

AUTOMOBILE HAS PLACE IN RANKS OF NECESSITIES

Within 25 Years Motor Car Has Won Recognition as Essential to Economic Life.

IS WONDERFUL TIME-SAVER

Like Telephone, the Automobile Has Demonstrated Ability to Minimize Time and Distance.

When the world's Columbian exposition was held at Chicago in 1893, such a thing as an automobile was unknown. There was a wonderful transportation building, in which the development of transportation from the earliest times was shown, but there were no automobiles there.

Today, 25 years later," says W. L. Hughes of the Kiesel-Kar, "the automobile is so closely interwoven into the fabric of our daily lives that it is hard to understand how we ever got along without it.

"Few of us realize the extent to which the automobile has brought about changes in our whole system of commercial and industrial activity. Why, we could do without the telephone almost as well as we could go back to dependence on the horse and buggy.

Telephone as Example. "The world is always slow to utilize a new idea to its fullest possibilities. The telephone had been a success for some years before its true value to business was realized. Today a business man thinks nothing of carrying on a business conversation over a wire 500 or 1000 miles long.

"The development of the automobile has been surprisingly rapid, but the world has not yet begun to utilize it as it will be utilized in the future. Every phase of its practical usefulness will be doubled. It will play an even more important part in business than it plays today.

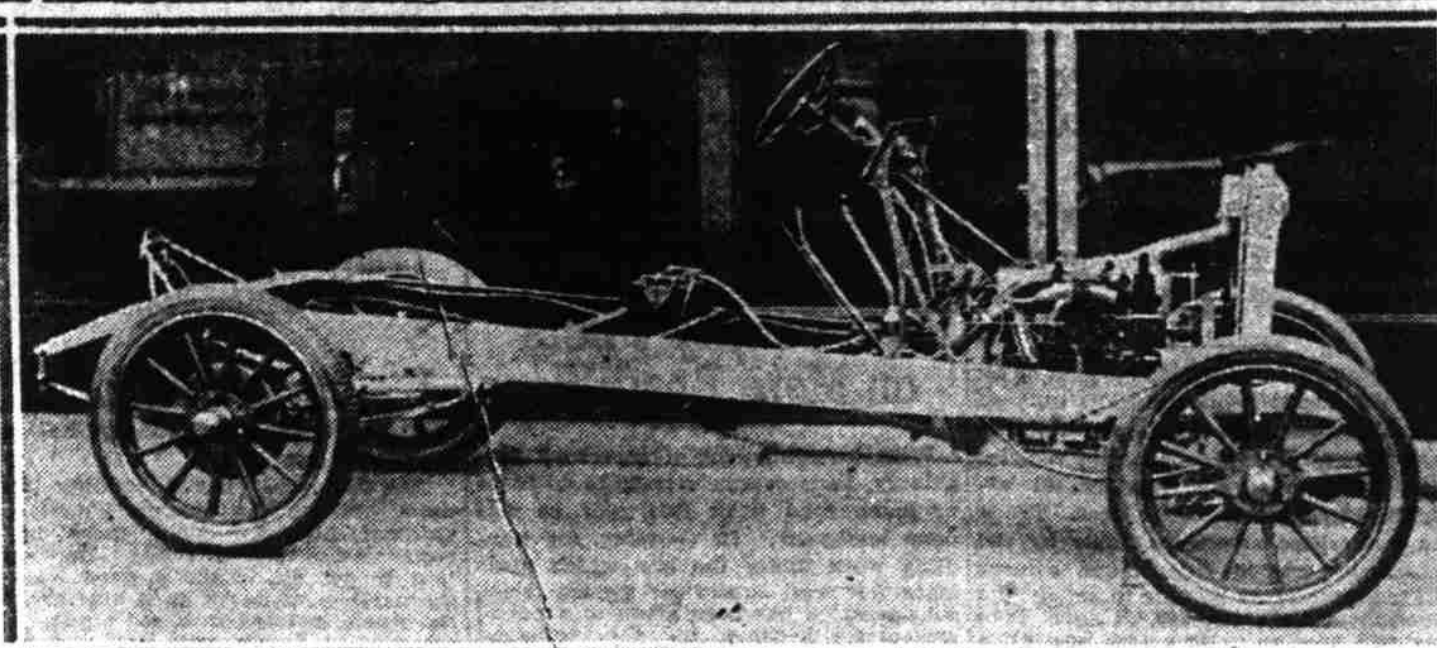
"You take the cars parked on the street downtown. They are there because they save a good many hours a day for their owners, because they enable them to accomplish more in a day—increasing their productivity.

"Salesmen's Facilities Increased. "In one use alone—that of enabling salesmen to get around over their territory quickly—the automobile is of inestimable value to business. Even in covering large territories it is a wonderful time-saver and increaser of productivity. Some of the country's largest manufacturing concerns furnish an automobile for every one of their salesmen. One big company has between 500 and 600 cars covering the country. They have found that the automobile greatly increases the salesman's earning power, and they would not think of going back to the old way of covering the territory by train.

"The changes which the automobile has brought about in rural life are equally important. It has brought the city to the country, and the country to the city. Before its advent the farmer hitched up and went to town once a week. Now he thinks nothing of running to town at any time. If his plow, tractor or binder breaks down he can jump in his car and run in to the dealers and be quickly back in the field with the needed repairs."

Care of Rod Bearings
In removing play from rod bearings by reducing shim thickness, great care should be exercised to get each rod bearing as free as every other bearing. To make one bearing tight and another rather free in movement is courting trouble, for in most cases it will be found that a knock will result.

STRIPPED MAXWELL CHASSIS ON VIEW



1918 Maxwell chassis with exposed working parts which was sent here from the Los Angeles show.

The latest in mechanical construction in the way of a stripped chassis made its appearance on automobile row last week at the salesrooms of C. L. Boss Automobile company, local Maxwell distributors. The stripped chassis is a Maxwell of the 1918 model and is finished in white enamel and nickel and is valued at \$3000.

The chassis was sent by express from Los Angeles, where it was exhibited at the Los Angeles Automobile show, and will be exhibited in Portland at the coming automobile show to be announced at a later date.

As soon as it was installed in the show windows of the Boss salesrooms it attracted considerable attention. Every working part can be seen by the cutaway idea and during the show it will be operated by a motor.

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WEEK'S MOTOR AND TRUCK RECORD

The following temporary police permits were obtained in Portland during the week by new car owners, pending the arrival of state licenses, according to M. O. Wilkins, publisher of the Automobile Record:

A. J. Kramer, 304 East Eighty-fifth street, Oakland.
Gray K. Bunting, 304 Mayner, Seattle, Studbaker.
L. J. Sendelbach, 334 Grand avenue, Ford.
Edward C. Olsen, Corvallis, Or., Oakland.
L. R. Williams, 1989 Sacramento street, Crescent Manufacturing company, 27 North Front street, Ford.
J. Rosenber, 224 Morrison street, Hippobolite.
E. A. McGrew, 1163 Belmont street, Ford.
Edward Finley, 411 Alder street, Maxwell.
Rudolph Erickson, 4410 Sixty-fourth street southeast, Maxwell.
Leah Shields, 654 Targert street, Chalmers.
E. R. Williston, 1651 Gloucester, Oakland.
Peter Seesbauer, 425 East Forty-second street, north, Union avenue, Ford.
Rex Jarrett, 164 1/2 Union avenue, Ford.
O. Vedval, 234 North Sixteenth street, Ford.
N. A. Perry, 517 East Fourteenth street, Premier.
E. M. Ransdell, 296 East Fifteenth street, Oldsmobile.
H. F. Kimble, Prineville, Or., Dodge.
J. E. Folkensberg, Linton, Or., Dodge.
F. G. Urfer, 663 E. Tenth street, Ford delivery.

R. M. Walley, 331 E. Forty-ninth street, Cleveland.
N. J. Simmons, 216 N. Ivanhoe, Ford delivery.
Davidson Baking company, E. Twenty-second and Oregon, Ford delivery.
Jachetta & Colistro, 634 Third street, Ford.
E. E. Archibald, Tangent, Or., Overland.
W. E. Knowlton, 22 1/2 N. Twentieth, Humbolite.
William L. Finley, 601 East Madison street, Franklin.
Howard Repair company, Washington and Lowndale, dealers' tag.
C. A. Parvin, 942 Desverton, Chandler.
O. W. Davidson, 517 Board of Trade building, Chandler.
Miss C. Pfenniger, 753 Marshall street, Ford.
John Heigel, 547 Taylor street, Ford delivery.
E. Sweet, 262 Stark street, Overland.
Russell & Sullivan, 188 West Park street, Rec.
Portland Taxi company, 261 Twelfth street, Dodge.
Karl P. Morgan, 785 East Ghsan, Oakland.
A. S. Trew, 804 Wells Fargo building, Liberty.
Alfred M. Beaver, 215 Tenth street, Ford.
Edward C. Wagner, 206 Mill street, Ford.
E. I. Baillagh, St. Helens, Or., Oakland.
The Gould company, 69-75 North Twelfth, Ford.
H. H. Temple, 335 East Fifty-fourth, Dodge.
H. Bruck, 149 Fourth street, Oldsmobile.
H. J. Wizer, 146 Royal Court, Oldsmobile.
Robinson-Smith company, Sixth and Madison, Ford dealers.

Autoparts Supply Co. In Larger Quarters

A noticeable change effected last week on the auto row was the moving of the Autoparts Supply company into larger quarters constructed for them at the southeast corner of Sixth and Oak streets.

So rapid has been the growth of the local branch of this firm that larger quarters had to be sought soon after its appearance in this territory. Fortunately the store room on the corner of Sixth and Oak adjoining the old location was available, having been discontinued as the ticket office for the Southern Pacific railway.

Through the efforts of E. L. Hawkes, president of the concern, and R. E. Allen, local manager, a lease was secured on both stores and they were converted into one large store room. The entire front has been changed and with the addition of new fixtures and a large increase in stock, the firm is presenting to the local trade one of the largest automobile tire and accessory concerns in the state.

R. E. Allen, who is manager of the Portland branch, is well known on the coast, having spent many years in the retail accessory business in the Northwest.

The firm of which E. L. Hawkes is president started business in Seattle some five years ago, steadily increasing until it now operates branches in Portland, Spokane and Tacoma with headquarters in Seattle.

While here a few weeks ago, Mr. Hawkes declared his intention of invading other territory in the spring.

Table Salt to Prevent Freezing
When the car owner is caught in a freeze and no regular anti-freeze solution for the water system is available, a quantity of table salt thrown into the cooling system will help to prevent freezing.

Cassidy State Agent For Federal Tire

Announcement was made last week by George K. Cassidy, head of the American Tire & Rubber company of this city, of his appointment as factory distributor for the Federal tires for the state of Oregon. Only recently Mr. Cassidy obtained the state distribution of the General tire line and will handle the Federals in conjunction with them.

A large stock of Federals has been received and additional shipments are on the way, so that a complete stock will be on hand. Heretofore the Federal line has been carried on a small scale and the appointment of the American Tire & Rubber company will be practically the same as a factory branch. A vulcanizing and repair department is also operated by Mr. Cassidy in conjunction with his tire lines as well as an accessory department.

Windshield Rattles
On many makes of cars the windshield is held in place by steel arms which protrude through the cowl and are fastened on the under side by a nut and locknut. Sometimes these nuts work loose from the vibration present, with the result that the shield is allowed to move slightly. The first evidence of this is seen in cracked finish in the vicinity of the windshield supports. In making the necessary periodic inspection for loose nuts and bolts the windshield supports should not be forgotten.

Real Strength in Reserve Accounts for Real Savings in Operation!

America's Greatest Truck Value Has 112% Reserve Strength.

WE WILL put into your hands the day-to-day, mile-per-mile cost record of an Indiana Truck working in your line of business. You'll see savings you'll want.

Owner's Record Per Mile Per Day	
Gasoline	Maintenances
Oil	Driver
Tires	Interest
	Miscellaneous



We'll definitely prove service and savings. For immediate delivery, an Indiana size for your purpose at a self-sustaining price.

Northwest Auto Co.
Factory Distributors of the Line Complete
Broadway at Couch—Portland, Oregon
F. W. VOGLER, Pres. C. M. MENZIES, Mgr.
Broadway 1460—A-4959



DOUGLAS COUNTY TO HAVE A NEW HIGHWAY AS FOREST PROJECT

Secretary of Agriculture Approves Cooperative Agreement for the Agriculture Secretary Approves

The secretary of agriculture has approved the cooperative agreement for the survey and construction of the Canyonville-Galesville road, in Douglas county.

The Canyonville-Galesville road is a forest road project under section 8 of the federal aid road act. It will replace a specially difficult stretch of the Pacific highway in the Cow Creek canyon region, and because of its value as a military road, its early construction is important. The total length of this project is 11 1/2 miles in Douglas county, 3 1/2 miles being within the Umpqua national forest.

State Will Help, Too
The state highway commission of Oregon and the county commissioners of Douglas county will cooperate with the government in the survey and construction of the road. The estimated cost for the location survey and construction is \$157,000.

The government will pay 42.88 per cent of the final costs of survey plans, estimates and construction of the project, and the state and county officials 57.32 per cent of these costs. The cost of maintenance, which is estimated at \$1500 annually, will be met by the local authorities. Cautionary and informative signs will be erected and maintained along the right of way by the government.

District Engineer L. H. Hewes of the office of public roads already has a party at work making the location survey for this road, which will require three or four weeks to complete. Oregon's share in the \$160,000 allotted by the government for forest roads in the national forest states under section 8 of the federal aid road act is \$128,111 for 1918, and a similar amount each year until 1926.

Motor Truck Tax Is Fixed by Officials

Under the motor vehicle license law county courts are to fix the fee for motor trucks over five tons and the fee goes to the county treasury. Under this provision the commissioners of Multnomah county have fixed the schedule as follows:

For every truck of slightly more than five tons' capacity, \$8 per month; for every other truck of over five tons, a proportionate fee of \$1.80 for each ton.

GASOLINE SUPPLY AMPLE

The following figures taken from the reports of the United States bureau of mines and department of commerce indicate that there is no immediate danger of gasoline shortage in the United States and that reports to the effect that gasoline is likely to become prohibitive in price in a year or so are unfounded in fact.

Year	Production	Exports
1911	1,099,260,000	244,282,405
1914	1,321,250,000	244,282,405
1915	1,849,790,000	281,609,081
1916	2,058,222,888	356,217,125
1917	2,446,725,800	414,825,000

The 1917 figures are estimated upon the basis of six to eight months' returns. In this connection one must consider the stock of gasoline on hand in the United States as reported by the bureau of mines:

Year	Stock
January, 1915	279,084,829
April, 1915	244,282,405
June, 1915	228,983,082
December, 1915	184,577,456
January, 1916	184,577,456
December, 1916	228,983,082
June, 1917	264,971,145

Consumption by automobiles is not increasing in proportion to numbers, as almost everyone assumes; and it is very far below the generally used figures of 450 to 500 gallons per car. The facts are about as follows:

Year	Auto Registra- tions, June 30,	Gasoline Consumption, Same, per Gallons	Same, per Car.
1915	2,070,903	1,019,217,000	492.0
1916	2,932,455	1,187,421,900	254.7
1917	4,242,139	1,284,251,900	299.1

C. M. Steves Joins Scripps-Booth Ranks

Notification of the appointment of C. M. Steves as secretary treasurer and general sales manager of the newly organized Scripps-Booth company of California was received here last week by C. W. Harold of the Chevrolet Motor Car company wholesale department. Mr. Steves was the northwest manager of the Chevrolet company and is well known in automobile circles of this territory.

Last week he was notified to report to Oakland by R. C. Durant and upon his arrival was informed as to the organization of the new company. R. C. Durant will be president and Norman DeYaux vice president. Upon his acceptance of the new position, Mr. Steves severed his connection with the Chevrolet company. Mr. Harold will assume charge until further plans are made. The Scripps-Booth organization is under control of the General Motors company of which Durant is at the head.

When writing to or calling on advertisers please use your own ad in The Journal.

ARMY PRISONERS TO ASSIST IN BUILDING BETTER HIGHWAYS

Bill Before Congress Provides for Employment of Prison Labor on War Goods.

Prisoners in the United States army and navy prisons can be employed in the construction of military roads and highways upon the passage in congress of legislation sponsored by Senator Hoke Smith of Georgia.

The purpose of Senator Smith's bill is to provide for the employment of prison labor for the production of war supplies, the details of which the war bureau of the National Committee on Prisons and Prison Labor and the officers of the American Federation of Labor have been preparing since the United States entered the war. The bill authorizes the secretary of war and the secretary of the navy to employ military prisoners in the manufacture of war supplies and in the construction of military roads, to make agreements for the use of the necessary machinery and the finding of available material, and to supervise the work of county and state highway officials who may be charged with the development of the proposed roads.

Army prisoners already are employed on road work within the cantonments of the national army. The bill will make possible their employment on roads leading to the cantonments. In many instances the cantonments are without good road connections with the railroads and main highways, making the transportation of food and supplies a matter of considerable difficulty in bad weather.

A New York man is the inventor of a wooden lemon squeezer that works horizontally instead of vertically, equal pressure with both hands being possible.

LEGALITE LENS

Passes the 42-in. Headlight Law With Highest Endorsement

The LEGALITE LENS has been officially O. K.'d by the Washington and Oregon State Licensing Boards—the highest endorsement that could be given to any Lens.

New light law went into effect January 1, 1918. Don't wait for the rush—get yours today.



Sizes	Price Per Pair
6 1/2-inch	\$2.25
7 to 7 1/2-inch	2.45
7 3/4 to 8 1/2-inch	3.25
8 3/4 to 9 1/2-inch	4.00
9 3/4 to 11 1/4-inch	4.75

Ballou & Wright
Failing, McCalman Co.

LEGALITE

Ford

THE UNIVERSAL CAR

Consider the Ford Sedan, seating five, as first among enclosed motor cars. Not, of course, as an example of extravagance run blind, but as a modern utility made especially convenient and equipped in comfortable luxury without being wasteful. A roomy body, seating five, deep upholstery with fine thick cloth, silk curtains to plate glass sliding windows, latest type ventilating windshield, large doors; and underneath the matchless, regular Ford chassis. All for \$695 f. o. b. Detroit. What more can you reasonably require in an enclosed motor car? For all social functions, calling, parties, the theater, or as a full-service family car, taking the children to school, shopping or touring, the Ford Sedan is best because of its convenient comforts, easy operation and extreme economy in maintenance. Women are always pleased with the Ford Sedan because of the simplicity and safety of control; it drives as easy as an electric and is much more flexible. As a matter of fact the Ford Sedan is the car to satisfy every day in the year. No waste of days when you own this splendid car.

Any one of the authorized Ford dealers listed below will be glad to demonstrate the Sedan for you—give prompt attention to your order and pledge you the best there is in "after service." Why not buy a Sedan today

Francis Motor Car Co. East 13th and Hawthorne	Robinson Smith Co. Sixth and Madison Sts.	Rushlight & Penny Broadway at E. Third St.
Pacific KieselKar Branch Broadway at Davis	Palace Garage Co. 12th and Stark Sts.	Talbot & Casey, Inc. Grand Ave. at E. Ankeny

Make the acquaintance of the Ford dealer near you.