

### LOCAL AUTO CLUB HAS GREAT PLANS

Campaign to Boost Membership to Three Times Present Number Started.

### NEW HOME IS IN SIGHT

Organization Adopts Appropriate Emblem and Joins American Automobile Association, Giving Members Many Rights.

With the recent reorganization of the Portland Automobile Club, there has followed an enthusiastic spirit of cooperation among the members, and united efforts will be put forth to make this organization one of the most important and influential of its kind on the Pacific Coast.

One of the first things to be done is to increase the membership from 500 to 1500. That 1000 new members can be secured this year, there seems to be no doubt in the minds of the directors, and all of the charter members. Circular letters will be sent to each member this week, in which will be set forth the plans in detail, of what the club proposes to accomplish this Summer. This letter makes an appeal to every member to secure two new members.

The question of a clubhouse and a new location for it, will be one of the chief subjects for the meeting Tuesday night. Several sites are in view, but a final selection will not be made until every member is heard from. Each member will be supplied with a list of sites that may be available and the site that receives the greatest number of votes from the members will be the location for the future home of the club. In this way, every member will have a voice in choosing the location and will feel that he has a personal interest in the matter.

Work to Be Started This Year. With the enthusiasm that now obtains among the club members, there seems to be no doubt that the organization will be able to secure sufficient funds with which to purchase a site and build a clubhouse.

By selling the present club grounds, which contain a membership of 1500 live automobilists, the directors believe that it will be possible to begin actual work on the proposed clubhouse this week. The club is now affiliated with the American Automobile Association, word having been received from Eastern headquarters last week that the club had been reinstated, and is now in good standing with that organization. One of the benefits of affiliation with the National organization is that it entitles its members when touring in other states, membership in the American Automobile Association gives one a stay of two weeks in any state without having to take out a special license.

The club has just received its emblems and these are now being distributed among the members. They are made of metal and can be secured easily on the front of the radiator of a car, where they will be in plain sight. The emblems are made to represent a wheel and bear an inscription of the "Portland Automobile Club" around the rim and another of "Good Roads" in the center.

Emblem of Great Benefit. The club emblems have a distinct significance and, it is pointed out, it is well worth the membership fee alone to have this insignia on the front of one's car. If a club member meets with an accident while on a trip, this emblem is brought into good play. Any other member meeting the one in distress must stop his car and render assistance. If he has the emblem, he has the material needed to repair the brake in a brother member's car, this must be supplied. Every effort must be made to help the one out of his difficulty. If a member refuses to aid another in distress, the matter is reported to the secretary, and at the next meeting of the board of directors this member is suspended promptly from membership. On the other hand, if the member who has been given assistance by another, such as the loaned tools or repair material, and does not return the articles within a reasonable length of time, he is also held in bad favor and is subject to suspension.

The use of the insignia is far-reaching and will no doubt prove an important innovation among the automobile club members of Portland.

### GLIDDEN TROPHY IS HERE

H. L. Keats Displays Prize Won by Chalmers "30" Car.

One of the most famous automobile trophies in the world is now on exhibition in the salesroom of the H. L. Keats Auto Company. It is the classic Glidden Trophy now held by a Chalmers "30" Touring Car.

In 1910 the Glidden Trophy, the most famous of all motor endurance prizes, was won for the first time by a car costing less than \$1000, which is highly indicative that this is the age of the medium-priced automobile. In the longest and most strenuous of all Glidden tours, Chalmers No. 5 returned to the grind in 1910 started at Cincinnati and covered the South and Southwest, going to Chicago by way of Dallas—a distance of 2851 miles. Among the roads covered were some of the worst in the United States, and when Dallas was reached Chalmers No. 5 was the only car in the tour which retained its perfect score. Of the cars that started, not one finished with a perfect score, though No. 5 was the last car to receive a penalty.

None who rode through the entire tour will ever forget the agonies of the trip. It was the severest of grinds both for men and cars, and all honor is due every car which finished. Chalmers No. 5, as a result of the Glidden tour victory, stands among the most prominent of the 1910 contest cars. But if this were not enough, it may be remembered that the same car later contested in the Minneapolis Tribune Trophy run and won permanent possession of this famous endurance prize for the best average in three years' contests.

### Label Wins Four-Round Decision.

Abe Label, who fought in Portland about a year ago, won a clean-cut four-round decision over Tommy McFarland in San Francisco a few nights ago. He won the third man in the ring. McFarland acquired considerable notoriety by getting a draw with Wolgast at Fond du Lac, Wis., several months ago, Wolgast breaking his arm in the bout.

### FIRST AUTO TO REACH NEWPORT THIS YEAR.



C. H. MOORE, DRIVING OVER BAD ROADS.

### AUTO WINS VOTES

Candidates for Political Honors Burn Gasoline.

VOTERS GIVEN FREE RIDES

Ability to Cover Ground Quickly Aids Officeseeker in His Campaign—Several in Use in Council Race.

Ability to cover half a dozen meetings in one night at different parts of the city the size of Portland would be impossible without the automobile, but this is what has been done in the last few campaigns, and will be repeated no doubt during the present municipal campaign. The importance of the use of the auto is being demonstrated, when one can see every day some candidate making the rounds in a car to stir up interest in his behalf. And there are the candidate's friends who have automobiles. They, too, are using their machines to help drum up interest for their particular and favorite candidate.

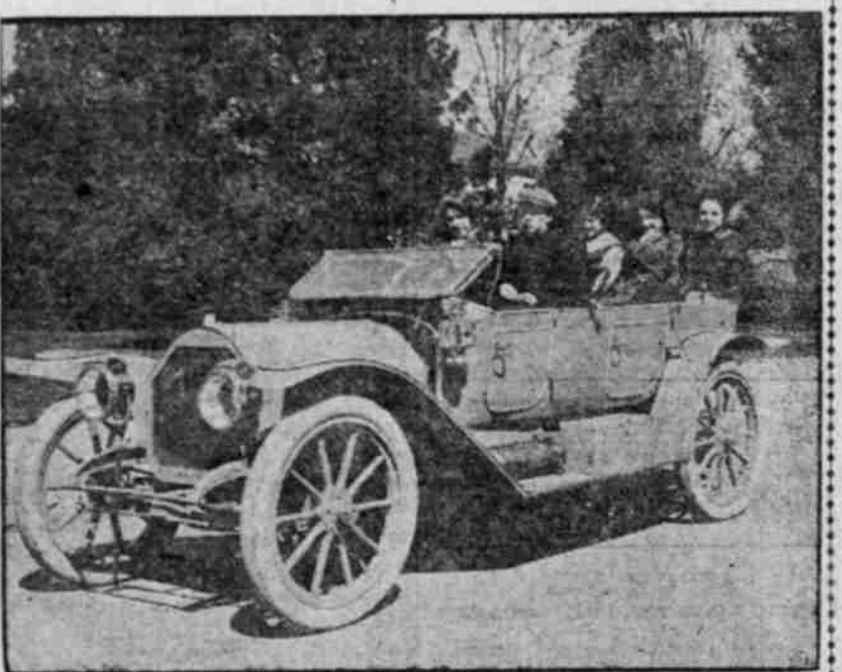
There is Bill Smith, who lives over in the Tenth Ward, who says the candidate's manager, "John, go and see Smith at once. If he doesn't enthuse over our candidate, get him and his wife and the kiddies, and take 'em all for a spin in your auto. By the time you get 'em back home you will have them sold for our candidate. The wife and the kiddies will talk about it and the neighbors will soon learn what stuff our man is made of. It may be that some of the neighbors will want to take a ride. Well, that's all right. We don't disappoint 'em, that's a cinch. Then, there is John Jones, who is cutting quite a figure among the voters over in the Third Ward. Jump into your auto and look him up. He is there with the goods and can deliver a big bunch of votes, if we do the right thing. Take him in your car and pick up some of his friends. A pleasant jaunt about town or out on some of the good drives will turn the trick with the bunch."



Insignia That Has Been Adopted by Portland Automobile Club.

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### SIXTEEN-YEAR-OLD GIRL SKILLED DRIVER.



MISS LELA COYLE, WITH PARTY, IN HER NEW AUBURN CAR.

WALLA WALLA, Wash., April 28.—(Special.)—Good roads and scenic spots around Walla Walla have made motoring most popular here. Among the most enthusiastic automobilists is Miss Lela Coyle, daughter of Sidney Coyle, a wealthy Walla Walla Valley land owner and good roads advocate. Miss Coyle, shown at the wheel of her 1911 Auburn "30," is only 16 years old, and has not yet completed her high school course, but she has demonstrated unusual ability for one so young in driving automobiles, having spent the most of last Summer in touring in Washington and Oregon with her parents and friends. Miss Coyle is planning several touring trips for this year. Besides being a skillful driver, the young lady is a talented dancer, having taken part as one of the principals in the Kirmess given here some time ago.

### AUTO SETS RECORD

Trip Made From Portland to Newport on Coast.

### SOME BAD ROADS FOUND

C. H. Moore and W. K. Merrill Say Worst Piece of Highway Was Met With Between Towns of Tigardville and Rex.

After making an automobile trip through the Willamette Valley as far as Eugene, thence through Benton and Lincoln Counties to Newport, and returning to Portland through King's Valley to Independence, Monmouth, Molokini and Newberg, C. H. Moore, district superintendent, and W. K. Merrill, special agent of the Pacific Telephone & Telegraph Company, hold the record for covering this route between Portland and the sea this early in the season.

With the exception of being grounded several times in the mud holes in Lincoln County and meeting with tire trouble at Tigardville, in Washington County, the automobilists had a most pleasant and successful trip. Leaving Portland a week ago last Thursday, the party drove to Eugene, stopping at the several towns on the way. On Sunday they left Eugene for Newport, including in their itinerary the towns of Monros, Bell Fountain, Corvallis, Philomath, Wrenn, Blodgett, Eddyville and Pioneer.

They found the roads between Eugene and Corvallis in excellent condition, while the stretch between Corvallis and Philomath was almost as fine as the rest of the route. Between the road was in bad shape and was in poor condition practically all the way between that point and Pioneer. Between Wrenn and Blodgett the road was full of mudholes and the automobile was mired three times. The 15-mile stretch between Blodgett and Eddyville was in similar condition. The party found the mountain road around Pioneer in fairly good condition and the steep grade at Pioneer was negotiated without difficulty. The muddy condition of the road near Toledo made it hard pulling. Between Toledo and Siletz, the tourists found that three miles of the macadamized road being built by the Government had been finished.

Arriving at Newport Monday afternoon, Messrs Moore and Merrill found the weather clear. They drove 18 miles south along the beach to Waldport. This proved one of the most delightful features of the trip. The stretch between Newport and Waldport is magnificent, said Mr. Moore. "It surpasses Atlantic City in every way. I don't believe that the people of this state fully appreciate that spot along the Oregon coast."

The tourists left Newport for Portland Wednesday afternoon, arriving home at 10 o'clock Thursday night. The only tire trouble experienced in the entire trip was about 15 miles from the city. "Outside of the mudholes and the soft condition of the roads in Lincoln County, the worst piece of road we met on the entire trip is that between Tigardville and Rex," said Mr. Moore. "This stretch of road is a disgrace and it seems to me that something should be done at once toward repairing it. The movement started at Newberg last week to rebuild this road is most meritorious and it should have the hearty support of the people of Portland."

The first automobile trip of record that had been made previously between Portland and Newberg was made in the month of June. Making the same drive in April is considered a noteworthy feat among local automobilists.

### LAKE TAHOE RUN IS PLANNED

Silver Trophy to Go to First Auto Via New State Highway.

An offer just made by the Lake Tahoe Tavern of a silver trophy for the first automobile to reach Tahoe this season via the new State Highway, through Auburn and Emigrant Gap, promises to add an interesting feature to early Summer touring endeavors in Northern California. For several seasons past the first and last motor crossing of the high Sierra has been considered an important achievement by the automobile trade in and around San Francisco. The incentive that the offer of the Tahoe trophy insures will doubtless greatly stimulate the desire of the various motorists to have their particular machine the first over the summit this season.

Interest also attaches to the offer because of the popularity that last October's Lake Tahoe endurance run achieved for the new State Highway as an automobile touring route. On that occasion eight out of 19 entries returned to San Francisco with perfect scores, thus showing the ease and safety with which the trip could be accomplished. The recent construction of a boulevard running from Bon All, a station but a short distance above Sacramento, to an intersection with the Tahoe road goes a long way toward perfecting the Tahoe route for this coming season. The road from Auburn to Emigrant Gap is to be cared for by a large appropriation made by the state of California, and while \$5000 is to be expended for improvements from that point on to Lake Tahoe.

Early endeavors to reach the lake will be unusually interesting this season because of the heavy fall of snow this past winter. In places the snow reached the unprecedented depth of 30 feet. It is reported, however, that the thaw is progressing rapidly, and that early June should see the road in condition for regular touring.

The cultivation of cotton in Slam is being encouraged by the ministry of agriculture, and is attracting the attention of capitalists. It has been found that both the soil and climate of the Menam valley and in the northern provinces are most conducive to the growth of the cotton plant.



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NOTED INVENTOR VISITS CITY  
J. W. Jones Has Device That Keeps Tab on Truckdrivers.  
One of the latest inventions considered of importance to the automobile manufacturer, dealer and owner, is a recording device for use on commercial vehicles and trucks. This recorder tells what time the truck is in operation, what hour of the day and how long the truck is idle, how many miles and how fast it travels. It serves as a complete accounting system for the truck owner. When attached to a truck, it looks and aced, so that the driver cannot tamper with it.

The inventor of this device, Joseph W. Jones, is now in Portland showing his latest patent to the local trade. Mr. Jones is also inventor of the Jones speedometer and the originator of the speedometer industry. He is accompanied on his trip through the Northwest by O. N. Cowan, manager of the San Francisco branch. In addition to the two inventions, Mr. Jones scored a big achievement when he invented the circular disc phonograph record.

"I am much pleased with Portland and its climate," said Mr. Jones. "This city gives every evidence of prosperity. The building development here is amazing. I find the automobile trade in a most healthy condition here." While in the city Mr. Jones is the guest of Hughson & Merton, his Pacific Coast factory representatives.

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