

FARMERS PROSPER, BUY MANY AUTOS

Big Change for Better Takes
Place in Condition of Man
Who Raises Foodstuffs.

OLD POVERTY IS WIPED OUT

C. L. Boss, Hudson and Maxwell
Distributor, Cites Case of 70-
Year-Old Rancher Who Set-
tles Debts and Buys Car.

How the status of the American farmer has changed in the past few years from that of the struggling, mortgage-ridden toiler who passed hours a day at the everlasting routine of the ranch, that of a prosperous and contented citizen, was illustrated last week by C. L. Boss, Hudson and Maxwell distributor for Oregon, from an incident that came under his personal observation.

The incident emphasized also how the new prosperity of the farmer is bringing prosperity to the community and is benefiting the automobile industry as well.

Not long ago an elderly man walked into the Boss salesrooms, upper Washington street to look over the latest Hudson models. He and Mr. Boss got to talking and the visitor told an interesting story of how he had recently made big returns from farming after some mighty lean and discouraging years.

He had been land poor and had over his head in debt. Each season he hoped for the bumper crop that would lift the mortgage and put him on his feet, but it didn't come. When he passed his 70th birthday he felt he had just about reached the end of the rope and that the bankruptcy court was the final resort.

"Try Again," Says Judge.

So he went to see the Circuit Judge, who was an old friend. To his surprise, the Judge wouldn't consent to his plan. "Try one more season," said the Judge. "We'll hold over those unpaid bills somehow until fall."

That summer he had the best crop in years. That, coupled with the fact that the war demand for wheat sent its prices up higher than they had been since the Civil War, netted him \$30,000.

Last summer, with another good crop and relatively high prices, he cleared as much again, paid up his debts, and came to town to buy a Hudson Super-Six.

"This incident to me typifies the big change that has taken place in the condition of the farmer," said Mr. Boss. "Not that every farmer was in this man's condition financially. There were thousands, though, who were just making ends meet. Now they are prosperous and the whole country benefits."

"This year it is again assumed that the farmers of the United States will have at least \$1,000,000,000 more income than last year. In five years their land has increased in value 100 per cent."

Auto Makes Dreams Come True.

"Regardless of the increase in prices farmers are buying, and will buy, more automobiles than ever. No other class has increased its earnings in the same proportion as the farmers have done. Automobiles may cost more, but with high prices paid the farmer for his crops, the value of the dollar has increased in his mind."

"The automobile also has changed the farmer's mode of living. His dreams of years have been realized and rightly so. Until recently there had been no class of persons in the community so at the mercy of the consumer as the farmer. He has had to leave night and day to make ends meet and his wife and children had to help in the struggle."

Prosperity for the farmer means prosperity for everyone else, and the automobile dealer particularly benefits. The farmer naturally wants some of the things his city cousins have been enjoying and his first thought after he has paid his debts and acquired a surplus is for an automobile. The automobile not only provides him and his family with needed recreation, but it facilitates transportation and is fast becoming a farm necessity."

KEROSENE CARBON REMOVER

Leave It in Cylinder Overnight and Note Good Results.

A little kerosene now and then is a great help in keeping a motor free from carbon, says Mr. Boss. After coming in from a run, while the motor is still warm, pour a couple of tablespoonfuls of kerosene into each cylinder through the pet cocks or spark plug openings. Then, with the spark off, turn the engine over a few times with the starter or crank so that the kerosene is thoroughly distributed in the interior of the cylinder. By allowing this to soak in over night it will loosen much of the carbon, which will be blown out as thick smoke when the motor is started in the morning.

This treatment will not remove heavy deposits, but used frequently it will remove light deposits and keep a clean motor clean. Heavy deposits may be scraped off by opening the cylinder heads, or burned out by the oxygen method.

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. The list is compiled by M. O. Wilkins, publisher of the Automobile Record:

L. J. East, 27 North First, Ford.
Pacific Fruit & Produce Company, East Second and Alder, Ford.
Mildred Schell, Route 4, Portland, Chevrolet.
W. R. Summers, general delivery, Portland, Ford.
Roy Otley, Milwaukee, Ford.
John Linsen, 375 East Seventeenth street, Ford.
J. N. Fieschner, 225 King street, Dodge.
Jack L. Palmer, 202 Fourth street, Ford.
Frank C. Roberts, 641 East Sixty-seventh street, North, Ford.
E. A. Desmore, 203 Central building, Ford.
H. W. Maxwell, 711 Prospect drive, Oakland, Ford.
H. E. Kiser, 253 Gilliam street, Ford.
O. R. Biers, 204 Columbia, Maxwell.
John C. Gannard, 923 Willamette boulevard, Ford.
F. W. Riverman, 620 Liberty, Ford.
Thomas J. Fox, 625 East Twenty-first North, Ford.
Caldwell Walker, 519 Yoon building, Cadillac.
Frye & Co., Cascade Market, Ford.
L. M. Thies, Northwestern Bank building, Ford.
M. Rosen, Graham, Humphreys.
Mrs. N. E. Evans, 21 East Seventy-first North, Chevrolet.
Clara F. Reynolds, 515 East Fifteenth North, Paige.
Gus Schramm, 881 Hawthorne, Ford.
L. E. Coon, Westport, Or., Dodge.
M. K. Reynolds, 418 Mohawk, Ren.
Harry Howard, 170 Tenth, Chevrolet.
M. O. Ott, 2902 East Stark, Ford.
William Strawn, 1522 East Twenty-second, Ford.

Oregon-Hassam Paving Company, 905 Board of Trade building, Studabaker.
Robert Shultz, Black Rock, Dort.
Humboldt, Aving & Shade Company, 155 Second, Buick.
New York Air Brake Company, 205 Pine street, Overland.
H. A. Cambs, 475 Jefferson, Humphreys.
H. M. Hudson, 325 Tillamook, Buick.
C. F. Westworth, 534 Alder, Chevrolet.
Columbia Digger Company, 234 Alder, Chevrolet.
L. J. Beach, 206 North Ivanhoe, Oakland.
Home Telephone and Telegraph Company, Park and Harrison, Ford.
Will T. Wright, 1127 East Flinders, Apperson.
A. Stohwer, 325 Union avenue, Ford.
Holman Transfer Company, 8 Front street, Ford.
Price & Austin, 103 Broadway, Ford.
Nicolai-Nepesch Company, 227 Davis, Buick.
Dr. W. W. Bruce, 111 1/2 Grand, Humphreys.
Simon von Weissenfuh, Forty-second and Columbia boulevard, Ford.
George F. McClintock, Lumbermens building, Dodge.
County of Multnomah, 504 Court House, Ford.
Charles R. Vinson, 1044 East Fifteenth North, Ford.
P. D. Labbe, Dalton and Wright, Dodge.
D. C. Firman, 251 North Sixteenth, Maxwell.
J. A. Wickman, 104 Fifth street, Ford.
J. M. Converse, 242 Broadway, Chevrolet.
Carl R. Brown, 251 Sixteenth, Ford.
A. Kallher, 822 East Main, Oakland.
O. D. Harner, Closest & Devers, Ford.
A. M. Nusslen, Cornish Hotel, Ford.
G. W. Helms, 162 East Thirtieth street, Ford.
A. L. Irman, 151 Fourteenth street, Napamobile.
John N. Edlerson, Peninsula National Bank, Buick.
C. A. Rickett, 2025 East Clay, Ford.
Eveline Keating, 261 Tillamook, Ford.
Dr. W. Riles, 511 Dekum building, Lexington.
H. W. Dent, 663 East Sixth North, Apperson.
H. G. Beckwith, 104 Fifth street, Studabaker.
James H. Hyde, 764 East Thirty-fourth street, Ford.
G. R. Clark, 711 Milwaukee, Ford.
W. H. Schmitt, Portland, Buick.
James Turbull, Graham, Overland.
Martin L. Frensdorff, Milwaukee, Chevrolet.
Joe Lamm, Linton, Ford.
National Laundry, 292 East Eighth street, Ford.
Mrs. N. M. Treland, 205 Twentieth North, Oakland.
W. H. Gass, Washington Hotel, Studabaker.
R. H. Koch, 312 East Fifty-fourth, Dodge.
W. F. McKenny, 54 First, Ford.
Standard Oil Company, Yoon building, Ford.

AUTO IS FILLING BREACH

SHORTAGE IN MEN MADE UP BY
MOTOR CARS.

Business Firms Find That Auto Can
Add Vastly to Efficiency of Men
Who Are Left.

It does not require more than a casual observation to discern that the automobile is beginning to step into the breach in a decisive way to fill the gaps made in business ranks by the loss by conscription of trained salesmen and skilled mechanics. Its adaptability for conserving time and speeding up man power has already been utilized to great advantage in lines of business that require city solicitors of service men.

"I know of three firms who employ from 10 to 20 salesmen covering Detroit and suburban territory," said a Dodge Bros. official. "Most of these salesmen are within the draft age. These firms have already discounted a loss of at least a third of their force and the possibility of having to take the untrained men by furnishing their older salesmen with passenger cars. These men have already demonstrated their ability to make six times as many calls and have practically tripled their order at a much decreased cost by the use of passenger cars."

"I can cite another interesting instance where service men are utilized in the dual capacity of salesmen. A big phonograph house has the custom of sending a mechanic at certain intervals to adjust instruments and make repairs. The mechanic developed the idea of having the mechanic suggest a list of trial orders on new popular records. The firm was so successful that it not only cut out the service expense, but actually brought in a profit."

In this case the war brought about a decrease in the force which again was met by the use of automobiles. The manager reports to me that although he has had to dispense with half of his men, the automobile has already duplicated the firm's former profit on the investment.

"There are so many hundreds of lines of business to which the automobile process can be applied as a time saver and labor saver that its utility is going to be more pronounced than ever in bolstering up the scarcity of trained men."

HONOR PLACE AWARDED

NATIONAL WINN DISTINCTION AT
NEW YORK SHOW.

E. C. Habel, of Manley Auto Company,
Distributors for National Car, Tells
Some Interesting History.

Word has just been received by E. C. Habel, sales manager of the Manley Auto Company, National distributors, that the National auto exhibit has been awarded a position of honor on the ground floor at the coming automobile show in New York in January. Ground floor positions are greatly desired, and are allotted according to the volume of business. While the National Company builds quality cars and makes no claims as a quantity concern, yet the demand for these machines has so steadily increased that the National has won its place of distinction on the ground floor.

"It is amusing to us," said Mr. Habel, "to hear the 'prophets' sound the death knell of the show every year. But, despite these predictions, the automobile shows seem to gain in popularity. This year the New York show will be exceptionally interesting, because of the important part the automobile is taking in the war."

"This is the 18th year for the automobile show in New York and also celebrates the 18th year of the National car. Eighteen years is a mighty long time in automobile building, and any company that can live and prosper that long is certainly entitled to its position, considering the strenuous gait this industry set for itself."

"The National is not the only company that has survived successfully, but it is one of them, and its position of advantage today is due to a policy of keeping faith with customers."

Roads in Alabama.

Ninety-nine miles of improved highway were built by state aid in Alabama during the last fiscal year of the state highway department. This represents an expenditure of \$76,155.33 by the state and counties. In addition to this the counties constructed 145.5 miles of roads and did much bridge work at a total cost of \$1,447,121.18. When the fiscal year ended this state had 255.3 miles of improved roads, compared with 378.6 when the highway department was created in 1914.

AUTO TO SURVIVE

Great Curtailment Due to War
Not Likely, Says Fisk Head.

OPTIMISTIC VIEW IS TAKEN

E. H. Broadwell, Vice-President of
Fisk Rubber Co., Gives Comprehensive
Review of Effect of
War on the Auto Industry.

In a recent article appearing in Automobile Topics E. H. Broadwell, vice-president of the Fisk Rubber Company, presents an optimistic viewpoint on the war and its effect upon the automobile trade. In many ways this statement is one of the few comprehensive reviews of the present situation. It is refreshingly optimistic in its hopeful attitude, reflecting, as it does, the loyal stand which the auto industry is taking.

He writes: "Battles cannot be fought and won unless the men are physically fit as well as properly equipped; in other words, they must have full stomachs. The war cannot be won nor the Government carry on its programs unless we are financially fit and have full pockets."

"I firmly believe that as order comes out of this seemingly impossible task which is confronting the Government at the present time, they will find the American manufacturers will be able to rise sufficiently to the situation to take care of the Government business and at the same time not shut off entirely supplies to their large selling organizations which have such a far-reaching effect on the prosperity of our country."

Old Cars to Be Overhauled.

"This applies not only to the automobile industry, but to every industry. Curtailment in production of cars must necessarily come, but to the thousands of dealers in the country that does not by any means mean the closing of their doors. Cars which would no doubt become obsolete will be overhauled and kept in commission. The owner of a car today who has been in the habit of buying a new one each year, if unable to get that new one this coming year will have his car put in shape, probably in much better shape than the one who would purchase it second-hand. In other words, by the very shortage of cars business will be created."

"The greatest problems which our country faces today are those of transportation. It does not make any difference whether it is in the city or the country, transportation is a factor. The individual transportation by the automobile has been one of the greatest factors in the development of our country and with the probable output of this year of 1,800,000 cars, if the production was cut 50 per cent, would put between 900,000 and 1,000,000 new cars into operation."

4,500,000 Cars Next Year.

"This, together with the estimate of 4,000,000 in operation today, would, with the possible necessary discarding of those old models which can no longer be made to run, mean that by next year we should see from 4,500,000 to 4,750,000 cars in use."

"All require service and it is an individual today who can operate a car through his inability to operate it, the man who buys it buys it for the purpose of operation."

"I believe that we are going through a period that is going to show us all the more the necessity of the automobile, not to some people would put it, for pleasure use, but for actual utility. It is safe to say that not 10 per cent of all automobiles in use can be considered as purely pleasure cars, the other 90 being passenger cars and used for a real purpose."

"The conditions are going to teach us all not how to do without as much as how to stop waste. In the fast age in which we have been living waste has not been considered a factor, but in the recent gasoline propaganda it was definitely shown that the elimination of waste in the use of gasoline would supply the Government with all its requirements. We are going to find the same thing is true in the operation of our business, whether it is a manufacturer, a dealer or an individual. We are not going to stop going on, but are going to stop waste in every way and means for the elimination of waste which does not bring any return, but is only an expense."

"Industries must go on and organizations in all towns and hamlets in our country must continue to exist for further development, and if this thought is constantly borne in mind there is no doubt that wars and means will be found by every live citizen who is in business to continue to do business."

"We may not make quite as much money as we have in the past. We may have to give willingly, not only to our Government, but to the many causes, but our business foundation will be more solid than ever. This war must continue to sail on an even keel if we are going to keep the United States in the place she deserves."

"There is no chance of anyone saying that American industries, the American dealers and the American people will not sacrifice for their Government, and, while the Government will require some sacrifice, it does realize the necessity of having something to sacrifice."

Rectify Ignition Trouble



Perfect Ignition
at All Times

If you have a magneto let us overhaul it—only
experts employed in this line.

STORAGE BATTERY REPAIRING AND
RECHARGING

Distributors of
Gould and Columbia Batteries
Trade Work a Specialty

Ballou & Wright
Broadway at Oak Phone Bdy. 307

NEW PLAN IS TRIED

Goodyear Tire & Rubber Co. to
Use Trade Acceptances.

BUYING FIELD ENLARGED

Government Indorses and Urges New
Future Payment Method, Which
Enables Merchant to Carry Big
Stock on Small Capital.

To assist in relieving as far as possible the tense business conditions which the unusual National state of affairs has brought about, the Goodyear Tire & Rubber Company, of Akron, O., has inaugurated the use of a future payment plan of settlement for goods shipped, that the Goodyear plan is recommending to all big concerns.

This is the "trade acceptance" plan, which involves a time draft drawn by the seller on the purchaser for payment on a future date. We may say that this plan is not entirely new, but it has not had a wide use in this country. In Europe and particularly in Great Britain the plan has been in vogue for many years.

The trade acceptance greatly enlarges the buying field of the merchant and enables him to carry a larger stock with a limited amount of capital and makes for a quicker turnover of his money. It is not a dating or a trade concession of any kind, but a Government-indorsed plan for utilizing available Federal reserve funds. It is a safeguard for the merchant in these

PAIGE

The Most Beautiful Car in America

THE modest price of the Paige Linwood "Six-39" fails to measure the real value offered in this popular five-passenger car.

Even five hundred dollars more could not buy you greater utility, because the Linwood provides everything a family could possibly require for daily motoring service.

Comfort, roominess, sturdiness, reliability and beauty—those are the five qualities that especially distinguish this car among the light sixes of popular price.

You will like the Linwood and become as enthusiastic over its merits as the thousands of owners now driving it. Ask for a demonstration.

Essex "Six-55" 7-passenger \$1775; Coupe "Six-55" 4-passenger \$2850; Town Car "Six-55" 7-passenger \$3230; Limousine "Six-55" 7-passenger \$3230; Sedan "Six-55" 7-passenger \$2850; Brooklands 4-passenger \$1795; Linwood "Six-39" 5-passenger \$1330; Glendale "Six-39" Chummy Roadster \$1330; Dartmoor "Six-39" 2 or 3-passenger \$1330; Sedan "Six-39" 5-passenger \$1925. All Prices f.o.b. Detroit.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

COOK & GILL CO., Inc.
Distributors
BROADWAY AT EVERETT

BEARINGS SERVICE COMPANY

JANUARY 1918

BEARINGS SERVICE EXHIBIT

AT THE EXHIBIT

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

Bearings Service Exhibit

We're having an "Auto Show" all our own—an exhibit of interest to every automobile dealer, garage-man and motorist. It's an exhibit of Bearings Service—to show you how we can assist you whenever you need Timken, Hyatt and New Departure bearings for motor cars, motor trucks and other motor vehicles.

The exhibit continues all this month. Come in at your convenience—and get your souvenir.

BEARINGS SERVICE COMPANY

24 NO. BROADWAY ST.
Phone Broadway 179
A-344

General Office
Detroit, Mich.

NO-GLARE LENS POPULAR

J. C. ENGLISH FINDS IT EVERYWHERE IN EAST.

President of Portland-Made Finds It
Conforms to Headlight Laws
of All States.

J. C. English, president of the No-Glare Auto Lens Company, has just returned from a trip through the East, which extended over a period of nearly five months. During his trip Mr. English was greatly impressed with the interest shown all over the country in

headlight lenses, and interviewed many prominent jobbers and dealers throughout the East and Middle West.

He finds that the No-Glare lens conforms to the laws of all the states which he visited, and that, owing to the activity of the police, it is becoming the general rule to wear a lens of some sort on glaring headlights.

Doing Own Repair Work.

The owner who does his own work on the car will find that valves which are pitted may be easily and quickly refitted by having a local garage or machine shop cut a new face, the lathe being used for this purpose. This is a matter of about five minutes' work, whereas grinding in until the face is clear may mean hours of tiring work. Of course the newly cut valve will have to be ground to its seat, but this is not a formidable task.

BEARINGS SERVICE COMPANY

JANUARY 1918

BEARINGS SERVICE EXHIBIT

AT THE EXHIBIT

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY