

NON-STOP RECORD IN RACING CONTESTS IS A FEATURE OF YEAR

Barney Oldfield at Corona and Venice Ran Over 300 Miles Without Single Stop.

CARLSON IS IN SPOTLIGHT

Wonderful Performances Have Started Manufacturers, Racing Men and Designers.

The motor racing season of 1915 has already developed a distinct novelty—the non-stop speed performance of 300 miles or more.

At Corona and at Venice, Barney Oldfield ran the entire distance, 301 and 305 miles respectively, without pausing for a second in his mad career. The Corona course Oldfield covered at the terrific average of nearly 86 miles an hour.

The Venice race was over a slower course, but the non-stop feature enabled Oldfield to win from Billy Carlson, who spent a few seconds at his pit, replacing a tire.

Carlson also established a non-stop, running the 306 miles of the Point Loma Road race near San Diego without hesitating at any stage, losing first place by a matter of seconds only.

These performances have been startling to racing men and designers alike. They have tacitly served notice that the time is not far distant when the driver can hope for victory unless his car is able to go through the whole distance of its race without a tire change, a replenishment of supplies or a stop for any mechanical trouble whatever.

Great Evolution Seen.

Such a feat would have been impossible to the speed demons of a year ago. Even now it is almost revolutionary. That speed cars should be built to any other requirements than mere speed would have been esteemed heresy in former years. It must soon become a crowd. For the light, efficient, well balanced, non-stop cars ask no odds of any of their rivals in pure speed, adding to their ability to roll fast a facility to keep rolling, which is almost fatal to opponents' hopes.

With the heavy racing cars of earlier years, economy of gasoline and oil was a minor consideration, due to the fact that frequent stops were necessary on account of tire trouble. A pause at the pits for tire changing was thus made the occasion for tank replenishment, without additional loss of time.

Present day racing cars are so much lighter that tire wear is less rapid. So thoroughly has the problem of balance and lightness been worked out that in more than 8000 miles of travel at high speeds in practice and competition on the coast circuit during the winter, but one tire change was necessary at the race track.

Much Time Lost.

Economy in supplies which had been incorporated into the racing cars have become a tremendous asset. A 30-gallon gasoline tank would, it was discovered, carry ample fuel for 300 miles of racing. The cars, in fact, demonstrated an ability to average from 12 to 16 miles to the gallon, even at a sustained speed of nearly 90 miles an hour. Lubricating oil was used in similarly parsimonious ways. Reserve water was unnecessary. And non-stop runs have been recorded.

Racing men roughly estimated that a car loses a mile by a full stop of merely momentary duration. Each minute spent at the pits loses the car over a mile more. The race cars of the present are virtually of equal speed. For the first time, efficiency and economy are playing a big part in determining the winner.

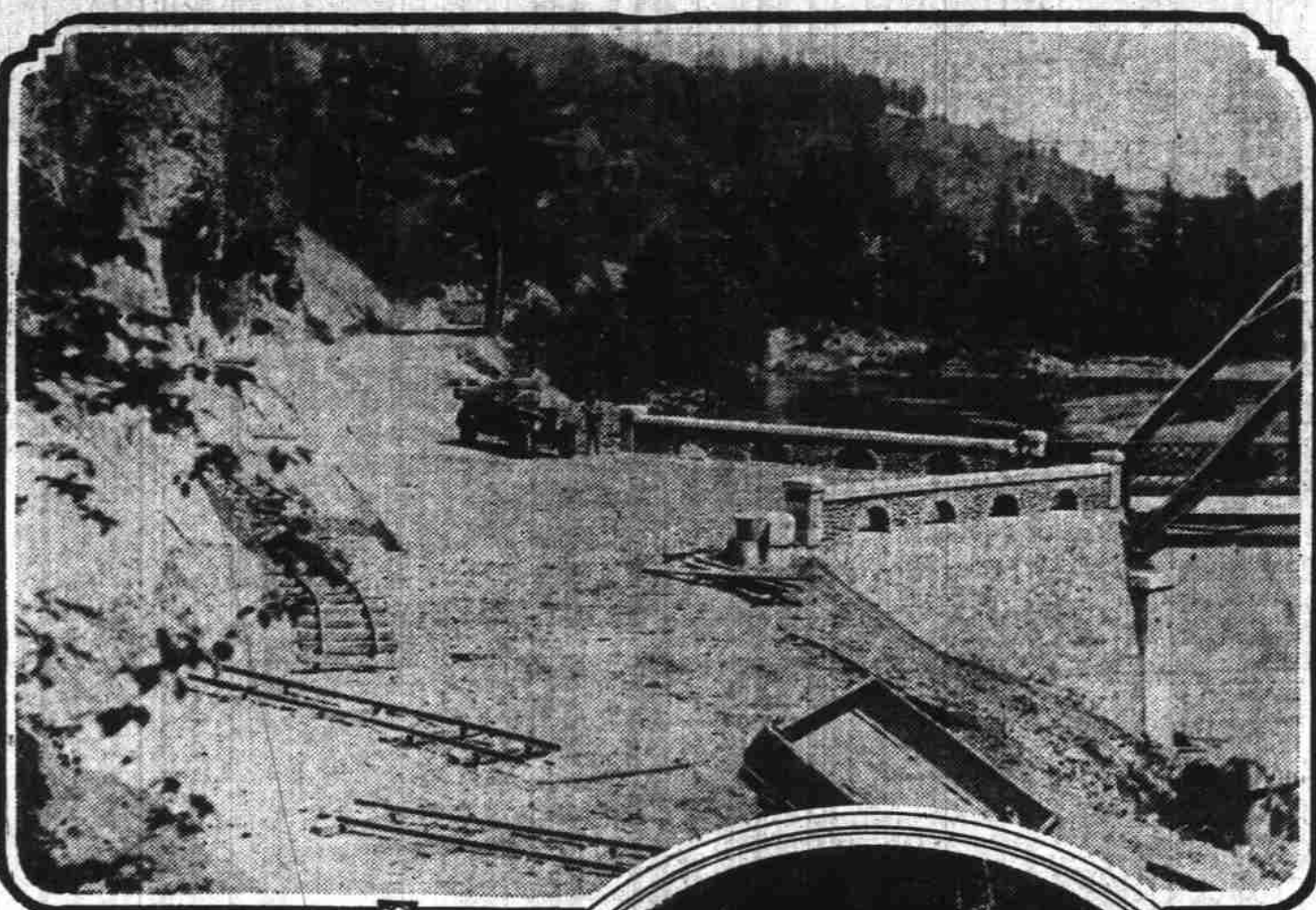
French Generals Retired.

Paris, May 1.—Twenty-nine more French generals have been placed either on the reserve or retired lists to make way for younger or more active men. The official journal contains the names of 11 generals of division and 18 generals of brigade who have been relieved from active service.

Italy Seizes Ocean Liners.

Genoa, Italy, May 1.—Many Americans have been seriously inconvenienced because steamers, including the Italian liner America, on board which they had engaged passage, suddenly suspended their sailings for New York because they had been taken over by the Italian government.

VIEWS RECENTLY TAKEN ALONG SCENIC COLUMBIA HIGHWAY



Top—New road and new bridge across Sandy, near automobile club. Bottom—Earth slide.

PROSPERITY WILL BE SHARED WITH PEOPLE

Immense Orders and Lowering of Cost Enable Production of New Car.

"Four million dollars' worth of truck orders received in three weeks' time, 500 men added to the factory working force, a great organization of mechanics and workmen laboring 24 hours a day in three eight hour shifts to produce the Jeffery product," is the message of prosperity brought to Portland by H. E. Dove, district representative of the Jeffery people, who has been a visitor with Frank C. Riggs for the past week.

"Two years ago we introduced into America the Jeffery. Four—the first high grade motorcar with the high speed, four cylinder motor to sell at a moderate price. During the past year the company developed the Jeffery quad—the four wheel drive truck which has been endorsed by the leading governments of the world—and brought out the Chesterfield Six—the first car in America selling at \$1650 to be equipped with features found previously only in the highest priced cars," continued Mr. Dove.

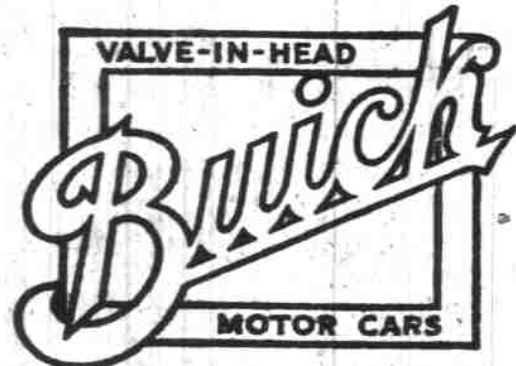
"As a result of the sale of large quantities of Jeffery-cars to all parts of the world, with a consequent reduction in manufacturing costs, the company has decided to place within the reach of the people of the United States a high grade four cylinder car at a price never heard of before in the industry. The four is announced at \$1150. The purpose of this announcement is to give to purchasers, dealers and friends their share of the benefit of this prosperity that has come to the company.

"Some manufacturers have offered small bonuses to their owners on condition that they sell a certain number of cars. The Jeffery company, instead of offering a bonus, has given a price to the public which places an automobile of the finest quality within the reach of every man who previously has had to be satisfied with a cheaper car. "Our production plans for the coming year have not yet been announced, but during the past two years they have rapidly advanced to a position in the industry which qualifies them to be counted among the top notchers."

Alsea Road Ready July 2.

Forest service officials have announced that the Alsea river road, between Waldport and Tidewater, will be completed in time to insure its use by July 1. This road, two miles in length, is inside the Sluslaw national forest, and will complete the highway between

Waldport and Willamette valley. Hereafter it has been necessary for all traffic to go by boat from Tidewater to Waldport. Now 80 per cent of the work is completed. It has been a somewhat difficult and expensive job. Two fraternity houses are to go up at Corvallis, costing \$25,000.



Commercial Car

Efficiency

in a motor truck means dependability, power and economy. Buick trucks are dependable for the reason that they are of special design. Every part, made after exhaustive experiment and tests, built in this sturdy Buick Truck was designed to stand up with the famous

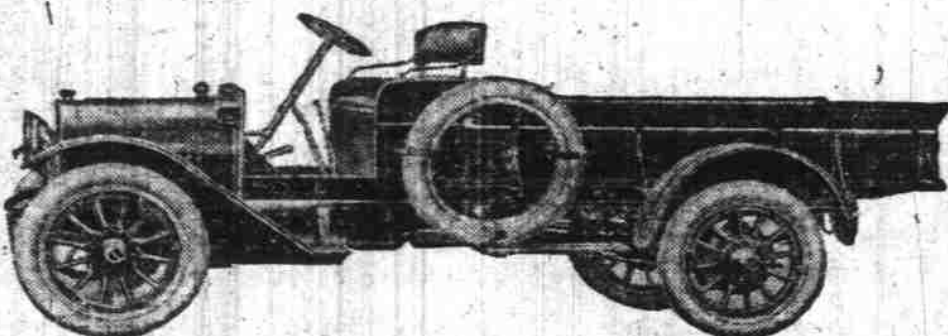
Buick Valve-in-Head Motor

which is guaranteed to have more power, more speed and to be more economical in fuel consumption than any other type of motor of equal size ever built.

Capacity Three-Quarter Ton

Price, chassis (complete car less body, seat and cushions) f. o. b. Portland... **\$1275**

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AMERICAN AUTOS GET ATTENTION OF WORLD

Wonderful Advances in Past Few Years Has Opened Eyes in All Lands.

The thought of automobiles in the far east instinctively brings to mind the picture we used to see of a small, one-lunged affair of pain and sorrow, surrounded by a curious group of gaping natives.

But the tedious evolution of the other side of the world has been quickened considerably by the development of the motor car industry and the invasion of foreign fields by the wide-awake manufacturers of the United States. There are still the rickshaws and plodding bullock carts and the sturdy, stunted ponies, but the background must not be confused with the action of the picture.

The little brown brothers of the Philippines were perhaps the first of the Orientals to adopt in any sense the modernized methods of transportation. This can be explained by the American occupation which carried with it an influx of American ideas and American modes of living. Just recently an automobile race meet at Baguio, Philippine islands, preceded by an endurance run to that town from Manila, was one of the big features of a gala week in Luzon. Over the rough roads and rocky trails between the two cities an Overland roadster led the field, completing the long trip in nine hours and 27 minutes with a perfect score.

In the events of the following day an Overland won a zig-zag hill climb from a large field of American and

foreign cars, making the grade in four seconds faster time than its nearest competitor. The same car won the five mile race with ease.

A unique event was the slow race, in which the drivers vied with each other in an endeavor to show the big crowd how slow their cars could go without coming to a complete stop.

American automobiles have been able to gain attention and interest in the Philippines by ingenious demonstrations and long, tedious tours through the interior, showing the capabilities of the various cars. While a number of the better class of Filipinos are car owners, the younger generation is still being painstakingly educated to the automobile. Many of the natives are chauffeurs for Americans and foreigners, who find them excellent mechanics and careful drivers.

Number of Autos Is Constantly Gaining

There Are More Than Million and a Half of Passenger Cars and Trucks in the United States.

At the present time there are about 1,500,000 automobiles and trucks in the United States. At best the figure is but the result of a consensus of opinion among automobile men, but it is as nearly accurate as the census figures. The value of these automobiles and trucks, again roughly estimated, is about \$2,100,000,000. In France, which is credited with having the most superb system of roads in the world, built at a cost of \$625,000,000, a great international road congress was sanctioned by the French government and held at Paris in October, 1908. So great were the effects of motor traffic on roads built solely with a view to withstanding horse and wagon traffic that the purpose of the meeting was announced to be "The

Adaptation of Roads to the Modern Methods of Locomotion."

In the United States the problem is yet a vital one only near the great centers of population, for the reason that but a small percentage of the total mileage of roads is improved and the motor traffic is mainly confined to small areas of country. But the problem is becoming more important with the constantly increasing use of the automobile, and the government is viewing the subject progressively.

There is no doubt that motor traffic rapidly is replacing horse traffic, and the roads of the present and the future must be constructed with a view to withstanding this particular kind of traffic. The government has simplified its approval of the modern method of transportation not only by pointing out the need for improving roads so that they will withstand motor traffic, but by buying motor trucks to carry mail and to transport the huge loads of money from the bureau of engraving and printing to the treasury. Motor trucks are being installed by the government as fast as practicable.

Ford Buyers Keep Agents on the Run

The 24 assembly plants of the Ford Motor company, located in 24 of the principal cities of the country, are pretty well crowded these days by prosperous looking business men. They are Ford distributors and dealers from the surrounding territories waiting in person, and more or less patiently, for cars already sold. Some have called it "The Ford bread line." Each dealer appears with a staff of drivers. When his allotment of cars comes out of the assembly, he and his staff grab the cars and tear off across country, the shortest way home and the shortest way to his impatient Ford buyers.

GARAGE AND REPAIR MEN'S ASSOCIATION HOLDS FIRST BANQUET

Eighty Members Present; Organization Now Comprises 95 Per Cent of Trade.

The Portland Garage and Repair Men's association held its first banquet at the Hotel Edwards last Wednesday night. Eighty members of the association were present. Among the speakers were H. J. Banta, representing the Automobile Dealers' association; C. H. Williams, H. B. Judge, J. C. Gay, J. R. Crookham, J. M. Rogers and Fire Marshal Jay W. Stevens.

In reviewing the history of the organization, J. M. Rogers, the business manager, said that since its inauguration last November its membership had increased from 20 to 75.

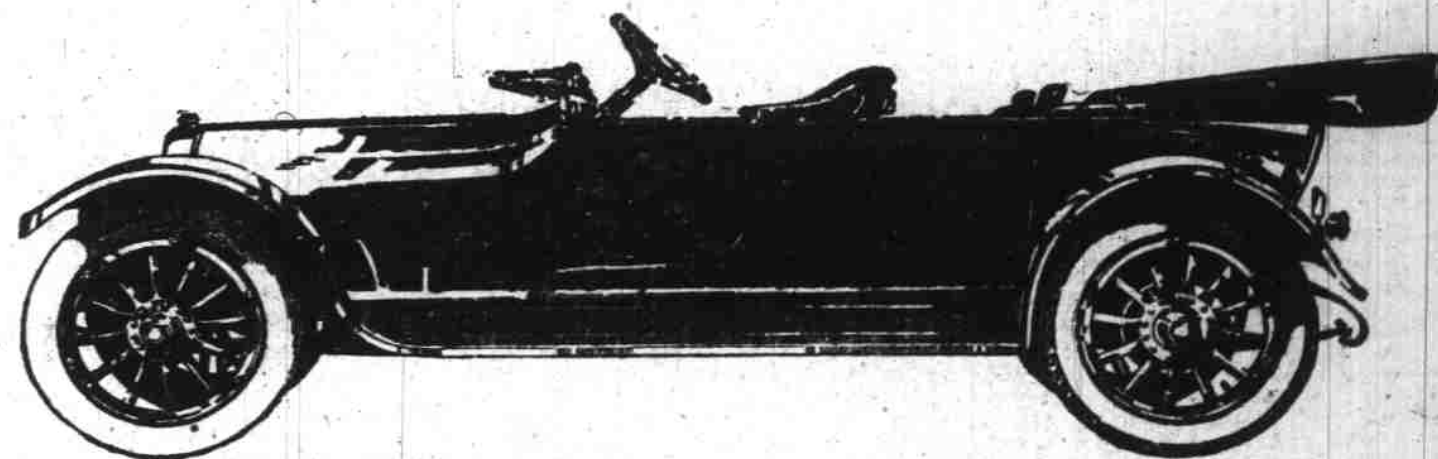
The association now embraces about 95 per cent of the city's garage owners and repair men. The object of the association said Mr. Rogers is to regulate and maintain everything in connection with garages and repairs that a fair living profit may be made. The by-laws have been amended so as to take in all wholesale and retail dealers in automobiles and accessories, and it is hoped to make the organization one of the strongest in the state.

Following are the officers: J. C. Hogg, president; J. H. Adams, first vice president; C. R. Lewthwaite, second vice president; Leland James, secretary; Fred Dundee, treasurer, and J. M. Rogers, business manager.

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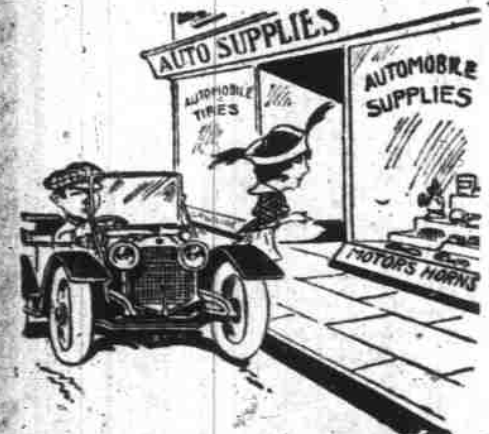
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