well known in the repairing field from its old headquarters at 86 Tenth street, is now located in its new quarters on Twelfth street, between Washington and Alder streets.

The building, which is of modern construction and one of the most carefully finished of its kind in the city, was built by Portland lodge, No. 142, B. P. O. E., and is leased to Fearing & Robnett, proprietors of the City Garage. The lot, occupied by the structure measures 100x100, and was erected at an approximate cost of \$35,000.

Fearing and Robnett are both experienced garage men, and in addition to their work in supplying garage work of a general character they will have an auto for hire without driver feature. Already a number of cars of different makes have been purchased for the purpose.

Powell & Kepple, operating the Sunset Auto Repair company, formerly at Tenth and Taylor streets, have leased the shop space in the building and will conduct a general machine and auto repair shop in connection with the garage. The A. M. Beaver Motor company has also leased space and are finishing attractive showrooms where they will handle the distribution of the Columbia Six and the Malbohm Six.

Keep Your Head

The chief thing to remember when a fire breaks out in the car is that it is necessary to keep your head. Don't lose it.

If driving the car at the time fire starts, shut off engine, pull on emergency brake, unhook extinguisher, lift up hood and fight flames. If not provided with an extinguisher, the fight will be all the harder.

Willard STORAGE BATTERY

ANOTHER LITTLE THREAD FROM CHAS. S. HARPER

WIRE wheels, wood wheels all have their boosters, but everybody agrees on rubber tires. When everybody knows the advantages of **Threaded Rubber** over ordinary insulation, the demand for it will be as universal.

Willard Service NINTH and EVERETT Broadway 3287

Company Develops Three Ton Fire Truck

Announcement is made of the development of a new three-ton fire truck by the Four Wheel Drive Auto company, Clintonville, Wis., makers of PWD trucks. The new fire-fighting apparatus contains an unusually powerful special type J. Wisconsin motor, with a five and one-tenth inch bore and a five and one-half inch stroke, developing 42 H. P. S. A. E. The type B rotary pump, driven through a two-speed transmission, has a capacity of 500 gallons at 120 pounds pressure. Complete modern fire-fighting equipment is mounted on the body, which is 9 feet long, 4 feet wide and 22 inches deep. A speed of 25 miles per hour can be attained.

Howell-Swift Tire Co.

445-7 Stark Street
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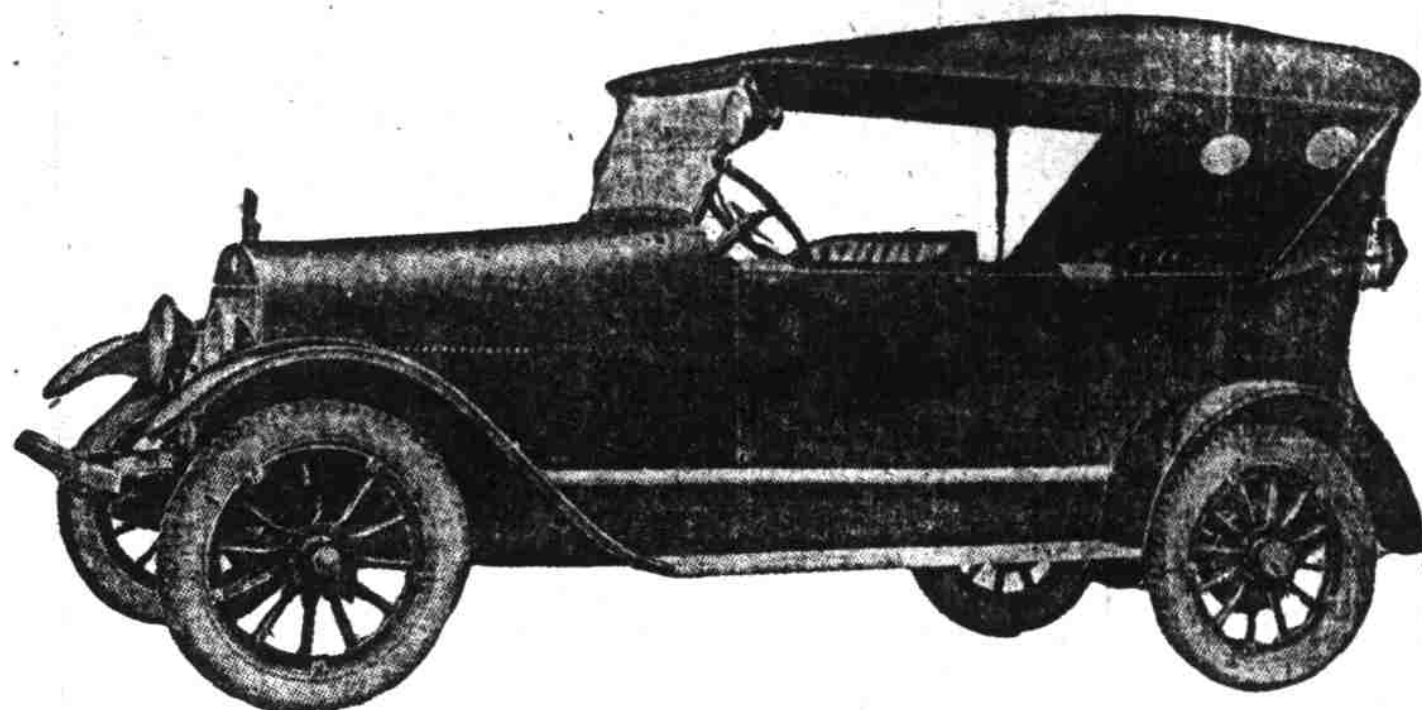
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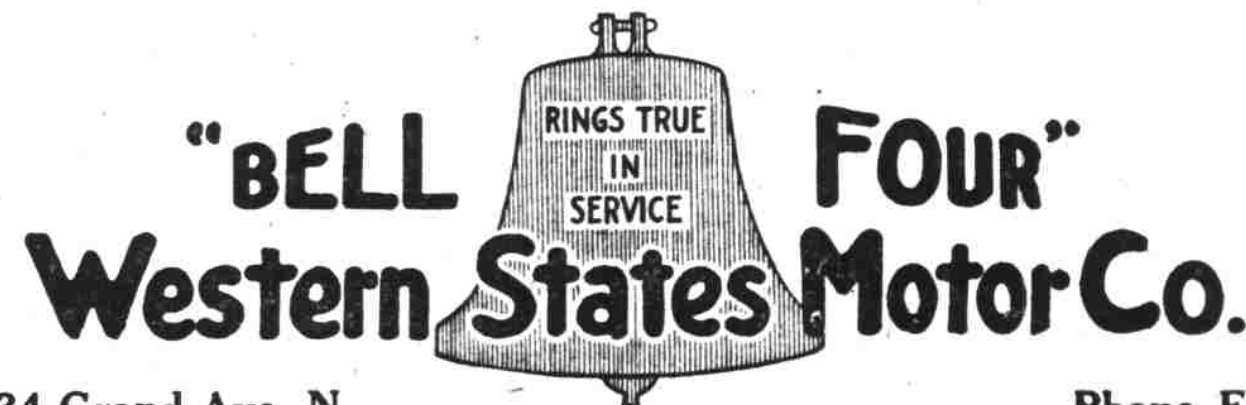
A Quality Car at a Sensible Price



No make of car you might buy at the price of \$1550 f. o. b. Portland, complete, would have any better material or show a higher grade of workmanship than you will find embodied in the Bell "Four."

We are proud to represent the car that has the distinction of being the very finest car at its price made in America.

We will be glad to prove this.



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ANNOUNCING..... GRAHAM BROTHERS SPEED TRUCK.....

This, we believe, is the *first motor truck* in which every feature of design has been chosen for the one paramount purpose:

—to carry a full 1½-ton load, safely and efficiently, at twenty to twenty-five miles an hour.

Graham Brothers Speed Truck marks a most natural development following two definite tendencies in the selection of motor truck equipment:

—a turn from light delivery to trucks of real truck capacity

—and the acceptance of truck cord pneumatic tires as ultimate truck economy.

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