

WORK UNDER WAY ON TAGOMA TRACK

Committee Busy Preparing for Big Speed Carnival July 5 and 6.

12 TEAMS GRADE COURSE

Portland Man Delegated to Attend 500-Mile Sweepstakes and Induce Star Pilots to Come to Northwest.

TACOMA, May 18.—(Special.)—At the present rate of progress, work on the track at Lakeview for the automobile races to be held in connection with the Tacoma Montanara Feste will be completed within six weeks and from then on drivers will have the privilege of familiarizing themselves with the course. The work of getting the course into shape for the approaching contests was begun a month ago. The track will be treated with a binder to harden the surface.

Ten to twelve teams are now at work on the course and the number will be increased when necessary. Lakeview is five miles south of Tacoma. The track, five miles in length, is a long, irregular quadrangle and follows a low prairie road that has been in existence a long time. As the prairie is gravelly they have a naturally hard surface. In addition to the teams, two steam rollers are getting the roads into shape. Several small humps have to be removed and there is much rolling-work to do, but there are no serious problems to overcome. The course is practically level throughout. The width is to be thirty feet from beginning to end.

There are three curves in the course, the sharpest having an angle of 76 degrees. It is 500 feet long. Of the others one is slightly more than 76 degrees and the third is 90 degrees. Banking is to be constructed at all three.

Big Grandstand Being Built.
Work on a huge grandstand will begin in two weeks, according to the committee having charge of the plans for the meet.

The races are to be held under the auspices of the Tacoma Auto Club and the Tacoma Carnival Association as a first annual Montanara Feste. The fee necessary to obtain the sanction of the American Automobile Association was sent East some time ago and the sanction is expected here daily. In the meantime, however, the entry blanks have been sent out and when the sanction arrives, the committee will be in a position to put its plans into effect without delay.

The committee is seeking to obtain the services of the state's guardmen in patrolling the course during the races. The races are scheduled for July 5 and 6, the last two days of the Feste, and if the Feste plans are carried out, several companies of militia will take part in the parades of the annual carnival. With the companies in Tacoma for the Feste, the auto race committee believes it will have no trouble in getting permission to draw on the guardmen for patrol duty.

The selection of two of the three judges for the races was announced today, the men chosen being Walter Chandler of Los Angeles and Harry Miller of San Francisco, both prominent coast automobile men. The third judge will be named later. The race meet committee also announced that it is appointing official representatives in the important coast cities. The appointments include those of W. C. Nevin in Los Angeles and J. Stanley Clemence in Portland.

How to See Drivers.
I. H. Rose, of Portland, will represent the committee at the 500-mile international sweepstakes in Indianapolis May 20 and will interview the drivers for the purpose of arranging for their appearance here. H. W. Doherty, chairman of the committee in Tacoma, visited Santa Monica during the races there this month and saw a large number of drivers, but is unable to go to Indianapolis and Rose who is boosting for the local venture, has consented to act for him.

According to the committee, Teddy Teteloff, who established a world's record for 503 miles in the Santa Monica meet, and Caleb Bragg, who finished second in the same race, are certain to participate in the Tacoma races. In addition to other drivers who clipped records in Southern California recently all these men are coming. It is announced to enter the Tacoma free-for-all, 100 miles to be held July 5. The free-for-all has been dubbed the Montanara Feste. In it the contestants will circle the track 50 times.

Frank M. Fretwell, secretary of the Pacific Highway Association and a member of the Seattle Automobile Club, will act as the official representative of the American Automobile Association at the meet. He is now in correspondence with William Schimpf, chairman of the contest board of the American Automobile Association and Manufacturers' Contest Association.

Three Races July 5.
Three automobile races are programmed for July 5, one each for heavy, medium and light cars, while the Montanaramarathon will be run the day following. The Tacoma Motorcycle Club, which is affiliated with the Federation of American Motorcyclists, is planning motorcycle races as part of the two-day programme.

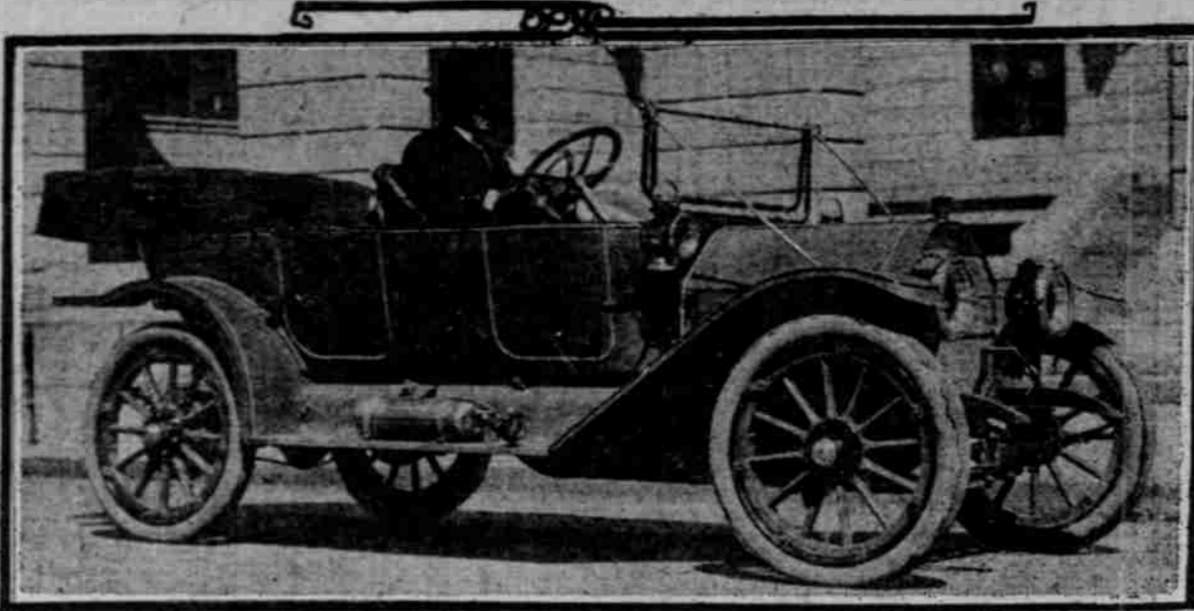
The prizes to be offered total \$10,000, divided as follows: Five thousand for the free-for-all; \$2500 for the heavy car event; \$1500 for the medium car race, and \$1000 for the light car contest. These amounts are to be split on the basis of 70 per cent for the winner, 20 per cent for second place and 10 per cent for third place.

Of the \$25,000 guarantee required by the carnival association, \$20,000 was subscribed in one week by local business men, according to the committee. No difficulty is expected in raising the remaining \$5000. The guarantee is an underwriting proposition, the subscribers to pay only in case of a deficit.

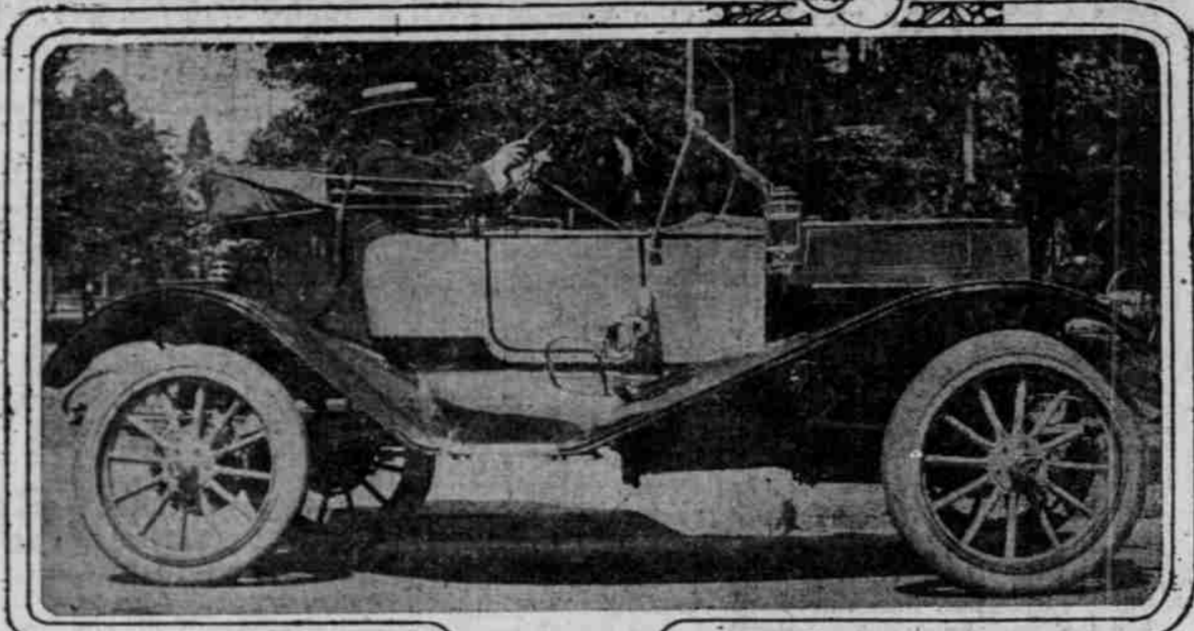
Double System Aids Low Speed.
Stoddard-Dayton cars have a two-spark ignition system which gives a hotter spark at all speeds and allows throttling down the motor to a very low speed. The two-spark principle really is a compound spark of longer duration than is obtained from any other system, and it lasts practically throughout the firing stroke.

Having given up the idea of a commercial vehicle show in the Coliseum, the Chicago Automobile Trade Association's commercial vehicle section held a meeting and decided to promote an outdoor truck show the last week in August.

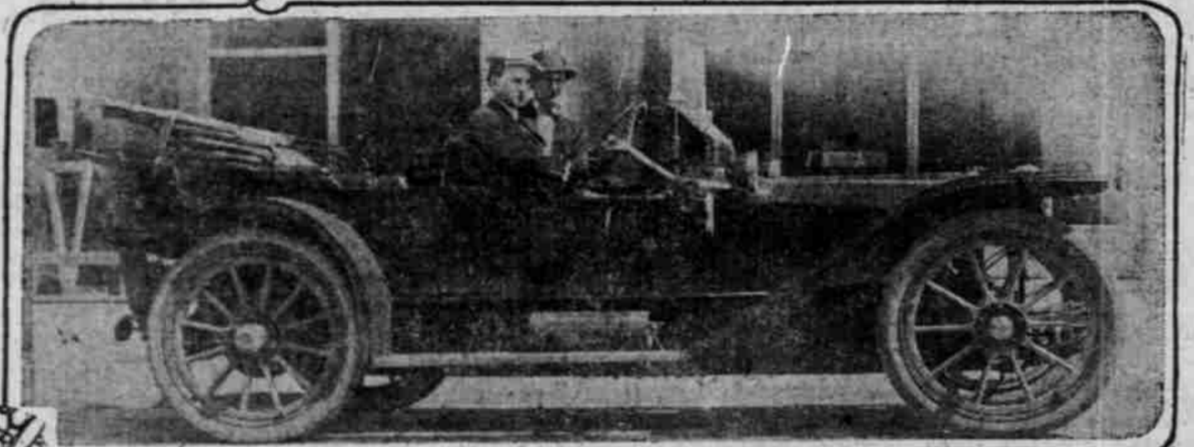
TYPE OF MACHINE THAT WON THE LIGHT-CAR EVENT IN SANTA MONICA MEET, AND TWO TOURING CARS NEW TO PORTLAND.



J. G. Peck At The Wheel Of The New Buick



Arnold Cohen In Maxwell Mascot Co. Winner of Light Car Event In Santa Monica Road Race



L. E. Harding At The Wheel, And Ray Kane In An American Under Slung

BENSON GETS BIG PLUM

CADILLAC MAN NOW SALES HEAD OF E-M-F.
Successor of Paul Smith Has Had Many Years' Experience in Auto Business.

The Studebaker Corporation has just announced the appointment of Ernest E. Benson as sales manager of the automobile division, succeeding Paul Smith, who resigned to become vice-president of the Metzger Motor Car Company.

Together with Mr. Benson's duties as head of all domestic sales, he will have charge of the Canadian business, which centers at the Walkerville plant, and also over the company's foreign export trade, which is already well established in all parts of the world.

Mr. Benson, who for the past five years has been the sales manager of the Cadillac Motor Car Company, brings to the Studebaker Corporation an experience which includes the development of the automobile industry. As a friend aptly expresses it, Mr. Benson is in the best sense of the word a business builder. He is an organizer, a manager and has added largely in bringing the automobile business to a point where its permanence is assured and where service to the owner is combined with stability and fair profit to the dealer.

Mr. Benson's business experience began with the Pope Manufacturing Company, of Hartford, Conn., pioneer bicycle manufacturers, with whom he was associated for 12 years, during all of which time he was engaged in the sales organization.

changes are to be made but that the sales policy of the company will be brought into accordance with Mr. Benson's ideas of sound business organization, confidence for the dealer and service to the owner.

BRISCOE STILL AGAINST GAME.
Maxwell Will Not Re-enter Racing, Despite Big Victory.

By winning the light car class in the Santa Monica road race and establishing a light car record, a Maxwell car recovered the title which a machine of that make won in the Long Island Stock Car Derby at Riverhead, N. Y., three years ago.

This does not mean, however, that the company will resume racing. For two or three years the officials have not favored speed contests, believing that reliability contests furnish a better test.

"Some of our competitors have said that we did not believe in racing because our cars were not speedy," said President Briscoe of the United States Motor Company. "It is true we never made a specialty of making racing cars and have believed for years that rac-

ing was not the best test of motor car efficiency."
"It gives us some satisfaction, however, to note that the owner of a Maxwell car, making entry without our encouragement or co-operation, has broken the world's record for cars with a piston displacement up to 221 cubic inches, the light car limit. To maintain this remarkable average it was necessary to run over 50 miles an hour and so consistently."

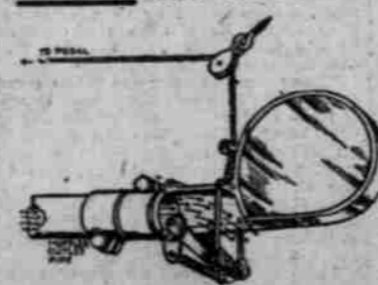
PLANT SIGHTSEEING POPULAR.
Hundreds Accept Invitation to Go Through Auto Factory.

Hundreds of visitors are shown through the plant of the Pierce-Arrow Motorcar Company every year and the company has done what it can to make the visit an interesting one by providing guides and mapping out a route for them to follow through the factory that gives a very good idea of its extent. That it goes still further is shown by the first paragraph in the instructions to guides which says:

THE Ear Splitting Blast of the ordinary Barbaric Horn has caused many an Automobile accident! To avoid accidents use

Jericho ONE TONE Horn
Jericho CHIME TONE Horn

Warns Without Offense
is the only certain, reliable efficient, economical horn for your automobile.
conforms to all the requirements of your city ordinances
is better than any bulb horn because its warning is always distinct whatever the tumult of traffic.
is better than any electrical horn, for the first cost ends expense. Nothing more for batteries
is better than any other exhaust horn, for it operates with the foot and NEVER CLOGS.



Any motor car agency, accessory dealer or garage will equip your car with Jericho or Jubilee—and the bill will be less than \$10.

Randall-Faichney Co
BOSTON, MASS.



Home at Milwaukie—
Water Supplied by a Mitchell
Leader Pneumatic Water System

A TYPICAL EXAMPLE OF SUBURBAN HOME COMFORT

MADE POSSIBLE VIA THE MITCHELL-LEADER WATER SYSTEM

This delightful home is located more than eight miles from the heart of Portland, five miles from the nearest Portland water main, yet its owner, Mr. W. H. Edwards, enjoys all the advantages of the city as well as the country. This home has its bath, washroom and sanitary lavatory, the equal of the finest city home. Furthermore, Mr. Edwards has an abundant supply of water for sprinkling, which enables him to keep his lawn in the condition shown in the photo. The fire bogey does not keep this suburbanite awake nights, for he and every other Mitchell-Leader owner knows his system is positive protection against fire, always ready with a pressure as high as one hundred and twenty-five pounds, if desired. Note that the water plant in no way mars the beauty of the home; the tank is located underground adjoining the basement, where it not only keeps the water cool in Summer, but prevents freezing in Winter. The pumping end of the system is installed in a small pumphouse in the rear and is automatic in operation.

W. H. EDWARDS—THE G-B MAN—SAYS:
MILWAUKIE, Or., May 14, 1912.

"Mitchell, Lewis & Staver Co., Portland, Or.—
Gentlemen: I am more than pleased with the Mitchell-Leader Water System which you installed for me about a year ago. We have cool drinking water at all times and are able to enjoy the conveniences of the bath, washroom and other modern water fixtures. The system needs no attention, except for an occasional oiling, as it works automatically, keeping up a good pressure at all times and at very little cost. We cannot recommend it too highly. Yours truly,
W. H. EDWARDS.

Now, About That System of Yours—

Drop into our store and give us the opportunity to show you how reasonably we can make your home complete. We have a system in operation and will be glad to explain its simplicity. If you can't call, phone or write for free catalogue.

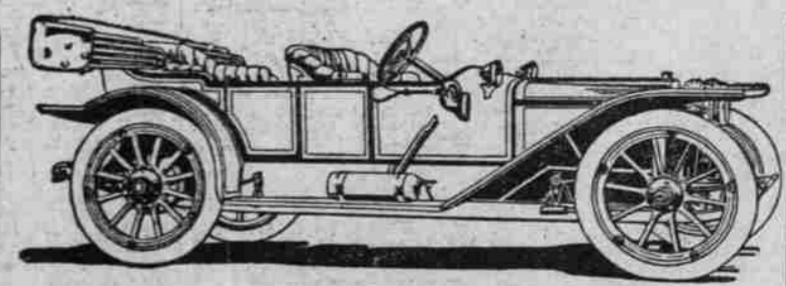


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American Tourist (Type 34), Four-Passenger

"A Car for Discriminating Buyers."

"A Car for Discriminating Buyers."

\$2450 Fully Equipped

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