

IDEAL AUTOING ON TACOMA BOULEVARDS

CHALMERS AND OVERLAND
 Union Motor Car Co.
 808-810 A St.

JACKSON AUTOMOBILE CO.
 1212 So. Tacoma Av.
 Frank E. Cady, Northwestern Representative.

CADILLAC The most popular medium priced car in America.
 St. Helens Garage 422-24-26 St. Helens Av.

PACIFIC CAR CO.
 The House of Service
 Distributors Hudson, Page and Federal Trucks
 No. 2nd and G. Main 1320.

Universal Motor Co.
 223 So. K st. Main 2300
 Ford and Stutz Motor Co.

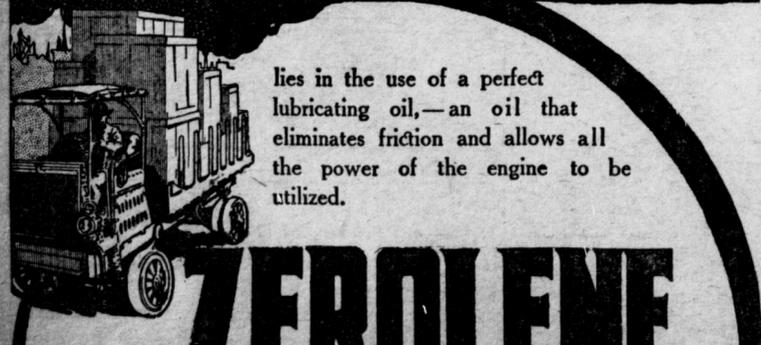
YOUR "CREDIT IS GOOD"
 WE ARE THE LARGEST DEALERS IN THE NORTHWEST IN NEW AND SECOND-HAND AUTOMOBILES
 \$23,000 WORTH TO SELECT FROM
SO. TAC. AUTO BROKERAGE CO.

MOTORCYCLES
 If you want the best in motorcycles get the Excelsior—best for less money.
 Some are paying more money, but are not getting a better machine. Investigate the Excelsior and you will find they are the best. Remember, the best attachment that has been put on a motorcycle for some time is the handlebar grip control clutch.
 Or if you want a good second-hand machine, I have some very good bargains.
E. E. PETERSON, Agent for Pierce Co.
 1105-7 South Eleventh St., Tacoma.
 Telephone Main 2650.

1913 Models in stock ready for delivery.
RAY E. DAY
 945 Tacoma Ave.

The YALE Motorcycle
 The Motorcycle of Highest Quality
 Compare the YALE with any other motorcycle and you will notice how its superiority stands forth.
 The man who buys a YALE gets more for every dollar of its price than the man who gets another make—for even though some other machine sells at a lower price, the YALE is the least expensive in a season's riding.
H. C. FULLER
 MOTORCYCLES AND SUPPLIES
 1117 Tacoma Avenue.

Motor Truck Efficiency



lies in the use of a perfect lubricating oil,—an oil that eliminates friction and allows all the power of the engine to be utilized.

ZEROLENE

The Standard Oil for Motor Cars

accomplishes exactly these results. Hundreds of owners of motor trucks tell us that ZEROLENE is one of the main factors in the reduction of their maintenance charges.

ZEROLENE—the carbon-proof oil.
 Sold by dealers everywhere.

Standard Oil Company
 (CALIFORNIA)
 TACOMA SAN FRANCISCO



LATEST CAR IS MID-SEASON CHALMERS

MID-SEASON CAR IS CROSS BETWEEN '13 AND '14 MODELS—LUXURIOUS AND RELIABILITY COMBINED—FIRST CAR SOLD IN FOUR DAYS AFTER ARRIVAL IN TACOMA.

"Automobiles are just like women's clothes. The style is changing every year, and each style is a little more fancier than the predecessor."
 That's a trite expression, but the automobile dealer will tell you that it is true. Women's clothes and automobiles are taking great steps forward each year. The clothes are becoming more daring, one may say, but at the same time the automobile is developing more sensational lines.
 The result is that many cars have an excellent veneer of upholstery and woodwork, but the demand for a low priced machine is such that necessity forces the quality of mechanism and hidden "works" of the car to become proportionately less powerful. Many cars of today are beautiful from outward appearance, but have not the power or strength underneath.

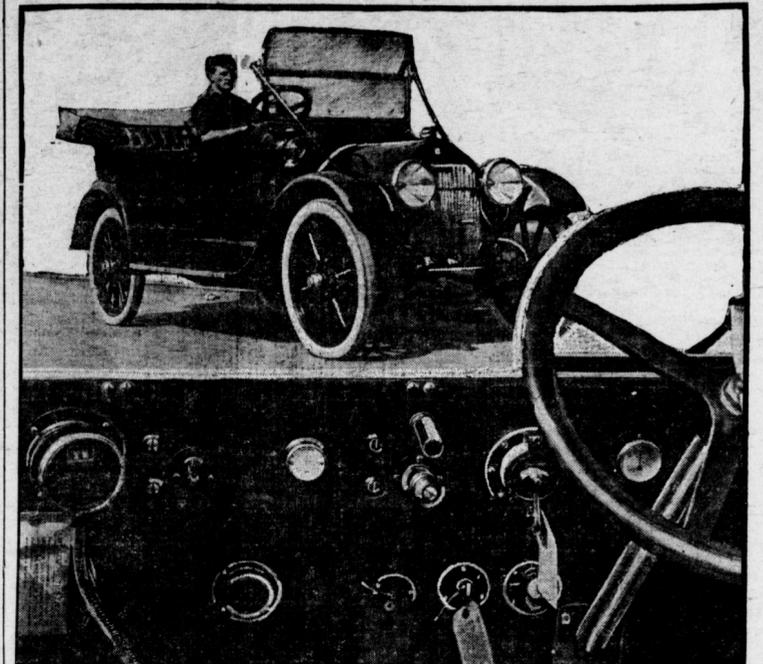
Manager Garfield of the Union Motor Car company has an "advance style" of the 1914 Chalmers "36" that is an exception to the rule. That is, he had one last week. The car was sold four days after it arrived in the shop.
 The "36," known as Model 19, is one of the prettiest cars on the market. It is a "cross between a '13 and a '14," according to the dealer, having many improvements over the present year's car and lacking some of the advances that will be put in the regular '14 model. In making the model, the Chalmers people developed a mid-season car, and the innovation has already proven popular.

The Chalmers "36" has, among other novelties, a complete switchboard on the dash, by which every part of the engine can be regulated. As shown by the picture on this page, there are a half dozen gauges, valves and levers. There is a Warner speedometer, electric light switch, ammeter, voltmeter, pressure pump, battery and magneto switch, starter pressure, oil feed gauge and carburetor adjusting valve. The switchboard resembles that in an electric power house, but, despite the number of devices on it, it is singularly simple of construction and operation.

Among the improvements in the "36" are a 2 rear gas tank, holding 35 gallons, bell shaped fenders, bell backed tonneau, deep, luxuriant upholstery, a long wheel base and long stroke motor. The wheel base is 118 inches and the motor is 4 1-4 x 4 1-4 inches. The car retails at \$1,775, f. o. b. Detroit.

To ascertain the weight per wheel of car, run the first half of it on platform scales, noting the weight, then the last half of the car, making record also of its weight. The weight carried by each tire is one-half of either these respective amounts. If this is carefully done the combined weights should come within twenty or thirty pounds of the weight of car when it is all on the scales at one time.

Tacoma's Beautiful Boulevards, No. 3



On Dash Point boulevard, the new drive to the east bay district. Top picture shows the new mid-season Chalmers "36" just arrived in Tacoma, standing on the new driveway. Below is a view of the new switchboard effect on the dash of the luxuriant Chalmers.

Luxuriant in scenery of every kind and quality, Tacoma's new auto drive to Dash Point is proving one of the popular boulevards for local enthusiasts of the petrol-driven carriage. The newest road for auto fans is not only a highway for pleasure. It is the connecting link between Tacoma and its nearest Sound summer resort—a link that should have been constructed years ago. It will result in a thriving city on the eastern side of Tacoma's harbor, where before have been only a scattering of summer cottages.

The Dash Point boulevard, finished this summer by Pierce county after nearly two years' work, is six miles in length. Nearly two miles of this is on a smooth, straight trestle, crossing the Tacoma tideflats in one long, perfect line. The trestle is known as Lincoln avenue, and has recently been replanked, making it as smooth as pavement.

At the east side of the harbor, behind the Hague Box factory, the boulevard begins a gradual climb up the east hill. Following the grade of Julia's gulch, it proceeds on a single grade from water level to the very top of the hill.

Through the platted streets of Northeast Tacoma, the boulevard turns north and swings towards the edge of the bluff. In great swinging circles, the new road sweeps around towards Brown's point. At the top of the hill above the lighthouse it again swings in a circle, turning farther north and dropping down again toward the smooth beach of Dash Point.

Two smaller boulevards branch from the main highway, one of them proceeding down to the Brown's point wharf and the other into the two of Dash Point. The main road follows the hillside to Fairview park, and through the park to the boundary line of King county, where it comes to an abrupt stop. The road is expected to be connected up at this point with the new King county boulevard that has already started construction.

Pierce county has achieved a signal victory for boulevard construction in the Dash Point drive. When the project was first begun, surveyors found their course blocked by underbrush and huge trees. It was necessary to do a year's work of grading, and a fuel concern was given the wood found on the right-of-way as pay for clearing it. Last fall the grading was begun. Crews of workmen spent months on the drive, leveling and smoothing the surface until they had a hard road as smooth as pavement. The plastic clay of the roadbed was rolled and smoothed until it became as hard as that of any drive in the country.

One finds various scenery on the drive. Crossing Lincoln avenue one has a view of Mount Tacoma that cannot be excelled. One sees the prosperous tideflats and passes great mills and manufacturing plants. Up Julia's gulch one has a vision of dainty ferns, green shrubbery, and mossy rocks, surrounding a tiny spring that trickles down the center of the big earth-crevasse.

At the grade's peak one finds a settlement of houses, clustered about the central corners of "Northeast Tacoma," a suburb that promises to be a workman's home center shortly. On the edge of the bluff the autoist has glimpses of Tacoma, across the sunlit waters of Tacoma harbor. There are big trees, signs of a primeval forest, and shrubbery so variegated as to resemble a closely cultivated park.

Reaching Brown's point or Dash Point, one finds ideal summer colonies—clusters of pretty bungalows centered above broad expanses of sandy beach. The road is an ideal one for the person who is showing tourists about the city. An easterner will go into raptures at the visions of nature that he finds on this new adjunct of Tacoma's drive. Even the hardened speed fiend will slow down to a snail's pace in order to view the scenery along the way. For a cool evening's drive, the Dash Point roadway is an excellent recreative sport.

When King county's boulevard is completed, the Dash Point drive will become a portion of one of the most popular inter-city roads in the Northwest. The new drive will shorten the distance between the cities by nearly ten miles, and will have a water view for approximately 15 miles of the distance.

Tacoma Races Compared With Grindiat Indianapolis

Forest M. Keeton, vice president of the Keeton Motor Car company, considers the recent Tacoma road race and the Indianapolis race the most grueling auto contests of the year. In a letter to Tacoma, Mr. Keeton speaks of the hard grind of the local races, and declares that his car, the Keeton driven by Bob Burman, proved conclusively its worth. The car was forced out of both Indianapolis and Tacoma races by accidents of an entirely unavoidable nature.
 Mr. Keeton says in part: "Having been a believer in competition of every sort, both in the days of the bicycle and since the inception of the automobile industry, I have studied the results carefully of the entrance of the Keeton car in the Indianapolis speedway race and the Tacoma road race and quite naturally am in position to say unequivocally that the Keeton Motor company is satisfied with the large investment it made in these channels. The Keeton car did not win in either event, it is true, but the showing made by our car in its first contests under circumstances which we, as builders, had absolutely no control, resulted in advertising such as could have been obtained in no other way. The results have been more than apparent in the interest which has been created in the Keeton and in its methods of construction. The puncture of the gasoline tank at Indianapolis by the flying valve from the Sunbeam car was an accident which could not have been avoided in the construction of the car for a like accident had never happened before in any race. The breaking of a cylinder at Tacoma, when the car was ditched in a battle, is an accident which might have happened to any car. The Keeton otherwise displayed speed far ahead of any other car in either contest, scoring the fastest laps at Indianapolis and leading with the comfortable margin of four laps until the time of the accident. All reports state that without the unfortunate accident at Tacoma, Burman's victory was assured. His completion of the race in second position, using but three cylinders and traveling at over sixty miles an hour, was looked upon as most remarkable. As the result of competition in the hardest races of the year, we enter upon the 1914 season with the certain knowledge of construction with a confidence born of hard knocks that will influence our future construction and which will make the Keeton cars of the future the best that can be made."

Tacoma ministers investigating the laundry girls' strike are ready to report what they find about it.

AUTO SUPPLIES

BATTE AUTO TOP CO.
 Tops, Seat Covers, Dust Hoods, etc.
 904 Tacoma Ave. Main 4064

TAXICABS
PACKARD AUTOMOBILES AND TAXICABS FOR HIRE
 Main Tacoma Auto Livery Co. 31
 TACOMA HOTEL
 J. M. JACOBS. GEO. SCHALER.

TETZLAFF'S WIFE SUES; HER NERVES CAN'T STAND SPEED

"It is necessary to get relief for my speed-racked nerves. My husband lives like he drives. I was born and bred in staid old Boston and I can't stand the speed."
 This was the statement made today in Los Angeles by Mrs. Teddy Tetzlaff when it was announced that she was preparing to file suit for divorce against her husband, famous automobile race driver, whose performances on the Montamara auto race course are known to all Tacomans. Tetzlaff holds the world's speed record.
 The Tetzlaffs have been separated for about a year. She asserts she was forced to leave her husband to save little Teddy, their nine-year-old boy, from the speed craze.
 Rumors have it that a co-respondent will be named in the suit.

UNIFORM HORNS WOULD LESSEN ACCIDENTS MOTOR TRUCKS DO NOT HURT SOFT ROADS

NEW YORK, July 26.—A cable dispatch from Paris says that two-thirds of the street accidents there have been attributed by experts to the diversity of sounds used as automobile warnings; and that a movement is on foot to standardize the signals used for this purpose.

Charles Thaddeus Terry, general counsel for the American Automobile association, and one of the highest authorities in the country on automobile legislation, in commenting on the movement in the French city said that similar action by the state legislatures of this country is of the greatest importance in order to prevent the rapidly increasing number of automobile accidents. "Automobilists generally," said Mr. Terry, "are convinced that something must be done in the near future toward the adoption of a statute which will require the use of a uniform signaling device of a character which will prevent accidents. It is generally admitted that the streets of the people who use the streets are heedless of their own safety, and their attention is not now aroused by the many and diverse signals which are used upon motor vehicles. A statute is needed which will require a uniform signal which would be easily recognized. I personally feel that a statute which would require as a uniform signal upon motor vehicles, something which would emit a sharp, unusual, broken or ragged sound, staccato and syncopated, which, at the same time is not unreasonably loud or long continued, which could be easily placed in judging distances and directions, would answer the purpose."

FORD COMPANY'S OWN BANK IS PROSPEROUS

DETROIT, Mich., July 26.—To handle the tremendous financial business of the Ford Motor company a bank was organized in August, 1909, and today it is one of the most prosperous banking institutions in the country.
 It has no direct connection, of course, with the Ford company, but James Couzens, general manager of the Ford company, is president. Mr. Ford is a stockholder and other people interested in the Ford company have an interest in the bank.
 Its business is not confined to the Ford company, as Highland Park, a suburb of Detroit, in which the Ford plant is located, has had a tremendous growth in the past few years and is a live prosperous city of between 40,000 and 50,000 people.
 The bank is known as the Highland Park State bank and, according to its statement of June 24, it has resources of \$3,019,787.20 with deposits, both commercial and savings, of \$2,710,365.13.

GOVERNOR HAS RIDE IN TOUR ACROSS STATE

COLORADO SPRINGS, July 26.—More interest is being aroused throughout the west in the Indiana-Pacific tour of the Indiana Automobile Manufacturers' association than in any touring event of recent years. The governors of the state through which the tour has passed have met it and taken interest in the work that the Indiana makers are doing. However, Governor Hodges of Kansas is the first chief executive of any state to ride from state line to state line.
 The Kansas executive joined the tourists at Kansas City last week and on reaching the state capitol at Topeka presented the tourists with a silk American flag to be carried to the Pacific with the good wishes of the governor and his people. This flag was presented to the Apperson "Jack Rabbit" team as the bright red cars from Kokomo, Ind., had the honor to have been pacemakers for the run from Kansas City to Junction City on Monday.

During the flight of the tour across Kansas the Apperson team has been enjoying itself acquiring other Jack Rabbits but of the four-footed kind. The crew is carrying light rifles and on the plains the past week have had great fun racing along after the furry "Appersons" that exhibit great bursts of speed when startled by the bark of their automobile brothers.

Thirteen thousand miles service from the front tires and eight thousand from the rear set is the mileage secured by Hector's, mechanic central on his Frank property. We trading car. The record is not have a 205 Bankers Trust road from

MOTOR CYCLISTS OF AMERICAN CLUB ADJOURN

DENVER, Colo., July 26.—After four days of business sessions, the 2,000 delegates to the annual convention of the Federation of American Motorcyclists left today for their homes in Indiana, Iowa, Kansas and Nebraska. The majority of the delegates are returning as they came—on their machines.