

AUTO DEALERS HAVE BIG PART IN PARADE

Employees of Many Portland Houses Show Patriotism by Helping Demonstration.

STORES CLOSE FOR DAY

Uniformed Teams Are in Line and Attractive Cars Gain Applause From Spectators on Route. Some Are Impersonators.

For weeks the automobile dealers of Portland have shown their patriotism by a liberal display of American flags in their store windows and offices and

Mitchell six car and this entry also made a decided impression. Near the head of the procession carrying officers of the parade were three beautiful Wintons, painted red, white and blue, respectively. The Studebaker Corporation of America donated the use of eight cars to the Navy Department to carry the newest recruits, the Red Cross demonstration, etc., and a number of other companies were also represented in the general parade. C. M. Menzies, of the Northwest Auto Company, sent a Reo back and forth as "first aid" to the press representatives and photographers. In the division allotted exclusively to the automobile dealers there were 99 or 100 men, including the Overland and Manley teams.

GOODYEAR TEACHING ALIENS Enrollment Reaches 1000 and 11 Instructors Are Employed.

One of the first of the great manufacturing concerns of the country to realize that the inculcation of American ideals in our alien-born workmen must be worked largely by the employees, themselves, is the Goodyear Tire & Rubber Company, of Akron, O. This company is making great efforts to educate these alien workmen to understand our language, customs and living conditions—to show them that just so long as they neglect to learn our language, live in unclean surroundings and below the American standard of living, just so long will they fail to

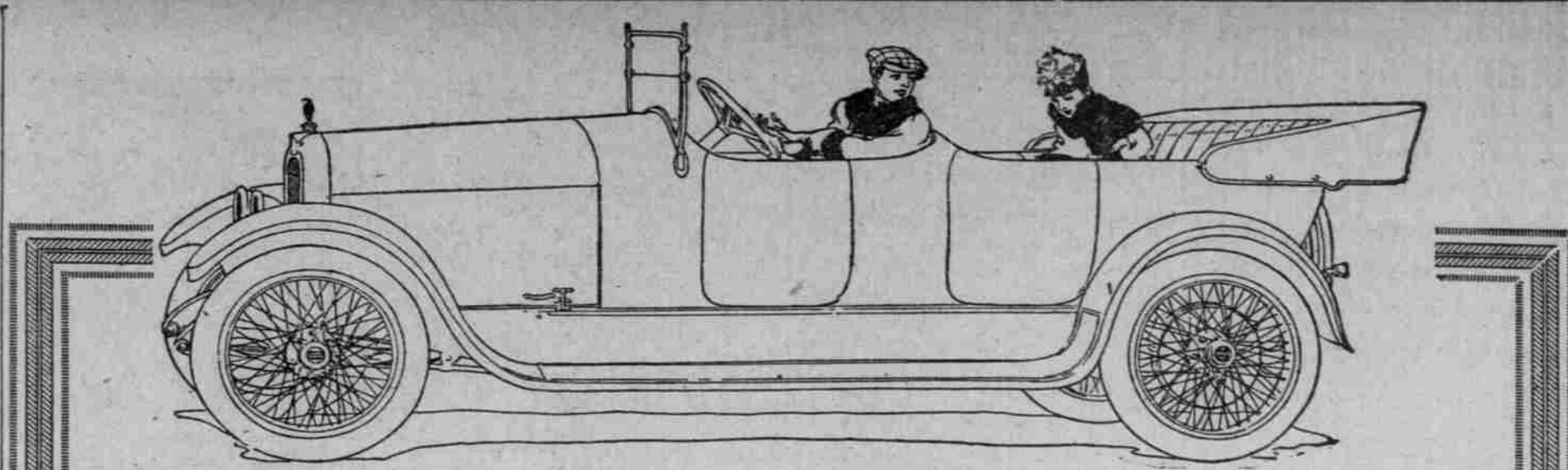
RUBBER IS RELEASED

U-Boats More Restricted With America in War.

ENGLAND HOLDS SUPPLY

Exports of Past Three Years Concluded That Manufactured Product Should in No Way Reach Germany.

Every man who owns an automobile, every man who hopes to own one, as well as all automobile manufacturers have been asking one question since the United States plunged into the war: "What effect will the war have upon the crude rubber market?" As the rubber capital of the world, Akron, Ohio, is keenly interested. This city will build and sell over 13,000,000 automobile tires in 1917. This huge



When You Buy a MARMON 34

you are assured of a life-time job. Its scientific, light-weight construction marks it as the car of no wear-out. To those who can secure deliveries on Marmons in these uncertain days of transportation, there is an assurance of lasting satisfaction obtainable in no other way. No other car has its pronounced marks of assured success, of individuality, of performance, of real economy. Those ready now for immediate delivery are a worthwhile investment. Can you be satisfied with less! Can you ask for more!

Northwest Auto Co. Broadway at Couch St., Portland, Oregon F. W. Vogler, President. C. M. Menzies, Sales Mgr.

SIX "SUPER" CHARACTERS OF AMERICAN HISTORY WHOSE IMPERSONATORS OCCUPIED HUDSON "SUPERSIX" IN LAST THURSDAY'S PATRIOTIC PARADE.



From Left to Right—Lee Rogers, as President Wilson; Gene Evans as Uncle Sam; Mrs. Oscar Clossett as the Goddess of Liberty, who Piloted the Hudson; J. L. Smith as George Washington; Murray Manville as Abraham Lincoln, and Jack Peterson as Theodore Roosevelt.

by sending a number of their employees to military ranks with assurances of their same old jobs upon return, but it remained for the patriotic parade of last Thursday to give a complete demonstration of their loyalty to the Government in the present crisis. Though the automobile men were stationed at the end of the parade line and were compelled, therefore, to wait nearly three hours in the rain before they were allowed to march, a contingent of nearly 100 filled their ranks. A uniformed team from the Portland branch of the Overland Pacific Company included every employee of the establishment, about 50. The night before the parade each of the employees under Branch Manager Elting voted to appear in the parade, and as a result the branch was as dead as a cemetery during the parade hours. The Overland group looked well in their special uniforms of light color.

AUTO MAKES FINE RECORD

Hupmobile Travels 1200 Miles on 50 Gallons of Gasoline.

Word has just been received by the Manley Auto Company, local Hupmobile distributors, of a wonderful performance made by a model "N" stock Hupmobile at Seattle under the auspices of the William T. Patten Company, the Seattle distributor for Hupmobile. The performance was a high-gear test with hood and speedometer sealed and was in the form of a guessing contest for the Seattle public. The idea was to guess how far this four-cylinder Hupmobile would run on 50 gallons of gasoline and a prize of \$25 given the winner. A total of 25,000 guessing slips were issued, placed in theater programs, and each patron given a chance to guess the ability of the Hupmobile.

Auto Men to Bear Part in War.

The "10,000,000 nephews of Uncle Sam" will have an all-powerful ally in the American automobile. Not only can the motorcar companies be relied upon to transport troops, ammunition and rations, but they will be a fundamental and vital factor in the development of aviation engines and the establishment of airplane corps.

attain the respect of their American-born fellow workmen. The instrumentality which the company is offering to these alien workmen to perform an "evening" is the Goodyear Factory School, which is more and more attaining the proportions of a university. There are now 1899 pupils enrolled in the various classes, requiring the services of 11 instructors. Among the alien workmen taking advantage of this opportunity to advance themselves are represented 28 different nationalities.

FOREST ROADS SET

Agreement Reached With Members Highway Board. \$250,000 YEARLY IN SIGHT

Programme for Post Roads Will Not Be Definitely Decided on Until Vote on \$6,000,000 Bond Issue Is Taken.

SNOW DEEP ON MT. HOOD

Twelve-foot Stand Reported at Government Camp. Two Years Ago Last Week Jeffery-Oregonian Pathfinder Made Trip Not Yet Possible This Year.

OLDFIELD BREAKS OUT AGAIN

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quantity of tires is needed for pleasure cars alone. In addition hundreds of thousands of trucks must be supplied with solid rubber tires. Then, too, tremendous tonnage of rubber is needed to supply the thousand and one demands of the public for such articles as fire and garden hose, rubber boots and shoes, raincoats, surgeons' gloves, aeroplane cloth, etc. In discussing the subject Jacob Pfeiffer, president of the Miller Rubber Company, of Akron, Ohio, one of the largest buyers of crude rubber in the United States, says that the war, in his opinion, will tend to boost the rubber supply rather than to diminish it. The submarine activity of the Germans has for some time past curtailed the importation of rubber and that situation will now largely be alleviated since the United States has become an ally to England, which practically controls the supply of crude rubber.

U-BOATS MORE RESTRICTED WITH AMERICA IN WAR.

Members of the State Highway Commission and officials of the Government forestry service, during a conference in Portland last week, agreed upon a network of forest roads which are to be graded and improved during the next three years with moneys derived from both Federal and state funds.

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First-hand reports obtained last week from the region below Mount Hood on the south side are to the effect that there is a 12-foot stand of snow at Government Camp and that snow is 15 inches deep at Rhododendron Tavern.

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The versatile Barney Oldfield has broken out again. This time with the most sensational prediction of his sensational career. Barney is going to cut into the long-talked-of three-miles-a-minute class, to be made possible only by the use of a newly designed body, fitted to a chassis equipped with a new twin-six motor being built in the shops of Harry Miller, the Los Angeles gasoline engine wizard.

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Each year a sum of \$127,500 forest service money will be available, and as this is to be matched by a like sum from the state, it means that about \$250,000 will be available for expenditure on forest roads within the three-year period.

The following roads were designated last week:

Pendleton to La Grande on the Wenaha Forest reservation.

Pilot Rock to Prairie City via Ritter, Nye and Albany through the Umatilla, Whitman and Malheur reservations.

The Medford to Klamath Falls road through the Crater Lake forest reservation.

The John Day Highway in Grant and Baker counties.

The road from Enterprise to Flora.

The road from Mitchell to the west Wheeler County line and the road from Reedport to Marshfield.

At a previous meeting the Highway Commission adopted the McKenzie Pass road from Eugene east into Deschutes County and also the road east of Prineville to the Wheeler County line. The route from Pendleton to Cold Springs, in Umatilla County has been designated as a post road.

A survey from Pilot Rock to Heppner, in Morrow County, has been authorized, and provision has been made also for an expenditure in Curry County.

The work on the forest roads is to be done regardless of the outcome of the proposed \$6,000,000 road bond bill, but the work to be done on post roads, through the co-operation of state and Federal Government, hinges largely on the fate of that measure, and for that reason the post road work will not be outlined until after the special election, June 4.

Under the terms of the Shackelford act of Congress, the work on the forest roads will be done under the direction of Government officials, with the indorsement and approval of the State Highway Commission.

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PORTLAND BOY, 21 YEARS OLD, LEAVES AUTOMOBILE SELLING POST TO JOIN ARMY AVIATION CORPS.



E. M. McCargar, Salesman for Oldsmobile Company of Oregon, at Wheel of New Oldsmobile; Mr. McCargar Leaves This Week for the Government Aviation Headquarters at San Diego.

Advertisement for National Twelve-Cylinder car, featuring the slogan 'A Real Performer' and listing prices for six and twelve cylinder models. Includes an illustration of the car and contact information for Manley Auto Co.