

GREAT RACES NEAR

Famous Speed Men to Compete at Indianapolis.

\$25,000 IN SWEEPSTAKES

Six Foreign Cars Will Enter Contest for Big Prizes on Decoration Day, Together With Americans Who Have Made Their Mark.

One of the greatest durability race meets ever arranged in America is scheduled to take place at Indianapolis on Tuesday, Decoration day. This will be a 500-mile endurance race.

With the details of the event now about perfected, there have been entered in speed creation by various stories and private owners. The drivers include practically all of the famous American racing teams and individuals.

Six foreign cars will compete in the race and every car, with one exception, will have a world-famous pilot at the wheel.

Competition Will Be Keen. Looking over the field it is evident that one of the greatest struggles for supremacy between men and machines will take place.

Two young millionaire sportsmen—Caleb Bragg, who claims international fame by beating Barney Oldfield at Los Angeles while an amateur pilot, and David Bruce-Brown, winner of the grand prize at Savannah last November—will steer a pair of the famous Italian cars.

Pitted against this array of foreign talent from the best factories in Europe will be the cream of the American school. Not a car that has become famous through its work on the track will be absent.

Louis Disbrow Will Be There. Louis Disbrow will pit his new famous Pope-Hartford "Hummer" against the field.

Leslie Drivers Famous. The Leslie team will come with two of the greatest drivers in this country—men who have been particularly prominent in the last two seasons—Raymond Mears and Walter Jones.

Frank P. Fox, the veteran driver, will be seen at the wheel of a Pope-Hartford "Happy Johnny" Aitken, Charley Mers and "Howdy" Wilcox will make up the three drivers for the National blue flying squadron.

Highway Is Most Important. California Leads in Construction of Roads.

That the Pacific Highway project is an undertaking that means much to Oregon, Washington and California is the belief of C. H. Chute, a business man of Pasco, who arrived in Portland Tuesday in his new Overland "40" from Seattle.

California is ahead of the two Northern states in good roads," said Mr. Chute. "The people there realize the importance of modern highways, and are spending millions of dollars in road construction.

The route between Seattle and Portland passes through many interesting sections, but the road at present is in a frightful condition. The worst stretch lies around Toledo, where the mud is very deep and it is almost impossible to drive through with a car.

When I was in Seattle, the Pacific Highway Association received many inquiries from Southern California as to the condition of the roads in Oregon and Washington. This is taken to indicate that California tourists are contemplating trips up to Portland and on to Puget Sound this summer.

Mr. Chute shipped his car as far as Tapia, Wash., and from that point drove to his home at Pasco.

DEALERS TO HAVE CLUB. Weekly Luncheon Proposed by Automobile Men.

Portland automobile dealers are planning an organization similar to the Portland Ad Men's Club. The movement was talked about last week and representatives of the trade who were approached on the subject gave the idea their approval.

"With the hundreds of dealers and the immense amount of capital invested in the automobile industry in Portland, it is believed that it will be to our common interest to meet at a luncheon once each week," said Arthur A. Graham.

"It has been suggested that we call it the 'Flat Tire Club.' That suggests a pun; still it would mean that there would be no air, hot or otherwise, connected with the organization. It is a good idea and I am heartily in favor of such a club."

H. M. Covey believes that many benefits would be derived from such an organization.

"Such a club as has been proposed would prove to be sort of a family gathering for the dealers," said Mr. Covey. "Competing at a noon luncheon once a week, we would not only be entertained, but we would be given many splendid opportunities to hear the latest news that would benefit all of us. An organization of this kind tends to eliminate petty jealousies that sometimes exist among dealers."

Macaram Is Urged. Farmer Cries for More Roads Than Railways.

Good, Hard-Surfaced Highways Leading From Agriculturist's Land to Nearest Station Badly Needed, Says Mr. Russell.

With the railroads meeting the transportation problem with general satisfaction in the Willamette Valley, it is conceded by students of the situation that a network of macadam roads will do more to develop the upper part of the valley than additional trolley lines.

The argument is heard that good roads are just as essential to a community as steam and electric lines and that they form the two greatest factors in the upbuilding of a district abounding in natural resources.

However, what benefit, it is asked, accrues to a farmer living five to ten miles from an electric line when he is compelled to cart his produce over such a road as that, for instance, lying between Tigardville and Rex, in Washington County. It is pointed out that the farmer receives but little advantage relatively unless there are good hard-surfaced roads leading from his land to the nearest station.

"A system of good macadam roads throughout the Willamette Valley is our greatest present need," said Lewis Russell, a prominent autoist, the other speaker at the meeting.

GREAT TOUR SUGGESTED

WEST PLACE FOR ENDURANCE TEST, SAY MOTORISTS.

Trip From Mexican to Canadian Boundaries Would Afford Variety of Road and Scene.

"Judging from reports that we are receiving from the different branches in the West, hundreds of automobile owners on the Coast, both north and south, are going to make the run to the Portland Race Festival in automobiles," said C. A. Eastman, state manager for the White Company last week.

"From these same reports I get information indicating that an automobile tour designed to be for the Pacific Coast what the Olden tour is to the motorists of the East is being planned by enthusiasts in the leading cities on the Pacific Coast."

That the West has grown in importance until it has reached a point where it is entitled to have a blue-ribbon tour that will mean as much to its thousands of motorists as the annual Olden tour is to the dealers and manufacturers of the Atlantic Coast, is the opinion of prominent Portland motorcar agents.

Speaking of the proposed tour, Mr. Eastman said: "The time has come when we do not have to depend on the East for important automobile events. In parts of the West we have the best roads in the world, and scenery that cannot be excelled, and as California ranks next to New York in the number of machines owned, there is no reason why we should not have an automobile endurance or durability tour on the Coast that will be even more interesting than the famous Olden tour."

"The route I would suggest for such a tour would be from the Mexican to the Canadian borders, via San Diego, Los Angeles, San Francisco, Sacramento, Portland and Seattle."

"This trip would be about 1600 miles and would give a greater variety of roads and scenery than could be had over the same distance in any part of the world. It would do much to develop a sentiment for better roads on this Coast and would be of great benefit to the agents throughout this territory. A great many owners undoubtedly would take the trip, as it would give them an excellent opportunity to see the sights of their own country."

Dryden Fruitgrowers Join. DRYDEN, Wash., May 27.—(Special.)—At a recent meeting of the Dryden Fruitgrowers' Union, it was voted to renew membership in the Northwestern Fruit Exchange, with headquarters at Portland.

Litigants Settle Suit, Then Fight. GRESHAM, Or., May 27.—When G. F. Balherner and Andrew McGregor appeared with their witnesses in Justice Court today to settle a controversy over a leasehold, the principals came to an understanding and the case was dismissed.

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THE E-M-F NORTHWEST CO.

M-1853 A-2436

Direct Branch (The Studebaker Corporation) E-M-F Factories

L. H. ROSE Manager

E-M-F Building, Chapman and Alder Sts. Portland, Or.

As a result of the recent agreement between the United States and Mexico, where packages weighing as much as 15 pounds can be sent through the mails, a number of the residents and merchants of Tampico, purchasing many articles in the United States which they were formerly unable to obtain.

Many of the cities of Germany have well-organized sport clubs which encourage all sports the year round. The one at Carlsbad is the most important in western Bohemia, and is called the International Sport-Club Carlsbad. It is composed of five sections, as follows: Golf, tennis, fencing, football and winter sports.

At Niagara Falls electric power is used in a factory which produces graphite in an electric furnace. Its production in 1908 was 7,365,511 pounds, valued at \$522,667, the average price being 6.8 cents per pound, as compared with 8,500,000 pounds, valued at \$677,229, the average price being 7.5 cents per pound.

There are 1250 electric railways in the United States. They operate 35,000 miles of single track, 75,000 cars and carry 10,000,000,000 passengers a year. The gross annual income of these roads is \$400,000,000. Their capitalization is \$4,000,000,000 and they employ 325,000 persons, whose pay amounts to \$150,000,000 a year.

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Main 2674 507 Burnside

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COST IS FAR LESS TODAY

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The argument is heard that good roads are just as essential to a community as steam and electric lines and that they form the two greatest factors in the upbuilding of a district abounding in natural resources.

However, what benefit, it is asked, accrues to a farmer living five to ten miles from an electric line when he is compelled to cart his produce over such a road as that, for instance, lying between Tigardville and Rex, in Washington County. It is pointed out that the farmer receives but little advantage relatively unless there are good hard-surfaced roads leading from his land to the nearest station.

"A system of good macadam roads throughout the Willamette Valley is our greatest present need," said Lewis Russell, a prominent autoist, the other speaker at the meeting.

"But roads wear out, they tell us. So does the sun, so scientists agree. If we get good roads, we must make provisions for maintenance funds. Many of the states are up against this problem."

"There is a popular, but erroneous idea that the automobile is a great road destroyer. Nothing is farther from the truth. It is the narrow-tired vehicle and the horse's shoes which grind the macadam into powder and the automobile scoups it away. A road well-built in the first place and kept well oiled would last forever if used exclusively by automobiles."

"The good roads question is one of the greatest before the people of the Willamette Valley and Western Oregon. It means much to Portland, it will mean more to the people in the Upper Valley to have good roads. So let us all work for good roads."

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30,000 REASONS Why You Should Buy an E-M-F "30" --\$1000

THIRTY THOUSAND OF THEM, a composite, living, overwhelming argument. Each reason—reason enough, convincing and satisfying, yet, were it possible for you to investigate, question, prove each separate reason, you would probably find some new point of interest to rivet your attention and create in your mind a like desire to own the car that could stir up such enthusiasm and scatter broadcast such satisfaction.

IT IS EASY TO WRITE UPON PAPER mere statements, to waste the public's time and abuse its patience by wearisome recitation of platitudes that have been dished up in rhetorical display over and over again, talking the merits of this and that car, with the same old jaded adjectives. But, in the name of the great Automobile Industry, let us get down to the tangible, living thing that has the red blood of sincerity in it, the personal gripping interest that shines in the eyes of men as they talk face to face about the great thing they have put their hearts and faith in.

REASONS CLOTHED IN FLESH AND BLOOD. And there is no argument like unto this argument—produce any man, no matter what his birth or breeding, whether he moves in high society or not, so long as he be honest in his opinions, strong in his convictions, has stood the test of experience and found out that it is infinitely better to "know" than to "believe"; that man has a right to stand upon his feet and have his say, and, what's more to the point, the world will surely listen.

PROUDLY AND CONFIDENTLY we introduce you to thirty thousand such men. In a moment, as it were, we can usher you into the charmed circle of a great living friendship that with thirty thousand tongues will affirm one concrete absolute fact, in thirty thousand different methods and words of expression, each and every one enthusiastically indorsing the same truth—a unity of "reason why" such as the commercial world has never before seen.

THIRTY THOUSAND E-M-F "30" OWNERS. They are our reasons. Each one a thinking, separate personality—each one with likes and dislikes that differentiated him from all the others, for no two out of all that immense number approached the question of "shall I buy" or "I will buy" an E-M-F "30" from quite the same reasoning point. One had to weigh carefully the question of first cost; another, the "after-buying cost" of upkeep. One, never considered price, but was attracted by quality; another, having a bent toward mechanics, saw quickly the perfected chassis. One, considered the financial stability of the Company behind the product; another that same Company's good faith, and so on—ad infinitum.

BUT THEY ALL REACHED THE SAME CONCLUSION. There was some unanswerable argument presented; some fact of mechanical supremacy that could not be denied, some record of enduring quality that appealed, some enthusiastic owner that "boosted," which compelled each and every one of these 30,000 men to buy an E-M-F "30." Through the maze of all other rival cars for sale they found their way to the one car that expressed to them in terms of power, speed, reliability, comfort and serviceability the "ideal" each and every one possessed. That in buying an E-M-F "30" they proved their judgment to be correct, is now a matter of record.

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\$2100 f. o. b. Portland Fully Equipped, for This Powerful, Fore Door, 40 H. P. Car

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Let us climb the hills for you. Try the easy-riding qualities. Test the powerful and reliable motor.

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