

AUTO CARAVAN TO LEAVE PORTLAND TUESDAY MORNING

Sixty or More Cars Will Make
Long Trip Cross-Country to
Attend Meeting at Stockton.

Under escort of a hundred or more local motorists, the Northwestern automobile caravan will "hop off" for Stockton, Cal., at 8:30 o'clock Tuesday morning. The starting point will be at Fifth and Oak streets, in front of the Oregon building headquarters of the Portland Ad club, which originated the plan for this novel advertising and motoring expedition to the southland.

The convoy will consist of between 50 and 65 cars, including about 20 each from Portland and Seattle, three from Spokane, two from Tacoma, and the balance distributed among about a dozen other communities in Oregon and Washington.

MODERN CONVENIENCES

The official list of entries includes 52 cars already registered, in addition to which is the military division, consisting of nine entries and operated by a staff of five officers and 30 enlisted men. The total number of tourists and army men in the party when it leaves Portland will be about 240, by far the largest automobile excursion ever undertaken for such a distance over the west coast highways.

The caravan is provided with every facility that will contribute to the comfort and convenience of the motorists. It will include an official pilot car, official pace making car, official baggage transport, fuel and oil transports, and fully equipped service cars, together with an American Red Cross ambulance unit for first aid needs and for exhibitions and demonstrations along the line. The expedition will be operated and dispatched by means of an army field wireless set and a squad of four motorcycles.

THOSE MAKING TRIP

The following is the official registration list for the caravan, with four or five more entries tentatively signed up:

George H. Graves, 363 North Liberty street, Salem; Fred W. Vogler, Eighteenth and Alder streets, Portland; George Bellis, Wilcox building, Portland; P. E. Prather, 1804 Fourth avenue, Seattle; George Dorfing, Bryn Mawr, Wash.; Union Oil company, 3000 Railroad avenue, Seattle; H. C. Ellis, Bend; H. H. Herndon, 1722 1/2 Twenty-seventh street south, Seattle; C. J. Andrews, 4226 Sunnyside, Seattle; Edgar Barr, 715 Seventh avenue, Seattle; Herbert Cuthbert, Smith building, Seattle; V. L. Hamilton, Coquille; E. Lee Maxon, Front and Ankeny streets, Portland; W. H. Chatten, 45 Fourth street, Portland; H. E. Joy, 104 Fourth street, Portland; E. C. Miller, 155 South Nineteenth street, Salem; D. L. Wilson, Silverton, Or.; H. H. Baker, 3808 Ferdinand street, Seattle; Atterbury Truck company, 343 Oak street, Portland; George R. Pierce, 1513 North Prospect street, Tacoma; H. P. Mumma, 4622 South G street, Tacoma; George B. Lewis, 422 Tillamook street, Portland; E. B. Hyatt, 350 Alder street, Portland; A. S. Robinson, Sixth and Madison streets, Portland; Mrs. W. R. Ballis, 325 Twenty-seventh street south, Seattle; L. B. Luper, R. F. D.

CATCH IS IN PLANE SIGHT



It's plane to see that these two fellows came back with a reasonable weight of fish in their creels. The photographer tells us they are F. E. Harding and Captain P. S. McClurg, both pilots for the Oregon, Washington & Idaho Airplane Co. The salmon were caught near the mouth of the Willamette, the fishermen going to the scene of the catch in the hydroplane shown here.

No. 1, Box 2, Tangent; Fred R. Morgan, Frederick & Nelson, Seattle; E. N. Strong, Corbett building, Portland; W. P. McKenney, 45 First street, Portland; Northwest Auto company, Eighteenth and Alder streets, Portland; S. L. Brown, East Water and Madison streets, Portland; Arnold Cohen, 37 North Broadway, Portland; Goodyear Tire & Rubber company, Wilcox building, Portland; Ed Anderson, 5033 California street southwest, Seattle; Northwest Division Red Cross, 222 White building, Seattle; O. W. Powell, Bremerton, Wash.; Dr. J. L. Moore, 674 Broad street, Seattle; F. D. Corlew, 414 Boylston street north, Seattle; A. E. Voorhes, 305 South Sixth street, Grants Pass; Barney B. Lusty, 1505 North Sixteenth street, Seattle; Alfred Goddard, 822 Queen Anne avenue, Seattle; V. McFarland, 84 University street, Seattle; A. R. Tyson, Twelfth and East Pine streets, Seattle; Herman O. Miller, E. P. Goodrich company, Seattle; George M. Brown, 723 Homer street, Seattle; Jack Knife Windshield company, 1110 Bailey street, Seattle; Henry Fair, Coupeville, Wash.; Eldridge Buick company, 802 East Pine street, Seattle; E. W. Webster, East Eleventh and Flanders streets, Portland; Spokane, Wash., three entries; war department, three touring cars, two trucks and four motorcycles.

The excursion is headed for Stockton, Cal., where the party will attend the annual convention of the Pacific Coast Advertising Clubs' association, May 23 to 25. This convention will include a two days' tour through Yosemite valley, starting on May 26.

UNDER POLICE GUARD

The three Spokane cars left their home town yesterday morning and will join the Siwash and northern division of the caravan at Seattle, leaving the Puget Sound city tomorrow morning at 7 o'clock.

The nine army entries will be picked up as the caravan passes Camp Lewis and the Tacoma parties will join the column at that city. The northern division will arrive in Portland about 7 o'clock tomorrow evening, and arrangements are being made for night parking of the cars in the downtown district, and provisions will be made for the night sampling parties in one of the local parks.

May 13—Portland to Eugene, 129 miles. Lunch stop at Albany, Or.
May 13—Eugene to Grants Pass, 147 miles. Lunch stop at Roseburg, Or.
May 14—Grants Pass to Shasta Springs, Cal., 142 miles. Take box lunch, no noonday stop.

May 15—Shasta Springs to Chico, 117 miles. Lunch stop at Redding, Cal.
May 16—Chico to Sacramento, 127 miles. Lunch stop at Gridley, Cal.
May 17—Sacramento to Stockton, 48 miles.

At Albany, where the party stops for noon Tuesday, the Chamber of Commerce will furnish an elaborate luncheon free of charge, and will stage a novel program during the course of the rest.

At Eugene, the first night stop on the way south, the Chamber of Commerce will give an informal dance and reception, with music and other forms of entertainment.

Roseburg, Grants Pass and Medford are also planning effective programs when the party arrives at these places.

TO GIVE BOX LUNCHEONS

A number of Portland merchants and business houses will furnish individual box lunches to every one of the 240 tourists on the day's run from Grants Pass to Shasta Springs, on which day no noon stop is scheduled.

At the California state line the caravan will be met by an army detail from the San Francisco recruiting station and by an official escort representing the California State Automobile association.

At Sission, Cal., the Chamber of Commerce is planning an unusually attractive reception for the 20 or more camping parties attached to the caravan.

The Chico Ad club and Chamber of Commerce will take charge of the caravan at Red Bluff, and will escort the northerners to Chico, where a big open air banquet will be spread in Bidwell park, one of the largest recreation re-

sorts in the United States. The Chico business men will also escort the caravan on the next day's run to Sacramento, and will entertain them with a chicken dinner at noon at the little town of Gridley, in the southern part of Butte county, California.

DISBAND AT STOCKTON

At Sacramento, where the party arrives next Saturday afternoon, one of the most comprehensive receptions and entertainments of the entire tour has been planned by the Sacramento Ad club. There will be a special dinner of California products and a dance and reception given under the auspices of the Sacramento Ad club, which organization has nearly 200 automobiles already signed up for an escort to conduct the caravan on the final 48 mile dash into Stockton on next Sunday morning.

The Sacramento Ad club will provide a sufficient number of automobiles to accommodate all the convention delegates arriving by train in Sacramento that morning, so that the entire Northwestern delegation will roll into Stockton at noon next Sunday together.

Stockton, the convention city, and the destination of the caravan, will put on a reception program for the caravan, the most elaborate ever given by that city. The caravan will officially disband at Stockton on its formal entry into that city.

Blow Torch for Soldering

An ordinary blow torch equipped with a burner and tipped with copper can be used for soldering. The point is easily maintained at the proper heat.

The end of the burner should be threaded on the outside and a hole is drilled in the copper tip and correspondingly threaded. Small holes are drilled in the copper for the flame to come through.

Truck Overloading Greatly Shortens Life of Vehicles

Don't load your truck beyond its normal rated capacity. It was designed and built to carry that load. Certainly it may carry more, but this practice invites inevitable loss. To state that your trucks are overloaded is merely another way of saying that you are materially shortening their useful life as well as decreasing their range of activity.

An overload increases the stresses in the weight carrying members, and may cause excessive breakage of those parts. In any good truck, normal weight, hence normal stress, produces normal wear of moving parts. An excess will necessarily result in abnormal or excessive wear.

A truck frame and other parts may be compared to a bridge. When a bridge is rated at so many tons, it means that it can carry that load with a certain margin of safety. It will carry more, but the margin of safety which was provided to take care of its depreciation in normal service will not be as large. The same is true of the truck.

Overloading decreases the ability of the truck to negotiate road conditions since there is a greater weight to be moved per unit of engine power. A result is excessive gasoline consumption and slower operating speed; therefore, greatly reduced efficiency.

Dry Bearings

If the oil grooves in the bushings become clogged the oil will not be able to reach the surfaces which need it. The use of an excess quantity of graphite sometimes serves to produce this condition.

SIMPLEX!!

Enjoy Comfort and Safety
in Driving

Simplex Windshield Wings—the all adjustable wings; also act as ventilators.

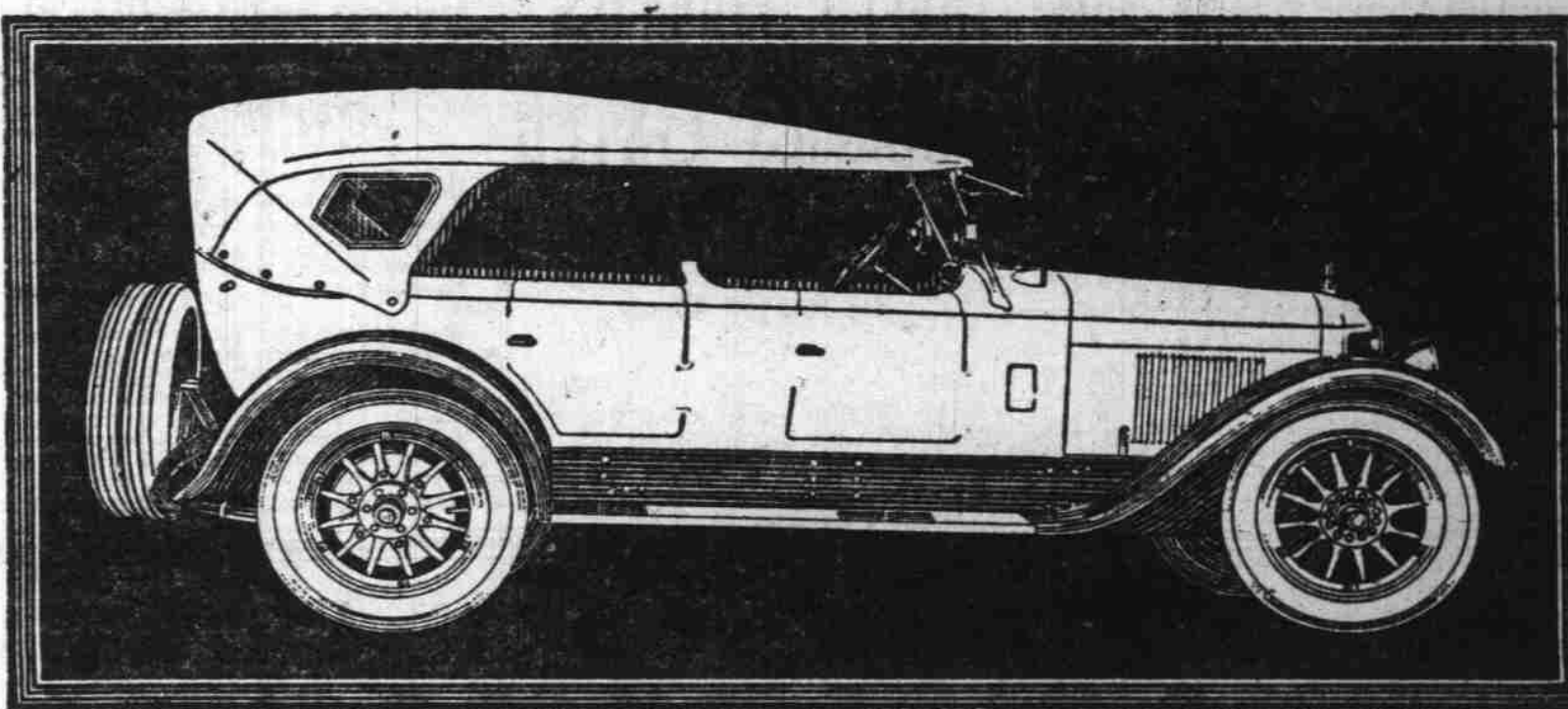
Simplex Vision Shield—shields the eyes from the sun and keeps rain from windshield—the big thing needed.

Simplex Tonneau Windshield—protects rear seat from wind and dust—comfort, protection and clear vision.

Simplex Rear View Mirror—affords driver a clear, unobstructed view through rear curtain.

Ask your Garageman or Dealer about them or see them at

Simplex Auto Equipment Co.
111 13th Street, Portland, Oregon



True—here is the only car you can buy whose gears are shifted electrically and whose motor is made of aluminum—two almost unanswerable reasons why your next car should be a Premier.

But the real reasons why you should buy a Premier are far more basic. Buy a Premier, because it is the one car that has openly challenged Europe to make good her claim to supremacy in the fine car field—and by sheer mechanical superiority has made the challenge stick.

Buy a Premier, because there is no prouder name in motor car history, or any with a richer tradition for worthy conduct on the field of usage. Buy a Premier, because of its silent appeal to the human passion for BEAUTY. The well-bred people

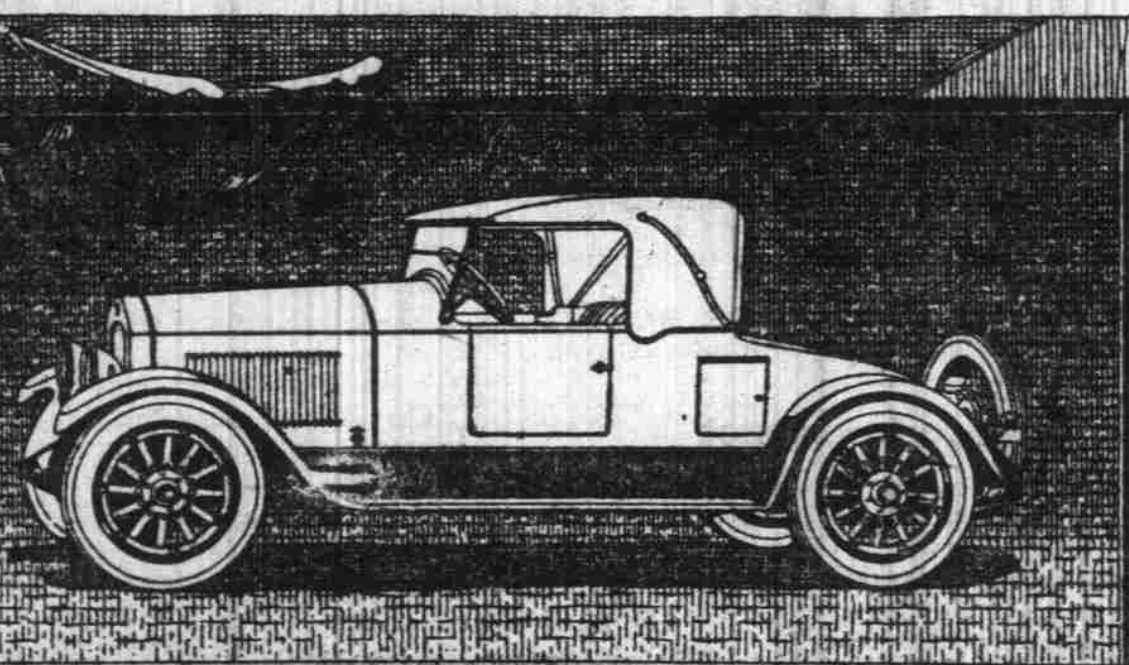
of America saw this car at the New York and Chicago shows, and it spoke to them—in their own language. With the result that, at this moment, the great Premier factory, with its reinforcements of men, money and machinery, is hard pressed to meet even a fraction of the demand for Premier cars.

The mere fact that you are riding in a Premier, in preference to a European car, not only underwrites your Americanism, but proclaims you a person of discernment, of good taste, and appreciation of true engineering.

McCracken Motor Co., Distributors
490 Burnside Street Broadway 93

PREMIER

THE ALUMINUM SIX WITH MAGNETIC GEAR SHIFT



Cole Aero-EIGHT

BALANCED TO ZERO*

Why does the Aero-EIGHT pick-up so swiftly and have so great a fund of reserve power?

An aviator can tell you the moment he takes the wheel and feels the car respond to the touch of the accelerator.

It's the minute balance of every unit that enables the mechanism to respond without effort or restraint when under way.

Aerotype engineering has increased the limits of motor car possibility, and Cole engineers have been the first to apply these principles to the automobile.

Aeroplane balance is one of the characteristics which the name of the Aero-EIGHT implies. It is balanced to zero, so that every unit is able to function 100 per cent.

NORTHWEST AUTO CO.

Alder at Eighteenth

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U.S.A.

THERE'S A TOUCH OF TOMORROW IN ALL COLE DOES TODAY