

GILBERT OBTAINS HARROUN AGENCY

Former Sales Manager for A. C. Stevens to Handle Elgin Six, Too.

SALESMAN CLIMBS FAST

First Carload of Harrouns Due to Arrive This Week—Mr. Stevens to Devote His Attention to Winton and Haynes Lines.

Lee L. Gilbert has resigned as sales manager for A. C. Stevens, Winton, Haynes and Elgin distributor here, to go into business for himself as dealer for the Harroun and Elgin cars in Portland, Multnomah County and adjacent territory.

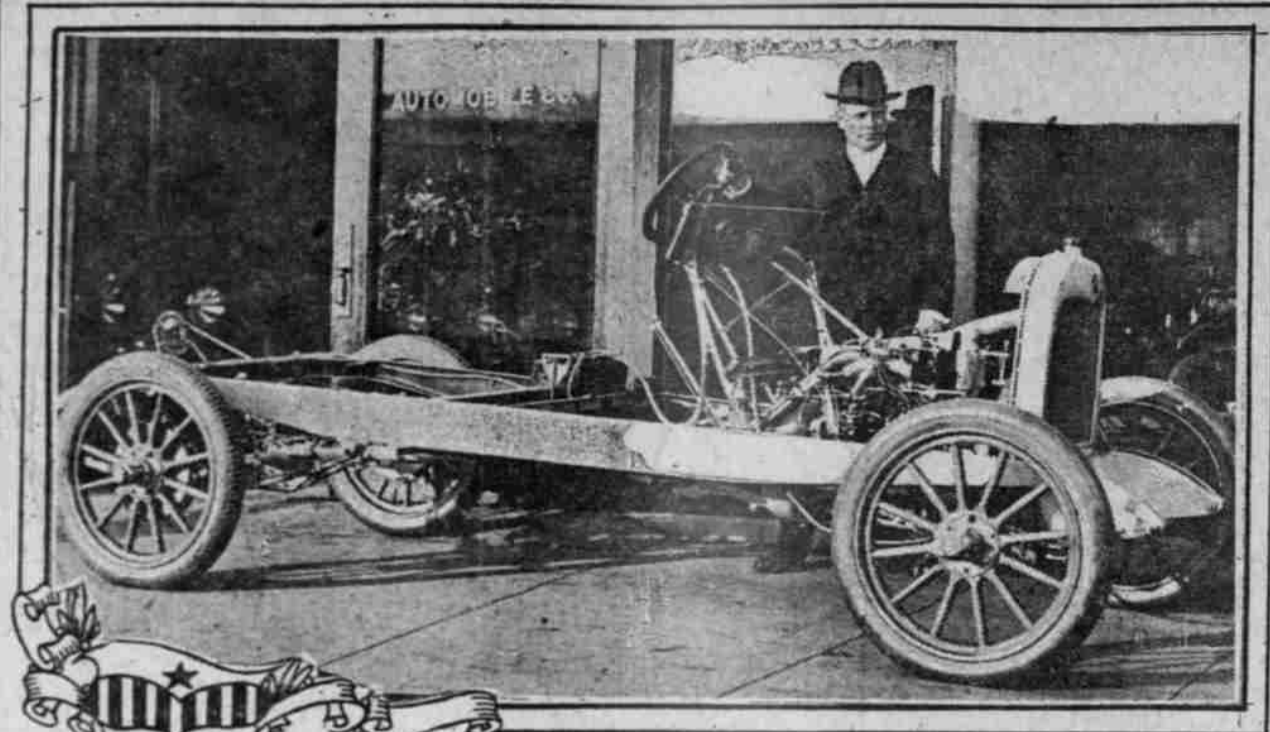
Mr. Gilbert closed arrangements with Mr. Stevens last week whereby he bought out Mr. Stevens' interest in the Elgin Six, which has made a fine name for itself since it was introduced in this territory last July. Mr. Stevens is a great admirer of the Elgin, and parted with it only because he desires to devote his entire time to the wholesale and retail end of the Winton and Haynes lines.

The announcement by Mr. Gilbert that he has obtained the agency for the Harroun car in this territory came as a considerable surprise. It will be a welcome surprise, indeed, to the many persons who have heard of the achievements of this sensational light car and have hoped to see it represented here.

Not only has Mr. Gilbert obtained the Harroun agency, but he has arranged on the way, due to arrive early this week.

The Harroun car is widely known for its remarkable four-cylinder valve-in-

SPECIAL CUTAWAY CHASSIS SHOWS ALL PARTS OF MAXWELL CAR IN OPERATION.



THIS CHASSIS IS ON EXHIBITION AT C. L. BOSS AUTOMOBILE COMPANY. MR. BOSS IS ALSO SHOWN IN THE PHOTO.

Of special interest to Portland motorists and to Maxwell owners in particular is the nickel-plated and ivory-finished Maxwell chassis which came by express to the C. L. Boss Automobile Company last week to remain in the city for exhibition purposes until after the automobile show, February 7 to 13. It is a cutaway chassis, the cylinder-head, differential housing, transmission case, flywheel housing and other parts having sections removed, through which the observer can see the different parts as they operate and thus obtain a full understanding as to the workings of the interior and hidden parts of an automobile.

The machinery is made so as to operate by means of an electric motor driven by a current supplied by a storage battery. The machinery operates very slowly, so that a person can judge how the motor works, as well as the gears, differential, steering gear, storage battery, timing gears, universal joint, torque tube, crankcase and the starting gears. All these are visible.

Where the parts are so hidden that darkness would prevent a clear view, small electric bulbs light up the interior. The chassis is valuable from an educational standpoint and the Maxwell Motor Company places so high a value upon it that it is never shipped by freight, but is sent to different parts of the country by express, carefully wrapped in special material. The chassis is a beautiful work of art, with all the metal parts nickel-plated, and has attracted great interest.

BIG CHANGE MADE

United States Rubber Co. Reorganizes Subsidiaries.

SELLING FORCES COMBINE

Sales and Production of Seven Large Concerns Centralized in One Organization With New York Headquarters.

One of the most important developments in the recent history of the rubber industry is disclosed in the announcement by the United States Rubber Company that, beginning January 1, the selling forces of all its subsidiary companies manufacturing mechanical goods were centralized in one organization. The change involves seven companies each separately manufacturing and selling various articles of mechanical rubber goods.

In addition to centralizing the selling forces the reorganization will coordinate production. Headquarters of both the distribution and production organizations will be in the United States Rubber building at 1790 Broadway, New York.

According to E. S. Williams, vice-president of the United States Rubber Company, in charge of the mechanical goods division, the consolidation will make possible a more efficient and expeditious service to the public.

"Efficiency and elimination of waste are the watchwords of our Nation at war, and this company wishes to set an example of economy," he said. "The centralizing of sales at the New York headquarters of the company and the establishment of special mechanical

wheel spindle for which it is a tight fit, the car owner sometimes slips the bearing on the taper end of the spindle and then uses the wheel as a hammer to force it home, wheel and bearing sliding into position on the spindle at the same time. This is poor business, as the strain on the bearing may break the hardened shoulder of the inner race which is meant to withstand wear, but not shocks of this kind. The best way of accomplishing this work is to slip a short length of pipe over the spindle, the inner end resting against the inner race of the bearing. By hammering the outer end of the pipe carefully, the bearing will slip into place without trouble.

AMAZON TIRE HANDLED HERE

J. H. Ainscough Heads Company Distributing Anti-Blowout Tire.

The Amazon Tire & Supply Company, of which J. H. Ainscough is president, has opened a branch at the corner of Broadway and Ankeny street, to handle the Amazon anti-blowout tire.

Mr. Ainscough, who is well-known in automobile circles, says:

"The outstanding feature of Amazon Super tires is the reinforcement for protection against blowouts. This is an extra fabric 'breaker strip' built into the side walls of the tire, the place where the 'traction wave' is generated and where the tire is continually flexing. This side-breaker strip binds the tire together, prevents the side walls from overstretching under excessive load or strain, which would so stretch and weaken the fabric as to loosen the piles, resulting ultimately in a blowout."

How to Fill Grease Cups.

There are as many ways of filling grease cups as there are motor car owners. One is to take the cup and scrape it along through the grease, trusting to chance to get enough in it to give the proper lubricating qualities. This is not the best method. To begin with, in filling grease cups the first thing to do is to wipe off all dirt that may be present before removing the cups from the car; this is to prevent grit getting into the grease, which it will do otherwise. For filling the cups an old tableknife makes an admirable instrument and saves one getting into a mess. It is a good idea to take the cups singly, fill each and return to its place before removing the next. In this way there will be no danger of their getting mixed and the screw threads ruined by forcing them on when they do not exactly fit.

AUTO ON A FIRM BASIS

INDUSTRY ONE OF GREATEST OF NATION'S RESOURCES.

Goodrich Branch Chief Cites Case of Canada to Show How Vital Motor Car Is to Country.

"After three years of war, Canada is buying this year almost five times as many motor cars as in 1914, an increase of 85 per cent over the normal increase of 1913 and 1914," said C. B. Cadwell, manager of the E. F. Goodrich Rubber Company branch in Portland, the other day. "This growth has been achieved despite the unending withdrawal of manpower and money since the war began."

"The undisturbed stability of the motor car market there can be explained in only one way, and that is that the motor car is more and more coming to be realized as a commercial necessity. It may have been a luxury and a consequent non-essential in its early years, but today it has far outgrown that era, until it stands third in the industries of the country and has earned the right to be classed with the railroads, traction companies and steamboats as a vital essential in National transportation."

"As in Canada, it will aid here in the movement of troops, facilitate the transportation of war materials, increase the efficiency of the farm, help in the quick movement of and become a great factor in the development of all things pertaining to business in general. The possibilities of the motor car are unfathomable even today. Any action that would cripple the motor car manufacturer would not only directly affect many plants, with their vast armies of workmen, but would be the means of throwing out on the street approximately 50,000 distributors, dealers and salesmen throughout the country. Such a movement would be a great economic mistake."

"Word just reaches us that 1,700,000 cars will be manufactured during the 1918 season in the Detroit district alone, and mark you, all these cars will be sold. Half of this number would be large indeed. Add this quantity to approximately 4,000,000 cars now in use and the result is apparent."

"AMBU" AIDS MOTORISTS

DEVICE LOCATES TROUBLE IN ELECTRIC SYSTEMS.

Bolton's Service Station Installs New Trouble "Shooter" That Is Veritable Mechanical Sleuth.

Floyd T. Bolton, of Bolton's service station, 404 Davis street, has installed one of the first "Ambu" electric trouble shooters sent to the Pacific Coast by the American Bureau of Engineering, of Chicago. "Ambu" is a new wrinkle in the way of electrical devices. It is, in short, a sort of mechanical detective that works on the trail of the tantalizing electrical troubles that beset every automobile owner.

The instrument, hardly larger than the average alarm clock, locates instantly any trouble in the electric starting and lighting system. By attaching it to the battery of any car it reveals at once the condition of all wires and currents, conditions of power and charging, by showing on its clock-like dial the exact spot at which trouble is to be found and repaired. Motorists who have seen mechanics worry for hours over starting or light-

ing troubles will hail its advent with delight.

The practicability of "Ambu" was proved by the Canadian mechanical transport service in France, where several of these instruments are in use. It reduces very greatly the cost, as well as the time of trouble "shooting" for electrical troubles.

The Bolton station has recently equipped a complete electrical workbench for locating trouble and repairing and properly adjusting the finer parts of automobile electric systems.

Safeguard Against Collision.

Reduce Carbon Deposits.

Reduce carbon deposits in the cylinders. Starting a cold engine means a rich mixture of gasoline and air the first five minutes. This increases carbon deposits and is the result of a cold garage.

SURVEY SHOWS NO DANGER OF GASOLINE SHORTAGE.

Fuel Administrator Garfield announced recently that motor car owners are not in any danger of having gasoline curtailed and that a survey of the entire country has not shown the oil and gasoline situation to be acute, and that for the present no steps would be taken to restrict the use of such fuel for motive power.

The Administrator stated that he, however, would inaugurate campaigns to reduce wastefulness of gasoline and to educate car owners how to cut down gasoline consumption. This confirms statements from the capital already published by Motor Age, in which the fear of gasoline restriction was pointed out as needless and gasoline economy as vital to the carrying out of the country's war programme.

head motor, which develops 43 horsepower. Ray Harroun, its designer, is one of the noted automobile engineers of America. The Harroun is made by the Harroun Motors Corporation, of Detroit.

It comes in a choice, five-passenger touring car and sedan. The touring car weighs only 1965 pounds, is built on racing lines, and sells in the under-\$900 price class.

In Seattle, where the Harroun has been introduced only 50 days, it has made a great hit and is in big demand. The Elgin Six is also a very popular car in the north.

For the present Mr. Gilbert will share with Mr. Stevens the latter's quarters at Twenty-third and Washington streets. He plans to have separate quarters, however, as soon as he obtains a suitable location.

Mr. Gilbert's rise in the automobile business has been fast. He began as a salesman for Maxwell and Hudson cars. He did so well that Mr. Stevens engaged him as his sales manager for the Winton, Haynes and Elgin. Now he is in business for himself, all in not much more than one year, as dealer for two popular lines. Before going into the automobile business, Mr. Gilbert for several years traveled for the Falling McCalman Company, wholesale hardware merchants.

HUGHSON SEES BIG BUSINESS

Pacific KieselKar Chief Predicts Enormous Demand for Trucks.

Recent advice received by Del Wright, of the Portland KieselKar branch, from W. L. Hughson, president of the Pacific KieselKar Company, who attended the New York Automobile Show, and will start for the Chicago Auto Show, are optimistic as to business conditions and outlook for the year. In part he has this to say:

"All through the Middle West, the center of the automobile manufacturing industry, business activities are at their zenith, induced not only by war orders, but by the resumption of business in all lines of industry. The very optimistic view the manufacturers are taking of business conditions for the immediate future."

"An indication of how vast an increased business will be done in the motor truck field this coming year owing to the ownership of the railroads by the Government and the probable elimination of agitation relative to short hauls by the railroads, is shown by the fact that 175 new motor truck companies have come into existence within the last few months. In itself this is a certain indication of the tremendous business that will be forthcoming this year."

Mr. Hughson warns business men of the Coast to make every preparation for this coming business by taking an inventory of their future business necessities. He says there will unquestionably be a big shortage in motor trucks owing to the inability of the various factories to supply the heavy demand.

COMMERCIAL ROAD IS WANTED

Klamath Falls Asks Road to Connect With Rogue River Valley.

KLAMATH FALLS, Or., Jan. 15.—(Special).—To obtain a commercial road between the Rogue River Valley and Southern Oregon points east of the Cascades, a petition to the State Highway Commission is being circulated by Captain O. C. Applegate, of this city, for the Klamath Commercial Club.

The road from Ashland via Klamath Falls to Lakeview is one of the highways designated by the State Highway Commission when the road bond issue was being promoted last year, and the people desire to see direct results in this part of the state from the increased taxation. A commercial highway between the two districts would be of inestimable value to Southern Oregon. The grain, livestock and lumber products raised here could be transported over it, and this section could in return economically import the fruit and vegetables produced in the Rogue River Valley.



Lee L. Gilbert, Former Sales Manager for A. C. Stevens, Who Will Handle Harroun and Elgin Six in Portland and Vicinity.

branches in every district of the country means a more efficient distribution, saving in freight hauls, quicker and better service, economy on overhead expenses and the elimination of duplication of sales efforts.

"Our subsidiary companies will continue the manufacture of their various well-known brands and will maintain the same high standard of quality and workmanship that have made these products famous. In addition to the distinguished trade names and trade marks, there will appear on every article sold by the new organization the seal of the United States Rubber Company system, making the identification of United States products comparatively easy."

"The United States Rubber Company, under the new plan of merchandising, will be able to offer a more complete line of mechanical rubber goods than has ever before been placed on the market under a single brand. The new selling organization will be known as the United States Rubber Company, mechanical goods division. Specialized mechanical rubber goods branches will be operated in all the principal cities after January 1."

The United States Rubber Company was founded in 1893 with ten subsidiary companies and a capital stock of \$50,000,000. Today there are 47 companies in the system.

The companies involved in this reorganization are: The Revere Rubber Company, Peoria Manufacturing Company, Mechanical Rubber Company of Cleveland, Mechanical Rubber Company of Chicago, Sawyer Belting Company, India Rubber Company and Eureka Fire Hose Manufacturing Company.

Replacing a Bearing.

In replacing a bearing on a front

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
Prices f. o. b. Factory.

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

The National on the Stage at the Auto Show

Manley Auto Co.

Phone Broadway 217 • Eleventh and Burnside Sts.

MAXWELL

Most Miles per Gallon • Most Miles on Tires

Economize Wisely

—A Maxwell Car Will Help

Waste is often committed when the intention is to economize. A Maxwell car, famous for its economy, will cost you only a few dollars a month to operate and maintain.

Which is the real economy:

- (1) To use the car and save time, strength, and mental vigor?
- (2) To do without the car, lose the health gained from motoring, and worry yourself into illness?

Use of a Maxwell car will give you self confidence. Your neighbors and associates will get mental inspiration from you.

As wave circles widen when a pebble hits the water, so will your good example benefit your entire community.

Save—yes; but do it sensibly, and let the Maxwell help.

Touring Car \$745; Roadster \$745; Berline \$1095
Sedan with wire wheels \$1195. F. O. B. Detroit

C. L. BOSS AUTOMOBILE CO.

615-617 Washington Street.

Largest Automobile Show Ever Held

IN THE NORTHWEST

\$1,000,000.00

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PORTLAND'S NINTH ANNUAL AUTOMOBILE SHOW

The Latest Models and Improvements in Farm Tractors, Trucks and Automobiles.

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