

MOTOR TRUCK BIG HELP TO FARMERS

It Does More Work Than Six Horses, Eats No Fodder and Costs Much Less.

EFFICIENCY IS ALMOST 100

It Can Work 24 Hours Per Day in Emergency, Saves Time, Labor, and Money and Adds to Efficiency of Its Owner.

The day of the motor truck on the farm is here, says George M. Scheil, editor of Motor West, of Los Angeles, one of the forward-looking and progressive automobile trade journals, in a recent editorial that is well worth reprinting for its bearing on the problem of the Oregon farmer.

The truck is being adopted everywhere, explains Mr. Scheil, because it will do more work than six horses—and costs less. The higher price of horse feed is another factor tending toward the universal use of trucks on the farm. The editorial continues:

"The truck is an all-around farm hand. It will haul produce to town, supplies back, help to build roads, carry manure into the fields, pick up produce in the fields and carry it to storage, carry livestock to market, do any one of the thousand things that heretofore required slow, horse-drawn vehicles and much hand labor."

Horse 20 Per Cent Efficient.

"The day will come when every farm and country road will be dotted with smooth-running motor trucks. Instead of the horse, who is only 20 per cent efficient, based on the heat energy of meals eaten as transmitted into draw-bar pull, the motor truck transmits nearly all the heat energy of its gasoline meals into service. Moreover, the speed and load capacity of the trucks make them veritable giants in transportation.

"There is no such thing as maximum efficiency in a horse or team. A single horse or team will pull a certain load for a certain time and then it's through. A motor truck is never through. It can work 24 hours a day and needs only oil, gas and care to keep on steadily.

"The farmer uses his truck to improve his roads, to improve the speed of his truck. The fruitgrower needs the truck for quick dispatch of his perishable products.

Truck Never Tires.

"The huge crops of potatoes raised in some sections of the country could never be moved by horses. The truck picks them up in the field, crated or in sacks, moves over the rough ground and out to town and is unloaded before a team would be started on its way. Day and night the truck can run in an emergency, taking care of unusual production, while teams of horses, no matter how many, would be fagged out in a short time.

"The progressive farmer recognizes that the motor truck is a vitally important factor in his success. It is one of those time-saving, labor-saving devices that he may postpone getting; but the longer he puts off the purchase the heavier will be the total cost of operating his farm."

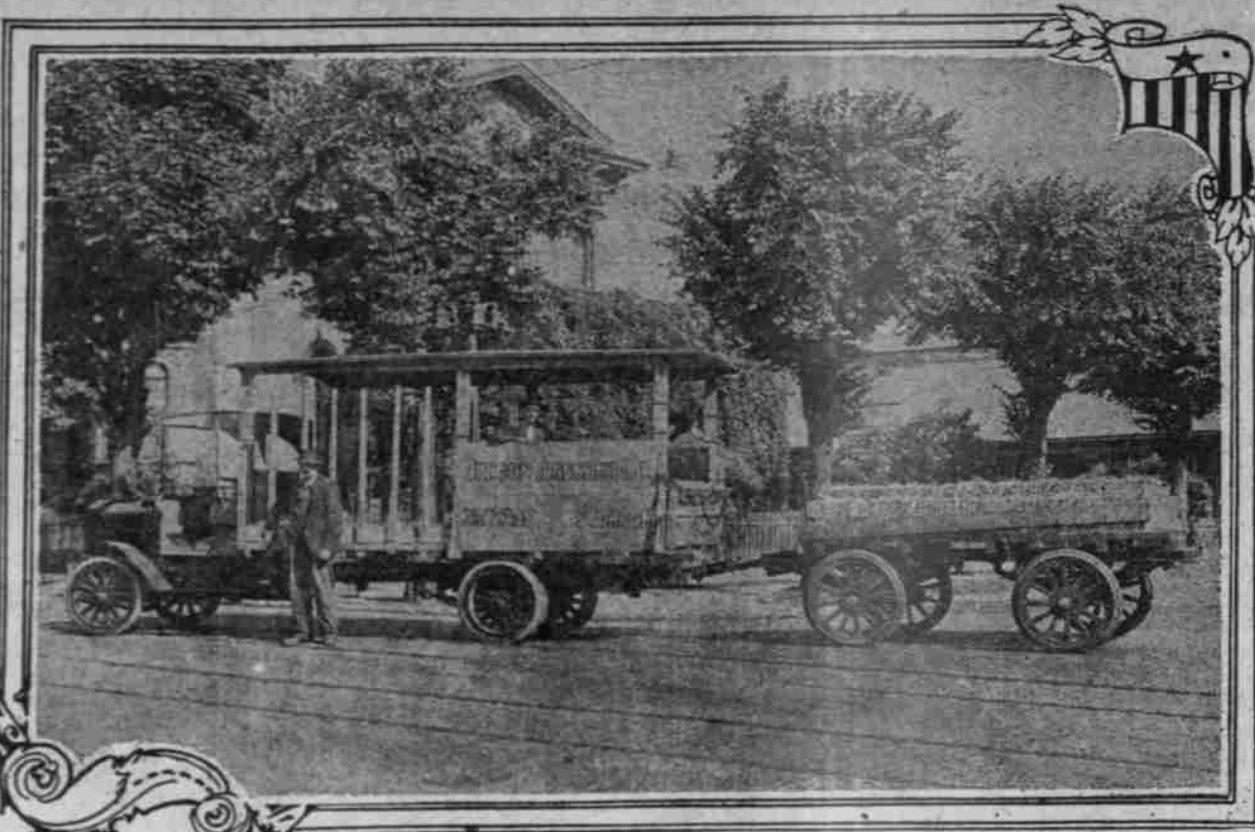
British Diplomat Buys Marmon.

Ralph H. Thomas, an attaché of the British embassy, Washington, D. C., recently purchased a Marmon 34 for use in quickly getting around Washington on his diplomatic business. Mr. Thomas is a member of one of the wealthiest and most influential families in the British empire and is much pleased and enthusiastic over his new Marmon.

Use of Gaskets Important.

Oil joints should be fitted with gaskets made of wrapping paper, while water joints should have asbestos gaskets coated with graphite. Hot-gas joints, on the other hand, should have copper-covered asbestos and dry-gas joints call for coated asbestos.

WAR EMPHASIZES BIG FIELD FOR TRUCK AND TRAILER, TOO.



Moreland Truck and Utility Trailer.

Two and One-half-Ton Moreland Truck and Two-Ton Utility Trailer, Sold by McCracken Motor Company, of Portland. Hauling Tiles to Vista House at Crown Point. By Means of This Trailer the One-Ton Truck Shown in the Picture is Enabled to Handle a Two-Truck Load.

The war has done more in the motor transportation field than merely to bring out the great importance of the motor truck as a means of cheap and efficient transportation, for it has also brought home the usefulness of the trailer. The efficiency of the motor truck can be doubled, and in some cases more than that, by use of one or more trailers. The McCracken Motor Car Company, of Portland, which handles the Moreland truck, is also doing a big business in Utility trailers. J. R. McCracken, president of the company, sees a great and increasing field of usefulness for the trailer in this territory, particularly in sections where roads have been or are being improved so that a truck can be operated under conditions of its greatest efficiency.

1918 ROAD PLANS BIG

Highway Commission to Do Much Hard Surface Work.

HEAVY TRAVEL EXPECTED

Whole of Pacific Highway in State, 486 Miles Long, Is to Be Made Passable Before Next Winter for Loaded Truck Traffic.

SALEM, Or., Jan. 12. — (Special.) — From December 1, 1916, to November 30, 1917, the state highway department has expended the sum of \$700,342.50. The major part of this expenditure was for the last three months of the fiscal year.

Work now in progress, contracts let and work authorized contemplate the expenditure of \$1,017,000 on the Pacific Highway, which, when the work is completed, will make available for truck traffic the entire distance of 486 miles of the Pacific Highway in Oregon, from the Columbia River to the California state line, including the West Side and East Side sections. On the Columbia River Highway an expenditure of \$1,500,000 in 1918 is to make that road passable for truck traffic from the Pacific Ocean to Pendleton, a distance of 300 miles.

This includes only part of the hard-surfacing contemplated. Large sections of both highways will be macadamized. The post road money to be spent east of the Cascade Range is to make available for travel something like 90 miles of the John Day Highway from Condon to Dayville.

There is also included in the programme of the Highway Commission the opening up of sections of the Collier-California Highway, the Lakeview-Klamath Falls road, the Oregon Trail from Pendleton east, the Baker-Cornucopia road, the Yamhill-Nestucca sections of the Coast Highway, includ-

ing a survey through the entire county of Curry, where \$50,000 is to be expended next year.

The department has now in the neighborhood of 175 employes on its payroll getting data and preparing plans and estimates for 1918 work. The amount of money available for road improvement which will pass through the hands of the department during the year 1918 will be very close to \$5,000,000.

AUTO THIEVES GROW BOLDER

Dealers' Motor Car Association Appoints Committee to Act.

Automobile thieves have become so bold in Portland that cars are being stolen in broad daylight from in front of their owners' homes or places of business, and the situation is becoming worse. To take some action to curtail the operations of these criminals, the Dealers' Motor Car Association of Portland has appointed a special committee of three members.

Lawrence E. Therkelson, of the Brun Auto Company, is chairman of this committee, and the other members are A. H. Knaus, of the Twin States Automobile Company, and Isaac Brun, of the Brun Motor Car Company.

The dealers do not blame the police in the least for the great increase in automobile thefts. The police are doing their best and they recover most of the cars stolen, but they are handicapped in their efforts by the apparent indifference of the courts.

Down in the cattle country, and not so very many years ago, either, the man who stole a horse was strung up on the nearest tree. But the man who steals an automobile, which he probably damages greatly even if it is recovered, is let off by the courts with a reprimand or a small fine.

REOS DRIVEN FROM FACTORY

F. W. Vogler Finds That Many Autos Are Taken on Own Power.

F. W. Vogler, president of the Northwest Auto Company, who is at the Reo factory in Lansing, Mich., in the interval between the New York and Chicago automobile shows, speaks of the efforts being made to overcome the difficulties in the shipment of automobiles to dealers, in a letter just received from him. Cars are being driven away and in two days he noticed trains of Reos leaving for the following points on their own power: Milwaukee, Wis.; Toronto, Can.; St.

Catherine, Can.; Everett, Pa.; Rochester, N. Y.; Grove City, Pa.; Williamsport, Pa., and New Castle, Pa.

Drivers were being prepared for the next day's get-aways, consisting of 37 cars for Postoria, O., and three cars each for Suffolk, Va., and Grove City, Pa.

The Rochester men were at the factory and said that as soon as they reached home they would start back for 15 more cars and keep right at it through January and February.

Philadelphia is arranging for the driving of 12 trucks across. The men from Oklahoma City are en route to that territory, but their plan is to drive them far enough away from Chicago that they may be able to get cars for shipping.

ROAD PLAN MAY BE CHANGED

Alteration in Pendleton-Echo Highway is Proposed.

PENDLETON, Or., Jan. 12. — (Special.) — Plans for the Pendleton-Echo road may be changed to include the town of Rieth, west of Pendleton. According to the State Highway Engineer's survey, the road would go over the hill from the Eastern Oregon State Hospital. The County Court is considering a route from here direct to Rieth, turning there north through a small canyon to intersect the state survey.

Such a route would not only include Rieth on the main highway, but would eliminate the necessity of condemning several pieces of right-of-way which must be secured to build the road, according to the state survey. The road would be lengthened about a mile and four-tenths, but would be of cheaper construction.

PERFECTION TIRES

Acquaintance dispels all doubts.

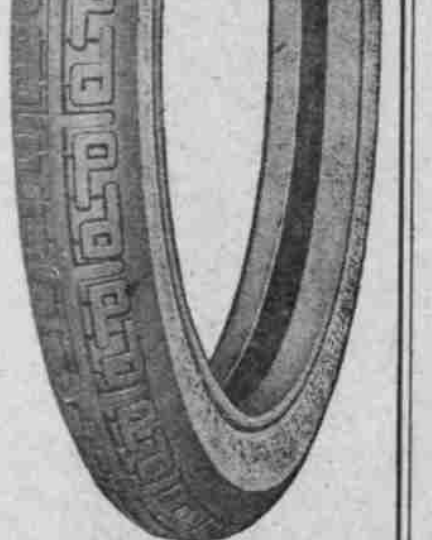
Construction insures mileage.

Acceptance makes us boosters.

Guaranteed by the factory. 7500 miles.

DISTRIBUTED BY Tri-State Tire Co. 72 Sixth Street Portland

Phone Broadway 1641 Wholesale and Retail



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BRANCH AID TO CITY

Portland Northwest Distributing Point for Chevrolet.

ASSEMBLING PLANT NEXT

Investment Here at Present Totals \$100,000, but Progress of Chevrolet in This Territory Makes Enlargement Likely Soon.

By the establishment in Portland recently of a branch of the Chevrolet Motor Company of California, this city becomes the main Northwestern distributing point for the Chevrolet car.

The branch here was established on November 20, following a visit through this territory in November by W. C. Silla, of New York, general sales manager of the Chevrolet Motor Company, and R. C. Durant, of Oakland, Pacific Coast sales manager and head of the Chevrolet Motor Company of California, which is the Pacific Coast distributor for the Chevrolet.

While the Portland branch is not yet an assembling plant, but a storage and distributing branch only, it is undoubtedly preliminary to the establishment here of an assembling plant, particularly in view of the progress being made in the Northwest by the Chevrolet car.

Since the end of 1916 Chevrolet sales in Oregon alone have increased approximately 300 per cent. There has been almost as large an increase in Washington. On January 1, 1917, the Chevrolet stood seventh in sales of electrically equipped automobiles in Oregon. At the beginning of 1918 it was first in sales of electrically equipped cars in this state.

The Chevrolet branch and warehouse in Portland is situated at East Sixth and Ash streets, where it occupies a four-story building. Between 150 and 200 cars are kept there all the time for distribution to dealers through the Northwest. A stock of parts to supply all dealers in the Northwest is also carried.

The investment represented at present by the branch is approximately \$100,000, which will increase as more cars are carried here and the branch is enlarged.

Clifford M. Steves has been in charge of the Oregon territory for the Chevrolet Motor Company of California since December 13, 1916, and the big growth of Chevrolet sales has taken place in that time. With the establishment here of the distributing branch warehouse he became its manager.

Regner & Fields, Inc., are distributors for the Chevrolet in Portland and Multnomah County. The allotment of Chevrolets from August 1, 1917 to July 31, 1918, is 600 cars, and they are well ahead of schedule in their sales at present.

CHALMERS SOUGHT BY MANY

Contracts Signed Up in Week by Distributor Total \$250,000.

Roy Hemphill, manager of the Western Motor Car Sales Company, distributor in Oregon and Southwestern Washington for the Chalmers car, had a pretty good week of it in the way of signing contracts with dealers for Chalmers agencies through the state. The total of the contracts signed up amounted to \$250,000. The Chalmers is in big demand among the dealers, who appreciate the fact that the Western Motor Car Sales Company is carrying a big stock of Chalmers parts, so as to be equipped for any service requirements.

Goal for Tire Ffolk.

Employees of the Goodyear Tire & Rubber Company, Akron, O., who are unable to secure a sufficient supply of coal to meet their household needs from regular sources, are being supplied with coal by the company. More than 2500 tons have already been supplied in two-ton lots to Goodyear workmen. But for this arrangement many families would have experienced great inconvenience during the recent extremely cold weather.

The Chevrolet branch and warehouse

TACOMA PLANS RACES

SOME SPEED RECORD SHATTERING IS DESIRED.

New Speedway President Arranging Match With Five Famous Drivers, If Races Are Held.

If there is to be any racing of automobiles in the United States next season, Tacoma is going to be in on it and "in strong," according to Walter C. Baldwin, newly-elected president of the Tacoma Speedway Association. Present plans, as fostered by Mr. Baldwin, indicate probably the fastest race of the Tacoma speedway ever will have been. It is proposed to race on July Fourth, if at all.

Five of the country's most prominent available drivers will be brought out and entered in a match race of 225 miles, run in three heats of 100 miles, 75 miles and 50 miles, respectively.

There will be no amateurs permitted on the track, if Mr. Baldwin's plans carry, and each of the five stars will be equipped with two racing machines to insure a mount in case one should suffer some mechanical mishap to incapacitate it.

Chevrolet, DePalma, Mulford, Cooper and Oldfield have been mentioned as possible material for the race. Only Class A drivers would be engaged. The dividing of the race into three heats, each of the five cars eligible in each heat, and each heat shorter than the previous one, would make, Mr. Baldwin believes, an exceptionally fast race with an average of between 95 and 100 miles per hour.

Baldwin has been identified with Tacoma race meets as chairman of the technical committee since the first organization of racing at Tacoma.

Take Extra Cores.

Do not neglect to take a few spark plug cores with you on your trip. The metal parts of a spark plug will last almost indefinitely, but the cores must break in time, and that usually means buying a new spark plug. As the cores can be bought for a fraction of the cost of a new plug it means economy to carry a few with you. Also carry a few extra gaskets.

These Four Endorsements Prove the Warner-Lenz Supreme All Official O.K.'s

- Judge Calvin H. Hall, Superior Court of Seattle, found Warner-Lenz directly within law and dismissed test.
- Committee appointed in Portland to test under headlight law passed Warner-Lenz as absolutely legal. (24 candle power bulb.)
- State traffic officers in conference at Oakland gave O. K. to Warner-Lenz after thorough test.
- Edward Rainey, Secretary to Mayor James Rolph, Jr., of San Francisco, publicly declared as follows: "Upon careful inquiry I have ascertained Warner-Lenz is perfectly satisfactory to the police authorities in so far as its compliance with recently passed State law re auto headlights is concerned."

Warner-Lenz, the Only "Fool-proof" Type

Warner-Lenz is legal throughout the United States and Canada. Not only this but it is the only lens that requires no thought or attention after being installed.

Turning of the lens in the lamp-rim, bulb slightly out of focus and roughness in the road are some of the conditions that affect other devices or lenses.

Unless carefully and constantly adjusted they fail to meet the requirements of motorists and the laws by glaring or by giving insufficient light.

These objections are done away with by Warner-Lenz. Its light is scientifically diffused, not held down to a narrow shaft below the 42 inch line. There is no direct beam at any angle or height. All glare is ended.

Standard Equipment on All These Cars:	Prices of Warner-Lenz
Packard Marmon Stutz Oldsmobile White Packard Ford Winton Crestliner Auburn	5 to 9 In. Diameter Per Pair, \$3.75
Lenox Dodge Standard 8 Packard Dodge Singer McLaren Dodge 8 Hudson Crestliner Dodge	9 1/2 to 10 1/2 In. Diameter Per Pair, \$4.25
	10 1/2 to 12 In. Diameter Per Pair, \$5.25

WARNER-LENZ

This is A. P. Warner, of the Warner Auto-Meter Fame, and Inventor of the Magnetic Speedometer

ARCHER & WIGGINS CO., 75 Sixth St.
BALLOU & WRIGHT CO., 80 Broadway
MARSHALL-WELLS HARDWARE CO., 15th and Lovejoy Sts.

SERVICE REPAIRS PARTS STORAGE

SIXTH AT MADISON

Announcement

Robinson-Smith Company

AUTHORIZED **Ford** DEALER

SALES AND SERVICE

A. S. Robinson, formerly Northwest manager, and A. B. Smith, formerly territory man for the Pacific KesselKar branch, beg to announce that they have purchased the business of the authorized Ford agency and complete plant located at Sixth and Madison, from W. H. Wallingford.

We will occupy the entire building, which is complete in every detail for the care of Ford cars, including service, repairs, parts, accessories, tires, painting, upholstery and storage.

To the Ford owners who have been patronizing this agency we solicit the continuance of your business.

We invite all Ford owners and prospective purchasers of Ford cars to visit and inspect our building, which has been specially equipped for Ford service.

Our many years' experience in handling Ford business has especially fitted us to take care of your needs.

ROBINSON-SMITH COMPANY

A. S. Robinson, President. A. B. Smith, Secretary.