

COMING AUTO RACES AT SPEEDWAY AUGUR FOR CLASSY EVENTS

Fifty Mile Event, With \$1000
in Prizes, Feature of Next
Sunday's Dash.

DARING DRIVERS ENTER

Promoters of Speed Contests Work on
Program for Year; Entries Close
Tuesday; Track in Good Shape.

The auto races to be held at the Rose City speedway next Sunday are the most promising from the point of contests yet held in this city. The meet comes just before the Tacoma speedway events of August 5, and the auto races and hill climb contests of Pike's Peak of August 12.

Secretary-Manager Robert A. Hiller, of the Northwest Auto Racing association, has announced a raise in the prize for the 50 mile event, the conditions of which are as follows: Fifty miles, class D, non-stock, free-for-all. Prizes: First, \$500; second, \$250; third, \$150; fourth, \$100.

Event Planned for Year.

Mr. Hiller has been at work on the Spokane and the Portland meets for almost a year. The Spokane meet, from every point of view, was an unqualified success, and the Spokane drivers will meet drivers from San Francisco, Oakland, Seattle and Tacoma, who were not contestants in the Spokane meet. The events of next Sunday and the entries from the various coast cities make this the first real intercity auto race meet ever held in the west over a mile dirt course, as cars will be entered here from Los Angeles, San Francisco, Oakland, Seattle, Spokane, Tacoma and Portland, and the drivers, who are considered the best in the west, are as follows: Omar Toft, Sterling Price, B. M. Crawford, Fred Forbes, Jim Parsons, Rex Leutz, Gus Duray, Ulysses Aubrey, Henry North, Fred Baraby, George C. Beck and others.

Entries Close Tuesday.

The official entries do not close until next Tuesday, but among the cars already entered are the Omar, from Los Angeles, Omar Toft's great racing machine, with the Dusenburg motor; Harry Twitche's Spokane Special, which is a Hudson super-six engine, modeled after the type of car driven by Ralph Mulford in the east, and now the holder of many world records; Harry Twitche is well known in Portland, and will bring over a party of friends to witness the first real trial of his car over the Rose City speedway, which is considered the best mile dirt track in the Pacific northwest. Fred Baraby, of Seattle, will pilot the Spokane Special. George M. Price, a wealthy young man, of Tacoma, purchased the Stutz Special from Jim Parsons, made practically a new car of it, and won the 50 mile free-for-all at Spokane, making a track record with his car.

Each Car Is Special.

Every car entered in the races of next Sunday is a specially designed racing car, and the full racing program is as follows:

Event No. 1—Class D, non-stock, free-for-all time trials.

Event No. 2—Twenty-five miles, Class E, special invitation race.

Event No. 3—Class E, non-stock Australian pursuit race, open to four cars making the fastest time in Event No. 1, and limiting the distance to 20 miles, the referee's decision as to the winners to govern prizes. First, \$200; second, \$100.

Event No. 4—Fifty miles, Class D, non-stock, free-for-all. Prizes: First, \$500; second, \$250; third, \$150; fourth, \$100.

The work of conditioning the track is so well advanced that it will be thoroughly oiled and made dustless on Monday, and by Wednesday the cars will be out for private time trials.

Splitorfs Plan to Widen Coast Scope

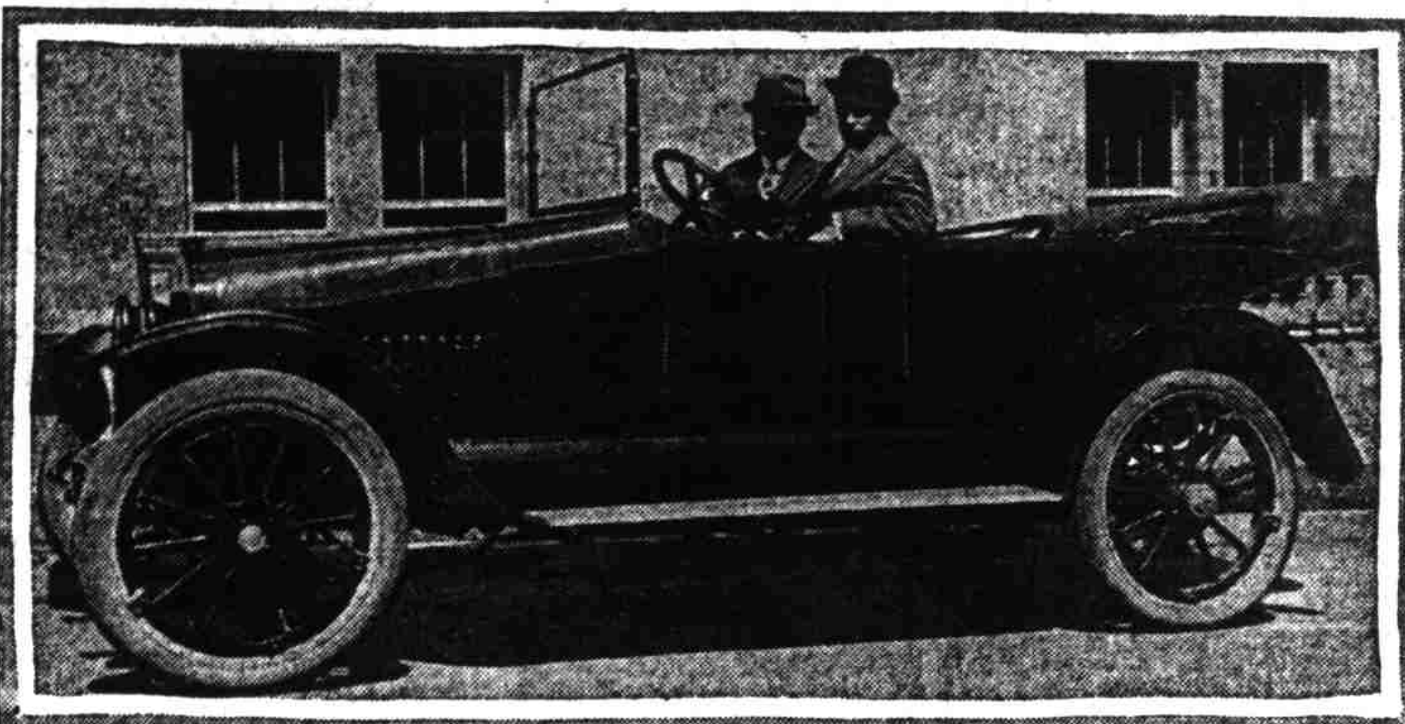
Visit of R. L. Johnson During Week
Indicates Greater Activity in Mag-
netos and Plugs.

More activity on the part of the Splitorf organization in the Oregon field is predicted by the visit of R. L. Johnson of the Pacific coast organization of the makers of Dixie magnetos and Splitorf plugs.

Mr. Johnson is the territory man for the firm, and he says Oregon's importance in the automobile field demands attention as a separate unit in the sales organization.

Splitorf's growth has in the past few years grown from the construction of 200 magnetos a day to 3000, and this is an example of what has occurred in every department. The company now features starting and lighting systems for Fords very extensively.

OLD MAKE HERE FOR FIRST TIME



O. R. Harrison of the Portland dealers and H. C. Skinner, western salesman, in the new Crow-Elkhart car, which Skinner is introducing to the Pacific coast.

CROW-ELKHART AUTO MAKES ITS PREMIER FOR COAST SELLING

H. C. Skinner Brings Old
Make for First Appearance
in Portland.

H. C. Skinner, well known to the Portland automobile business, returned to Portland during the week, bringing with him a car, unknown to the coast from a distributing standpoint, but one which for 10 years has been demanding attention throughout the east.

His charge is the Crow-Elkhart, which manufacturing company he represents in the capacity of Pacific coast sales manager. Two models are shown here, a three passenger roadster and a five passenger touring car. Both sell for considerably less than \$1000. The roadster is extremely pretty, and is so popular that the demand keeps 50-50 with the touring car output, which is an unusual situation for a company making two models.

Roadster Clever Creation.

The roadster is a clever creation that will appeal to the man who wants something distinctive, at the same time substantially constructed and able to take the worst roads as well as the best. This car has ample clearance and roadability, coupled with the distinctive body work.

The car already has a home locally, the Harrison Sons company having taken it on. O. R. and C. W. Harrison are principals of the firm which soon will make its appearance on auto row. Now they are located on Hawthorne avenue. These men became acquainted with the car in the east, whence they recently moved. After becoming acquainted with the local demands from a service and style standpoint, they decided that the Crow was a car which could fill a place here.

Headquarters at Prisco.

Mr. Skinner will leave for San Francisco in a few days, where he will open the western headquarters at once. This is the first appearance of the car anywhere on the Pacific, and a substantial place of business will be organized immediately.

Plan for Improving Old Military Road

The improvement of the old military road across the Cascade mountains from Eugene to Klamath Falls, this road was used by the first settlers of Lake and Klamath counties who came from the Willamette valley.

From Eugene the road leads up the middle fork of the Willamette river crossing the summit of the mountains just south of Diamond Peak at Lake Crescent and thence across the headwaters of the Deschutes to Klamath marsh. It is a much shorter route than the one used at present via McKenzie pass. From Eugene to Crescent the distance is 170 miles. By the old military road it would be 109 miles, a saving of 60 miles. From a scenic standpoint the road does not suffer from comparison with the McKenzie pass route.

Hillside Drive Is In Need of Father

City Now Wants to Unload Responsibility
of Part of Road Onto Multnomah
County.

Nobody seems to want to father the Hillside drive, the 11 mile roadway which skirts the northwestern hills. The road was built by property owners in order to develop their holdings. It cost about twice the original estimate. Some of the property owners objected to paying the increased assessment. The matter was finally compromised on the basis that the city would take over the road and maintain it. Now the city wants to unload the lower three miles of the drive on the county.

MULTNOMAH ROAD BUILDING EXAMPLE SHAMES NEW YORK

Action in Building Columbia
River Highway Held Worthy
of Emulation in East.

The east is getting the measure of Multnomah county's achievement in building the Columbia river highway. Under the heading, "Portland Shames New York," the New York Evening Sun says editorially:

"The example of Multnomah county, Oregon, in which the city of Portland is located, is worthy of emulation by New York county and city in making the Riverside Drive improvement. Multnomah county has just opened to the public a great boulevard 42 miles long and paved like a city street through the Columbia river gorge in the Cascade mountains.

The fact that stands out is that Multnomah county has spared no expense to take advantage of every scenic opportunity offered by one of the most magnificent combinations of mountains, canon and river to be found anywhere in the world. It has thrown out flying buttresses to carry automobiles around sheer cliffs and has pierced mountains through with cloistered tunnels that no bit of nature's masterpiece may be lost to vision.

The natural obstacles to the development of New York city's shorter Riverside Drive are far inferior to those encountered along the Columbia highway. Here it is the much more formidable handicap of established trade which blocks the way for the engineer. The city's railroad artery to the west must be neither cut nor constricted. And competent critics charge that in making the Riverside plans too much consideration has been given to the demands of business, and too little to those of the landscape architect.

"That this should be true is all the less creditable in view of the fact that plausible representations are made that the city can make the most of the fine picture of the Hudson river and the Palisades at little, if any, additional expense to either itself or the New York Central. New York county, with more than ten times the population of Portland, should not be content to let the Oregon city's gateway to the west surpass our gateway of the east."

Roads in Good Condition.

Speaking of his trip from San Francisco to Portland, he found the roads through California in very good condition, but were somewhat surprised at the narrowness of the roads through the mountains, and were a little disappointed in finding the Pacific highway so rough through southern Oregon.

After spending a few days here taking in the points of interest, they expect to continue on to Seattle and return east via the Yellowstone Park.

Although only the two were traveling in the seven-passenger car, they figured that with the extra equipment which they carried they had the ordinary seven passenger load, and even under these conditions, and the heavy work through the mud, much of which was driven with four chains, they made 250 miles on their first set of Goodyear tires, and were making a straight average on the trip of 17 miles to the gallon.

CLOUDBURSTS MAKE LIFE INTERESTING, IF NOT DANGEROUS, TOO

Henry Lambert of Montana
Reaches Portland After
Real Thrilling Experience.

EQUIPMENT IS HEAVY

First Cloudburst Encountered at Colfax, Wash.; Many Others Are Met on the Way.

To motor for hundreds of miles with cloudbursts in front and behind was the experience of Henry Lambert of Livingston, Mont., who arrived in Portland last week in his Reo six, on a two months' tour of the northwest. Mr. Lambert, who is a prominent farmer in the famous Paradise valley, south of Livingston, is accompanied by his wife and Mrs. Dr. S. F. Way, of Livingston. The first cloudburst was encountered at Colfax, Wash., and thereafter there was an almost constant succession of them up to the fatal one at Wasco, Or., which occurred a few minutes after they had passed that point.

Party Travels Leisurely.

The party left Livingston on June 18, traveling leisurely and stopping as fancy directed. On the first day's run, however, they drove from Livingston to a point west of Deer Lodge, Mont., a distance of 194 miles, which carried them up and across the main range of the Rocky mountains, the road leading over the Yellowstone trail from Livingston to Spokane. From that city they came down via Walla Walla and Pendleton, coming into Portland over the Columbia highway from The Dalles.

Mr. Lambert carries a full complement of camp equipment right along with him on his Reo, which includes a large tent which completely covers the car and leaves ample space on one side. Whenever the weather permits the party camps at night by the roadside, at other times stopping at hotels or farm houses.

Fourth Visit to Coast.

Dr. S. F. Way, of Livingston, husband of the vicarious little woman accompanying Mr. and Mrs. Lambert, has been twice sent to Minneapolis in connection with the promotion of the famous Yellowstone trail, which is an

integral part of the great highway which leads from Plymouth Rock to Puget Sound.

Forests Being Made Across Cascades Along River Between Summit and Sisters Through Pass.

The United States Forest service has begun the permanent survey of the improvement of the McKenzie pass road between the summit of the Cascades and Sisters. The citizens of the road district in which Sisters is situated, have promised to raise \$5000 by special levy to improve the road between Sisters and Windy point. Crook county probably will be asked to appropriate a like sum to be used in the betterment of the McKenzie pass highway. Should the money be raised it will not be available until next year. At that time the forest service probably will have

available \$6000. The cooperation of the government and citizens of Sisters will enable construction to begin next year.

Joy Heads Packard Board of Directors

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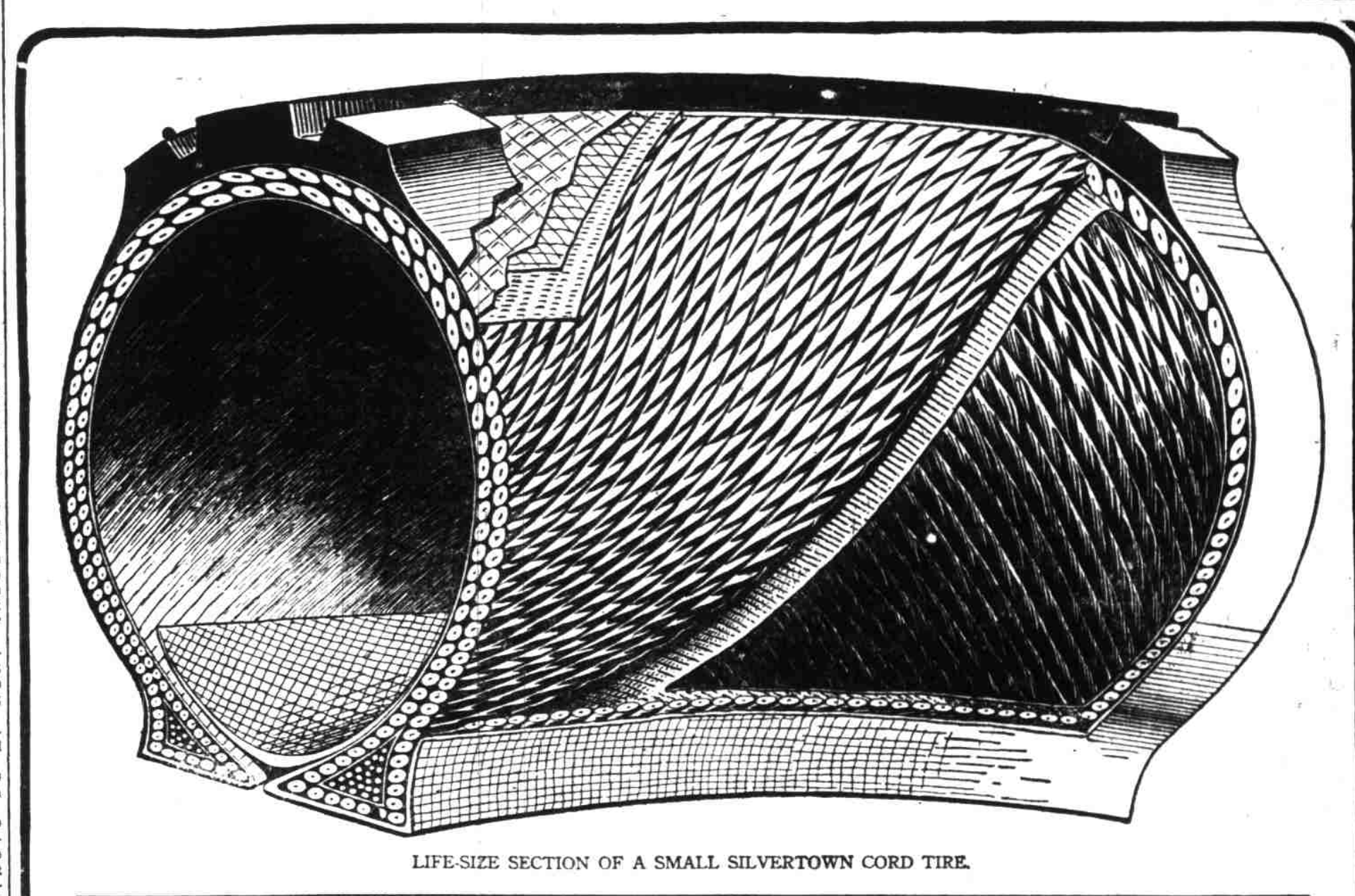
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These giant "Muscles of Mileage"

HERE are the Thews and Sinews,—the Muscles and Tendons of "SAMPSON,"—laid bare!

Here are the two layers of giant "Cords,"—laid transversely—one layer over the other—with a layer of live Rubber between.

Here is the Secret of Silvertown Cord Tire Strength and Endurance, revealed.

Each Cord flattened like a tape, so that each strand may overlap the other, at the tread (as fish scales do) bridging the interstices.

Each Cord STRONG enough to lift a Man's weight. Each giant Cord laid side-by-side with the next Cord, but FREE TO MOVE INDEPENDENTLY of the rest, without friction.

Free,—because each Cord lies between two layers of Elastic Rubber.

—Each Cord so thickly coated with that Elastic Rubber,—so thoroughly impregnated with it,—that no two strands of Cotton can touch each other.—"saw" across each other,—or wear each other out through Friction, Heat, or Chafing.

STOP AT FACTORIES.

They stopped at the Buick factories and went through the plant. After watching the construction of the car he began to see why a modern car can do the things that his had done. Since the beginning of his trip he had gone 5760 miles without a hitch or sign of trouble. Starting as they did, early in the season, they met with a great deal of bad weather: first at Roanoke, West Virginia, where good roads were snowbound for over a week. In Iowa, they met with heavy rain and in the soft roads they were at times forced to travel 25 miles at a stretch on the low gear. They have, however, never experienced any difficulty with the car, and in all of this bad traveling never found it necessary to engage outside help.

In their original equipment, they put in a "pull-you-out," but they have never had occasion to try it.

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"Traction-Wave" to the Minimum, in Silvertown Cord Tires!

It conserves practically all of the Motor-Power, to turn the Wheels.

This,—instead of wasting a large part of it, in continuous BENDING of the stiff unyielding Walls, of other Tires.

It takes out of Motoring that continuous "UP-HILL" work which the bending of stiff Tires is equivalent to.

HENCE,—the Car equipped with Silvertown Cord Tires will—

—Coast down hill 30% further!

—Travel 25% further on each Gallon of Gasoline!

—Develop 17% more Speed from same Motor!

—Ride with 50% less Vibration!

With all this, Silvertown Cord Tires have such giant STRENGTH, that they are practically immune to Stone-bruise, Puncture or Blow-out.

—Such marvellous ENDURANCE, that they have been driven 1500 Miles, at an average Speed of 76 Miles per hour, without changing a Tire.

Silvertowns are the easiest of all Tires to permanently Repair,—the most Aristocratic in appearance,—and the most Luxuriously smooth-running to ride upon.

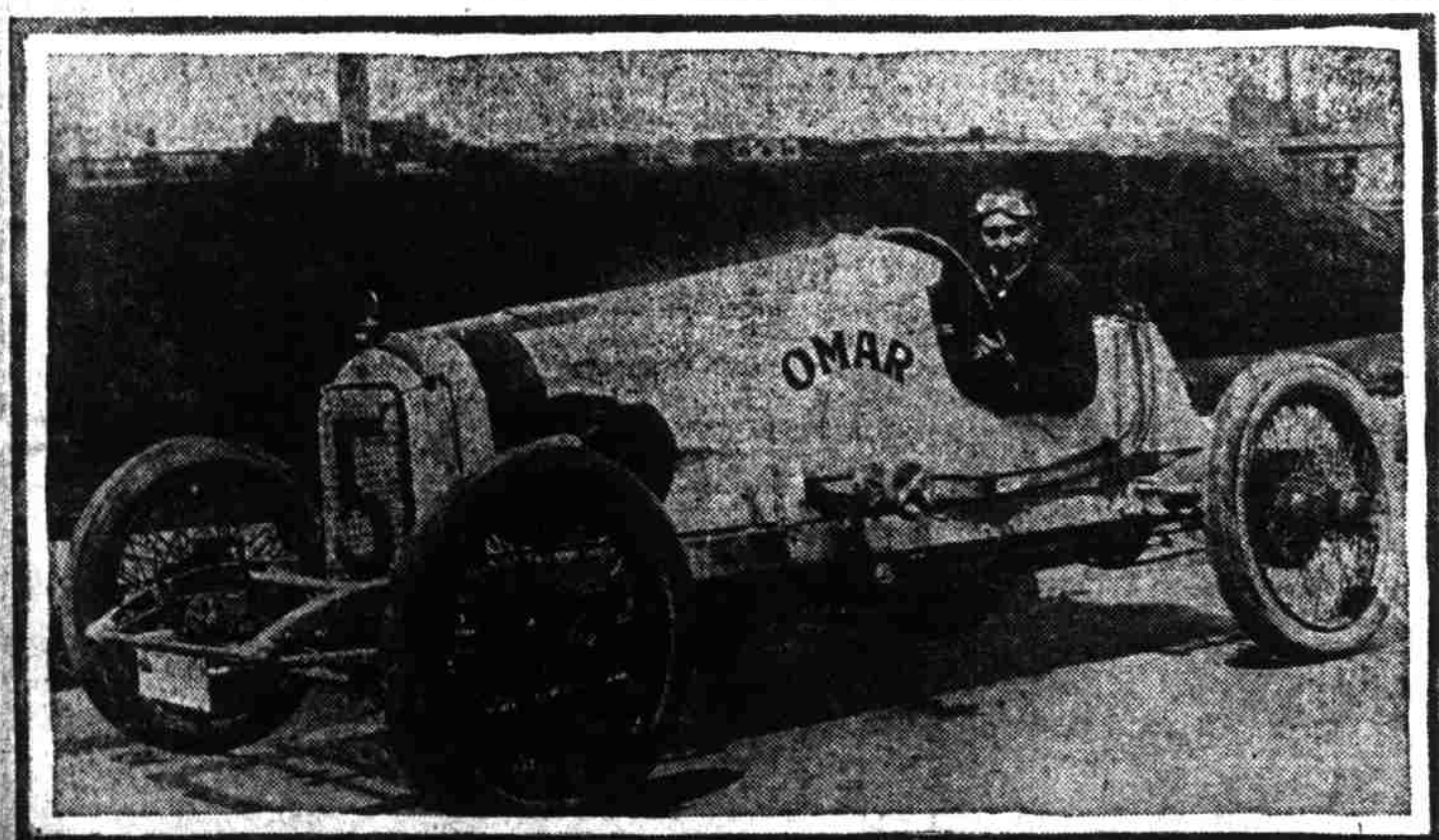
You are paying for them NOW (without getting them) in the 25% additional Gasoline your present Tires consume.

THE B. F. GOODRICH RUBBER CO., Akron, Ohio
Local Address—Broadway at Burnside

Silvertown GOODRICH Cord Tires

P. S.—Have you ever been shown what the "Silvertown Risk" Tread of so-called "Cord" Tires that are NOT Silvertown Cord Tires? Why are the "Judged Works" of OTHER so-called "Cord" Tires NEVER illustrated?

FIGURE IN COMING SPEED EVENTS



Omar Toft at the wheel of his Omar, built by himself and powered with a Dusenburg racing motor. He will be run here on July 16.