

OLD AUTO IS REAL ASSET THESE DAYS

Even Most Ancient One Can Be Fixed Up Somehow.

NOW IS TIME TO CONSERVE

In Face of Certain Car Shortage, Owner Must Keep His Old Auto in Running Order.

There is no doubt the production of passenger cars will be reduced considerably between now and the first of the year, especially unless manufacturers of such vehicles can obtain sufficient material and labor diverted from strictly war work. This will mean that the American public will have to use as means of transportation those vehicles already produced—the 5,000,000 cars now being driven over the roads. It has been assumed heretofore that the life of a passenger car is five years—that is, when five years' service has been reached the car no longer is fit for service and has value only as junk.

We have been accustomed to think in terms of a five year life, but erroneously so, because the actual life of a car is indeterminate; it depends as much upon the care and attention it receives as upon anything else. It has been said, and with a certain degree of truth, that a car can be kept running almost indefinitely if it is cared for properly and parts replaced at the proper time. And there is little reason to believe otherwise.

Care Makes Great Difference. Just because the soles of your shoes are worn through and repaired once or twice is no reason why they cannot and should not be replaced a third or a fourth time, providing the uppers are good.

NO SUNDAY GASOLINE.

Beginning next Sunday, October 20, gasoline and distillate filling stations in Portland and other Oregon towns will be closed on Sunday. This action has been taken by the Standard Oil Company and the Shell Company in compliance with the request of the Oregon State Council of Defense. On October 1 these companies also put in a request of the Federal Fuel Administration to close gasoline and distillate filling stations between the hours of 6 a. m. and 6 p. m. The Federal authorities did not ask for Sunday closing, but the companies have voluntarily added it to meet the program of the State Council of Defense, so motorists will have to get the habit of buying gas before 6 a. m. and from 6 in the morning to 6 in the evening on week days.

good. So with the automobile. Cylinder blocks used for eight to 12 years are still being used in many cases. They have been rebored twice in that time and new pistons and rings have been fitted as many times, but the cylinders and pistons are still good. The major parts of a car, such as the cylinders, crankshaft, camshaft, flywheel, large clutch parts, transmission case and shafts, axle housing, propeller shaft, frame, etc., can be made to give more than 10 years' service. Some of them, such as the frame and propeller shaft, can be given limitless extra life.

Motorists must learn to make more use of the processes which up to this time have been neglected because of the ease of getting a new car and the ease of making a trade. Welding must be resorted to more to repair broken parts. Many motorists will be surprised at the kind of work a car can perform. Broken front axles, broken crankshafts, even cylinders, axle housings, etc., can be repaired and put in as good as new condition. Rebuilding of bearings must be another step. New bearings are not so low in price as they were before the war, so the motorist should not hesitate to get acquainted with this method of prolonging the life of these vital parts.

Ever Gears Can Be Welded. Cylinders wear oval and pistons out of round, but a regrind job on the cylinders and a set of new pistons and rings and you have practically a new engine. Crankshaft can be treated and welded if broken, and even gears may be in this way repaired to keep them in service longer.

Some engines are said to be "all in" because so many troubles are evident that only a careful going over of each and every part will permit of repairing and replacing will again fit them for service. In these war times it is worth going to a lot of trouble to keep such an efficient transportation medium in service. End play in the crankshaft and camshaft may be due to the bearing wear and not to the shafts; noisy valves may be due to wear in a small part of the valve gear. Some of the valves may need replacement, but not all of them.

Readers are requested to write to this department for special information about keeping the engine going after it is apparently "all in" and ready for the junk pile.

Many of the old cars can be rejuvenated by the addition of modern accessories designed to do this very thing. New ignition equipment, new carburetor and fuel feed equipment are made for replacement purposes, for just such a purpose as we are discussing. No matter how old a car may be, it can be made to give a fair degree of service.

Old Cars Used Many Years. Few owners ever stop to think that the car they trade in is put in shape by the service station and resold to a man who keeps it many years.

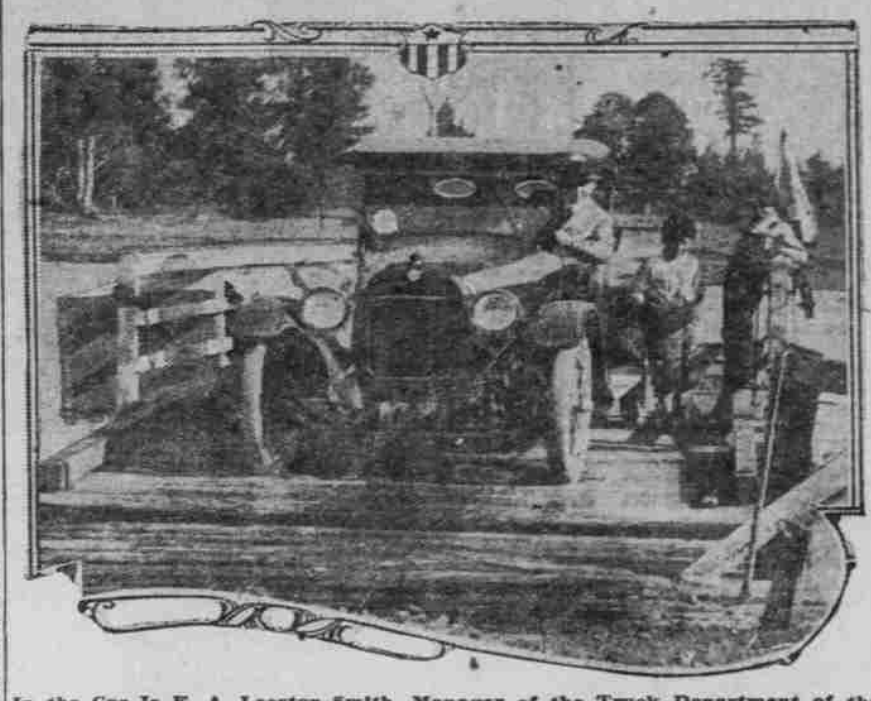
Good appearance is one of the things which an owner insists upon, and which surprisingly is easy to obtain. For the standard make there are any number of special bodies to be had at small cost. A painting job helps a lot. Upholstering and top can be repaired at small cost, and the few little things about the dash, the rusty instruments, scratched cowl, etc., can easily be put in first-class shape.

In the present circumstance we must all remember that there is going to be a greater or less shortage of cars during the rest of the war. Yet the car is part of the efficiency of America, and an indispensable factor at that. Therefore, it is up to every one of us to keep our old boats moving and helping to win the war by their contribution to the economic system of the country.

Water Leaks.

In engines that are provided with a plate on the side to facilitate work on the interior it is not uncommon to find that water is escaping here in spite of the rubber and fabric composition with which it is sealed. As a general thing this condition may be remedied by simply painting the plate with shellac or red lead and then screwing it tightly into place.

NEW STUDEBAKER FOUR ROADSTER ON FERRY AT WHEATLAND.



In the Car Is E. A. Leeston-Smith, Manager of the Truck Department of the Oregon Motor Car Company, Distributors for Studebaker Cars and Winther Trucks. When the Photograph Was Taken Mr. Leeston-Smith Was Returning From Salem via the Wheatland Ferry Route, Which Is a Favorite With Motorists.

GLOBE TREAD THICKENED

HEAVIER RUBBER USED ON HAND-MADE TIRES.

H. H. Eltzen, Tire Manager for Oregon Motor Company, Discusses Globe Qualities.

"Globe hand-made, wrapped-tread tires now have a thicker tread, with a 'neutral tint' color," said H. H. Eltzen, tire manager for the Oregon Motor Car Company, Globe distributors here, last week.

"In building the Globe tire, the manufacturer has been using the best of materials that money could buy—under the latest and most practical process that science has yet discovered—and employing the brains and labor of the most skilled craftsmen the tire industry has ever known."

"The result has been, as all the trade knows, a product whose fame, spread through the entire country and the sales of which have increased from month to month in a most remarkable fashion."

"Nevertheless, the Globe Company was not contented. They felt they still had an unquenched desire for improvement. They turned particular attention once more to the tread only to find that there was absolutely nothing that could be added to the quality of the rubber of which this tread is made. So they have decided to add to its weight and its appearance."

"According to a recent announcement to the trade, all Globe tires made on and after October 1, bear an extra thick tread which naturally will not only increase the durability of the tire, but will enable the manufacturers to make the 'diamonds' larger and deeper, thus adding to its already satisfactory non-skid properties."

"The same announcement states that the easily soiling white tread has been changed to a 'neutral tint' color, a test by tire experts who, after many chemical experiments, have finally discovered a 'neutral tint' which was first put to a test by using it on a tire. The number of tires and distributing them in nearby districts. The beauty and serviceability of this unique 'neutral tint' has met with this instant favor that it was decided to adopt it permanently and simultaneously with the extra thick tread."

"Special emphasis is laid on the fact that the new tint has no effect whatever in the standard compound of the Globe tread except that of changing its color."

New Car Owners in County.

Temporary police licenses were issued in Portland last week to the following buyers of latest model motorcars, pending arrival of the official state licenses from Salem. This list is compiled by M. O. Wilkins, publisher of the Automobile Record:

M. B. Smith, 741 Road, Briscoe.
C. N. Gansmiller, 407 Rex Arms, Chevrolet.
Fred W. Hicks, Corbett, Chevrolet.
School District No. 1, 401 Courthouse, Douglas.
R. E. Burmes, 394 East Tenth, Ford.
Genevieve Lewis, 232 South Broadway, Ford.
F. McCarthy, Oswego, route 2, Maxwell.
B. Scott, 223 Cornell road, Overland.
A. Blackman, 536 Second street, Studebaker.
J. A. Malarky, 601 Seventeenth street, Chandler.
Portland Railway, Light & Power Co.

TRUCK MANAGER OF OREGON MOTOR CAR COMPANY.



E. A. Leeston-Smith.

E. A. Leeston-Smith, truck manager for the Oregon Motor Car Company, has had long experience in the automobile and truck business. He came to the Oregon Motor Car Company last May from Toronto, Canada, where for two years he had been distributor for the Cole Eight. He is a brother of F. M. Leeston-Smith, former manager of the Oregon Motor Car Company, who is now en route to France as one of the "Tom Cate" of the Tank Corps. Mr. Leeston-Smith declares that the Winther truck for which the Oregon Motor Car Company is Oregon distributor, is the best truck he ever handled, bar none, and is particularly enthusiastic about the new four-wheel-drive internal gear-driven Winther, soon to arrive here.

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WASTE OF GASOLINE MUST BE STOPPED

Plenty of "Gas" for All if Owners Use in Reason.

CAR SHORTAGE INCREASING

No Matter When the War Ends, Used Automobile Prices Are Certain to Go Higher.

NEW YORK, Oct. 12.—So much is printed from day to day about the gasoline situation, the decreasing stocks and the increasing Government demands for fuel for war use, the public at times is greatly alarmed, and this anxiety has its effect upon the retail automobile market.

As a matter of fact, there does not seem to be any real reason for undue alarm. It has often been said at Washington that there is enough gas for war and for home consumption, if the waste can be stopped and the consumption kept within reasonable bounds. That there are many ways to keep consumption within bounds which will still permit all the existing automobiles a reasonable weekly mileage is well known.

The problem is merely how to curtail consumption and still not curtail necessary mileage of both passenger and commercial cars. In any system of curtailment it is easy to see that the government will give preference to commercial cars. The passenger car will undoubtedly get what fuel is left, and if the waste is stopped there should be plenty of fuel left for the passenger car.

The note of warning sent out last week by the War Department relative to the increasing needs of the Army for motor fuels would seem to destroy any hope for an early abandonment of the "gasless" Sunday.

"Gas Cards" May Come Soon.

The request of Dr. Garfield, Fuel Administrator, to stop Sunday motoring has resulted in an enormous weekly saving of fuel for war use, but the "gasless" Sunday, nevertheless, is not a complete success. Monday motoring is much heavier than ever before, and the man who is compelled to have a distant point on Sunday may not travel on that day, but he goes on Saturday and returns on Monday.

There is probably but one real way to conserve gasoline. The "gas card" as employed in Europe, even for ambulances and motor trucks, has worked out well.

People will only conserve fuel all the time when they are put on a limited supply. It would not be difficult to ascertain each car owner's requirements and then shave his own estimate of his fuel needs enough to make up a gas card. That is far from plenty and at the same time leave to the user an opportunity to conserve for his most essential needs.

Few people realize the full meaning of the news that car manufacturers are stopping passenger car production. Several large factories have already gone out of business since the war began. Others will soon follow suit. Few if any passenger cars will be built after January 1.

The average person imagines that closing an automobile factory means stopping production until the day when it can be resumed. That is far from true. When the plant stops it cannot produce cars under the present material conditions for many months, possibly a year, after it resumes operations.

Production Takes Time.

Cars are turned out over night, but only after production has been under way for months. The factories, as they close down now, close because they cannot get material. The day they begin to roll out finished vehicles, chasing agents will go after material. It may not be shipped to the factory for three months. Then it may be impossible to get the material sufficient to fabricate this material.

Even after the whole plant is operating at full force it is months before cars begin to roll out finished vehicles.

Although passenger car production may practically stop after January 1, the car manufacturer is making every effort to continue the manufacture of sufficient parts to take care of the repairs and replacements on cars which are in use. At the same time parts prices are going up daily, and it is a wise thing to provide yourself with a few extra parts which you feel will soon need replacing.

Keep Your Car, Advice.

Those who purchase a supply of tires and tubes now should also take care of the rubber. Keep your extra tires and tubes in a dark place, a little damp, if possible. If your tires in use are in need of repair put the new cases on while you are having the old ones repaired and then lay your new tires away. Methods of repairing tires have improved wonderfully of late and you will be surprised to know how you can conserve your cases by having them repaired or retreaded.

One hears a great deal these days

TIRE PRICES

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30x3 non-skid	12.45
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32x4 non-skid	24.50
32x4 non-skid	23.75
34x4 non-skid	26.25

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5000-Mile Guarantee.

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32x3 1/2 non-skid	24.75
31x4 non-skid	20.00
32x4 non-skid	31.00
33x4 non-skid	33.50
34x4 non-skid	35.00

CORD TIRES

6-000-Mile Guarantee.

32x3 1/2 rib-tread	\$35.00
32x3 1/2 non-skid	35.00
31x4 rib-tread	39.50
32x4 non-skid	40.50
33x4 rib-tread	39.60
33x4 non-skid	46.50
34x4 non-skid	49.50
35x4 1/2 non-skid	54.50

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Please send me without obligation on my part, full literature on Winther Motor Trucks.

with a few extra parts which you feel will soon need replacing.

It is not a bad idea to have an axle, a wheel, a couple of piston rods, piston rings, a supply of spark plugs and a few other parts which are liable to need replacing. It is also well to provide yourself with enough tires to take care of your needs for a year, if necessary. Tires are high, but it is quite likely that they will go much higher.

CLOSED CAR MIGHTY USEFUL

Doctor Buys Ford Sedan Because of Its Convenience.

When a car is placed on the market its manufacturer generally has some distinct aim. For instance, when the manufacturers of the Ford sedan placed

about the high prices of used cars. They are not half as high as they are going to be later, whether the war continues or not. If the war was over next week the prices of used cars would go up for several months, because it would be many months before the new cars began to "come through" the factories.

If you have a permanent need for a car it is foolish to sell your car now simply because you can get a good price. If you sell now at a good price and try to buy next Spring you will pay the other fellow a better price and all your profit will turn to waste.

Motor Adjustments.

Adjustments made on the engine while it is cold seldom are satisfactory in actual operation. The engine heats up when running, and the metal expands with the warmth, which nullifies the valve adjustments made when the metal was cold.

their car on the market their desire was to build an enclosed car that would be complete in every detail and at the same time cheap enough for anyone to buy.

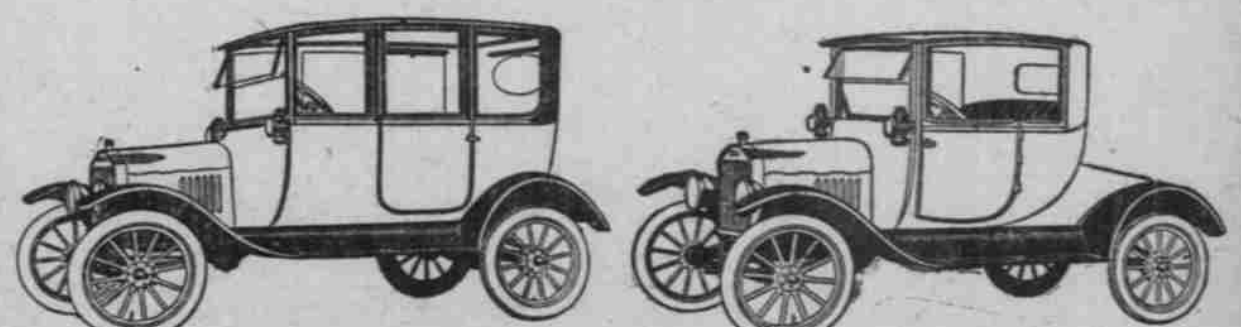
Last week the Francis Motor Company sold a Ford sedan to a doctor, who readily saw the advantage of having a small car that would give him the same service as the heavier type of enclosed car. These small cars are very economical and are very easy to operate in and out of a small garage, which must be used at most private residences; this, together with the fact that these cars protect one from all kinds of weather, makes it an ideal car for a man that must be out at all times.

No More Ford Touring Cars

The last Sedans and Coupelets that we can expect until the war is over are now in transit. Prompt delivery can be made of these models while this limited supply lasts.

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