

TOO MUCH ECONOMY DURING WAR SCORED

Howard M. Covey Declares Strained Conditions Will React Unfavorably.

UNCHANGED LIFE FORECAST

Individual Who Thinks That He Is Helping Country's Cause by Stinted Expenditures Is Mistaken, Says Auto Man.

BY HOWARD M. COVEY, President of Covey Motor Car Company. With the entrance of the United States into the world conflict, there is

eral prosperity, and therefore place ourselves in a position to render the maximum aid to the Government in providing the means with which to prosecute the war to a successful conclusion in the shortest possible time.

FLAGS GIVEN WITH EACH CAR

Cole Motor Company Places Emblem on Windshields of Autos.

An American flag with every car is the latest patriotic step taken by the Cole Motor Car Company, of Indianapolis.

Every car that leaves the Hoosier plant has the National emblem in a prominent place on the windshield, and thousands of these banners have been sent to Cole distributors and dealers in every city in the country so that every owner of a Cole car may procure one for the asking.

The windshield emblems show the American flag unfurled to the breeze. They may be pasted to the glass and are visible either from within or outside of the car.

Recently the Cole company adopted American flag blue as the standard color for its all-season Springfield models. The color reproduces exactly the shade of blue that, according to records, constituted the field behind the stars in the original made by Betsy Ross during the republic's infancy.

Pierce-Arrow Elects Officers.

At the annual meeting of the board of directors of the Pierce-Arrow Motor Car Company, Buffalo, N. Y., last week,

FALLS MAY FLAME

C. M. Menzies Would Make Ribbons of Light of Streams.

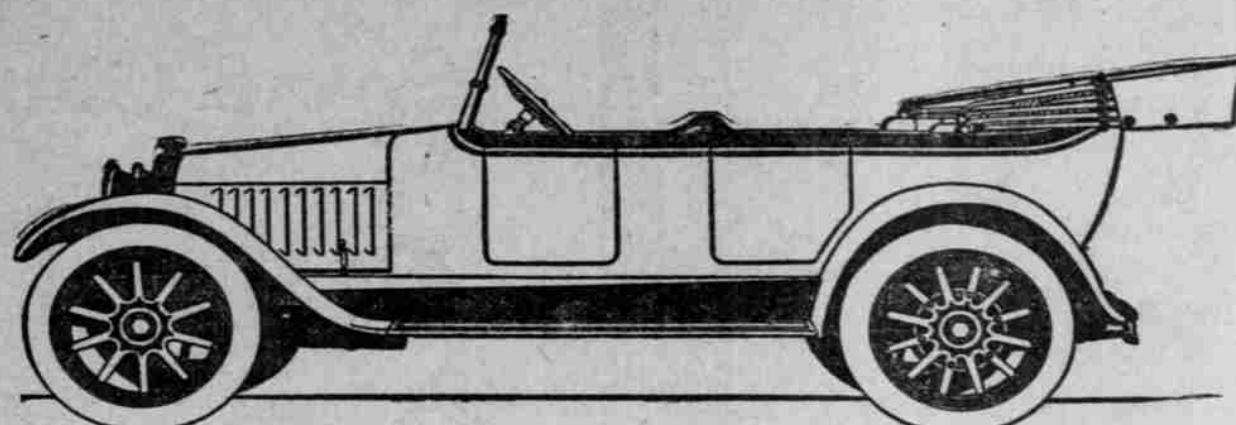
COST WOULD BE SMALL

Illumination of Largest of Waterfalls on Highway Proposed for Two Weeks of Festival.

Big Reflectors Needed.

To make electrical displays of several of the water falls on the Columbia River Highway and Oneonta Gorge, on the two festival weeks of the present year, C. M. Menzies, sales manager of the Northwest Auto Co., is backing a plan which he says has the approval of several engineers who believe the work could be accomplished at small cost.

His scheme is to get current, either through a temporary installation or



Chalmers Makes 95 Miles Per Hour!

A New World's Record for Cars in 230-Cubic-Inch Class

One Mile in 38 Minutes, 10 Seconds

Chalmers Stock Chassis Driven by Joe Dawson on Florida Beach

SPEED

ECONOMY and FLEXIBILITY

Chalmers made this fastest mile ever made by an automobile in the 230-cubic-inch class under the supervision of the American Automobile Association. This is within nearly 3 seconds of the record made by a car with 25 per cent larger displacement. It demonstrates the wonderful power and stability of the small and compact Chalmers motor. If it's speed you want and power, you get it in a Chalmers.

Chalmers stock Sedan in non-motor-stop run in high gear last week in 364.2 miles, through Boston's congested traffic, average 11.9 miles per gallon of gas. This with the handicap of 350 stops and all in high gear. Average speed was 14.4 miles per hour. Record certified to by Jos. Tracey, representative Three A's. Chalmers gives what you want—power, speed, economy and flexibility.

Chalmers 7-passenger stock car averaged 14 miles to gallon in 24-hour non-motor-stop test through dense traffic of Chicago for 586.8 miles. All in high gear. Another demonstration of flexibility, ease of control and economy in a car selling for several hundred dollars less than you are asked for cars not giving the economy and ease of operation.

We are now showing the new series Chalmers in touring car, sedan and roadster. It's a pleasure to explain their superior points. Phone, write or call for demonstration.

Phone Broadway 5368

H. L. KEATS AUTO CO. Broadway at Burnside

UNITED STATES NAVY OFFICIALS USE AUTO BUS TO GATHER RECRUITS.



STUDEBAKER VEHICLE DELIVERED TO NAVAL AUTHORITIES IN PORTLAND LAST WEEK.

After a thorough investigation of their needs the Government authorities decided recently to purchase a number of Studebaker cars to be used by officials of the United States Navy to gather recruits and last week one of the standard Studebaker buses arrived in Portland scheduled for delivery into the hands of the local recruiting office.

P. M. Leonard-Smith has received word that the British and Canadian governments also have purchased a number of Studebaker buses, and vehicles of this type are now scattered in various parts of the United States, Canada and Great Britain, engaged busily in doing their bit for the common cause.

no occasion to fear that business will suffer as a consequence.

Quite the opposite is true. Business is merely the exchange of commodities—the exchange of one man's product for the product of another, with money as the medium of exchange, and the automobile business is no exception to the rule.

The mistaken idea that because the Nation is at war people should therefore skimp and economize and deny themselves the things which they would purchase under normal conditions would, if followed, be calculated to bring about the very condition that it is most necessary to avoid.

To prosecute a war successfully requires money, and lots of it. The only source from which money can be obtained is from the people who have it. The only way that people can get money is by producing something, whether the product be that of brain or brawn, and exchanging that product for money. Then, the use of that money to purchase something which somebody else produces keeps it in circulation, encouraging production and furthering business activity.

Loans to Remain.
A single dollar in active circulation contributes more toward promoting prosperity than the entire wealth of the Nation, allowed to remain dormant.

There is more money in the country today than ever before in our history. The Government is preparing to raise several billions of dollars. But that does not mean that these billions are to be withdrawn from circulation.

Just the contrary is true. For the most part, this money will be raised from funds which have been inactive and every dollar of it will soon find its way into the channels of trade. It will mean the production and purchase of millions of dollars of goods, of food, of clothing, of the innumerable other things necessary for the equipment and maintenance of our Army and our Navy.

Even the funds which are lent to the European allies will not leave our shores, but will remain in our own country, and they also will be used to purchase war material.

The colossal purchases made in this country by the European allies during the past two years have resulted in unexampled prosperity here, and now with more billions which must be expended in the same direction that prosperity is bound to be greater than ever.

Unwise Economies Criticized.
The individual who thinks that he is helping his country's cause by practicing unwise economies is encouraging others to do so is doubtless well-meaning but sadly misguided, and his activities can tend only to weaken rather than strengthen the situation.

The only economies which are at all justifiable are those which will serve to assist in prosecuting the war. In this list the most essential is the conserving of our food supplies. It is probably safe to say that the value of the foodstuffs wasted in the United States is enough to feed an army of a million men.

One of the most important factors which have contributed to making our country the most prosperous country in the world is the inclination of the great mass of our people to spend their money in providing themselves liberally with the things they want, whether those things be necessities or luxuries. This way each has been instrumental in keeping his fellow-man busy, and that fellow-man by his liberality in supplying his own wants has benefited other fellow-men to supply their wants.

No nation whose people confine themselves to the bare necessities of life has ever become rich and prosperous.

We shall continue to live as we have lived, much the same as if we were not at war. We shall continue to build homes; we shall continue to supply ourselves with the thousand and one things which contribute to our needs and to our enjoyment.

Manufacturers will continue to keep their fires burning; they will continue to keep their men employed. The farmer will continue to buy implements and machinery. The building of roads so much needed, and other public improvements, will be continued as before.

And it is well that it is so. One of the best ways for us to show our patriotism is to do the things

which will promote our country's general prosperity. President, Charles J. Clifford; vice-president, Henry May; second vice-president, W. J. Foss; secretary, L. H. Gardner; treasurer, W. C. Wrye.

MAGNETIC GRINDERS BIG AID

Four Men in Willys Plant Increase Yearly Output \$300,000.

Just two men now produce more than \$300,000 in additional yearly output in the Willys-Overland factory with the help of four magnetic grinders, used to machine and polish push rods for Overland Big Four motors. This is a typical example of the vast economies made possible through enormous production in the automobile industry.

At present these men can grind 243 push rods simultaneously on their magnetic grinders—so called because the push rods are held in place on steel plates by magnetic force.

One man operates two machines. The daily output of the two men and four machines is 2600 ground and polished push rods.

Before the installation of this equipment each push rod was laboriously ground by hand. The machining and polishing of 600 to 700 push rods was then considered a big day's work for these two men. This product, besides requiring more time, was not to be compared with the present output for finish and accuracy.

SPRING WELCOME TO MOTORIST

Motoring Out in Open in Order Now, Says A. S. Robinson.

"With the coming of the month of May owners of KisselKars, with one accord, remove their all-year tops," says A. S. Robinson, of the KisselKars branch.

Just as in the Spring we gladly drop our indoor Winter pastimes and modes of living for those that take us out of doors, so the same desire prompts the all-year car owner to enjoy the pleasures of Summer motoring out in the open.

"It is my opinion that the big increase in the demand for all-year cars is due to the fact that present-day car purchasers want to get out into the open, where they can see the trees and flowers and sky overhead—back to nature, so to speak."

from one of the lumber mills on the Highway and lead that through a temporary installation to some of the more famous points on the Highway.

Ribbons of Fire Planned.

Probably one of the greatest features of the Panama Pacific Exposition was the nightly illumination and the special color light display which took place every night on the Marina. Illuminating engineering was brought to the highest point at that point of the exhibit by the famous D'Arcy Ryan.

Mr. Menzies' plan is nothing more or less than the adaptation of some of the ideas of the exhibition, to the illumination of the falls for display purposes. By means of large reflectors and submerged lighting the falls could be changed to great ribbons and cauldrons of fire, and the spectacle would undoubtedly bring thousands out on the road on the nights of the illumination.

Cost Would Be Small.

The kettle at the base of Multnomah Falls would resemble the crater of Kilauea, while into it would pour the stream of blue-green fire.

As the falls of the highway are usually entirely invisible on an average night, even the most aesthetic could not object to augmenting nature in this way and making a spectacle out of those wonderful streams.

The cost of the feature would be trivial even for war times. Mr. Menzies declares the venture to be worth serious consideration, and from the war standpoint, takes as an example British Columbia, where they have just held one of the biggest and most successful carnivals in years. There the people have come to realize that they need prosperity and diversion from the matter-of-fact affairs of war.

Tire Company Has 15,000 Stations.

In the Goodyear Tire & Rubber Company's plan for rendering specific tire service to the 2,000,000 motorists of the United States 15,000 service stations are now included—all identified by the familiar Goodyear sign, and scattered throughout the entire country, reaching even the remotest hamlets.

Good Mileage on Kerosene.

The Doble steam car, with all the power and speed claimed for it, is said to make 15 miles on a gallon of kerosene. The Doble carries no other fuel than kerosene, which is ignited by an electric spark and consumed in a completely enclosed combustion chamber.

AUTO MEN TILL LOTS

Tractors Turn Soil for Covey Motor Force.

OFFICE GIRLS WILL HELP

Products of 2 1/2-Acre Tract Will Be Divided Among Members of Force, From Manager Down to Smallest Office Boy.

Howard M. Covey, head of the motor car establishment which retails Cadillac and Dodge automobiles in this territory, is not only patriotic, but also far-sighted, and, incidentally, he isn't afraid of work himself.

Just last week Mr. Covey, after informing himself thoroughly on the seriousness of the food conservation problem, made arrangements with the King estate for the use of two and one-half acres of land situated directly east of the Covey building at Twenty-first and Washington streets. With the understanding that the 50 or 60 employees of the Covey institution will cultivate the ground to the best of their ability this season, the King estate donated the land.

It wasn't long after arrangements had been made that an International harvester, donated for the purpose by H. A. Yeager, local representative for that company, and equipped with tractor plows, donated by C. W. Harrison, of the Oliver Chalmers Company, was busy turning over the soil. The entire personnel of the Covey establishment has entered into the spirit of the enterprise, as was evidenced when Mr. Covey himself took a hand at driving the

WOMAN EXPLAINS FEAR

BENEFITS OF MOTORING TO FAIR SEX ARE EMPHASIZED.

Seller of Cars Declares Most Difficult Thing Is to Learn Not to Be Afraid of Being Afraid.

"From my own experience and the experience of other women to whom I have talked I believe the most difficult thing a woman has to overcome in learning to drive a car is not to be afraid of being afraid," writes Mrs. Patricia K. Webster, saleswoman with the John F. McLean Company, Franklin distributors in San Francisco, and the first woman in the country to sell Franklin cars. "Probably this sounds a little complicated," she continued, "and an easier way to say it would be that women as a whole, I believe, lack confidence in themselves to handle the unexpected, should the unexpected occur."

"A lot has been said about driving. Much advice has been offered as to what to do and what not to do. I believe that good driving is simply a state of mind, and that as soon as anyone discovers how easy it is to handle a car and how near an impossibility it is for an emergency to arise that cannot be met with little effort, when the simple mechanism of the modern car is mastered, the fear is gone and all there is to know in order to drive a car."

"Of course, one might know what to do under practically all conditions and still not do it. Here is where lots of women fall as good drivers; their fear of doing the wrong thing is so great that they do nothing at all."

"I have yet to see any woman who has not been materially benefited by driving. The fresh air, the co-ordination of eye, mind and muscle, the exhilaration of feeling that you are master of the powerful and yet tractable motor and that it will answer your every whim, cannot help but have a beneficial effect on the nerves. In fact, I firmly believe that driving is the greatest nerve tonic in the world."

"I have driven my Franklin over thousands of miles of all kinds of California roads, boulevards, deserts and mountains. The fact that I have never had an accident of any kind adds a lot to the sum total of my pleasure, of course, but I know that even had I experienced a lot of trouble, I would not sacrifice for a great deal the actual gain in health and the joy of driving that I have experienced in my car."

GASOLINE PUMPS TESTED

BUREAU OF STANDARDS FINDS MANY ARE INCORRECT.

In Several Cities Big Percentage of Outlets Found Unsuitable for Retail Liquid Dispensing.

The Bureau of Standards, Department of Commerce, has recently published a report, "Technologic Paper No. 81," pertaining to the accuracy of liquid measuring pumps commonly used in dispensing gasoline.

The development of the cheap motor car resulting in a phenomenal increase in the number of cars in use, has brought about a steady increase in the quantity of gasoline consumed, and this, together with the present high price of gasoline, makes the method and accuracy of the retail dispensing of gasoline a question of the highest importance.

On account of the convenience of the measuring pump in delivering gasoline to the consumer with a minimum of evaporation, spillage and fire hazard, far the greater part of this commodity is sold through this type of measuring apparatus.

There are several types of measuring systems in use in this country. The most common being the piston type, in principle the same as the ordinary plunger pump, equipped with stops to define the volume discharged. Other familiar types of gasoline measuring apparatus are: second, the meter type, in which the gasoline is discharged through a meter by displacement of the oil over water, or by pneumatic pressure; or by mechanical pumping; third, the overflow measuring chamber type, in which an excess over nominal delivery is supplied to a visible measuring chamber and the excess removed by air pressure or other means to a definite level; fourth, the gauge glass, or float gauge type, in which the amount of liquid drawn off is read on a transparent gauge glass or by a float traversing a scale graduated in suitable units.

The principal cause of short delivery are leaks in valves or piping; formation of vapor due to excessive suction lift, or the introduction of air under the piston; failure to correct for the inertia of a long column of moving liquid; the use of long filling hoses (usually deliberate); and slippage past valves and piston.

A proper routine for inspectors to use in testing measuring pumps, as well as the requisites for sealing and the manner of keeping detailed records, are completely described in the full paper.

Of numerous measuring systems of

various types chosen at random and tested by the Bureau of Standards' inspector in a number of different cities, 70 to 80 per cent had excessive errors. There were many outlets so constructed as to be absolutely unsuitable for retail liquid dispensing. Of those outlets which were incorrect, nearly all were delivering in deficiency, which is unfortunately a characteristic of the types of measuring pumps now most commonly used. This tendency toward deficient measurement is worthy of careful consideration as it results in the aggregate to enormous monetary losses to the public.

Since this paper was written, subsequent tests in many cities corroborate the figures given above in every essential, and it is safe to say that in all localities not under an efficient and competent weights and measures administration, the condition of measuring pumps is such that the motoring public is being subjected to regular and continuous shortages in its purchases of gasoline. Figures based on the best estimates obtainable show that in the State of Illinois, the losses to the people of the commonwealth due to short measure in gasoline, are not less than \$530,000 annually.

Copies of this paper may be obtained by applying to the Bureau of Standards, Washington, D. C.

"It Does the Work" Writes a DODGE Owner

"My Dodge never ran so well on gasoline as it now runs on distillate with your Oxygen-Maker."

"I was doubtful before I put it on, but after five days' constant use find it DOES THE WORK. Not only has it saved half my gasoline bill—but my motor runs sweeter, is cleaner, idles better and has more power. It certainly does fine work on my car."

DICK MAURICE.

What the Oxygen-Maker is doing for the Dodge it will do for yours—ANY CAR. It gives complete combustion by increasing the oxygen.

A booklet on request.

BRONSON Distillate Burner

Burnside at 14th. Phone Main 385.

VULCANIZING

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Tires, Vulcanizing, Re-treading, Etc.

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VETERAN AUTO DEALER OF PORTLAND PUTS HIS 60 EMPLOYEES TO WORK RAISING "SPUDS" AND BEANS ON CO-OPERATIVE BASIS.



Howard M. Covey at Helm of Farm Tractor Preparing Upper Washington-Street Tract for Diversified Cultivation.