

CAMERA MAN GETTING LOTS OF ADVENTURE

But That Is What Leland J. Burrud Is Looking For.

SOME OF 'EM NOT FILMED

With Maxwell Car and Truck With Dark Room, He's Picturizing Our Pacific Northwest.

The day of adventure is not past. Beyond every turn in the road waits an adventure for him who will find it. The seeker after thrills can have plenty.

Consider the case of Leland J. Burrud of Los Angeles, motion-picture camera man and producer of picture plays, who was in Portland last week in quest of adventures to depict on films for audiences the wide world over. As equipment Mr. Burrud had his trusty camera, a trusty Maxwell car and an equally trusty Maxwell truck, in which he carries supplies and a traveling dark room wherein to develop his films on the road as he takes them. He is frankly in search of adventures, is this young man, and he is finding them. He left Los Angeles a little less than a month ago with his small Maxwell fleet, but in that time has had some thrills he is going to remember a good long time. Some of them he was lucky enough to get down on film, but others came a little too thick and fast to pictorialize.

One of the adventures he filmed was a forest fire in the mountains and the unsuccessful efforts of fire fighters to conquer it. One purpose of Mr. Burrud's tour in the Northwest was to film forest fire prevention work. If he had planned it beforehand he couldn't have happened along more opportunely than he did at Sisson, Cal., about the way was ago.

Into a Forest Fire.

Between Sisson and Dunsmuir he ran plump into the beginning of a huge blaze in the Shasta national forest. Someone had started it, so it was claimed, by carelessly tossing a cigarette butt from a railway car window. With a high wind helping it along, it swept into the forest.

Mr. Burrud took his camera and with Forest Ranger Sloan started up a side road to reach the point where the fire crew was making its fight. When he started up this road in his Maxwell, the ranger shook his head and said the car could never get up there, out into the road knew better. In addition to very bad hills, part of the way led right through a part of the forest that was on fire. The car had to go over burning embers and limbs in the road.

Mr. Burrud got back there and remained 60 hours with the fire crew. In that time he got the best of forest fire films. They show not only the blazing trees and the dense smoke, but the unsuccessful efforts of the fire fighters to control the flames. This film will be sent out all over the country as one of the "Legends of the Wilderness" series of scenic views that Mr. Burrud is making here and the northwest, an object-lesson in forest fire prevention.

When he reached Medford Mr. Burrud decided he must see Crater Lake. There he had one of the adventures that didn't get down on the films. But before this occurred he had taken some fine views of the lake and its rim, and of Wizard Island. In addition to these views will be made into a motion picture, another of the "Legends of the Wilderness" series, that depicts the Indian legend of Crater Lake, and how the top of the volcano that once stood there was blown off in a battle of the gods over the love of an Indian maid.

Lower West Coast. But after taking these views Mr. Burrud went down the trail to the lake, got a boat and rowed out in the lake. The fish were biting pretty good and he was enjoying himself immensely, when zip! up came a violent wind, rain and lightning storm. In a jiffy that beautiful emerald-blue lake was about the last place in the world he would rather have been in.

"I never saw anything like the way the wind kicked up waves in the lake," said Mr. Burrud. "In a twinkling there was a choppy sea, and the tops of the waves were breaking into the boat. Rain! It was like a cloudburst. And not only rain, but huge hailstones. They hurt like the dickens when they hit you."

"That wasn't all. During all this there was the most spectacular lightning storm I have ever seen. The lightning didn't seem to be hitting the water, but it would hit the 1200-foot cliffs around the edge of the lake and run down them to the water. If I hadn't been so awfully scared I would certainly have enjoyed that spectacle. It was grand and awful, something a man could see a couple of lifetimes and not see."

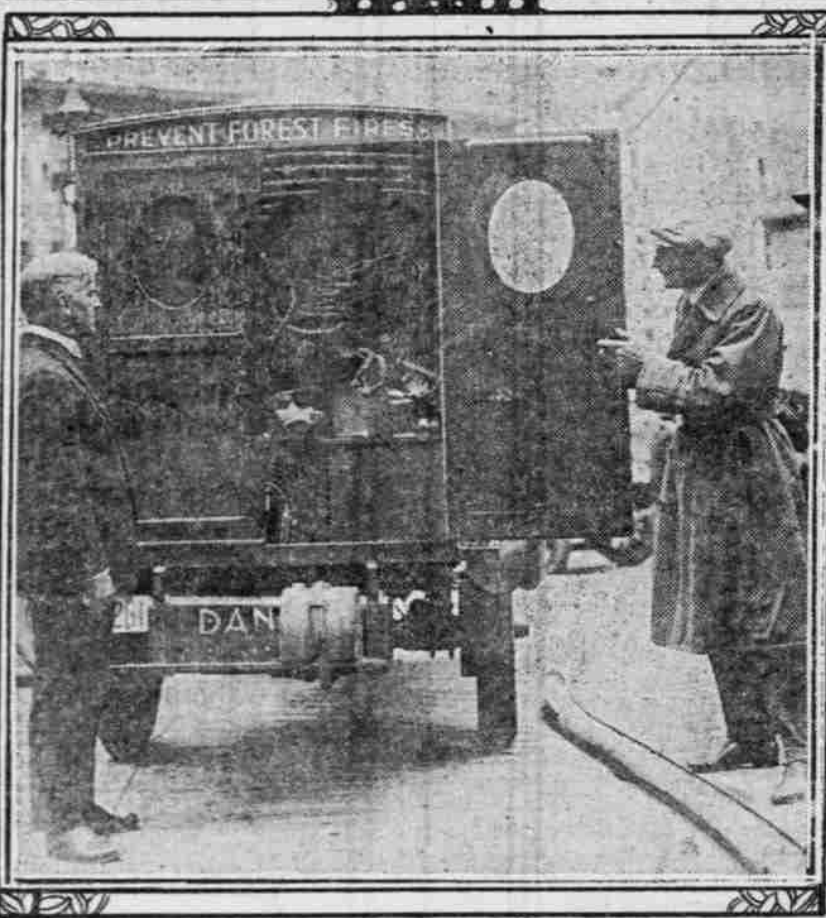
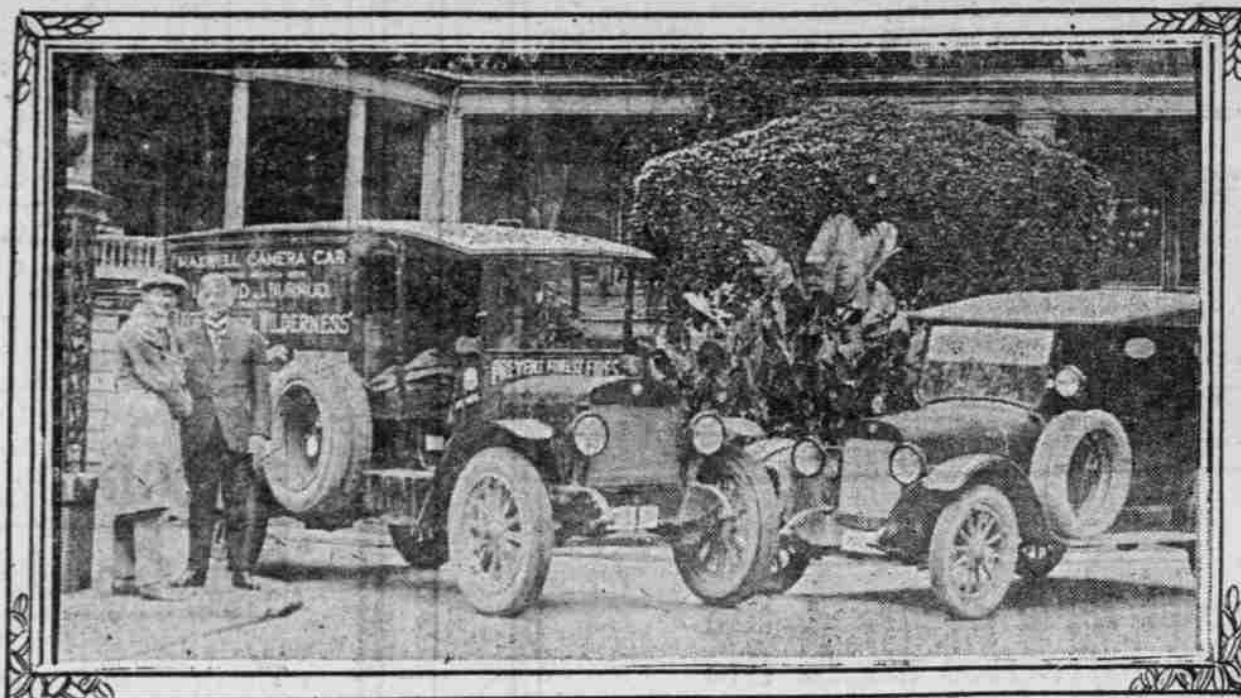
"If I'd had my camera down there, and hadn't been so busy hailing out the boat and trying to keep it from turning turtle with all hands, I might have had some wonderful pictures of that lightning. But I didn't have it, and wouldn't have got the pictures under the circumstances just then if I had."

"In ten minutes at most it was over. The lightning stopped, the wind went down, the rain and hail ceased and the lake became smooth. When we reached shore again you wouldn't have imagined there had been such a storm."

Sign Planted Wrong Way.

From Crater Lake Mr. Burrud drove to Portland by way of Klamath Falls, Crescent, La Pine, Bend and The Dalles over the Central Oregon route. He is very enthusiastic over its condition at

THE NORTHWEST'S SCENIC WONDERS WILL BE PHOTOGRAPHED FOR THE MOVIES FROM THIS MAXWELL CAMERA CAR AND TRUCK.



Leland J. Burrud, the "Legends of the Wilderness" man, is taking motion pictures of Columbia River, Pendleton Round-up, Oregon forests, Mount Rainier national park and other scenes.

Already Mr. Burrud has traveled 3000 miles on his way, and among other interesting pictures has photographed a forest fire. This film will be used as part of a national forest fire prevention campaign. His Maxwell car has taken him to places where cars were never built to go. Both truck and car are equipped fore and aft with Goodrich tires. Despite the hardest kind of going, over mountain roads, through forest fires and such, they have yet to receive their first puncture or blowout. The upper picture shows the truck and camera car at the Portland hotel, Manager R. W. Childs of the hotel being the handsome gentleman with Mr. Burrud, who is in outing toga. The lower picture shows the rear end of the truck, which is equipped with a traveling dark room, where the films are developed en route.

present. He is even less enthusiastic about the lack of road signs.

"All told, I would bet we went 100 miles out of our way by taking wrong roads, due to lack of signs," he said. "The worst place of all was right outside The Dalles on the Columbia River highway coming to Portland. Motorists may remember a horse trough along here, where one road turns to the left and the other goes ahead to the right. There's a sign which says, 'To Portland,' and it points to the left-hand road."

"So I took the left-hand road. It was the darndest road I ever saw. A few miles along it climbs perpendicular hills. The only thing I can say for it is that it brought me to a grand view of Mount Hood, but it evidently wasn't the way to Portland. I got up there 17 miles and found an elderly couple

IN MOUNTAIN RUNNING. The density of the air at 5000 feet is about one-fifth less than that at sea level. An engine with low compression will not deliver full power with that amount of decrease in density. Also the carburetor will need some adjustment before the car reaches the higher altitudes. These facts should be borne in mind by the motorist who intends to drive through mountainous districts.

another Maxwell who had also taken this road and were utterly discouraged and lost.

"Well, after I had driven on another mile or so to where the road ended, I returned to these folks and we all started back. Some miles back we came to a ranch and asked the rancher how to get to Portland. He told us we had taken the wrong road at the sign post. 'It's a shame about that sign,' he said. 'Six to 10 cars every day come up here because they get the wrong road at that sign post.'"

"I lost three hours by that totally unnecessary detour, and reached Portland long after dark. The truck, which was some distance behind me, got directed the right way, by somebody, and beat me to Portland."

Mr. Burrud made arrangements here to film the Pendleton round-up and to take some pictures of the Columbia River and the highway, also of the

Bridge of the Gods, to be used in other of his "Legends of the Wilderness" series. Each story will be connected with a legend of this country. Nat H. Spitzer of Los Angeles, general manager of the Bullseye Film corporation, will distribute these films.

Mr. Burrud is accompanied by his father, N. J. Burrud, and by K. L. Parker, an assistant who drives the truck. From here he plans to go to Mount Rainier national park.

Both his Maxwell car, which is one of the new 1919 models and has run throughout like a Pierce-Arrow, and the Maxwell truck are equipped fore and aft with Goodrich tires. The car has the new special 2 7/8 x 21 tires, and Mr. Burrud is strong for them. In fact, he is strong for the whole Goodrich line, especially so inasmuch as the car and truck tires still have Los Angeles air in them, after nearly 3000 miles over many kinds of roads. Even the jump into the forest fire, over blazing embers, didn't affect the tires on the car.

Ford Fenders Tightened.

Rattles in the fenders of the Ford car may be obviated by taking them off, threading the end of the fender iron and putting on a nut after the fender is back in place. This nut draws the fender up tight and prevents it working out of the fender iron.

LARGE SALE OF CASE SIXES

J. H. Graham Sells 75 of 'Em All at One Time.

J. H. Graham, Case six distributor here, made his largest sale yet of Case sixes the other day when he sold 75 of them to H. F. Kimball, dealer at Pendleton and Walla Walla, for that territory. The contract calls for delivery of cars as fast as they can be shipped.

Speedometer Drive.

Don't forget the speedometer drive. This hard-working part needs a little lubrication, a few drops of oil once a week, and the average owner seldom remembers it. Given this little attention, the drive will operate quietly and for a long period without other care.

BIG AUTO SHOWS COMING

LARGER BUILDINGS OBTAINED FOR NATIONAL EVENT.

New York and Coliseum Shows This Winter to Be the Greatest Ones Ever Held.

For the first time in its history the automobile industry will enjoy this winter ample housing facilities for the annual national shows. This condition has been brought about by the addition to the list of buildings heretofore occupied two of the largest structures of their kind in the world.

Several important facts indicate that the coming exhibitions will be the greatest in the history of the industry. The holding of the two departments at the same time will insure a great attendance of dealers and prospective buyers. The manufacturers will have a greater variety of improvements to exhibit than for many years. There will be important additions to the family of exhibitors. By reason of the added space the exhibits will be more comprehensive than formerly. The unprecedented demand for cars, aside from all other considerations, indicates a record attendance. And, finally, the management is already assured of the presence of foreign buyers.

The details of arrangements are as follows:

January 3-10—Twentieth annual national exhibition of passenger cars and accessories at Grand Central Palace, New York.

January 3-10—National exhibition of commercial cars and accessories at Eighth coast artillery armory, Kingsbridge road, New York.

January 24-31—Twentieth annual national exhibition of passenger cars and accessories at the Coliseum and First regiment armory, Chicago.

January 24-31—National exhibition of commercial cars and accessories at International amphitheater, Chicago.

ROAD MAPS FOR THE ASKING

Automobile Editor Has a Few of the Georgian Circuit.

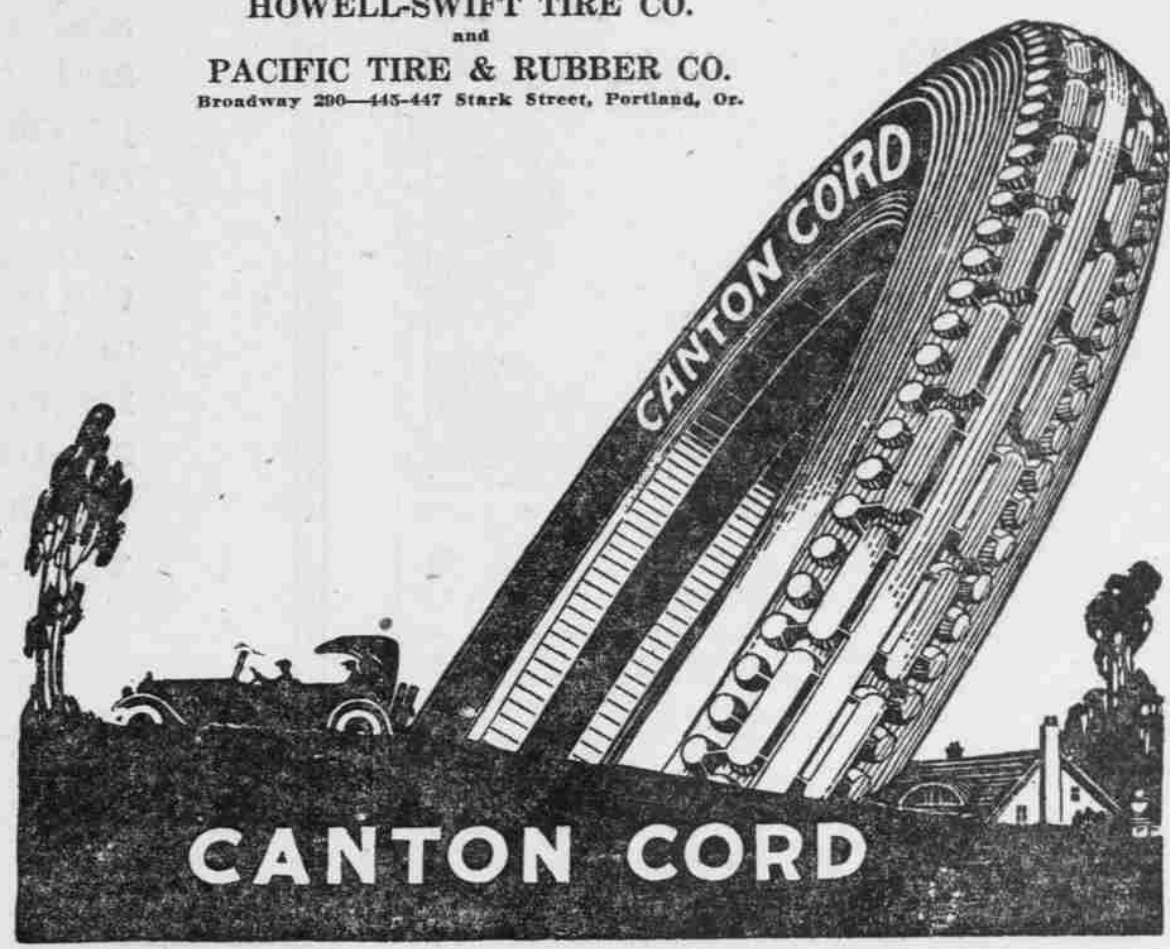
From J. Reginald Davison, industrial and publicity commissioner at Vancouver, B. C., the automobile editor of The Oregonian has received for distribution a few maps showing the route and giving information on the Georgian circuit tour. This tour is from Portland to Seattle and Vancouver, B. C., thence by ferry to Nanaimo on Vancouver island, over the Malahat drive to Victoria, then by ferry to Port Angeles, Wash., over the Olympic highway to Olympia and back to Portland by the Pacific highway.

There are only a few of these maps on hand and they will go to the first comers. Call at room 814, Oregonian building.

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THE one thought in producing the Canton Cord, was to build into that tire, qualities to withstand the most rugged uses and at the same time add to the performance and safety of any motor car. There is literally no limit to the pains taken in the workmanship, and the lengths gone to get the best material, for Canton Cord Tires.

Factory Distributors
HOWELL-SWIFT TIRE CO.
and
PACIFIC TIRE & RUBBER CO.
Broadway 296-445-447 Stark Street, Portland, Or.



AUTO SHOW AT PUYALLUP

EXHIBIT TO BE HELD IN CONJUNCTION WITH FAIR.

Displays Expected From Portland Dealers at Western Washington Fair Event.

The western Washington fair at Puyallup this year will hold an automobile, truck, tractor and automotive equipment show in connection with the annual exhibition from September 30 to October 8.

P. A. Stewart of Puyallup, superintendent of this division of the fair, reports to President Paulhamus that he is receiving many inquiries for space from Seattle, Portland, Spokane, Tacoma and Puyallup dealers and that many excellent displays will be made.

"We are having wonderful results from the automobile pavilion," says Superintendent Stewart. "Exhibitors of 1918 write us that they will be here again, so that means we are getting the results for our exhibitors."

"Last year we kept a report on the automobile department and learned that prospective buyers of a passenger car, truck, tractor or equipment took

more interest in the display at the fair than in the show rooms for the reason that there was nothing to divert attention and their minds were free from office or farm worries. So they gave undivided attention to the motor car question.

"Motor cars go hand in hand with the development of the farm and this is especially true in the 'Ship by Truck' you are laid up by the roadside.

campaign now being carried on over the nation. Therefore the western Washington fair will give big space to motor car displays. This feature this year will be greater than ever before."

Don't neglect necessary adjustments of the development of the farm and this is especially true in the 'Ship by Truck' you are laid up by the roadside.

MACK PERFORMANCE COUNTS

Revise in Price of MACK TRUCKS

THE quality of MACK trucks is an inflexible standard. Rather than lower it the factory would cease production.

Throughout the entire period of the war, remarkable as it may seem, the price of Mack trucks was not advanced.

Now, however, the constantly increasing cost of expert labor and high-grade materials, such as are necessary to maintain Mack truck standards, has reached the point where an advance in the price of the trucks or a sacrifice in quality must be made.

There can be no compromise with Mack trucks. Their reputation as the best trucks it is possible to build must be maintained.

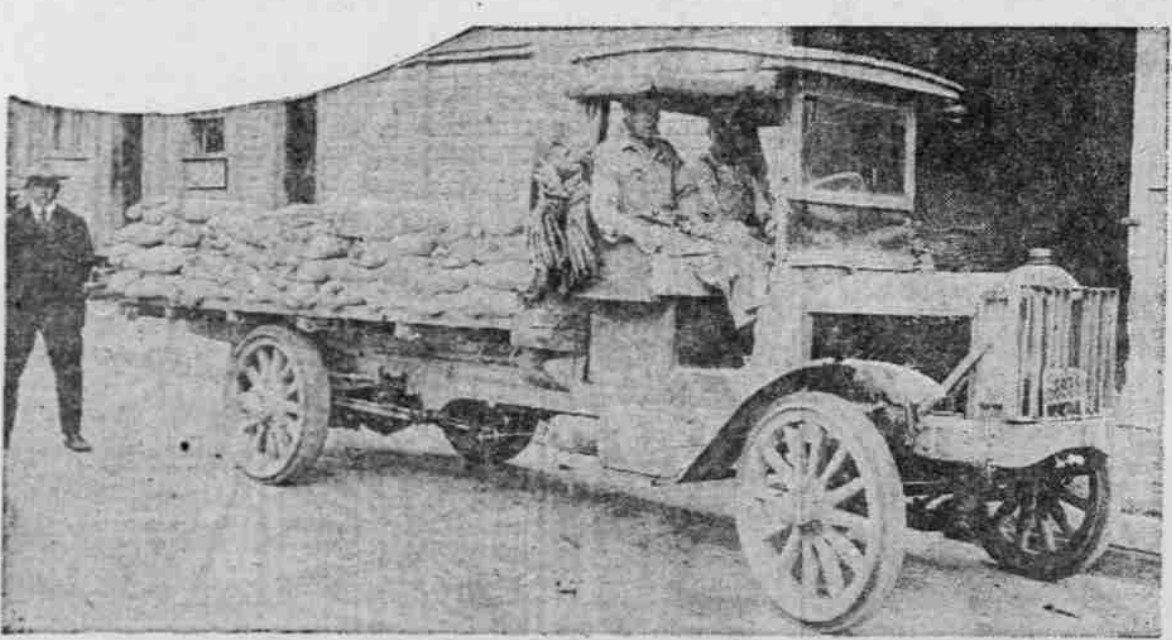
The same class of workmanship and the same grade of materials are essential, cost what they may. They cannot be altered.

Therefore, a revised price on all models of Mack trucks now is operative.

International-Mack Corp.
TENTH AND DAVIS STREETS
Broadway 691

MACK

STANDARD TRUCK USED EFFECTIVELY BY BUILDING MATERIAL DEALER.



This two-ton standard job, sold by the Palace Garage company, is shown in the picture with 50 sacks of cement aboard—quite a hefty load. The truck is owned by Nottingham & Co, dealers in building material.

There is always one Truck on which you can count for continuous service.

Packard

Standard for years with business firms who figure on a stipulated amount as their hauling expense.

The Packard is always on the job.

"Ask the Man Who Owns One"

Portland Motor Car Co.

Tenth at Burnside