

WARREN "30" CAR WAS THERE AT FINISH



Scene at Sandy, Or. Ten cars started on Mt. Hood trip. Three completed course. The picture shows here was taken recently at Sandy, Or., and shows a Warren "30" car, owned and driven by E. Buecke, manager of the Columbia Wire and Iron Works of Portland, Mr. Buecke has a summer home out near the foot of Mount Hood and drives his car out for week end trips frequently. Recently he learned that several cars intended making the trip from Portland to Government Camp on Mount Hood, so Mr. Buecke decided that he would make the trip along with the bunch. Ten cars started on this trying trip, but at the finish there were only three cars in at the death, among them being the Warren "30."

REGAL CARS MAKE 360 MILE RECORD

Run to Indianapolis From Pittsburg Made in 12 Hours, 40 Minutes.

If definite results that can be interpreted into terms of dollars and cents as they come from the owner's pocket-book are the aim of automobile contests of all natures, then quite surely the endurance contest is of far greater value as a demonstration of the car's worth to the owner than special speed trials in cars which are stock cars only as the details meet the standards of the blue prints. Here is a story of an endurance contest participated in by three cars taken from the floor of the garages just as they were ready to go to any owner who wished to order them sent over to his garage.

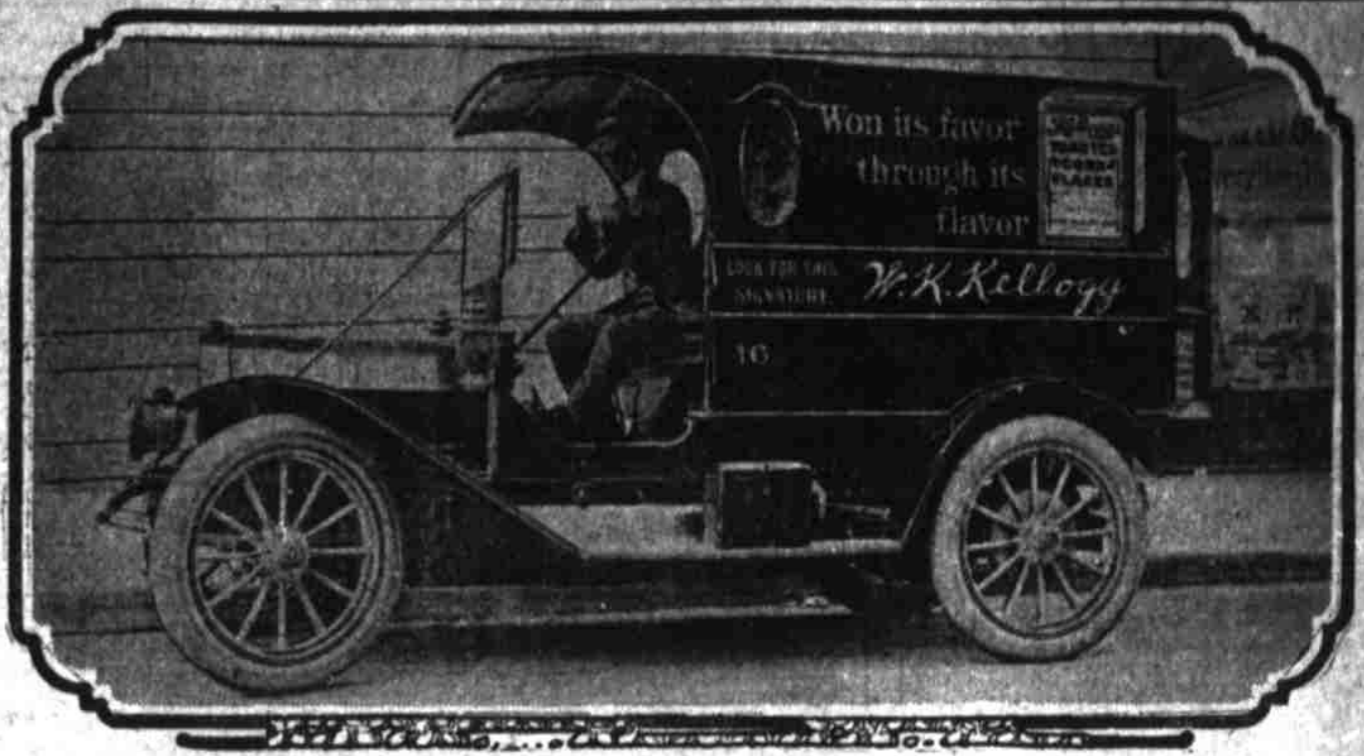
On the morning of May 28, three Regal "20" roadsters left the sales room of the Buell-Regal Car company of Pittsburg, on a non-stop run from Pittsburg to Indianapolis, 360 miles.

The cars left Pittsburg on Sunday morning at 6:30 a. m. and struck out over the rough roads of West Virginia, reaching Zanesville, Ohio, at comparatively slow rate of speed because of the conditions of travel. Immediately upon leaving Zanesville, the roads became fit for fast going, and the three little cars hit it out on the National highway as fast as the wheels would turn over.

Just as the hands on the clock in Thomas Bros.' garage on North Delaware street, Indianapolis, pointed to 8:10 p. m., the sturdy little Regals pulled up with the occupants hot, tired and dirty. But there was this satisfaction in the run. All records for time between Pittsburg and Indianapolis in a motor car had been shattered by almost six hours. The best previous time was 18 hours. The actual running time for these cars was 12 hours and 40 minutes, making an average speed of 30 miles an hour.

The object of the trip was two fold. It was made not only for the purpose of showing what actually could be done in a non-stop run by underlining roadsters, but also to demonstrate how economical the car is. In the whole stretch of 360 miles, but one of the cars showed a puncture; there were no blow outs. The gasoline consumption for each car amounted to 20 gallons, which at an average price of 15 cents per gallon, makes \$3 per car. The two gal-

Advertising Cars Are Proving Big Aid to Manufacturers



The above picture shows one of the fast growing popular advertising schemes of the eastern manufacturers. The Kellogg Toasted Corn Flake company has purchased from the Cartercar people 25 model "L" Cartercars, and distributed them to their branch managers for the purpose of covering the territories in which they are located and putting up all kinds of advertising matter. They are using this method of publicity in conjunction with their new-

paper advertising. At the wheel is William W. McBride, sales agent of the Seattle branch of Kellogg's Toasted Corn Flake company. Mr. McBride came down from Seattle several days ago, covering the territory between here and there, and reports that he finds the road conditions between Seattle and Portland much better than he expected. After working the territory adjacent to Portland, Mr. McBride will make a trip through the southern part of Oregon distributing advertising matter and boosting the Corn Flake game.

CAN MAGNETOS BE USED FOR LIGHTING

Some Day This Fond Hope Will Be Realized, Declares Expert.

"The effort to apply the magneto for lighting as well as for ignition work is not making very much progress, if reports from scientific electrical centers are to be relied upon," says S. A. Eastman, manager of the White company at Sixth and Madison streets. "I don't want to blast that lingering hope we all have had that most any day would see the magneto doing double duty, because I really think we will see it done some day, but just when I am unable to even estimate. I am answering your question on this subject from information that I have been assembling for some time in order to satisfy the feeling of impatience that has been registering at this office regularly ever since the first of the year. A dozen reasons, altogether, are quoted by as many different authorities, explaining why this plan is giving so much trouble. Here's a letter from one of America's leading electrical authorities, which, perhaps, is the most comprehensive, and which you may quote if you wish," concluded Mr. Eastman.

The letter in part, follows: "It is apparent to the man who has given the matter any attention at all, that a magneto is so designed that the output is contrary to that which is employed in lighting work. The voltage in magneto work is very high, but the current is correspondingly low. In lighting work, the voltage is very low, and the current is correspondingly low. In magneto work of the present high-tension sort, the voltage from the fine winding of the motor, is not far from 3000 as a minimum, and it may exceed 10,000 volts. But even assuming that all of these matters will bow to treatment, there still remains a crop of difficulties that will have to be set to one side before it can be claimed that magnetos would do good ignition work, and serve as lighting equipment at the same time."

Mr. Eastman said upon being questioned further, that there has been some progress, of course, that in his opinion there would continue to be progress of a marked degree along this line, that some of his information was of a very optimistic nature, that there is good reason to continue to keep alive the "spark" of hope, but that he can't discover any reason to expect immediate success in solving the problem.

Represents the Locomobile. J. Murray Page, Pacific coast representative for the Locomobile Company of America, with headquarters at San Francisco, is spending a few days in Portland. While here he will renew contract with Neate & McCarthy, Inc., for the sale of the Locomobile line in 1912. After leaving Portland Mr. Page will make a trip through the northwest in the interest of the company. He states that he is making contracts about 60 days earlier than ever before because of the fact that the Locomobile company is in position to make much earlier deliveries than usual. Deliveries of the 1912 models will figure in the very near future. Neate & McCarthy, Inc., expect to have them on display at their salesrooms within the next week.

Eastern Rates
The next sale date for special round trip tickets to eastern points via the Canadian Pacific lines is June 21. Make your reservations now. Office 142 Third street.

Columbus Electric Coupe Is Shaft-Driven



M. B. Wakeman, secretary of the Aulsebrook & Plaster company, recently purchased the Columbus electric coupe shown here from the Oregon Electric Vehicle company. This electric is shaft driven and is one of the high class electric in the western field. Mr. Wakeman states he gets from 75 to 80 miles from each charge of the batteries.

SPEED KING OF WEST TO GO EAST

National Company Secures Services of Driver Who Won Denver Race.

From out of the west comes another speed king who in the future may participate in high speed contests in the east. The National company is now negotiating with Eaton McMillan the winner of the 200 mile event, on the Sable Speedway near Denver, Colo., on May 20, for his services in the future long distance events that the National will enter. McMillan, while not an inexperienced driver, has had little experience with one of the big blue speed monsters before this season and his performance in whipping off the victory in such record time over the three and one-third mile course, shows that he has the makings of a successful long distance driver.

The dirt course was particularly hard on tires, many of the cars in the light division being obliged to change seven and eight times, while McMillan drove his car in such a careful manner that very few stops were made for this purpose. From the very start there was never a time that the National's chance for first place was jeopardized. Lap after lap he threw the big machines around the dangerous turns maintaining the dizzy pace that put his nearest competitors out of the running. There was never a time that McMillan was obliged to open the throttle to the last notch, in that the 90 mile an hour clip of which his car was capable was not forced to the limit. The time for the two century glide was 3:30:30, while many laps were done at a 75 mile an hour rate. McMillan pulled down \$1200 in prize money. Motor racing will prove very popular in the west if the Denverites can continue to stage contests as classy as the one they pulled off on Decoration day.

RACE SHOWS CARS HAVE STABILITY

Twenty-nine Out of 40 Cars in Indianapolis Race Stood Terrific Strain.

"Seventy odd miles an hour for nearly seven hours, including all stops—that is the feat accomplished by 29 out of 40 cars of 24 different makes at the 500-mile race at Indianapolis," so says Crittenden Marriot, the well known writer, who visited Indianapolis to witness the race in the interests of the Hudson Motor Car company. "The name of the winner, how much he won, and how near he came to losing are of little consequence except to those who took part in the struggle. But it is of enormous consequence to every owner of a motor car, present or prospective, to know that practically three-fourths of all the cars subjected to that terrific and long-continued strain sustained the test. Really more than three-fourths sustained it, for at least three cars were wrecked, not by any defect in themselves, but by the errors and mishaps of others. "Scarcely less important is the demonstration of the wonderful controllability of the present day automobile."

Rich Accessories

Accessories costing \$900 were fitted to a two-passenger Columbia roadster recently shipped to Howard Baker, northwest manager of Butler Brothers' great wholesale business in Minneapolis. Of shipments involving added equipment, this is the record of the big works in Hartford, Conn. The car was painted black with all exposed metal parts black nickel. Cigar lighters, touring map illumination and features without end were included to make Mr. Baker's car complete.

Guest of the Rambler Agency

A. J. Kleimeyer, assistant manager of the Thomas B. Jeffrey company, San Francisco, is in Portland as the guest of the Rambler automobile agency. Mr. Kleimeyer in speaking of conditions in general, is extremely pleased at the present outlook for the 1912 automobile business.

Hardware, Tools, Auto Supplies, Sporting Goods and Fishing Tackle

AUTO TIRE REPAIRING

Business in our new home the first two weeks was far beyond our expectations, for which we are very thankful, and hope we may continue to grow in the same proportion.

We are each day receiving new goods and are better prepared to take care of your wants than in the past. Our aim is to have what you want, when you want it, at the right prices.

COME IN AND GET ACQUAINTED

If you want something in a hurry, call us up. WE DELIVER THE GOODS.

Western Hardware & Auto Supply Co.

Phones Main 8828, A-2016 S. E. CORNER SEVENTH AND PINE STS.

Used Car Bargains

- Stearns 15-30 ...** 1910 Model, 4-passenger, equipped top, wind shield, demountable rims, Gabriel horn, cost \$3500; run about 2000 miles **\$2,800**
- Pope - Hartford 7-Passenger** 1910 Model, equipped top, wind shield, Warner's speedometer, demountable rims, Gabriel horn, run about 2500 miles, repainted and fully guaranteed. **\$2,650**
- Stevens-Duryea 6-Cylinder** Just overhauled, Bosch dual system, demountable rims, top and wind shield, cost about \$4000. **\$1,750**
- Regal "30"** 1910 Model, just overhauled, top and wind shield. **\$ 850**
- Tourist Roadster** 1909 Model, 2-cylinder, in fine shape, just overhauled, double bucket seat on back. **\$ 650**
- Cameron (Air Cooled)** 1910 5-passenger touring car, in fine condition, equipped with top and wind shield. **\$ 500**

Portland Automobile Clearing House

ARTHUR H. HERTZ, Manager. SIXTH AND MADISON STREETS, PORTLAND, OREGON.

REASONS

THE MOST SEVERE TEST an automobile can be put to is to turn it loose in the hands of an inexperienced driver. There are E-M-F cars running on the streets of Portland today owned and operated by people whose knowledge of an automobile stops at their ability to handle the controlling levers, steer it and put in gas and oil.

A MAN NEARLY 70 YEARS OF AGE stopped at our building on Friday on his way in an E-M-F 30 from Vancouver, B. C., to San Francisco. He left San Francisco on May 26th with his daughter and granddaughter.

HE ARRIVED IN PORTLAND five days later, went on to Seattle and Vancouver, B. C., and on arriving here on his return trip and telling of his experiences on all sorts of roads and grades, stated that during the entire journey he had not stopped once on account of trouble of any sort beyond the repairs of five punctures.

THREE HOURS AFTER ARRIVING in Portland he was on his way south, and could you have listened to his quietly running motor and seen his car move off down the street you would have marveled to think that a vehicle could be built to stand such vigorous work and come through it in the hands of a man whose knowledge hardly goes beyond the points above mentioned and ability to repair a damaged tire.

AND REMEMBER this man is twice the age of 80 per cent of you who read this note—and nothing but supreme confidence in the car he is driving makes it possible for him to undertake such a trip.

EVERY E-M-F that is turned out will do just such work as this, and continue to do it day in and day out, for nobody knows how long, as no E-M-F has yet worn out, and we are keeping tab of several of the early ones which have over 70,000 miles each to its credit (9 years of average running).

DO YOU SUPPOSE for a moment that, if the Studebaker Corporation did not know to a certainty that the E-M-F 80 would do all and more than they claim for it, they would cover it with the character of guarantee under which it is sold?

DO YOU KNOW that E-M-F owners are the biggest boosters and the greatest advertisement we have?

WOULD THEY BE SUCH if the car did not deserve it?

DO YOU KNOW that out of 51 makes of automobiles represented in Oregon, over 18 per cent of all the cars sold in this state since January 1, 1911, have been E-M-F and Flanders?

WITH APOLOGIES TO THE PACKARD COMPANY, we say, "Ask the man who owns one." Then come to our building and learn for yourself what is meant by "E-M-F Service."

YOU WILL FIND it time well spent, and even should your choice settle on some other car you will have gained some valuable information as to real business methods used to sell a man an automobile of highest type at a moderate price and keep him always satisfied in its possession.

The E. M. F. Northwest Co.

MAIN 1853 A-2436 Direct Branch The Studebaker Corporation E-M-F Factories L. H. ROSE Manager E-M-F BUILDING, Chapman and Alder Streets, Portland.

