

PRICE REDUCTION FOR AUTOMOBILES IS HELD UNLIKELY

General Advance in Materials and Labor Cost to Prevent Decline in Price, Says Sales Manager.

Those motorists who have been delaying the purchase of new cars in the hope of seeing prices drop are doomed for disappointment, according to O. C. Hutchinson, general sales manager of the Hupp Motor Car corporation, who paid A. B. Manley and E. C. Habel, of the Manley Auto company, local Hupmobile representatives, a business visit last week.

"I do not look for any reduction in the price of automobiles," said Hutchinson in response to a direct question. "The cost of labor and materials has been increasing steadily. Yet the automobile manufacturers, through more efficient manufacturing and selling methods, have been able to put their products on the market at an average advance of about 50 per cent over prices of five years ago."

NO REDUCTION EXPECTED

"Other commodities, such as agricultural implements, foodstuffs, clothing, etc., have advanced over 100 per cent in price over the same period of time. In view of this situation, I do not anticipate any material price reduction in automobiles."

"In so far as the Hupmobile factory is concerned, our production has increased about one third over and above last year. We expect to build about 24,000 cars during the calendar year 1920. Freight cars are not plentiful yet and it is still necessary to drive most of the cars overland to dealers and distributors anywhere near the factory. However, we expect an improvement of the transportation situation in the near future."

On his present trip Hutchinson expects to be absent from Portland for a

SHOCK ABSORBERS

H. V. Hartsell and T. H. Hurlburt have bought out the interests of Sherman Hayes in the Pacific Motor Sales company, 320 Gilliam street, local distributors of Indiana trucks, and will handle the business under the same firm name. They are planning their spring drive for business and have entered an Indiana truck in the motor caravan to start for Salem tomorrow.

O. W. Roberts, of the Roberts Motor Car company, local Republic distributors, has departed from our fair city for the town of Boise. Yep, it's in Idaho. He's figuring on seeing what the boys at the Roberts branch there are doing with their spare time.

Frank Carey, of the firm of Cooper-Carey Motor company, dealers in Columbia, Maibohm, and Case cars at The Dalles, was in chinning A. M. Beaver, local distributor of Columbia and Ma-

ibohm cars, the other day regarding a few more trifling shipments of Maibohm and Columbia machines. He says he succeeded in getting some. J. H. Graham was also the recipient of a visit from the up-the-river dealer.

Ed Duffy, formerly with the Apperson Motor Car company, and later with W. C. Garbe, Inc., concern selling Master trucks, is now assisting his old running mate Mathews in putting across the used car end for J. H. Graham. Duffy broke into the automobile business last fall during football season, and seems to be fairly on the way toward a touchdown at this writing.

As we go to press, we haven't heard whether or not Del Wright has been measured for that gym suit, but we bet a pair of handpainted inner tubes he's been up to the Multnomah club again for lunch.

month. Already he has conferred with the Hupmobile representatives in St. Louis, Kansas City, Omaha, Denver, Salt Lake, Seattle and Portland. He is now en route for San Francisco, formerly his home city, Los Angeles and Dallas, Texas.

"I try to visit the Pacific coast at least once a year, but we have been so busy at the factory that I was obliged to skip the trip last year. Dealers all over the West seem to be doing a splendid business, because all of them tell me they could retail many more cars than they are receiving in their regular shipments."

Hutchinson was accompanied from Salt Lake to Portland by Hubert H. Roberts, former Portland motor car dealer, who is now serving as Western representative for the Hupp factory. Besides exhibiting his handsome 12-day-old son, Roberts entertained the factory official with a drive over the Columbia river highway and also escorted him to the Werley club where the Easterner put in a few rounds of golf. Hutchinson, who is a member of the greens committee in Detroit, praised the Portland course very highly.

Of the 6000 public school pupils in Wilmington, N. C., more than half ride bicycles to and from school.

TROUBLES MOUNT TRYING TO DELIVER

Manufacturers Are Seriously Handicapped by Delays in the Transportation of Materials.

By E. A. McCarthy, Hyatt Roller Bearing Co.

During the past winter I have seen office men of mediocre physique spend night after night in various railroad switching yards out in the snow and rain to make sure that their shipments were moved. I have seen these same men roll up their sleeves alongside freight handlers and help transfer stuff from one car to another. I have seen farm tractors do switching work day after day—switching that technically was the duty of the railroads. I have known manufacturers to send men across several states to get a trunk or a suit case full of parts to be used for completing machines—machines that were often sold at a loss.

One Michigan manufacturer, within the next few weeks, will begin operating a fleet of trucks between his factory and his sources of supply—in some instances a distance of over 700 miles. In our own organization every man who has visited our factory during the past six months has been instructed to bring back as many bearings as he could carry as baggage. During the express handlers' strike over half of our office force went down into the railroad yards and spent day after day—sometimes far into the night, unloading express cars containing our product, in order to expedite deliveries to our customers.

OBSTACLES TO OVERCOME

It is hard for the public to realize just how many difficulties have beset the manufacturer in making deliveries during the past two years. Never before have so many obstacles had to be overcome. Although on every hand we hear cries of greater production, I believe a thorough analysis would convince anyone that it is more a question of transportation, for even with disturbed labor conditions the majority of delays in manufacturing can be traced directly or indirectly to delays in transporting material.

During the past three years transportation has been the "neck of the bottle." No one has been free from the effects. The manufacturer has been delayed in getting his material. He is dependent upon the steel mills and the parts makers and they, in turn, are dependent upon the mines, and then again the mines are dependent on other manufacturers for mining equipment with which to operate.

The farmer is dependent on many phases of the manufacturing industry to supply his needs and absolutely everyone is directly dependent upon the farmer. Thus we get an endless circle of dependencies and, analyzing the situation from its various angles, the wonder is that things are moving along as smoothly as they are.

FREIGHT INCREASES

Since 1915 the volume of freight handled in this country has increased 45 per cent. During the same period the increase in number of freight cars amounts to only 2 per cent. This deficiency in freight car equipment is seen reflected in express service; when a shipper realizes the congested freight condition he routes more and more of his goods by express.

As a result of this condition express shipments have increased more rapidly than ever before. Few express cars have been built during the past three years. Today it is quite the practice to ship commodities by express that under normal conditions would have always gone by freight. This has been a substantial factor in increasing prices. The railroads are the arteries through which the very lifeblood of the nation flows. These arteries are hardened; they no longer expand; the blood pressure is high. Goods can not be freely transported from one section of the country to another and as a result of this our whole industrial system is out of joint.

SPEED UP DELIVERY

The only way to compensate for the deficiency is to speed the flow of products through the available channels. It is up to the traffic men—both with the railroads and with private corporations, to accomplish this. It is their duty to judiciously apportion material and transportation equipment—to protect both buyer and seller, to use every piece of equipment to the greatest possible advantage, to safeguard the public interest—always observing the basic economic rule, "the greatest good to the greatest number."

It is a "man's size job." It is an unending job. Conditions are serious. If we give up to them they will immediately become disastrous. More work, more thought and less talk are needed. High-brow legislation will not change the economic condition. The problem is practical rather than political. We have no time to spend in proving who is to blame. It's a question of making the best of things by putting forth constructive effort and real "hweat."

COOPERATION NEEDED
Traffic men cannot remedy the situation single handed. Others must do their share. The dealer in farm machinery should have a clearer understanding of the problems that confront the manufacturer and the farmer should appreciate the dealer's efforts to supply his needs. The public as a whole should maintain a liberal minded attitude towards the railroads.

The big problem is to keep the wheels of industry turning. It is up to every-

one to face the situation and consider things fairly. The problem affects everyone directly or indirectly. It's up to every one to do his part toward alleviating the condition. Equipment should not be delayed. The fact that a man is willing or able to pay a high demurrage charge does not entitle him to hold up a freight car.

Such a man is not only subjecting

some shipper to a hardship, but he is placing himself in a position where the railroads will not be inclined to give him preferred service the next time he needs a car. To needlessly detain equipment is a crime against the economic welfare of the nation. The man who is guilty of it is an enemy of society. Cars should be loaded to a maximum capacity which, generally speaking, is 10 per cent above

the rated capacity. In other words, a car marked 50,000 pounds should be loaded to 55,000 pounds.

Consignees should promptly take up L. C. L. shipments in order to avoid freighthouse congestions. Buyers of all kinds should anticipate their requirements as far ahead as possible. Idle talk will accomplish nothing. Intelligent cooperation and hard work will save the day.

Auto Owner Should Have Rubber Mallet

The car owner who does much work around his vehicle should certainly have one of the rubber mallets that

are designed to permit hammering of polished surfaces without ruining the finish. For smoothing out dents in the fender or similar disfigurements these mallets are invaluable. In an emergency the head of an ordinary hammer may be covered with several thicknesses of old rubber to serve this purpose.

A Mile is too Small to Measure by

Figuring the service of the General Tire by the mile is like trying to measure the ocean with a teacup.

Users of the General Tire get so many thousands of miles out of their tires that after they pass a certain point it's as hard to realize what this surplus General Service means as it is to comprehend the immensity of the 93 million miles to the sun.

Yesterday people talked in millions—today it's billions—and where only a few years ago 5,000 miles was a big tire record, today users of General Cords are greedy for 20,000 miles and more—little realizing what a lot of extra service they get out of General Tires for the money they pay for them.

The average General Cord Tire will pass enough milestones—so that if they were laid end to end they would make an endless stone track more than ten miles long in itself. Isn't that the kind of tire you want—one that is measured by the miles of milestones it passes?

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It is a fact that among the thousands of Columbia Six owners you never hear anything except praise for the car. And the reason for this unanimous praise is simple.

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40x3	18.25	19.50
42x3	19.75	21.00
44x3	21.25	22.50
46x3	22.75	24.00
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