

FARM EFFICIENCY DOUBLED BY AUTOS

It Saves Valuable Time of Men and Horses and Increases Food Acreage.

COSTS ARE REDUCED, ALSO

Every Passenger Auto Means One Less Horse and Five Acres More Available Land for Growing Wheat and Other Staples.

On the American farmer rests the responsibility of feeding the allied armies in Europe and also the civil population of the United States and to a very large extent that of England, France, Italy and Belgium. At the same time the farmer is confronted with a shortage of labor, high wages and greatly increased cost of keeping horses. These conditions make it necessary for him to increase his own efficiency and that of his men and his land.

"To do this he must make more use of time-saving and labor-saving machinery," said Charles Clifton, president of the National Automobile Chamber of Commerce, in an interview. "The farm tractor for plowing, harrowing and cultivating affords the farmer the most advanced means of greatly increasing his production without hiring more men or using more horses. The automobile and motor truck furnish a means of increasing transportation that is essential to the farmer under present conditions."

Big Hauling Advantage.
"No element of our population is so dependent on individual transportation as the farmer. Usually he is miles from the nearest railroad station, and he has a great volume of hauling to do. With a motor truck he can haul larger loads than with teams of horses and can make several trips to market in a day for every one with a team. The horses can be kept on the farm for use in the fields for hauling wood from the wood-lot and for various other work. With a motor truck it is entirely practicable to haul a load of farm produce to cities 50 to 75 miles away and return home the same day. This is highly important in view of the critical freight competition on the railroads and the need of relieving them of short-haul work."

The superior speed of the motor truck enables the farmer to take advantage of dry weather, when the roads are in good condition, to do the bulk of his hauling," continued Mr. Clifton. "It also permits him to get immediate benefit of market conditions when prices are high."

"Farmers appreciate the many advantages of the passenger automobile. This is shown by the fact that there are two to three times as many motor cars in proportion to population in Iowa, Nebraska and other agricultural states in the Middle West as in New York, New Jersey, Connecticut, Rhode Island, Massachusetts and other industrial states in the East. Farmers are estimated to own nearly half the automobiles in the United States, and are the largest buyers at the present time. The largest percentage of registrations during the first half of 1917 occurred in agricultural states, as follows: Arkansas, 64 per cent; Louisiana, 51; Iowa, 41; Oklahoma, 27; New Mexico, 26; and Oregon, 25. In the manufacturing states the increases were: New York, 24 per cent; Connecticut, 13; Rhode Island, 21; Delaware, 20; Illinois, 12; and Michigan, 18."

The farmer uses his car as a utility vehicle almost entirely. He drives into town and back in an hour when a trip would take half a day with a horse and buggy. He fills the tonneau with cases of eggs, a tub of butter, cans of milk, sacks of potatoes, or even a calf, sheep, or crate of chickens, and brings back rolls of wire fencing, roofing, paper, tools or anything else needed on the farm. If some part of a mowing machine, reaper, cultivator or other farm machine breaks, a quick run to town in the car being the replacement part in an hour or two so that the time lost by the men and machine is reduced by several hours.

Also Aid to Social Life.
"The automobile makes it possible for the farmer to keep in close touch with his neighbors and with the outside world. He and his family and 'farm hands' can attend church, social gatherings, entertainments, political meetings, lectures on improved agricultural methods, good roads meetings, etc., in the evenings and on Sundays and return home at a reasonable hour. Meanwhile, the horses get necessary rest in the stable. Thus all are refreshed and fit for the next day's work. The younger children can be driven to and from the graded schools that are replacing the old one-room district schools and regularity of attendance greatly increased."

J. T. Keena—By Himself.
New Manager of Portland Motor Car Co. Introduces Himself to Portland Motoring Public.

"This facility of getting about easily and quickly relieves the monotony of farm life, makes the boys and girls and help more contented, and tends to retard the movement from the farm to the city."

"Every passenger automobile used means that at least one horse can be dispensed with," concluded the head of the Automobile Manufacturers' Association. "Each horse requires five acres of land for his support. By using the car, the farmer can devote five acres of good land to raising wheat, potatoes or other staples for human consumption or for raising beef or mutton. A motor truck takes the place of at least one team, and on a large farm requires a great deal of hauling, will do the work of five or six horses. This will release from 15 to 20 acres, sufficient for the support of three to ten human beings. At present high prices of farm products the farmer loses money on every horse he keeps."

VELIE COMPANY SENDS AUTOS
All Moline Soldiers Are Brought Home for Christmas.

When the War Department first made its ruling that soldiers should not travel on trains during the Christmas season, there was keen disappointment in thousands of homes all over the country.

W. L. Velie, president of the Velie Motors Corporation, at Moline, Ill., immediately came forward and offered to bring home all Moline boys within reach, entirely at his own personal expense, using as many Velie cars as necessary for the purpose.

A big 10-passenger Velie bus and many touring cars from the Velie factory went to Des Moines, Ia., where Camp Dodge is located, and brought the Moline boys back in a glorious trip. Farmers and townspeople turned out along the route and greeted the caravan with great enthusiasm.

After a Christmas day in the many homes so unexpectedly made happy, the boys were returned safely and promptly to their military life, grateful to the men who brought pleasure to so many.

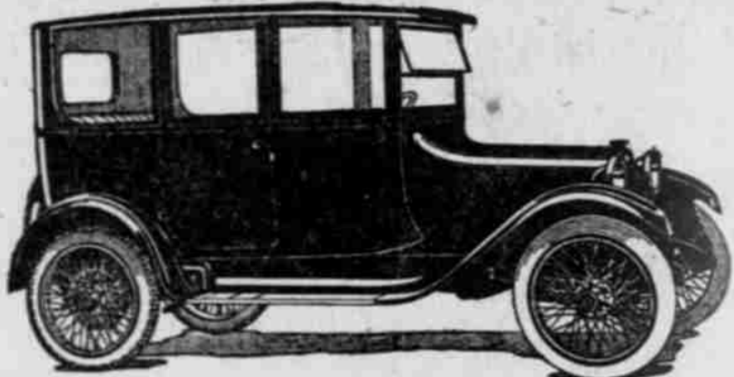
DODGE BROTHERS CLOSED CAR.

A car which thoroughly deserves its very remarkable popularity.

Eminently practical in all kinds of weather. Finished and fitted in excellent good taste.

The gasoline consumption is unusually low. The tire mileage is unusually high.

Sedan or Coupe, \$1350
Commercial Car, Touring Car or Roadster, \$885
Winter Touring Car or Roadster, \$1050
(All prices f. o. b. Detroit)



COVEY MOTOR CAR COMPANY
Washington at Twenty-first

NEW ANDERSON PATENT AUTOREELITE

Dirigible Searchlight and Automatic Extension Inspection Light
THE 3-IN-1 LAMP
Spot-Light, Trouble-Light, Pleasure-Light
Something MORE Than Just a Spot-Light
Silver Parabolic Reflector Makes tire changing and repairs as easy by night as by day85 at Portland
W. S. FLEMING, Distributor for Oregon
Auto, Plumbing and Electrical Supplies—112 FOURTH ST.

Fred W. Vogler—By Himself

President of Northwest Auto Co. Celebrated Gold Dust for Auto Stage Fares in Idaho Mining Camp 16 Years Ago.

SIXTEEN years ago I drove the first automobile into Blackfoot Idaho, and then and there began my connection with the industry. Gold dust was legal tender in that part of the country, and I collected considerably more than a decent fare for rides. That same year I started an automobile line between Tonopah and Goldfield, Nev., with the fare \$10 each way, \$10 an hour for use of the car, \$100 a day.

Business was humming. The first six months I carried more than 12,000 passengers. However, expenses were almost unbelievable. My tire costs for the first year were \$25,000. This was due to the rocky road between Goldfield and Tonopah, and to reduce the expense on tires I constructed a private road of my own. That was much better. I have always been a strong advocate of good roads.

J. T. Keena—By Himself.

New Manager of Portland Motor Car Co. Introduces Himself to Portland Motoring Public.

I AM a newcomer to Portland, having arrived here only recently from Seattle to become manager of the Portland Motor Car Company, Packard and Nash Six distributors.

My connection with the automobile industry dates back to 1902, when I went into the factory of the Packard Motor Car Company at Detroit. During the three and one-half years I was at the factory I went successively through every department, from the bottom up in that way I gained a first-hand knowledge of every end of the business. I traveled on the road for them, also.

With this experience, I went to Seattle and took the Packard agency there with W. P. Nye, as the firm of Nye & Keena. This later became J. T. Keena & Co. Except for the past two years, I have been in the automobile business in Seattle continuously since 1902, handling the Packard car during that whole period.

Baked Enamel

On Your Hood and Fenders.
Makes a Difference
The Enamel Bake Ovens
J. C. Warnock, Prop.
504 Burnside St.
Phones Broadway 3435, A 4249

endless trouble, as in this method of wiring only one ground is necessary to cause a short circuit. In making these inspections, each wire should be traced from end to end, and every intermediate contact should be examined.

AUTOMOBILE REAL NECESSITY

Production of Cars in 1917 Reached Huge Total of 1,814,988.

The automobile is an integral necessity of modern life. We can no more do business or maintain our efficiency without cars than we can without telephones or lights or sewage in cities, or any other of the thousand and one things we have today our grandfathers would not of, says Milestones.

The modern car is just as much a necessity as a team derrick, a delivery truck or a locomotive. Its manufacture would not reach the astonishing proportions of the present industry if it weren't. The estimated 1917 production was almost two million passenger cars—1,814,988, to be exact—with a value of \$1,653,956,973 wholesale, exclusive of 150,000 commercial cars with a wholesale value of \$272,769,500. We produce trucks and commercial vehicles today worth more than half the value of all cars made three years ago.

Three years ago 145,000 people were engaged in automobile manufacture. Today there are over half a million directly engaged, and no one knows exactly how many more produce parts, accessories, garages, oils, tires, etc. Some people who ought to know, say that the automobile industry will be rated as the first in the country in 1918.

BUSINESS BALANCE

must be maintained by spending—spending wisely that the most may be saved. To save without spending disrupts business. To spend and save insures Good Business.

Spending money for delicate, "wear off quick" non-skid tires or "near" non-skids or skid chains is Waste in disguise. Buying such makeshifts to prevent skidding accidents is extravagance, and therefore not "Good Business," especially in war times.

It is the acme of Economy to take advantage of our Special War Thrift Exchange, which has been extended for the full month of February. This offer enables you to cash in your inefficient tires for more than they can be worth against the price of Keaton Tires, the best non-skid in the world.

Winter is here with its skidding auto, the "danger car," that nothing can hold in check but Keaton Non-Skids. We prove this by giving a free demonstration on your car before purchase.

BUY UNITED STATES THRIFT STAMPS
—KEATON NON-SKIDS WILL HELP YOU
KEATON TIRE AND RUBBER COMPANY
Main 3210 Sixth and Main Sts., Portland

The GENERAL Tire

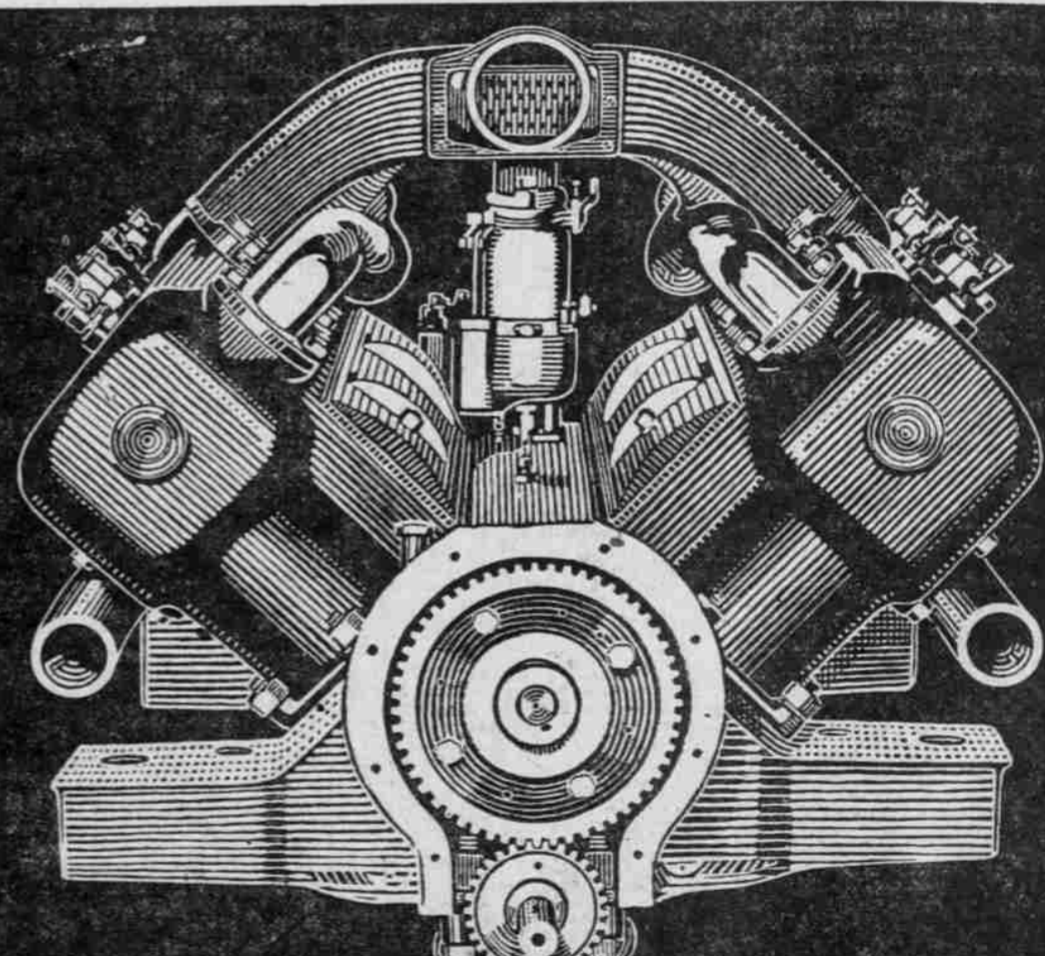
In that interesting race between speedometer and tire to the guaranteed 5000-mile mark you will never find your General Tire a quitter. Whatever the pace—whatever the condition of the track, so long as you don't neglect and abuse the racer, you'll find that sturdy old tire right in the race to the finish. Yes—and when he's passed the 5000-mile wire he will still be ready and willing to go a few thousand miles more.

The GENERAL Cord
RIBBED—NON-SKID
8000-MILE GUARANTEE
The tire that gives double the wear. Put on GENERAL CORD tires and coast easy—go easy on gasoline, and rest easy as you ride.
EVERY SIZE IS AN OVERSIZE

The GENERAL Fabric
PLAIN—NON-SKID
5000-MILE GUARANTEE
Its service begins below the surface and does not end at the surface—it is built to be soundly good all the way through. We are building our business—not on advertisement promises, but solely on SOUND TIRES

The GENERAL JUMBO Tire
A SPECIAL OVERSIZE TIRE FOR FORDS, MAXWELLS, CHEVROLETS AT ONLY \$3.00 MORE THAN REGULAR 30x3 1/2
BUY ON OUR RECOMMENDATION WE'RE HERE TO BACK IT UP
DEALERS WANTED

American Tire & Rubber Co.
Broadway at Oak Street Distributors Phone Broadway 180 or 765



80 less parts in this

THE simplest, smoothest-running 8 motor ever built. See this new Apperson 8 and you'll understand why. Drive it and you'll never be satisfied with anything less. The most revolutionary motor at the Show—don't miss it.

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