

# AUTOMOBILE TRADE STEADILY GAINING

Big Improvement Since First of Year Indicated.

SALES FAST INCREASING

Figures Compiled From Reports of Leading Car Companies Show Growth in Business.

CLEVELAND, O., Sept. 17.—That the passenger car business has undergone a vast improvement since the first of the year is indicated in a detailed report recently compiled by the leading motor companies. Excluding the Ford cars, sales for passenger cars for the second quarter of 1921 were 177,885, or 57 per cent of the 311,525 sold in the same period a year ago.

The first quarter 1921 sales totaled 227,794 cars or 38 per cent of the 599,125 sold the first three months of 1920.

Ford sold 80,819 more cars and trucks in April, May and June this year than in the same three months of 1920, when the total was 350,474. Total sales of commercial cars, other than Fords, for the quarter just ended were 18,456. Thus Ford's total sales of 301,798 compare with aggregate sales of all other companies of 193,341 cars and trucks.

On the showing to date this year there is much ground for congratulation in motor circles. There are few industries which operated 57 per cent of peak the second quarter and, at the same time, recorded a 107 per cent increase over the first quarter.

Sales of leading passenger car companies by quarters and for the comparative six months' periods:

Company	Second Quarter 1921	First Quarter 1921	Six Months 1921	Second Quarter 1920	First Quarter 1920	Six Months 1920
Abbot	1,797	1,000	2,797	2,996	3,341	6,337
Barley	111	227	338	105	874	989
Briscoe	2,341	848	3,189	1,309	3,601	4,910
Buick	29,556	29,542	59,098	28,965	81,798	110,763
Cadillac	5,812	1,304	7,116	4,818	5,691	10,509
Casa	458	155	613	494	1,184	1,678
Chalmers	4,818	375	5,193	1,533	7,978	9,511
Chrysler	8,148	1,597	9,745	8,490	15,522	24,012
Cleveland	42,442	5,907	48,349	23,160	52,788	75,948
Columbia	3,154	770	3,924	1,922	8,564	12,486
Cole	2,298	350	2,648	915	4,984	7,637
Columbia	2,650	280	2,930	700	4,613	7,543
Dodge	38,828	8,105	46,933	20,937	67,762	88,699
Detroit	7,471	2,352	9,823	5,889	14,650	20,533
Eliott	1,632	298	1,930	739	3,076	5,015
Elkhart	1,080	149	1,229	585	2,276	3,501
Franklin	3,199	2,566	5,765	3,377	6,539	9,914
Grand	1,937	876	2,813	1,794	2,740	4,534
Gardner	1,228	758	1,986	2,084	2,048	4,132
Hays	980	609	1,589	3,168	2,048	5,217
H. C.	307	307	614	630	307	941
Hudson	8,722	2,028	10,750	13,938	19,393	33,331
Hupp	8,058	2,340	10,398	11,856	11,856	23,712
Jordan	1,408	324	1,732	3,281	2,658	5,939
Lexington	1,091	874	1,965	1,880	4,094	6,054
Liberty	1,708	370	2,078	736	2,930	3,666
Lincoln	342	342	684	1,196	300	1,496
Loomis	268	107	375	413	413	826
Maxwell	14,708	1,094	15,802	6,429	32,233	48,035
Mitcheil	3,125	447	3,572	3,965	5,953	9,918
Nash	8,689	4,251	12,940	9,908	19,497	32,407
National	688	112	800	806	1,812	2,612
Marmon	2,042	368	2,410	1,498	3,014	4,512
Oakland	12,477	2,775	15,252	12,466	24,466	36,932
Olds	7,800	4,976	12,776	11,261	16,434	27,695
Packard	2,274	1,120	3,394	3,354	3,883	7,237
Plymouth	1,274	1,120	2,394	3,354	3,883	7,237
Prentiss	1,945	630	2,575	1,738	3,903	5,641
Pierce	856	331	1,187	954	1,887	3,041
Reo	2,055	2,096	4,151	4,040	7,800	11,840
Saxon	124	103	227	236	93	329
Scorpio	809	455	1,264	1,341	1,548	2,890
Stearns	11,738	11,425	23,163	38,740	25,248	63,988
Studebaker	1,001	377	1,378	619	1,876	3,255
Temple	250	150	400	248	1,061	1,511
Vauxhall	8,658	1,331	9,989	3,239	8,900	12,139
White	35,539	6,043	41,582	21,043	72,862	114,445
Whitney	706	40	746	135	1,530	2,276

## NEW COLUMBIA HIGHWAY TRIP MADE OVER GRADE EAST OF THE DALLES.

Essex Scout Car Finds Road Around Cape Horn Open and Highly Scenic.

(Continued From First Page.)

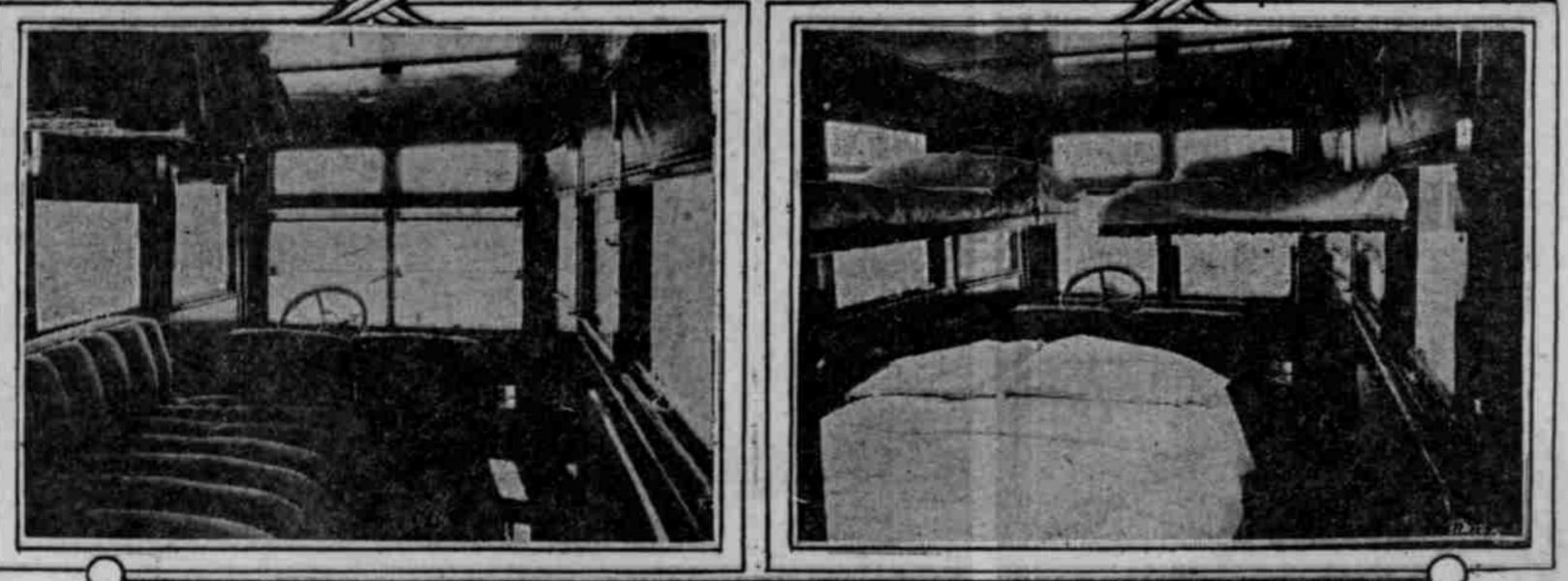
The dash of 150 miles from this city to Arlington and the same distance back again was easy "pickings."

This new highway above The Dalles is a fitting continuation of the scenic highway from Portland to The Dalles. While the country is barren and treeless and very hot in summer, it possesses a beauty and grandeur as distinctive as the forested areas of the lower section of the highway.

From The Dalles the highway goes eastward over pavement to the outskirts of that city, following the side of the hill and affording a splendid view of the river. The junction of the Columbia and The Dalles-California highways is reached, the latter highway having already become one of the most important trunk roads of the state, turning off to the right or southward, and the Columbia highway continuing eastward and straight ahead.

Cello Canal Reached.

Soon Big Eddy and the entrance to the Cello canal is reached, and that peculiar section of the Columbia river is glimpsed, where the water rushes through a volcanic crack in the earth and the river becomes scarcely a stone's throw in width. The new road runs eastward, following close to the Cello canal and giving frequent interesting glimpses of the canal and of the river, to Cape Horn, rounds that promontory and continues to



EXTERIOR AND INTERIOR VIEWS OF LUXURIOUS TOURING APARTMENT ON WHITE CHASSIS, IN PORTLAND LAST WEEK.

When Walter K. Campbell, president of the Western Oil corporation of Tulsa, Okla., goes on a "seeing-America" trip he believes in traveling both comfortably and luxuriously. That, however, in Mr. Campbell's case does not mean Pullman car or steamer cabin over ordinary routes of travel by land or water—it means adventuring over highways and byways wherever fancy may dictate. Mr. Campbell, accompanied by his wife, son, daughter and chauffeur, was in Portland last week in his bungalow truck, "Tulsa," the most unique, comfortable and luxurious gasoline-propelled vehicle ever seen in the northwest. Mr. Campbell's "bungalow" is built on a special two-ton White chassis. It is complete in itself for every necessity or emergency of ordinary travel. There are some of the features of this remarkable truck: Cold water supply, also hot water, which is provided by the engine exhaust; electric lights and electric fans; complete kitchenette, which includes a refrigerator of 150-pound icing capacity, metal storage compartments and gasoline stove; "drop-down" dining table; chest of drawers for women's apparel; clothes closet for men's apparel; toilet, lavatory and shower bath; full-size couch, which at night is transformed into a delightfully comfortable bed; two upper berths; seating capacity for eight people and observation platform that disappears under the body of the truck when not in use and which at night becomes sleeping quarters for the chauffeur. Mr. Campbell and his family left Tulsa last July and they since have been traveling leisurely through the west and the northwest. Their mileage when Portland was reached was 3253 miles. Continuing south from Portland, Mr. Campbell expects to reach home early in October. Mr. Campbell stated that his engine never once has faltered, but that as a matter of fact, it has become even better through continued use, while not a nut has been tightened or a screw turned on engine or chassis since the trip began.

## COLUMBIA RIVER HIGHWAY LOOPS EAST OF HOOD RIVER AS THEY APPEAR FROM THE AIR



INTERESTING AERIAL PHOTO OF UPPER HIGHWAY AND RIVER, TAKEN ABOVE HOOD RIVER LAST WEEK.

Those who have made the drive east of Hood River since the paving has been completed there will remember the series of loops immediately beyond the Hood River bridge. The loops climb the hill to the farming and orchard lands on the east side of the valley. The above photo shows the loops as they appear from an airplane. The road at the right is one of the two main roads up the Hood River valley. The photo was taken by Fred W. Donnerberg, photographer of Hood River, from an airplane driven by Captain Yere, former aviator of the British army, who recently started an airplane passenger service at Hood River.

## HERE'S LATEST IN QUESTIONS

Edison's Test Inspires List of Nut Crackers About Trucks.

Thomas A. Edison opened up the floodgates with his mentality questionnaire which appeared a few months ago. For along came Ring Lardner with a list of nutcrackers that made the Wizard of Orange a piker. And then more recently Hudson Maxim stepped out with a similar guide to your mental equipment.

Have you survived the ordeal? Have you sharpened your wits on any one of these lists?

If you have, by this time you may have decided that you do not care to ever work for Thomas or that you

don't even speak the language of Lardner. But if you are a fully qualified motor bug, truck operator or automobile salesman you should be able to qualify on these questions that G. A. Urquhart, Pacific coast manager of the White company, has submitted to Oregonians:

1. Where in Oregon does a horse and buggy or team have right of way over an automobile?
2. Has a motor truck a fifth wheel?
3. Of which are there the most—manufacturers of motor trucks or passenger cars?
4. Hanging from the frame of an oil tank truck is a small chain that is lowered to the road every time the faucets to tank are opened. Why is this done?
5. What is a dump truck called in London?
6. What truck uses the albatross as an emblem?
7. How can you arrive at the road speed of a motor truck?

## TIRES

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6000-Mile Guarantee

30x3 Non Skid.....	\$ 9.25
30x3 1/2 Non Skid.....	\$11.50
32x3 1/2 Non Skid.....	\$12.75
31x4 Non Skid.....	\$16.65
32x4 Non Skid.....	\$16.95
33x4 Non Skid.....	\$17.65
34x4 Non Skid.....	\$18.10
34x4 1/2 Non Skid.....	\$25.00
35x4 1/2 Non Skid.....	\$25.00
36x4 1/2 Non Skid.....	\$26.00

Wax Tax Included

Cords—Firsts

9000-Mile Guarantee

30x3 1/2 Non Skid.....	\$14.95
32x3 1/2 Non Skid.....	\$19.75
32x4 Non Skid.....	\$24.75
33x4 Non Skid.....	\$25.25
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10,000-Mile Guarantee

32x4 1/2 Non Skid.....	\$41.00
33x4 1/2 Non Skid.....	\$42.85
34x4 1/2 Non Skid.....	\$44.00
35x5 Non Skid.....	\$45.25
36x5 Non Skid.....	\$88.30

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New Top New Paint

Make Car Look New

Let the Covey Motor Car Co., Washington at 21st, paint your car and re-cover your top at prices reduced to suit the times.

# The FRANKLIN

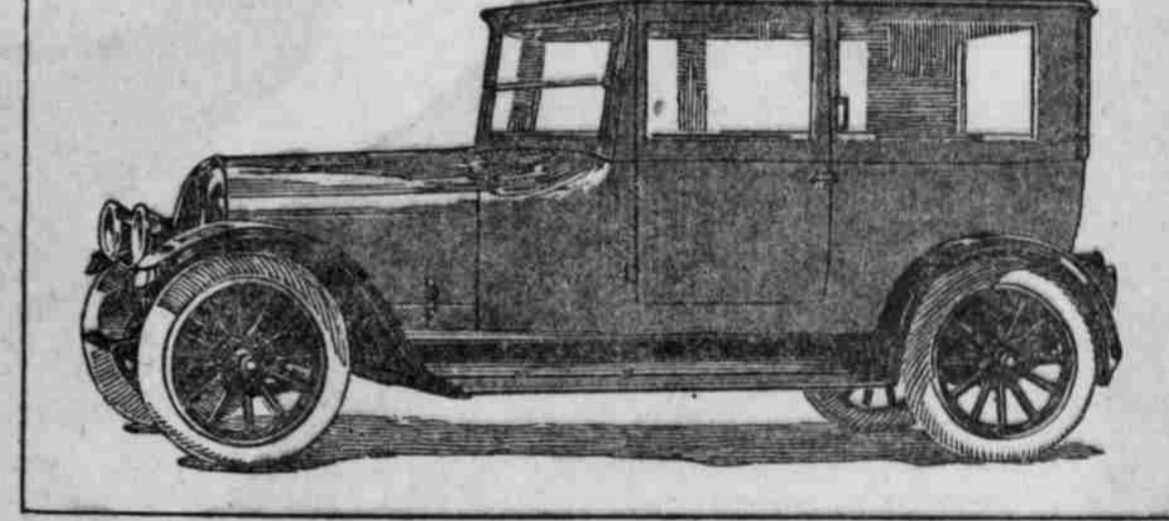
20 miles to the gallon of gasoline  
12,500 miles to the set of tires  
50% slower yearly depreciation  
(National Averages)

THE Franklin's performance keeps many a dollar usually spent for gasoline, tires and repairs in the owner's pocket.

Light weight, flexibility, and direct air-cooling also give the Franklin the road-ease and comfort which enable owners to travel 300 miles in a day without feeling heroic about it.

Prices Effective September 1, 1921  
(F. O. B. Syracuse)  
Touring Car \$2350 Sedan \$3350  
Other Types in Proportion

BRALY AUTO CO.  
501 Burnside St., Corner Fourteenth. Broadway 901.



## MODERN CAR HAS LONG LIFE

Paige in Idaho Has Record of Over 200,000 Miles.

That there has been a steady and definite improvement in the wearing qualities of American motor cars is proved by figures compiled by the

Cleveland Trust company, says a report from Cleveland. If one takes the total number of cars registered in 1919, for instance, and the total number sold in the United States during the year, one can determine from the 1920 total registrations how many cars were worn out in 1919.

The figures show that in 1915 14.5 per cent of the cars in use were eliminated, in 1916 10 per cent were discarded, in 1917 only 1.5 per cent were dropped out, in 1918 5.3 per cent and in 1919 5.3 per cent.

"With better roads cars travel farther on the average each year and yet they are lasting more years," said H. M. Jewett, president of the Paige-Detroit Motor Car company in commenting on these figures. "Our records on our cars also clearly demonstrate this. A few years ago 50,000 miles was looked upon as absolutely the maximum life of a motor car. Yet there is in operation between Gooding and Jerome Idaho, a Paige seven-passenger touring car that has turned up over 200,000 miles in something over three years and is still in service. It makes three to four round trips each day in stage service over the rough Idaho highway, loaded with passengers and baggage. This indicates what modern, well-built cars will do."

Watch your oiling system.

## What It Means to Own a Velie

It means the satisfaction of knowing that you are driving the authoritative style—the Pattern car of 1921-22—so acknowledged in every big motor center.

It means more power than you ever had in a light six before—money-saving power from the new motor economically burning low-grade fuel.

It means performance equaled by few, not excelled by any other car in the light six field. It means the comfort of deep-titled, soft-plated, genuine leather upholstery—more conveniences, new ideas everywhere.

It means a car completely equipped even to a spare cord tire, tube, tire cover, bumper and motometer.

Call or phone for a demonstration.

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