

# AUTOS WILL JOIN IN RACE FROM GOTHAM TO SAN FRANCISCO

Event Will Be One of Main Features at Panama-Pacific Exposition.

## INTEREST BECOMING KEEN

Test Will Give Manufacturers Chance to Show Durability of Their Respective Cars.

What promises to be one of the features for the automobilists during the Panama-Pacific exposition to be held at San Francisco during 1915 is a big road race from New York to San Francisco. The transcontinental race would be over the Lincoln highway and would attract the attention of automobile enthusiasts from all over the world, serving to draw motorists from every section to the Panama exposition and also to advertise the Lincoln highway route to thousands of automobilists throughout the east.

Such an event would give the manufacturers an opportunity of demonstrating their cars over the longest and most difficult route ever used for an automobile event and would undoubtedly attract a record breaking entry list.

Local Interests Benefited. According to the preliminary plans for the proposed race the event would be held under the auspices of the various automobile clubs and automobile organizations throughout the country, each club handling the arrangements and details of the big contest in the territory which it controlled. In fact, it is possible that the event could be made a relay race and each club have a team entered for a certain portion of the course. This plan would prove unusually interesting to the motorists all over the country and would develop local interest wherever there is an automobile club.

With the starting point in New York and the finish in the grounds of the Panama-Pacific exposition the race would prove the greatest automobile event ever held, and would attract the best drivers and cars, especially those who are familiar with cross country driving. The victory would mean a wonderful lot to the winner, as the contest would be watched by automobilists all over the world, and the result of such a contest across the continent and under all kinds of road conditions would prove conclusively the speed and efficiency of the winning cars.

The fact that there will be thousands of automobile enthusiasts coming across the continent the next year would serve to increase the interest in the proposed transcontinental road race, and with all of the automobile clubs and the route of the Lincoln highway working for the race the event would be assured a big success.

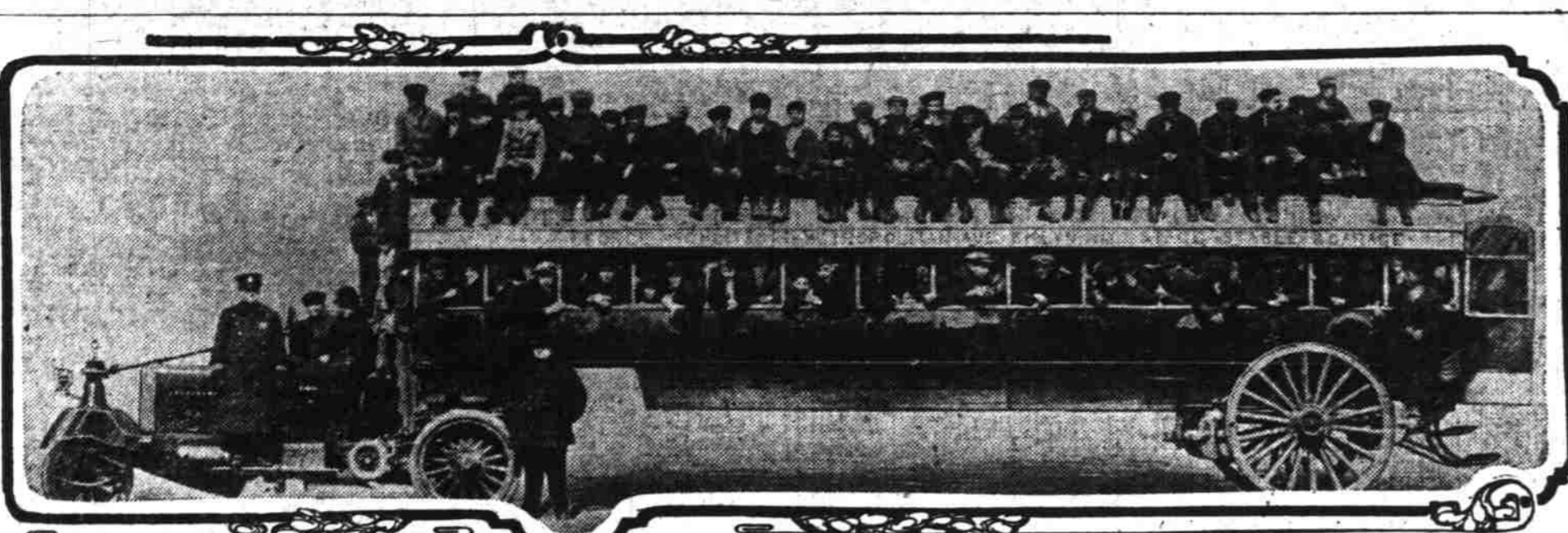
Some Records Made. There have been several transcontinental records made by automobilists, but with the improvements that have been made in the roads during the few years past, the route for this long trip would undoubtedly be broken. As a means of demonstrating the possibility of cross country transportation with motor cars, the race would be of unusual interest, and would bring out both the speed and economy and efficiency of the various types of cars to a greater extent than any other kind of competition. It would be a severe test on both drivers and cars, and as the course would make it necessary to travel through every part of the machines would be conclusively tested.

Such an event as the proposed race would be much more speedily completed by cars and drivers than an endurance tour, where there is a certain schedule maintained every day. This race would make the drivers hold their cars at high speed everywhere the roads would allow and be a keen contest from start to finish. Chief of Special Events Cooley of the Panama-Pacific exposition is enthusiastic over the proposed race and will take up the promotion of the event with the officials of the eastern automobile clubs.

## SATIN COLLARS FOR DOGS

Paris, May 2.—Pet dogs are wearing a new addition to their wardrobe this season in the shape of satin collars, embroidered with the dog owners' favorite flower. Leaders of the canine smart set, not content with a single flower, are provided with an elaborate selection of collars, each decorated with a different colored ribbon to match the mistress' frocks or masters' ties. If milk is used to soften shoe polish it will improve the gloss.

# OLD CENTENNIAL EXPOSITION OMNIBUS MOTORIZED WITH TRACTOR WILL MAKE TRIP TO SAN FRANCISCO



Cut showing an old omnibus which plied between the Centennial Exposition and the City Hall, Philadelphia, Pa., in '76, being drawn by ten horses and carrying loads of from 60 to 100 passengers. The bus has been doing service in Brooklyn the past 35 years with picnic parties and holiday excursionists and it has just been "motorized" with a tractor. In spite of its great age this old vehicle has been well kept and is in a remarkably well preserved condition—in fact it is still so serviceable that its owner proposes sending it overland along the Lincoln Highway route to the Pacific coast to run between San Francisco and the Panama Exposition.

## ATTENTION TO AUTO BATTERY MAY MEAN APPRECIABLE SAVING

Starting and Lighting Device Should Always Be in Good Condition.

It is as important for the pleasure you get out of motoring to make certain that your starting and lighting battery is in good condition as to be sure your tires have been looked over and that they really are ready for the summer touring. A storage battery is one part of a car that goes backward when idle. The battery gradually discharges during the time the car has been garaged and unless given a good charging, and perhaps some additional recharging it will not be in first class condition to start the season with. Two weeks ago we recommended having your tires gone over before taking the car out, having the rims taken off the wheels, and the tires off the rims and the tubes out of the casing. With the storage battery it is not necessary to go so far, but it is essential to have the battery well recharged and if necessary overhauled. Whether the battery requires overcharging or recharging can be told only by the battery expert into whose hands you place it. He may find that after a normal recharge the voltage drops, which indicates a broken jar or some other defect. He may find the plates badly sulphated. Worse still, he may find the active material falling away. There are other troubles such as the need of new separators.

Delay Is Dangerous. It is questionable if in any other department of the car it is more essential to use the ditch-in-time doctrine than with the battery. A little attention may cost you not more than \$2 or \$3, but if you let the trouble go too long your repair bill may be \$25 or \$30. It will not take more than 3 or 4 days to insure yourself that your battery is in proper condition and it is worth while to get it in this condition before the start of the season.

Having your battery in proper shape at the opening of the season does not mean that you must not give it some attention during the remainder of the year. You must give the battery attention just like you give the motor oil or pour gasoline into the fuel tank. The chemical action that goes on in the battery cells during charging and discharging generates heat and this heat evaporates much of the water that is in the electrolyte in the cells. Once every 10 days test the cells to note the height of the electrolyte on the plates and also to note its specific gravity with the hydrometer that you have for the purpose.

Avoid Battery Trouble. Do not neglect this. With the electrolyte in good condition at the opening of the season, there will be little need for adding more acid during the year, but you will have to add distilled water to keep the electrolyte as high on the plates as it should be. Distilled water can be purchased from any drug store and if not convenient many of the special table waters sold in bottles will serve. Pure rain water, collected after the rain has been falling for some time, is also good. The water collected from the early minutes of the shower may contain many impurities collected from the roof of

the building or from the atmosphere and should not be used. To avoid battery trouble during the touring season there is but one certain course and that is to get the battery habit. Get into the habit of testing your battery the same as you do in testing the amount of oil in the crankcase. Be as careful with the battery as you are in seeing that the gasoline tank is filled or that your tires are inflated to the proper pressure. When you get the habit the work is a light task, but until you accomplish this it will be more or less of a white elephant on your hands. Getting the battery habit is the same as getting the tire inflation habit.

## Bull Fights Giving Way to Football

Recently So Many People Attended Game in Bilbao, Spain That Fight Was Called Off.

Bilbao, May 2.—The game of football seems rapidly becoming a more formidable obstacle to the corrida de toros than all the legislation and propagandas of humane societies put together, at least in northern Spain. In Bilbao, during March three widely advertised bull fights had to be suspended because the sporting inhabitants demanded football instead. Last Sunday afternoon between 8000 and 9000 spectators saw a match between the teams of Vigo and Bilbao, and in the grandstand there were many representatives, both male and female, of the first families of the town. The presence of a real British referee, W. L. Rowland, sole specimen of his kind ever seen in Bilbao, increased the attraction, if that were possible. Mr. Rowland pronounced his arbitrations with splendid gravity, and was regarded by all parties as the very embodiment of inflexible justice and truth, qualities at times a little lacking among local referees.

## ISSUE OF BLUE BOOK WILL PROVE BOON TO THOSE MAKING TOURS

Of Especial Interest Is Volume Which Takes Up District Including Coast.

The opening of the touring season of 1914 is marked by the simultaneous appearance of five volumes of the Automobile Blue Book, an event which with such portions of eastern Canada as present opportunities for motoring. This enormous terrain has for convenience been divided into five districts, each thoroughly covered by a separate volume. Wherever one district borders on another, the inter-volume routes may be found in both volumes, so that there is no hard-and-fast line of demarcation which might prove a hardship to the motorist en route from one district to another. In view of the approaching opening next year of the Panama-Pacific exposition at San Francisco, the territory covered by volume 5—from the Mississippi to the Pacific coast and from Canada to the Rio Grande—is assuming an importance more in keeping with its vast area and its inexhaustible store of natural wonders. The propaganda for the Lincoln highway has so largely monopolized the attention of the country that one is

prone to forget the several excellent alternatives, which vie with one another in offering to the transcontinental traveler a concatenation of scenic attractions unsurpassed in any other portion of the globe. Nor is there any dearth of historical interest. The Santa Fe trail is substantially the same as that traversed by the army of "Forty-niners" who preferred the overland route to the long journey around the horn in a "wind-jammer" at the time of the gold rush to California. It is chiefly used in winter, when the more northern routes are impassable on account of snow. The other trunk lines are less difficult and present varied attractions, which have won for each its adherents. All of them, however, are now thoroughly practicable, and can be safely negotiated by almost any style or make of car. The states, counties and towns are displaying the utmost enterprise in building new roads and improving the old, and hotels are springing up like mushrooms to take advantage of the ever-increasing stream of motor travel which westward wends its winding way.

All these evidences of the majesty of nature are made accessible by the explicit text of this volume; and they may be more readily approached by the traveler from the east, inasmuch as a number of trunk lines from route centers have been included in this book (for example, from Chicago, St. Louis and Memphis) which give a wide range of optional gateways into the great west.

## KANSAS SUICIDE RATE LOW

Topeka, Kan., May 2.—The suicide rate in Kansas in 1913 was 10.9 for each 100,000 of population, according to J. W. V. Deacon, state registrar of vital statistics, whereas the rate for the whole area in the United States for which statistics are collected was 16. Registrar Deacon, in his report in the monthly bulletin of the state board of health, suggests prohibition as the cause.

# CATTLEMAN RETURNS WITH WALLET FILLED WITH GOOD MONEY

Man Purchased a Car and Thereby Hangs Interesting Tale of How He Did It.

One day last week a plainly dressed stranger entered the Studebaker sales room carrying in his hand an ordinary coal oil can and a queer cup. Quite often people came in the garage to buy a quart or a half gallon of gasoline for use in cleaning clothes and other household purposes, says A. H. Brown, local Studebaker manager.

Salesman No. 1 met him at the door and said, "Want some gasoline?" The stranger, however, came to my desk and said: "Sir, I have the price of an automobile. I have also the desire, perfectly cultivated and fully developed. Today is the day. Here is \$12.50. The cents are to pay for a gallon of good gasoline; the \$5 is to pay for the use of one of your new five-passenger touring cars and a good driver for one hour. Give me a man who is not suffering with any his accumulation of conversation in his system. I have looked at all the obligation whatever to feel under any to buy this car. I have narrowed down to three cars, the other two have been tried. It is your time now. If I never come back, your gasoline, your labor and the use of your car are paid for. See?"

Proposition Was Surprising. The proposition was so very unusual I thought the man must be a bit off his head. Still his talk and his proposition were so clean cut and his manner so sincere, that I could not find any excuse for turning him down. We filled his can with a gallon of gasoline for him, after which he asked that we drain every drop of gasoline out of the gas tank of the demonstrator car. He then care-

fully measured out a quart of his own gasoline and poured it into the tank. "Now, young man," he said, addressing the shop man I had asked to go with him, "drive me out on the Lincoln road—not over 20 miles an hour, and trundle her along until she stops."

After the salesman had speculated upon "that kind of a rare bug" the stranger, with car and driver, drew up to the curb. "Well, how'd you like it?" I asked when he came back to my desk. "I liked it just \$1125 worth," he replied, drawing out his overcoat pocket a canvas bag which looked like a bag of skid chains, but which turned out to be gold and silver coins to the amount of \$1125. "Do you want this for the car?" he asked when the coins had been carefully stacked and counted on my desk.

"Well, certainly I want it," I replied, "but \$1150 is the best price on the car, and we cannot cut the price a dollar."

After a moment's hesitation our "rare prospect" slowly raked the stack of coins back into the wallet, bade us "good morning," strode out the door and disappeared. Did we ever sell him, you ask? "Well, certainly," I replied. "I sold him the car, and he has been driving it for the past two months. He has also bought a new Studebaker car and note the mileage per quart, as I understand this is what brought the cattleman back."

"As for the next man who enters the salesroom carrying an empty oil can, the chances are if this salesman happens to be on the floor that day, the unsuspecting purchaser of a gallon of gasoline for cleaning purposes will find himself literally lifted into the best looking machine in the house, showered with courteous attentions and whirled away for a ride in the new full floating, full jeweled Studebaker."

# HALF MILLION MARK IS PASSED BY FIRM

Builders of Ford Making Big Record of Eleven Hundred Cars a Day.

More than a half million Fords have been built and sold to date. The 500,000 figure was passed about the middle of April. The factory was speeded up and completed automobiles were being turned out at the rate of more than 1100 a day at the half million milestone was left behind. This was but a continuation of the pace set in March, when for 26 consecutive working days the daily production exceeded 1100 cars. Since 1908 the growth of the company as indicated by the yearly car sales has been phenomenal. That year the sales totaled more than 6000, the next year they jumped to more than 11,000, the next year they were more than 19,000, in 1911 they exceeded 37,000, in 1912 they were more than 74,000, and in 1913 they were in excess of 150,000. And this year's sales are keeping up the pace. The Fords built before 1908, those built and sold so far this year, and the total of sales for the six years given above, combine to make a grand total of more than a half million.

These half million cars have been sold in every country of the globe where a motor car could possibly run. They were found in the interior of darkest Africa, in the valleys of the Andes of South America, in Ceylon on the Isle of Jolo, Philippines, and in the out-of-the-way places of the world. And in most every land there are practically twice as many Fords as cars of any other single make. It is quite generally agreed that the slogan, "Every Third Car a Ford," is practically true in all countries.

Electric Systems Against Crime. It is estimated that there are in use in the United States about 100,000 elaborate electric protective systems against crime, about 300,000 smaller systems and some 2,000,000 minor devices.

# Average of World-Wide Tests on May 1st. 32.8 Miles On One Gallon of Gasoline

On May 1 Franklin dealers all over the United States and Canada, with stock Franklin Six-Thirty touring cars, conducted a one-gallon economy contest. The test represents in the average the actual efficiency of the Franklin car. A practical proof, because of the 94 different drivers, cars, road conditions, various temperatures, weather, grades of gasoline, and skill in driving. It sets a new standard, a new mark of actual commercial efficiency.

With two prominent officials in each case, a run was made over such a course that finish was as close to starting point as possible. Resulting mileage was certified to before a Notary Public by driver and observers. 39.1 miles was the record made by J. C. Braly, with Mr. W. J. Clemens and Mr. Walter Gifford as observers, in Portland. Write for booklet of all the records and rules of test.

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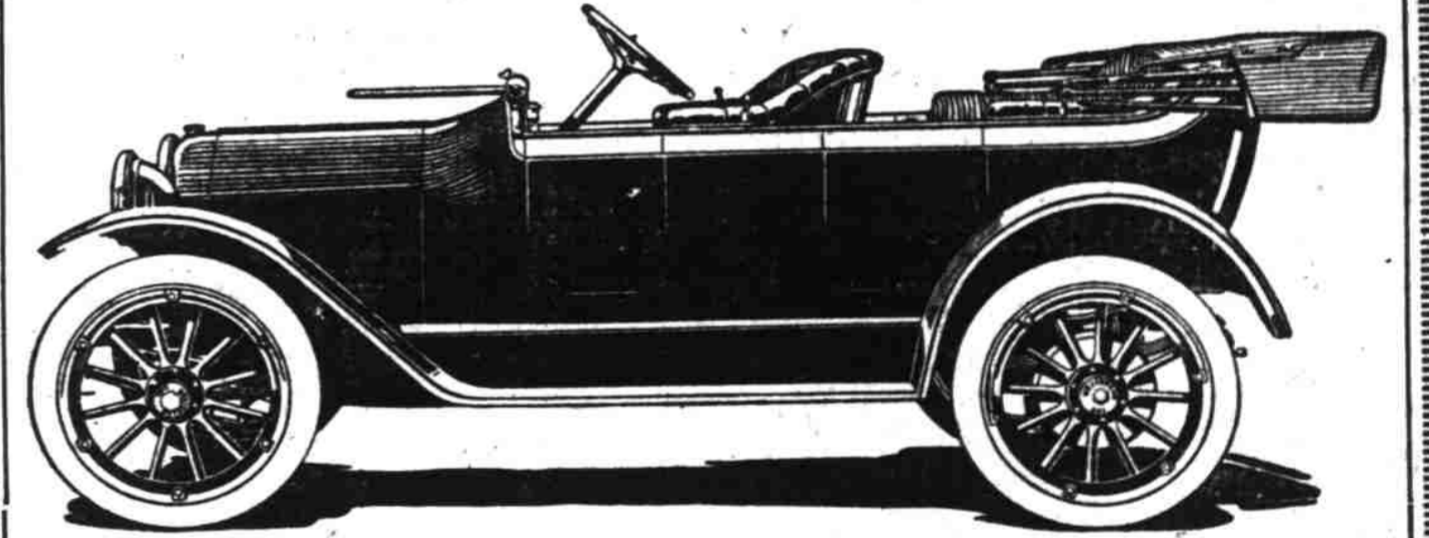
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—A CONQUERING FOUR

Embodies the Construction You Have Been Waiting for at the Price You Can Afford



## A Complete Line \$850 to \$1050

- Streamline — Bullnose — 32-horsepower—the 1914 Detroit challenges comparison in appearance and quality with even the most expensive makes of Fours. There is not an ungainly angle in it; graceful as a bird's wing, the crowned fenders melt away the angularity of guards. With the added horsepower of its expensive ball bearings, the motor is indomitable. For five hundred dollars more one buys not a whit better construction—more honest material, more sterling workmanship.
- Ignition (when starter is not supplied)—high tension Bosch magnets.
- Cooling—Thermo-syphon system, tubular type radiator of extra capacity.
- Fuel Supply—Gravity feed, tank under front seat.
- Lubrication—Splash feed, constant level type with indicator. Clutch—Multiple disc running in oil.
- Transmission—Selective type, sliding gears; three speeds forward and reverse.
- Drive—Left-side drive, levers and steering gear finished in enamel and nickel.
- Control—Gear shifting lever in case of car. Clutch and service brake operated by foot pedal.
- Steering Gear—Irrev er sible, worm and sector type.
- Front Axle—"I" beam, drop forging.
- Brakes—Double internal expanding; one 14-inch drum and one 10-inch drum on each rear wheel enclosed.
- Power Plant—Unit type, completely enclosed. Three-point suspension.
- Motor—Four-cylinder, cast in bloc, long stroke, 3 1/2-inch bore by 5-inch stroke, developing 32 horsepower. Water cooled. Valves enclosed, interchangeable; all on right-hand side of motor, adjustable.
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- Steering Gear—Irrev er sible, worm and sector type.
- Front Axle—"I" beam, drop forging.
- Brakes—Double internal expanding; one 14-inch drum and one 10-inch drum on each rear wheel enclosed.
- Frame—Pressed steel channel section, drop type, permitting low-hung car.
- Clearance—10 1/2 inches.
- Springs—Semi-elliptic in front, 36 inches long; platform in rear, each spring 37 inches long.
- Wheels—Heavy artillery type, equipped with 32x3 1/2-in. tires.
- Bearings—High grade ball bearings in the motor, transmission, rear axle and wheels.
- Body—Metal—Five-passenger—closed front English torpedo type; or streamline.
- Color—Raven blue body, hood and wheels. Black chassis, black enamel lamps—nickel finish.
- Roadster—Same as touring car, except angle of steering gear, and body two-passenger torpedo body, enclosed rear deck.
- Fuel Consumption—1 gallon gasoline, 20 to 25 miles; lubrication, 1 quart, 100 miles.
- Rear Axle—Full floating, most expensive type of construction, capable of carrying twice the load with ease.
- Equipment—Silk mohair top, quick detachable curtains, electric lights, electric horn, Turkish upholstering. Stewart Warner Speedometer, Robt rail tool kit, and complete set of tools.

Ask a Detroit owner what his yearly cost of repair parts amounts to. \$3.81 was the average cost per car, based on a tabulation embracing every Detroit in operation from January, 1913, to January, 1914.

Over 300 Detroiters sold in Eastern Washington last year. A valuable distributing agency for Oregon and Western Washington now open for appointment. Call or Address D. R. RIEGEL, HOTEL MULTNOMAH PORTLAND, OREGON

## The Endurance—the Staying Power of Firestone Tires—under roughest road conditions and rugged wear—is the natural result of scientific design, uniformly accurate construction and superior materials. It is good business to pay the little more in price for Firestone quality to get the much more of Firestone mileage and satisfaction. Ask any Firestone user.

# Firestone

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Firestone Red Inner Tubes mean more motoring economy and satisfaction. They are the toughest, strongest, most friction proof tubes ever produced. Insist on Firestone equipment all around for economy, comfort, and most miles per dollar.

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28, Factory, Akron, Ohio.  
Branches in all large cities.

Most Miles Per Dollar Most Comfort Per Mile