

1912 LOW PRICED CAR IS IMPROVED

Development of Cheap Automobile Is Most Notable Event of Year.

SPEED CRAZE DEPLORED

Barney Oldfield Declares That All Drivers Who Go at Reckless Pace on Highways Ought to Be Put in Jail.

BY BARNEY OLDFIELD.
From Los Angeles comes word that the "Greater Santa Monica road race" will be run May 5. Encouraged by the breaking of the world's road record two years in succession, the mark remaining intact even after the running of the Vanderbilt cup and grand prize races over the Savannah circuit, nearly twice as far around Santa Monica, the Californians have decided to stage a series of events calculated to overshadow any speed carnival ever pulled off.

The cash prizes will amount close to \$40,000 in the different events. There will be events for three classes of cars. The free-for-all will be open to cars of any size and the road will be made still more of a parkway boulevard so that an average speed of 80 miles an hour will be possible in the stock-car event. For the free-for-all the promoters figure on a comparatively short distance, probably 200 miles, and there are many who believe an average of 85 to 90 miles an hour will be piled up by the winner.

Heretofore, the Santa Monica has been run in the Fall, the tag-end of the racing season, and either just after the running of the Fairmount Park race or just before the Savannah speed carnival. The great event was, of necessity, filled from among the Coast drivers, for the manufacturers in the East were too busy with other races to pay much attention to the Far West event, until after the race had been run and won and a world's record was being advertised by the fortunate maker whose car won.

Something direful has evidently happened to the Panama-Pacific, formerly the Portola race, which has been run for the past three years across the bay from San Francisco. There will be hardly such a race this year. Lack of interest among the dealers in Oakland and San Francisco, supplemented by the customary absence of interest on the part of the manufacturers in the race, is the cause for its early death.

They were talking of having the race run through Golden Gate Park, emulating the Quaker City Motor Club's big race through Fairmount Park, finishing and starting on the site of the stadium to be constructed for the 1915 Exposition. The 1912, 1913 and 1914 races were to be forerunners to the big 1915 race, in which more than \$100,000 in cash prizes would be hung up for the drivers. But it must have been a dream.

From Europe travels the information that there will be no 1912 Grand Prix race. The news is not at all surprising to those "in the know." For some months it has been an open secret that the German and Italian makers have entered into a pact to boycott the French classic. The scant interest manifested at the time of the running of the 1911 Grand Prix foretold the finish of the event, which has long been the real big race of the world.

Canada is to have an automobile association of its own. For years the Canadians have been feeling the need of a big national organization, in many ways. In Toronto, on February 15, there will be a meeting of a number of Canadian automobilists who figure that a National body will help the trade and sport. R. M. Jeffrey, a veteran of the bicycle days, is behind the movement.

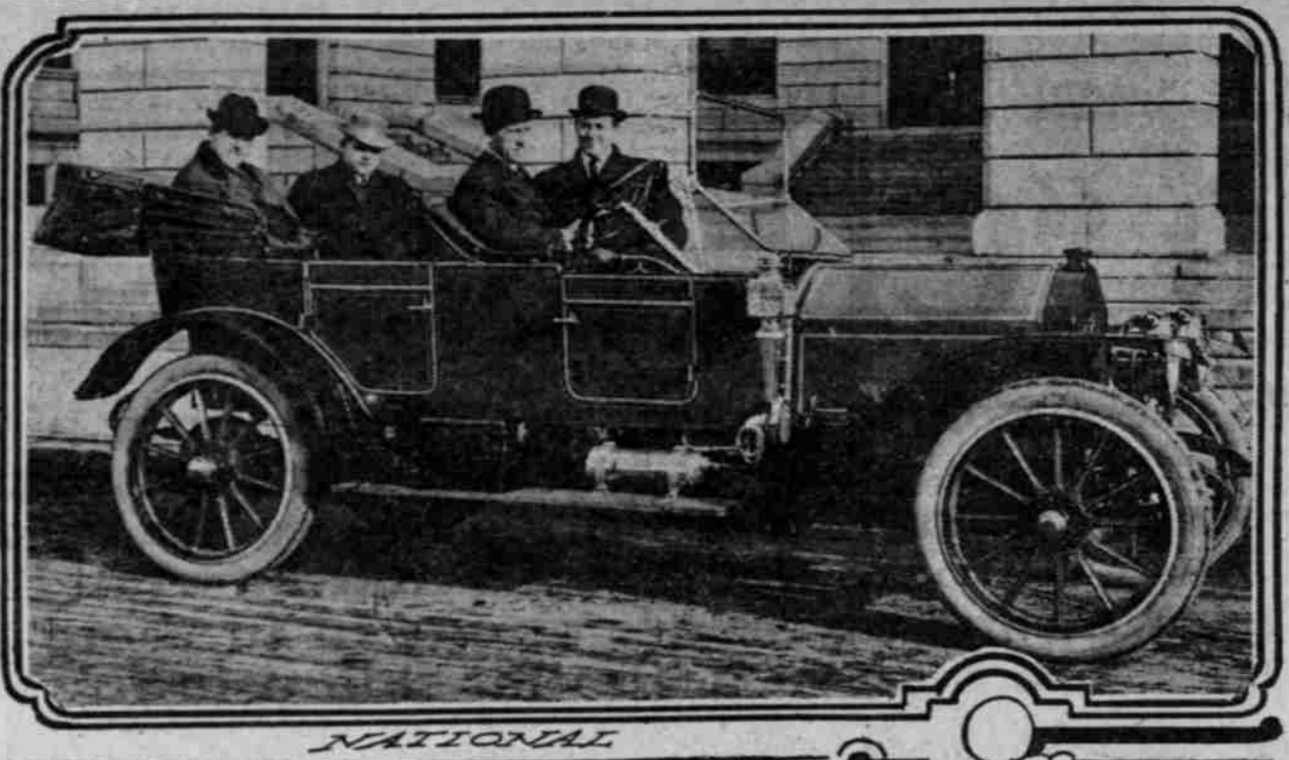
Those who complained that automobile racing accidents hurt the trade and sport, should start a crusade against reckless drivers on the "joy variety." Almost daily one reads of an automobile accident, in which one or more persons are killed and a number of others badly hurt. The cause is usually the innocent victims of some speed-crazed fool who takes a lot of people out in his car and ignores all the laws of common sense. The driver takes a corner or curve too fast and the machine crashes over the edge of the road into a telegraph pole or into the ditch.

It is my idea that any driver whose recklessness is the cause of the death or serious injury to one or more persons, should be prosecuted to the full extent of the laws, which provide for the punishment of men who willfully or recklessly injure or kill their fellow man.

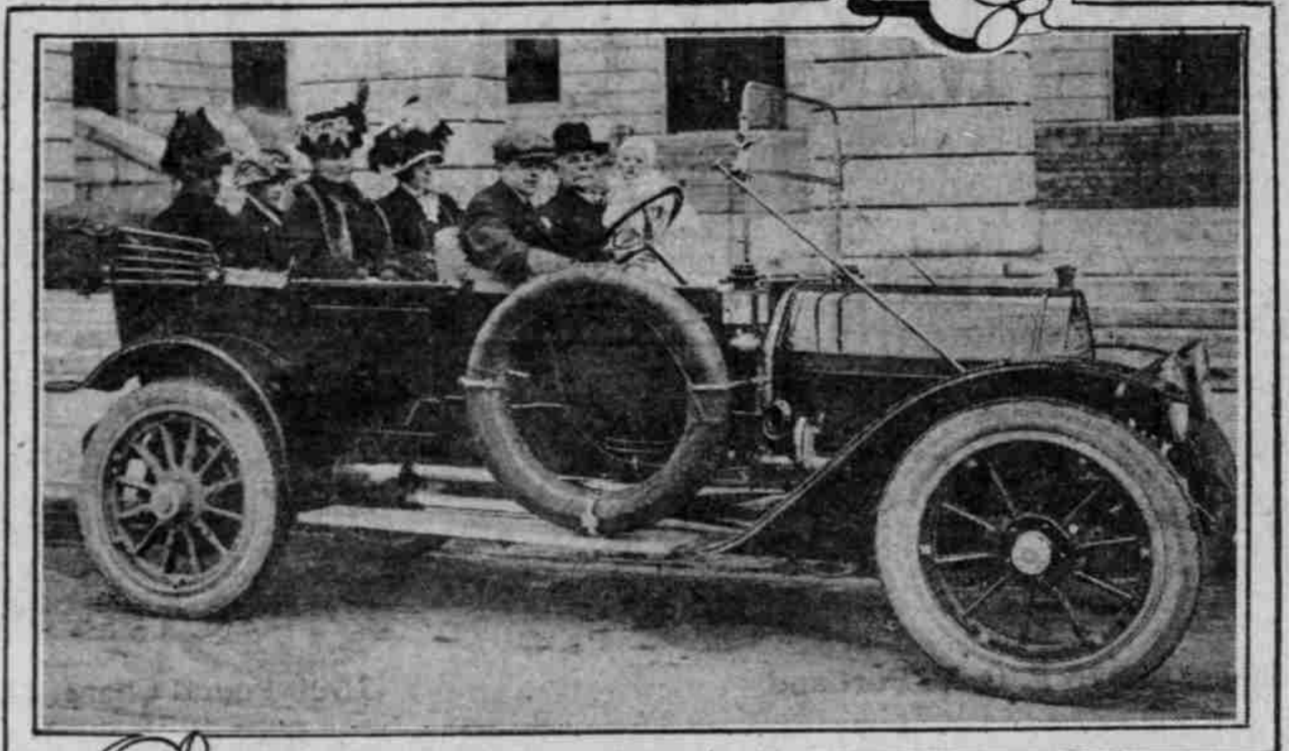
Reckless driving along crowded city streets should also be looked after. It is the automobile clubs and motorists who have the ultimate voice in the sport at heart who should be the first to insist on the strict observance of speed and traffic regulations. The sneering and insolent chauffeur who just manages to keep from running over some aged or infirm person, though he succeeds in frightening them half to death, should be sent to jail.

The Madison Square Garden show gave me an excellent opportunity to study the trend of the trade and the manufacturing end. The barometer reading is unmistakable. Here are some things which were most noticeable at the show: Automatic engine starters, development of the coupe, adoption of the closed front as the standard touring-car body, increased number of popular-priced cars, greater number of sleeve and rotary valve engines, increased number of six-cylinder engines, self-contained lubrication systems, more symmetrical running boards and dashes, simplification of control devices, great increase in the use of demountable wheels, accessible switches in the electric-lighting systems, the almost startling generosity of the makers in fully equipping popular-priced cars.

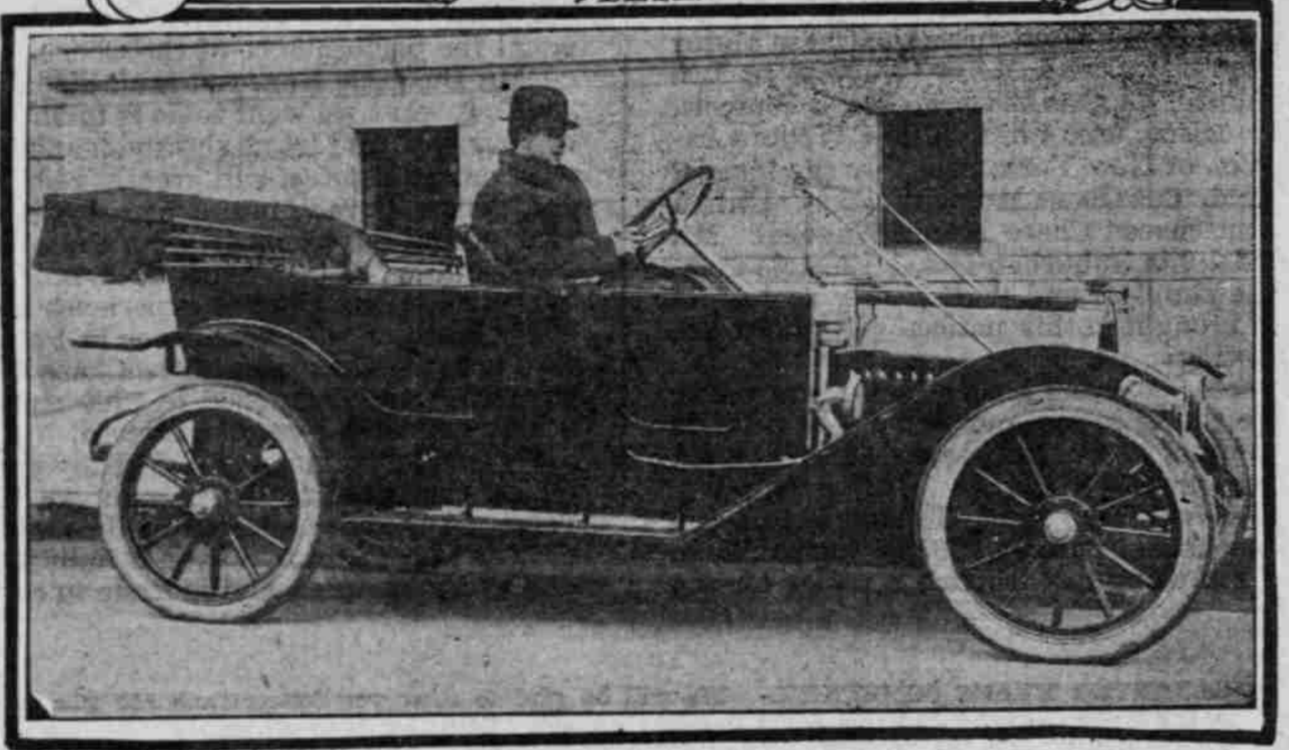
THREE TOURING CARS WHOSE POPULARITY WITH OREGON MOTORISTS IS GROWING RAPIDLY



NATIONAL



VELIE



WARREN DETROIT

NATIONAL "40," WITH W. G. DENBAR AT THE WHEEL; CHARLES E. COOKE AND W. J. WORTHEN AND W. T. POWELL IN THE TONNEAU. J. E. MAXON IN WARREN "30." C. K. HENRY AND FAMILY IN HIS 1912 VELIE.

able to spend a cent for any practical accessory. The demountable rim is about the only feature the cars selling for less than \$1000 need to be as up-to-date in equipment as those sold above that figure. The expensive cars have been perfect enough for some time. The development of the low-priced car is the real achievement of the past year.

I met the noted Charles J. Glidden, donor of the famous trophy bearing his name, at the "Garden" show. Glidden is a most democratic sort of a man and the use of the money, but handy and economical vehicles. I contracted the speed fever while riding one of the first motor-tandems ever brought to this country. At that time I was "pacemaker" for a famous middle-distance bicycle champion.

Coffee growers in South America are said to have turned to rubber-tree growing in preference to continuing raising the coffee bean. The high price of rubber caused by the appointment of the commission man's alibi for the high price of coffee. Again the automobile is blamed.

Frank H. Smith is Promoted.
Paul Smith, sales manager of the Studebaker Corporation's E-M-F factories, announces the appointment of Frank H. Smith as assistant sales manager. C. E. Stebbins has been assigned the management of the Sioux Falls, S. D., branch of the company and H. W. Miller takes the management of the office force of the sales department, vacated by Mr. Stebbins. C. R. Newby leaves the management of the Sioux Falls branch to take charge of the Minneapolis branch, formerly managed by Frank H. Smith.

The number of sheep, as shown by the latest official report in European and Asiatic Russia, including Western Siberia, is estimated at 80,000,000 head. Well-authenticated estimates place the number at a few millions more, though the decline of flocks in the past five years through various causes has been considerable.

SERVICE IS FACTOR

New Department Helps Both Owner and Dealer.

CAR'S LIFE IS PROLONGED

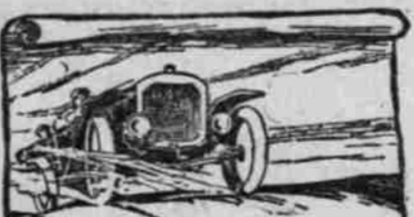
Buyer Cautioned to Pay List Price for Machine and Then Get Advantages of Free "Technical Service."

BY E. P. CHALFANT.

"Technical service" as it is understood by the manufacturers of the higher grade motor cars, means keeping the car in the highest possible state of efficiency that the wear and tear of constant use will permit. When a man buys a high grade car he should buy more than so many pounds of steel, wood and aluminum. His guarantee, of course, assures him of satisfactory workmanship, but it is the duty of both manufacturer and dealer to go farther than this. The owner of a motor car purchases it for the enjoyment he expects to get out of it. Naturally, the more satisfactory the car, the more satisfied the owner. Perhaps it's trite but it's nevertheless true to say that a satisfied owner makes a prosperous manufacturer.

The motor car of a few years ago was about as cranky as the leading lady in a first night performance; but so great has been the advance in motor car construction that it is really wonderful the amount of abuse a high grade car will stand without a murmur. Well, perhaps not without a murmur, because lack of lubrication will cause the poor, distressed creature to make its wants known in a manner easily understood by the initiated. Technical service is the contribution of the manufacturer and dealer, and their trained experts are enlisted in the Society for the Protection of Motor Cars. So that when the owner buys a car turned out by a reputable manufacturer he buys this technical service just as much as he buys the lamps, the top, the windshield or any part of the car itself. Technical service, however, would

lose its value if owners were utterly careless or reckless with their cars. The majority of owners of high grade cars for less than \$1000 need to be as up-to-date in equipment as those sold above that figure. The expensive cars have been perfect enough for some time. The development of the low-priced car is the real achievement of the past year.



Polarine

If you want to avoid trouble on the hills, pay special attention to your oil.

Remember that the use of the low gear means extra heat in your engine.

POLARINE OIL gives such perfect lubrication it materially lessens the load on the engine.

It keeps its body and feeds uniformly under all running conditions. It does not carbonize spark-plugs or valves. What Polarine Oil means to the motor, Polarine Transmission Lubricants and Polarine Greases mean to the other wearing surfaces of your car—efficient, uniform, reliable lubrication.

what happens. The owner has an accident, or perhaps through neglect allows his oil supply to become exhausted and scores a cylinder. Here is Mr. Cut Price Dealer's chance, and very often he avails himself of it to get back some of his split commission. Where technical service is accepted as an obligation by both manufacturer and dealer the customer in trouble gets prompt attention and the most efficient service in repairing the damage, and at a fixed price which is fair to both dealer and owner. Cut prices and technical service are incompatible.

The New WARREN "12-30"

A Development—Not An Experiment

The 1912 Warren "12-30" comes to you as a car that is old and yet new. Old, in the sense that every detail of its construction has been thoroughly tried out and proven best. New, in the sense that in every feature it is strictly up to date. Thus at one and the same time you get an up-to-the-minute car—and a car of which every detail has been demonstrated—a car of absolute certainty.

WE ARE AGENTS FOR ONLY ONE CAR—THE WARREN. Permanently located in our new building. Have a well-equipped repair department. Employ only mechanics who thoroughly know about automobile construction; therefore, service rendered to your satisfaction.

Portland-Detroit Auto Co. J. E. MAXON, Manager. Fourth and Couch Streets. Phone: Marshall 1545, A 2103.

The Diamond SAFETY TREAD TIRE

Any curbstone will stop a skid—what you want is something that prevents the tire's starting to skid.

The Diamond Safety Tread is not a mere matter of buttons, knobs or ridges.

It is a safety tire that is safe because it is based on scientific principles. Tires skid because a film of mud, water or grease acts as a lubricant between tire and pavement. To prevent skidding CLEAN the pavement. How? The same way the squeegee dries a window. That's all there is to it—but the Diamond Safety Tread *is* the only tire that does it. The only tire that is based on a real understanding of the skid problem.

The Diamond Safety Tread Tire is an all-year-round tire. It gives even Greater Mileage than the regular Diamond Tire—and the regular Diamond Tire is greatest in mileage among smooth tread tires.

At your Dealer—or The Diamond Rubber Company Seventh and Burnside Sts., Portland, Oregon

