

FAMOUS RACER MAY ESTABLISH PORTLAND HOUSE

Barney Oldfield Inspects Local Field With View of Extending His Automobile Tire Business.

Barney Oldfield, the famous racing driver who made his fortune piloting speedy cars around the track, and who is now at the head of his own concern, the Oldfield Tire company, paid a visit to Portland last week in the course of his tour up the coast to determine upon the best point for the location of his central distributing depot for the Northwest territory.

The distinction and profit of having this warehouse lies between Seattle and Portland, and after two days spent in this city looking over sites he went on to the Puget Sound city to see what they had to offer in that place. Oldfield expects to come to a decision in the near future.

COMPANY IS EXPANDING

The factory in Cleveland already has two branches in the coast country, one at San Francisco and the other at Los Angeles. Either Portland or Seattle will care for the demand in this section of the country.

The history of the Oldfield Tire company shows a period of rapid success. The company was organized in December, 1918, commencing delivery of tires by April 1, 1919. The same pep and vim that Oldfield used in keeping up the pace on the fast track has come to his aid in his battle for a place in the tire world. The demand for the tires was almost instantaneous, and far exceeded the supply. In spite of being handicapped by lack of adequate factory facilities, the company did \$2,500,000 worth of business between the time of beginning delivery until October 31, 1919. This figure, said Mr. Oldfield, was far above that estimated before the company got into the swing of things.

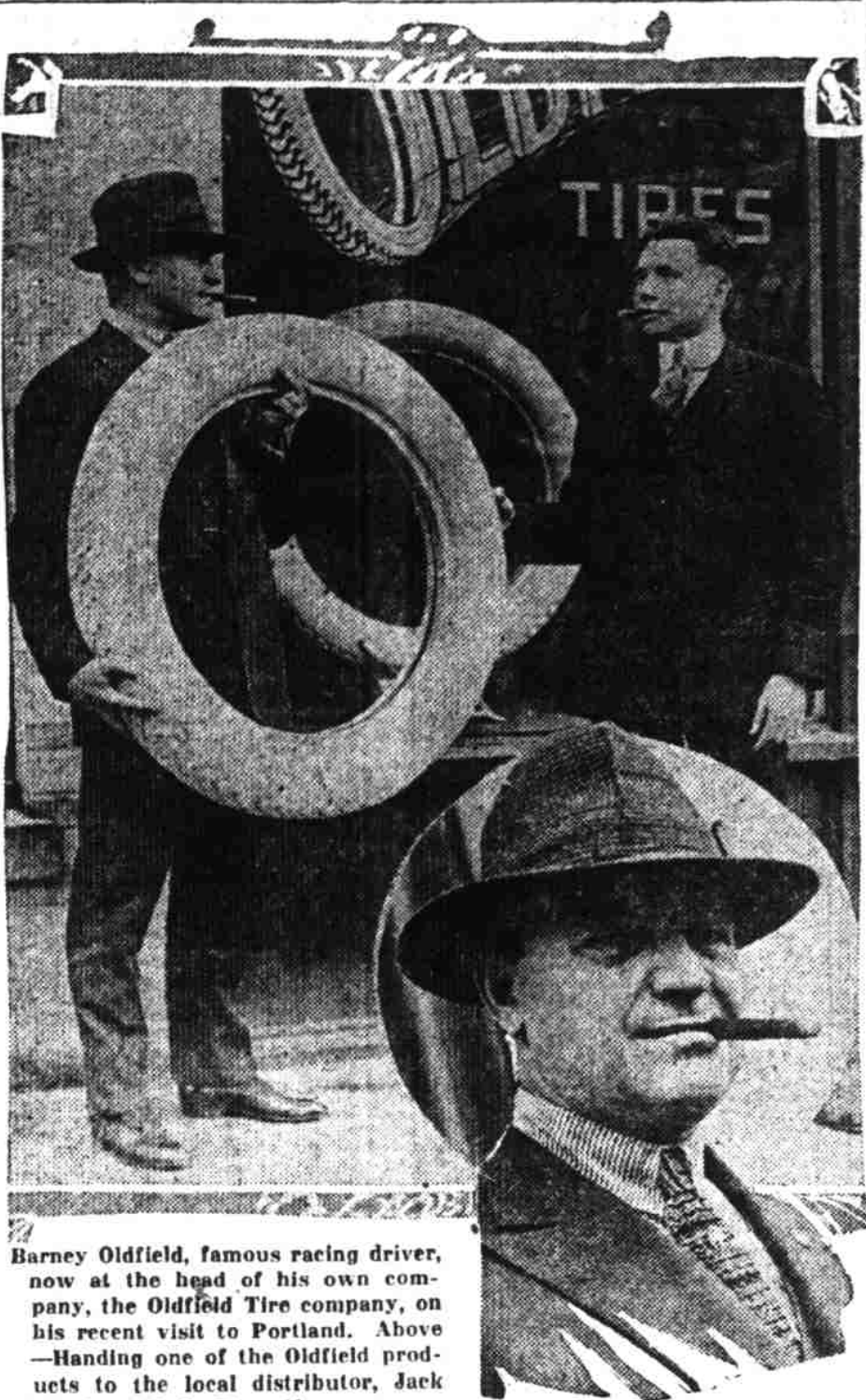
FACTORY RUNNING STRONG
The factory is now turning out tires at the rate of 1750 daily, and production is increasing by leaps and bounds as additions are made to the factory space and equipment. More units of modern machinery are making their appearance daily, and the head of the concern looks forward confidently to the doubling of the output in a short time.

Barney says he is through with the racing game so far as active participation is concerned. He still owns his own racing car, though, known as the Golden Submarine. He is rebuilding this old friend and will enter it in the forthcoming races at Indianapolis. Waldo Stine, who used to work the oil pump for him in the old days, will pilot the car, and a new mechanic will occupy Stine's old seat. Racing still fascinates him, says Oldfield, and he expects to give all the support he can to the pastime that made his money for him.

SOUTHERN TOUR MADE

Oldfield left the factory last December, making a tour through the South.

FAMOUS DRIVER IS VISITOR



Barney Oldfield, famous racing driver, now at the head of his own company, the Oldfield Tire company, on his recent visit to Portland. Above—Handling one of the Oldfield products to the local distributor, Jack Fletcher, of the Tyre Shop.

visiting his branches and looking over the field, for Oldfield is a born territory developer, and arrived in Los Angeles in time to spend the Christmas season with his father and mother.

After paying his visit of inspection to Seattle, Oldfield will go back to the Cleveland factory and make his announcement of a choice of location from that headquarters. While in this city he let fall a hint that Portland stood a good chance of getting the factory branch owing to the recent change in the freight rates to this point.

R. R. Colby, district manager for the factory, and William Rogan, factory representative, met Oldfield here, and the trio spent some time with Fletcher & James of the Tyre Shop, local distributors of Oldfield tires.

Real Nerve

Some men will look you straight in

GOVERNMENT WILL AID IN BUILDING ROAD ON MOUNTAIN

Permission Given to Make Survey for Highway Across Blue Mountains, Walla Walla to Elgin.

It is possible to get federal aid for a road across the Blue mountains from Walla Walla to Elgin, Or., and for a bridge across the Snake river at Central Ferry, connecting the Inland Empire highway with Colfax and Spokane, according to I. L. Hewes of Portland, general inspector for the United States department of agriculture, bureau of public roads, in this district.

Hewes and Philip Dater, district engineer of the United States forest service, conferred with Supervisor John C. Kuhns of the Wenaha national forest and delegates from Dayton, Wabburg, Dixie and Walla Walla, Wash., and Milton and Freewater, Or., concerning the best road from this section to the summit of the Blue mountains. The delegation decided on a road through Dixie and Minnick and thence directly east to Lewis peak on the west slope of the mountains near the summit.

Only four or five miles of this route will need to be constructed and Dater has given Kuhns permission to make the necessary survey, to include an estimate of the cost of construction. This work will be done as soon as it is possible to get into the hills. Ways and means of financing the construction of this road without federal aid will be taken up.

Hewes said he already had a survey of the Elgin road, which would lead to Bingham Springs from Walla Walla, and thence southeast through Gibbon and Summerville, Or., to Elgin.

Federal aid for the Snake river bridge is available, Hewes said, if plans and specifications are submitted to his department, together with evidence that at least one half of the cost is guaranteed by the people interested.

Blamed for Everything

The roads to ruin and the ruin to roads are alike attributed to the automobile by those through whose veins only ice water trickles.

Nash Company Is Growing Rapidly; Needs More Room

The announcement coming out of Kenosha that the Nash Motors company, which has been in business only three years, has outgrown the facilities of its present large factory and has been forced to build another factory in Milwaukee for the manufacture of a new Nash four cylinder car, is one of the most interesting since the early days of the industry, when phenomenal growth was the rule rather than the exception.

The present Kenosha factory, one of the largest and best equipped in the industry, in the second year under the Nash regime, did a volume of upwards of \$47,000,000 worth of business. Its output for the current fiscal year is 40,000 passenger cars and 5000 trucks. Yet this manufacturing capacity is entirely inadequate to keep pace with the increasing demand for Nash products.

DOUBTLESS

The ice said when it froze in the radiator: "There ain't going to be no core."

Linn County Buys Ship Repair Shop

Linn county's trucks and tractors have increased in number so rapidly that county officials have bought the machine shop of Ben Ridders, which will be operated by the county for the repair of county equipment. Considerable difficulty has been experienced by the county in keeping its trucks in operation while depending upon private concerns to do the repair work, and it has been found advisable to operate its own repair plant.

Obtain Right of Way For Highway Stretch

When the Wasco county court sanctioned officially the river route of the Seuffert-Deschutes section of the Columbia river highway they paved the way for active work toward constructing the 15 mile stretch. The obtaining of rights of way will be the next problem. This section of the highway has

been the center of fierce contention for many months and the court decision is taken to be the most significant feature occurring lately in its regard.

Stretch on Highway Will Be Paved Soon

Bids for two miles of pavement on the Pacific highway from the end of the present Lewis county pavement north of Centralia to a point a little north of Grand Mound, will be called for shortly, according to State Highway Commissioner James Allen. Allen also said that the six miles now unpaved between Olympia and Tenino would be paved during the coming summer.

Highway Rerouting Plans Are Revived

Buocda citizens are planning to make another appeal to the state highway commission for rerouting of the Pacific highway through their town. Two grade crossings, they say, will be eliminated,

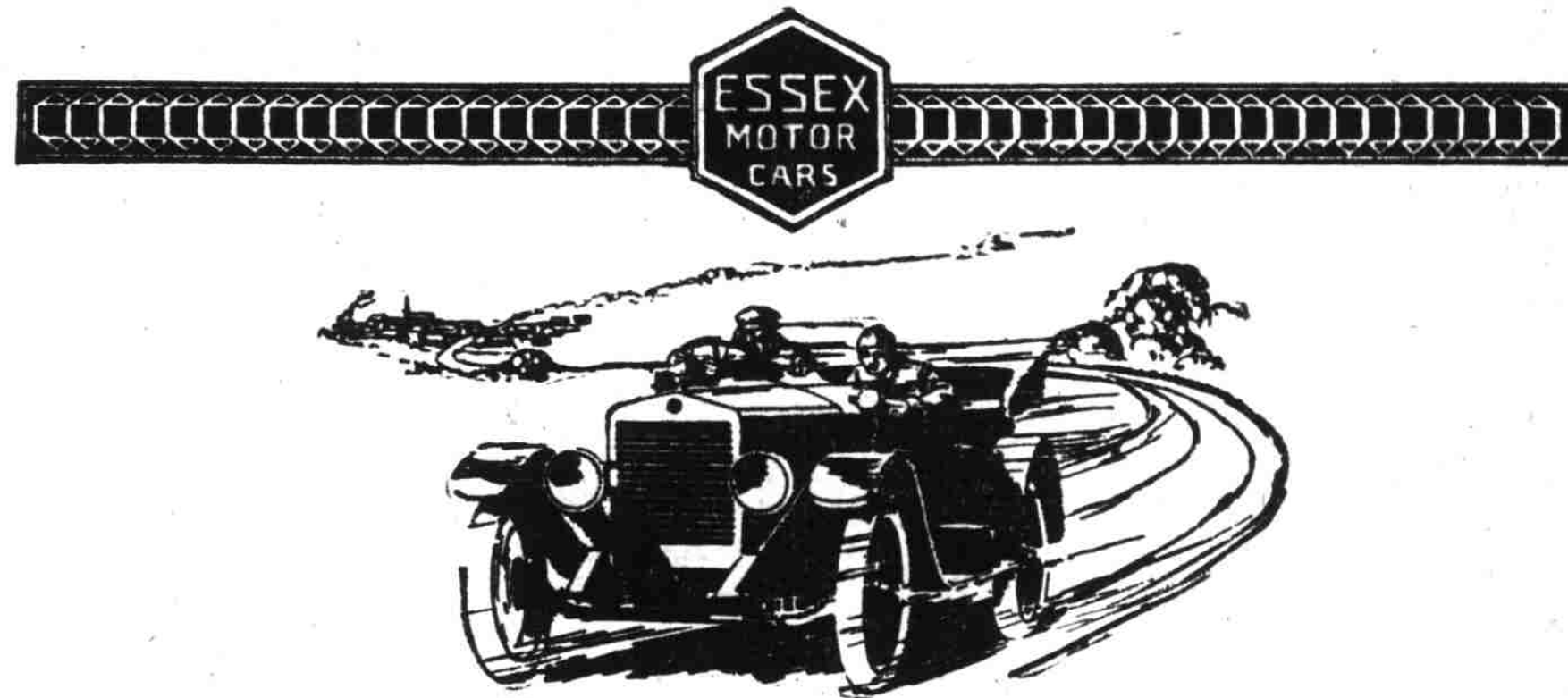
a greater population will be benefited and four miles would be saved. The present route was selected during the administration of the late Governor Lister, who refused to consider the Buocda road because of the grade railroad crossings.

Subway Jam Parts For Newsies' Horn

A new idea for getting off jammed subway trains quickly was tried successfully by a New York newsboy who gave his name as "Tony" here the other day. The cars were so crowded that the average man scarcely could make his way to the doors, but not so crowded that a path was impossible when the harsh "honk-honk" of an automobile horn startled the passengers. They moved aside, falling into the laps of those sitting, and through the center of the car came little Tony, horn in one hand and a bundle of newspaper under an arm.

UNIVERSAL

Another universal joint—the Blind Pig.



Essex Sets World 24-Hour Road Mark of 1061 Miles

Unmatched Endurance Proof Made by Stock Essex Over Snow-Swept Iowa Dirt Roads

Already driven more than 12,000 miles, an Essex stock touring car has established a new world 24-hour mark of 1061 road miles, over frozen, snow-bound, dirt roads of Eastern Iowa.

Not a stop was made for repairs or adjustments. Running day and night, Essex completed the gruelling test without a halt except for fuel and oil. Not even a tire change was made.

The average speed was 47.3 miles per hour.

Essex Also Holds the World's 50-Hour Mark

An Essex stock chassis also holds the world's 50-hour endurance mark of 3037 miles, made under A. A. A. supervision, on the Cincinnati speedway.

In three starts, the same Essex ran a total of 5870 miles in 94 hours, 22 minutes, actual driving time, averaging more than a mile a minute.

Doesn't It Settle the Light Car Question?

Prior to Essex, light weight in an automobile meant principally moderate price, and perhaps gasoline and oil economy.

Light cars had no distinction of speed or power. Buyers did not expect fine appearance and performance.

The coming of the Essex changed that. It brought fine car quality, speed, power and endurance to the light car field. Its performance was matched only in the large costly car class.

Is it any wonder that Essex has made a world's sales record of more than \$35,000,000 paid for 22,000 Essex cars, in its first year?

We are already booking orders for spring delivery. There is no possibility that all buyers can be served. Now is the time to make your reservation.

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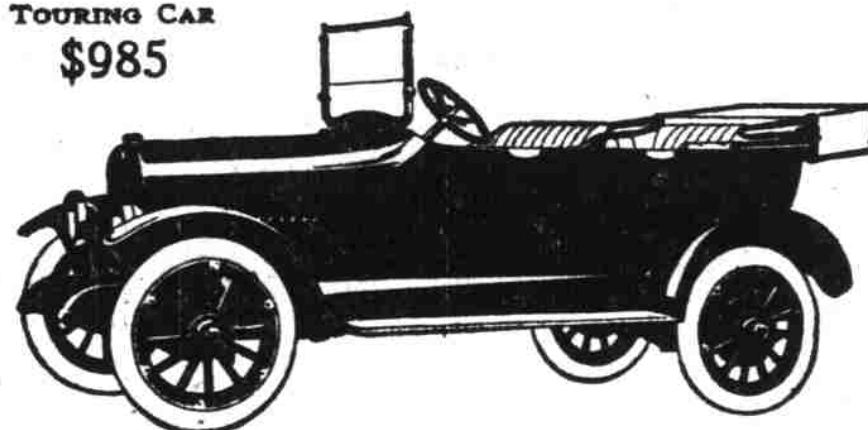
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The demand upon transportation will be greater during the New Year than ever before in history — not even excepting 1918.

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Your trucks should be MACKS because MACKS are of proven quality. The MACK of 1920 will be the same as the MACK of 1919, as the MACK of 1918 and previous years. You run no chance of the truck becoming antiquated. This will protect you in building up a standardized truck fleet. It insures your investment.

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