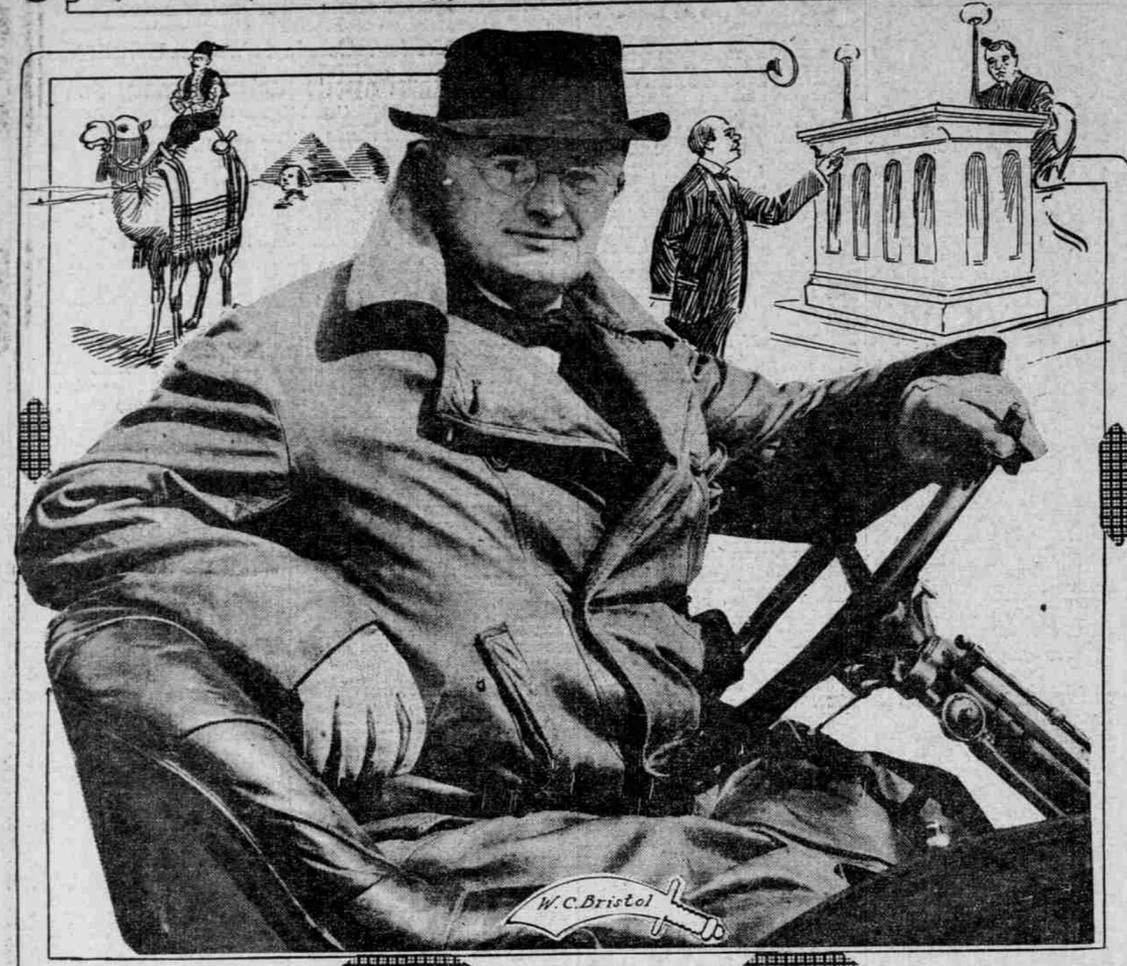


Prominent Who Portlanders Motor



WILLIAM COLEMAN BRISTOL, a prominent Portland attorney and a kinsman of the original "motoring seven" of Oregon, and his automobile has borne license No. 7 ever since our state fathers first formed the habit of tagging cars.

Mr. Bristol, always ready with an argument, says the number is entirely applicable, because each division of his name contains precisely seven letters, and besides, his car is one of the seven wonders of the world, which none of us can deny when we have heard Mr. Bristol's sworn testimony that his car

has been driven 157,869 miles. Continuously since 1904 or 1905 Mr. Bristol has operated an automobile for pleasure and for his business convenience in getting from one place to another. First, he had a one-cylinder Cadillac, then a Studebaker and now, and forever, he says, a Pierce-Arrow.

He bought his first Pierce in 1910 and still uses this car when he tours, because it was originally constructed especially for heavy touring. Its springs and brakes are extra heavy. It has four sets of batteries, a 60-candle-power searchlight on the dash, an incubator—think of it—and "all that kind of monkey business," to employ Mr. Bristol's exact phrase.

When it comes to touring, Mr. Bristol has tackled everything from Alpha to Omega. With Edward Jorgensen as tour partner, he has crossed the United States from Portland, Or., to Portland, Me., covered 13,000 miles on the European continent, particularly in the countries that now form the scene of the present war; been to California four or five times, once through Mexico, and at one time or another covered Utah, Nevada, Idaho, Montana, and Washington. At all times of the year he frequents the Oregon roads and in the summer time likes to jump from one beach to another. Perhaps his favorite drives are out over the Colum-

bia Highway and down to his duck ranch on Sauvie Island, along the Columbia River.

"This year, if we live and the Democratic Administration doesn't drive us out of the country, the Jorgensen and my wife and I are going to drive over the old Canadian Pacific Railroad right of way to Montreal," said Mr. Bristol yesterday as he grabbed his customary Havana and slipped on the leather coat that has accompanied him on all of his trips.

For, as most everyone knows, Mr. Bristol is a good Republican of the old-fashioned brand and is now a member of the executive committee of the Republican state central committee.

RACE PLANS GO ON

Rose City Speedway Being Put Into Condition.

ENTRANTS TO BE TRIED

Jim Parsons, Back From Vanderbilt Races, Declares That Car Is Ten Miles Faster—Charles Latta to Pilot "Romano."

The work of preparation for the big Inter-city Auto Race Meet, to be held at the Rose City Speedway Saturday and Sunday, May 1 and 2, has been begun in earnest. H. L. Keats, Oregon representative of the American Automobile Association, in company with Fred T. Merrill, manager of the Rose City Speedway, and Robert A. Miller, of Seattle, manager of the Northwest Automobile Association, visited the track last Thursday, when Mr. Keats made his recommendations and suggestions as to what must be done to condition the track, and have all possible obstacles removed from the danger zone to both drivers and public. The work of putting the track in the best possible condition will be immediately begun.

After Portland, Vancouver, Wash., and Salem drivers and mechanics apply to Mr. Keats for their 1915 license. Mr. Keats will designate some afternoon in the near future when he will allow the drivers and mechanics a private trial as to their capability and efficiency.

Parsons Says Machine Is Faster.

Jim Parsons, known in California as the "Speed King of the Northwest," has arrived at Seattle after racing in the Vanderbilt Cup, the Grand Prix and the St. Patrick Day racing features of California. Parsons says that his machine is now ten miles faster than ever. Jean Romano's "Romano" has received great attention during the past winter from its inventor and builder, and Mr. Romano firmly believes that he will lower several world's records at the coming Portland meet. Charles Latta will pilot this fast car, Chauncey Wright, president of the Northwest Automobile Association, prominent Seattle business man, and auto race sportsman, is now negotiating to have that well-known Northwest speed king, Percy Barnes, drive his Mercer in the big events scheduled for Portland. Wright expects his car to be the fastest that will race here, and will bring over a party of Seattle friends to witness the two days' sport. Harry D. Stratton, another prominent Seattle business man, and auto race enthusiast, has had his Mercer in the hands of expert mechanics for the past two months, and expects great things of his machine.

Cliff MacBoth was mentioned as the probable driver of the National, and W. H. Wallace is now tuning up the "Thomas" which has already shown 70 miles an hour in private trials. There are also several other cars being prepared at Seattle, but unless they show sufficient speed to prove to their owners that they will have a chance in the racing here, they will not be shipped to Portland.

Ernest Schneider, proprietor of the Washington Auto Company of North Yakima, has a fast car known as the

"Brook Car"

Recently Mr. Schneider gave a prominent society belle of North Yakima a ride around the Washington State Fair Grounds track at a speed of better than a mile a minute.

Mr. Schneider may drive his own car here, or he may select another driver, but he confidently believes that his car will be the fastest over the Portland track, which is conceded to be one of the best, if not the best, mile track in the Pacific Northwest for automobile racing. Cars are also being prepared at Tacoma, Spokane and Walla Walla, the greater number of which will be assembled in this city for the first meet of the year.

C. C. Clinton's "Blue Bird" already has received several try-outs, and has convinced Mr. Clinton after expenditure of much money that his car is the one they all have to beat to win first prize in the feature events of the meet. There are other local cars being prepared, and Manager Hiller has requested their owners to have them in readiness early next week for their first try-outs over the local track.

O'Connell Wins Phoenix-Tucson

An Arizona rider, Joe O'Connell, was winner in the recent annual Phoenix-Tucson motorcycle road race—time, 3:13.29. This set a new record for the course, the fastest previous time having been made by E. G. Baker, when he covered the distance from Tucson to Phoenix in 3:20. Lorenzo Boldo finished second in 3:25 and Bill Gerziga came in third, completing the course in 3:26.53.

NIGHT RACES TALKED

Fair Secretaries Consider Auto Sport Feature.

LIGHT EFFECTS DISCUSSED

Ten-Foot Canvas Wall Suggested for Track to Reflect and Retain Rays and to Form Background. Course Illumination Provided.

Automobile races at night, and withdrawing automobile contests from the American Automobile Association sanction, are the two subjects which received the most serious consideration at the meeting of the state fair secretaries held at the Auditorium Hotel, Chicago, March 9 and 10, when the secretaries of 30 or 40 of the leading fairs

held their annual meeting to discuss attractions.

There is no question but that the feature sport at state fairs for years has been harness horse racing. In fact, many fairs are built around this attraction.

The automobile sport, however, has come to stay, and the automobile races have, from an attendance point of view, relegated almost every other sport to the rear.

How to make the state fair as attractive for the entire day, as it was years ago, when harness racing and night fireworks lured vast crowds through the turnstiles, is the matter that is agitating the leading fair secretaries at the present time.

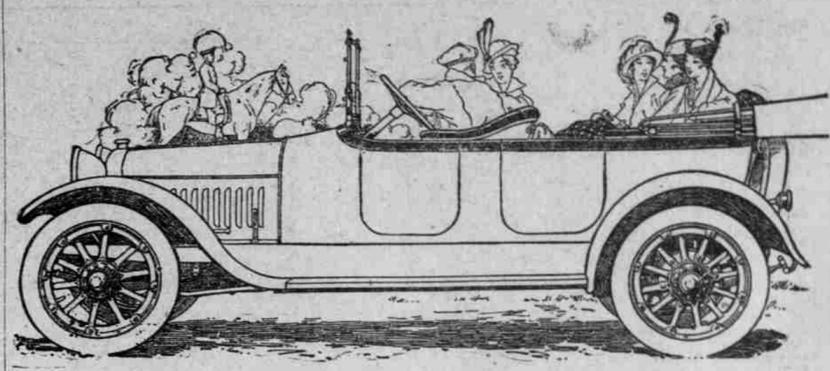
Automobile races at night never have been a success excepting in New York City, where several famous 24-hour races were run years ago, on account of the fact that night auto contests require costly illumination.

In the last four to five years great improvement has been made in portable electric lighting systems, so that today it is possible to overcome the item of illumination if the equipment is prepared with sufficient expense.

Lighting Problem Solved.

Several experiments have been conducted at the fairgrounds of the Indiana State Fair at Indianapolis, and the lighting problem has been solved. To meet the expense of the equipment necessary, the management of the various fairs will decide whether or not to contract for night racing in sufficient

CHALMERS NEW SIX \$1400



Maximum Style and Comfort at a Medium Price

Attracting the WOMAN by the beauty and grace of its European lines.
Winning the MAN by its mechanical soundness and its remarkable value.
Appealing to BOTH by its comfort, luxury and elegance—the CHALMERS "NEW SIX" awaits your inspection.

The lightest weight "Six" Chalmers ever built.
The most comfortable riding Chalmers ever built.
The fastest selling Chalmers ever built.

A carload a day is leaving the factory for the Northwest.
All we ask is an opportunity to demonstrate this wonderful car on our steep grades and over a rough road.

CHALMERS MODELS
NEW 6-40 \$1400.00
LIGHT 6-48 \$1650.00
MASTER 6-54 \$2400.00
(All Prices f. o. b. Detroit)

Phone Main 5368 or A 1170 for demonstration or, better still, visit our salesroom.

H. L. Keats Auto Company

Seattle, Wash.
1513 Broadway
Portland, Or.
Broadway and Burnside

numbers to enable the purchasing of the necessary equipment.

The engineers working on this problem have suggested the following: That a 10-foot canvas wall be used to surround the entire outside edge of the track, to reflect and retain the rays, also to form a background to make the cars visible plainly at all times. This side wall to be suspended from a cable, strung on the tops of poles, each pole 10 feet apart, holding the side wall perfectly rigid. Straps at the bottom, to be lashed to stakes driven in the ground, will form a solid background.

To illuminate the track, 150 nitrogen lamps, each of 1000 watts, or 2000 candle-power, will be used. These lights will be placed on the inside pole of the track with their rays reflected toward the outside, and pointed in the direction that the drivers are traveling, so as to prevent blinding rays.

Special reflectors will be used to diffuse the rays, while the distance between each lamp will be 52 feet, which will flood the track with almost sunlight, giving a lighting ray of 1 1/2 candle-power per square foot. (It is estimated that sunlight diffuses two candle-power to the square foot.) A special steel-encased cable will be laid on the ground around the inside of the track, excepting in front of the grandstand, where the lights will shine from the outside of the track into the pole.

ment which visited this section several years ago has had a material effect upon the number of cars to be purchased, in the opinion of inhabitants here. Autos are used not only for pleasure but practical use both by farmers and dairymen.

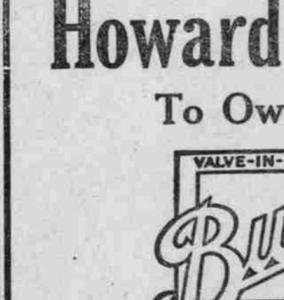
There is a plant growing on mountains in central Europe that develops enough heat to melt its flower stalks through snow and produce blossoms.

have made records within the last few years.

Many New Cars in Evidence.

RICKREALL, Or., April 10. — (Special.)—The roads in the four directions out of Rickreall have been used for heavy automobile traffic during the warm weather. Farmers from Polk and Marion county sections have exhibited many new cars. The good roads movement

VALVE-IN-HEAD



Howard Service

To Owners of

This system consists of a card bearing the owner's name and address, the date of purchase, the model of his car, and the motor number. This card is divided into two sections: One contains a list of the chief mechanical features requiring attention, while the other contains a list of the principal parts requiring lubrication. The border of the card is made up of a series of squares numbered from 1 to 52. When a new car is purchased one of these cards is made out by the foreman of the Service Department.

The new owner is instructed to take his car to the Service Department on his allotted day of each week to have it inspected and oiled. When this inspection is made, the man in charge of the work makes a note of any parts that are being neglected. This enables the Service Department to give such further instructions to the owner as may be necessary. When the car is delivered back to the owner, the service card is punched in the No. 1 square and advanced to the next week's file.

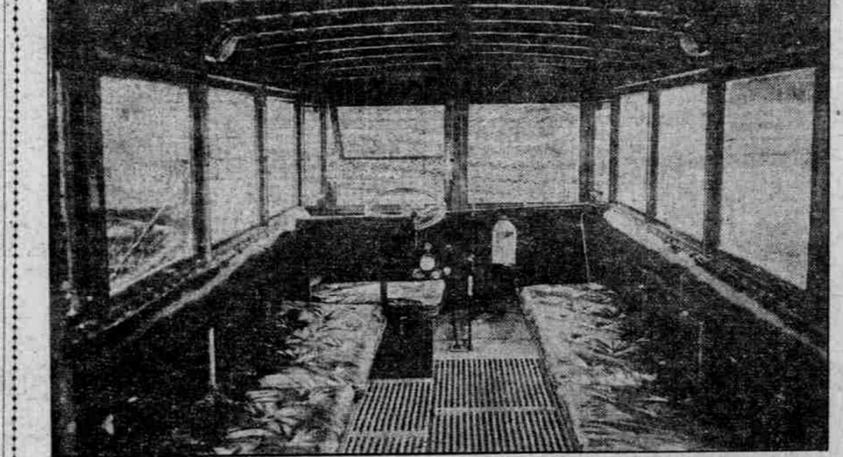
This operation is repeated for fifty-two weeks. In addition to the Buick Motor Company's published warranty, the Howard Automobile Company will install such parts as are replaced by the Buick Motor Company without expense to the owner.

The owner will understand that it is not a part of the service afforded him by the Howard Automobile Company to clean or rehabilitate any part subject to wear and tear in the ordinary operation of an automobile.

ASK ANY BUICK OWNER

Howard Automobile Co.
Mel. G. Johnson, Mgr.
Fourteenth and Davis Streets
Phones: Main 4555, A 2550

STUDEBAKER IS FIRST MANUFACTURER TO RECOGNIZE IMPORTANCE OF JITNEY BUSINESS.



INTERIOR OF MOTORBUS BEING OPERATED IN KANSAS CITY AND TOLEDO.

The sudden demand for suitable automobiles to handle the traffic developed by the touring car jitneys was rapidly supplied by the Studebaker Corporation of Detroit, because it had already planned the ideal vehicle for jitney service. This is the Studebaker bus, a 12-passenger body on a special chassis. It is in use in Kansas City and Toledo. Entrance and exit are by the front door only, thus going away with a conductor. The chauffeur collects the fare as the passenger enters the machine. The machine has standard center control and the entrance and exit of a passenger is controlled by an opening and closing lever in front of the chauffeur, who sits on the left.

Recognizing the fact that patronage flows to the best equipped bus, Studebaker has given its machine leather upholstered seats, 18 inches deep, with backs 15 inches high. The body of the car has a width of 60 inches, giving ample knee room for passengers seated opposite each other. The floor is covered with sanitary wooden grids.

So that there will be no frequent stops for gasoline, a 25-gallon tank is carried. The wheelbase of the car is 116 inches, eight inches longer than the Studebaker delivery car.