

THRILLER'S JOB HAS DRAWBACKS

Must Dodge Both Coroner and Constable, Says Oldfield

"It's getting harder every year to thrill the people," comments Barney Oldfield, dean of all the thrillers but now a prosperous tire manufacturer, who was an Albany visitor this week.

"I watch them these days from the grand stand," Mr. Oldfield continued, "and I guess I'm the worst worried man on deck, while somebody risks his life out in front, jumping from one airplane into another or doing some similar stunt where the odds are apparently all against him."

"A friend wrote me the other day that I was lucky airplanes weren't in use when Henry Ford hired me to pilot his famous '999', and I guess he was right. I merely took the liveliest experiment I could find. If there'd been any riskier way to make a living, I'd have probably picked that."

"And automobile racing in those days was about as dangerous as it looked. The cars were only experiments. Tire building and designing were in their infancy."

"When in 1913, I circled a mile track in a minute—the first time the feat had ever been performed—I had a tiller instead of a wheel to steer with, and virtually ruined \$600 worth of tires in a single lap."

"In those days tires were our biggest source of expense and danger. If I hadn't solved the tire problem for myself, with tires of my own design, built especially to my specifications, I'd undoubtedly have gone broke or killed myself early in my career. Several times it looked a close finish between debt and death—the constable or the coroner."

Since his retirement from racing a year ago, Mr. Oldfield has steadfastly declined all offers to appear in public.

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Motor Advertising In 1919 Was Great

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are not ready to announce what they have planned. But it is no secret about Buick, Buick, Cadillac, Chevrolet increasing. Chalmers-Maxwell, one of the largest, is working out an increased appropriation running into sever figures, plans for some weeks. Chandler, with its new sister—or brother—the Cleveland—is going big with much regularity.

Big Campaigns Ahead

Cole finished one campaign a short time ago, and another is ready, partly started, that will be larger. Dodge Brothers will spend more, and Dord with its increased production, too, has larger copy ready for its dealers. Franklin is in the big copy class; Holmes came along wonderfully well in 1919 and has a larger schedule for this year. Hudson, with it Essex, has been one of the lavish spenders, and the results have been gratifying so it will be continued.

Jordan made a much bigger showing last year, and is ready with its new campaign now which is bigger. Lexington, with a new model, will be prominent this year, more so than ever. Liberty has a campaign mapped out ready to start shortly, and Marmon has begun its series with page copy for show issues again. It will be larger than 1919. The Mercer-Loxcomb combination means Mercer copy in more cities than before. Nash, too, is going to increase, and its schedule has begun.

Overland is doing some big advertising with its new Four, and this will increase with the new six. Interference with production held it off a bit, but now the copy on the Four is a regular visitor at many offices. Packard has a big campaign on trucks, and will do some car advertising this year. Pierce-Arrow spent more than ever, and this policy is to be continued. So is Paige, Peerless, Reo, Saxon, Studebaker, Vellie, Winton, Stutz. These are not all the advertisers, but comprise most of the regulars. On top of this list will be found a lot of the others, who from intermittent advertisers will become large ones.

And the tire people are not going to waste time. Goodrich started with its fill pages for the New Year, and Goodyear, Firestone, U.S., Fisk, Pennsylvania, and a lot of others will begin to hit their stride when spring gets the roads opened up more for touring after the chill of winter gets blown away.

The truck makers will get into a more steady habit of advertising in all seasons, and the accessory men adapting devices for comfort in hot and cold weather will alternately send along their copy.

Motor Show Attracts Interest of Car Owners

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ent, in addition to the vaudeville acts and other numbers.

The truck and tractor show will be a feature in itself. This exhibit will be staged in two large tents which will be placed in Fourth Street opposite the main entrance of the armory. It will be lighted by local dealers in farm lighting plants and will be as bright as day at night time. The opening of the show will be turned over to the Elks and it will not only be a big social event but will be a gay and hilarious one for all. Special stunts will be arranged for the opening evening.

The event is being recognized by local business men who will decorate in honor of the occasion. Prizes for the best decorated windows carrying out the spirit of the show, are being offered, and already the window trimmers of the city are at work planning and preparing for the showing.

The purpose of the show will not be in vain, either. The real object is to display the various makes of cars, trucks and tractors and to show the progress that has been made in the automotive world during the past year. Several new cars will be shown this year, in addition to the improved models that were formerly exhibited here. Some real improvements have been made and the lines of many of the cars have been beautified to a marked degree. It will be a real treat for the motorist and prospective motor car buyer.

The truck and tractor exhibit, too, will have its share of attention. There

will be no less than 20 and possibly more than 30 trucks and tractors of various makes on display. The trucks containing the trucks will be 140 feet long by 35 feet wide and ample to take care of the entire exhibit. There

will also be many accessories, such as tires, oils, and other supplies to the motorist. shown, all of which will be educative to the motorist.

"Over the Top" In an Elgin Six

The embankment on the water front in Grant Park, Chicago, is so steep that gravity almost overcomes traction. It is not meant to be traveled, but of course the Elgin driver couldn't resist the temptation. Many high-priced cars have tried and failed to go up, but the Elgin Six went "over the top" without the slightest difficulty on numerous occasions.

There is no chance for a running start, either, as the grade is right at the water front.

This feat created so much interest in the Elgin's hill climbing ability that Chicago city engineers were called upon to measure the elevation, and they found it to be a 57 per cent grade.

A hill is only a strip of road to an Elgin Six.

Albany Elgin Six Sales and Service

S. D. DOREMUS, Mgr.

415 Lyon St.



—The Year Round—When You Own an

Indian Motorcycle With Side Car

You can go anywhere and everywhere you want to go—just as fast and comfortably and cozily as in any other highgrade motor-driven vehicle, at far less cost of operating and maintenance.

BALTIMORE

Gun and Bicycle Works
336 West 2nd St.

Puncture Proof and Easy Riding

Piers of live, elastic Rubber make Dayton Airless smooth riding

Without the vibration of a hard pneumatic tire—without the drag of a soft pneumatic—Dayton Airless Tires give to any light car ideal riding qualities.

Piers of pliable rubber, with air spaces between, absorb road shocks and protect the machine from jolt and jar.

If You Own a Ford, Maxwell or Chevrolet

equip with Dayton Airless Tires and drive anywhere—everywhere over hot and dusty roads, muddy or frozen roads, over sharp rocks, bad streets, nails or broken glass without a stop or delay on account of tire trouble.

Only four Dayton Airless Tires are needed, with no spare casing and no tubes. No repair outfit, no pump and no tools. Dayton Airless Tires are absolutely puncture-proof, blow-out proof and trouble-proof. Nothing can happen but wear—and the double thick tread wears 'till there's nothing left but shreds.

Passenger and Delivery Cars.

Dayton Airless Tires are used by oil companies, delivery systems, retailers, manufacturers and more than 100,000 owners of cars using 30x3, 30x3½ and 31x4 sizes.

8,000 Miles Guaranteed.

With actual service far in excess of that—real, uninterrupted service, without thought of possible trouble—without danger, without delay, without inconvenience. Equip with Dayton Airless.

LOUIS K. GEIL
Distributor
Pacific Garage 134 W. 2nd St.
ALBANY, OREGON

Dayton Airless