

CRACK DRIVERS WILL RACE TOMORROW FOR THE VANDERBILT CUP

Contest May Be Last as De Palma, Twice Winning, Is Entered Again.

COURSE WILL BE NOVEL

Dirt and Macadam Have Been Used But This Is First Time Over Asphalt.

Speed Carnival in a Nutshell. First road race ever held on asphalt grounds. First road race course entirely enclosed. Circuit 3.2653 miles. Vanderbilt cup race, 75 laps, 294.123 miles, February 22. Grand Prix, 101 laps, 402.2462 miles, February 27. Entries in each race, 25 cars. Contestants represent five countries. \$15,000 in prize money. \$10,000 in cups. Main stand seats 25,000. Three-fourth mile of each lap on banked track. Three and a fourth miles asphalt pavement. Drivers must use brakes twice on each lap. Estimated speed Vanderbilt race, 80 miles per hour. Estimated speed Grand Prix, 78 miles per hour. Estimated attendance, 150,000.

With the European war positively limiting all 1915 automobile racing to the roads and tracks of America, unusual attention has attached itself to the sensational speed carnival that will be staged tomorrow and February 27 on the grounds of the Panama-Pacific exposition in San Francisco. Within the gates of the world's greatest exposition, the greatest road classics of the country—and the world this year—are to be raced for the Vanderbilt cup tomorrow and the grand prix five days later.

Americans Excel Foreign Drivers. In the races in which these cars have already taken part this season, they have had American drivers up, but the Americans have been able to get the most out of the cars in their respective cars, as did the foreign pilots. In at least two cases, Americans have imparted to these cars notable improvements in speed and efficiency, by their own daring driving and by their mechanical ability and engineering gifts.

De Palma in New Car. In the San Francisco races the Americans will face for the first time an unknown element in the new Mercedes car which Ralph De Palma purchased abroad last fall and in which he will endeavor to retain his present title of road champion. This car was a money winner in the grand prix of France last year and has a wonderful high-speed motor, small enough to be eligible to the Indianapolis speedway class, which this year limited to cars of 200 cubic inch piston displacement. Though the grand prix is a free-for-all race, eligible to anything on four wheels corresponding to the official definition of automobile, and though De Palma will be racing, in both events, against several cars of at least twice this motor size, his ability to keep a car going from start to finish at a winning clip is well known, and he will probably start as a favorite in the first event.

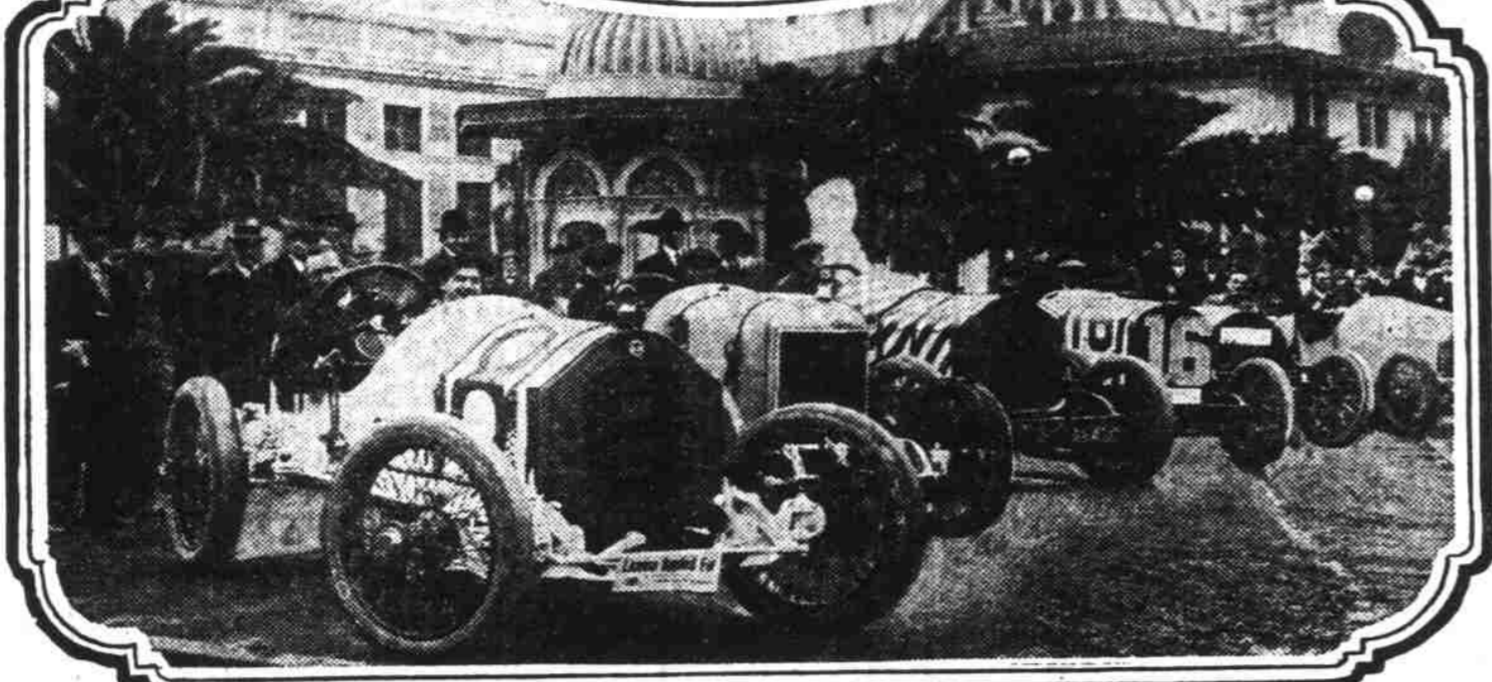
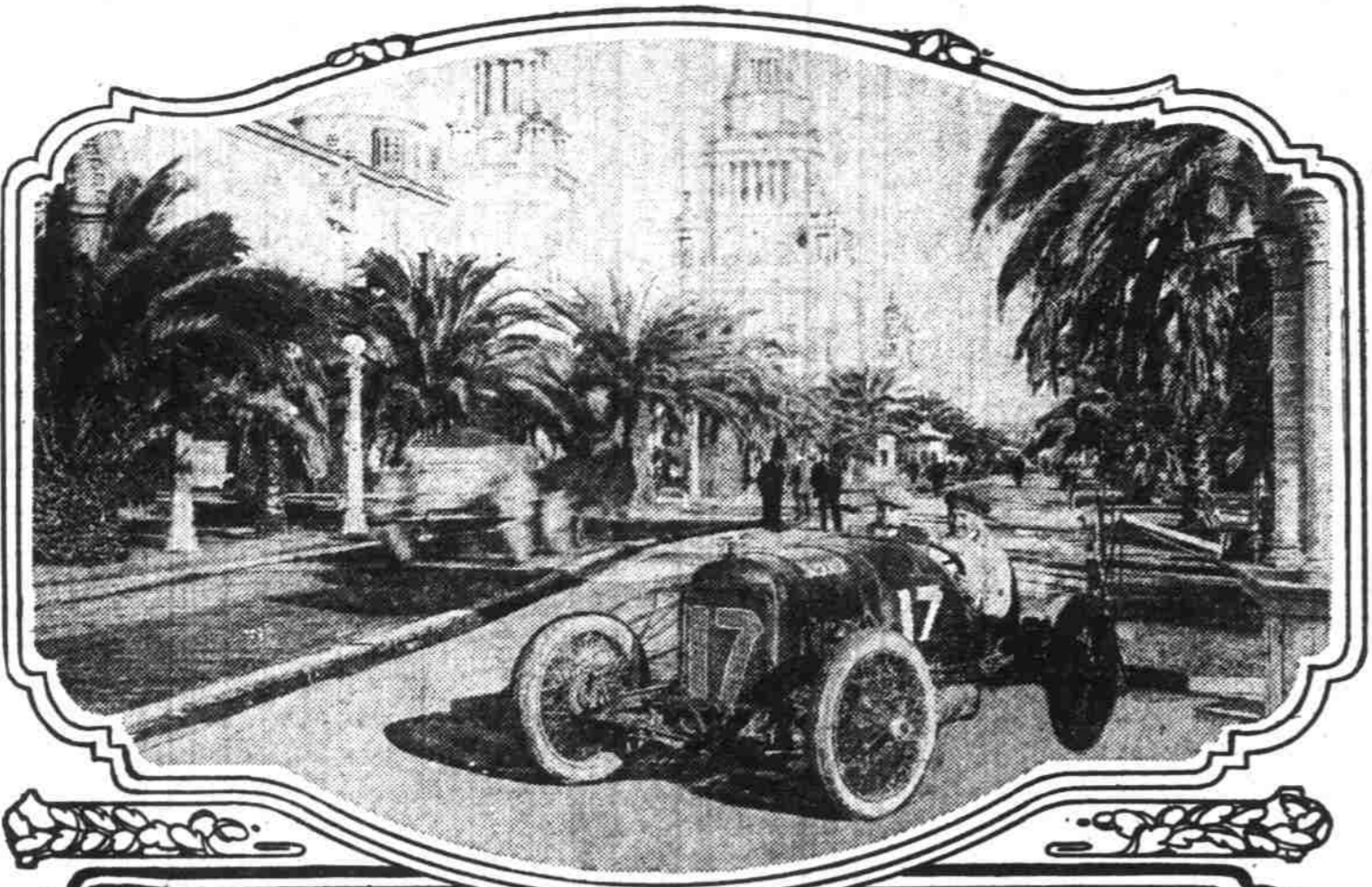
Seattle and Tacoma Joined by Pavement. Seattle and Tacoma are now connected by one of the best paved roads in the United States, the last link in the highway between these two populous cities having been completed and opened to traffic recently. Automobiles and other vehicles may now travel from Seattle to the Pierce county capital, a distance of 42 miles, over a thoroughfare of boulevard smoothness. This, undoubtedly, is the most important trunk highway in the Northwest, for it connects two cities whose population exceeds 400,000.

Asphalt Course New Element. The asphalt course is a new element in road or track racing, and one presenting conditions with which drivers are not familiar. It seems generally admitted that the asphalt will be a direct course as at Savannah for two years, the cars will contend for mastery at San Francisco on newly laid asphalt. This applies to the four miles of the circuit, aside from about three quarters of a mile at one end, where the course makes use of a part of the mile track, designed for horse racing, which has been plankbed.

Continued to Orilla, and in 1912 there was completed along this route the first stretch of brick paved highway west of the Rocky Mountains. Additional miles of brick road have been added each year, until now King county has a splendid paved thoroughfare connecting with the concrete and asphalt road into Tacoma. King county's brick paved roads are declared by experts to be the highest type of road construction in the United States.

GASOLINE 10c PER GALLON!! Every wet and greasy pavement knows that Pennsylvania Vacuum Cup Tires are the best. Ask Your Friends That Are Using Them. A. J. WINTERS CO. 67 SIXTH STREET

SPEED DEMONS AWAIT CRACK OF STARTER'S GUN AT SAN FRANCISCO MONDAY



Top—Paul R. Braske and Billy Carlson, famous automobile driver, making tryout of portion of course over which Vanderbilt and Grand Prix automobile races will be run. Bottom—Stutz, King, National, Delage, Tomasin and Edwards Special cars, all of which are entered in Vanderbilt contest.

session of the trophy, if successful in the 1915 renewal. Would Be Catastrophe. Such a victory by the German car and the Italian driver would be esteemed a real catastrophe by his opponents, as there would no longer be a trophy to race for, and the event itself would be removed from the list of road racing classics. It is, of course, possible that Mr. Vanderbilt might, in such a contingency, donate another cup. However, the traditions of racing in America center so closely around the present trophy that there is no sure to be a concerted effort among drivers to see to it that whoever may turn out to be winner, it will not be De Palma.

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Chalmers Sixes Are Quality Cars! H. L. KEATS AUTO CO. BROADWAY AT BURNSIDE Portland, Oregon. Seattle, Washington.

FAIR LIST PRICE PLAN GAINS ENDORSEMENT OF MANY TIRE MEN

Consumers Also See Fairness of Method of Putting Buying on One-Price Basis

MANUFACTURERS STAND

No Price Cutting Involved, but Idea Is to Guard Consumer, It Is Declared.

Thousands of tire dealers have endorsed the "fair list" price plan—to sell tires on a price list which is net, instead of selling by discounts.

Consumers everywhere are recognizing the value of the "fair price list" which puts tire buying on a one price basis—every man knows he is getting just as low a price as his neighbor. This condition is impossible under the discount plan in which the padded price list has played such a part in the past.

The "fair list" plan carries with it a substantial price reduction, and the tire which affects the whole of the industry and which means so much to the tire user, still is the chief topic of discussion among automobile and tire men and motorists.

This is no price cutting war involving the manufacturers. It is an effort on the part of the manufacturers to protect the consumer from concerns which slash prices on a list "marked up" for that very purpose, so that the user is puzzled to know whether he is getting the best or the worst of it.

The deliberate reduction of prices and establishment of a "fair price list" that is standard for that specific make of tires, it is believed, will conserve the interests of the motorist and promote better feeling between tire maker and car owner.

In discussing this bold move, W. D. Abright, local manager of the B. E. Goodrich company, says: "We are fighting for the rights of the legitimate tire dealer as well as for the interests of the tire user. The padded price list must go—and with it will go price cutting, 'haggling,' unfair profits due to lists 'marked up' to catch the unwary motorist and last but not least—the tire user's fear that he is being 'stung'—that there is always some lower price just around the corner, that he ought to seek."

"We are 'fair listing' our tires—everywhere. We have reduced the price somewhat and we have put our price lists on a basis which makes dealer and dealer are satisfied with fair and reasonable profits that leave enough in the price to consumers to insure quality that will translate themselves into long and satisfactory mileage.

"This bold move is admittedly an attack on unsatisfactory methods of tire retailing that have pertained in some quarters. Methods unsatisfactory to the dealer, because price cutting off of a 'padded' price list, took up expensive time for extra selling effort and left him an average of profit generally lower than obtained from a fair list.

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A Chalmers Six This monogram stands for all you can ask in a motor car.

If Geared as Low, Will Equal or Better the Performance of Any Eight Cylinder Car. There has been a tendency to jump to eight-cylinder motors on the part of a number of factories. A careful analysis, however, shows the vast majority of those announcing eight-cylinder motors have been small manufacturers with a small output. They have thought the untried eight might stimulate their sales, but the so-called superiority of the eight-cylinder lies in the gear ratio, not the motor. Nearly all the "eights" are geared 5 to 1 and some even lower. A Chalmers Six, if geared as low, gives the same or better performance.

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MOTOR TRUCK WILL KEEP WORLD FROM STARVING, ASSERTION

Horses Eat Up Crops and Require Acreage to Produce Them.

MACHINE IS ECONOMIC

Traction Car Now Designed Which Will Go Practically Anywhere Draft Animals Can.

By Frank C. Riggs. The motor truck will save the world from famine if the great European war lasts as long as Lord Kitchener thinks it will.

The reason is not far to seek. In spite of the record harvests in the United States last year, high prices have been the rule on account of the enormous demand from Europe. Wheat, which in times of peace would have sold at around 60 cents a bushel on account of the enormous supply, has been sold all the way from \$1.10 to \$1.45 a bushel and prices are still mounting. Corn is going up in price, and with it will be dragged the cost of beef steaks and other meat foods that are considered necessary to the American diet.

But what has this to do with the motor truck? Only this, that the work of the 29,000,000 horses and mules at present in this country can be better and more economically performed by motor trucks. These animals eat a lot of food that could far better be employed in the fattening of sheep and cattle.

It is an economic shame that 80,000,000 acres of the best farm land of the United States should be devoted exclusively to the raising of feed for horses and mules when the number of farm cattle and sheep is diminishing at the rate it is and this fact is sharply reflected in the high cost of living. During the period from 1900 to 1910, the number of food and dairy cattle in the country decreased by no less than 5,653,184 animals, or nearly 10 per cent of the total in 1910. During the same period, the population increased from 75,994,575 to 97,028,497 people. If the number of food and dairy cattle had kept pace with the population, there should have been an

increase of about 18,000,000 of these animals. That is to say, the country has about 23,500,000 less cattle than are necessary to maintain the showing of 1900.

Motor Truck Most Dependable. The war in Europe is causing the United States to be drained of food supplies. But at the same time it has proven beyond the shadow of a doubt that the motor truck is the most dependable and economical form of transportation there is. It has given an impetus to the manufacture of motor trucks that is unparalleled even in the most spectacular periods of the brilliant history of the automobile industry. At one fell swoop it has killed the prejudice of horsemen against machine transportation and besides furnishing this valuable and impressive object lesson, the war is fast providing the economic situation which will accomplish more toward the banishment of the horse than 50 years of peace and peace propaganda.

Can Go Anywhere. There are many who will deny that the horse can be replaced entirely or even largely by motor trucks. This undoubtedly was true up to a couple of years ago, but the efforts of Uncle Sam's efficient army officers have swept away this last objection to machine transportation. For, at the instance of the quartermaster corps of the United States army, there has been designed and perfected a motor truck that drives, brakes and steers on all four wheels; and by virtue of these qualities can go practically anywhere a four-mule army escort wagon can go. Uncle Sam's army has a ready fleet of these trucks and nearly every steamer sailing from New York carries a consignment of the European fighting armies.

\$54,000 Purse Hung Up. The Chicago Speedway management has announced a \$50,000 purse for the first 10 placed in the 500 mile race which is to be run on June 1. In addition \$1000 will be given to the leaders at 100, 200, 300 and 400 miles, making the total of the purse \$54,000. First prize is \$20,000.



The Fortified Tire Spans the Way from Trouble. Trust It Once. Let It Tell Its Story. Let the Goodyear tire tell you what it means to travel on Fortified Tires. Fortified is more than a name. It means a tire with five protections offered by no one else. They have cost us years of effort and millions of dollars. They have won for this tire the top place in Tiredom—the highest prestige and the largest sales. In the best way known they combat Rim-Cuts Loose Treads Punctures Blowouts Insecurity Skidding. Let them prove this to you. Not Trouble-Proof. We don't claim the impossible—a trouble-proof tire. But Goodyears average best. They could never hold the lead—and hold it for years—unless that were true, as you know. These are super-quality tires. Not in materials alone, but in features. We protect you in five exclusive ways. And one of them alone adds to our cost \$450,000 per year. Tests which can't be disputed prove that these features save tire users millions yearly. Yet Prices Come Down. Despite these improvements Goodyear prices have constantly come down. We have made three big reductions in two years. Our last—made February 1st—makes the two-year total 45 per cent. Our mammoth production—the largest in the world—lets us give you in Goodyears the most for your money. And we always shall. One for Every Car. Last year we sold 1,479,883—about one for every car in use. Think what a tire this must be to dominate like that. Fortified Tires mean less tax and less trouble. They mean more safety, more enjoyment. Those things are waiting for you at any Goodyear Service Station. Any dealer can supply you Goodyear tires. If the wanted size is not in stock, he will telephone our local branch.