

DARIO RESTA NOT TO RACE IN 1917

Wife of Daring Driver Fears He Will Meet Same Fate as Her Brother Did.

BUSINESS OFFER ATTRACTS

Programme of Events for Year Is Being Arranged by Association. Road Racing Considered for Change in Sport.

Regardless of what effect the war may have upon automobile racing in the United States, it is said upon good authority that Dario Resta, king of the speedways, will probably not be seen at the wheel of the blue Peugeot during the 1917 season. Dario, capturing four speedway classics and the Vanderbilt Cup road race last year and winning the 1916 American Automobile Association championship and all that the term implies, Resta, even before the war broke with Germany, announced that he did not expect to drive this year.

Two reasons are advanced for Resta's retirement. It is said that he is not satisfied with his contact with Alphonse Kaufman, owner of the Peugeot in which the Italian scored his American triumphs, and also that his wife, sister of the late Spencer Wishart, fears that her husband will meet the same fate as her brother, who was killed at Elgin in 1914.

Position May Be Accepted. Resta has been offered a position on the Hudson and Mercer teams, but has thus far indicated that he will not accept either proposition. He is said to be seeking a position as consulting engineer or an opportunity to invest \$40,000, his share of the purses he has won in this country, in a business less hazardous than driving racing cars.

The prize money that Resta has won in this country in two years totals \$100,000. Of this sum \$53,000 was contributed by the management of the Chicago speedway, where he proved to be invincible and took six races out of as many starts.

According to the reports of the American Automobile Association, 41 drivers participated in its regularly sanctioned speedway events during 1916, in which no less than 10 speedways enabled these 41 drivers to accumulate close to \$200,000 in prize money.

At the dinner given to Dario Resta and Johnny Aitkin at Chicago, at which time Resta was awarded the 1916 championship and Aitkin was awarded the runner-up, one of the speakers stated that in two years' racing, Dario Resta finished first in every race his car finished with the exception of his first race against Ralph DePalma at Indianapolis, May 31, 1915. This record has never been equaled in the history of racing.

Interest in speedway racing reached enormous proportions, as judged by the attendance at each of the events, and the drivers maintained a consistent regularity in appearing in the large majority.

Road Racing Introduced in 1904. It is interesting to note the popularity of the speedways as compared with road racing during the past few years, and it must not be forgotten that road racing was the father of the speedway.

The motorcar made its racing debut on the road not any farther back than with the Vanderbilt Cup race in 1904, but it was not until 1905 that an American driver and an American car, Robertson in a Locomobile, won this big motor classic.

The American Grand Prize race took place on the motor calendar in 1908, but only in 1914, when Eddie Pullen finished with a Mercer, has an American car ever won it.

At the beginning of the war the famous European road races were forsaken, for 1914 witnessed the last run of the French Grand Prix. The old Gordon Bennett Cup classic had been abandoned, however, in 1906.

Here in America the Elgin Road race, which had its first run in 1910, was discontinued with the event of 1913. The Chicago Automobile Club Cup race, which had been run in connection with the Elgin races during 1913, 1914 and 1915, was likewise discontinued at the same time the Elgin event was given up.

Probably the drivers are somewhat responsible for the fact that road racing has practically been abandoned at the speedways have opened greater opportunities to them. It must be seen, however, that the vast salvation of the sport itself lies within the efforts of those who can bring back the road race as a diversion from the speedway events, which will soon become too commonplace.

Programme for 1917. Should the American Automobile Association be successful in reviving road racing, as it is seriously hoped it will do, probably Dayton, Ohio, will contribute their support in the straightaway events. It must be remembered that the racing records were made by Louis Dishrow and the late Bob Burman on these courses in 1911. Since that time these records have never been equaled because no other course has the distinct advantages for high speed straightaway work. If these Florida cities do return to the racing calendar, we can look for a complete shattering of every record that has ever been made.

The speedway events already announced for 1917 have been divided into two classes, as follows, one class being set aside for the awarding of the 1917 championship points in addition to the usual cash prizes and the other for cash prizes alone:

Championship races for 1917—May 30, Indianapolis; June 3, Chicago; July 4, Omaha; July 14, Des Moines; July 28, Tacoma; September 3, Cincinnati; September 15, Providence; September 29, New York.

Other speedway events for 1917—May 19, New York; June 1, Cincinnati; August 4, Kansas City; October 6, Kansas City; October 7, New York; October 13, Chicago.

COAST ROAD RUN IS REPORTED

A. M. Barnett Goes Through Snow in Sturdy "Four-Ninety."

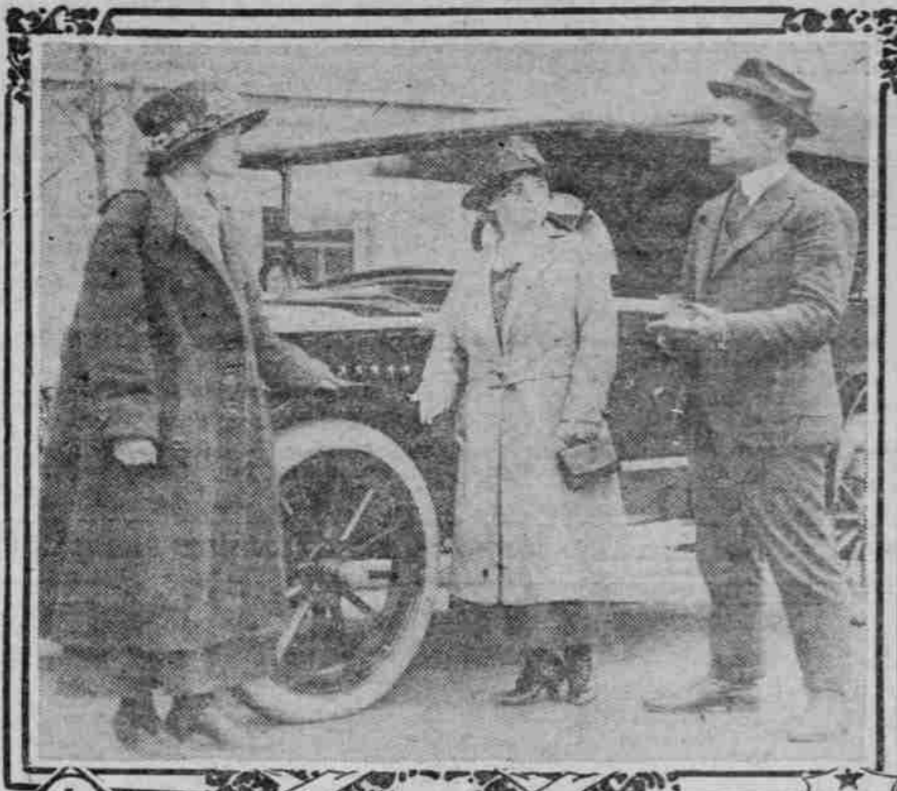
A. M. Barnett, of San Francisco, claims the distinction of having piloted the first car, this season, up the coast road to Eureka, Northern California, then across to Wierville and Redding.

At the wheel of a "four-ninety" touring car, Mr. Barnett made the trip with no difficulty with the exception of snow which he encountered en route. Crossing the mountains, he shoveled snow from daylight one morning until 5 o'clock that evening, and from daylight the next morning until 4 in the afternoon, making a path for the sturdy little car.

For several years there has been great rivalry shown between automobile dealers and owners in trying to get the first car up the coast road to Eureka.

RECRUIT'S WIFE TO FILL HIS POSITION IN AUTO AGENCY

E. C. Habel Gives Place to Woman, but Mrs. J. A. Randall Is Not to Be Oudtone and Also Joins Staff.



Bottom—"The Boys" Bid Mr. Maxon Godspeed to Officers' Reserve Training Camp. At the Left is Mr. Randall, Then Mr. Maxon, and Next Mr. Habel, While Roy Wilson Stands at the Extreme Right, Grasping Mr. Maxon's Hand. Top—Sales Manager Habel Gives Instructions on Selling to His "Recruits" on the Sales Force, Miss Aaris Being at the Left and Mrs. Randall at the Right.

FRIENDS and chance acquaintances alike have for some time known E. C. Habel, manager of the Manley Auto Company, distributors of Huppmobile, Grant and National cars, to be equal to any emergency, but his resourcefulness was never more pertinently demonstrated than last week when he received word that J. E. Maxon, one of his star Huppmobile salesmen, had been called to report at San Francisco for training in the Officers' Reserve Corps.

At the same time J. A. Randall, who has been enjoying life as a successful Grant salesman, notified Mr. Habel that he had ambitions to fly in one of Uncle Sam's air vehicles. Result—Mr. Habel saw visions of an entire depletion of his corps of salesmen and felt obliged to figure out a permanent solution of the problem without bothering A. B. Manley, president of the automobile company, who spends most of his time during business hours in the executive chair of the Pacific Title & Trust Company, of which he is president.

Why not sign up women on the sales force? pondered Mr. Habel, as he swung about nervously in his office chair.

Quicker than a cat could wink an eye he called to Miss Marie Aaris, of his office force, and conferred upon her the usual privileges and responsibilities of a Huppmobile retailer.

That night at dinner Mr. Randall informed Mrs. Randall of the new plan that had been instituted by Manager Habel and of Miss Aaris' elevation to the selling division of the firm.

"If you go to war I'm going to take your place," remarked Mrs. Randall without hesitation.

When Mr. Habel heard of this remark on the part of Mrs. Randall he appointed her on the selling force at once and told her she needn't wait until her hubby left for war duty. From this time forward it will be a race to determine which is the better sales agent, Mrs. Randall or Mr. Randall.

On the eve of Mr. Maxon's departure for San Francisco last Wednesday Mr. Randall was host at a banquet tendered to the departing salesman at the Hotel Multnomah. One of the guests on this occasion was E. M. Cox, Northwest representative for the Grant Motor Car Company, and H. B. Roberts, Northwest representative for the Hupp Motor Car Corporation.

Everson, Wash., arrived in Portland last week after driving over the Pacific Highway all the way from Stockton, Cal., in about 10 days' time.

A number of pleasure cars have made the trip from California points to Portland this year, but Mr. Kale's Reo is believed to be the first motor truck to make the trip across Oregon since the sensational run of the G. M. C. transcontinental truck, which entered Oregon on its return to Seattle shortly before the dawn of 1917.

With Mr. Kale on his trip north were Mrs. Kale and their two small children. In addition to this human load the truck carried some 600 pounds of baggage, including a complete camping outfit. The Kales slept in their car on specially improvised beds.

"Down in Northern California they told me it would be impossible to make the trip over the Siskiyou," said Mr. Kale, "but I managed to get through the mud without assistance from the teams that had been pulling other cars out of the mud, and came on to Port and Pass Creek canyons under our own power."

"You can no more finish your trip than you could go to heaven this minute," I was told in one place. I found that there was still some snow in the Siskiyou Mountains, but it was not as troublesome as the mud."

From Portland Mr. Kale chose to follow the regular Pacific Highway north via Vancouver, Woodland and

\$1195 F. o. b. Racine

Mitchell Junior—a 40-h. p. Six 120-inch Wheelbase



\$1460 F. o. b. Racine

7-Passenger—48 Horsepower 127-inch Wheelbase

Two Extra-Fine Cars

Built by John W. Bate—In a Bate-Built Plant With Many Unique Attractions

The Mitchell Six this year comes in two sizes—Mitchell and Mitchell Junior. But both belong to a single type, developed by John W. Bate.

This is the 19th model. It is the final result of 700 improvements. It represents his ultimate conception.

The factory which builds it is a mammoth, model plant. It covers 45 acres, and now includes a modern body plant.

It was built and equipped by John W. Bate to build this one type economically. His efficiency methods on this year's output will save about \$4,000,000.

We urge you to see what extra values these savings have made possible.

The Greatest Extra Means a Lifetime Car

In the past three years Mr. Bate has doubled the margins of safety in Mitchells. The former standard was 50 per cent over-strength. It is now 100 per cent.

Over 440 parts are built of toughened steel. All safety parts are vastly oversized. The most important parts are built of Chrome-Vanadium steel.

Several Bate-built Mitchells have already run 200,000 miles each. So

this new standard, we believe, insures a lifetime car.

It has been two years since we applied that standard to Bate cantilever springs. In all that time, not a single spring has broken.

31 Extra Features—24% Added Luxury

The latest Mitchell has 31 features which nearly all cars omit. Things like a power tire pump, reversible headlights, ball-bearing steering gear, dashboard engine primer.

On this year's Mitchells we add 24 per cent to the cost of finish, upholstery and trimming. That makes the Mitchell the luxury car of its class.

TWO SIZES

Mitchell—a roomy, 7-passenger Six, with 127-inch wheelbase and a highly-developed 48-horsepower motor.

Price \$1460, f. o. b. Racine.

Mitchell Junior—a 5-passenger similar line, with 120-inch wheelbase and a 40-horsepower motor—4-inch smaller bore.

Price \$1195, f. o. b. Racine.

Also six styles of enclosed and convertible bodies. Also new Club Roadster.

Our new body-plant savings pay all this extra cost.

The All-Nation Car

The Mitchell commands a world-wide sale. In 1913, Mr. Bate spent an entire year in Europe to study foreign standards.

All over the world the Mitchell is recognized as a superior car. It is known as "The Engineers' Car," because every detail of construction appeals to engineers.

See How It Differs

We ask you to see how the Mitchell differs from other cars in this class. See the many extra values, in beauty, in strength, in equipment.

See what Mitchell Junior—our smaller six—offers for \$1195 at factory. You have never seen such value in a high-grade car.

See these results of factory efficiency, and of John W. Bate's high standards. After that, the cars which lack the Mitchell extras will not seem in this class.

Our bodies are all exclusive—designed by our artists and built by our craftsmen, in our own body plant. See the various styles. This exhibit will reveal many new attractions.

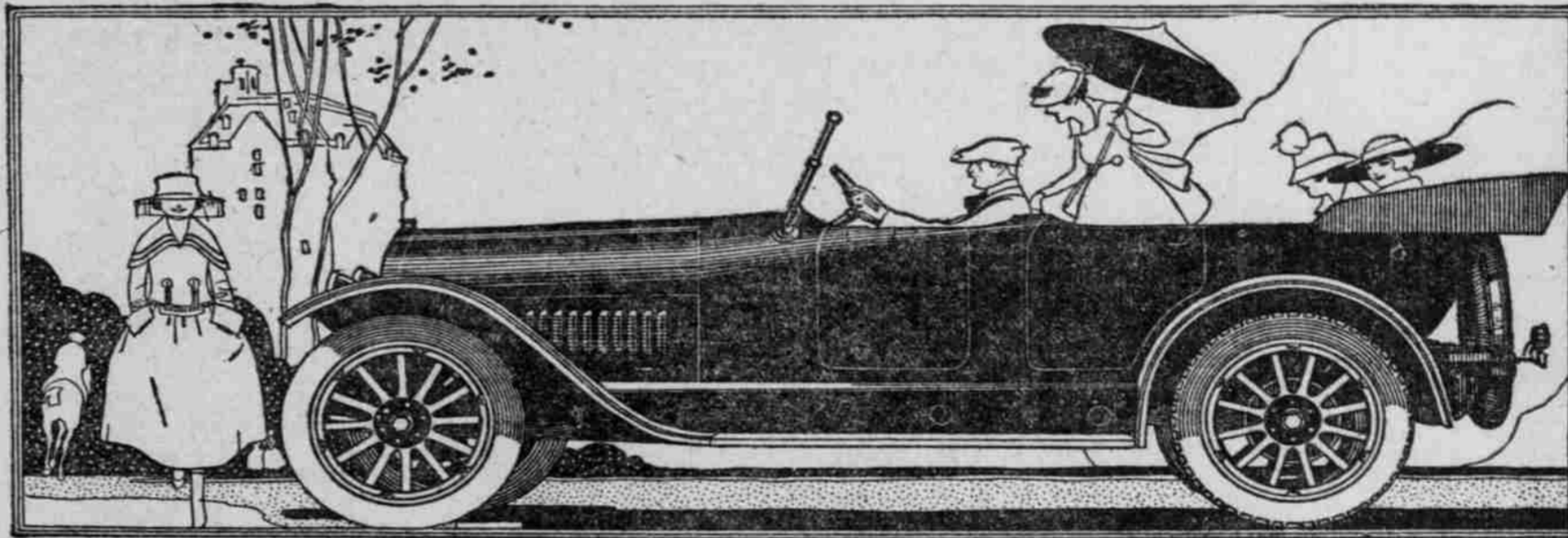
MITCHELL MOTORS COMPANY, Inc., Racine, Wis., U. S. A.

Mitchell-Lewis & Staver Co.

EAST MORRISON AND EAST FIRST, PORTLAND, OREGON

Northwest Distributors

EAST 7272, B 1216



REO CROSSES SISKIYOU

TRIP FROM STOCKTON, CAL., MADE IN TEN DAYS.

Mud Found in Some Places in Southern Oregon, but Teams Not Needed at Any Point.

Aboard his three-quarter ton Reo truck, or speed-wagon, A. A. Kale, of the C. S. Kale Canning Company, of

WASHINGTONIAN IS FIRST TO DRIVE MOTOR TRUCK ACROSS STATE OF OREGON THIS YEAR.



At the Left is E. N. Howe, of the Northwest Auto Company, Talking With A. A. Kale, Owner of the Reo Three-Quarter-Ton "Speed-Wagon," While the Latter Was in Portland En Route From Stockton, Cal., to Everson, Wash.

Kalama rather than the better route by way of the Goble ferry. After conquering the Siskiyou and the canyons and hills of Southern Oregon he thought he was equal to the mud of Southern Washington.

Mr. Kale's truck is used to haul berries to the canning plant at Everson. He finds the three-quarter ton vehicle better suited for this service than the larger trucks, which are too severe on the berries for the reason that they have solid tires, as contrasted with the pneumatic tires with which the Reo "speed-wagon" is equipped.

BRISCOE CARS UP \$40 MAY 1

Advance Made in Order to Keep Quality at High Mark.

On May 1 the various Briscoe models supplied on the model B4-24 chassis were advanced in price.

The new price will be \$725 for the touring, roadster and runabout models, as well as the canopy-top delivery wagon, while the panel body will sell for \$750, the price being at Jackson, Mich.

A. S. Robinson, manager of the Portland offices of the Pacific Kieselkar branch, Briscoe, Kiesel and Federal representatives, advises that officials of the Briscoe Motor Corporation, while they disliked very much to be obliged to increase the price, did so knowing that a buyer would prefer a slight increase in the selling price rather than a lessening in the value or quality of the product.

While all automobiles have advanced generally in price, they have not advanced in proportion as have prices on commodities of general use, when the old or former prices on such things are taken into consideration.

STUDEBAKER LIST IS NOTABLE

Names of 5000 Prominent Men on Patron's Roll.

"The selection of an automobile by people of high standing and sound

judgment is an obvious indication of the style and quality of that automobile."

is the terse introduction to the "Studebaker Blue Book of Prominent Buyers," now being placed in the hands of interested motor car buyers by Studebaker dealers.

Listing the names and addresses of nearly 5000 nationally known people who purchased Studebakers during the Prominent Buyers' day campaign, it reads and has all the earmarks of a complete volume published to show "who's who and why in the United States."

It will be remembered that December 4, 1915, was set aside for the great

Studebaker dealers' organization, throughout the United States as Prominent Buyers' day. On that day every

Studebaker dealer, a few hours after the announcement of the new series '16 cars, set out to sell some prominent man in his community.

Names and pictures of such famous figures in the life of the Nation as Joseph G. Cannon, Joseph Daniels, James B. Forgan, president of the First National Bank of Chicago; Dr. C. E. Welch, grape-juice king and captain of industry, and thousands of others equally as prominent and well known, are to be found in the Studebaker Blue Book.

5000 Miles Minimum Service Guaranteed in Writing

The courage of our convictions as expressed in our 5000-mile written guarantee is founded on the severest tests which tires can be put to. Put Ajax on your car.

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