

PORTLAND CARAVAN TO TRAVEL HIGHWAY

Ad Club Plans Great Auto Run to Stockton, Cal.

ARMY CARS TO TAKE PART

Tour Next May Open to All Motorists Applying Now; Also to Include Yosemite Park.

Something new in the way of highway caravan tours is planned by the Portland Ad club in connection with the convention at Stockton, Cal., next May, of the Pacific Coast Advertising Clubs association. The Ad club's plan

distributing firms in the automobile and allied industries. A special division for boosting home industry and further development of Pacific coast markets for Pacific coast products is to be included in the caravan. Every firm in the northwest engaged in the production of merchandise will be given an opportunity to be represented and advertise its goods at every point along the tour.

"We have also asked the war department to provide a number of trucks and details of officers and men from motor transport corps to lend an official military and patriotic aspect to the caravan and to assist the work of the war department in studying strategic military highways, and to add to the general interest and instructiveness of the tour as a whole.

"Advance cars will be provided to pilot the caravan and to arrange for the proper camping and entertainment facilities for the party at the various points where stops will be made.

"We have asked California automobilists to meet us when we reach that state and to escort us for the final stage of the journey, a feature that is bound to bring the entire coast into closer understanding and harmonious co-operation for the good of all.

"The Stockton Advertising club, which has raised a fund of \$10,000 for the coast convention, is planning elaborate and unusually attractive entertainment and amusement features

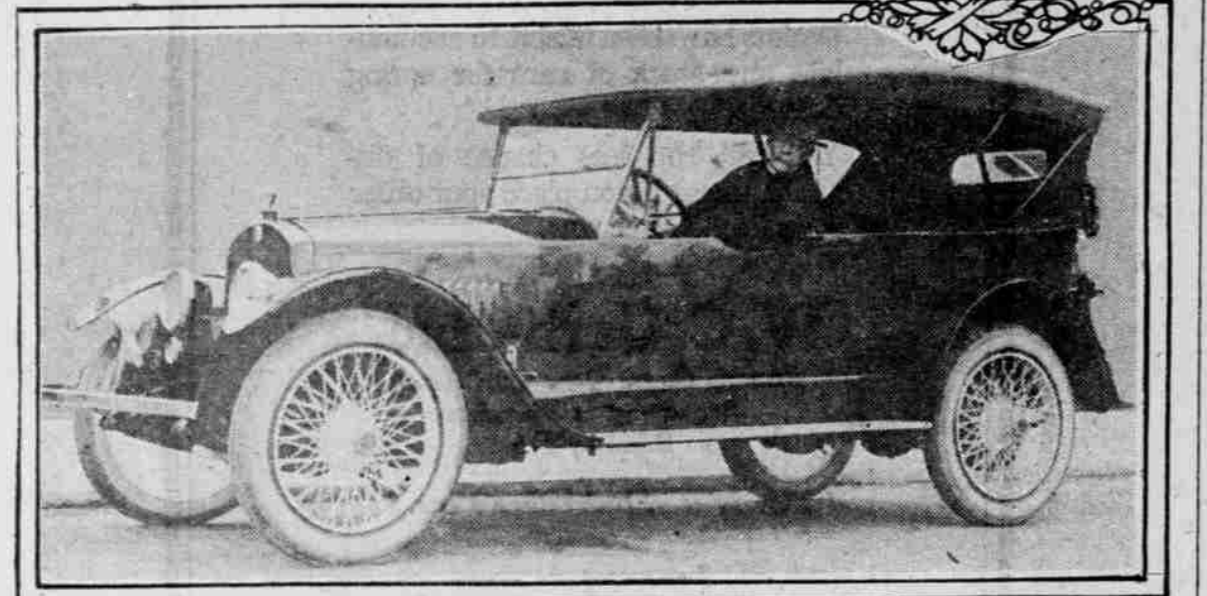
NEW DEVICE TAKES UP BUMPS OF ROAD

Portland Man Invents Shock Absorber for Chevrolets.

FACTORY IS OPENED HERE

A. W. Regner, Who Used to Be Chevrolet Dealer, Heads Company Handling New Device.

Portland is to have another automotive industry and factory payroll. The factory is a small one as yet, but it has grown so rapidly in its first few weeks of operation and so many orders have come in even before any campaign of promotion has been



Victor Brandt, proprietor of the Carlton hotel, and his wife and son, bright and shiny Standard eight, just purchased from the Stoddard-Dayton Motor company. The Standard eight, which is made by the Standard Steel Car company of Pittsburgh, is new to this territory but already there are many Standard owners here.

now being formulated by an enthusiastic committee of which W. P. Strandberg is chairman, is to put on an automobile run from Portland south over the Pacific highway to Stockton, this run to be officially recognized and participated in by the Motor Transport corps of the United States army.

In fact, the committee already has received from Senator McNary, and from the adjutant general at Washington letters indicating that participation of the Motor Transport corps in the event as a reliability and military pathfinding run similar to the transcontinental tour by the Motor Transport corps over the Lincoln highway last year, is almost certain.

The caravan will leave Portland on May 18. Five days will be the schedule to Stockton, where the advertising clubs' convention begins May 23, and continues to May 25. The return to Portland would be made by June 1 or 2.

Trip Prospectus Ready.

"The Call of the Open Road" is the title of a prospectus the Ad club committee has issued, urging all motorists who "love the life and exhilarating" enjoyments of the great open places of the matchless Pacific coast to arrange plans to be one of the happy throng. Not only a big delegation from the Portland Ad club, but members of all the advertising clubs in the states scheduled for Oregon, Washington, Idaho and British Columbia are expected to participate. But the tour is also open to individual motorists, not affiliated with any ad club.

The Pacific highway between Portland and California should be in excellent condition on the dates scheduled for this tour next May. Detours will be in better shape then, probably, than later in the season, though there will not be a great many detours just at that particular time.

Persons who have not been over the Pacific highway for a year or so, and the many who have never been over it, will find this tour a great educational trip. Already so many improvements have been made in the highway in line with the programme to make it an all-graded road to the California line by the end of 1920, or early in 1921, that it is an entirely different road from the so-called highway of 1918 and early 1919. The tour is one of fine scenery and many varying interests, and it will afford the motorist who has never made it, or who has not made it since the rough old days, an opportunity to get acquainted with a big part of western Oregon.

Moreover, the tour includes a side trip of three days into famous Yosemite Park.

Following are extracts from the prospectus issued by the Ad club committee, explaining in more detail the caravan and the plans therefor.

"This overland caravan will lend itself to the most effective means of boosting tourist and scenic attractions from British Columbia through Washington, Oregon and into California, ever devised, and all tourist and travel agencies will be asked to participate.

All Motorists Welcome.

"Individual motorists who enjoy occasional outings or plan overland pilgrimages for their summer vacations can find no better means of satisfying their desires in this respect than by signing up at once for this tour. The caravan will make a leisurely journey, will be fully equipped with service car facilities, baggage trucks, and other conveniences not available for small parties or tours. Arrangements for camping and entertainment and unusual hospitality will be provided for at convenient points along the route.

"By joining this caravan your expenses will be considerably less than if you planned to go alone, and you will have infinitely better time and far more enjoyable traveling.

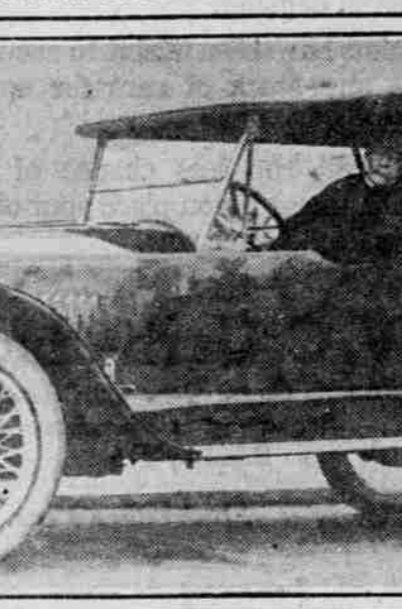
"We have asked the war department to provide a number of motorized passenger cars to be used for promoting the nation-wide recruiting campaign now being conducted by the government. We hope to have a sufficient number of cars of this kind to provide a separate division in the caravan.

"The various state and local motor associations and automobile clubs have been invited to take part and enter official cars in the caravan as an opportunity to arouse great interest in this form of delightful diversion and recreation.

"Officials of the various highway commissions are expected to take part as a boost for continued and extensive highway development in the Pacific coast states.

"The plan contemplates official participation on the part of the general automotive industry, manufacturers of automobiles, tire, service, oil and gasoline producers, and general

HOTEL OWNER BUYS NEW STANDARD EIGHT.



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for all who join the caravan and particular attention will be given to our party during the tour through Yosemite and continue their journey to other California points. But, if you are planning a motoring tour to the south this summer, this is the best opportunity you will have for a continuing round of enjoyment with every modern touring facility and convenience always at your command.

"Our party will have three days in the exquisite scenic beauties of Yosemite valley and those who desire may remain as long as they wish and continue their journey to other California points. But, if you are planning a motoring tour to the south this summer, this is the best opportunity you will have for a continuing round of enjoyment with every modern touring facility and convenience always at your command.

"And, above all, don't overlook the fact that this tour will be the greatest and most comprehensive boosting and publicity venture the Pacific northwest has ever undertaken. It will make you prouder than ever of the wonderful country in which you live."

MANY TO PAY INCOME TAXES

10,000 of 26,000 Goodyear Workers in Tax-Paying Class.

No greater evidence of industrial prosperity is needed than statistics showing the number of people affected by the income tax. Recent figures compiled by the Goodyear Tire & Rubber company, which has 26,000 employees in Akron, O., are illuminating. It is estimated that 10,000 men and women must make out income tax returns and will pay the government more than \$100,000 as a minimum figure. The legal department of the company, which gives free advice to employees on all matters requiring services of lawyers, will assist Goodyearites in wrestling with the knotty problems in their income tax returns.

Jumpy Brake Pedal.

Q. The brake pedal of my car keeps jumping up and down, even when I am not touching it. The car is new and I cannot understand how such a trouble as this could have developed so soon.

A. The car evidently has what is known as a Hotchkiss drive and the rear axle movement is transmitted through the brake connections to the pedal. Brake movement may be characteristic of any car using this method of propulsion.

Garford Quality

is inbred and means long life to your truck.

"Users Know"

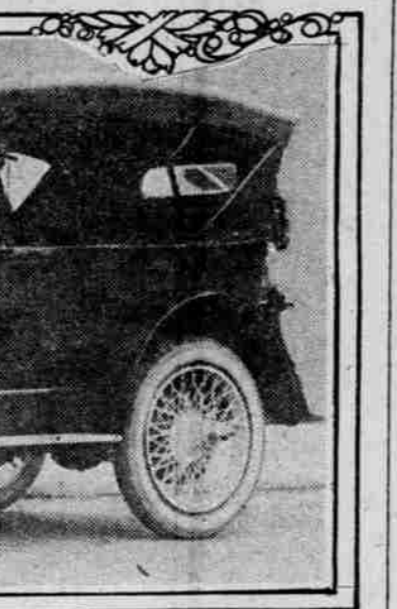
D. A. Davis, Bend, Or., Also Bought a 3 1/2-Ton Garford

Garford Oregon Motor Sales Company

EIGHTH AND DAVIS

Wm. Cornfoot, President. T. M. Geoghagan, Vice-Pres. and Gen. Mgr. N. W. Heister, Secretary-Treasurer. J. A. Haley, Sales Mgr.

NEW DEVICE TAKES UP BUMPS OF ROAD



Portland Man Invents Shock Absorber for Chevrolets.

started that its prospects certainly look of the brightest.

A. W. Regner, formerly of Regner & Fields, Inc., predecessors of the Fields Motor Car company as Chevrolet dealers in Multnomah county, is president of the new industry, the name of which is the Chevrolet Shock Absorber company. Its name well describes its scope, which is the manufacture of shock absorbers for Chevrolet cars of the '490' type.

This shock absorber is an entirely new invention, the work of another Portland man, C. J. Ford, formerly with the Portland branch of the Stewart Products company. He completed his models more than a year ago and already has obtained patents covering his invention, which is something "different" in shock absorbers, and the first one devised for cantilever springs like those used on the Chevrolet.

Rides Like a Franklin.

For five months the organization formed by Mr. Regner and Mr. Ford has been assembling machinery and material. They have opened factory quarters at 253 East Burnside street, at the east end of the Burnside bridge. Within a few days they expect to have 10 or more men at work there, and they are already turning out large numbers of the shock absorbers. The really surprising thing about it is that although up to the present they have not conducted any advertising campaign, they are behind on orders.

These orders have come in on the strength of a few demonstrations given by Mr. Regner with his own 1920 Chevrolet 490 car, equipped with the shock absorbers. It is hardly too much to say that these absorbers make a Chevrolet ride like a Franklin over all kinds and conditions of bumps.

One of Mr. Regner's favorite "stunts" on these demonstrations is to pick out the roughest without macadam street or road he can find and then jazz the car over it regardless of bumps. The passenger instinctively hunches up expecting to bounce out of the car, and then is a mightily surprised passenger, because nothing happens to him at all.

Take Up Rebound, Too.

The car takes the bumps as if it were riding on pavement. Car tracks, cobblestones, holes in the asphalt are all the same to a Chevrolet equipped with these Portland-made shock absorbers.

The shock absorbers come four to the set. They are extremely simple in construction, their design automatically taking up rebound as well

REO

Reo provides an example of the difficulties of the auto business

We cannot control the production of Reo Speedwagons and if we did we could not better the record of the Reo management—producing within a few hundred weekly of the demand.

This condition precludes the possibility of our always being able to make prompt deliveries of Speedwagons. It so happens now that for perhaps another week we will be unable to make immediate deliveries.

This is the biggest tribute that can be paid to the Reo Speedwagon, for while more of them are produced than of any similar vehicle, the factory can never keep pace with the demand.

Such a condition only arises with the manufacture of commodities that are of the very highest grade.

NORTHWEST AUTO CO.

Distributors

"THE LINE COMPLETE"

Alder at Eighteenth Portland, Or.

Lexington

MINUTE MAN SIX.

Newest Open-Close Body

This beautiful new Lex-Sedan affords these advantages:

- indoor luxury against bad weather when plate glass windows are all in place;
- outdoor freedom when windows and all side members are removed;
- a car of dual personality, suitable for all seasons;

—the beauty of the built-up type, with perfect unity of top and body;

—yet the excess weight and strain are overcome, with resultant economy in fuel and upkeep—

—and greater touring range.

Let us acquaint you with its many exclusive mechanical superiorities.

Lex-Sedan, \$2585; Touring Car, \$2185; Thorobred (Sport Model), \$2285; Sedanette, \$3150; Coupe, \$3150. All Series "S" models equipped with cord tires.

Brunn Motor Car Co.

Distributors

28-30 North Broadway

Sold by the following dealers:

Buchholz-Cates Motor Car Co., Salem, Or. Snell & Lemon, Arlington, Or. Columbia Highway Auto & Storage Co., Hood River, Or. Williams Motor Car Co., Pendleton, Or. J. C. Wegner, Forest Grove, Or. Riley & Meier, Corvallis, Or. Lexington Motor Company, Connersville, Indiana, U. S. A.

as cushioning the regular spring action. They also raise the fly-wheel and pan of the car 1 1/2 inches higher. The material used is the best malleable iron. The company has a car-load of additional machinery and material on the way from the east and expects to be in full production within another couple of weeks. Sale of the shock absorbers will be made through regular Chevrolet dealers, though orders are taken direct from towns where they are not as yet represented. They are made for Chevrolet cars of the past several years.

If a master vibrator does not work properly, clean the platinum points and adjust, using a common visiting card as a gauge of distance between the points.

Q. Is it possible to obtain parts for the Stoddard-Dayton car? I have a chance to get one of these cars.

FEDERAL

Double Cable Base Tires

Rims Are Mile Thieves

THEY were until Federal tire improvements ended rim chafing and blow outs just above the rim.

The Double-Cable-Base gives Federal Tires more miles on the road by fastening them so securely that they cannot chafe away miles of road service needlessly against the rim.

Get Federal Tires and stop your rims from robbing you.

The Federal Rubber Company of Illinois
Factory, Cudahy, Wisconsin

DEALERS—Write for exclusive proposition if we are not represented in your town.

WEAVER TIRE COMPANY

Oregon Vulcanizing Co.
333-335 BURNSIDE AT BROADWAY
Telephone Broadway 373

MORE EVIDENCE

BRUTE STRENGTH

That prime necessity in a motor truck—is built right into the

Ray Brown "Also bought another Sheridan, Or. Master"

MASTER TRUCK

1 1/2, 2, 3 1/2 and 5 Tons

Three Drives Internal Gear Timken Worm Double Reduction Gear

W. C. GARBE, Inc.

Formerly OREGON MOTOR CAR CO.

Distributors

BROADWAY AT BURNSIDE

MORE EVIDENCE