

DETROIT AUTO SHOW
BIGGEST THERE YET

73 Different Makes of Cars,
46 Different Trucks Shown.

150,000 FEET OF SPACE

Other News and Gossip From Center of the Automobile Industry at Detroit, Mich.

DETROIT, Feb. 21.—A \$2,000,000 display of motor cars, trucks and accessories, the event, according to A. L. Zwickendorf of the Detroit Automobile Dealers' association, was the largest all-around automobile exposition that Detroit has ever seen.

The show is double in magnitude any previous event of a similar character held in the middle west, according to estimates made by Show Manager H. H. Stuart, and covers 150,000 square feet of space, twice the area used in previous seasons. In number and extent of exhibits housed under a single roof it exceeds either of the so-called national shows recently held in Chicago and New York, where trucks and passenger cars had to be shown in separate buildings remote from one another.

Decorative Scheme Vernal.
In keeping with Detroit's automobile prosperity as embodied in this year's great line-up of exhibitors, management has given architects and artists carte blanche to install the richest decorative scheme that can be devised. The general motif is spring and the vernal scenes that suggest the call of the open road. Respective floors portray a rural grain garden scene, a Japanese wisteria garden, a Florentine scene, an old English rose garden, an apple orchard in full blossom.

Four concert orchestras stationed on the various floors play at both afternoon and evening sessions. Artemus Ward of New York, majority stockholder of the King Motor Car company, has just procured a large manufacturing property in Detroit upon which to erect a new plant. The site is considered an excellent one, on the great industrial section bordering the River Rouge. It is

ONE WAY TO START.
Here is a cold-weather starting stunt that disproves the claim that important discoveries are man-made. This one was discovered by a woman motorist. Instead of relying on ether mixtures and hot water baths the lady simply hitched the electric flatiron to a convenient socket in her garage and places the iron clamp over the battery. By the time the lady's hat is on straight and the last curl has been tucked where it shows to advantage, carburetor and intake are nicely warmed up and the engine is off with the first few turns of the starter. The scheme itself is most convenient, devoid of fire danger and certain to produce the desired results.—American Motorist.

Almost completely surrounded by railroads of that vicinity. Mr. Ward announces that plans are now being considered for a modern factory structure to meet the rapidly expanding business of the company.

New Deussenberg Plant.
It is reported that the efforts of the Cleveland dealer of commerce have been successful in securing for that city an automobile plant to be built by the Deussenberg Automobile & Motor corporation, which is to have a capital of \$15,000,000. The company proposes to make motors and automotive parts in addition to automobiles.

Headed by Alfred J. Jackson of Battle Creek, the Jaquet Motors corporation of America is said to have organized with a capital of \$100,000 to manufacture a high-priced motor car designed by Mr. Jackson. A plant has been purchased in Bowling, Mich., where it is planned to produce 250 cars this year, all of which have been contracted for, according to Mr. Jackson. L. W. Wilson, superintendent of the Timken Detroit Axles company, will be superintendent of the Bowling factory.

Charles Marquet, at present general manager of the American Motor company of Battle Creek, will have charge of the experimental work and production. Mr. Marquet was formerly connected with the Franklin Automobile company of Syracuse, N. Y. Mr. Jackson was associated with the Pierce Arrow company of Buffalo for a number of years and also with the Republic Motor Truck company.

Paige Handling Large Figures.
Figures submitted to stockholders at the annual meeting of the Paige-Detroit Motor Car company this week showed that the earnings before taxes in 1919 were \$2,992,000. Dividends paid on the common stock amounted to \$120,000 and \$72,000 on the preferred.

Reserve set aside for taxes in 1919 totaled \$696,000. Surplus was given at \$1,300. Surplus June 1, 1919, was known to be \$1,814,949.

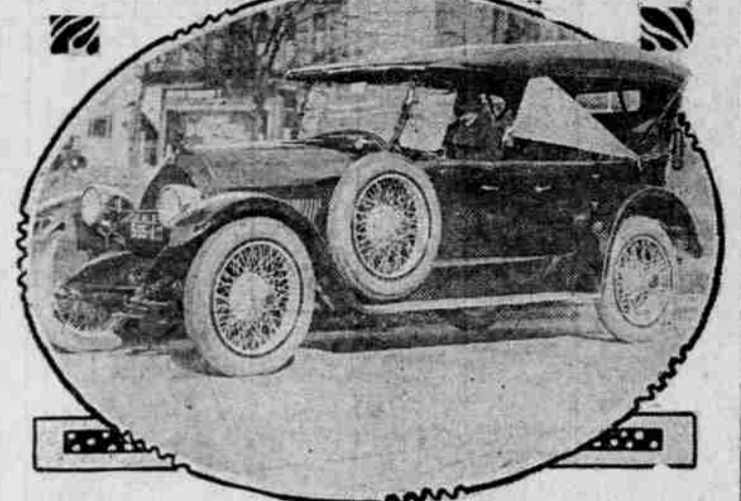
It was explained that there was taken out of surplus \$412,000 for 1918 taxes. Harry N. Jewett, president, said that considerable had been struck off for depreciation.

Total current assets were given as \$8,721,226 and current liabilities and liabilities as \$1,142,018.82. Total fixed assets were given as \$1,142,018.82.

Anticipated 1920 production is 20,000 passenger cars and 2100 trucks. The cost of the company's new building was given at \$600,000 and equipment \$250,000. It is the intention of the company to manufacture its own parts and steps are being taken toward that end.

PACKARD STOCK INCREASED
Ten Shares to Each Present Stockholder for One Owned.
DETROIT, Feb. 21.—At the adjourned stockholders' meeting of the Packard Motor Car company it was decided to reduce the par value of the company's common shares from \$100 to \$10 and the directors were authorized to make arrangements for the issue of 10 shares of \$10 par value in exchange for each present share of \$100 par value.

ONLY AIR-COOLED CAR AT THE SHOW, AND ONE OF THE LATEST ARRIVALS ON MOTOR ROW.



Above is the Franklin six, which has the distinction of being the only air-cooled car at the show, or represented in this territory. It is one of the most popular automobiles in the Pacific northwest. J. C. Healy is the Oregon distributor. Below is the new Revere four, entered by David A. Pepp. The Revere is a Deussenberg racing type motor, geared up to 80 miles per hour.

BEST CYLINDERS GROUND

ONLY CHEAPER CLASS ARE BORED AND REAMED.

Regrounding Often Makes Cylinders Better Than at First, Declares Shop Expert.

"Cylinders in many of the cheaper class of gas and gasoline engines are finished at present by boring and reaming, whereas automobile motors and others which must withstand severe duty are ground, to get as cylindrical a surface as possible," says James B. Harrison, machine shop foreman of the Cook & Gill company. "The chief objection to boring and reaming is that the walls of the cylinder are liable to spring away from the cutter or reaming tool. If there happens to be a hard spot in the iron, which is very often the case in a cast-iron cylinder block, an irregular surface is formed. This causes the piston to leak and diminishes compression in the cylinder.

"It is concluded that grinding is the only method of overcoming hard and soft spots and making a uniform surface, because a grinding wheel of the proper grade and speed cuts the metal with very little pressure.

"Care should be taken that cylinders, pistons and rings are not reground on a makeshift machine, but on a machine built up by a manufacturer of long experience in making this class of machinery.

"Personally, I firmly believe that reground cylinders are better than new ones, because cylinders which have been used at all have been subjected to such extremes of expansion and contraction that an annealed surface has been formed which is impossible to get in a new block. Reground cylinders, accurately fitted pistons and rings give the owner an individually assembled job rather than one done on the productive basis. If the working parts of the motor are in

HE HEADS THE AUTOMOBILE SHOW COMMITTEE.



H. H. Elting
As president of the Portland Automobile Trades association, under whose auspices the Automobile show will be held, Mr. Elting is one of those chiefly responsible for the fact that this will be the biggest and best show ever held in the northwest. When not in the show business he manages the Portland branch of the Willys-Overland Pacific company.

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Full Line Fittings, Parts and Valves.
Air Compressor & Equipment Co.
329 Couch St. Portland, Or.



CRULIDE ADDS TO MILEAGE

THERMOID COMPOUND TOUGHENS RUBBER.

Robert E. Allen of Allen & Hebard Co. Explains Why Thermoid Tires Wear so Long.

"These are strenuous days for every manufacturer of automobile tires, probably in no other industry is there keener competition for establishing permanent business than in the tire field," says Robert E. Allen of the Allen & Hebard company, Oregon distributors for Thermoid tires.

"A few foresighted rubber men foresaw present day conditions some years ago and have insured an established market for their own tires by the excellence of their product.

"For instance, the manufacturers of the famous Thermoid tires some years ago definitely determined that it would be their policy to eliminate every possible weakness of average rubber and to produce only a perfect tire in small quantities rather than to build up a gigantic business. Increased production meant nothing to the Thermoid people—their policy was, and still is, to produce quality rather than quantity products.

"In the early stages of the development of the Thermoid tire its makers, after careful study, decided that the basic weakness of average rubber was its 'porous' condition. The problem was to seal up the small 'pores' in the rubber without sacrificing resiliency.

"It is well known that 'porous' rubber loses much of its original strength and elasticity during hard service. Heat and friction—the result of continuous driving give-and-take over the road bed, starting and stopping, turning corners, etc., cause marked deterioration of porous rubber, reducing both the toughness and elasticity. This makes the tire more susceptible to cutting and chipping. Sand, water and oil are gradually forced in. The final result is rapid wear, sand blisters, tread separation and kindred trouble.

"In 1915 the Thermoid research men worked out a formula that greatly reduced the 'pores' in rubber, a compound which is called 'crulide' and which is the exclusive property of every Thermoid tire. This new compound 'crulide' not only increases toughness 50 to 200 per cent, but it also actually increases elasticity or resiliency. Thus the Thermoid company succeeded not only in doing away with the basic weakness of all rubber but also in adding to the perfected rubber other qualities that greatly improved it.

"Thousands of these tires all carefully made by hand have been tested on every conceivable road and the results have proved so flattering that the production capacity of the Thermoid company in Trenton has been taxed to the limit.

"The Oregon state highway commission for instance uses Thermoid tires on all its cars on all kinds of bad roads in all parts of the state of Oregon.

"Just as much care and precision, however, is used in producing this splendid tire today as in the early days of its manufacture.

"It is largely because of this fact, coupled with the plain statement, 'Thermoid tires must make good or we will,' that the people behind the Thermoid tire have not been affected by the prevalent severe competition among tire makers."

Don't park within 25 feet of a corner.

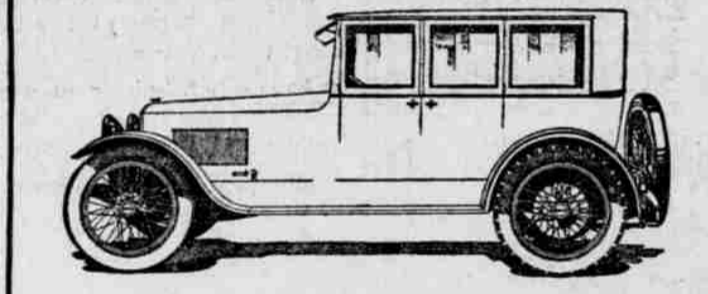
SHORT HIGHWAY WANTED

Route Through Canada Said to Be 400 Miles Less.

VANCOUVER, B. C. Jan. 17.—A strong campaign is to be inaugurated shortly by Alberta motorists to have the transcontinental motor highway completed through the mountains. Haystack Newcomb, secretary of the Alberta Motor league, is endeavoring to arrange with British Columbia motorists to assist in the project.

The present route is partly through the United States and is 1000 miles long. If the linking of portions of the Canadian road were completed it would reduce the journey by 400 miles, open up wonderful country for tourists and, in addition, provide good means of transportation for ranchers and farmers who are now situated in rich valleys many miles from any reasonable means for getting their product to market.

Don't let gasoline, oil or grease remain on your tires. They all deteriorate rubber.



To view the Auburn Beauty Six is to be instantly captivated.

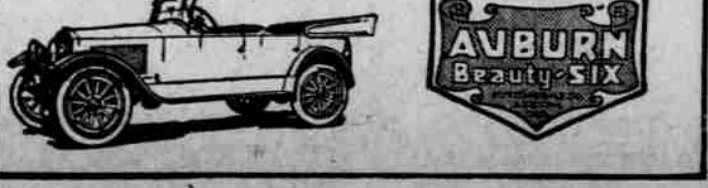
AUBURN Beauty-SIX

models, series 20, present the highest ideals of motor-car craftsmanship. Power, brutish and battling, blends into the artistry of design giving strength to beauty and beauty to strength. These models are on view at space 36. We welcome your visit for there is a real treat in store for you.

- Five-Passenger Touring Car, \$1795
- Five-Passenger Sedan . . . 2775
- Four-Passenger Coupe . . . 2775
- Four-Passenger Tourster . . . 1795
- Two-Passenger Roadster . . . 1845

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Attention! Attention!

Garage Men and Accessory Dealers of the Northwest

Construction of a building covering a quarter of a block, two or three stories high, is being started at once at Park and Couch streets, for our own use as

Exclusive Wholesale Accessory Distributors

This Building Should Be Completed About June 1.

With the increased facilities which this new location and building will give us, we will be better able than ever before to serve you.

We thank the Trade for their patronage, which has made this move possible, and we assure you we are building for your interests at all times.

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