

LIVES OF CARS VARY

Length of Usefulness Largely Depends on Driving.

MINOR POINTS IMPORTANT

Mechanism of Machine May Be Understood Without Taking Special Course—Companies Publish Books of Instruction.

Many motorists on buying a car or looking it over, ask: "How long will this car last? How many years will it run without trouble?"

H. H. Pinney, manager of the Chalmers works, says that the answer lies in the carowner or driver. A car can last a few months or a decade, depending entirely on the way it is handled. He says:

"Ninety-nine out of 100 people who buy automobiles today consider that they are making a service investment. The automobile has ceased to be regarded as a luxury. The general utility as well as the pleasure-giving quality of a motor car has been so well demonstrated that owners no longer regard their cars as mere toys.

Good Driving Is Need.
"An automobile is, after all, simply a machine. A new car is a potentiality, which will run satisfactorily for a given number of miles, carrying its full quota of passengers and equipment, and which will accomplish the various things for which it is designed for a given length of time—the life of the mechanism.

"Driving is the service a car renders; the theme by which the machine delivers its quota. Good driving enables the car to realize the full value of the investment. Careless driving and lack of care depreciate the investment out of proportion to the service rendered. By good driving alone do you get the most out of your car.

"Driving an automobile consists of more than merely operating the clutch, changing gears, applying the brakes and steering. To drive well, and therefore get the best service from your car, requires a little study of the machine. Many of the minor troubles which private owners have with their cars come from not having attached the proper importance to the minor points of driving.

Special Course Unnecessary.

"It does not necessarily follow that the owner of a car must take a special course in mechanics, or serve an apprenticeship in an automobile factory. It is the effort of the Chalmers Company to make its cars so nearly trouble-proof that but little technical knowledge is required to get satisfaction. Positively all companies publish complete instruction books, which should enable an owner to handle his car well. And I do believe the greater number of owners today understand the general principles of their car. They may occasionally be very careless in such matters as lubrication, adjustments, etc., but I am convinced that where dissatisfaction exists it is largely due to careless handling, rather than to absolute abuse of the machine.

"One of the most common faults of driving is starting away too fast. Transmission gears invariably have a number of speeds forward. These various speeds are for the purpose of giving the car momentum with the least possible strain. A car can be started gradually in first speed, and as the momentum is picked up the driver shifts so that the motor does not bear unusual strain. If you make your motor pick up dead weight it will, after a time, develop noises; there will also be noises and grinds in the transmission gears or rear axle.

"The question of brakes, too, is one of the most important in driving. Brakes are not put on an automobile for the purpose of stopping the wheels, but to control the speed of travel slowly. It is a well-known fact that if the brakes on a streetcar or locomotive are applied so hard that the wheels stop entirely, the result is a flat wheel. The same conditions prevail in applying the brakes to an automobile. Of course, you don't hear the flat wheels, but you have, nevertheless, worn flat spots on your rear tires.

Gradual Stop Advised.
"Begin to pull your car up early enough to allow of your applying the brakes gently in bringing the car to a gradual stop without jolting yourself or your passengers and without ruining your tires and straining the mechanism of your car.

"Another common fault in driving is allowing the motor to race. In crowded traffic you frequently see a driver throw out his clutch and apply his brakes, reducing the speed from 20 miles an hour to say five miles an hour, without reducing the speed of his motor. Allowing the motor to race simply uses up some of the efficiency of the car which ought to be conserved for mileage. This fault permitted frequently means loose valves and knocks in the motor. When these develop don't lecture the repair man with a complaint about your car, but study your own driving a little and find out if perhaps you are not at fault.

"It is in the matter of turning corners, perhaps, that the average automobile driver is most greatly at fault. It still remains to be proved that dashing around corners at high speed saves any time for the driver. It certainly does not save tires, wheels, gears and mechanism generally. There is no reason in the world why a driver should not, in 99 cases out of a thousand, reduce his speed one-half when turning a corner.

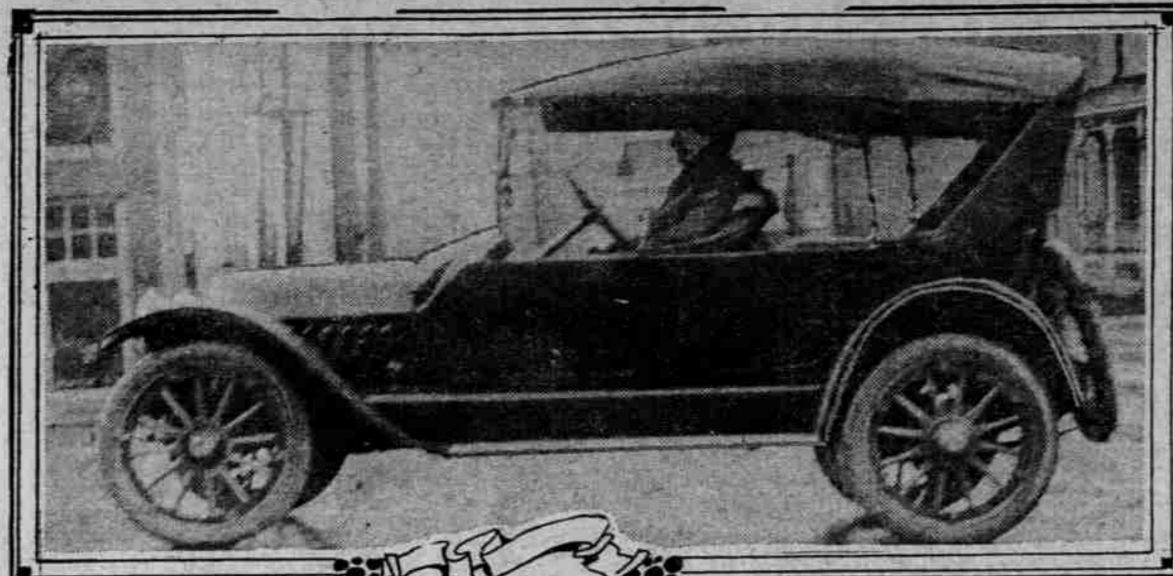
Intermediate on Hills Is Best.
"In hill work, too, many drivers literally abuse their cars. The average driver of a car to say that his car will take such or such a famous hill 'on high.' There seems to be a prejudice against the use of the intermediate transmission speed. Yet those intermediate speeds are put in a car for the express purpose of saving the motor and moving parts from overwork under unusual stress. True, it is pleasant to dash up a hill on high speed, and the average car of today if it is well built, properly designed and rightly powered, will take the average hill on high without unusual strain upon the mechanism. But this is not true of all hills, and there is no reason in the world why the average owner should not use his intermediate speed and thereby save himself many dollars in motor strain avoided.

"In descending long hills, special care should be taken to save the brakes. It is not advisable to use either the service brake or the emergency brake continuously. The brakes used become hot under the unusual strain and suffer unnecessarily great wear. In going down a long hill, alternate from the foot brake to the hand brake, or if the hill is extremely long, get into the intermediate speed and allow the motor to act as a brake."

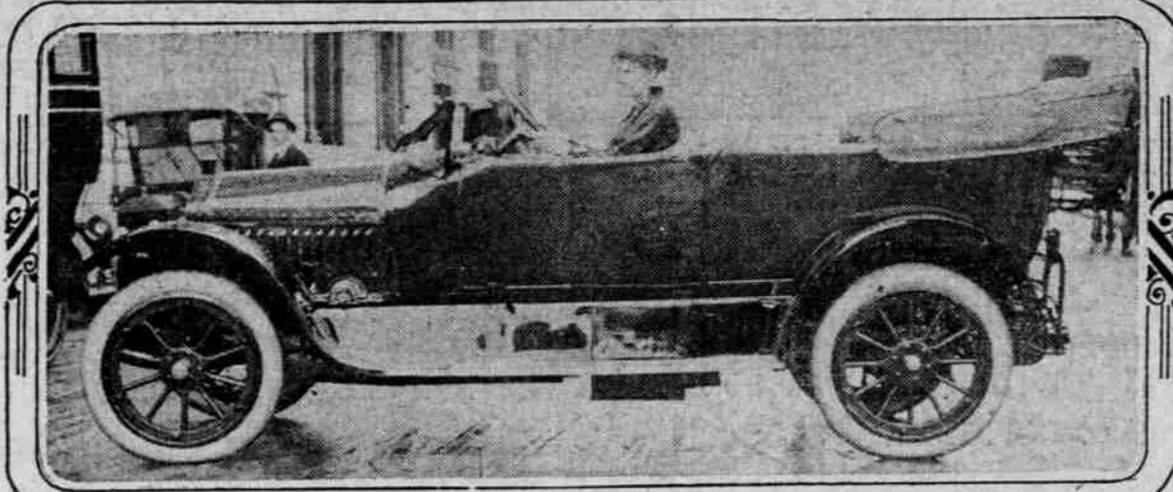
Pe Ell Ends 1914 With \$603.

CENTRALIA, Wash., Jan. 16.—(Special.)—According to the annual report of Town Clerk W. J. Simmons, the town of Pe Ell finished the year 1914 with a cash balance of \$603.18 in the treasury, in spite of the fact that no local tax was levied last year. Pe Ell is a dry town.

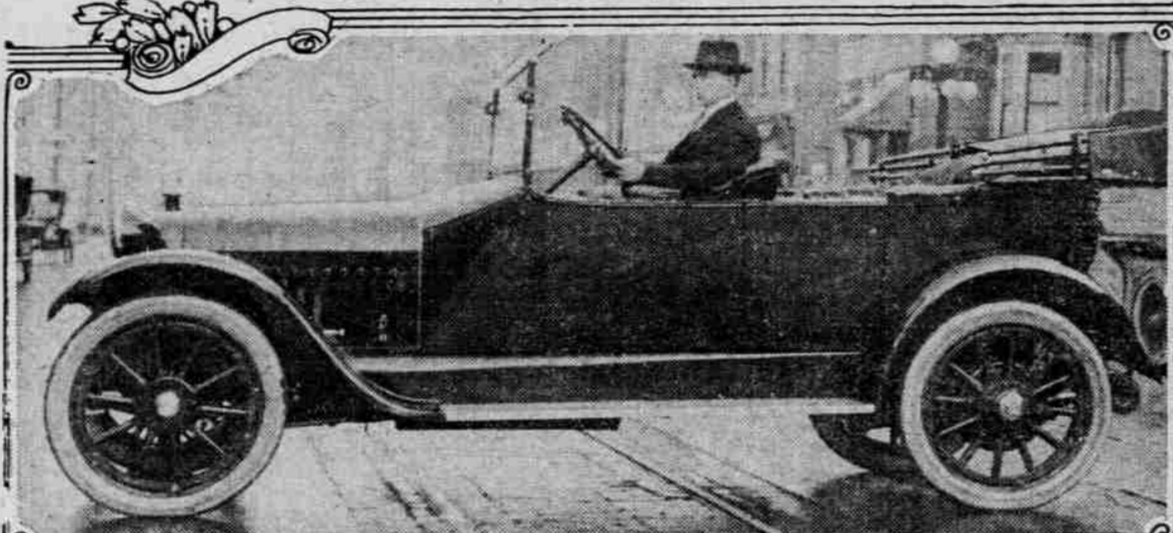
NEW MODELS OF TOURING CARS WHICH ARRIVED IN PORTLAND IN TIME FOR DISPLAY AT AUTO SHOW.



Oldsmobile



Miss Dorothy Shaw in White Car.



Chalmers Car

CYCLE-MACHINE GUN OUT

SPRINGFIELD (MASS.) MANUFACTURER PRODUCES NOVELTY.

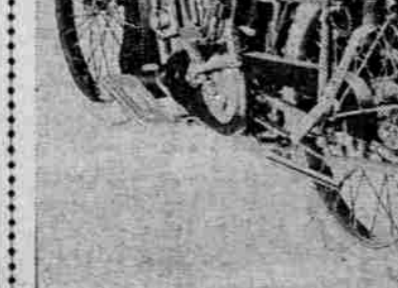
Two Men, 75-Mile Trip and Thousand Rounds of Ammunition Are Provided for On Creation.

Hardly a day passes but some new field of utility for the motorcycle is discovered. The extensive use of the motorcycle by the military authorities in England and France for maneuvers and courier service, suggested to the engineers of the Hendee Manufacturing Company, Springfield, Mass., manufacturers of Indian Motorcycles, possibilities in a combination of motorcycle and automatic field gun for riot service in this country.

The Hendee company has built a combination motorcycle and side-car chassis on which a Colt automatic field gun of rifle caliber is mounted. Provision is made for carrying two passengers, so that it is possible to operate the gun while the machine is in motion.

The motorcycle is a standard Indian two-cylinder model of 15 horsepower, equipped with two-speed gear, which permits the machine to be used for cross-country work if desired. A speed of 40 miles an hour is attainable, and a radius of 75 miles on a tankful of gasoline can be covered.

The Colt automatic gun used is the latest model of field piece, and has a firing capacity of 450 or more shots a minute. The gun is carried on a special mount and can be operated on the machine or detached and used on a portable tripod, which is collapsible and is carried on the chassis. There are four feed boxes, each having a capacity of 250 rounds of ammunition. The equipment also includes a loading apparatus, which, by the turning of a crank, automatically loads the cartridges into belts, from which they are fed into the gun. After the first shot is fired, loading, firing and ejection of the shell is performed automatically.



The Indian Mob Gun Consists of a Stock Cycle With a Side-Car on Which is Mounted a Rapid-Fire Gun and Chest.

by the powder gases, as long as the operator presses the trigger. The gun has a killing range of 2 1/2 miles.

AD MANAGER PICKS PAPER

C. C. Winingham, of the Hudson, Declares Dailies Most Effective.

C. C. Winingham, director of sales and advertising of the Hudson Company, is a firm believer in newspaper advertising. This is quite to be expected, because Mr. Winingham is an advertising man of National standing and graduated from the newspaper and advertising ranks into the high position he now holds. Mr. Winingham is a greater believer in the power of public opinion.

Public opinion is directed and swayed by the newspapers. Both the news columns and the advertising columns have a powerful effect on men's opinions and actions. Hence the Hudson Company, under Mr. Winingham's direction, makes large use of daily and weekly newspaper space to present its message to the public. Being an old reporter, Mr. Winingham's ideas are colored by his newspaper experience.

He believes that advertising should contain news, that it should be full of human interest, but above all that it should offer a topic of conversation. The Hudson has always been remarkable in this respect. Its advertising has been more talked about than probably that of any other motorcar company. Taking the year as a whole, there is probably no other company that uses a larger space in daily newspapers than does the Hudson Motorcar Company.

To Test Valve Leak.

When a tire gradually softens, you may suspect air valve leak. Turn the wheel so the stem shall point downward, remove the cover, but allow the cap to remain on. Hold a tumbler of water up against the rim so that the valve stem shall be immersed in the water, and if a gradual leak is there you can see the bubbles. Then remove the cap and try it again.

Girl Speeder's Excuse so Novel It Wins.

New York Chauffeuse Tells Court She Thought Motorcycle "Cop" Behind Was Racer, and Made Dash to Prevent Accident.

THE reason I speeded at the rate of 32 miles an hour was because I saw a motorcyclist behind me going so fast that I thought he would run into my car," said Miss Frances B. Ludlow, 21 years old, Yonkers, when she

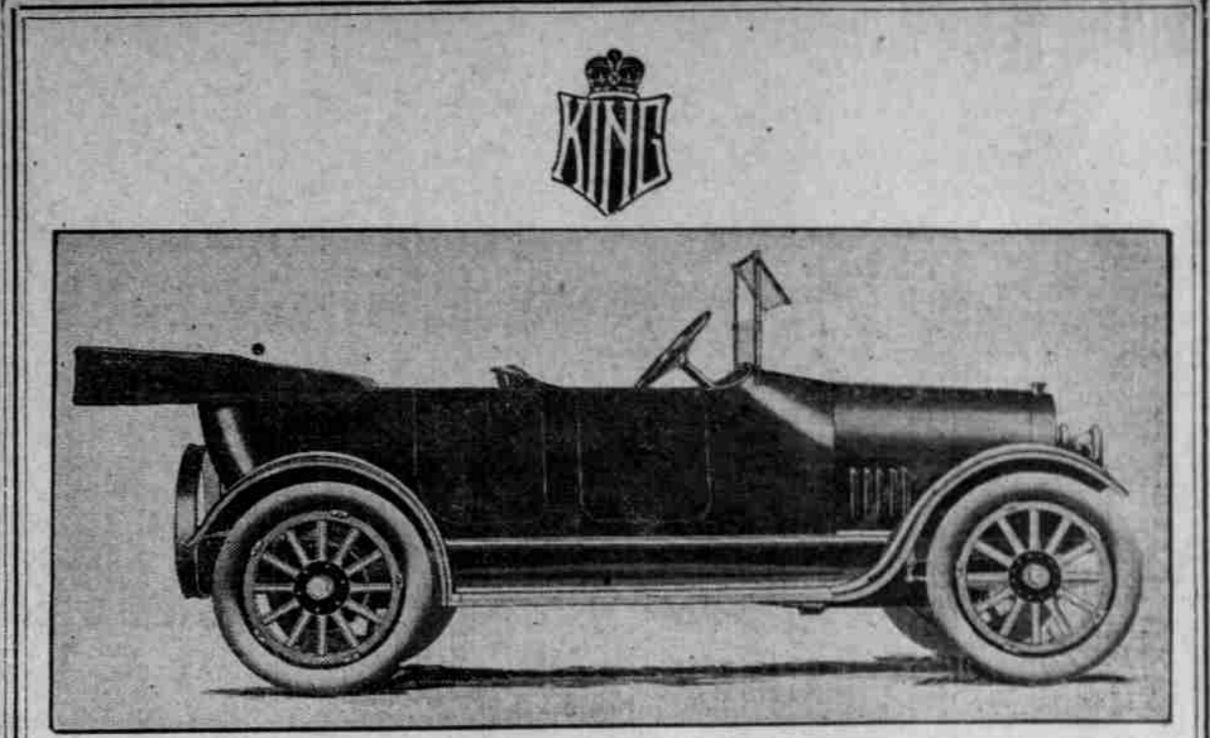
Maxwell

New 1915 Model

\$695

17 New Features

The biggest automobile value ever offered for less than \$1,000. Powerful, swift, silent. The easiest car in the world to drive. The greatest of all hill climbers. Holds the road at 50 miles an hour. Practically all the Features of a \$1,000 Car. A superb, fast, powerful, roomy five-passenger family automobile. The car that is revolutionizing automobile conditions everywhere. With electric starter and electric lights \$55 extra. Price 1.0.0. Detroit. Pacific Motors Co. E. E. Cohen, Mgr. Washington and 21st. Main 75.



KING EIGHT

The First Popular-Priced Eight. Price \$1475.00, F. O. B. Portland. Weight 2750 Pounds.

Just think what that light weight and low price mean to the owner. Upkeep no more than a four-cylinder car, yet all the flexibility of an eight. Have you ever listened to the purr of a well-lubricated, high-grade sewing machine? That is just exactly what the KING EIGHT sounds like.

AUTOMOBILE SHOW

January 23 to January 30. So be sure and call on us and we will be pleased to explain the car in detail, showing its accessibility and the famous cantilever rear springs, also the full floating rear axle.

Gerlinger Motor Car Co.

Washington and King Sts. Marshall 1915, A 1917.

appeared before Magistrate Krotel in Morrisania Court charged with running her machine 32 miles an hour on Broadway.

and I was never so surprised in my life." Magistrate Krotel said that the excuse was the best he had ever listened to and suspended sentence, warning the girl to be more careful in the future.

Malaria and Moonlight. Pittsburg Dispatch. Indulgence in moonlight serenades or other nocturnal diversions down in the Panama Canal zone is unsafe unless one is willing to pay the penalty in subsequent large doses of quinine. Malaria has so largely infected the Americans in the zone after they have spent an evening at pleasure resorts, especially in the suburbs of Panama, that the Health Department has been obliged to issue a special warning that it is unsafe to do so. In case of necessity or the search for pleasure leads one to so expose himself, it is said that quinine should be taken thereafter.

We Will Exhibit in the Ballroom at the Automobile Show

General Electric Starters for Fords
Stromberg Carburetors
Hartford Shock Absorbers
Willard Storage Batteries
Hess Bright Bearings
Raybestos Brake Lining
Harris Oil and Grease
Autograph Oil and Grease
And a Full Line of Supplies

Chanslor & Lyon Co.

627 Washington Street