

AD CLUB'S CARAVAN IS NATIONAL EVENT

Motor Transport Corps to
Enter Unit for the Run.

SKY PICTURES PROMISED

Gaumont Company to Take Movies
of the Big Tour, Entries in Which
Will Have to Be Limited.

Educational and scenic moving pictures of the Pacific highway caravans from the Pacific northwest to California in May will be taken by the Gaumont News and Graphic service for distribution throughout the United States and will constitute one of the best boosts for the touring attractions of Oregon developed in a long time.

Charles R. Perryman, manager of the Gaumont interests, with offices at Seattle, was in Portland several days this week conferring with W. P. Strandberg, chairman of the Portland Ad club's caravan committee, relative to features of the caravan project. In addition to ground pictures, Perryman is arranging for a series of pictures from the sky showing both the Pacific highway and the progress of the picturesque motor convoy. To get the best results for national exploitation, he will work with the war department, which will enter a motor transport corps unit in the tour.

The Oregon state chamber of commerce has joined with the Portland Ad club, which originated the caravan idea, and Secretary George Quayle has sent invitations to all local chambers of commerce in the state to be officially represented in the caravan when it starts from Portland Wednesday morning, May 19.

Highway to Be Signed.

Co-operation of the various commercial bodies in the cities through which the caravan will pass is already assured. It is expected that a series of meetings in the interests of good roads, tourist travel and army enlistments will be held at the different points where overnight stops will be made.

George Chambers, secretary of the Oregon State Motor association, who is in charge of the operating department of the caravan, has been advised by the state highway commission that the Pacific highway will be properly marked with signs, some temporary and some permanent, so that it will be impossible for any of the straggling cars to go astray in the course of the tour. The marking of the highway will be undertaken in the coming week and carried on throughout the season.

As a representative of the British Columbia good roads enthusiasts and a director of the Pacific Northwest Tourist association, A. E. Todd, mayor of Victoria, B. C. and honorary president of the tourist association, will participate in the caravan. Other officers and directors of the association representing Washington and Oregon will also make the trip for the purpose of developing an aggressive publicity campaign on behalf of the Pacific highway and other attractive motor-touring tours in this territory.

Reception committees from the San Francisco, Oakland and Stockton advertising clubs and representatives of the California State Motor association will meet the caravan at Sacramento on the fourth day of the trip and join hands in a big get-together rally for the entire Pacific coast that evening, Saturday, May 22. These California committees will pace the northwestern delegates on the last stage of the journey into Stockton, where the annual Pacific Coast Advertising association convention will be held.

Hotel Space Limited.

In view of the fact that hotel accommodations at the various cities where overnight stops will be made are limited, it is probable that the personnel of the caravan will be restricted to not more than 300 tourists as that will be about the maximum that can be taken care of at any of the overnight stops. It will mean that the number of entries received in the caravan lineup will be limited to somewhere between 50 and 60. More than half that number are being added almost every day. Three entries were received by Mr. Strandberg last week from Bend, Or., which indicates the wide interest in the event.

As soon as the total capacity for the caravan has been reached, the entry lists will close and no further parties desiring to accompany the caravan will be subject to such accommodations as they may carry with them in their traveling equipment, although some emergency equipment will probably be taken along aboard auto trucks provided for that special purpose.

It is not known definitely how large the personnel of the motor transport corps unit sent by the war department will be, but it is estimated that it will number over 50 officers and men with approximately 20 touring cars, made up of Whites, Cadillacs, Dodges and Fords, with a messenger and reconnaissance squad of side-car motorcycles.

Captain Linus J. Kirkhoff, United States field artillery, at present attached to the army recruiting office in Seattle, was in Portland last week with L. E. Waring, advertising manager there for the B. F. Goodrich Rubber company, in connection with Seattle participation in the caravan.

SPRING ONCE-OVER ECONOMY

Dort Sales Chief Says Car Should
Have Overhauling.

"There's economy and satisfaction in giving your car the once over in the spring. Then if it needs repairs or anything else to bring it back to perfect form, have it done as quickly as possible," advises John D. Mansfield, general sales manager of the Dort Motor Car company.

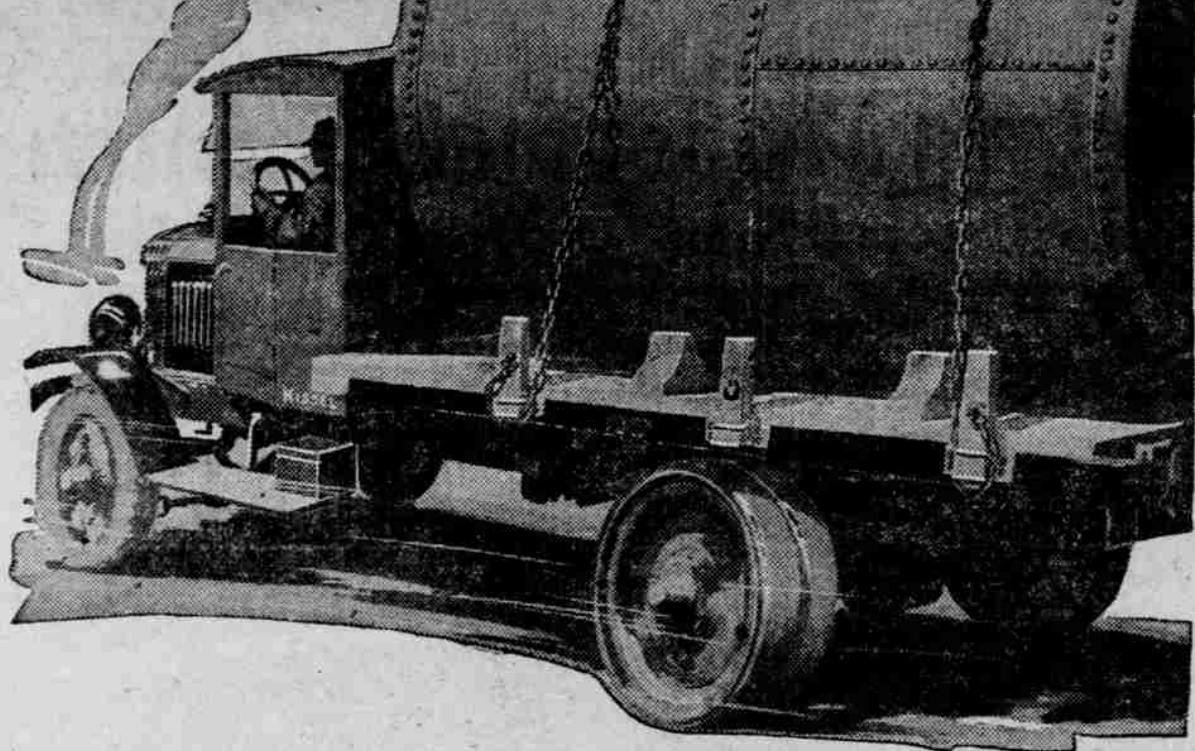
"Naturally winter's toll is most severe and generally there is a reminder of two. This is where the old 'in time' principle works out. When the car is restored to its best shape, almost as good as the day it was bought, riding in it is far more enjoyable, also it will fetch a much better price if you care to sell, or expect to trade it in on a new car."

"Letting a car run down is false economy. Eventually it costs you more and in the interim you are not happiest when rolling along the highways."

"Even little things you may think of no especial consequence develop into big items in repair bills if allowed to run on without interruption. Don't overlook anything, particularly after a winter such as we have had. Busy as the repair men are now, they will be over their heads in work in a few weeks."

Prevent damage from rust by using zinc paint.

Uninterrupted Transportation KISSEL TRUCKS



Perfectly Balanced in Every Detail

WEIGHT, size, dimensions, power—all related to one another in exact harmony, giving an incomparable, perfectly balanced chassis—headlined by the powerful Kessel-built engine.

Trucks that maintain schedules because they are built to overcome obstacles unsurmountable with trucks of less development and experience.

The unusual days ahead make it imperative for every business man with hauling problems to solve, to see our truck sales manager who will prove new Kessel Trucks will fit their individual requirements. Appointments made by telephone or mail.

McINTOSH MOTOR CAR CO.

23d & Washington St., Portland, Or.

MIDDLETON WITH KELLY

BECOMES SOLES CHIEF FOR
KELLY METALS CO.

New Metal Bearing Produced That
Is Amalgamation of Lead
and Copper Alone.

Ray T. Middleton has resigned as general sales manager of the Standard Steel Castings company of Cleveland to become vice-president and director of sales and advertising for the Kelly Metals company of Chicago, Detroit and Los Angeles.

Mr. Middleton's headquarters will be at the Kelly Metals company, which will at an early date, establish its principal production plant. The company will continue its present plants in Detroit and Los Angeles and later establish a third branch plant at a point to be selected in the east. It has been generally understood that the position Mr. Middleton relinquished was only a temporary one. He was waiting since his return from overseas until he found the right niche where his training and experience in introducing and establishing trade for products he was particularly fitted to merchandise presented itself, so that he could make it his life's work.

Mr. Middleton's past experience with such concerns as the Brown Hoist Machinery company, Elwell Parker Electric company, Rhineland ball bearings and the Steel Products company peculiarly fits him for the new duties he assumes.

"I heard of the Kelly Metals company while in the government service," says Mr. Middleton, "and on my return to Detroit discussed its products with my predecessor, Guy Morgan. With the first truly homogeneous amalgamation of copper and lead, alone, ever effected by any process, Kelly Metals company has had six years' record of success in fully overcoming troubles and solving the most difficult bearing problems. With a distinctively new metal the company, both in actual service and in hundreds of tests by the government and others, has achieved remarkable things in the bearings field."

NEW SALES CHIEF FOR THE
KELLY METALS COMPANY.



Ray T. Middleton

MOTOR DATA IS AMAZING

1,586,787 CARS AND 305,142
TRUCKS BUILT IN 1919.

Small Group of Tire Manufacturers in Same Time Produce
About 15,000,000 Tires.

Unofficial figures compiled from various sources tell a wonderful and amazing story of the automobile industry in 1919.

Ninety manufacturers of passenger automobiles and 170 builders of motor trucks in 32 states, employing 580,000 men, produced approximately 1,586,787 passenger cars and 305,142 trucks, valued at \$1,807,593,829, in the last 12 months.

A small group of automobile tire manufacturers produced more than half of the 30,000,000 tires made in 1919, with the other half manufactured by 213 small companies. Of the entire total the Goodyear Tire & Rubber company made nearly 7,000,000 tires, or 23 per cent. In 1920 it is estimated that 40,000,000 tires will be produced, of which this company will produce about 25 per cent.

Automobile exports last year were of startling totals. The value of motor vehicles and parts sent abroad to 81 countries was \$146,334,516, of which 62,624 were passenger cars valued at \$65,945,740, while 14,748 were commercial vehicles worth \$35,372,419. The value of parts exported was \$45,016,284.

It is estimated that there were in 1919, 62,026 automobile dealers, garages and repair shops in the United States. Of the total, 35,317 were passenger car dealers, 15,942 were truck dealers, 3,647 were garages and 43,181 were repair shops.

Farmers were the largest users of motor trucks, owning 19 per cent more than manufacturers and 15 per cent more than retailers. It is estimated that 40 per cent of the car output was sold to farmers last year.

The 7,100,000 motor vehicles in use in the United States, of which 700,000 are motor trucks, brought \$25,000,000 revenue to states from license fees. Mathematicians figure that there are 15.36 persons in the country to every automobile, and two cars in the country for every square mile.

Lovers of horse flesh will view with sadness the fact that 2,500,000 horses were displaced by motor trucks last year. At the same time, it is estimated that 15,000,000 acres of land

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STANDARD EIGHT A Powerful Car

Power for Any Emergency

The Standard Eight has power to meet any emergency of traffic. It delivers that power so easily that its performance is as unostentatious as are its finish and appointments.

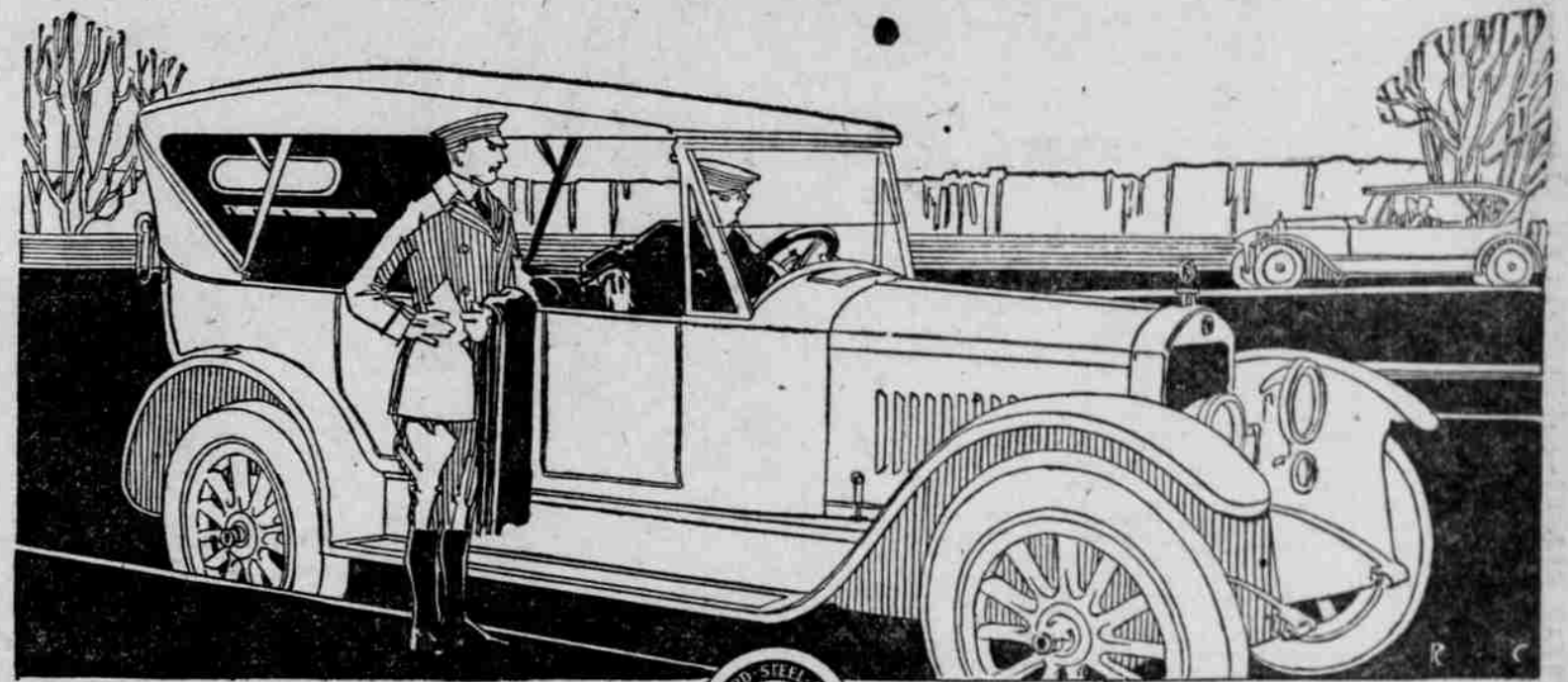
Coupled with the pride of ownership in its beauty and performance is the lasting satisfaction that comes from its economical operation and reasonable upkeep charges.

Built by the Standard Steel Car Company, world famous as master builders of railroad rolling stock, the Standard Eight does not develop weaknesses in construction which sometimes show even in high-priced cars under rough usage.

See the new models at the show.

LEWIS E. OBYE MOTORS CO.

Broadway at Couch—Portland, Oregon



were released for food production by the use of trucks.

Iowa and Nebraska have the greatest number of automobiles per capita, with one car for every six and a half persons. Tennessee leads the country in increase of car registrations, with 25 per cent gain.

Finding Door Rattle.

In the case of a rattling door the

defective part can be detected by the simple expedient of holding each in turn while the car is running. Adjustment of the clearance between the spring bolt and its recess will cure the trouble.

Pasting Up Pocket Maps.

A convenient method of preparing pocket maps for use on a tour is to paste them into strips of cardboard about three inches wide and eight

inches long. This makes a convenient size for ready reference in the car and fits in the pocket.

Use Long Tow Rope.

When it becomes necessary to employ a team of horses to pull a car out of the mud or sand, the ultimate hu-

millation in any event, be careful to use as long a tow rope as possible. Not only does this permit the team to get a better footing but it allows the engine to be used to help the animals without fear of suddenly lunging into the team.



You can't pull the tread off a Thermoid Tire

Eight features that make Thermoid Tires extra strong

1. Thermoid Tires, in many sizes, contain one more ply of fabric than is put in standard tires. For example: 3½ inch tires are built with 5 plies of fabric, and 4½ inch sizes with 7 plies.

2. The fabric in Thermoid Tires is woven from 17½ ounce long staple Sea Island Cotton.

3. Between each layer of fabric is a special blend of Crolide Compound rubber.

4. The cushion is also made of a special blend of Crolide Compound rubber.

5. The breaker strip is made of specially woven fabric.

6. Between the cushion and

the tread there is a different percentage of Crolide.

7. The tread is of Crolide Compound rubber—extra thick, and because of Crolide, tough and resilient.

8. The tread is held firmly in place by a special Thermoid interlocking arrangement of the plies of fabric.

We claim, frankly, this tire will give you more mileage for less money than you've heretofore obtained. The Thermoid guarantee below offers you the opportunity to prove or disprove this claim for yourself without risk.

6000 miles guaranteed (Ford sizes 7500).

CORD TIRES 8000 MILES

Dealers Write for Wholesale Prices

Allen & Hebard Co.

64-66 Broadway, Between Oak and Pine

Phone Broadway 3223



Have proven their Efficiency

Eight Years of Success

Used in U. S. mail Service

Electric lights, windshields, bumpers, impulse starter, spotlight, power tire pump.

Completeness

1, 1½-ton chassis, solid tires, \$1875
1, 1½-ton chassis, cord tires, \$2010
1½, 2-ton chassis, cord tires, \$2265

McCracken Motor Co.

Distributors

490 Burnside St.

Bdwy. 93

"We Carry the Parts"

"Exide" Battery Service

YOU NEED IT:

1st—Because it is dependable.

2d—Because it is thorough.

3d—Because it is a Service whose basic principle is that of adequately and correctly meeting every need of every make of starting battery.

There is an "Exide" Battery for every car—
"A Sure Start Assured."

THE STORAGE BATTERY CO.
348 Couch St. Bdwy. 3043