

NEW LINE IS ADDED

Regner & Fields to Handle New Scripps-Booth Here.

TWO CARLOADS NOW ON WAY

LeRoy Fields on Return From California Announces Deal Whereby Chevrolet Distributors Here Take Scripps-Booth, Too.

LeRoy Fields of Regner & Fields, Inc., distributor in Multnomah County for the Chevrolet, returned from San Francisco last week with the announcement that while in California he closed arrangements with R. C. "Chief" Durant whereby Regner & Fields will also handle the new Scripps-Booth Six.

Mr. Fields is enthusiastic over the new Scripps-Booth, with which he became well acquainted while in California. It is a larger and different car from the former Scripps-Booth. It has a six-cylinder Northway valve-in-head motor and comes in five-passenger touring and two-passenger models.

Standard equipment of the new Scripps-Booth includes Northway motor, Homelite ignition, Brown slip gears, Warner transmission and Hyatt roller bearings. It has leather upholstery, one-man top and plate-glass windows. The roadster is upholstered in high-grade green leather.

Regner & Fields will be distributors for the car in Multnomah, Clackamas and Hood River counties. Mr. Fields says that two carloads of Scripps-Booths are en route now to Regner & Fields, and should arrive within a week or ten days.

Mr. Fields took in the San Francisco automobile show, and declares it was a wonderful event. In artistic effects and special show models he says it was declared by men who have attended all the big shows this year to have surpassed even the New York and Chicago shows. Exhibitors did a tremendous business during the whole of show week.

Auto Shortage Declared Certain. "There is certain to be an automobile shortage on the Pacific Coast," said Mr. Fields. "I found that the Chevrolet Company at Oakland had orders for 200 cars in February that they were unable to fill. This condition is likely to become more pronounced."

The Eastern manufacturers are finding it difficult to get cars into California. They are unable to ship them over the Union Pacific and Southern lines as they have done previously, because of freight congestion. A good many shipments have been made over the northern lines via the Northwest and thence south by the Southern Pacific, but this is not likely to be possible very long.

So far as getting cars is concerned, the Northwest is really in better position than California. But transportation conditions are so uncertain that the wise man will buy his car now while he can be sure of getting it.

Regner & Fields have been doing a remarkable business in this country with the Chevrolet. Their sales for February aggregated \$4,000.

Two members of the Portland Pacific KisselKar branch seem to be enjoying life in the Army, according to letters received by Del Wright from A. P. Scholl and D. O. Lippi, the former from the Kissel shop and the latter from the sales force.

Scholl is still in the United States and from Camp Johnston, in Florida, writes the following letter: "Just to tell you that I received my Christmas present yesterday (February 21). We always did relish fruit and raisins, but that box sure made a hit."

"I had a vaccination a few weeks ago and I sure did have some sore arm. In fact, to such an extent has it bothered me that I have been unable to go through the regular routine. Our battalion went out on a long hike yesterday morning and that put me on the bum for the rest of the day."

"Well, I am still in the good old U. S. A. Never can tell how long we will be here. Have moved three times in the past month, but always managed to get back to Camp Johnston. We are enjoying tent life at present. I can't say that I like it quite as well as the barracks. We do not have electric lights, mess halls and other accommodations, but we are in the Army now and have to take things as they are handed to us. We lived in the armory a week in the city, where we were on guard duty. A company of 'dough-boys' from some camp in Georgia has arrived and relieved us, so we moved back to camp."

Lippi is across the water and signs his card "Somewhere in France." He says: "Just a word to let you know that I'm 'Over There' and that it all came about so quickly that I was unable to give you my training camp address and keep in touch with you and the other men of the organization."

Lippi had one particular wish and that was a message to Bill Farmer. The latter undertook the contract of sending home some of Lippi's clothes that would not be needed in training camp and these were still on Lippi's mind.

THE ACTIVITIES OF THE SAVAGE COMPANY. Mr. Morris is Nationally Known Through His Former Connection With The Curtiss Aeroplans Company.

Keep Planetary Gears Tight. It is a wise precaution to occasionally go over the bolts which secure the several sections of a planetary transmission, to see that no looseness has developed. While the loss of a bolt or so might not be enough to allow the gear to separate entirely, there is danger that it might weaken the fastenings so as to permit the gears to wear slightly out of mesh, or that the remaining bolts might be sheared off as a result of being overloaded.

Automobile Row Captures Will F. Powell. Mr. Powell, in the 10 years he has been automobile advertising manager of the Oregonian, has ever had his own picture in the automobile section. He has been instrumental in putting the pictures and names of a lot of other men there from time to time, but never his own.

Now Mr. Powell is leaving the newspaper business to enter the automobile field himself. Whereupon the automobile editor, of his own motion and volition, has seized a picture of Mr. Powell, by main force and presents it herewith.



Will F. Powell, who becomes territory man with Western Motor Car Sales Company for the Chalmers Car.

Mr. Powell will leave The Oregonian this week to become territory representative for the Western Motor Car Sales Company, distributors for the Chalmers car. His field will be Oregon and Southern Washington, and his time will be devoted exclusively to the wholesale business for the Chalmers and the Truxton truck attachment, which is also handled by the Western Motor Car Sales Company.

In his 10 years as automobile advertising manager, Mr. Powell has built up a mighty big circle of friends. Also he has learned a lot about automobiles, and has seen many dealers come and go. Only one man is now in the automobile business in Portland who was in it 10 years ago. He is Howard M. Covey. Only three dealers were here 10 years ago, for that matter, when now there are some 25.

In 1908 Mr. Powell started the automobile section of The Oregonian, the first automobile section in Portland.

SPEED RUINS TIRES

Tests Show 25 Miles an Hour Best for Mileage.

FAST TURNS INJURE TREAD

B. F. Goodrich Rubber Company Gives Motorists Good Advice on Conservation of Tires, From Result of Experiments.

Exhaustive study of the effect of speed on fabric tires enables the B. F. Goodrich Rubber Company, of Akron, Ohio, to put before the motor public some interesting facts.

Their tests show how destructive is fast driving on ordinary tires. They also show that if the motorist could maintain an average speed of 25 miles an hour without incurring the discomforts of poling, he would get more mileage out of his tires than at any other mark. It is insisted on "letting her out" he must obey the rules—drive slowly over rough roads and take turns cautiously and, as important as the other, increase the air pressure in his tires from two to eight pounds above normal or else resign himself to prodigal purchase of tires.

For speeding specially built tires are required. "It is a well-known fact that the faster a tire is driven the more heat it generates internally and while the normal speed will not raise the temperature of the tire to a dangerous point, excessive speeding will raise the temperature to a point well beyond the danger line or to a point where additional vulcanization will take place," says a circular issued by the Goodrich Company.

Fabric Dries Out. "This is more than the manufacturer ever intended for the tire and sufficient to dry out not only the friction gum between the piles of fabric but the very fabric itself, depriving the tire of considerable of its elasticity and its resiliency. This excess heat, drying out the fabric friction between the piles and fabric, naturally will cause a separation between the piles, resulting in the fabric chafing against itself, or the piles of fabric chafing against one another, weakening it to that point where it can no longer maintain the air pressure and resulting in a blowout."

Speeding has other bad effects on tires than prematurely drying them out. One of the most common is the result of driving fast over uneven or rough roads. Some drivers, unfortunately, speed over a rough road that they would over a boulevard and then wonder why their tires wear away so rapidly.

Watch a speeder going over a rough road about as fast as his car will travel and notice the rear wheels in particular as they strike an obstacle.

Wheels Spin on Tires. "The shock comes so abruptly and forcibly that the rear wheels are raised free from the ground. Perhaps this is only an inch or so, but in the fraction of a second the wheels are off the ground the tension is released on the engine and the wheels are spinning much faster, so that when they again strike the ground the road acts on the tread of the tire much like a rasp being rubbed over its surface. If when the tire strike the ground there should be a sharp-pointed stone or other sharp obstacle at that immediate point, the result would be a nasty cut circumferentially around the tread.

This might extend for a few inches or it might extend half way round the tire, and all brought about in the wink of an eye. In addition to this tread used under these circumstances would not doubt lose their treads, not alone from the rapid wearing away, but from a separation between the tread and the carcass, for it is easily seen that with the tires leaving the ground frequently and coming down again they would be revolving at such velocity that their very contact with the road would bring about an extreme wrenching of the tread of the tires. Very little action of this kind is necessary to bring about complete disintegration of the tire itself."

JEWETT FAVORS ADVERTISING Plans for Year's Campaign Already Made, Says Paige President. The Paige-Detroit Motor Car Com-

pany will continue in 1918 the advertising policy it has always followed. There will be no curtailment. The appropriation will be proportioned according to the company's needs and the growth of its business. Plans have already been completed for the use of newspapers throughout the country, National mediums, farm papers and trade papers.

"We will proceed as heretofore," says President Harry M. Jewett, "because there is no reason why we should not follow our usual policy. There was a time when the industry was somewhat upset by the uncertainties that prevailed. Any depression that existed would have done more harm to mental attitude than to anything else."

"We have never lost faith in the soundness of the industry or in the belief that 1918 would be our best year. We have always believed also that the government would find a way to solve its problems so that the manufacture of a universal utility like the automobile could be continued essentially unhampered. There will be no manufacturing or sales difficulties that we cannot surmount and consequently, believing in the power of the automobile, we will continue to be users of considerable newspaper and magazine space to convey the Paige message to the public."

NOTABLES DRIVE CARS

LEADING MEN OF NATION SAVE TIME THROUGH AUTOS. Packard Motor Car Co. Gives Partial List of Prominent Persons Who Have Chosen Packards.

Notable figures in American life—manufacturers, captains of transportation, financiers, inventors, professional men and women—are measuring out their time with greater care than ever before. Along with all people of larger capabilities, they are experiencing the demands made by the war for the development of the highest standard of ability.

And these men and women are using the automobile as the measure of their time. Naturally they are finding the most profit in the use of the best type of motor transportation; for their cars must always be ready, always in working order, that they may save and utilize time. Their cars must be able to make the most of the open road and to demonstrate the flexibility and range which give them command of city traffic. Their cars must travel in safety and with economy.

In these times, the Packard Motor Car Company is gratified to note the number of its cars in the service of men and women whose names stand for leadership in the expanded interests of the Nation. A partial list of them includes: E. N. Hurley, chairman of the ship construction board; Charles M. Schwab, steel manufacturer and shipbuilder; J. E. Widener and George D. Widener, the Philadelphia capitalists; Dr. C. H. and W. J. Mayo, the famous surgeons of Rochester, Minn.; P. F. DuPont and S. DuPont, manufacturers of explosives; Harry Payne Whitney, New York; John Wanamaker, Rodman Wanamaker, Philadelphia; General J. A. Buchanan, Washington; Colonel Cornelius Vanderbilt, R. C. Vanderbilt, F. W. Vanderbilt, W. K. Vanderbilt, Jr., New York; Philander C. Knox, United States Senator for Pennsylvania, of Pittsburgh; Frank A. Vanderlip, chairman of the War Savings Board; E. T. Bedford, president of the Standard Oil Company of New Jersey; Commodore F. G. Bourne; R. H. Ingersoll, manufacturer; Charles S. Mellen, railroader; James W. Gerard, diplomatist and publicist; Mrs. John W. Gates, Bainbridge Colby, Murray Guggenheim, New York; Dr. Hans Sulzer, Ambassador from Switzerland; Herbert Parsons, Willard Straight, George Doubleday, publisher, New York.

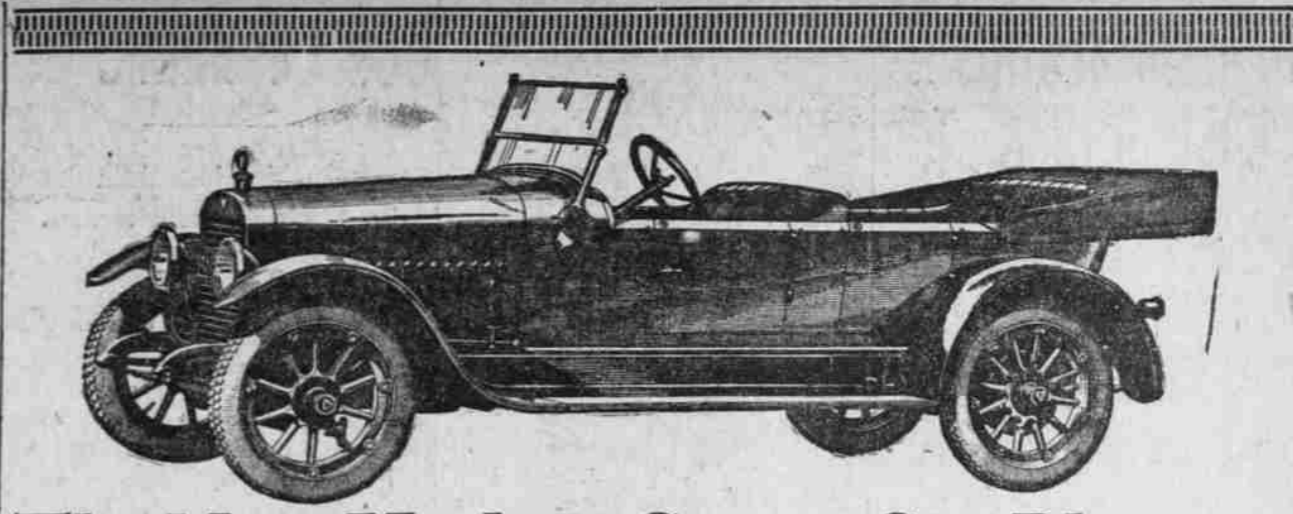
DEMAND BIGGER THAN SUPPLY

Efficiency and Economy of Modern Motor Car Long Demonstrated.

"The automobile manufacturer of today is making a utility product, for which, owing to this age of personal efficiency and economy, there is a greater demand than he can supply," says Del Wright, of the KisselKar.

"It was not so long ago that selling automobiles was the great problem. That was before their utility had been tried out sufficiently to demonstrate what they were capable of accomplishing."

She Is Popular. Miss Betty Hamilton, an actress who still clings to the legitimate stage, is now driving a Maxwell roadster. She was awarded the car in a popularity contest held in New York.



The New Hudson Super-Six Phaeton

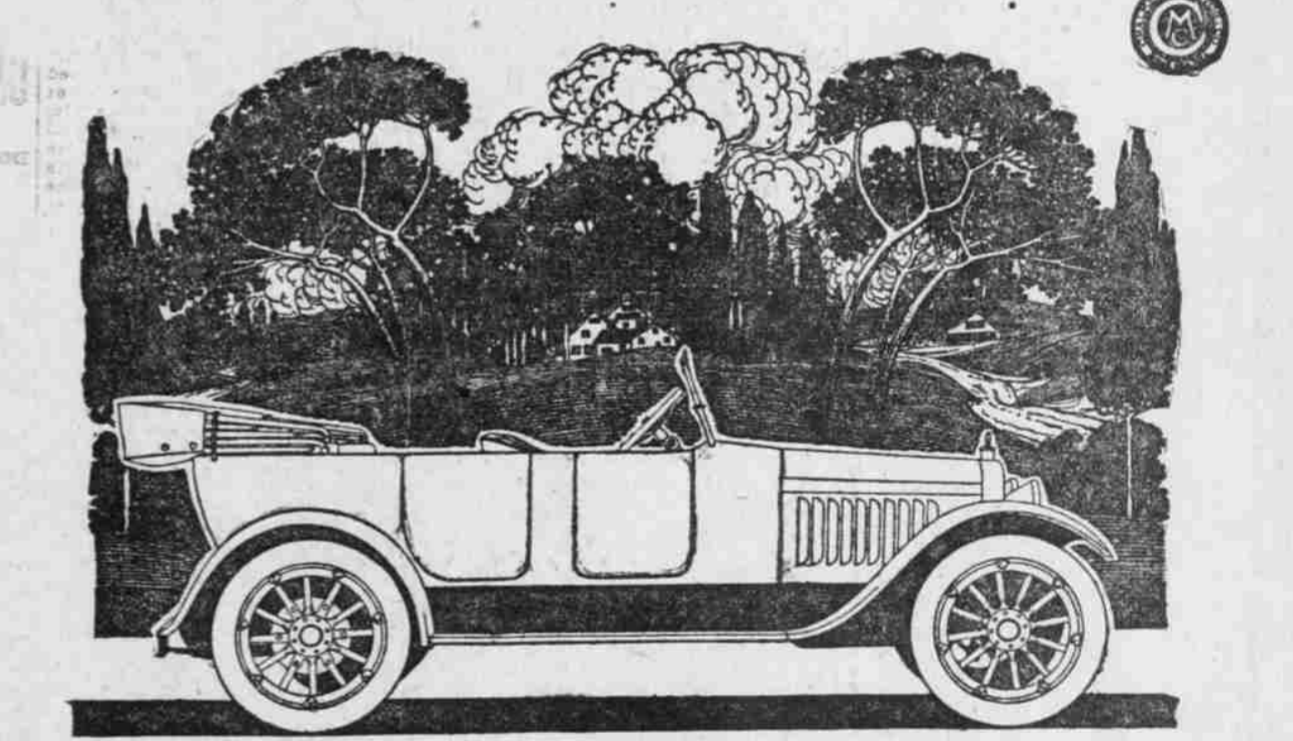
Is Independent of Expert Service Men. As you will see, this new Phaeton is a de luxe development of the earlier Super-Six models of the same type, of which 50,000 are in service. It is not possible by illustration to indicate the many added details that are unknown to previous Hudsons of its type. Nothing of practical utility or that contributes to the passenger's comfort has been omitted. Much has been done to increase the economy of operation and durability of service. The upholstery is the new, beautiful French finished, long grain, hand-buffed bright black leather. It is carried in plaits over the same type of springs used in the finest upholstered furniture. Spare tires are carried on the running board on either side.

THE BEST MECHANICS ARE NO LONGER AVAILABLE IN MANY SHOPS THROUGHOUT THE COUNTRY

Do not expect the same high quality of workmanship from automobile service stations this year that you have had in the past. The best mechanics are already in the Government service. Most every repair organization of any consequence in America has given up its best men. Be sure to get a car that does not require frequent service attention. There are 50,000 Hudson Super-Six cars in use. You must know how well one or more Hudsons have served their owners during the past two years. They have given constant service. Repairmen at quick call have not been essential to satisfactory Hudson performance. You can be independent of these new conditions. They will be keenly felt by those whose cars require frequent attention from skilled mechanics to keep them in running order. Let your choice be a Hudson Super-Six and thus be independent of these trying conditions. You can gratify any want as to body type from the ten different bodies, all matching Super-Six reliability, which are furnished in this new series.

C. L. Boss Automobile Co. 615-617 Washington St. Portland

An engine that runs with softness, due to the now noted "Hot-Spot" and "Ram's-Horn" Manifold—Chalmers features



In the days of yesterday, "roar" and "wallop" were the terms used to define an engine's power. Today, it is the softness of power, the controllability of it that fascinates.

It is a new kind of power to many, brought to public attention through the famous "Hot-Spot" and "Ram's-Horn" Manifold of the Chalmers.

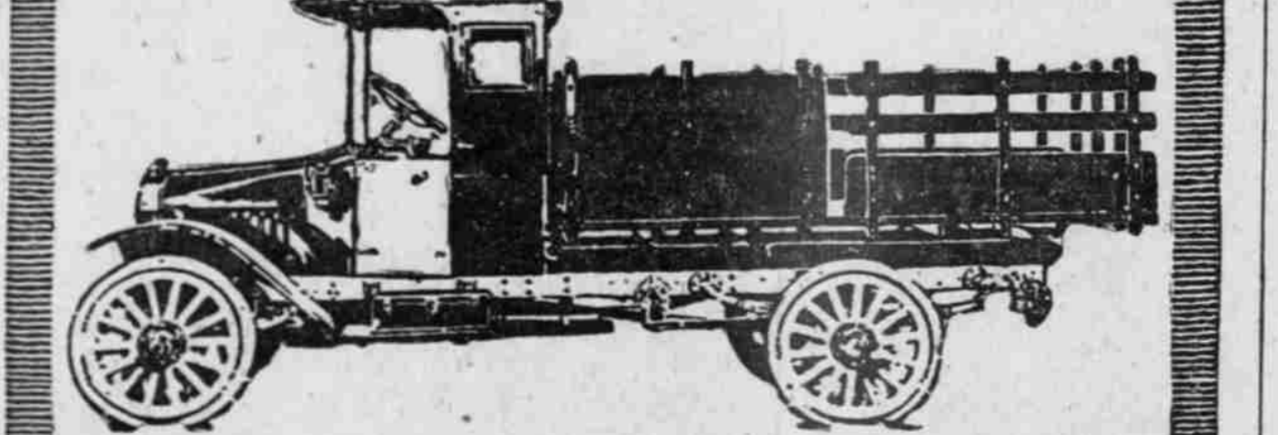
For here the gas is heated, and "cracked-up" at the throat of the carburetor by the "Hot-Spot" and then rushed quickly via the "Ram's-Horn" Manifold into the combustion chambers.

It is "toasted" so nicely, "pulverized" so fine, that the instant after sparking there is well-nigh no waste of gas. Little of power comes out of the exhaust. All the power comes out of the rear wheels—and such pleasing, well-harnessed power, that your enthusiasm for driving reaches a new peak.

Table listing car models and prices: TOURING CAR, 7-PASSENGER \$1535; TOURING SEDAN \$1950; TOWN CAR LANDAULET \$3925; TOURING CAR, 5-PASSENGER \$1485; CABRIOLET, 3-PASSENGER \$1775; LIMOUSINE, 7-PASSENGER \$2925; STANDARD ROADSTER \$1485; TOWN CAR, 7-PASSENGER \$2925; LIMOUSINE LANDAULET \$3485.

Western Motor Car Sales Co. Distributors for Oregon and Southern Washington Broadway at Burnside

BETHLEHEM MOTOR TRUCKS



They Go Where They Are Sent. Your load will go where you send it—it will arrive when you want it to—and your Bethlehem Truck will come back for its next load promptly and without fall-down day after day.

Bethlehem Trucks are built to carry merchants' reputations and they always make good. Your examination of a Bethlehem Truck is a business necessity. Try it out your way.

\$1245 1 1/2 Ton Chassis. \$1775 2 1/2 Ton Chassis. F. O. B. ALLENTOWN, PA. BETHLEHEM DUMP TRUCKS. BETHLEHEM TRACTORS.

Some Dealers' Territory Still Open. NORTHWEST AUTO COMPANY, INC. BROADWAY AT COUCH ST., PORTLAND, OREGON. F. W. Vogler, Pres., C. M. Menster, Mgr.

MORRIS IS SAVAGE TIRE HEAD

Former Airplane Man Elected General Manager of Coast Concern. Raymond V. Morris was appointed general manager of the Savage Tire Company and the Savage Tire Corporation at the annual meeting of the directors of these companies, which was held recently in San Diego. As the title assigned to Mr. Morris indicates he has to have complete charge of all