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

exposition grounds. First road race course entireenclosed.

Circuit 3.9053 miles. Vanderbilt cup race, 76 laps, 94.1028 miles, February

Grand Priz. 103 laps, 402.2462 miles, February 27. Entries in each race, 25 cars Contestants represent five

countries. \$16,000 in prize money. \$10,000 in cups.

Main stand seats 25,000. Three-fourths mile of each ap on banked track. Three and a fourth miles

sphalt pavement. Drivers must 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.
Almost to a man, the crack drivers of the country are entered in both

Despite fears to the contrary, both road classics will surely bring out the most spirited sort of international competition. Duray, Boillot, Thomas and Groux are still on or close to the firing line, acting as chauffeurs, but their

exposition events. Americans Excell Foreign Drivers.

but the Americans have been able to a trophy to race for, and the event get fully as much speed out of their itself would be removed from the list respective cars, as did the foreign of road racing classics. It is, of course. respective cars, as did the foreign of road racing classics. It is, of course, cans have imparted to these cars nota- in such a contingency, ble improvements in wind-splitting cel- cup. However, the traditions of rac gineering gifts.

have been able to make short work of ever may turn out to be winner, it the American racing contingent; they will not be De Palma. demonstrated this at Indianapolis, but

such is not the case this year.

wore them down

In both these races the Americans also showed ability to make speed for planked.

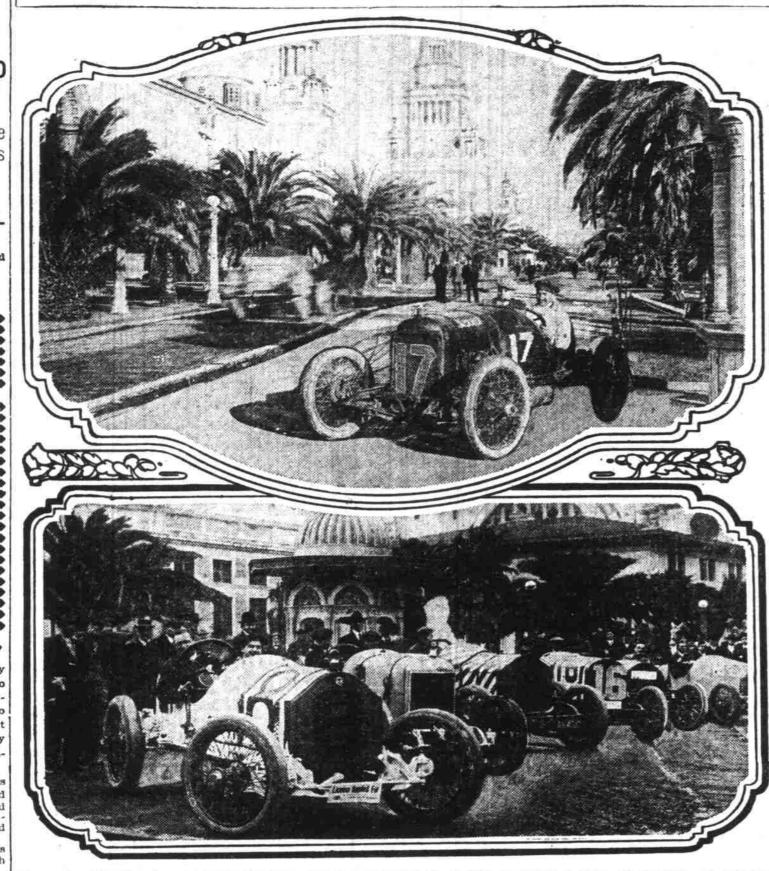
a part of the mile track, designed for horse racing, which has been planked. longer bursts, using less gasoline and oil, and stopping less frequently for changes of tires. At both the California meetings mentioned one of the miles. This performance was also apeconomy marks of the American cars.

De Palma in New Car.

an unknown element in the new Mer- wherever signs of danger appear. cedes car which Ralph De Palma purchased abroad last fall and in which he will endeavor to retain his present title of road champion. This can 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 300 cubic inches piston displacement. Though the grand prix is a free-for-all race, eligible to anything both events, against several cars of travel from Seattle to the

a favorite in the first event. Another feature which will attract whose population exceeds 400,000, special attention to De Palma in the The first hard surfaced road be Vanderbilt cup race is the fact that, tween Seattle and Tacoma was laid

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, Tomasini and Edwards Special cars, all of which are entered

States and have been entered in the the 1915 renewal

in Vanderbilt contest.

Would Be Catastrophe pilots. In at least two cases, Ameri- possible that Mr. Vanderbilt might, erity, by their own daring driving and ing in America center so closely by their mechanical ability and en- around the present trophy that there is sure to be a concerted effort A year ago such cars as these would among drivers to see to it that who-

The course itself is unique in several respects. Instead of racing over In both the big road races held in California this winter American cars were able to look the foreign speed days, and at Elgin more recently, or wonders in the eye at 100 miles an over a direct course as at Savannah hour and better. At both Corona and for two years, the cars will contend San Diego racing representatives of for mastery at San Francisco on newsuch firms as Stutz, Mercer, Maxwell ly laid asphalt. This applies to the and Deusenberg not only exchanged four miles of the circuit, aside from speed for speed with the Peugeot and about three quarters of a mile at one Sunbeam teams, but outlasted them and end, where the course makes use of

Asphalt Course New Element.

The asphalt course is a new element in road or track racing, and one American cars-each time a Maxwell- presenting conditions with which drivwent through the race without a stop ers are not familiar. It seems genin the entire flight of more than 300 erally admitted that the asphalt will be fast, and easy on tires. proached by Cooper, the star driver of objection is from those who fear that, the Stutz team, and by Pullen, the as the race progresses, the turns and Mercer's "Number 1" pilot. None of curves may become slippery on acthese foreign cars in the race showed count of oil which some racing cars anything like the consistency and throw in such profusion. The exposition authorities promise to remedy such a condition by stationing men at the two-rightangled turns and at In the San Francisco races the other curves of the course, with or-Americans will face for the first time ders to scatter sand over the surface

Seattle and Tacoma

nected by one of the best paved roads in the United States, the last link in the highway between these two popu-Northwest, for it connects two cities

Joined by Pavement

on four wheels corresponding to the lous cities having been completed and official definition of automobile, and opened to traffic recently. Automothough De Palma will be racing, in biles and other vehicles may now at least twice this motor size, his county capital, a distance of 42 miles, ability to keep a car going from start over a thoroughfare of boulevard to finish at a winning clip, lo well smoothness. This undoubtedly, is the known, and he will probably start as most important trunk highway in the by virtue of his twice winning of the down in 1906, near The Meadows race event, he will attain permanent pos- track. This type of construction was

GASOLINE

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**

fastest cars remain in the United session of the trophy, if successful in continued to Orilla, and in 1912 there perts to be the highest type of road was completed along this route the construction in the United States.
first stretch of brick paved highway Construction on the last link in the west of the Rocky Mountains. Addi-Such a victory by the German car tional miles of brick road have been June, 1914, and completed on January In the races in which these cars and the Italian driver would be es- added each year, until now King coun- 29, at a cost to King county of more the dealer, because price cutting off of have already taken part this season, teemed a real catastrophe by his op- ty has a splendid paved thoroughfare than \$121,000, or an average of \$25,- a padded price list, took up expensive

chain of brick pavement was begun in

A Chalmers Six

for all you can asky in a motor oar

If Geared as Low, Will Equal or Better the Performance of Any Eight Cylinder

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.

Chalmers Sixes Are Quality Cars!



for all you can ask

BROADWAY AT BURNSIDE

Portland, Oregon. Seattle, Washington.

FAIR LIST PRICE PLAN GAINS INDORSEMENT OF MANY TIRE MEN

Consumers Also See Fair-Idealer alike. ness of Method of Putting Tacoma Receives

MANUFACTURERS STAND

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

forsed the "fair list" price plan-to instead of selling by discounts.

Cousumers everywhere are recognizing the value of the "fair price list" basis-every man knowing he is getting just as low a price as his neigh-This condition is impossible under the discount plan in which the padded price list has played such a part in the past.

Tht "fair list" plan carries with it a substantial price reduction, and the placement limit, nove which has affected the whole tire industry and which means so much to he tire user, still is the chief topic of discussion among automobile and tire men and motorists.

Tis is no price cutting war involving ire 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" the interests of the motorist and promote better feeling between tire maker and car owner. In discussing this bold move, W. D.

Albright local manager of the B. F.

Goodrich company, says: will go price cutting, 'haggling,' unfair least, the tire user's fear that he is be- at upwards of \$15,000,000 per year. ing 'stung'-that there is always some lower price just around the corner, that he ought to seek.

"We are 'fair listing' our tireseverywhere. We have reduced the price somewhat and we have put our rice lists on a basis where maker and lealer are satisfied with fair and reasonable profits that leave enough in the price to consumers to insure qualities that will translate themselves into ong and satisfactory mileage.

"This bold move is admittedly an atack on unsatisfactory methods of tire retailing that have pertained in some quarters. Methods unsatisfactory to

ist because he had to 'haggle' for his tires, shop around and never feel certain that he had actually paid the rock bottom 'fair' tire price.

"With Goodrich 'Fair-listed' tires he now can be sure of just that-he knows he is paying the fair price—that he is buying a standard, high grade article that has one price the country over, whether he buys in Maine or Callfornia, whether he buys in the city store or the road side shop, in a hurry or not, he always pays one price-s fair one-that protects motorist and

Sanction for Races

City of Destiny to Be in on Speedway Events of Coming Season; Course Is Widened to 50 Peet.

Tacoma will be on the racing map again in 1915. The sanction for the speedway races has been received from the American Automobile asso ciation and the dates July 4 and have been decided upon. The course has been widened to a full 50 feet on the straightaways and 60 feet on the curves, and is now ready for surfacing, war lasts as long as Lord Kitchener Secretary George Dunn is now in thinks it will, San Francisco for the two big races, one of which starts tomorrow, and ex-

138,250 Cars Used To Ship Autos in '13

From Two to Six and Sometimes Even About 14 Per Cent.

of the National Automobile Chember and cattle shipment of automobiles from fac- | 000,000 acres of the best farm land that is standard for that specific make tories of this country in the year of the United States should be de-1914 reached the tremendons volume voted exclusively to the raising of of 138,250 carloads, each car usually feed for horses and mules when the containing from two to six complete number of farm cattle and sheep is automobiles and in some cases more diminishing at the rate it is and this when the machines were taken apart fact is sharply reflected in the high to a greater extent than is ordinarily cost of living. During the period from We are fighting for the rights of cent greater than the cars re-the legitimate tire dealer as well as for the interests of the tire user. The in the year 1913 and is asily one of nearly 10 per cent of the rormulation. the case. padded price list must go-and with it the most important items of traffic in During the same period, the population high grade manufactured articles han-increased from 75,994,575 to 97,028,497 profits due to lists 'marked up' to catch died by the railroads, whose earnings people. If the number of food and the unwary motorist and last but not on these shipments are now estimated dairy cattle had kept pace with the

KEEP WORLD FROM STARVING, ASSERTION

Horses Eat Up Crops and Require Acreage to Produce Them.

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

The reason is not far to seek. In spite of the record harvests in the pects to sign up a number of the driv- United States last year, high prices ers who appear in the Vanderbilt and have been the rule on account of the Grand Prix to take part in the classic enormous demand from Europe. northwest meet at Tacoma. Entry Wheat, which in times of peace would blanks are now in the hands of the have sold at around 60 cents a bushel printers. The only change from the on account of the enormous supply 1914 cars is the 450 cubic inch dis- 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 Ameri-But what has this to do with the

motor truck? Only this, that the work of the 29,000,000 horses and mules at more Contained in Each; Increase and more economically performed by motor trucks. These animals eat a lot of food that could far better be At the last meeting of the directors employed in the fattening of sheep

It is an economic shame that 80,-This is about 14 per 1900 to 1910, the number of food and population, there should have been an i First prize is \$20,000.

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

Motor Truck Most Dependable.

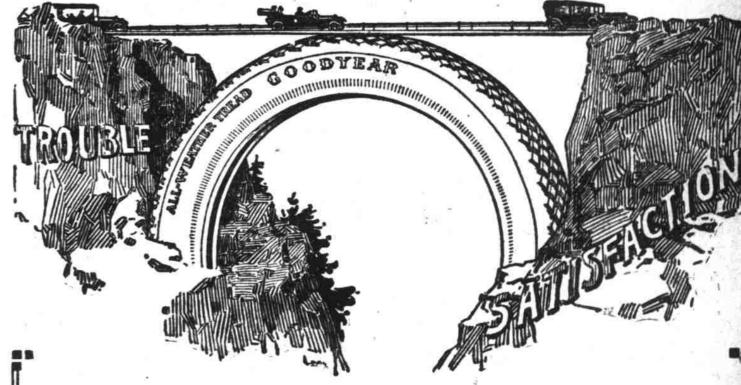
The war in Europe is causing the United States to be drained of food supplies. But at the same time it has proven beyond the shadow of a doubt that the motor truck is the most de-pendable and economical form of transportation there is. It has given an impetus to the manufacture of motor trucks that is 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 MACHINE IS ECONOMICAL 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 progaganda If the United States has to feed the nations of Europe next year while the farmers of that unhappy continent are soldiering at the front, it is obvious that it will be much too expensive a luxury to feed a horse. It will be far cheaper to keep a motor truck or an automobile, which at least doesn't eat when it isn't working, and which is far more economical to operate if advantage can be taken of the distancecovering possibilities of the machine in a day's work,

Can Go Anywhere.

There are many who will deny that he horse can be replaced entirely or ven largely by motor trucks. This unloubtedly was true up to a couple of rears ago, but the efforts of Uncle Sam's efficient army officers have swept away this last objection to mathine 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 hese qualities can go practically anywhere a four-mule army escort wagon Uncle Sam's army has already a fleet of these trucks and neary every steamer sailing from New fork carries a consignment to the European fighting armies.

It is inevitable that one offect of the European war will be the breeding the manufacture and adoption of more and more motor trucks. These, up to date, are the great lessons of the European war.

\$54,000 Purses 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 19. In addition \$1000 will be given to the leaders at 100, 200, 300 and 400 miles, making the total of the purse \$54,000.



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 Skidding Blowouts Insecurity Let them prove this to you.

Not Trouble-Proof

They could never hold the lead-and hold it for years-unless that

were true, as you know.

These are superquality tires. Not in materials alone, but in features. We protect you in five exclusive

We don't claim the impossible—a troubleproof tire. But Goodyears average best.

> **Fortified Tires** Rim-Cuts—by our No-Rim-Cut feature.
> Blowouts—by our "On-Air" cure.
> Loese Treads—by many rubber rivets.
> Insecurity—by 126 braided plano wires.
> Punctures and Skidding—by our double-thick All-Weather tread.

TOOD

cost \$450,000 per year. Tests which can't be disputed prove that these features save tire users millions yearly.

ways. And one of them alone adds to our

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 1stmakes 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

Goodyear Service Stations - Tires in Stock

Oregon Motor Car Co., 19th and Alder Sts. Western Hardware & Auto Supply Co., 56 Broadway Belmont Garage, 754 E. Morrison St. Nob Hill Garage, 704 Kearney St.
Oregon Sales Co., 434 Alder St.
Oregon Vulcanizing Co., 550 Washington St.
R. E. Blodgett, 29 N. 14th St. Motorcycle & Supply Co., 209 4th St. Winton Motor Car Co., 23d and Washington Sts. Redman Auto Co., 1130 Albina Ave.

General Autos Co., 523 Alder St. Benj. E. Boone & Co., 514 Alder St. Northwest Auto Co., Broadway and Couch St. John A. Walters Co., 335 Ankeny St. Oxman-Faull Auto Co., 1100 Union Ave. N. Fred H. Brown, 500 Williams Ave. Rose City Park Garage, 52d and Sandy Blvd Multnomah Garage & Auto Co., 254 6th St.