

Oakland ARRIVED

We have just received a carload of the NEW OAKLAND SENSIBLE SIX Cars — the car that delivers more power per pound weight of car than any other car in the world. The average gasoline mileage is 18-25 per gallon; eight to fifteen thousand miles on one set of tires. The Oakland Six is conceded to be the most economical car to operate in the world.

See our new models at

BURROWS AUTO CO.

432 25th St. Telephone 387

PRODUCTION TAKES AN OPTIMISTIC STAND

DETROIT, Mich.—Production in Michigan and Ohio is beginning to reach normal figures. During March the daily output of thirty-two big factories was 5741 cars. This is a big gain over February figures, during which 4822 cars were produced daily. In January, when the majority of plants were just getting into commercial manufacture on greatly curtailed schedules 3684 machines a day were built. The average daily production for the first quarter is 4749 cars. On a basis of twenty-six working days to a month, these figures show an estimated total production for the first three months of the year of 116,142 machines.

Manufacturers are beginning to talk in terms of annual production. Many of the companies have drafted production schedules for 1919. Others, while outlining production for the year, are not making them public. However, from the statistics already secured it is evident 1919 production schedules call for in the neighborhood of 2,500,000 cars. With nine factory figures missing, the proposed output in the two states for the year is approximately 2,139,500 cars. Chalmers, Maxwell, Chevrolet, King, Oldsmobile, Packard, Reo and Saxon data is not available, but it is safe to estimate the combined production of these nine concerns will be about 225,000 machines.

500 and dividing this into quarters, the factories must turn out 591,125 cars quarterly if they hope to operate on schedule. Thus it is to be seen that the 116,142 first quarter production is far below the plans of the manufacturers and that it must be increased 75 per cent the next three months.

In 1918 car production figures were 1,044,754 against 1,737,151 the previous year. In 1916 production was 1,493,617 cars. Last year's production was the smallest since 1915. Normally the output increases at the rate of 40 per cent a year. Had this rate prevailed last year the output would have been 2,750,000 cars, or more than double what it actually was.

Some of the Detroit companies are having trouble getting material and parts. This is not true in all cases but in several instances it is badly curtailing production. The trouble seems to be due to inability of certain part makers to get back into peace production from a war basis. Firms dealing with these concerns are affected while others are not. Lack of funds, owing to unadjusted government contracts, and the instability of the steel market are the big factors at the bottom of the trouble. The fixing of the steel prices by the government is relieving this situation, as this market is beginning to gain confidence again even if the prices are a little high to suit the majority of buyers.

Columbia soon will be housed in a new factory. The present plan is not adequate to care for the expanding business of this company and architects are at work on plans for a complete new establishment. Details and its location will be made public shortly.

Read the Classified Ads.

PROUTY'S AUTO HOSPITAL

Auto Repairing of the Kind That Pays

Expert Mechanics
All Work Guaranteed

H. R. PROUTY

2331 Hudson Avenue

WHILE ATTENDING

THE

Golden Spike Celebration

Check Your Auto

ONLY

25c

Mack-Robinson Garage

2446 Grant Ave. Phone 604. 2441 Hudson Ave.

GET BEHIND THE GOOD ROADS PLAN

Sound National Policy Must Be Adopted by State and Nation, Says Royal R. Scott.

Through the Willys-Overland starter, I desire to call the attention of all the Willys-Overland distributors and dealers to the importance of the good roads work of the nation and the importance of legislation now pending in congress.

More than half a billion dollars is available for highway construction and improvement by state and national governments this year, and larger amounts will probably be available in successive years. It is time that we be done economically and with due regard for traffic needs, a sound national policy of administration and operation must be adopted.

Such a policy is presented in a measure recently introduced in congress by Senator Charles E. Townsend of Michigan, and in presenting it he said his immediate object was to bring the subject before the country for consideration and discussion.

This bill, the policy of which was unanimously adopted by the great highway congress at Chicago in December, would create a federal highway commission to five members to be appointed by the president, with the advice and consent of the senate. The members would be chosen from different geographical sections of the country and not more than three would be of the same political party. It is proposed that the commission employ engineers and other experts. The bill authorizes the commission to lay out, construct and maintain a national highway system, comprised of not less than two main line routes in each state, entirely at the expense of the federal government, but no work is to be done in any state until the assent of its legislature is received.

State highway departments, under this bill would recommend routes in their respective states and the commission would determine the order of their improvement and the types of construction, but such construction must be of such durable and adequate width and surface as would effectively meet the present and future traffic needs. The commission proposed would encourage and stimulate efficient transportation over all highways in the United States, taking over all duties and functions of the bureau of public roads of the department of agriculture, and also provide for the expense of the commission and of the system, and the same apportionment between states as that employed in the administration of the present federal aid act. The federal work is to be continued under state and federal supervision as at present. The bill also provides for uniform traffic regulations on national highways.

Realizing the importance of more good roads, and more aid from the federal government, we recommend that you seek to obtain public expression on this subject through the newspapers in your community. Tell the newspaper men in your city how important you think this good roads subject, and this national bill is to your state and community and ask them to write articles on it and help boost. Talk it everywhere, at conventions, and at other meetings. Cooperate in favoring good roads legislation with your local automobile clubs and dealers' association.

General discussion leading to crystallization of thought will be the utmost value in bringing out the best sentiment of the country and will enable Senator Townsend to incorporate in his bill any supplementary changes that may be valuable. The measure will come up for consideration at the next session of congress. Hence immediate action is desirable.

Any one wishing more information and a digest of the proposed bill may obtain same by dropping a postal or letter to Pyke Johnson, secretary highway committee of the National Automobile Chamber of Commerce, No. 509 Seventh street, N. W., Washington, D. C.

TRUCK SIDELIGHTS

The demountable hack body is the latest device for the convenient and efficient handling of brick. Simply described, it consists of a demountable body with a clamp at the rear or delivery end. To unload the body simply slides off the truck and stands on end. Next the clamp is loosened and the truck pulls the body away, leaving the bricks standing in a systematic column. The saving in time over manual unloading is enormous, while the saving in breakage over ordinary dumping is pretty nearly 100 per cent.

A big truck operator in Philadelphia has adopted as the motto of his establishment, "Tell the Driver Why." It is a fact that drivers often err through ignorance and not through carelessness. By having the various points in good driving carefully explained to them, the men responsible for the vehicles on the road will be enabled to avoid this sort of mistake, while a well-devised bonus will do much to remedy the carelessness.

CANADIAN WOMEN ARE GREAT MOTOR-BUYERS

That more women are buying automobiles for personal use than ever before, is the conviction of many Canadian automobile dealers. One explanation for this is that a large number of women who, during the war, were actively engaged in all character of patriotic service, have found that they never will be content to live the indoor life they were accustomed to before the war. Consequently many of them are turning to the automobile for the means of enjoying the many out-of-town trips.

In removing the cylinder block from the chassis the utmost care must be taken not to injure the parts. It is very easy to spring the rods out of true if the cylinders are not lifted off straight. For this reason in removing these parts one person should do the handling while a second takes care that no injury is done to the pistons or rods.

YOUR ADVERTISING YOUR GREAT SUCCESS

You Are Sleeping on the Job When You Do Not Cooperate in Advertising Efforts.

The Willys-Overland company recently sent out some very good advice to its agents throughout the country and the advice was so timely that it will not be amiss to publish it for the good of dealers for other companies. The Overland dealers, generally, are good advertisers and invariably they are doing profitable business. There is little question, however, that the country has many dealers who are slow to fully appreciate the efficacy of advertising at home. The Willys-Overland company has the following to say on the question:

"Remember the Dardanelles campaign? When the allies gave up and withdrew the Turks were licked, but the allies didn't know it. The Turks had fired their last shell their ammunition was gone. Another day and that expensive failure would have been a glorious success for the allied cause.

"The history of advertising records many such campaigns, when, after months of strenuous and costly effort the advertiser conscious only of the burden of going head had discontinued his publicity and withdrawn from the field on the very eve of success.

"One might safely paraphrase the old adage—'Be sure you're right and then go ahead,' to read—'Be sure you're wrong before you quit!'"

"It is all very well for the Willys-Overland company to spend a great deal of money year after year in making the Willys-Overland and the Willys-Knight product known to every household in the United States. But what does it profit a dealer holding a contract for the sale of Willys-Overland products if he neglect his opportunity, through his own local advertising, to identify his dealer franchise with the national Overland fame? What does it profit him to have the car he sells nationally known in every household and yet in his own territory find people who do not know he is the dealer from whom they could buy?"

J. J. Brummitt, 2417 Hudson avenue, pays highest prices for Liberty bonds.

FIFTH LIBERTY LOAN BONDS PREFERRED NATIONAL SECURITIES

Motor Age is a patriotic and business advocate of the purchase of government bonds of the Fifth Liberty loan, giving three very good reasons for its advocacy and backing them up by sound business argument as follows:

There are three reasons why readers of Motor Age should subscribe to the utmost to the Fifth Liberty loan. The three reasons are:

1—Nobody wants to be a quitter. The war is ended but the bills have not all been paid. It is a patriotic duty to subscribe.

2—Never before in the history of the Nation have business and professional men been so well able to make large subscriptions.

3—The Fifth Liberty Loan bonds of the United States are the safest and best investment any citizen can make.

As regards the first reason, it is obvious that the end of fighting did not bring an immediate decrease in expense. We gained immediately by stopping the use of shells and powder. But wages and maintenance went on unabated. If men were no longer sent abroad, they were being brought home. Munitions contracts were cancelled, but these cancellations largely appertained to work not yet undertaken, leaving the plants still busy with work in hand. Moreover, the cancelling of every contract carried with it a penalty payment intended to protect the manufacturer. For these reasons the government's outlay has been larger per item since the armistice was signed than it was before.

Two-thirds of the Fourth Liberty Loan went to repay the government's short-term borrowings at the banks. The additional cash raised was all expended before December 1. Since then the government has been borrowing \$300,000,000 a week from the banks on short-term certificates. If these are not redeemed by money paid in by the public, the banks surplus will be frozen up in government bonds and the funds available for financing general business will be by that amount decreased, and business activity will be curtailed.

As regards the second reason, the tabulation of commercial failures for 1918 shows that American business was never more prosperous or sound. For the twelve months just closed there were only 992 failures as compared with 13,855 in 1917, 16,923 in 1916 and 22,159 in 1915. This 1918 total is the smallest since 1899 and considering the growth of the nation's business, is relatively even more satisfactory.

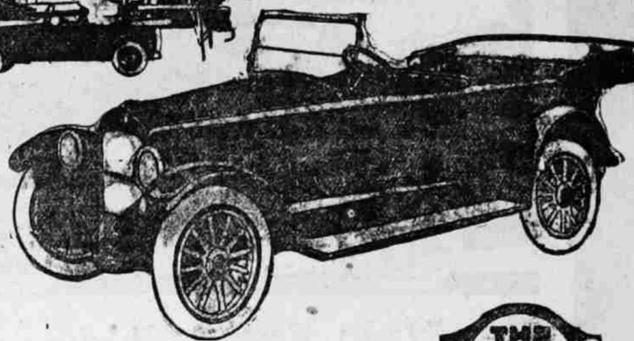
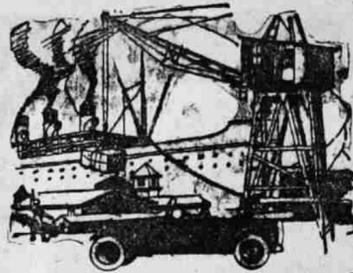
As to the third reason, there is no question that the Fifth Loan bonds are the favorite security of the whole list as an investment for business funds that must be kept in very liquid form. The Fifth Loan bonds are short-term obligations, and do not compete with the outstanding Liberty issues. The Third Loan bonds, because of their maturity being shorter than that of the other issues, already are selling at a 1 per cent premium above the others. Business men are buying them for their cash reserve because they have only ten years to run and will class as a cash asset. The

field of the motor vehicle is constantly broadening. An output of

WITHDRAWS

I am no longer associated with the B & B Auto Repair Co., but I am still doing auto repairs. Call by phone 1669.

RAY BELNAP



Patented Valve-In-Head Motor

Power combined with low cost of operation

Unusual power combined with low operating expenses was the aim of Nash engineers when they designed and offered the public the Nash Perfected Valve-In-Head Motor. The performance of the Nash Six in the hands of owners has proved beyond question that it does possess power to a marked degree and that it is economical, reliable and quiet.

- Five-Passenger Touring Car... \$1690
- Four-Passenger Roadster... \$1490
- Seven-Passenger Car... \$1640
- Six-Passenger Sedan... \$2250
- Four-Passenger Coupe... \$2250

Price L. & K. Knabe

ANDREWS-NASH MOTOR CO.

2333 Hudson Avenue, Ogden.

Phone 55.

NASH MOTORS

VALUE CARS AT VOLUNTARY PRICES

bonds of this issue have even a greater claim for favor for such use. This insures a very broad and active market.

Again, the various government issues must eventually sell to a premium. The bonds of the four issues outstanding have been kept at their present level by reason of the flood of new government securities that had to be poured out. As soon as the Fifth Loan is out of the way conditions must become more normal.

As regards the equity behind the bonds, there is no other security on earth to compare with them. The national wealth of the United States is tremendous as compared with that of other nations, and its national debt is, by comparison, very small. The Union has the greatest gold stock ever accumulated by any nation—half as large as the combined gold of the fourteen next most wealthy nations. The net balance of trade in our favor will be something like four times as large as it was before the war, counting in the \$500,000,000 interest a year foreign governments must credit us with. The financial position of the United States will be impregnable.

Enormous Business in Automobile Operations

It is really startling to figure the fabulous amount of money expended each year in the use and maintenance of automobiles. The number of machines in use runs into the millions and the money required to keep them going reaches amounts aggregating billions of dollars.

A telegraphic canvass has just been completed by the Boston news bureau covering every state in the country, and it is ascertained that on January 1 a total of 6,255,192 automobiles and motor trucks were registered, an expansion of 73 per cent in two years. When one stops to calculate the investment represented by 6,000,000 motor vehicles he is amazed at its immensity. The average cost to the purchaser of the cars and trucks now on the road was easily \$1000, so that we find here a total investment of \$6,255,192,000, and only a few years ago the horseless carriage was a curiosity!

It is a fair presumption that the mileage of these cars will average 5000 per annum, or over 30,000,000,000 miles every twelve months! It is also safe to say that the expenditures for tires, gasoline and repairs will average 7 cents per mile, or \$2,100,000,000 yearly for maintenance and cost of operation. This waives all consideration of the very vital element of depreciation. These figures give a measure of the almost unbelievable proportions to which our motor industry has grown and "the saturation point" is still a long way off.

The giant strides which the auto truck is taking in the field of short-haul transportation cannot but have a highly important bearing upon steam railway earnings. Incidentally just what would have happened had the nation's transportation necessities in the late war been deprived of the gasoline engine it is not pleasant to conjecture.

1,500,000 cars, or perhaps 2,000,000 a year for several years to come is not an extravagant prediction. If the whole country had an automobile "density" equal to that of the state of Iowa there would be 16,000,000 cars on the road today.

The automobile is here to stay. The luxury of yesterday becomes a necessity of today. It is permanently woven into our social and economic fabric. As the old "boat" lags behind in condition, style and popularity, a new and

better one must take its place—expense prey incidental!

Thus it is that automobile stocks are growing in investment popularity! Only the preface of the romance has been written.

J. J. Brummitt will buy your Liberty bonds at the best prices. 2417 Hudson avenue. Phone 59.

Just Arrived

We have just received a carload of Chevrolet Model Four-Ninety Touring cars.

We can make immediate delivery on three cars out of this shipment.

Cars are scarce and we advise prompt action on the part of those who are contemplating new cars in the near future.

OGDEN MOTOR CAR CO.

2345-55

Hudson Ave.

AUTOMOBILES

We have several standard make cars which will be closed out at very low figures.

If you have two or three hundred dollars to invest in an Auto we can deliver you the car at this rock bottom price. See our list of cars in the Classified Ad. columns.

OGDEN MOTOR CAR CO.

2345-55

Hudson Ave.