

AUTOS IN DEMAND

Automobile Editors Look Optimistically at 1918.

PAST YEAR A BANNER ONE

Chalmers Motor Company Gets Evert Testimony on Motor Car Situation From Writers in All Parts of the Country.

DETROIT, Jan. 12. (Special).—Through the medium of a sort of automobile "questionnaire" the Chalmers Motor Company has obtained from expert automobile writers in every section of the country a true and optimistic review of the motor trade and industry at large.

The automobile editor, whose continual contact with the local auto man and the outside motor world gives him an intimate "close-up" and at the same time a long-range vision of existing conditions, has been called in to play the part of an "expert witness."

Editors on all leading newspapers of the North, the South, the Pacific and the Atlantic, have been interviewed by mail. Without exception their replies have been sane and solid in proclaiming the everyday necessity of the motor car, the encouraging outlook in the selling division and the growing solidarity of the great industry to which nearly 5,000,000 American citizens look for daily sustenance.

Extracts from a few reports, selected at random, follow:

Memphis Press, by James F. Graham.—In the year just closed Memphis dealers sold more cars than in any previous period of equal length. Several local motor companies are copying handsome quarters erected for them during 1917, three more are now under construction, while negotiations are pending for others. Every factory in Tennessee, Arkansas and Mississippi is running full speed. Women, as well as men, are employed at better wages than ever in the past and the farmer and the cotton grower have been doubly blessed.

Tacoma News-Ledger, by Lloyd W. McDowell.—The wave of prosperity that is making dollars thick as pennies has begun to reach the great Northwest territory and, according to present indication, regardless of the war, the Northwest bids fair to outstrip the famous Southwest—Los Angeles and vicinity—in the number of cars sold.

The question of low-grade gasoline in these parts is a serious one and the Hot-spot improvement has made the Chalmers a welcome remedy in the local field.

Detroit Times, by John Nafe.—Based on personal observation and reliable data, I firmly believe that the demand for automobiles, both touring and commercial cars, will be greater in 1918 than ever before in the industry. The fact that a large number of the motor plants are engaged in the manufacture of munitions may and probably will, result in a decreased supply of automobiles, which will, of course, accentuate the demand for all available cars.

Syracuse Journal, by H. James Connors.—Despite the war and resulting strains on the financial market, there can be no doubt but that the coming season will be one of the best—if not the best, Syracuse and Central New York dealers have seen. Motor cars have long since ceased to be regarded as "pleasure vehicles" in New York State and only yesterday, in discussing the industry with Francis M. Hugo, Secretary of State, I was pleased to hear this sentiment expressed. "I can see the automobile industry coming to the front as the greatest on America's list."

Boston Transcript, by Charles F. Marden.—New England is conservative in its notions and its methods, but once a satisfactory product is established in this community, the producer may count confidently upon the loyalty of his customers, and upon their patronage being little subject to fluctuations through the influence of current events.

For this reason the motor trade of New England is not feeling the ups and downs of war alarms and such long-established and well-known cars as the Chalmers are enjoying a steady demand.

TWO GOING TO CHICAGO SHOW

Raleigh Peterson and Harry Hayes to Visit Overland Factory, Too.

Raleigh Peterson, sales manager, and Harry Hayes, territory man for the Overland-Pacific, in Portland, will leave Portland next Saturday to attend the Chicago Automobile Show, which begins January 28 and continues to February 2. While in the East they will also visit the Willys-Overland factory at Toledo, O.

PROMINENT AUTOMOBILE MEN WHO LEAVE PACIFIC KISSELKAR COMPANY TO TAKE OVER FORD AGENCY IN PORTLAND.



A. S. Robinson and A. B. Smith

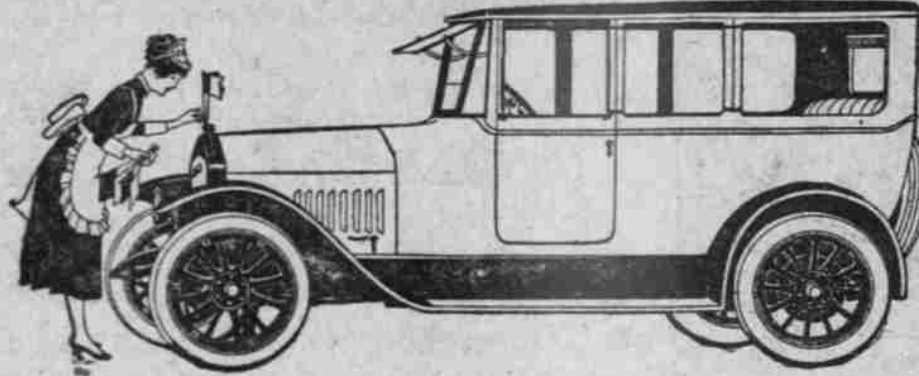
A. S. Robinson and A. B. Smith have formally taken over the Ford agency of W. H. Wallingford at Sixth and Madison streets, which they bought out from Mr. Wallingford a week ago. They will operate the agency under the name of the Smith-Robinson Company. This is one of the largest Ford agencies in the West. It occupies an entire four-story building, 100x100, at Sixth and Madison streets, and has a 550-car contract. The Robinson-Smith Company will do their own trimming and painting and have their own body-building shop. They are completely equipped for all Ford service work. Both Mr. Robinson and Mr. Smith are well known in the automobile industry along the Pacific Coast. Mr. Robinson, who resigned as Northwest manager of the Pacific Kiselkar Company to go into business for himself, Mr. Robinson has been connected with the Kiselkar Company on this Coast, which incidentally handled the first Ford agency on the Coast for many years. Long before that, in New York City, he sold the first Ford car introduced there. Mr. Smith was wholesale man for the Seattle Kiselkar branch at the time of his resignation.

National 6 & 12-CYLINDER CARS

This new twelve-cylinder National Sedan is a performing closed car. Its competent and spirited motor assumes the additional weight of the convertible body without effort, and to its security and shelter adds the range and activity of an open car.

The Six Sedan \$2820 • The Twelve Sedan \$3420

NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS
Seventeenth Successful Year



Manley Auto Co.

Phone Broadway 217 Eleventh and Burnside Sts.

COLD TEST IMPORTANT

OILS THAT CONGEAL IN COLD WEATHER BAD FOR MOTOR.

Standard Oil Lubrication Engineer Gives Scientific Reason Why Asphalt Base Crude Is Best.

"We know that correct lubrication is the most vital factor in the operation of a motorcar," says P. R. Melchert, lubricating engineer of the Standard Oil Company. "During this cold weather we find that our motors do not respond as quickly as in Summer. Lubricating oil is partly responsible for this condition. This annoyance of a sluggish and inefficient motor can be largely eliminated by use of the correct oil."

"For correct cold weather lubrication the cold test of a motor oil is a most important feature. Upon it depends very largely the flexibility, power developed, fuel consumption and wear and tear of the motor."

"The cold test of an oil is the lowest temperature at which it will flow. For instance, if an oil has a cold test of 30 degrees it will pour at that temperature and become solid about 5 degrees lower."

"Oils that congeal when the weather is at freezing point or at 33 degrees Fahrenheit are not suitable for lubrication during cold weather because the resistance offered to the shearing of the film is high, for we learn that the value of a lubricating oil depends upon its fluidity at the temperatures at which it is used; that is, a fluid oil or one having a good cold test (preferably zero) will offer very much less resistance to the shearing of the film than a thick or sluggish oil, or one which has a poor cold test and is in the condition of jelly in the crankcase."

"We know that all gasoline engines start best in cold weather, because the fuel does not vaporize as readily at this time as it does in warm weather, taxing the batteries to their limit. If poor cold test lubricating oils are used, the additional power necessary to turn the motor over is very materially increased, which means rapid draining of the bat-

teries and consequently expensive upkeep.

"Again, if an oil of poor cold test is used or one that congeals in the oiling system these cold mornings, it will not lubricate the motor correctly, because it is too thick or sluggish to pass between the close-fitting bearings. If used in a motor which is partly or wholly lubricated by splash this oil will not be splashed to the cylinders, pistons and wrist pins in sufficient quantities to insure adequate lubrication until the motor has been run from 15 to 20 minutes and the temperature of the motor has thinned the oil down, during which time excessive wear of the moving parts is taking place, which means not only expensive adjustments and repairs, but also excessive fuel consumption and a sluggish and inefficient motor."

"This also applies to force-feed oiling systems, for oils of poor cold test offer considerable resistance to the passing of the oil through the pipes and hollow crankshaft to the bearings, and the oil does not circulate freely enough until it has thinned down."

"Another condition which shows the inefficiency of poor cold test oils very plainly to the operator is the necessity for frequent gear shifting."

"Eastern refiners and motorcar manufacturers recommend light oils for Winter and medium oils for Summer lubrication, realizing that oils of poor cold test cannot be used successfully during cold weather. They are compelled to do this because light Eastern oils have a better cold test than medium-bodied Eastern oils."

"Motor oils correctly manufactured from California asphalt base crude have a natural zero cold test, making them the correct oil for use at all seasons of the year."

"Using zero cold test oils gives the

necessary margin of safety, so that during this cold weather there is no danger of burned-out bearings or excessive wear of moving parts, caused by lubricating oil congealing in the oiling system."

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:

- Davidson Baking Company, East Twenty-second and Oregon, Ford truck.
- Jachetta & Callisto, 634 Third street, Ford.
- W. E. Knowlton, 22 1/2 Twentieth street, North, Hupmobile.
- Peter Seebauer, 428 East Forty-second street, North, Ford.
- Box Jarrett, 194 1/2 Union avenue, Ford.
- O. Vedyel, 234 Sixteenth street, North, Ford.
- M. A. Parry, 517 East Fourteenth street, Oldsmobile.
- T. M. Ramey, 206 East Fifteenth street, Oldsmobile.
- A. J. Kraimer, 266 East Eighty-fifth street, Oakland.
- L. J. Bendalbach, 284 Grand avenue, Ford.
- I. R. Williams, 1289 Sacramento, Maxwell.
- Ladies' Benefit Society, 135 Killingsworth, North Front, Ford.
- J. Rosenberg, 224 Morrison, Hupmobile.
- T. A. McGraw, 1163 Belmont, Ford.
- Joseph Finley, 411 Alder street, Maxwell.
- Rudolph Erickson, 4410 Sixty-fourth street, Southeast, Maxwell.
- Leish Shilda, 654 Tappert, Chalmers.
- E. R. Williams, 1531 Gloucester, Oakland, Inc. Chandler.
- Bertha L. Horman, 208 North Willamette boulevard, Chevrolet.
- J. B. Folkenberg, Linnton, Dodge.
- F. G. Usher, 663 East Tenth, Ford delivery.
- J. Simmons, 216 North Ivanhoe, Ford delivery.

KISSELKAR The ALL-YEAR Car

WHEN closed for Winter it has every appearance of a permanently closed coach. The ALL-YEAR Top is built-in, not on. No visible fastenings—no rattles or draughts. Entirely removable!

Hundred Point Six

Its pliant but sturdy Kisel-built power-plant, reliable axles and dependable brakes furnish a degree of motoring ability and security equaled by few cars. It is the car of a Hundred Quality Features.

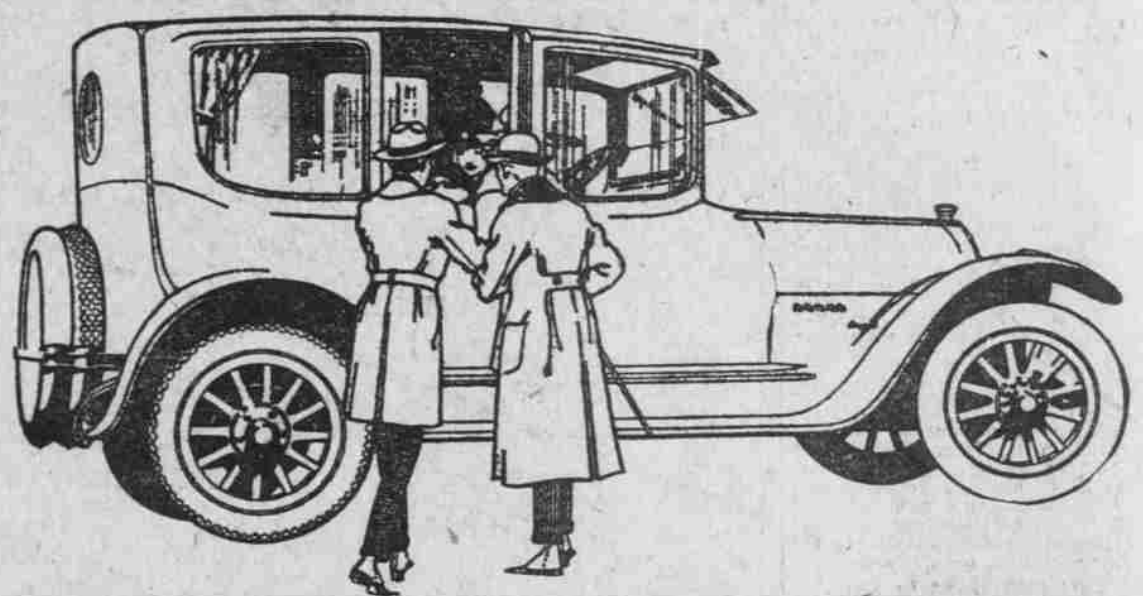
Steady Growth

With the increased use of the automobile on the Pacific Coast we have kept pace with branches and service stations in practically every part of the three Coast states.

Do not delay ordering. ALL-YEAR models \$1735 up. Open cars \$1295 up—f. o. b. factory.

PACIFIC KISSELKAR BRANCH

W. L. HUGHSON, President
Portland Branch, Broadway at Davis
Largest Motorcar Dealers on the Coast, With Branches at
SEATTLE FRESNO LOS ANGELES OAKLAND
FRESNO SAN DIEGO SAN FRANCISCO



Company, distributors here for the Lexington car, which has made a decided hit among discriminating motorists in the short period that it has been represented here, desires to emphasize the fact that the Lexington has complete service facilities here.

Louis Buntzel and F. V. Forbes, at 110 Thirteenth street, are completely equipped to give service to Lexington owners. Arrangements have been made with them by Mr. Brunn and by the factory direct. Mr. Brunn also carries a full stock of Lexington parts.

Novel Lamp Repair.
Here is a novel method of repairing a bent headlight rim, if it is of nickel.

LEXINGTON SERVICE PROVIDED
Isaac Brunn, of Brunn Motor Car Co., Provides Ample Facilities.
To correct an erroneous impression, Isaac Brunn, of the Brunn Motor Car

Remove the rim from the other headlight and pour molten babbitt into the hollow portion of it. This will not injure the nickel finish. After removing the hardened babbitt place it in the damaged rim and with a small hammer and light taps force the rim to assume the shape of the babbitt.

Shift Carefully.
If the owner cannot shift from high to second without rasping the gears, he should accelerate his engine lightly at the time of shifting. The rasping usually is caused by an inequality in speed between the engine and the clutch. The latter, however, may drag and cause hard shifting.

Ford THE UNIVERSAL CAR

Consider the Ford Sedan, seating five, as first among enclosed motor cars. Not, of course, as an example of extravagance run blind, but as a modern utility made especially convenient and equipped in comfortable luxuriousness without being wasteful. A roomy body, seating five, deep upholstery with fine thick cloth, silk curtains to plate glass sliding windows, latest type ventilating windshield, large doors; and underneath the matchless, regular Ford chassis. All for \$695 f. o. b. Detroit. What more can you reasonably require in an enclosed motor car? For all social functions, calling, parties, the theater, or as a full-service family car, taking the children to school, shopping or touring, the Ford Sedan is best because of its convenient comforts, easy operation and extreme economy in maintenance. Women are always pleased with the Ford Sedan because of the simplicity and safety of control; it drives as easy as an electric and is much more flexible. As a matter of fact the Ford Sedan is the car to satisfy every day in the year. No waste of days when you own this splendid car.

Any one of the authorized Ford dealers listed below will be glad to demonstrate the Sedan for you—give prompt attention to your order and pledge you the best, there is in "after service." Why not buy a Sedan today?

- FRANCIS MOTOR CAR CO. East 13th and Hawthorne Phone East 3770
- PALACE GARAGE COMPANY Twelfth at Stark Streets Phone Broadway 1572
- PACIFIC KISSELKAR BRANCH Broadway at Davis Phone Broadway 321
- RUSHLIGHT, RANSOM & PENNY East Third at Broadway Phone East 303
- TALBOT & CASEY, INC. East Ankeny at Grand Phone East 8118
- ROBINSON, SMITH & CO. Sixth at Madison Sts. Phone Main 1100

Make the acquaintance of the Ford dealer near you

Real Strength in Reserve Accounts for Real Savings in Operation!

AMERICA'S greatest truck value has 112% reserve strength. We will put into your hands the day-to-day mile-per-mile cost record of an Indiana Truck working in your line of business. You'll see savings you'll want.

Owner's Record Per Mile Per Day

Gasoline	Maintenances
Oil	Driver
Tires	Interest
Miscellaneous	

INDIANA TRUCKS

We'll definitely prove service and savings. For immediate delivery—an Indiana size for your purpose at a self-sustaining price.

Northwest Auto Co.
Factory Distributors of the Line Complete
Broadway at Couch, Portland, Oregon
F. W. Vogler, Pres. C. M. Menzies, Mgr.
Broadway 1460—A 4959