1915 IS YEAR OF NEW SPEED MARKS

Many Records Are Smashed on American Courses and Europe Is Now Behind.

WESTERN TRACKS SLOW

New York, Chicago and Indianapolis Speedways Rank Highest, but Average of 120 Miles Per Hour Not Yet Attained.

With lightning-fast racecourses "mushrooms" springing up like mushrooms in various parts of the country, automobile speed records were smashed right and left on American courses this year, and now troublesome Europe must take a back seat.

The curtain was pulled on the 1915 racing season with the end of the Harkness gold trophy contest at Sheepshead Bay track, New York's great two-mile wooden velocity pathway that smashed so many records in the dealer cup and Harkness gold trophy events.

With the Tacoma races, the Vanderbilt, Grand Prize and other stellar events in California and the Northwestern Association races in Portland and other cities, the western part of the country exhausted a fairly good racing menu this year, but the slowness of the track at San Francisco and the lack of the biggest stars in the other Pacific Coast events robbed this Coast of participation in the record-breaking.

West Needs Fast Courses.

Until the West produces a track that is on a par with the New York and Chicago speedways and the Indianapolis course, some of the big racers will not find time to enter in the Western events, and few, if any, records will be established in this end of the country.

During the season just closed there was considerable agitation for the construction of new racing circles in Portland and Seattle, but neither of the projects has as yet been pushed to a definite status, and it is doubtful if either of the propositions will be pushed to conclusion next year.

Although the prophesied 128 miles an hour average is yet to be realized, Bob Burman on election day succeeded in setting up a new world's short-distance track record, when he drove the Blitzen Benz a lap in 1:29:29, which is an average of 115.87 miles an hour. With a calmer day and a bit more time devoted to tuning up the car, few doubt that the coveted two miles a minute can be shown.

Special Trials Due Next Year.

Next year there should be noteworthy scrutiny races and trials by the Blitzen Benz, the Sunbeam and the Christie. Chicago's course, however, still holds the 300 cubic inch record, with its average of 118.1 miles per hour, made by Earl Cooper in the Stutz.

The only middle world's record held by the United States is that scored at 24 miles in the Astor cup race at Sheepshead, the Brooklands' figures for 25, 75 and 100 miles still standing as world's records. One American middle-distance record, that for 25 miles, is held by Chicago, the other three having been made at Sheepshead.

The world's and American middle-distance records are now as follows:

Made at—	Miles.	World's record.
Brooklands	25	13.24.01
Sheepshead	25	13.01.16
Brooklands	75	41.23.87
Brooklands	100	56.38.81
Made at—	**Miles.**	**American record.**
Chicago	25	13.11.11
Sheepshead	25	13.07.36
Sheepshead	75	42.41.11
Sheepshead	100	54.55.71

In long-distance racing the Sheepshead and Chicago figures are far faster than those of Brooklands. Beyond 100 and up to and including 250 miles they all belong to Sheepshead, thanks to the wonderful speed shown in the Astor cup race.

Chicago Records High.

Above 300 miles the Chicago figures are far ahead of the cement course at Indianapolis, in fact nearly 10 minutes in 500 miles. Comparison is accordingly here made between the American and European figures, the former being all world's records:

Made at—	Miles.	American record.
Sheepshead	250	3.37.31
Sheepshead	300	3.56.32
Sheepshead	350	4.14.42
Sheepshead	400	4.32.58
Chicago	400	4.07.24
Chicago	500	5.37.74
Made at—	**Miles.**	**European record.**
Brooklands	250	3.31.00
Brooklands	300	3.58.41
Brooklands	350	*
Brooklands	400	4.32.15
Brooklands	500	5.16.43

*Not timed.

Summarizing the above figures, it will be seen that Sheepshead middle and long-distance racing holds four world's and six American records; Brooklands, three world's records, and Chicago two world's and three American records.

It must not be forgotten in recalling Resta's failure on election day by 24 seconds to beat the world's 100-mile record that Brooklands is measured 20 feet from the pole, as against three for Sheepshead. This means that Resta really beat the British figures: for he traveled about two miles farther to the 100 at Sheepshead than did the Brooklands record-holder.

AUTO REPLACING RAILROAD

Portland Winton Agent Views New Method of Pleasure-Seeking.

"Railroads for long pleasure trips are being replaced noticeably by automobiles," says A. C. Stevens, manager of the Portland branch of the Winton Company.

"The summer of 1915 has seen many transcontinental tours by motorists who have gained thereby in seeing a far greater amount of scenery than if viewed along the railroad right-of-way. To meet the demand for such purposes automobiles must be constructed to withstand the unusual stress and wear of road traveling and must embody comfort and ease to insure absolute pleasure to the passenger.

"In making an overland trip, all types of roads will be encountered, as it is a well-known fact that some states have not progressed as far in road building as others. Rough roads would naturally call for good spring construction and the lighter type of cars seem to meet this emergency. Having springs made of the best grade of material, yet supporting a body and power plant of light weight, the result is better riding qualities."

CANADIAN COMPANY FORMING

Willys-Overland Limited Will Have Offices in Toronto.

A new Canadian company, known as the Willys-Overland, Limited, has just been organized in Canada. It will have a capital of $4,000,000, with head offices in Toronto.

John N. Willys, head of the Willys-Overland Company, of Toledo, will be president of the Willys-Overland, Limited. T. A. Russell, at present vice-president of the Russell Motor Car Company, of Canada, will be vice-president.

Five of the directors of the Willys-Overland Company, of Toledo, will be directors of the new company. These five are J. N. Willys, H. T. Dunn, Walter Stewart, Harry Shepler, C. A. Earl, of Toledo; T. A. Russell and Lloyd Harris, of Toronto, and two of the other Canadian stockholders will also be on the board.

The plan is to undertake in Canada the actual manufacture of both Overland and Willys-Knight automobiles. For this purpose, the plant of the Russell Motor Car Company, of Toronto, already has been acquired and this will be enlarged to permit quantity production.

PRICE ON OLDS EIGHT CUT

Reduction of $100 on Oldsmobile for 1916 Is Announced.

"At a time when such a move was fatally unexpected, the Olds Motor Works has announced a reduction of $100 in price of its new 8-cylinder car," says W. W. Stillson, Oldsmobile authority in this territory. "The new price of $1195 went into effect while the first cars were en route from the factory to the more distant points, and before the shipments had reached their destination. This surprising move on the part of the builders of the Olds is in keeping with the character of the motor car business, which has undergone such a rapid succession of unlooked-for and revolutionary changes during the past few years.

"The sudden action of the Olds Company was brought about primarily by the overwhelming demand it is experiencing for its eight. This demand necessitated a much larger production than the factory had counted on, and the sudden increase in production plans figured in the purchasing of materials to such an extent that the reduced price was made possible."

WHITE OFFICIAL DUE THIS WEEK.

One of the big men in the organization of the White Company, G. A. Urquhart, Pacific Coast manager, is due to arrive in Portland with C. S. Huntoon, Northwest traveling representative, early this week for a short visit with R. S. Hurd, manager of the Portland branch of the White Company.

Mr. Hurd bears the distinction of governing the largest White branch in the country. It embraces Alaska, British Columbia, Washington, Montana, Idaho, Wyoming, Oregon, Nevada, California, Arizona and New Mexico. The White branch houses in the entire territory represent an investment of $150,000, according to Mr. Hurd.

Experienced Jeweler Buys Car, Not Knowing Name.

Isadore Holsman Criticizes Appearance of Tires, but Doesn't Find He Has Bought Buick for Some Time.

ISADORE HOLSMAN is an experienced jeweler, but until the other day he didn't know a whoop about automobile specifications.

He was in the market for a new car and had pretty well held his own in making a round of the "row" until he ran across W. H. Hildebrand, the rosy-cheeked salesman who works under the guidance of George W. Dean at the Portland branch of the Howard Automobile Company.

Even Mr. Holsman will admit that Mr. Hildebrand talked him off his feet. The prospective purchaser couldn't discover any fault in the mechanical construction of the car, but he knew he must criticize something immediately in order to avoid complete surrender, so he commenced to go after the tires, which happened to be perfectly normal specimens of the Goodyear make.

"Haven't you any prettier design than that in the way of tires?" demanded Mr. Holsman. "There's absolutely nothing pretty in the looks of that tire. I believe I'd be quite willing to buy the car if I didn't have to strain my eyes looking at those tires."

For the first time in his career as a salesman "Hildy" was nonplussed. He had never before heard any buyer criticize the architecture of tires.

But Mr. Holsman's friend came to the rescue with this cutting remark:

"What do want tied around the wheels, Isadore, lace curtains?"

Mr. Holsman couldn't say exactly what he wanted the tire to look like, so he bought the car on the spot.

That was 1 o'clock. At 3 o'clock Mr. Holsman was at the wheel for the first time en route for the country on a fishing trip. For three or four days he seldom got out of his fine new car.

But, strange to say, Mr. Holsman didn't know the name of his car until a day or so after its purchase when he chanced to notice a big Buick sign out in front of the branch store at Fourteenth and Davis streets.

"What! Is my car a Buick? By golly, I forgot to ask its name when I bought it."

While Mr. Holsman was in the Buick store getting literature on how to take care of an automobile Mrs. Holsman amused herself by blowing the siren.

"Turn off that racket," admonished the husband, as he came out of the store, his arms heaped with instructions. "You'll get killed quick enough without issuing any challenge."

FIRESTONE TIRE TRIUMPH WON

Indian Finishes First in Tucson-Phoenix Desert Race.

In a grind that taxed the strength and endurance of both machine and driver, Firestone motorcycle tires added another triumph to their string of victories when they finished first and second in the Tucson-Phoenix desert race November 14.

Twelve drivers, noted for their ability to withstand the gruelling test, lined up their machines in Tucson shortly after noon, and were sent away in a test so formidable that only six of the entrants finished. The course, which was 136 miles long, provided the roughest going imaginable. Stretches of deep sand, mudholes, dangerous turns and rocky surfaces were some of the conditions that furnished thrills to the drivers and strain to the machines.

Lorenzo Bolde, on an Indian, equipped with Firestones, finished first, closely followed by J. V. Berg on a Harley-Davidson, also Firestone equipped. While the winner's time, three hours and 21 minutes, does not indicate any tremendous speed was attained, it does prove the terrific grind that driver and machine must have undergone.

Can a Car Be Steered Without Hand?

It remains for that center of light and learning—Los Angeles—to devise methods to "crab" the auto game. The latest Draconian measure for the extinction of human liberty proposed in the capital of the future state of cafeteria is in the form of a suggested ordinance making it a misdemeanor for a person of either sex to drive a car with his or her waist encircled by the arm of a person of the opposite sex. Why give this advantage to the horse-drawn vehicle? Have the solons of the south never driven a buggy with the reins in their teeth, finding better use for their arms?

FISK BRANCHES GAINING

FORTY NEW PLACES TO BE OPENED BEFORE MAY 1.

Officials of Company Visit Portland and Are Pleased With Showing of Local House.

That a total of 40 new Fisk branches will be established between now and May 1 next was the message brought to Portland last week by several high officials of the Fisk Rubber Company, of Chicopee Falls, Mass. Three of the branches will be situated on the Pacific Coast, but the locations chosen have not yet been announced. The Fisk Company already has 98 branches in the United States, twice as many as any other company, the Fisk executives say.

In the party which came to Portland were R. B. McGraw, assistant treasurer; E. M. Bogardus, comptroller; B. H. Pratt, general district manager, and J. R. Campbell, branch engineer. With the exception of Mr. Pratt, who "makes" Portland once every three months, the men were on their first visit to Portland and were all favorably impressed with the appearance of the new building of the Portland branch on the southeast corner of Davis street and Broadway and congratulated R. D. Macphail, district manager, for the status of business in this territory. Mr. McGraw said the Portland branch plant is as complete as any in the entire Fisk system.

Rain prevented a drive over the Columbia River Highway, about which they have heard much. They left Wednesday for San Francisco and will return to the factory over the Southern route.

Butter is being sold in Leeds, England, at 47 cents a pound, and in consequence many people are turning to margarine at 20 to 24 cents a pound. People in the middle classes, as well as in the laboring classes, are now learning to eat it.

4 times round the earth in 48 hours!

100,000 miles in 48 hours!

100,000 miles of demonstration of RELIABILITY, power, speed, stamina, and ECONOMY of fuel!

100,000 miles of ROAD performance over any and every kind of roads that the country knows, level and hilly, smooth and rutty, hard and muddy!

Such is the proof that Studebaker gave in the most sensational ROAD test that any STOCK car was ever subjected to.

"Make 1000 miles inside of 48 hours" we said to our Dealers; "let's see how this Studebaker model will stand up in such a test."

And 100 Studebaker Dealers started cars—STOCK cars, mind you.

And they covered 101,565.66 miles!

They did the distance in the average time of 36.6 hours. At a speed averaging 27.73 miles.

And—and THIS is the wonderful fact of the entire Run—the 100 cars running over every known type of road, over every known kind of country, up mountain sides and hills that make most cars labor, and through mud, slush, snowdrifts in some places and rainstorms—averaged 12.3 miles to every gallon of gasoline and 446.87 miles to every gallon of oil.

Never has there been a more decisive, a more CONVINCING proof of a car's stamina and POWER and dependability on the ROAD. It wasn't a SHOW drive over nice roads. The drivers had to make a fixed distance in a set time. And they had to drive over the very roads that YOU use when you drive your own car. ONLY they put the car to tests that you'd never dream of.

The San Jose, Cal., Car made 343 miles in 11 hours on one day—with the radiator sealed and the car locked in high, the gear-lever having been removed.

The Idaho Falls Car had to break a trail through 6 inches of snow for 20 miles. The Seattle Car in its 1000-mile NON-STOP run, made in 31.53 hours, climbed the sides of Mt. Ranier in a driving storm. The Colorado Springs Car finished its 1000 miles in a snowdrift 13,500 feet high on Pike's Peak. The Utica, N. Y. Car was driven by women the entire 1000 miles and came in with a 100% score. And so it went the country over.

Taken all in all, the Run was the most amazing event of its kind that the roads of America have ever seen.

And on top of what Studebaker Cars are doing in the hands of more than 200,000 owners, it has proved the car's RELIABILITY. It has proved the car's POWER. It has proved the car's STAMINA. It has proved the car's ECONOMY, and above all it has proved the car's indomitable QUALITY. And the remarkable performance over any and all kinds of going has proved the Studebaker's supremacy as a car for WINTER driving.

See this record-making car at our Showrooms—the car that has set a NEW standard in road-performance as well as in VALUE.

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