

YELLOW GASOLINE SOON TO BE SOLD

Also, It Will Have a Smell All Its Very Own, but Will Be as Good as Ever.

ACTION IS WAR MEASURE

Eliminating Sulphuric Acid Treatment, Says Union Oil Sales Director, Will Save Much Acid, Alkali and Gasoline.

If the gasoline you buy for automobile fuel has a peculiar yellow color and a still more peculiar and not exactly pleasant smell, don't become alarmed and jump to the conclusion that the Germans are slipping something over.

Indirectly, the Kaiser will be to blame for it at that, but for all its color and smell the gasoline will be just as good as before. Neither color nor smell will affect its efficiency as an engine in the least, and nobody buys gasoline for its looks.

The explanation for the new color and the new smell, both of which are coming to the attention of the war, if not longer is very simple. It is due to the fact that sulphuric acid has become altogether too valuable a commodity to use in treating gasoline.

The sulphuric acid treatment of gasoline, refiners declare, in no way improves its quality or "pew." All in the world the treatment accomplishes, they say, is to remove the yellow color and the smell. Moreover, the process of treatment wastes both acid and gasoline, so that eliminating the treatment accomplishes two important war economies at once.

Reasons Fully Explained. There isn't much of the yellow gasoline in Portland as yet, for old stocks are still being used, but as soon as they are exhausted one company at least, the Union Oil Company of California, will sell the untreated product.

That will be in a few weeks. And it is declared that the other companies will undoubtedly take the same action soon.

W. H. Kelly, sales director here for the Union Oil Company of California, made the following statement last week in explanation of the change: "Producers and manufacturers in every line of business," said Mr. Kelly, "have been working for some time under unusual conditions. Our National Government has required of us every one of us to conserve in every possible way."

"For many years past gasoline has been treated with sulphuric acid for the 'claimed purpose' of improving its color and odor. The method of producing petroleum products during the past several years has undergone some radical changes, and for instance, you are all familiar with the exploded theory of gravity as determining the value of gasoline."

"Practically all the large Eastern refiners ceased treating gasoline with sulphuric acid some months ago, realizing, under the present conditions, that a very large quantity of gasoline was necessarily lost during the additional handling when treated with sulphuric acid, and especially because of the very large expense incurred on account of the high cost of sulphuric acid. Also for the further reason that the Government requires for other purposes the sulphuric acid which would ordinarily be used in treating gasoline."

Big Production Needed. It is estimated that during the year 1918 refiners in this country will be called upon to produce about 12,000,000 barrels of gasoline, and the refining capacity of the country will be taxed to its utmost to produce this quantity from the crude oil produced here. It will be borne in mind that a very large percent of the crude oil produced does not warrant its manufacture for gasoline on account of the low percentage of gasoline it will yield by the usual methods, and artificial methods would require months for construction at a great cost, due to the demand in other directions for the material used in this construction. Therefore, gasoline should be conserved by every method possible.

Of the estimated consumption of 12,000,000 barrels for 1918, there will be approximately 4,000,000 barrels consumed in the running of automobiles and other internal combustion engines; the balance being used in other directions where acid treatment is not used, such as benzine for greases, etc. But the largest percentage of consumers do not require acid-treated gasoline, as it is to be used as a fuel in an engine, and such acid treatment is no more than a waste of material and energy.

It is the general practice to treat gasoline with acid before 'steam stilling' so that the running in the still will eliminate the acid treatment that is caused by the acid treatment, as well as separate for boiling point. The only result is the making of gasoline of better color and odor, or, while the engine does not care a continental—in fact, the sulphuric acid treatment is the survival of an old method used before gasoline engines became a factor in the commercial world.

Huge Gasoline Saving. It is estimated that by eliminating the acid treatment there will be saved for other purposes not less than 100,000,000 pounds of sulphuric acid, which is so greatly needed in the manufacture of ammunition and for many other purposes. In addition there will be saved a very large quantity of alkali, which is also much needed for other purposes. The only value of the alkali in treating gasoline is to neutralize the acid that cannot be washed out with water.

But greater than all this is the heavy loss of gasoline now occasioned by too much handling. From a conservative standpoint it is estimated that with the elimination of unnecessary handling of gasoline affected by eliminating the sulphuric acid treatment, plus the value of the acid saved, cost of alkali, saving of labor and maintenance of plants, there will be saved not less than \$10,000,000 on the estimated production of gasoline during this year.

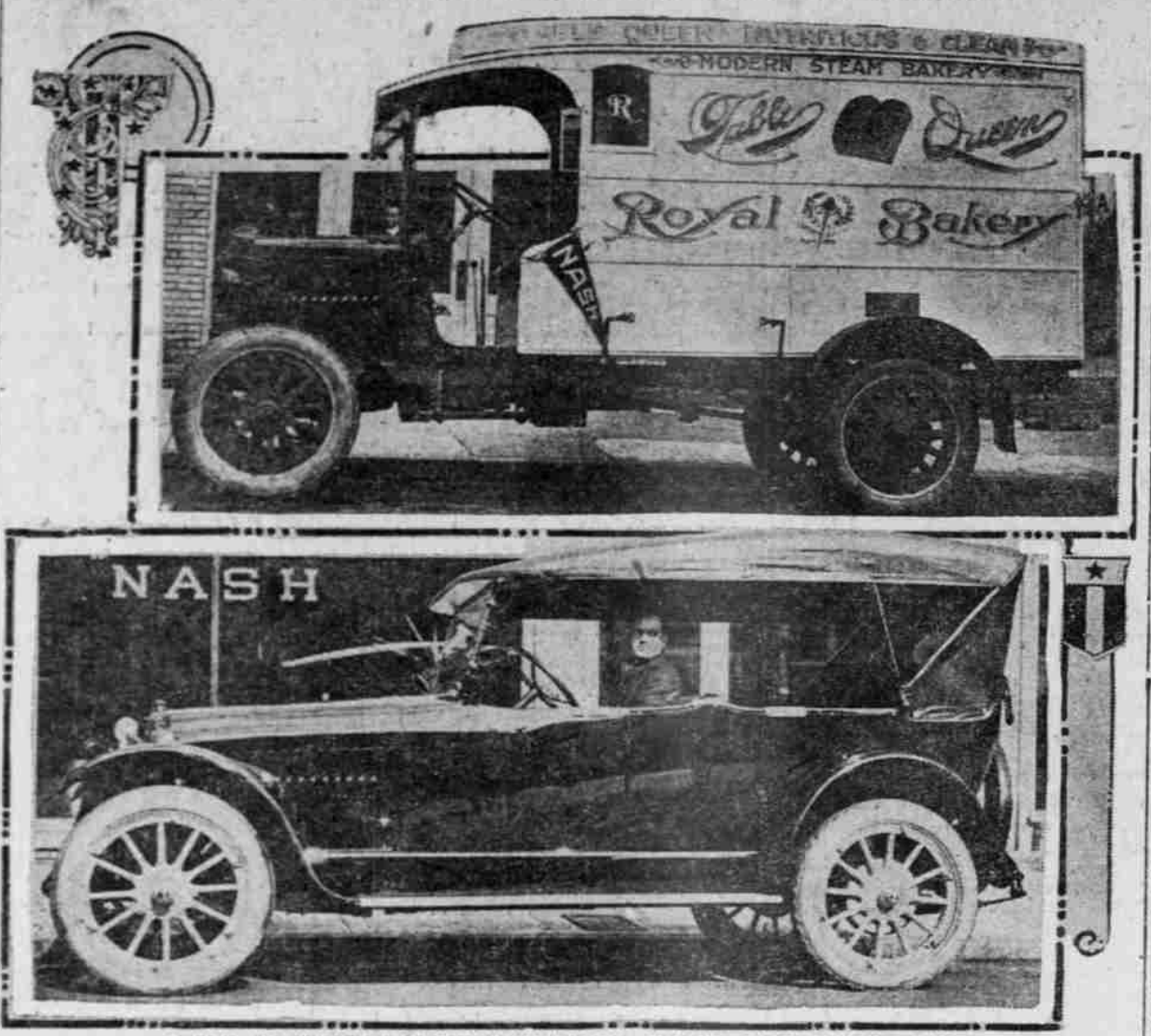
All this is now a loss, brought about by an effort to improve the odor and color of gasoline, which is not at all necessary for operating an internal combustion engine.

It is further estimated that with the elimination of the acid treatment there will actually be saved 500,000 barrels of gasoline which with the continuation of the present treatment would actually be wasted in handling.

Every Consumer Benefits. There may be a few objections on account of odor and color, but when the average patriotic consumer stops to consider that \$80,000,000 more of gasoline has been added to the country's supply, and that he benefits from it, his objections will certainly cease.

The Union Oil Company of California, Mr. Kelly explained, eliminated the sulphuric acid treatment of gasoline

NASH PASSENGER CAR AND TRUCK MODELS TO BE ON DISPLAY IN SHOWROOMS OF PORTLAND MOTOR CAR COMPANY DURING NASH WEEK, WHICH OPENS TOMORROW.



ABOVE—NASH TRUCK IN USE IN PORTLAND. BELOW—NASH TOURING CAR.

produced at its Orem refinery March 16. This refinery supplies the Northwest trade. Previously gasoline produced at other refineries of the company had not been treated with acid, and as soon as consumers became accustomed to the change and understood the reasons for it and that it did not affect the efficiency of the gasoline a whit, there were no complaints.

TRUCK DUEL IS LATEST

MAXWELL COMES OUT FIRST IN NEW KIND OF COMBAT.

Scrappy Maxwell Driver Hitches on to Bigger Rival Truck, Back to Back, and Drags It Away.

Prize fights have been big drawing cards for persons with a drop of sporting blood in their veins. That form of fighting has been barred by the legislators in most states.

The age of truck fighting now dawned. The first scrap between trucks of different makes is reported from Emporia, Kansas. Other than being the home town of William A. White, the famous publisher and writer, the city will be known as the stage of the first truck duel.

The combat occurred in the freight yards of the Santa Fe railroad. It was an accident that the trucks engaged in this battle. During the scuffle the railroaders gathered round and cheered for their particular favorite.

A majority of the bystanders were wagering on the big truck. The Maxwell driver laid all his money on his steel steed.

The word was given and the drivers "stepped" on the starters. The machines see-sawed, one giving a bit, then the other machine taking a strong hold. The Maxwell engine after the first few hesitations moved steadily forward dragging the heavier truck with it.

The crowds cheered, the losing driver shouted for time, and the Maxwell driver unbuckled and definitely down the railroad yard driveway.

6000-MILE GUARANTY MADE. Gordon Tires Warranted Now for 1000 Miles Additional.

An established guaranty of 6000 miles on 30x3 and 30x1 1/2 Gordon tires is announced in a telegram received by Manager M. F. Swift, of the Pacific Tire & Rubber Company, from the Gordon factory.

The new guaranty, increasing the previous one of 5000 miles, brought much enthusiasm to the Portland distributor, who has been a consistent booster of the Gordon product.

"I am firmly convinced," Manager Swift reported, "that the new step taken by the factory is entirely due to the wonderful reports which have been received from users in every part of

the country. We have certainly received some glowing reports from this section and the Gordon is proving to be a splendid service tire."

NASH WEEK ANNOUNCED

PORTLAND MOTOR CAR COMPANY TO SHOW ALL MODELS.

Public Invited by Manager Keena to See Display This Week of Nash Cars and Trucks.

This is to be "Nash Week" at the Portland Motor Car Company. Nash passenger cars, in both open and closed models, and Nash trucks will be on display in the showrooms of the company at Tenth and Burnside streets.

Similar "Nash Weeks" have been held by Nash distributors in the larger towns through the country recently, and have in every case resulted in much interest in the Nash and in increased sales. In Seattle recently a "Nash Week" was one of the big events of automobile row and was a success in every particular.

Manager J. T. Keena of the Portland Motor Car Company, Nash distributors in Portland, has set aside the coming week as "Nash Week" in order to give persons interested in motor cars, both passenger models and trucks, an opportunity to learn the many advantages points which the Nash has to offer prospective purchasers.

The Portland Motor Car Company handles a complete line of Nash trucks in addition to the passenger cars, including the big Nash "Quad," which is a four-wheel drive and steering truck. Several of these Nash "Quads" are in the Army service at Vancouver, Wash.

DANIELS CARS ARE COMING. Brunn Motor Car Company Has Three Custom-Made Models on Way.

Isaac Brunn, of the Brunn Motor Car Company, announced last week that three new Daniels cars, for which he holds the Oregon distributorship in addition to the Lexington and the Daniels factory at Reading, Pa., and should be here at any time. All three have special custom-made bodies.

Intermittent Hiss. Sometimes a sharp hissing sound is heard at intervals and seeming to come from one of the cylinders. Often this is mistaken for a leak, but the irregularity of its occurrence destroys this hypothesis, as a leak would occur at every period of high compression. The sound is due to an unfired charge, which fills the exhaust port and is ignited when the next fired charge passes the valve. Such a mixture may be due to a weak mixture or to intermittently faulty ignition.

Replacing Plugs. When replacing cylinder and crank case plugs, in fact any plugs about an engine, care must be taken to get these in position tightly, otherwise a great deal of harm might be done.

EAST COMES TO WEST FOR LUMBER TRACTORS. FIVE PRESCOTT LUMBER TRACTORS RECENTLY SHIPPED FROM THE NORTHWEST TO AN ATLANTIC PORT.

R. P. Strong, of 335 Alder street, Oregon distributor for the Prescott lumber tractor, which is a Northwestern home product, manufactured at Seattle, has received word that a consignment of five of the tractors was entrained a week ago for an Atlantic port for shipment at once to France on an order from the French government. This is understood to be only the first of several orders to be filled for foreign governments and on the Atlantic Coast.

Mr. Strong has been having fine success with the Prescott lumber tractor since he obtained the agency last November. Among shipbuilding firms which have purchased the Prescott are the Grant Smith-Porter Shipbuilding Company, which has two, and the Foundation Company, which is using 11 in its four plants in the Northwest. The Prescott lumber tractor uses a Ford power plant, geared to develop 40-horsepower. It consists of a four-inch channel frame and is equipped to haul or push loaded lumber "buggies," in which work it replaces many horses. It has a 50-inch wheelbase.

HEPPNER ROAD BAD

Pierce-Arrow Plows Through Mud in Dark.

SPOTLIGHT MUCH WANTED

C. C. Fagan, Pierce-Arrow Pacific Manager, on Night Run From The Dalles to Pendleton, Needed One \$200 Worth.

WANTED—One automobile spotlight, any make, in working order; will pay \$200 spot cash and no questions asked. Of course, that isn't a bona fide advertisement. Rather, it is an ex-advertisement that never was advertised. There were no newspapers handy in which to print it at the time, and no time to wait for it to be printed if there had been newspapers.

Just the same, if the spotlight had been handy, it would have been snapped up instantly for \$200 in cash. This wasted opportunity for an automobile accessory dealer occurred a week ago, and the man who wanted the spotlight, \$200 worth, but didn't get it, was C. C. Fagan, manager of the Pierce-Arrow Pacific Branch in Portland. The time the spotlight was needed, En route to Pendleton, just east of Heppner. Weather conditions—Muddy.

Accompanied by E. G. Hoffman, of Seattle, manager of the Seattle Pierce-Arrow branch, Mr. Fagan was driving in a big Pierce-Arrow model 48 from The Dalles to Pendleton.

And Then the Trouble Began. They left The Dalles at 8:30 o'clock at night and would have made the run without difficulty had they taken the road via Lexington. Instead, Mr. Fagan went by way of Heppner. There his troubles began.

"They told us we couldn't possibly get through the road beyond Heppner," said Mr. Fagan, "but we didn't want to go back 10 miles to Lexington, so took a chance and went ahead. It was all right for about a mile. But then—well, we suddenly sank through the top crust of what looked like good, dry road and were down to the hubs in the stickiest kind of mud. If it had been possible to back out, we certainly would have backed out. But we were in so far and so deep that the only salvation lay in keeping ahead. I tell you, a team of horses would have looked good just then but at that time of night there were no horses out for an airing on that road."

"I threw the car into low gear and for 15 to 18 miles simply crawled along through the worst mud it has ever been to in performance. It came over the running boards, it oozed into the car, it splashed an inch thick over the headlights and it splattered all over us. There we were in that mud, on a road we had never traveled before, which seemed to get worse as we went along, and hardly able to see where we were going. I would have given \$100 in hard cash for a spotlight right then, and would have paid it on the spot, and I said so. 'And I'll make it another hundred,' said Mr. Hoffman. But there was no such luck."

Car Smothered in Mud. The Pierce-Arrow has a very low gear ratio on low, but it took everything we had in the way of power to get us over that road. But finally we got out of it, and from then on we had no more trouble. We reached that town at 4 o'clock in the morning, just 7 1/2 hours out from The Dalles, which was remarkable time considering the mess we got into. When we put the car in the garage it was so plastered with mud that it looked like a truck. There was two inches of mud on the top of the car. I paid a man \$5 to wash the car next day, and it's been on my conscience ever since that—the poor fellow lost money at that, for it must have been a terrible job."

Mr. Fagan says any motorist can drive from The Dalles to Pendleton without difficulty by taking the Lexington route, which is in good condition. From Pendleton Mr. Fagan and Mr. Hoffman drove to Walla Walla. Mr. Fagan returned to Portland by train late last week, the car having been sold at Walla Walla.

Guy Standifer Buys Two Hudson Super-Sixes. Head of Big Shipbuilding Concern Gets Special Models After Investigating Many Cars.

GUY M. STANDIFER, of the G. M. Standifer Construction Company, being a man of discriminating tastes and notable for not doing things by halves, buys automobiles in pairs. His latest purchase is two new 1918 Hudson Super-Six cars, one of them being a handsome Indian blue limousine and the other a speedster of greenish hue, both special orders.

While in the East last Winter on business for his firm, Mr. Standifer visited the New York Automobile Show and studied the different makes of cars, making minute comparisons. On his return to Portland he visited the booth of the C. L. Boss Automobile Company. He came to the conclusion that the Hudson was the only car for him and gave orders to have shipped

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