

GASOLINE PRICES TO DROP YEAR

Government Expert Analyzes Sources of Supply and Market Conditions.

FURTHER RISES FORESEEN

Fluctuation in Cost Will End With Cheaper Fuel, Manufactured From Crude Oil by New-Found Method.

Cheer up, motorists! Gasoline prices will soon start on the downward scale, according to Doctor Rittman, the Government expert, who eight months ago, discovered a new method of getting gasoline from crude oil.

In a recent address before the Engineers' Club, of Dayton, O., Doctor Rittman said: "Expenditures of gasoline are greater today than ever before. One thing that has knocked the bottom out of the gasoline market is falling off of Oklahoma crude oil. Less than a year ago Cushing field produced 300,000 barrels of crude oil, which analyzed from 25 per cent to 30 per cent of gasoline. In other words, 180,000 barrels per day. Now that source of supply has fallen off until it is below one-third that amount."

"That means that despite this discovery, which was brought out eight months ago, and is represented today by expenditures exceeding \$5,000,000, and is now being installed in 16 additional plants, with 25 more wanting it, but we simply cannot take care of them—it means that despite this progress we cannot cope with the problem, and it will be some time before our curve catches up with the demand curve."

No Two Crude Oils Same.
"No two crude oils are the same. As a matter of fact, two wells in the same oil field are different, and one will contain more gasoline than the other. The average gasoline content of petroleum in America is below 12 per cent. By breaking processes we can bring that up to 60 per cent, in other words, five times what it was."

"The term gasoline means nothing. It is a commercial term which originally meant those constituents which in natural distillation are between 150 and 180 degrees centigrade. That temperature has been successively raised until it is now about 175, and is going progressively higher. That means that where a Pennsylvania oil 10 years ago produced, say 10 per cent of gasoline—and that same oil if anything has deteriorated; that is, they are digging deeper in the bowels of the earth—that same grade today is producing 25 per cent."

"The heat containing oils, exemplified by the Oklahoma oils, are also very variable for gasoline production. Some of the oils as found in Texas, in the Hemble field, which has been opened up recently and is producing 100,000 barrels per day, contains virtually no gasoline, but contains kerosene to the extent of about 70 per cent. California oils and Mexican oils contain virtually no gasoline, but contain kerosene to the extent of about 70 per cent. California oils and Mexican oils contain virtually no gasoline, but contain kerosene to the extent of about 70 per cent."

Solution is Anticipated.
"Now, then, can we look forward to the solution of this problem in my motorist's such as alcohol and other combustibles. That is not probable for a long time to come. Purely as a matter of cost, alcohol does not become a factor as a motor fuel until gasoline passes 40 cents per gallon."

"If you figure the number of acres required for raising the corn and potatoes to furnish alcohol for the internal combustion engines, you will find that we would use a big part of the United States to do it."

"There are today 3,500,000 automobiles, or say, 2,500,000, conservatively estimated, 25 horsepower each, we have the figures 60,000,000 horsepower. The combined horsepower of all the steam engines in America is less than 50 per cent of that."

"We do not ordinarily realize that you figure 500 cracked gasoline gallons an hour. There is considerably more than 1,000,000,000 gallons right there. Then, our rough estimate is that for other purposes, including export, we use 50 per cent as much as we do for the internal combustion engines."

Electricity Use Suggested.
"Another solution that is suggested is the use of electricity. But electricity as a means of carrying forward our automobiles is not the thing at present, purely as a matter of cost. So we must wipe out alcohol and other combustibles."

"The mechanical engineer has done splendid things in his line, namely, to construct engines to use heavier fuels. The chemical engineer method of solving it would be to make gasoline out of these kerosene, gas oils and other materials. Now how far is this a reality today? I will answer by saying that it is more of a reality than any of us realize. This very day there are 300,000 automobiles in the country that run on kerosene, gas oils and other materials, such as kerosene, gas oil, etc."

"Now, how much gasoline can we hope to get by this method? On these Eastern crudes we should get from 70 to 80 per cent of the crude oil. On crude such as the Mexican, we should get 40 to 50 per cent. So you see we can hope to solve this gasoline problem by various 'cracking processes.' I do not wish to limit myself to the Bureau of Mines processes. I am trying to speak broadly. There are hundreds of men working on this problem, hundreds of intelligent men, and that means only one thing—that there is going to be a variety of solutions and processes."

Lower Prices Foreseen.
"Now then, a plant that would turn out 1000 barrels of gasoline a day would make just enough to take care of 20,000 automobiles, which is only five days' supply, remember—a big plant, so it seems."

"But merely to make up the deficit in gasoline production which has occurred since last July in the Oklahoma field alone, we will have to build 50 of those plants instead of our present 10, and we are going to be some time catching up with it. But once these operations come to be standardized, they will not catch up with the demand in the next six months. You can look for higher prices before lower prices, but in the course of a year or so most certainly we will have an available supply of gasoline. We will catch up with the demand."

Half-Minute Interviews.
Exchange.
Married men seem glad to give half-minute interviews, for it seems to be their only opportunity to talk.

Important-- If True! —and we stand ready to prove every statement that we make about the

Reo Distillate Adapter

These statements are made after constant tests for three years under every possible condition.

The prestige of this concern, as well as the personal integrity of its members, is at stake—both are our guaranty that these statements are simple but astonishing facts.

The Reo Distillate Adapter permits the use of distillate in Reo cars under a positive guaranty:

- 1st—More miles per gallon—more miles per hour.
- 2d—Less carbon than with the use of gasoline.
- 3d—No complications of any kind.

Any car with any device will run on distillate—the use of distillate is not new, but—only the Reo—unless others are equipped with a Reo Distillate Adapter—can use distillate without having carbon trouble.

And We Can Make Immediate Deliveries on Reos

Broadway at Couch St.

Northwest Auto Co.

Portland, Oregon

F. W. Vogler, President

C. M. Menzies, Salesmanager



It Means Just This—for instance, suppose you start from Portland with 50 cents' worth of gasoline at the present prices and drive out the Columbia Highway until you are out of gas—you'll be at or near Bonneville, 45 miles. Buy 50 cents' worth of distillate at 8½ cents per gallon and before you run out of fuel you will have been able to go to Hood River and Back to Portland—about 130 miles.

50¢ worth of Gasoline at 18½¢ per gal.
50¢ worth of DISTILLATE at 8½¢ per gal.

CAR MAKES HARD RUN

Chalmers Plows Over California Sierras in Winter.

SNOW AND WATER ARE MET

J. Hirsch, Pacific Coast Manager, Describes Obstacles Overcome in Record Tests of Car's Vitality in Long Run.

To plow through mud which reached the hubs; to ford streams where water reached half way up the radiator, and to cut through drifts of snow from eight to 10 feet deep was the exciting recent experience of J. Hirsch, Pacific Coast manager of the Chalmers Motor Company, who has been spending a few days in Portland.

The trip was made two weeks ago as a test of the new Chalmers car, and it led through the Sierras in California, practically to the Yosemite Park boundary line. The Chalmers was the first car to reach that point in the Sierras since last September, and the trip was a remarkable demonstration of endurance.

In describing the trip last week at the offices of the H. L. Keats Auto Company, Mr. Hirsch said: "I have driven cars for thousands of miles, but never before have I driven one under conditions so extremely difficult as on the trip just completed. To illustrate road conditions over the route we traveled, at one place it took us five hours to go 60 feet. Many places we had to shovel snow from the road."

"On every test, however, the sturdy Chalmers came out triumphant, and on

MARMON SALES LIVELY

ADVANCE IN PRICE DUE TO INCREASED PRODUCTION COST.

Portland Auto Dealers Are Advised to Anticipate Brisk Business Sweeping Toward City.

The Northwest Auto Company, local distributors for the Marmon, Cole and Reo cars, had an important visitor last week in the person of H. B. Rector, Pacific Coast representative of Nordyke & Marmon Co., makers of Marmon cars, who has just returned from a trip through the East where he went specially to consult with the company regarding the raise in price of the Marmon "34."

He felt this question was of sufficient importance to make the trip East to discuss the matter and advise that the increase was an absolute necessity due to the increase in cost of raw material and the scarcity of skilled labor. It was a question of either reducing the quality of the Marmon "34" by the use of somewhat less expensive materials or increasing the list price of the car.

While East Mr. Rector visited several principal agencies of the Marmon car and found that the raise in price has in no way curtailed the retail sale of the Marmon "34," which, he says, is convincing evidence of the great popularity of the car.

He seemed particularly pleased to note the recognition that the automobile industry is being given by business men of a high type—such as bankers. Indications show that the automobile dealer is being looked upon with more favorable eyes and the automobile industry is being recognized every day as a more legitimate business, he reports.

"This recognition is putting into the automobile industry a higher type of business man and the improvement in the personal of the automobile dealer and his sales organization is immediately noticeable," says Mr. Rector. "The automobile industry is most certainly securing its share of the general business improvement throughout

CARS HAVE DIFFERENT USES

Buyers Advised to Consider What Is to Be Required of Auto.

In considering the purchase of an automobile it is a good rule to figure out in advance all the prospective requirements to be placed on the car. Is the car to be used for business purposes, for pleasure, for everyday trips around town, for touring or to meet different needs?

Then, the man who is about to invest in a car should consider the question of who is to drive it—whether he is going to be the driver, his wife or other member of the family or a chauffeur. By putting these things down on paper and "striking an average," as it were, there ought to be no mistake in selecting the car best suited to perform the service which will be required.

the East and judging from the conditions now existing on the Pacific Coast, the automobile industry out here will continue to feel the reflection of the excellent conditions now existing in the East and it is my opinion that the dealers in Pacific Coast cities should anticipate this business and be prepared to handle it in a manner that will tend to demand the recognition of the financial interests.

"The Nordyke & Marmon Co. ex-

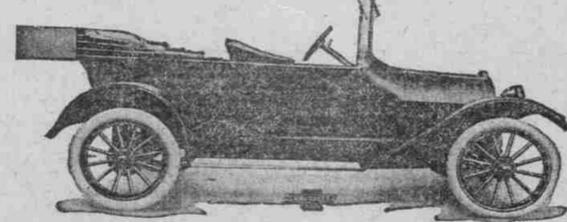
pressed themselves as being more than pleased with their local representatives, the Northwest Auto Company, and are satisfied that their interests in this territory are being well taken care of.

"It might be encouraging to the automobile industry in Portland to know that San Francisco is already feeling the reflection of the Eastern conditions and it is a serious question with the dealers in every line to secure sufficient cars to meet the retail demand.

I feel that the present season of 1916 will even surpass the balmy days of 1911 and 1910."

British control of Hongkong is resulting in the elimination of many large German business houses which have had their headquarters for China trade in their colony there. A fixed time, allowed at the beginning of hostilities for these concerns to liquidate all business, will soon expire, leaving Technical commercial power but a memory in the hinterland of this great Chinese port.

Power Stability Service Economy



Motor Satisfaction

F. O. B. PORTLAND

\$650

A Simple Problem in Arithmetic

Do you want to start out with the feeling that you can absolutely depend on the car under your hand?

Do you want to know that you have the power at your control to lift you over the hills and out of the roads that have no bottom?

Do you want to know that the car you own has a name to maintain, that it is backed by a corporation of standing, that gives you service?

Do you want to know that you are getting all this at a price within your means, a price that does not make your car an extravagance?

Then what you want is a Chevrolet The Car of the Multitude.

J. J. DeVAUX, Distributor

Call for a Demonstration Fourteenth and Couch Main 6829

41 OWNERS OPERATE 1751 WHITE TRUCKS

And their choice is based on experience

No White Truck has ever worn out in commercial service. Its life is indeterminate.

It pays to expend a higher purchase price for a White Truck, which not only costs less for fuel and repairs, but also outlives two or three trucks of cheaper make.

THE WHITE COMPANY, Cleveland

PORTLAND Broadway and Oak Street



The Coca-Cola Bottling Companies now own a total of 41 White Trucks