

### AUTO FARM UTILITY

Answers to Questionnaire Emphasize Necessity.

#### FARM LABOR IS REPLACED

B. F. Goodrich Rubber Company Gives Interesting Statistics From Investigation Showing 'Pleasure Car' to Be Sad Misnomer.

Statistics compiled from an investigation made by the George W. Herbert, Inc., and given by the B. F. Goodrich Rubber Company, disclose interestingly the uses to which the supplier of edibles puts his car. With the farmer, these compilations show, the word "pleasure car" is a distinct misnomer. Essentially the motor car purchased by the farmer is as much a part of his farm equipment as the harvesting machine. Exactly 73 1-3 per cent of the farmers interviewed said that their purchases—pleasure cars, mind you—were used solely for the promotion of their business. Others to the number of 24 2-5 per cent replied that they used their machines for business and pleasure both; only 2-10 per cent bought cars for pleasure only.

Two hundred and seventy-seven farmers in Livingston County, Illinois, were questioned by investigators. This is strictly a farming section. The owners were men who possessed cars ranging in price from \$650 to \$1650.

**Necessary Farm Equipment.**  
How the farmer uses his automobile can best be shown from a number of replies to a general inquiry. These read as follows:  
"Use auto going to town and church on Sunday."  
"Use automobile one-tenth for pleasure, nine-tenths for business."  
"It is a great time saver. Can go to town while the horses eat."  
"My opinion is that two-thirds of the cars run by farmers in this vicinity were bought out of necessity."  
"Use it all the time for business, or whenever necessary."  
"Use it Sundays for pleasure; all other days for business."  
"Bought it as necessary equipment of farm."  
"Use it very little for pleasure."  
"I am too busy for much pleasure."  
"As for using the car for pleasure, it is so little I could not tell you. For business I use it all the time."  
"After using an automobile, it seems absolutely necessary."  
"For real pleasure we have not driven 200 miles this year. Our total mileage is from four to five thousand."

**Keeps Up Production.**  
"It is one of the most convenient things on the farm."  
"Without use of car, production would be cut down enormously."  
"Have two cars; use both for business."  
"It's handy all around."  
"We bought a car to handle our business, also have a large car which is used for family use when the other car cannot be used."  
"It would be almost impossible for us to get along without the cars."  
"We bought it as a business proposition, but had in mind pleasure possibilities."  
"We bought one for pleasure and the other to use every day instead of horses."  
"I bought the car for pleasure, as I could not load my family and hired help in the automobile Saturday nights and Sundays."  
"Use Sundays to go to church, week days to town to trade."  
"We go pleasure riding only when we go visiting."  
"Use automobile for pleasure very small percentage, as a farmer who tends to his business has very little time for pleasure trips."  
"We have run our car 3500 miles and 322 miles for pleasure."

**Auto Replaces Farm Hands.**  
This year more than any other the automobile is a necessary part of the farm equipment. On account of the labor shortage in all farm communities farm men will have to do more work the coming year.  
The drift of hired hands to the cities on account of high wages, together with the workings of the draft among farm boys and farm laborers, as well as a big voluntary enlistment of farm mobs, makes labor-saving machinery absolutely necessary.  
The automobile, in addition to its labor-saving facilities as a farm machine, is of inestimable value for the whole farm family in making them more content with farm life.

**Alcohol Best Lens Cleaner.**  
By far the best compound to use in cleaning reflectors is a mixture of denatured alcohol and water in equal parts. The solution should be applied with a soft cloth, which will not scratch the surface.

### TIRES

**Bargains in Ford Sizes**

30x3 Lee Plain Tread.....	\$ 8.85
30x3 Firestone Tread.....	9.75
30x3 Savage Non-Skid.....	10.50
30x3 Victor Springfield.....	10.95
30x3 Congress Non-Skid.....	11.00
30x3 Batavia Plain.....	9.25
30x3 Republic Non-Skid.....	12.75
30x3 Firestone Non-Skid.....	12.75
30x3 Lee Non-Skid.....	13.45
30x3 Savage Non-Skid.....	14.35
30x3 McIvroy Non-Skid.....	14.75
30x3 Republic Non-Skid.....	15.45
30x3 Portage Non-Skid.....	15.90
30x3 Dillitt Ribbed Tread.....	14.90
30x3 Marathon Ribbed Tread.....	12.60
30x3 Lee Plain Tread.....	12.85
30x3 Batavia Tread.....	12.25
30x3 McIvroy Tread.....	11.40

Mail Orders Promptly Filled—All Other Sizes in Proportion

If you will state the size tire you use we will quote you prices on the different makes we carry in your size.

**Portland Tire Co.**  
331 Burnside Street  
Portland, Oregon

## Every Cent of America's Billions Is Behind the Liberty Bond You Buy



THE whole wealth of the United States is behind a Liberty Bond. That is why a Liberty Bond paying 4 1/4 per cent interest is the best investment in the world today.

It's not good practice to let go of a Liberty Bond; they are as negotiable as a \$50 or a \$100 bill.

When the United States Government issued Liberty Bonds, it automatically solved the saving problem for the wage earner. You can buy a bond on time if you haven't the cash.

Any Bank Will Help You—Free of Charge

### The Oldsmobile Co., of Oregon

Broadway and Couch Phone 2270

### ROADS NORTH GOOD

Motoring to Tacoma or American Lake Not Difficult.

### FAST TIME CAN BE MADE

Emil Fehr, of Western Motor Car Sales Company, Makes a Quick Trip in Chalmers and Says Highway Easy to Travel.

No motorist need longer postpone driving from Portland to Tacoma, or to American Lake, where Camp Lewis is situated, through fear of bad roads. Emil Fehr, of the Western Motor Car Sales Company, made the trip last Sunday and declares the Pacific Highway is in good shape for nearly the whole distance.

He left Portland in a Chalmers speedster at 7 o'clock Sunday morning and reached Tacoma, which is about 15 miles beyond American Lake, at 4 o'clock that same afternoon.

Next morning he drove back to American Lake, and after a brief stay there, at 11 o'clock started back to Portland. He arrived here at 7 o'clock that night, only eight hours out from American Lake.

"It was the first time I had ever driven over the Portland-Tacoma route," said Mr. Fehr. "I was expecting something pretty bad, but was pleasantly surprised to find the going very good. There was no mud, and I struck nothing much worse than occasional rough and rutty stretches. Between Koko and Castle Rock the road is not as good as it might be, but it is not bad, even there. There were few places where I could not travel a 20-mile clip."

"I would not hesitate to advise any motorist that the trip can be made easily, even by a woman driver."

Mr. Fehr crossed the Olegua ferry and entered Chehalis by way of Vader on his trip north, but on the return trip he kept to the main highway south from Chehalis, and thereby gained several additional miles of pavement. He said the bridge across the Cowlitz at Toledo has been repaired and is in good condition.

Both going and returning he went by way of Goble, and crossed the Columbia River at Kalama. The Pacific Highway between Kalama and Vancouver, Wash., is not yet in the best of condition for motoring. Considerable work is being done on it near LA Center.

### FRANKLIN GAIN LARGE

OUTPUT INCREASED 135 PER CENT OVER PREVIOUS YEAR.

Total of 9000 Cars Manufactured by Franklin Company Compared to 3800 for Year 1916.

The largest increase in business shown by any automobile concern in the country during 1917 was reported by the Franklin Automobile Company at the annual meeting of the stockholders recently at Syracuse.

The average gain in production of all makes of automobiles during the past year over 1916 was 12 per cent, while the output of Franklin cars was increased to the extent of 135 per cent by the manufacture of 9000 cars, as against 3800 of the year previous.

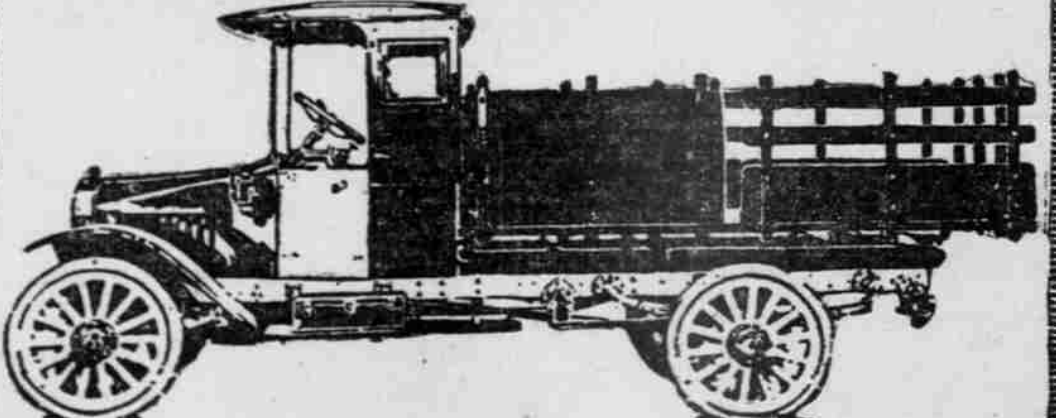
The business of the Franklin Company reached a total of \$15,000,000 for the year, of which \$14,000 was paid out in salaries and wages.

### ANDERSON AUTOREELITES

The U. S. War Dept. (Signal Corps) has recently adopted ANDERSON AUTOREELITES for the ambulance and motor truck service. A new signal automatic extension spotlight, equipped with 12 feet of extension cord on automatic inclosed reel. Makes tire changing and repairs as easy by night as by day. You will soon have one, why not now?

W. S. Fleming, Pacific Northwest Distributor, Oregon, Washington, Montana, Idaho, 112 4th St., Portland, Or.

### BETHLEHEM MOTOR TRUCKS



**Bethlehem Motor Trucks**  
DEPENDABLE DELIVERY

Axles—Ignition—Engine Units—Cooling System—Bearings—Transmission—Oiling System—Brakes—Springs—Steering Gear—Tires—every detail that goes into every Bethlehem Truck is as near perfect as science and money can make it. Examine the Bethlehem.

**\$1245** 1 1/2 Ton Chassis  
**\$1775** 2 1/2 Ton Chassis

F. O. B. ALLENTOWN, PA.

BETHLEHEM DUMP TRUCKS Some Dealers' Territory Still Open BETHLEHEM TRACTORS

**NORTHWEST AUTO COMPANY, Inc.**  
F. W. Vogler, Pres. Broadway at Couch, Portland, Or. C. M. Menzies, Mgr.

## The Thrift Car

# Overland

TRADE MARK REG.

### O. K. in Every Respect

You cannot get complete satisfaction from a car of less satisfactory appearance, performance, comfort, service or price.

Model 90 has a powerful, fuel-saving motor; narrow turning radius; rear cantilever springs; 106-inch wheelbase; 31 x 4 tires, non-skid rear. Auto-Lite starting and lighting and vacuum fuel system.

Appearance, Performance  
Comfort, Service and Price

Light Four Model 90 Touring Car, \$1500-f.o.b. Toledo—Price subject to change without notice

### The Overland Pacific, Inc.

Broadway 3535 Broadway and Davis St.

**\$1250** f. o. b. Racine  
Prices Subject to Change Without Notice  
40-Horsepower  
120-in. Wheelbase

# Mitchell

Sixes

**\$1525** f. o. b. Racine  
Prices Subject to Change Without Notice  
48-Horsepower  
127-in. Wheelbase

## See What \$1250 Buys

AMONG all the new cars at A Shows this year the most amazing was the Mitchell Light Six.

In all the field of fine cars there is nothing like this value for \$1250.

Here is a powerful Six—40 horsepower—with a 120-inch wheelbase. Note that power and room.

It is built to all the Mitchell standards.

It has the Mitchell over-strength, its costly steels, its big margins of safety.

It has the Mitchell extras, like a power tire pump, reversible headlights, dashboard engine primer, shock-absorbing springs.

It has the lavish luxury which makes Mitchell cars unique. And it comes in five of the latest body styles.

**Right Methods**

Come and see this result of right factory methods. The Mitchell factory is a model plant, built and equipped by famous efficiency experts.

It builds the complete car—chassis and body—under the latest methods. In this mammoth plant all waste has been eliminated.

All these extra values—in room and power, in strength and endurance, in beauty and equipment—are paid for from these savings.

See the results in this car.

**19 Body Styles**

The new Mitchell line includes 19 new-style bodies—the largest line in Motordom. It offers a wealth of new ideas which every motorist should know.

Northwest Distributors  
Phones: Broadway 515 A 3343  
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