

ANOTHER RECORD SET BY LIGHT OVERLAND

Model 90 Runs 4503.6 Miles in Seven Days on High.

RUNNING CONDITIONS BAD

Perfect Mark Prevented by Breaking of Gas Line, But Even So, Car Established New Mark.

Another remarkable endurance feat by an Overland car, Model 90, has just been performed in Harrisburg, Pa. All previous records for daily mileage maintained for five and one-fourth days of the seven-day run, on a non-stop schedule in high gear, were broken by stock touring car model 90, number 138,429. The Harrisburg score presents the following new world record features:

Daily average, 702.5 miles.
Average rate 29.7 miles per hour.
Mileage for seven days and nights, 4503.6 miles.

The run did not set a new high mark of a seven-day non-stop sealed in high gear run because the engine was stopped once by a break in the gas-line line. This occurred after the motor had run continuously five days and six hours, and happened on a muddy country road at night where no help was available. About six hours was lost replacing the gasoline tank and then the car resumed its run, beating all recorded seven-day mileage records using only high gear.

The non-stop record was perfect up to the time of the "gas" line break. The course covered a radius of 60 miles around Harrisburg. Running conditions were difficult, including traffic obstacles, rough clay roads and hills; and showers the first night out, Sunday, May 4, with continuous heavy rains Thursday and Friday. The test was staged by the Overland Harrisburg company, distributors of Willys-Knight and Overland cars.

The run was announced as an attempt to beat the world record as set by a model 90 in Oklahoma City, March 29-April 5. Conditions under which the test was run were worse than in Oklahoma. In the Oklahoma run few hills were encountered; around Harrisburg inclines abound, which together with mud account for the fact that the average gasoline consumption per mile at Harrisburg was 17.3 gallons, while 20.65 miles was scored for every gallon used in the Oklahoma test.

The daily mileage average at Harrisburg exceeded by 115 miles the A. A. A. official 24-hour non-stop record, and beat the Oklahoma 24-hour average by 78.2 miles. In the last hour and a half of the Harrisburg run the driver made 43 miles, a fact that is pointed out by the distributors as demonstrating the fine condition of the model 90 at the finish.

CORD TIRES NOT SO RECENT

MICHELIN BUILT CORD BICYCLE TIRES 30 YEARS AGO.

Early Pneumatics, Made in 1891, Embodied Same Cord Construction Used Today.

Many motorists believe that the cord tire is a comparatively recent innovation, because this type of casing has been advertised extensively only within the last two or three years.

R. B. Bramwell, advertising manager of the Michelin Tire company, points out, however, that cord tires have been built for close to 30 years. In fact, says Mr. Bramwell, almost the first detachable pneumatic tire the world was similar in principle to the cord tires of today.

This was the original Michelin bicycle tire introduced in 1891, four years before Michelin announced the world's first pneumatic automobile tire.

Not only did the early Michelin pneumatic bicycle tire embody the present-day principle of cord construction, but by a strange coincidence its tread was of practically the same "grooved" type as is now being featured by a number of manufacturers.

The cord tire which is now built by Michelin for passenger car use embodies a different tread—but the construction of the carcass remains unchanged in principle.

The present Michelin cord is called the "universal tread," this name being used because the tread of the tire is so constructed that it combines the advantages of both the raised tread and auction tread types of nonskids, and, in addition, is so broad and flat that it gives the smooth-driving effect of a plain tread tire without, however, sacrificing protection against skidding.

RIVERSIDE DRIVE PAVEMENT

In Two More Weeks It Will Be Surfaced to Clackamas Line.

Another couple of weeks and the paving of the Riverside drive, known to all old timers as the "White House road," will be completed all the way to the Clackamas county line.

That part of the drive over Elk Rock to the county line, about one mile, has already been paved with bitulithic, the work being done by the Warren Construction company.

The same firm now has crews grading the Macadam street part of the drive in southern Portland and from the city limits south to the Sellwood ferry, preparatory to laying hot stuff this week or next. This stretch of about a mile is half paved now, and the company expects to have all the hard surface laid in a couple of weeks.

Col. A. B. Fasset, construction superintendent for the Warren Construction company, is in charge of the job. Another portion of the drive, leading over Palatine hill for about one-third of a mile is being paved with concrete by the United Contracting company.

The concrete is all laid, but this part of the road will be closed two or three weeks longer for the concrete to set. However, there is a good detour road. The Riverside drive is the route taken by motorists driving to Oregon City on the west side.

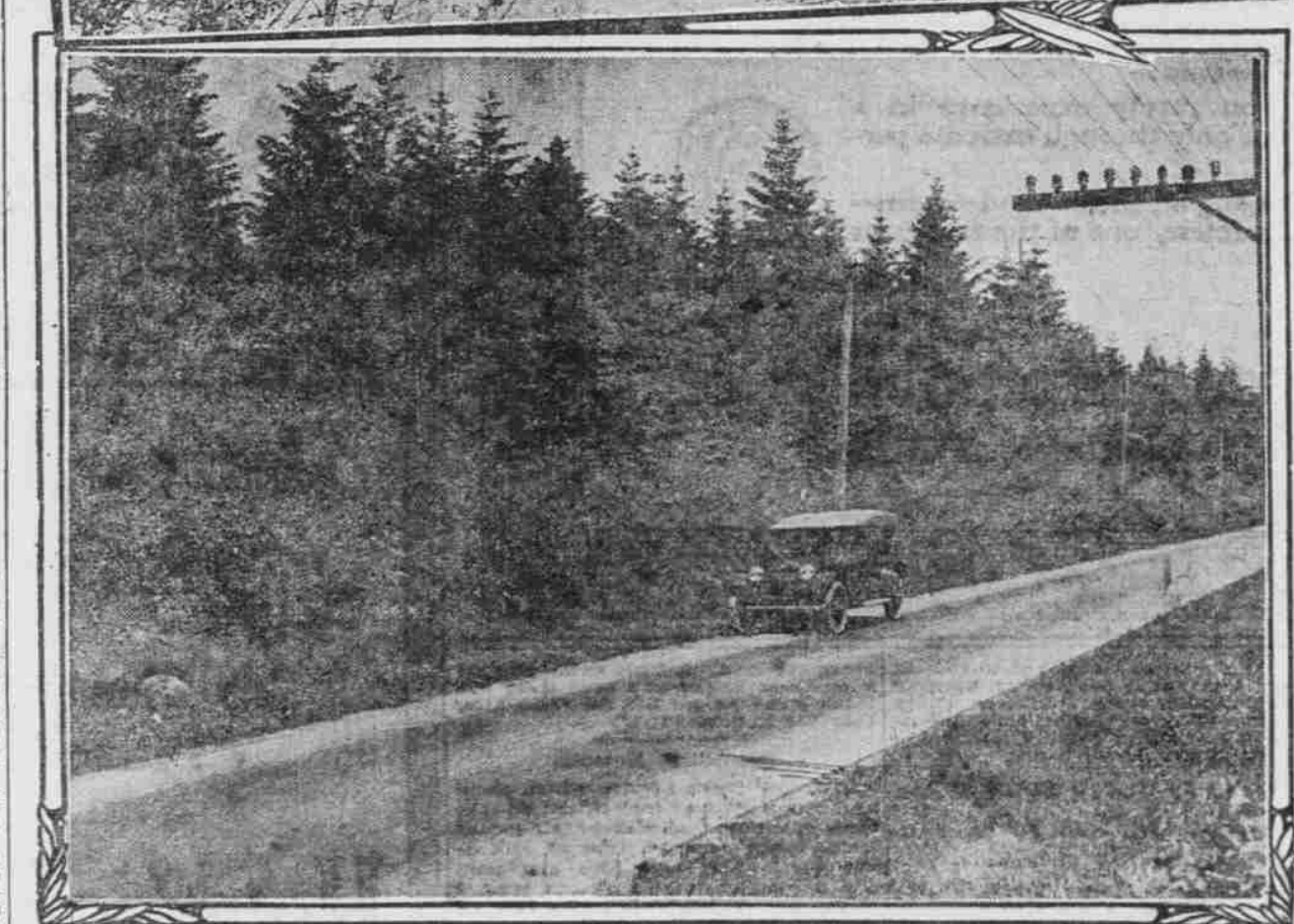
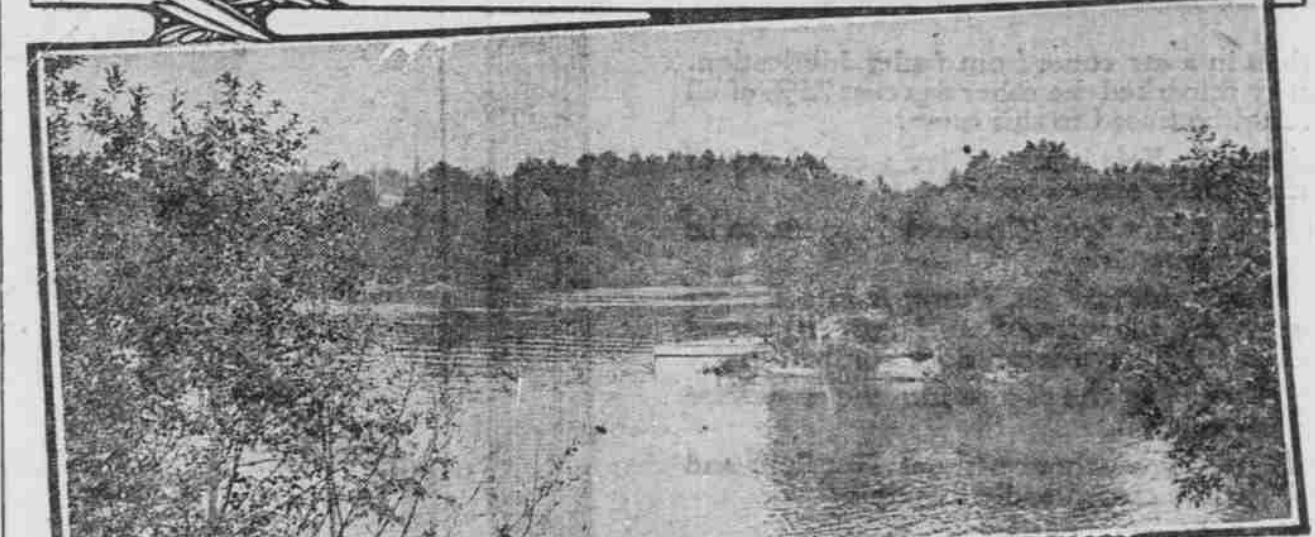
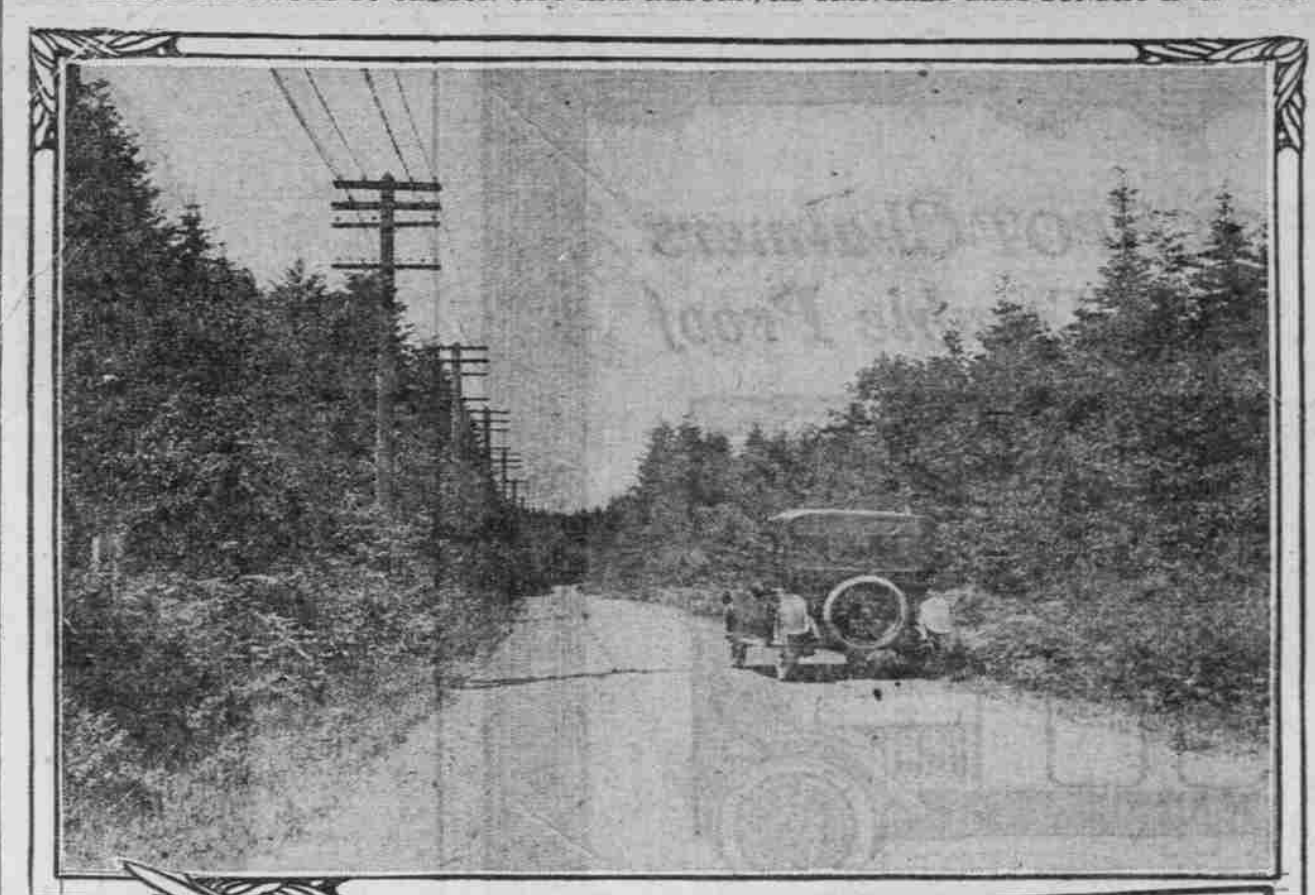
WATKINS TACOMA OFFICIAL

Portland Motorist Named One of Judges for July 4 Races.

Frank E. Watkins, of the Oregon State Motor association, who recently was made Oregon representative for the American Automobile association, received a letter yesterday informing him of his appointment as one of the three judges at the Tacoma speedway automobile races July 4. Mr. Watkins has accepted.

Don't drive over newly made pavements.

VIEW ALONG THE ROUTE TO OREGON CITY AND RETURN, AS TRAVELED LAST SUNDAY IN A "HUP."



A pleasant variation from the usual way of making this trip is to drive to Oregon City by the east side route, cross the Willamette on the suspension bridge there, and return to Portland by the west side. These pictures show: 1—Three miles south of Oswego on the west side road. 2—Here's a typical glimpse of the Willamette river near Rock Island, as seen from the west side road. 3—Fine stretch of pavement near Oak Grove, on east side road.

THERMOID QUALITY TIRE

PRESENT TIRE RESULT OF 567 EXPERIMENTS.

Robert Allen, of Allen & Hebard, Explains Discovery of Famous Crolide Compound.

It was through no desire on their part to add simply another tire to the field that led the executives of the Thermoid Rubber company to develop the Thermoid, according to Robert Allen of Allen & Hebard, Thermoid representatives here. Rather, said Mr. Allen, it was a desire to develop a "better tire."

"This is well illustrated," Mr. Allen declared, "by the fact that although the president of the company, J. O. Stokes, has been engaged in business for 34 years and has been unusually active in merchandising and making many products, he has never been so enthusiastic over any other thing as he has over the Thermoid tire."

"The production engineer, R. J. Stokes, demonstrates this in still another way. According to his report the tire was built and designed, not for quick money making, but as the slow and deliberate development of two years or more of research and experiment."

"When he first began this development he turned his attention to the compounding of rubber. The chemistry of rubber was not particularly new to him and the tire builders of the country have always realized that it was necessary to compound rubber in order to lend toughness. It is in the character of these compounds that the merit and mileage of the tire is found to a large extent."

"Mr. Stokes had been manufacturing tires for some time and had had experience with many kinds of compounds. He realized that it was a matter in which there might be still room for development. Following this he made, with his staff, 567 separate formulas, all of which failed to produce the desired result. Some gave strength, others buoyancy, yet in each there was something lacking to make the tire perfect."

"They almost gave up hope, but did not quite, and the 568th experiment gave them what they sought. Tests of toughness, resiliency and resistance to oil, water, heat, etc., failed to reveal a

single shortcoming. Such in brief is the history of the way in which the Crolide compound, as Mr. Stokes named it, was found.

"The manner in which Crolide has been adapted is another important point. A certain percentage, for instance, is compounded with every 100 pounds of rubber to add toughness to the tread. At the same time it is said to gain instead of lose buoyancy. A strip one inch long will stretch to 7 1/2 inches, or nearly eight times its normal length."

MOON SIX PRICE NOT HIGH

Only Advances Due to Increased Costs of Materials.

"The American public must understand that the world war was a revolutionary event in more ways than one," said Stewart McDonald, president of the Moon Motor Car company, of St. Louis. "Not only in changing the map of Europe, but in the attitude of the world toward all conditions. A new standard of living has been established for the people of America. We are in an era of high wages and high costs. I do not see any probability of a marked decrease in wage costs and there is no immediate prospect of lowering cost of food and other commodities."

"This leads to the positive conclusion that, with the wage scale at the top limit and the cost of raw materials on the same high plane, there can be no reduction for a long time to come in the price of automobiles. The only exception to this might be in the case of a few automobiles which were advanced with war as the excuse to a too high price."

"In the case of the Moon Victory Six and our other lines the only advances which we made were those caused by the advanced cost of our raw materials. We are manufacturing our car on the basis of only a normal profit over our actual cost and we are going into a large production on this basis as soon as we can reach it. I am very sincere in my statement that the public is safe in buying automobiles at present prices for a long time to come."

Shades of Holdup Days.

Thefts of merchandise from motor trucks in certain localities have become so seriously persistent that some of the long-distance hauling companies and the private installations of the larger textile plants are operating their trucks under heavily armed guard.

SHELLS HAULED IN TRUCKS

PIERCE-ARROW FLEET *PERFORMS IMPORTANT JOB.

Fame Won at Chateau-Thierry as Emergency Unit, Operating All Day and All Night.

Of the thousands of Pierce-Arrow trucks which served in the war and which now are being engaged in reconstruction work, none perhaps saw more exacting service than those which comprised the Mallet Reserve fleet. The Mallet Reserve won fame as an emergency transportation unit, which averted a number of crises, notably that at Chateau-Thierry.

Tribute to the performance of these trucks, which won a citation, recently was paid in a Paris newspaper, which published a history of the reserve. The article showed that the trucks during the last eight months of the war hauled 6,000,000 shells, almost twice the number fired by the American artillery during the war.

"The reserve has the record for keeping the greatest number of trucks on the road, both day and night," said the local Pierce-Arrow dealer.

The fleet comprised about 750 trucks. The reserve's personnel included about 3500 men and officers.

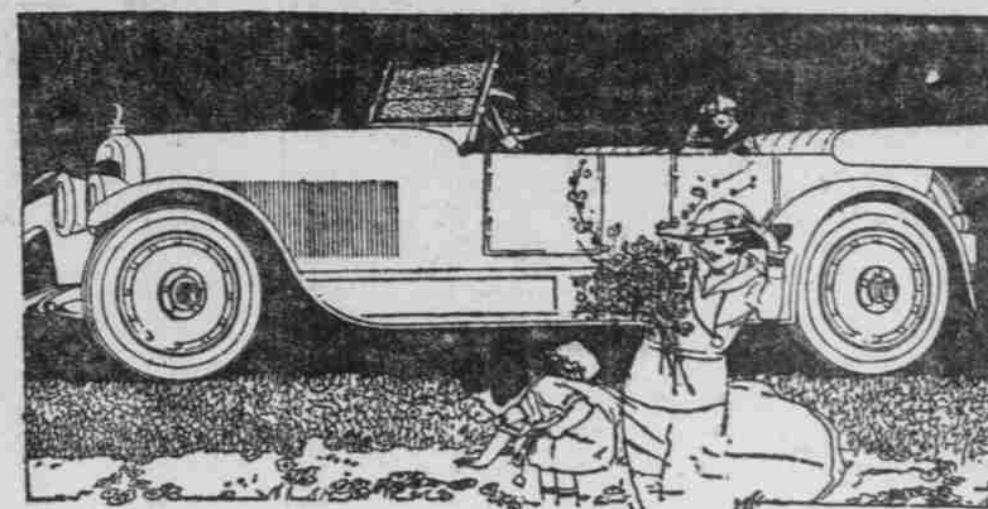
PAVING OF OLYMPIC HIGHWAY

Portion Between Aberdeen and Montesano to Be Hard Surfaced.

ABERDEEN, Wash., June 5.—(Special.)—Bids for paving the Olympic highway between the Aberdeen Country club pavement and Montesano will be opened at Olympia, June 25. The paving will start at the railroad track just west of the Country club and will proceed east. By so doing traffic will be allowed to pass over the road between Aberdeen and Montesano as soon as three miles of the job are completed, since a detour from the Stockwell ranch can be made into Montesano. While the first stretch of road is being paved the traffic will have to go by the Wish-Eak valley road or by the south side route to the county seat.

Don't attempt to shift the gears without first releasing the clutch.

JORDAN



The New Silhouette—from France

From France—the land of soul and sunshine, where ideals are never forgotten and beauty is necessary to each day's living—has come the inspiration for the new Jordan Silhouette.

It affords the Continental kind of comfort—mental and physical. You may lounge deep-seated as they do in other lands. Knees are not too high. Wheel is placed right. Pedals and arm rests where you want them.

There is a cocky front seat cowl—slanting sport windshield—perfectly flat top-edge without the slightest bevel—certainly most refreshing in these days.

The whole body is a little more slender with a new French angle at the dash. Mouldings are smartly rectangular. Doors are broad-opening in a full half circle.

A cordovan leather boot and saddle bag is built into the tonneau. Top is carefully fitted. Hardware substantial and artistic.

And the Silhouette is the lightest and best balanced car on the road—for its wheelbase.

Furnished in four or seven passenger capacity in either Brewster Green or Burgundy Old Wine.



Mitchell, Lewis & Staver Co.

Broadway at Oak Street



JORDAN MOTOR CAR COMPANY, CLEVELAND, OHIO

DISC WHEELS FIND FAVOR

JORDAN SILHOUETTE CAR ATTRACTS ATTENTION.

Sales Manager for Mitchell, Lewis & Staver Kept Busy Showing It to Interested Folks.

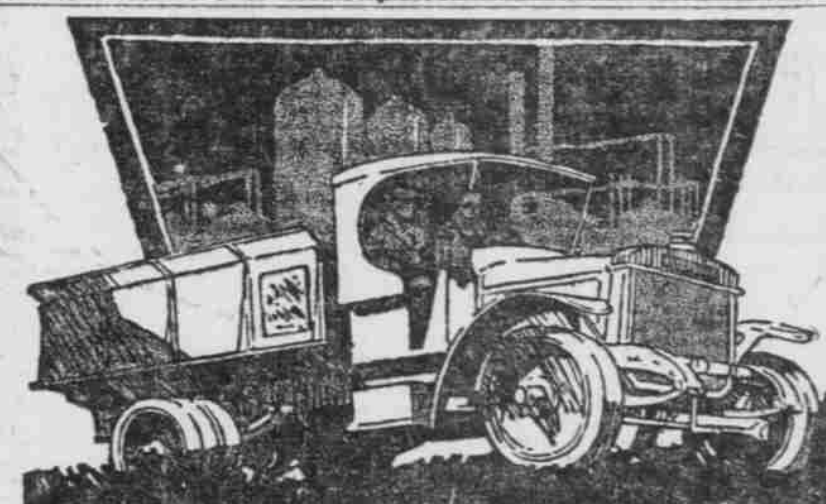
As A. L. Smith, sales manager for the Mitchell, Lewis & Staver company sees it, the disc wheel is the coming thing in automobile wheel construction. And he points to the popularity of the new Jordan silhouette model, with its disc wheels, in proof thereof.

"The Jordan people," says Mr. Smith, "in their advertising have shown the silhouette model with disc wheels. We recently received the first of these disc wheel models in the northwest, and displayed it a few days on our sales floor. We were much surprised at the number of persons who came in to look over the new type of wheel, and at the way in which it seemed to appeal to popular fancy. Folks were impressed with the ease of keeping the disc wheel clean, and the fact that it can readily be repainted."

"While this car was on our floor we were kept busy showing the disc wheel and explaining its features."

"The disc wheel on the Jordan is somewhat different in design from other disc wheels shown in Portland. It is concave from the outer rim to the

hub, thus eliminating the heavy look of the straight disc." The first silhouette model Jordan with disc wheels received here was delivered to Oscar B. Glingrich, of the Glingrich Tire & Rubber company of Salem, who in turn delivered it immediately to a Salem motorist.



Ask about the records these trucks are making.

ATTERBURY Truck Sales Co.

Truck Specialists

343 Oak, Near Broadway

Phone Bdwy. 354

ATTERBURY MOTOR TRUCKS OF MAXIMUM SERVICE

TIRES

Just received this lot of 3500-mile tires—exceptional big values:

30x3	Non-skid	\$11.75
30x3 1/2	Non-skid	14.95
32x3 1/2	Non-skid	17.75
31x4	Non-skid	22.75
32x4	Non-skid	24.25
33x4	Non-skid	24.75
34x4	Non-skid	25.95
35x4 1/2	Non-skid	34.70

We are also distributors for Savage and Kokomo tires, and can furnish all the odd sizes.

Dealers, write for agency proposition in unoccupied territory.

PORTLAND TIRE CO.

331 Burnside St. Portland, Oregon



For Sale and Installed by

Sunset Electric Co.

Automobile Electric Equipment Agents

Representing

USL Batteries

ELECTRIC AUTO LITE CORPORATION

REMY ELECTRIC CO.

SPLITDORF ELECTRIC CO.

ATWATER-KENT MFG. CO.

GABRIEL SNUBBERS

BIJUR MOTOR APPLIANCES

WALTHAM SPEEDOMETERS

SPARTAN HORNS

Eighth and Davis

Broadway 126