

MACHINES MAKE SPLENDID SCORES IN GLIDDEN TOUR

1460 Mile Contest From New York to Jacksonville, Fla., Proves Great Event for Motorists—Many Competed.

The greatest of Glidden tours ever held under the auspices of the American Automobile association ended Thursday, October 26, at Jacksonville, Fla., with the Tarrytown, N. Y., team of three 1911 Maxwell cars winning the coveted trophy presented by Charles J. Glidden for the team reaching Jacksonville first, the Maxwell team were also the only team to finish the entire distance of 1460 miles with a perfect score. There were teams in the run penalized as much as \$200 points for reaching different control points. The 1912 tour has the distinction of being the largest ever held in the number of contestants participating with the single exception of the first tour, held in 1901, when there were 21 cars checked out from New York. The 1911 Glidden had 24 entries.

First Glidden Tour

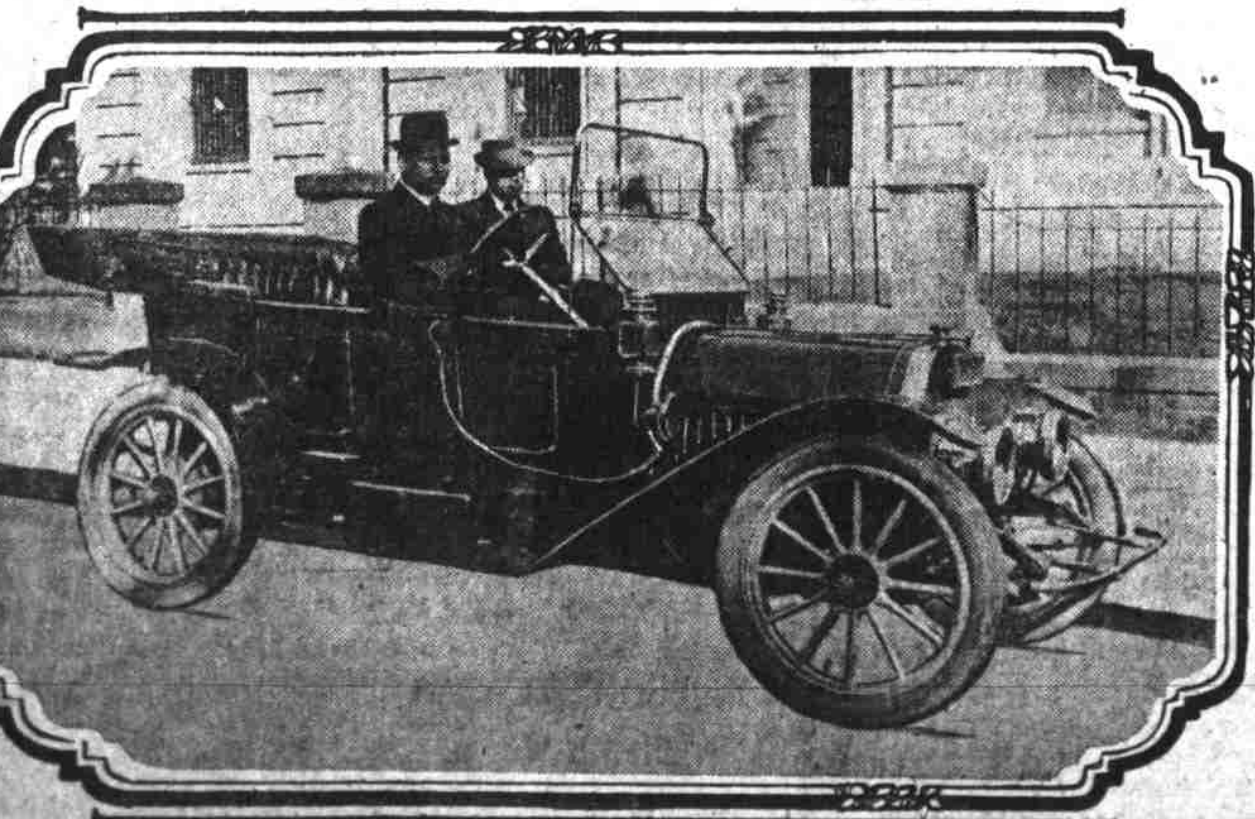
The first Glidden tour ever held started from New York September 8, 1901, under the auspices of the Automobile club of America, and those who have watched the progress of this wonderful endurance test for cars will recall that it was then considered an enormous undertaking—a six days journey of approximately 445 miles to Buffalo, N. Y. That the run was on "joy ride" and was in truth a terrible test on the construction of the cars was shown when but 41 of the starters reached Rochester, 234 miles away from the starting point. At this point the first tour was terminated on September 14, 1901, on account of the assassination of President McKinley. That the 1911 tour was no "joy ride" is also shown by the fact that it was then considered an enormous undertaking—a six days journey of approximately 445 miles to Buffalo, N. Y. That the run was on "joy ride" and was in truth a terrible test on the construction of the cars was shown when but 41 of the starters reached Rochester, 234 miles away from the starting point. At this point the first tour was terminated on September 14, 1901, on account of the assassination of President McKinley. That the 1911 tour was no "joy ride" is also shown by the fact that it was then considered an enormous undertaking—a six days journey of approximately 445 miles to Buffalo, N. Y. That the run was on "joy ride" and was in truth a terrible test on the construction of the cars was shown when but 41 of the starters reached Rochester, 234 miles away from the starting point. At this point the first tour was terminated on September 14, 1901, on account of the assassination of President McKinley.

Governor in Contest

Governor Hoke Smith, of Georgia, and United States senator elect, and Miss Birdie Marks, of Athens, Ga., who drove her nickel-plated Columbia roadster, tied at Anderson, S. C., for the trophy offered by that city for the best individual score made to that point. At a drawing held by the town people to decide the winner, the governor was the lucky winner of the handsome silver trophy, the car carrying off this honor being a 1912 Maxwell. The 1911 tour is considered by all automobile men to be the most strenuous ever held, and has certainly created widespread interest all over the automobile world. Every variety of weather was encountered and it was thought at one time that it would be impossible for the tour to continue on account of the terrible condition of the roads in some of the southern states. The winning teams, with their drivers, were as follows: First, Maxwell team of Tarrytown, N. Y., entered by U. S. Motor company, and driven by H. E. Wallis, C. E. Gage and T. Costello; second, Stevens-Duryea team of Claxson, Ga., entered by their owners, C. H. Johnson, C. Wheatley and B. Morgan; third, Cadillac, of Jacksonville, Fla., in charge of their owners, C. Nolan, H. P. McNeil and L. C. Denmark; fourth, Ford, entered as Atlanta team No. 3, in charge of their owners, M. W. Venable, J. M. Orr and J. O. Teasley.

The record between Seattle and Portland for the Chanslor & Lyon trophy was again broken Thursday, October 26, by R. P. Rice, the northwest representative of the Ford motor car agency, and A. J. Edwards, the local agent of the Ford company, in Rice's model T Ford known as the "Cannon Ball." The start was made from Chanslor & Lyon's store at Seattle Thursday morning at 7:08 a. m., and after encountering good going to Centralia the record breakers were some 15 minutes ahead of schedule. The roads from Centralia into Vancouver, the checking point at this end of the trip, were in very bad condition, still the record was lowered 18 minutes, the machine checking in at the Elmo hotel, Vancouver, at 4:44 p. m. The record was established in July by the Buick car driven by Roy Wilson, of the Howard automobile company. Several weeks ago George Johnson, Mitchell agent at Seattle, lowered the Buick record 20 minutes. It is believed that he record made by the little Ford will stand until next year at least, as the roads are now in such a condition between Portland and Seattle that it will be almost impossible for a machine to make record time on account of the mud encountered. The Thursday trip as Edwards' fourth attempt to lower the record within the past two weeks. The trouble was the great drawback in the loss of the loss of his tank was responsible for failure once, and in the fourth attempt, the rounding a curve at too high speed came near

NEW CARS TO BE EQUIPPED WITH SELF-STARTERS



Mr. Vincent at wheel of his new 1912 Warren 30, and J. E. Maxon of Warren-Detroit Auto Company.

RETAIL DEALERS TO BE GUESTS AT DETROIT PLANTS

Twenty-two Special Trains to Carry 2600 Members on Big Excursion Undertaken for Pleasure Only.

To systematize a pleasure excursion has been the latest task for Walter E. Flanders of the Studebaker corporation's E-M-F factories. It has been a task in which Mr. Flanders and his aids have applied themselves with the same spirit shown in their attack on the manufacturing problems presented by the insistent demand for E-M-F "20" and Flanders "24." Mr. Flanders is engaged in entertaining all his firm's 2600 retail representatives by a trip to the Detroit factories. The transportation problem has been solved by the chartering of 22 special trains at the rate of two every week. Each dealer reports to his branch manager in the city where the train is made up. He is assigned to a berth. The train consists of Pullman cars only. A dining car and a buffet car, stocked completely at the expense of the factory, are attached at the start. A barber and stenographer are special features. Special factory representatives—picked men for the work—start with the party and impromptu entertainments feature the spare moments of the trip.

Arrival in Trip

The time of the start is so arranged that the arrival at the factory siding in Detroit will occur early in the forenoon. There the dealers are duly welcomed and escorted to a fleet of cars, drawn up in line. The names of the members of the party have been wired ahead and each car bears a large printed card, stating the names of the visitors it will carry. The caravan whisks the dealers to luncheon at a downtown club room and remains in attendance throughout their stay of two days. Even a cursory inspection of the firm's 10 plants would be impossible in the short time, so the visitors confine their attention to the two largest—plants 1 and 2, where the E-M-F "20" and Flanders "24" respectively are completed. Luncheon is served at each plant, and a group photograph is always a feature, with Mr. Flanders himself in the center. A banquet at a downtown hotel closes each day. The program of each party also includes a boat ride—the first of a lifetime for many of the dealers from inland states—and a theatre party.

Pleasure Trip Only

In his invitation to the dealers, Mr. Flanders specified that the event was to be a pleasure trip only, supplementing this with the statement that the sales department would be present solely for entertainment purposes, and that the order department would be on a vacation. "I am taking this means of getting acquainted personally with every one of you," he told the first trainload, "and to show you that we mean what we say when we promise you 50,000 automobiles for the season of 1912." Whether or not the visits of the dealers are to be credited with the fracture of all existing production records at the Flanders plants is a matter which Mr. Flanders says is not germane to the situation. It has been obvious, however, that each dealer left with an increased amount of enthusiasm for the "Big Chief" whom he had met and grown to know personally. The cost of the special visits is a matter which has not yet been estimated. It will, however, be some where between \$125,000 and \$200,000.

EACH AUTO IN TOUR DRIVEN BY ITS OWNER

When the Glidden tourists headed south from New York on October 14, a fleet of no less than 14 Cadillac cars shot by the starter on the first lap of the long journey to Jacksonville, Fla. Never before in any Glidden tour, has one make of car been so well represented. On one tour, several years ago, three cars from the same factory were among the contestants, but the records do not show a greater number than that. Every one of the cars in this tour is a privately owned machine, and each is being driven by its owner. These men are all southerners, and all but one of them are from Jacksonville. The single exception is of Fitzgerald (Ga.) man. Eleven of the cars are 1912 cars which the owners never saw until they were delivered to them in New York just before the start of the tour. A number of Jacksonville men shipped their cars to New York by sea in order to make the tour; but the 11 machine owners ordered new cars, to be shipped from the factory to New York in time to enable them to start with the other contestants. This is the first time the Glidden tour has invaded the eastern section of the south; and southern motorists

are giving it their heartiest support, realizing that it means much to the Atlantic coast states in the way of future road building. The enthusiasm with which southerners generally are meeting back of the tour may be judged by the fact that 11 men from one city are going into it with brand new cars.

A trouble carrying a knife blade on the end has been patented by a California man to add to his bicycle.

MOTOR COMPANY HEAD HONORED BY EMPLOYEES

In appreciation of the excellent work in the upbuilding of the Allen-Oriskany company, and his personal interest

in all the employees, the directors and department heads of the rubber company, following their last meeting, voted a suitable testimonial to George Flanders, formerly president of the company, and vice-president of the United States Motor company.

Ocean's Influence on Buildings

That buildings along ocean coast lines toward the water with the heading of the earth's surface every time the tide rises is a theory advanced by an English scientist, who claims to have measured the movement.



Awarded the Glidden Trophy

The three big, powerful, handsome Maxwell Specials that have been the feature of this year's Glidden Tour, reached Jacksonville with a perfect score, repeating the triumph of the Maxwell team of last year and are not have survived such a journey. Not one car, but three cars finished this long journey with a perfect score. Unless the car had great power, easy riding qualities, perfect lubrication, efficient transmission, and was constructed properly throughout, it could not have completed this journey and won this world-famed trophy that stamps it one of the greatest touring cars in the world at any price, and America's

Undisputed Leader for 1912

THE MAXWELL SPECIAL is a big, powerful, stylish, 36-horsepower, 5-passenger touring car, at the remarkable price of \$1280. There has never been offered such a car at such a price before. Comparison will readily convince you that the Maxwell Special is unequalled by any car within \$500 of its price.

Thirty-six horsepower is abundant power—equal to that found in the best \$1800 cars. It means more power probably than you will ever need—plenty of reserve power for emergencies. The handsome lines, stylish appearance and rich finish of the Maxwell Special make it the real aristocrat of the road—the peer of the most expensive cars. If you saw the Maxwell Specials in the Glidden Tour you realized that. Note the new, ventilated fore-door, flush-side, vestibuled steel body, with inside control, the Columbia Honeycomb type radiator, new designed bonnet, attractive light gray body and red upholstery.

1912 MAXWELL MODELS

Special Touring Car	\$1280
Mercury Roadster	\$1150
Mascotte Touring Car	\$980
Mascotte Roadster	\$950
Messenger Runabout	\$600

Free Monthly Inspection Service of all our Cars for twelve months

UNITED AUTO COMPANY

DISTRIBUTORS FOR OREGON

534-536 Alder Street Phones A-7171, M. 4337

MAXWELL COLUMBIA SAMPSON TRUCK

MAXWELL SPECIAL, \$1280, f.o.b. Factory. (Top extra.)