

CLUB HOME STARTED

Country Rendezvous for Auto-ists Begins to Take Shape.

OPENING ABOUT JUNE 1

Beautiful Tract of 28 Acres, Two and a Half Hours From City, Promises to Be Popular Place.

Fortunate indeed are the members of the Portland Automobile Club in having as a site for their country home a magnificent tract of 28 acres possessing much natural beauty and commanding from all sides views indescribably beautiful and varied. And not the least attractive feature of a trip to the grounds is the scenery en route. E. A. Neate, of Neate & McCarthy, drove a party of club representatives to the grounds on Thursday in a Locomobile "4." The Base Line road was followed going out and returning the car, crossing the river, traveled the road on the north side of the Sandy, recrossing at Troutdale and continuing to Portland over the Columbia. Enough drivers and passengers were secured to make the trip a success. The roads are in excellent condition and are recommended to automobilists who desire to get out into the country and close to nature.

The bridge, however, at Troutdale has been demolished and a crossing has to be made on a ferry, which is not much on speed and considerably less in its guarantee for safety, particularly for other than seasoned drivers. This can be avoided by going out and returning via the Base Line road. A force of men are actively engaged in the construction of the clubhouse, but the work at present has not advanced beyond the foundation. Commencing Monday the carpenters will tackle the structural work and soon a modern building will stand amidst the towering giants of the forest and the luxuriant growth of ferns and wild grasses.

A gardener industriously cultivating a generous-sized patch of loamy soil promised that he would do his utmost to produce a plentiful yield of fresh vegetables to accompany the chicken dinners that are to be a leading feature of the Auto Club's recreation spot.

About June 1, when the gates of the grounds and the doors of the clubhouse are thrown open in welcome to members and their friends, the house and surroundings will be ablaze with incandescent lights. Electricity is to be supplied by a dynamo of sufficient capacity to keep the place brilliantly illuminated. Rows of lights are to be set up about the grounds.

The clubhouse, it is expected, will prove a popular evening resort as well as a Sunday and holiday rendezvous. The house committee is planning to include evening orchestra concerts in the regular summer entertainment program. This, together with the facilities that will be installed for serving light lunches and mild liquid refreshments, should prove highly attractive to the automobilist public.

TRIP TO STIMULATE SOUTH

Annual Test Tour to Show Appreciation of Work Being Done There.

In deciding upon New Orleans as the terminus for its annual National reliability tour, the American Automobile Association had in mind further acceleration of the good roads movement in the South, which, with its employment of convicts and a general realization of the great value of improved highways, has been outstripping other sections of the country in road building. The Northern city which shall serve as the starting place of the tour has not yet been selected, but of several cities the most prominent are Indianapolis, Detroit and Chicago, though a beginning at Minneapolis and St. Paul is looked upon with favor.

While a pronounced effort was made to have this year's route from the Twin Cities to Seattle or Portland, the consensus of opinion was that a route would find that route in better condition, and by that time the effort to open Yellowstone Park to motor-driven vehicles undoubtedly will have proven successful.

Colonel Frank M. Joyce, first vice-president of the A. A. A., recently made a trip from New Orleans to Panama in order to learn if it would be possible to have a supplementary trip in automobiles across the Isthmus. The verdict was unfavorable and it is doubtful if those who take the steamer to the Isthmus after the conclusion at New Orleans will be accompanied by their motor-driven vehicles. The team has yet to provide a real highway paralleling the canal.

Chairman Longstreth, of the touring information board, which this year will have charge of the tour, owing to its evident good roads character, has had a half dozen offers in connection with the path-finding trip. The plan followed will undoubtedly be to hold a meeting in New York, to which all the applicants will be invited, and at that time the award will be made to the successful bidder.

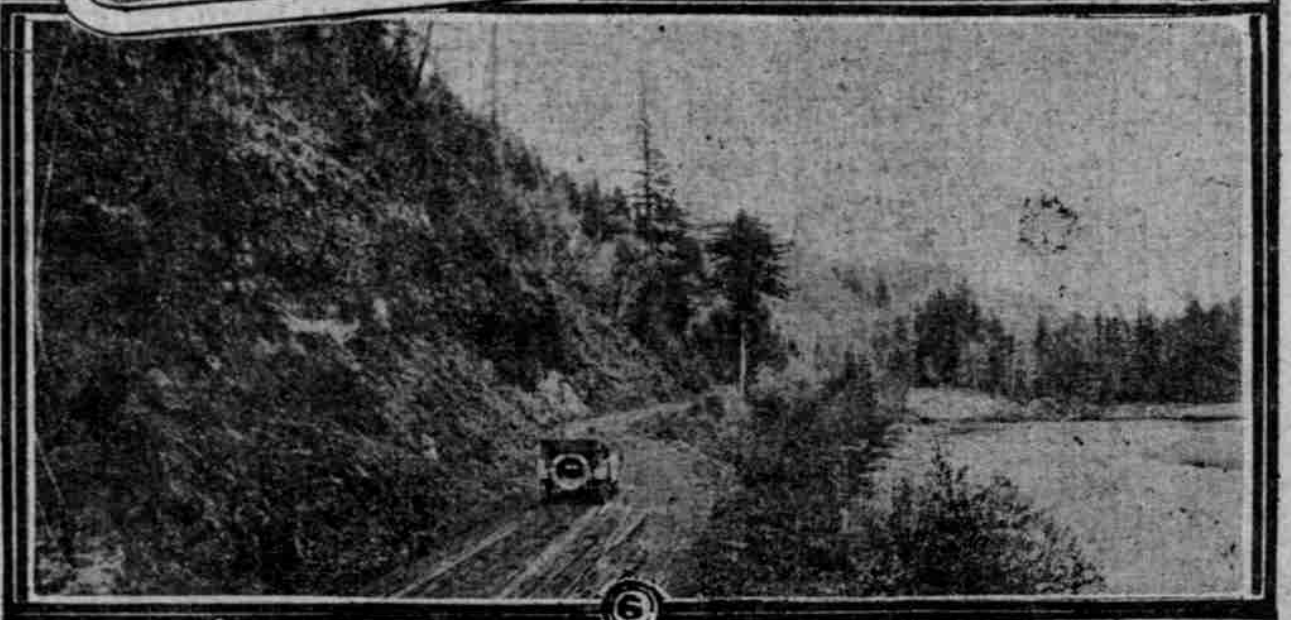
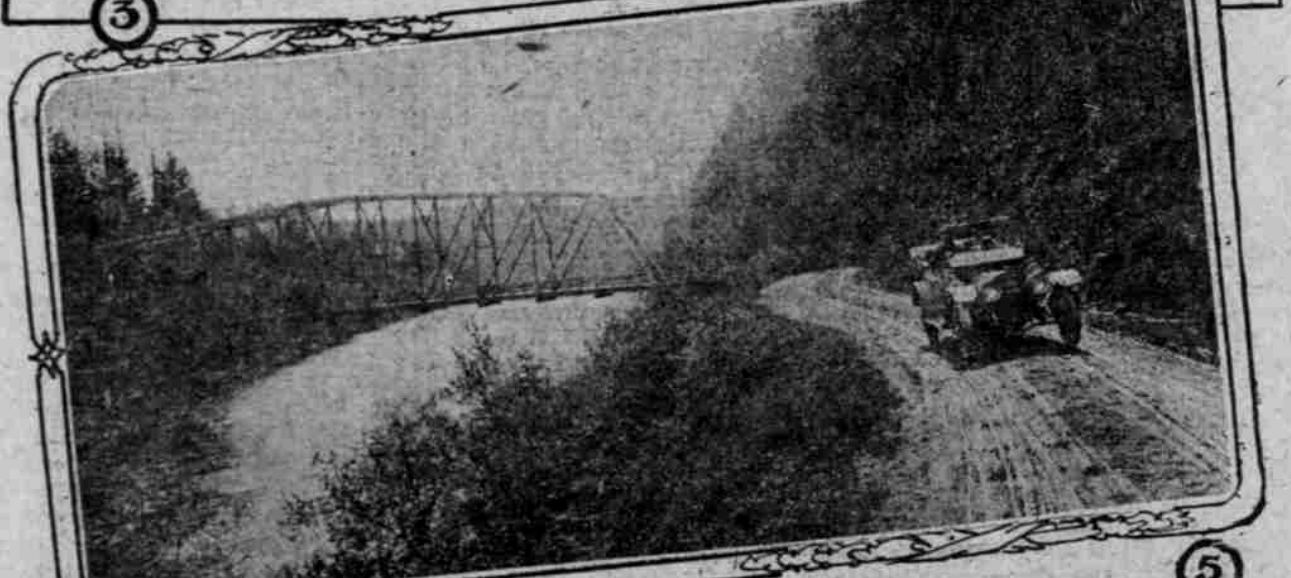
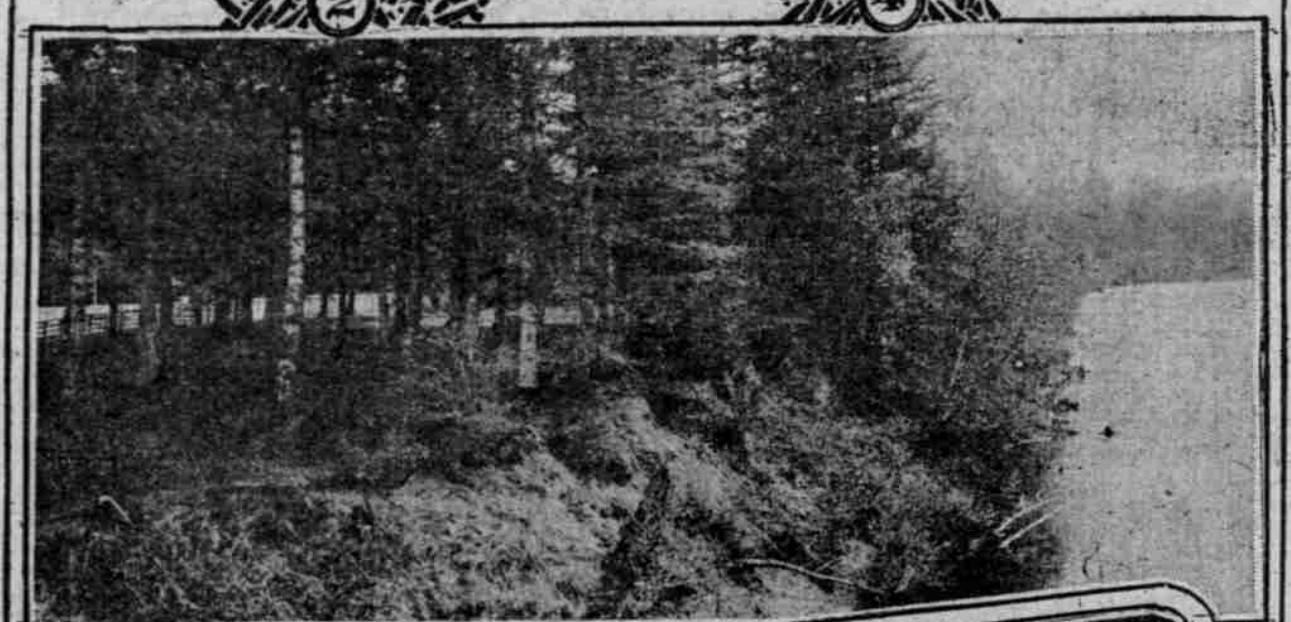
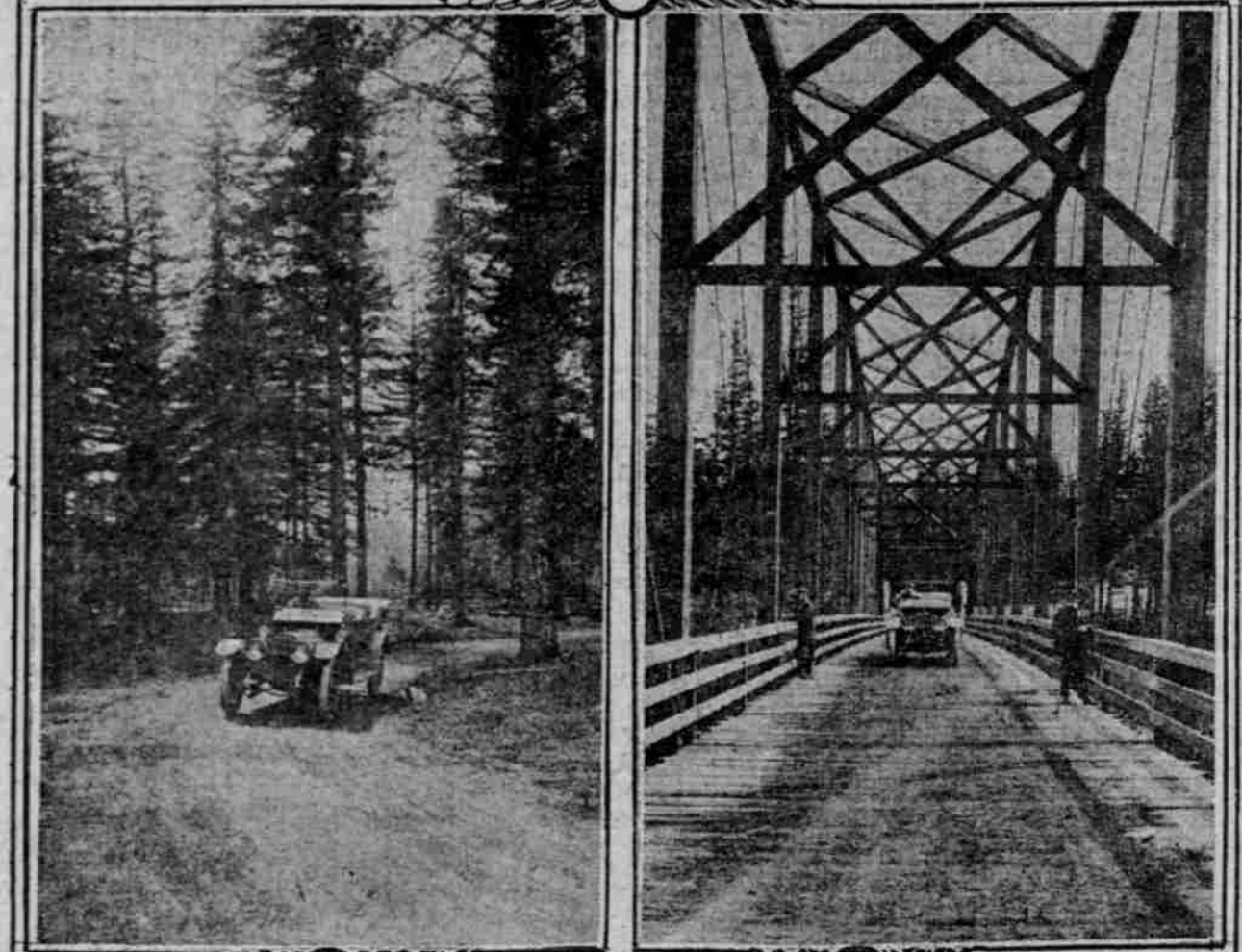
MAINE TO IMPROVE HIGHWAYS

Legislature Favors Bond Issue for Funds—\$2,000,000 to Be Raised.

At the recent special session of the Legislature of the state of Maine, a resolution was passed almost unanimously for a road bond amendment to the state constitution, to be voted on by the people at a special election in September. The plan is that proposed by Lyman H. Nelson, of Portland, a prominent member of the A. A. A. Maine Automobile Association. The bond issue is along entirely new lines and involves the capitalization of the annual registration and other automobile fees, which are to be used to pay the interest and provide a sinking fund for the \$2,000,000 of road bonds. In this way the money may be spent in improving the roads at once, without any increase in taxation. The farmers favor the measure because it is an improvement for which they do not have to pay, and the automobilists favor it because it assures early road improvement, and the expenditure of automobile funds where they belong, on the highways.

The constitutional amendment, which requires a two-thirds vote of the people to carry, is made necessary by the fact that the state limit of indebtedness, \$300,000, has not been changed since the state was admitted in 1820. The success of the measure was due largely to the work of the State Automobile Association, of which W. B. Parker is president. The association will also carry forward an educational

PORTLAND AUTOMOBILE CLUB'S COUNTRY HOME BEGINS TO TAKE SHAPE ON BEAUTIFUL TRACT NEAR CITY.



1. Workmen Completing Foundation of Auto Club House; E. A. Neate, of Neate & McCarthy, at Wheel of 1912 Model Locomobile—2. East Entrance to Auto Club Grounds (Road Circles Clubhouse Exit on West Side)—3. Picnic Grounds Across Road (West) From Clubhouse—4. Sandy Bridge, Looking Toward Clubhouse—5. Easterly Perspective Along North Bank of Sandy, Across From Clubhouse—6. West View Along North Shore of Sandy, Bridge in Distance.

campaign explaining the measure to voters, during the summer. Under the new automobile law, the fees for resident motorists are as follows: Cars of 20-horse power or under, \$5; 20-horse power to and including 25-horse power, \$10; cars over 25-horse

MATHESON IS VISITOR

MAKER OF "SILENT SIX," WILL ESTABLISH AGENCY.

Principles Which Govern Quiet Running and Durability in Autos Explained by Popular Maker.

C. W. Matheson, of the Matheson Automobile Company, Wilkesbarre, Pa., maker of the "Silent Six," one of the most popular high-grade cars of the East, has been at the Multnomah the past few days, seeking connections here for the future sale of Matheson cars.

When questioned on the secret of quiet running qualities of the "Silent Six" Matheson, Mr. Matheson said: "As a rule silence in a gasoline motor, is obtained at the cost of power, and power is obtained at the cost of silence. Our 'Silent Six' motor, however, sets new standards, for it is both the most quiet and the most powerful of all gasoline motors, dimensions considered. It stays quiet and retains its power throughout years of service. Moreover, it is the most economical in fuel and oil consumption and in mechanical upkeep of any motor on the market, size for size, to our knowledge."

"The secret of its unusual power I am not at liberty to tell, but shall be glad to explain, in part, how we accomplish such extreme silence. A gasoline motor which is silent running when new should stay silent if there eliminate the causes of wear, which are, mainly: Inaccurate workmanship, undue heat, inadequate lubrication, underize bearing surfaces and unsuitable materials."

"In the 'Silent Six' we overcome inaccurate workmanship by triple inspection and by working to one-thirtieth of an inch accuracy dimensions. Undue heat is avoided by our system of overhead valves, which provide the most compact explosion chamber and make possible a lively circulation of water all about the valves. Impossible with valves located in pockets cast on the cylinder sides. To accomplish adequate lubrication we imprison four and one-half gallons of oil in a well cast in the engine base, a sufficient quantity for 1000 miles, we automatically filter and use this oil over and over, by a pump and splash system, so that every bearing surface is freely bathed in oil, in proportion to its cylinder dimensions the bearing surfaces are uniformly the largest to be found in any six-cylinder car. The use of unsuitable materials is provided against by thorough laboratory tests."

"It is especially interesting to observe that the very conditions which produce silence in a motor car are also the conditions which result in minimum cost of mechanical upkeep, because wear is minimized, and in the greatest economy of fuel and oil consumption. On this account the 'Silent Six' Matheson gives years of consistent economical service, with power beyond need and luxury and comfort thrown in."

AUTO SALES MAKE GAIN

PRESENT SEASON PROMISES TO ECLIPSE 1911.

Dealers Say Other Business Equally Prosperous—Medium-Priced Cars in Demand.

Unusual progress made in the sale of medium-priced automobiles in the Northwest during the past three months, when sales might be expected to drop, is an indication that the coming months of the 1912 season surely will show a marked improvement over 1911.

"During January, 1912, there was an increase of 50 per cent over the corresponding month of 1911," said F. W. Vogler, Northwest distributor for the Geo. Apperson and Premier pleasure cars. "In the following month there was an increase of 65 per cent, while March showed an increase of nearly 100 per cent over March, 1911. These figures, to a large extent, also probably apply to all dealers handling reputable cars in this territory."

"From the reports in trade publications, it is evident the whole country is experiencing the same degree of prosperity. It is often asked whether this demand will continue and if it is an indication that other lines of business will have the same degree of success. There is no question, in my mind, that the demand for the well-built, medium-priced automobile will continue to grow. The marked increase this year is proof positive to us that men in other businesses are confident of having a successful year."

"In accounting for this healthy growth, we cannot overlook the farmer, et. Prospects are very bright for good crops—both agricultural and horticultural—in the Northwest. Farmers are taking up the motor car rapidly and naturally they want a medium-priced machine. The motor car makes possible the saving of from 25 to 75 per cent over the horse, in nearly every channel of business, and it is simply a matter of sense and economy that is prompting the farmer to adopt the improved method of transportation."

"The last shadow of doubt as to the security of investment that may have existed among a few conservative business men passed with the preceding year. There is no lack of support and co-operation in banking relations, nor from any important source, now. The business cannot be given a separate classification in financial matters; it is thoroughly interwoven with other conceivable interest. Political situations forecast no trouble, and it is unreasonable to presume that the industry should be affected any more than a wheel foundry or a shoe factory by the coming Presidential election."

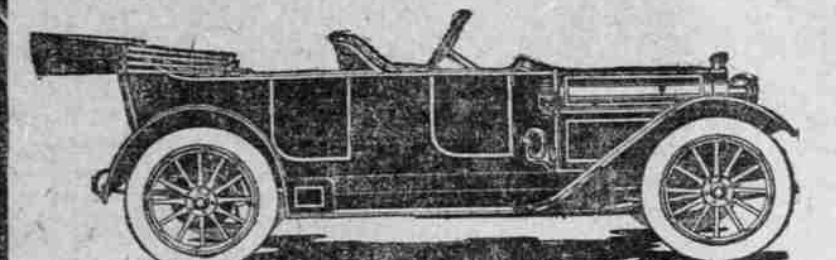
SMALL BUICK MAKES RECORD

Model "34" Wins Ten-Mile Race in 10:30.

Another remarkable performance on a mile dirt track was recorded at Fresno, Cal., Sunday, April 14, when a Buick Model 34, the smallest model built by the Buick Motor Co., won the 10-mile race on a dirt track in the remarkable time of 10 minutes and 30 seconds. The fastest mile was negotiated in 1 minute 12.5 seconds. While the time made was not equal to that established at San Jose on a mile dirt track, where five miles were covered in :53, and 10 miles in 10:40, with a record of 58 seconds for the fastest lap, the performance at Fresno proved an equally remarkable one, through the fact that the track conditions were not so good as at San Jose.

A machine has been invented with which the magnetic effect of the iron and steel parts of a ship upon a compass needle can be measured.

The Car And The Factory Behind It



The Mighty Michigan Five Models, 33 and 40 h. p. Prices \$1350 to \$1850

When you buy a car, there are two things to consider—First, the car itself. Next, and equally important, the factory behind it. Anything that tends to distract your attention from these two essentials is immaterial. And in the face of all the fancy sales talk you hear every day, bear in mind these two big things—THE CAR! AND THE FACTORY BEHIND IT! You are buying an automobile. You want one that will give you the most for what you pay. Most in specifications. Most in quality. Most in service. A car in advance of the market—in which you get the 1913 features TODAY. You want your car to come from a concern that knows how to produce a good article mechanically. And that has confidence enough in its product to guarantee it—with the financial ability to make the guarantee WORTH SOMETHING.

The Master Car

All these requirements are met—successfully—in the "Michigan." Other cars are being sold at the "Michigan" Price. Of course. But in the "Michigan" you get the maximum of value. In other words, you get "more car." Thirty years of success in pleasure vehicle building has established our reputation, both in a manufacturing and a financial way. Millions of people all over the country know of us—of our business ideas. And when we guarantee FOR LIFE the mighty "Michigan," they know that the car is good. That we will stand back of it. That there is responsibility back of our guarantee.

Michigan Auto & Buggy Co.

Northwest Branch, W. A. Wildrick, Mgr.
369-371 Hawthorne Ave.
East 1421 B-1345

No-Rim-Cut Tires 10% Oversize

200,000 Adopt Them

Over one million of these tires have been used, on some 200,000 cars. As a result, the demand today is six times larger than two years ago. As another result, No-Rim-Cut tires now far out-sell any other tire. For all these users are advising others to adopt this patent tire.

126 Braided Wires

Vulcanized into the base of this tire are six flat bands of 126 braided wires. These wires—by making the tire base unstretchable—give us a tire that need not hook to the rim. So your removable flanges may be reversed—curved outward instead of inward. It is done in a moment. Then the rounded side comes next to the tire. Our Patent Tire. These six flat bands of braided wires form the only way known to make practical tires of this type. And we control this feature. That is why the demand for this new-type tire has centered on Good-year No-Rim-Cut tires. And that is why this tire has so quickly come to outsell all others. Save 48 Per Cent. 23 per cent of all old-type tires become rim-cut. This is shown by statistics. No-Rim-Cut tires wipe out that loss completely. Then we make these tires 10 per cent over the rated size. And that oversize, under average conditions, adds 25 per cent to the tire mileage. You get both these savings in No-Rim-Cut tires. Yet they now cost no more than other standard tires. Don't you think such a saving worth while?



THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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