

PRIZES TOTAL \$1500

Vehicle Pageant to Be Central Festival Feature.

ENTRIES TO SET RECORD

More Beautifully Decorated Automobiles Than Ever Before Are to Be in Line; Motorcycle Section Is Planned.

More than \$1500 has been set aside by the management of the 1915 Rose Festival Association for prizes in the decorated automobile and vehicle parade, the grandest that will be the central attraction of the fiesta.

The review of millions of roses is scheduled for the afternoon of Thursday, June 10, the second day of the fifth annual festival. Already Ira F. Powers, chairman of the festival committee in charge of the event, has been assured of the participation of the Portland Automobile Club, Hunt Club, Motorcycle Club, Fire department, schools, colleges and various organizations, as well as Portland women in general, as a result of the organization of the board of patronesses of the floral parade. More beautifully decorated automobiles of all types will be in the floral parade this year than ever before.

The festival board will give a grand prize of \$200 for the best-decorated car float in any class. The winner of this prize will be eliminated from participating in any other class. The prizes for the touring car class have also been changed and three awards will be made instead of two.

Prizes will be given for the best-decorated motorcycles this year. This is a new feature in the annual floral parade. Mr. Powers has been assured there will be 25 cars entered and all will be handsome in appearance.

AUTO TOURING ON INCREASE

Northern Routes to Pacific Open Month Earlier Than Usual.

WASHINGTON, May 29.—The United States and the United Kingdom officials everywhere are showing themselves keenly alive to the enormous increase in automobile touring manifested this year from all sections, as evidenced by the information they are forwarding to the good roads and touring boards of the American Automobile Association. This information covers the work in progress, and the work to be commenced during this month.

The Northern routes will be open a month earlier than usual because of the light snows in the Rockies and Cascades. Aggressive action all along the route has come from the recent organization of the National Parks Highway, the road from the Great Lakes, via the Twin Cities, to Puget Sound. After an inspection of over 1,000 miles, this route is to be dedicated on June 15.

The value of competition and construction is demonstrated by the central routes. The various direct lines and options, all through that section have been a stimulant to the activity in clearing the various roads of the different highway associations in the pink of condition, that long-distance tourists from the East shall return home with authentic appreciation of the country, traveled by them. Of course the Lincoln Highway will command a large share of the patronage.

In the Southwest early spring and late fall touring is being looked after by the same methods, of road work, both by road associations and by state officials. The eastern end of this section at present is provided for by several north-south trunk lines to and from prominent points.

GOODYEAR TIRES MEET TEST

Much Credit in Franklin Mileage Runs Given Equipment.

Goodyear men are highly pleased with the results of the Franklin Automobile Company's mileage tests held in 17 places throughout the country Saturday, May 1. Accurate tests of Franklin's were made in these cities to determine the mileage obtainable on one gallon of gasoline.

Sixteen of the cars, with more than 40 miles on the solitary gallon, and on 10 of the 16 Goodyear tests tires were the equipment. The highest mileage to the gallon obtained, New Haven, was 55 miles, and from that high point down to the 40-mile mark the winners were from the equipment. Forty-four cars averaged 49 miles a gallon, and all the entrants, 137, averaged 21.1 miles a gallon. Goodyear equipment was prominent throughout. Following are the results from the cities in the "highest 10" class, where Goodyear cars were the equipment: New Haven, 55 miles; Phoenix, Ariz., 53 miles; Akron, 51.8 miles; Canton, 49.5 miles; Providence, 48.3 miles; Portland, Or., 48.2 miles; Kansas City, 47.7 miles; Philadelphia, 47.9 miles; Syracuse, 47.7 miles; Hartford, 46.4 miles per gallon of gasoline.

MILE OF ROAD WORK PLANNED

Pacific Highway to Be Macadamized Across Jackson Prairie.

CHEHALIS, Wash., May 29.—(Special.)—County Commissioner Long returned Wednesday from Olympia, where he closed arrangements with the state highway department whereby it is planned to macadamize upwards of a mile of the Pacific Highway across Jackson Prairie. The portion of the road to be rebuilt begins a short distance north of the Koller sawmill and extends beyond the home of A. Donahoe and will pass directly by the historic Jackson Prairie Courthouse, which the women of the St. Helena Club of Chehalis expect to have restored at an early date.

AUTO OWNER VOICES PROTEST

Charge of \$2.50 for Tenth Horsepower Declared to Be Outrage.

MOOD RIVER, Or., May 29.—(Special.)—Oscar Vanderbilt, a local orchardist, is making loud protests against the new motor registration laws. Mr. Vanderbilt just had returned to him a draft for \$5 which he had mailed to Secretary O'Leary in remittance of the year's license. The letter accompanying the return of the application said that Mr. Vanderbilt's car, a 1914 touring car, which is several years old, has cylinders of 4 1/2 bore, and that the horsepower is therefore 26.1, instead of 35, as estimated by the owner. Because of the extra one-tenth horsepower, Mr. Vanderbilt is asked to pay an extra \$2.50.

QUEEN SYBIL AND HER ATTENDANTS PAY OREGON CITY OFFICIAL VISIT AS GUESTS OF NORTHWEST AUTO COMPANY.



THE ROYAL PARTY AS IT WAS ABOUT TO LEAVE PORTLAND.

Bundled up in a Cole, Elgin, a Reo and a Chevrolet, donated for the occasion by C. M. Menzies, of the Northwest Auto Company, Queen Sybil and the attendants who are to serve her during her rule over the Rose Festival, swooped down upon Oregon City Friday and captured Lipp E. Jones, the Mayor, completely by storm. But Mayor Jones was equal to the occasion and entertained the queen and the waiting near-queens so royally by treating them to "ice cream sodas" and the like until the surprise was really switched to the other side of the fence. One of the princesses was so completely "taken" by the Mayor's generosity that she made inquiry, with all serious earnestness, as to whether Mayor Jones was married or not. And even when the cold truth became known she insisted on "liking" him just the same.

Before leaving Portland over the West Side route the jolly autoists visited the Kratz Candy Factory and were given a box of chocolates each. By this time the three machine-loads returned to Portland all of the boxes were empty and many a princess went home lacking an appetite for dinner. The return trip was made to Portland over the East Side road. In some places the royal party ordered all speed ahead and it is said they weren't satisfied until the speedometer registered 45 miles.

MANY WAR AUTOS DURS

HUPMOBILE IS DECLARED TO BE AMONG MOST POPULAR IN USE.

Number of Cars Made in America and Estimated to Be at Front Now Is More Than 10,000.

An interesting feature of the European war is the great number of American-made cars that are being used in the various maneuvers by the armies in Europe. A conservative estimate places the number of automobiles made in America now in use in actual warfare at approximately 10,000. This comprises motor cars of all descriptions, armored trucks, light dispatch cars, light armored cars for quick fire operations, etc.

"Of all the motor cars made in the United States, now in use by the various armies, none is more popular than the Hupmobile," says H. L. Manley, the Portland Hupmobile agent. "John L. Poole, European export manager for the Hup Mobile Car Company, who is in Paris, France, states that there are over five hundred Hupmobiles now being used by the Germans and allies. The high standing of the Hupmobile with the armies in Europe can be attributed to the fact that the car was so popular with military authorities in Europe that they ordered it."

"In Russia the Hupmobile gained great renown when a 32-horse-power model won the annual 500-mile 'sweepstakes' at Petrograd more than a year ago. In France the Hupmobile was the official car of the aviation corps. In Germany and England during various military maneuvers the Hupmobile had been tried out to a great extent and had been found satisfactory in all performances. At the outbreak of war, the Hupmobile was used in the front lines. The Hupmobile was the first American-made car on the list. Every private owned Hupmobile now owned in Europe had joined forces with some of the various armies."

"Even in remote Teling-Tau, when the Hupmobile was being used by the Chinese, a fleet of Hupmobiles was used to do various sorts of work by the wily Japs. The cars were commented upon favorably on account of their excellent performance. The Hupmobile was used by the British in South Africa. Recently the Hupmobile factory sent 50 cars to Pretoria for military purposes. These cars are to be used for the Cross work and have especially constructed ambulance bodies."

"The popularity of the Hupmobile in South Africa is as great as in any part of Europe, for the car is used to a great extent by military forces."

"MUSHROOM" TRUCK FEARED

Frank Riggs Says Wildcat Competition Is Most Dangerous.

"Up to this time there has been a lot of uncertainty in the truck business," says Frank C. Riggs, the local Packard and Jeffery agent. "Each year has brought its crop of mushroom truck factories and each year a bunch of orphan trucks has been dumped on the market. Some of the largest manu-

facturers have stated that they feared the wildest competition much more than that of more substantial companies. The reason is that an investment in a truck that is inferior to begin with and has no responsible company back of it is liable to antagonize the buyer against the whole truck proposition."

"There are indications that the era of standardization and stability in the truck industry is at hand. As evidence

PIONEER BUCK MAN TAKES CHARGE OF LOCAL BRANCH.

G. H. McCutcheon.

G. H. McCutcheon, the newly appointed manager of the Howard Automobile Company for this territory, arrived in Portland last Sunday from his former post at Oakland, Cal., and has already made a host of friends among the trade locally. Mr. McCutcheon's experience in the automobile business dates back to the formation of the Buick factory, 11 years ago, when W. C. Durant was the controlling genius, and even before the Buick car was built. He came West three years ago to take charge of the Buick branch of the Howard Automobile Company at Oakland.

George W. Dean will serve as assistant manager under Mr. McCutcheon. Mel G. Johnson, Mr. McCutcheon's predecessor in Portland, will leave some time this week for Seattle to take up his new duties with the Northwest Buick Company.

NO STOP IN 50,000 MILES

HAYNES "LIGHT SIX" MAKES RECORD, MOUNTED IN WINDOW.

Motor Is Run With Hood Removed and Without Any Auxiliary Cooling Agent.

Advertisement for Chalmers New Six-40 automobile. Features include: Like a giant's strength in a man's body, the high speed, long stroke, valve-in-head motor with overhead camshaft gives the Chalmers New Six an abundance of vitality and competency. And because of the unusual efficiency of the transmitting mechanism, this energy reaches the rear wheels—where it counts. Result: The car has the power of a locomotive. It climbs hills like a chamois. It gets away like a racer. An entirely new type of spring suspension makes the Chalmers New Six ride like a Pullman. Come in and see it and let us show you other signally superior features which this car possesses.

Advertisement for H. L. Keats Auto Co. featuring the Chalmers New Six-40. Price \$1400. F. O. B. Detroit. Motor is run with hood removed and without any auxiliary cooling agent. H. L. Keats Auto Co., Portland and Seattle. Phones Main 5368, A 1170. Let your next car be a Chalmers.

Table listing prizes for 1915. Section One - Fire Department. Section Two. Section Three. Section Four. Section Five.

Advertisement for Willard Storage Batteries. Isn't It Provoking? to press your starting button and get no response? In this day of Willard Storage Batteries and Service Stations such a thing is unnecessary. Come Around and We'll Prove It.

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