

ESSEX SHOWN HERE SCORES INSTANT HIT

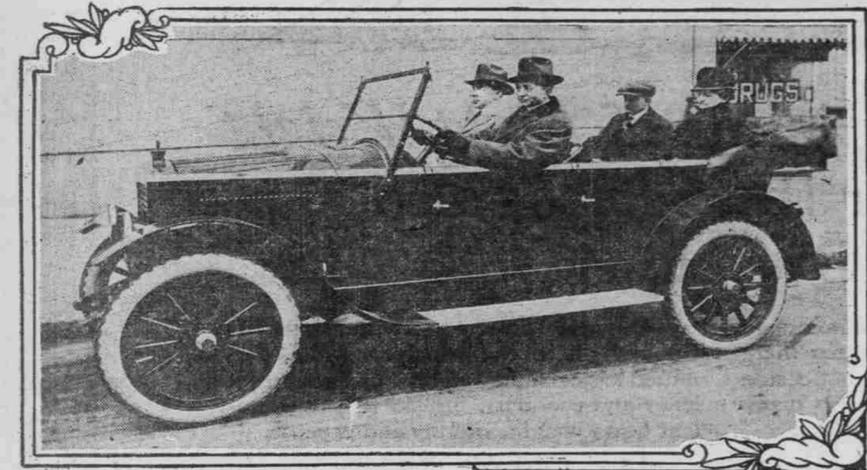
First Cars on Pacific Coast Arrive in Portland.

MODEL PROVES SURPRISE

C. L. Boss Auto Company Makes Big Advance Sale of Hudson Plant Product.

After more or less mystery in regard to its production, the Essex motor car, a new star in the firmament of motor-dom, has made its appearance in Portland. The C. L. Boss Automobile Company received two cars last week.

NEW ESSEX MOTOR CAR, MAKING PACIFIC COAST BOW IN PORTLAND, WELL RECEIVED.



W. J. Montag, of Seaside, Or., at the Wheel of His New Essex, the First to Be Purchased on the Pacific Coast. Mrs. Montag is in the Rear Seat. Jack Herzinger, Salesman for the C. L. Boss Auto Company, Distributors of the Car, is Seated Beside the Driver.

after having awaited the arrival of the latest Hudson product for over a year. For it is a Hudson product, built at the Hudson super-six plant in Detroit. It has all the earmarks of the Hudson car, both in design and beauty of outline. It is built along the lines of the Hudson four-passenger phaeton, commonly known as the speedster, and is the same color, a double deep olive green, with black trimmings.

The Essex is a small five-passenger car and fairly radiates pep. Thursday, which was demonstration day, was the occasion for hundreds of interested people to witness its merits. Noticeable in its demonstration was its power. While the car has only a four-cylinder motor it is capable of developing more than 50 horsepower and those who were fortunate enough to obtain a ride in it were particularly impressed with the quickness of acceleration and hill-climbing ability.

Work on the Essex was begun about two years ago behind locked doors at the Hudson factory and for 12 months the secret was well guarded. Just before the United States entered the war the car was ready for the market. At that time it was generally known by automobile men there was a surprise in store, and, remembering the achievements of the Hudson super-six, great interest was shown.

War Halted Production. Before the car could be put on the market however, the facilities of the Hudson plant were placed at the disposal of the Government, and the production of the Essex was halted. During the last 12 months the car has been submitted to every test and now is a complete and finished product. The Essex has been designed to fill the field between two channels of development in the automobile industry, the first of which is in the direction of dignity, silence, refinement and smooth operation and the second of economy of gasoline, tires, initial cost and depreciation.

To W. J. Montag, of Seaside, Councilman of the First Ward in that city, fell the honor of being the first Essex owner on the Pacific Coast. Mr. Montag, who is on a few weeks' vacation in Portland, and who is domiciled at 1609 East 25th street North during his absence from his home town, came up expressly to be in the city at the arrival of the car, which it had been whispered would not be far away. Mr. Montag purchased the car almost unobserved and in fact paid the purchase price without having received a demonstration or even seeing the inside of the car, relying on the reputation of the Hudson manufacturers for productive quality. Jack Herzinger, salesman for C. L. Boss Automobile Company, effected the sale, which is the first on the Pacific Coast.

Big Orders Placed. The confidence leaders throughout the territory controlled by the C. L. Boss Automobile Company feel toward the new product is indicated by the number of cars contracted for in advance of its arrival. Orders for no less than 308 cars wholesale and 11 at retail have been received by the local distributors for the next few months. The majority of these have been received in the past two weeks. Expansion of the automobile business has been so great in the last 18 months with the C. L. Boss Automobile Company that three increases in the quarters occupied by the company have been necessary. With the arrival of the new model the need of further expansion is being felt.

FACTORY MAN SALESMAN HERE

R. A. Hutchinson, Jr., Salesman for Charles C. Fagan Company.

Fresh from a year at the Pierce-Arrow factory where he took a regular course in the manufacturing and operating of the car, R. A. Hutchinson, Jr., has joined the force of the Charles C. Fagan Company here as passenger car salesman. Mr. Hutchinson has been with the Pierce-Arrow people for five years. He has been in the sales end of the game in Chicago, Denver, Seattle, Montana and Wyoming. He served as sales manager at Casper, Wyoming, and in addition to selling a goodly number of passenger cars sold several large truck fleets for use in the oil industry.

Condensation. Water condenses during cold weather much more readily than in hot. For this reason a greater accumulation of water forms in the crank case during the winter than in Sum-

mer. The car owner should, therefore, drain the crankcase more frequently in winter to remove this water, which forms an emulsion with the oil and destroys the latter's lubricating value.

HIGHWAY SURVEY WILL BEGIN

Klickitat Engineer Resigns to Direct Concrete Road Work.

WHITE SALMON, Wash., Jan. 18.—(Special).—G. W. Borden, County Engineer of Klickitat County for several years, has resigned, having been appointed as construction engineer for the proposed concrete road which will run from White Salmon to Husum and Trout Lake. There also will be a connection made from this road to Underwood, from where many of the valley ranchers haul their apples to the Union warehouse and dock for shipment. This connection will tie in with the completed section of the North Bank Highway at Underwood. Engineer Borden will shortly remove from Goldendale to White Salmon, and expects to be able to compete surveys this winter and commence construction by March 1. Clyde W. Spalding has been appointed successor to Mr. Borden.

Body Rattles.

By loosening the front and rear pair of bolts holding the body to the frame rattles and squeaks in doors and body

FARM TRACTOR USED IN MANY CAPACITIES

Power Machinery Proves Boon to Agriculturists.

EFFICIENCY IS INCREASED

Three Types of Machine Developed to Meet All Demands and Soil Conditions.

"It is difficult to grasp or appreciate rightly the full scope of the wonderful field that farm tractors have opened up for the use of explosion engines," says C. W. Stratford, an authority on the lubrication of internal

combustion engines. "Mechanical plowing of the soil, planting, harvesting and threshing in crops, hauling these crops to market, grinding grain, sawing wood and a myriad other homely tasks are now performed the year around by this ever-willing and never-tiring servant of the farmer."

Without question, a judicious application of tractors to heavy farm work greatly increases the farmer's efficiency. This efficiency means economy of human labor and decreased cost of production.

"Farm tractors are of three general types, to wit: (1) The caterpillars or track-layers, (2) the three or four-wheel machines with the traction wheels in the rear and (3) the two-wheel traction 'pullers.' These different types of machines have been developed to meet all demands of service and different soil characteristics and conditions.

"Farm tractor design and construction have passed through the same throes of experiment and discard as did those of the automobile 15 years ago. Nevertheless the farmer who buys a tractor of any well-known make today need have no further fears of troublesome and costly delays at the height of his crop season on account of mechanical difficulties. It may be observed that there is nothing radically different to be developed in the tractor engine aside from the features prescribed by the basic principles of correct gas engine design, already thoroughly practiced in automobiles and airplane practice.

"The rapid wear of parts is the greatest drawback of the tractor user, and should be carefully provided for by low bearing pressures and the best of lubrication.

"As in the case of steam engines and turbines furnishing power for ships and factories where uninterrupted service is absolutely vital, so in the continuous and sufficient lubrication of tractor engine parts of great importance. This fact cannot be too carefully looked after by the operator to avoid destructive wear and heavy repair bills. Compared to the relatively light load carried by the average automobile engine, the tractor engine is nearly always working at full power delivery and wide open throttle. It must pull a dead load all day long with no periods of recuperation, such as coasting down hills or idling at the curb.

Use of Best Oil Advised. "As a result of high, full load explosion pressures and temperatures, the mean operating temperatures of tractor engines are higher than those in automobile engines. The use of oil of higher viscosity and lower volatility must therefore be employed to obtain reasonable economy and satisfactory service.

"While it is true that almost any gas engine oil will lubricate tractor engines for a certain time, further experience will never fail to reveal the fact that substantial economy can only be secured by making use of the best lubricating oil to be had.

"For the lubrication of enclosed chains, bevel or spur gears, the use of a heavy transmission oil or gear compound is recommended. For exposed chains and gears, rollers and similar parts, transmission oil should be fed upon their contact surfaces, preferably by a mechanical oil pump through adjustable feeds. This oil pump should be geared to some transmission shaft, which turns at a speed proportional to the motion of advancement of the tractor."

NEW MOTOR TRUCK ON MARKET

Transport Company Starts Production With 500 Orders. The transport motor truck, built at Mount Pleasant, Mich., has now gone into production. The new company state building under most auspicious circumstances. It was expected that they would be able to start production about last July, but owing to war-time restrictions and the inability to get material, the event was postponed.

However, the period of waiting has been used by the Transport company to the greatest advantage. Several of their trucks have been covering all kinds of roads, all kinds of grades and tested out all kinds of hauling during this period of waiting, until today the Transport is in no sense an experiment, but a proved machine.

Milton A. Holmes, president and gen-

WHITE MANAGERS CONFER

PACIFIC COAST MEETING HELD IN SAN FRANCISCO.

Factory Officials From Cleveland Place Specialized Knowledge Before Conference.

C. W. Cornell, manager of the Portland branch of the White Company, was in San Francisco last week attending the sales conference including representatives from every branch on the Pacific Coast, which was called by G. A. Urquhart, the Pacific Coast manager. R. G. Hubner, manager of the Seattle branch of the White Company, was another Northwestern man to attend the conference.

The conference opened Monday morning and lasted three days. A special guests of honor at the affair were three visiting factory officials who imparted useful advice and information to the various members of the coast organization.

F. H. Williams, vice-president and sales manager of the White Company, of Cleveland, O., outlined plans for the securing of more business and gave the coast White men some inside tips on the general business situation throughout the country.

S. G. Thompson, chief transportation engineer, and F. H. Laning, manager of the sales research department for the White factory, placed their specialized knowledge of the present-day problems of truck users as well as of truck merchandisers at the service of the truck men.

Stationary Power Plant.

An old motor that has about outlived its usefulness in a car may be made into an admirable stationary power plant in the garage by running a belt from its flywheel to an overhead line shaft, from which the power is diverted by belts to lathe, emery wheel, etc.

New Car Owners in County.

Temporary police licenses were issued in Portland last week to the following buyers of latest model motor-cars, pending arrival of the official state licenses from Salem. This list is compiled by M. O. Wilkins, publisher of the Automobile Record:

- H. Domschke, 651 Union North, Chevrolet.
A. G. Bittman, 739 Kearney, Overland.
E. S. Roberson, 897 Gitan, Vella.
Robert Orr, 66 Smith avenue, Hudson.
Dr. Leonard R. Purkey, 301 Morgan bldg.
Blumauer-Frank Drug Company, 335 Everett, Ford.
Adam Schaefer, 751 Grand avenue, N. Ford.
Glen Hollister, Broadway Apartments, Ford.
Associated Oil Company, Pittock building, Dodge.
Mae Moosehead, 69 North Twenty-first street, Dodge.
Fred Evans, Mosier, Or., Hupmobile.
Glenn R. Metzker, St. Helens, Hupmobile.
L. B. Kent, 319 East 25th street, Maxwell.
Mrs. Bertha Farley, 1021 East 25th street North, Maxwell.
J. M. Bales, 980 Everett, Nash.

Overland advertisement featuring a large image of a Model Ninety car. Text includes 'Overland', 'MODEL NINETY \$985 F.O.B. TOLEDO', and 'Willys Overland Pacific Co. Broadway at Davis St.' Below the car image, text reads: 'Overland cars always have been designed and built to meet the taste and needs of substantial people. More than 115,000 Overland Model 90 cars have been sold. There probably will not be enough to meet the demand of this season.'

Kelly Springfield Solid Tires advertisement. Text includes 'Kelly Springfield Solid Tires', 'Truck owners should investigate the long mileage in these tires. Their superiority is proven on crushed rock road under heavy service. The live rubber eliminates a large percentage of cuts, assuring the user of greater mileage.', and 'Kelly Tire Sales Co. 335 Ankeny—and Broadway'. A table of tire prices is provided, including 'SPECIAL PRICES—STANDARD MAKES—FIRSTS' and 'SPECIAL PRICES ON CORD TIRES'.