

Oregon Journal

AUTOMOTIVE SECTION
H. R. BROMBERG, EDITOR

Conserve Fuel

The importance of conserving gasoline for the next 12 weeks cannot be too strongly emphasized. If there is to be gasoline for the Shrine convention and for the Rose Festival, stringent measures must be taken by everyone connected with the automobile business, from dealer to car owner, to prevent waste of fuel. And not only to prevent its waste, but to prevent its use as far as is possible.

The public at large has never quite realized the importance of taking the gasoline situation seriously. Warnings that have been issued by the oil companies have been looked upon as propaganda with an ulterior purpose known only to the oil companies themselves. Facts that have come to light in the last few weeks have convinced those in touch with the gasoline supply here in this state and in California that a real and grave shortage exists. We must conserve.

A prominent motor car man of this city said recently that he had watched four trucks, with their drivers absent, idling at a good pace, and that for the 10 minutes he stood watching them, to see how long the drivers of those commercial vehicles would permit the gasoline to burn thus needlessly, no one came near the trucks and that when he had been forced to proceed the motors were still running. Therefore, not only do the drivers of passenger cars sometimes forget to switch their engines off, but drivers of trucks as well should come in for censure for thus misusing their supplies of fuel when they are allowed only 75 per cent of their requirements, and when they are classed as essential vehicles to be given preference in the distribution of the precious fuel.

The situation is only temporary. If owners of motor cars would come to the realization that they must use only 40 per cent of their normal consumption, and would adhere to a consistent program of sacrifice for the three months to come, and particularly for the next two weeks, the visitors to this city would have a sufficient quantity of fuel for their needs, and in the course of time when production has caught up with demand all kinds of cars may run as much and as far as they will.

There is no reason for the man with an automobile to lose any sleep over the shortage of fuel. There will be fuel when most of us are dead, and our grandchildren will be running automobiles when we ourselves have ceased to have need for them. And when all the gas is gone, there will be something else to take its place in the scheme of things.

Therefore, in spite of the alarming character of the situation, there are two main things to bear in mind: That the present situation is temporary, and, second, that for the next 12 weeks we must heavily cut our consumption of the fuel.

Let conservation of gasoline be the watchword of the motor car man for the coming three months.

CONSERVE GASOLINE—

"Bootlegging" Gasoline

A man mentioned in a rather joking manner some days ago that folk down his way were "bootlegging" gasoline as they used to bootleg whiskey, and were making money by the practice. On the face of it, this statement would have caused a smile. The thought that a fuel that used to be almost as common as water and almost as inexpensive, should be the material used in petty transactions for money by beating the other fellow, while the whole state cries aloud for the wherewithal to run its cars, is the real reason for smiling at such a report. But it is no joke.

There is a law against the surreptitious handling of whiskey. There is none against similar handling of gasoline. Beating the other fellow to it in the matter of gas is looked upon as legitimate and may be practiced for fun or for profit. But when the industries of the state are at a halt because they cannot get fuel to run their tractors and trucks, when most men are curtailing their use of the fuel for economic reasons and from pure patriotism, the man or woman who seeks to obtain more fuel than their just share is an enemy to the public good and should be so treated. They are deliberately standing in the way of the men who are endeavoring to work out a solution to the problem of having gasoline when it is needed, and should be placed in the same category with the person who blows up a dam catering to the irrigation needs of a large section of country.

Gasoline is a necessity. Numbers of so-called "pleasure" cars must be kept moving. Trucks in all commercial pursuits must be on the jump all the time, tractors must work to produce food, and fishing boats in the height of the salmon season must be kept ready to work. The situation is nothing to joke about and the man who "bootlegs" gas, who fills his tank here to drain it and refill there, is dangerous to society. It not only shows a lack of foresight and insight on his part, but it indicates the base nature of the person who will not stand with the police in a public-spirited way for a program of conservation that will ultimately benefit the people of the whole state.

CONSERVE GASOLINE—

It must be brought home to the people owning automobiles that the situation as it is now is only temporary. There is no reason for the man with a car, or the man contemplating buying one, to fear that there will be a lack of gas. There will be plenty when the present short, though serious, crisis has passed.

CONSERVE GASOLINE—

A prominent man said last week that the practice of bootlegging gas should be frowned upon. It was tried out Gresham way, didn't work, and then somebody gave the offender a punch on the jaw. The latter method was far more effective, reports have it.

DO YOU KNOW

That lead-free zinc oxide forms one-half of the compound of many automobile tires?

That North Carolina, with a percentage of gain in registration of 51 per cent, leads all states in automobile buying?

That motor car owners in the United States are spending from \$75,000,000 to \$100,000,000 a month for current upkeep?

That of the 76,776,876.681 gallons of gasoline produced last year, 51,874,506,661 gallons were consumed by motor vehicles?

That with an increase of 5000 vehicles over the month of March, 51,140 automobiles were driven from the factories to various dealer points in the East during April?

That Louisville, Ky., is selling gasoline on a strictly cash basis to keep the price from advancing?

That on improved roads there is a saving in transportation of 17 cents per ton mile where commercial vehicles are used?

That a company in San Francisco is capitalizing for the purpose of manufacturing commercial alcohol from molasses, for use in motor cars, at the rate of 1200 gallons a day?

That the Shriners won't have any fuel if we don't curtail the use of gasoline for a few weeks?

CONSERVE GASOLINE—

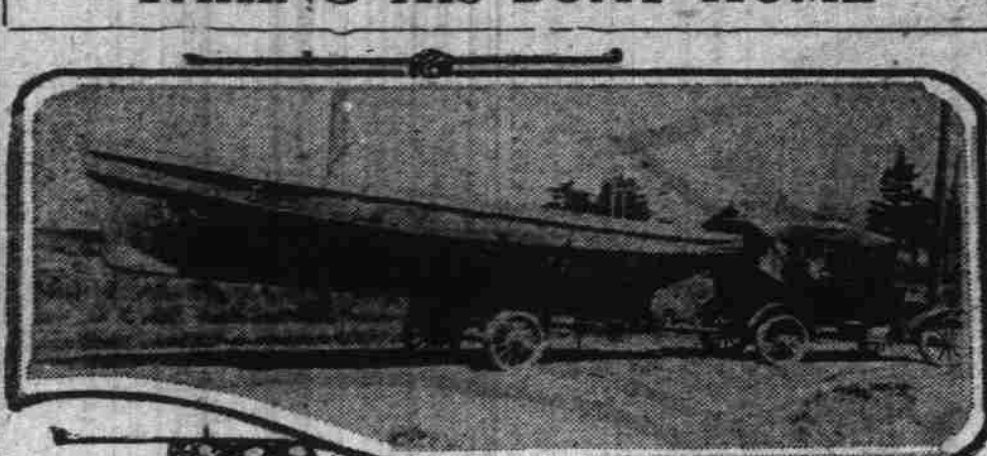
Templar Car Makes New Record in Gas Consumed on Trip

W. W. Wray of the Wray Motor Car company, local distributor of Templar cars, announces that in test trials in California the Templar made a new record for gas consumption for water-cooled cars weighing 3000 pounds or more. The car averaged 50.4 miles to the gallon.

The test run, according to the report received by the local motor car man, covered a six and one-fourth mile course in the vicinity of Pasadena, Cal., and was held under ordinary road conditions. The car was driven by the Pasadena dealer, and contained a party of official observers invited for the purpose of proving the authenticity of the run.

The car making the run to the tune of 50.4 miles to the gallon of gas was said to be a stock Templar chosen at random, and the gasoline was measured carefully and applied to a dry tank, thus eliminating any chance of error in the computations.

TAKING HIS BOAT HOME



No, this man is not carrying this boat for fear a rain will come and flood the earth. E. P. Pierre, 514 Killingsworth avenue, wanted the boat near his house, and hooked on a Ford car and trailer and towed the outfit about seven miles from the Denny-Renton Clay Works, near the Forestry building, to his home on the east side, using the Broadway bridge as a means of crossing the river.

GOLD HILL ROAD JOBS ARE RUSHED

Paving on the Pacific highway in the Gold Hill district has commenced in earnest. The Shell & Calvert crew has commenced spreading the hot stuff from their recently completed plant at Poota creek, on the south side of Rogue river below the new concrete bridge and are making an average of 800 lineal feet per day toward the Rock Point bridge, where they will stop until the roadbed to Gold Hill is completed. As soon as the pavement is laid to the Rock Point bridge the crew will double back and pave to the Josephine county line, connecting up with the Calvert pavement and thus complete the surface over what has always been known as some of the worst road in Southern Oregon. The Clark & Henry Construction

company is now ready to complete the Gold Hill-Central Point pavement. Some 2500 feet of grade over the new overhead crossing at Tolo is all that hinders smooth surface travel from Gold Hill to a point well up on the Siskiyou mountains south of Ashland. The Tolo grade is complete, the earth approaches well settled and as soon as a crew of men can be sent here the gap in the pavement will be closed.

F. S. Carter, concrete contractor, builder of the dam and gates in Rogue river for the Gold Hill irrigation district and builder of the concrete dam, gates and siphons for the Medford irrigation district, is the successful bidder for the bridges across Miller Gulch and Birdseye creeks on the Gold Hill to Grants Pass section of the Pacific highway.

He has removed the old bridges and is well along with the forms for the new. He expects to complete the bridges well in advance of the paving crews this spring. His contract calls for \$12,150.

Crushed rock makes life miserable for tourists on the entire highway from the town of Rogue River, a good, hard, but crooked road can be had, which is not nearly so hard on tires and their passage will not hinder construction.

CONSOLIDATED SALE TEN THOUSAND AT OLD PRICES

You Save \$7 to \$25 on Each Tire While present stocks last, old prices will prevail—lowest prices ever quoted on tires. We make these low prices because we are the BIG TIRE PEOPLE and can buy direct from the factory.

Size	Plain	Non-Skid	Tubes
20x22	\$11.00	\$12.25	\$2.10
20x24	10.25	11.50	2.15
20x26	10.50	11.75	2.20
22x24	12.00	13.25	2.25
22x26	12.25	13.50	2.30
24x24	13.00	14.25	2.35
24x26	13.25	14.50	2.40
26x24	14.00	15.25	2.45
26x26	14.25	15.50	2.50
28x24	15.00	16.25	2.55
28x26	15.25	16.50	2.60
30x24	16.00	17.25	2.65
30x26	16.25	17.50	2.70
32x24	17.00	18.25	2.75
32x26	17.25	18.50	2.80
34x24	18.00	19.25	2.85
34x26	18.25	19.50	2.90

Shipments C. O. D.—No Deposit Required
EAGLE TIRE CO.
123 N. Broadway, Portland, Or. Phone Bdwy. 1612

CURE FOR LEAKY TUBES DESIGNED

Pulverman Tiremeter Valve Fits Any Pneumatic Tube; Local Distributors.

The first really improved tire valve since the days when the cry "get a horse" greeted the adventurous motorist has made its appearance and is now being distributed over Oregon and Washington by the Tiremeter Sales company of this city.

The Pulverman tiremeter valve is simply a pressure gauge within a tube valve stem. The transparent dust cap makes the gauge visible at a glance. This valve fits any pneumatic tube and takes up the same actual space as the old type.

A few minutes' time is required to make the change. The Tiremeter valve does away with one of the chief annoyances of leaky valves, that caused by the rubber in the valve plunger becoming worn. Furthermore, at least one half the valve insides already sealing perfectly are made leaky by having the rubber gaskets opened up with the ordinary tire gauges after they become set.

When inflating tires equipped with Tiremeter valves it is not necessary to inflate and then gauge and if not sufficient air, inflate and then gauge again, because the gauge on the Tiremeter shows you how much air is in the tire as it is being inflated.

It is known that most tires are under-inflated most of the time, that taking the tire pressure with the hand gauge, even on one tire, is too troublesome a job to be undertaken half often enough and that the best tire made is often ruined by running at too low or too high a pressure.

Local distributors are now located at 14 North Broadway. George Jackson, formerly secretary-treasurer of the Arad Press and Mail Advertising company prior to his army service, and W. E. Chilton, formerly of the company of that name, have recently formed a new company that will specialize in the exclusive distribution of high class automobile accessories over the Pacific coast states.

Oregon-Washington Detour Eliminated; Paving Is Completed

One detour on the Oregon-Washington highway between Pendleton and the state line was eliminated last week, when the Warren Construction company completed paving from Athens to a point two miles southwest, where the former end of paving was. The highway is now completely paved to Athens, a distance of 18 miles, and is in good shape most of the way to the state line.

Owing to a series of washouts on the Thorn Hollow hill, cars going to Bingham Springs now are obliged to go via Cayuse and follow the south river road from there to Gibbon. This route is not as desirable as the old, but is passable.

The Tri-State Auto club, which recently organized a branch here, has added an assistant secretary, who will be on duty regularly during the week, with quarters in the Commercial association office, Elks building. Miss Anna Goddard of San Francisco is the appointee and she will furnish up to date road information to A. A. A. members and all tourists.

Commerce TRUCKS

Compare Them With Others Within \$500 of Their Price

McCRAKEN MOTOR CO.

Distributors
Oregon, S. W. Washington, Idaho
Morrison at Fourteenth St. Bdw. 93

"We Carry the Parts"

3000 Ford Autos Being Turned Out, On Daily Average

Detroit—An official of Ford Motor company says 1,000,000 cars will have been turned out during the fiscal year which ends in August. Three thousand cars daily is average now produced. Since August 1, 1919, plants have produced 773,790 motor cars and 60,909 tractors. Million mark in automobiles requires daily production in excess of that now attained.

Books show unfilled orders for over

320,000 cars and 7889 tractors. Daily output in cars each day last week were: 3098, 3237, 3172, 3376, 3767, 3336. During March there were 94,302 cars turned out, the greatest number for any month. Like other Detroit plants, Ford has not had oversupply of material, especially steel, but freight conditions have not hampered it to any great extent. Conditions in other plants are showing steady, though slow improvement.

CONSERVE GASOLINE—

Light Emergency
In case the lights fail because of trouble in the system, it is possible to operate them directly from the generator by disconnecting and taping the battery leads separately to prevent possible shorts.

PERFORMANCE COUNTS

Features You Get Exclusively in MACK Trucks

The Camshaft and Crankshaft:

The camshaft used in MACK trucks is a special alloy steel forging, hardened and accurately ground. The cams and spiral gear for driving the oil pump are integral with the camshaft. The shaft is unusually large, very rigid and runs in three bronze bearings. The cams operate hollow valve lifters. By using large cam surfaces and hollow valve lifters with rollers mounted on glass-hard pins, and properly guided, there is no measurable wear resulting after a test of 12,000 miles. The cams and bearing surfaces are heat-treated and case-hardened.

Like the camshaft, the crankshaft is cut from a drop forging of special analysis steel, the bearings hardened and ground. The crankshaft has its main journals and crankpins case-hardened. Many engine makers use small crankshafts and heat-treat them for strength. The MACK'S massive shaft is stronger than could be necessary without heat treatment. In addition, it is very stiff. It is stiffness that is most desired in a crankshaft. The MACK crankshaft will not whip.

The MACK is the only truck having a case-hardened crankshaft and camshaft.

Next: More Engine Details

MACK-INTERNATIONAL MOTOR TRUCK CORPORATION

Tenth and Davis Streets, Broadway 691

ATTERBURY

MOTOR TRUCKS OF MAXIMUM SERVICE

"Started with one now operate ten"

"For several years we have been users of ATTERBURY TRUCKS. Starting as we did, with one truck as a trial order, we have increased our ATTERBURY equipment until we now have a fleet of ten."

"Being satisfied and believing that we are getting full value for our money, we have adopted the ATTERBURY as our standard truck."

(*Name on Request)

There is an ATTERBURY that fits your need: 1 1/2, 2 1/2, 3 1/2 and 5 ton.

Atterbury Truck Sales Co.

Distributors
343 Oak St. Broadway 354

Let Us Rebuild Your Old Tires

The life of a tire is not ended when the tread is worn out. To discard it is to throw away the greater part of its value. With a Miller Ad-On-A-Tire, for a fraction of the original cost, your tire can be made practically as good as new. And it makes it an oversize tire with all an oversize tire's advantages.

Our process rebuilds any make of tire with new side walls and the Miller Geared-to-the-Road tread. This famous tread meshes with the road and produces positive traction. Every ounce of driving power is utilized, for the wheels do not slip.

The Miller Ad-On-A-Tire is actually a part of the tire. It is built with several layers of fabric and high grade rubber. It fits snugly, and cannot creep.

Let us re-build your worn tires with the Miller Ad-On-A-Tires. Bring them to us today, and we will show you how to get miles and miles of additional service.

RAY & SMITH

Fourteenth and Burnside—Wholesale and Retail Dealers—Phone Bdy. 1401

McMONIES TIRE SHOP

126 Broadway, Opp. Postoffice—Retail Dealers—Broadway 1643

LEE TRAILERS

MAKE MOTOR TRUCKS PAY

Business men who know motor truck transportation acknowledge the value of using trailers as a means of

Doubling the Earning Power of Trucks

If you are not "sold" on the use of trailers or familiar with the Lee-Line, it is because you have not investigated. A word from you will bring full information. Every day you hesitate costs you dollars. DO IT TODAY.

William L. Hughson Co.

60 N. Broadway at Davis Broadway 321

Oldest Motor Car Organization on the Pacific Coast.

San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland.