

NEW RACING CAR IS IMPROVEMENT ON OLDER TYPES

Speedy Auto Made Famous by "Wild Bob" Burman and Louis Chevrolet, to Enter 500 Mile Race Event.

One of the speedy Marquette-Buick "100" cars which were made famous by "Wild Bob" Burman and Louis Chevrolet during the season of 1910, will be seen in action in the second annual 500-mile international sweepstakes race at the Indianapolis motor speedway next Memorial day, May 30. The car was entered by William Thomson of Battle Creek, Mich., a wealthy newspaper publisher and sportsman, and will be driven by Billy Liesaw of the same city.

When the Marquette first came into notice in the motor car racing sport they were the fastest American made cars and were campaigned by Burman and Chevrolet with much success. Burman ending the 1910 season by finishing third in the grand prix race at Savannah, being the first American car ever to get in the money of that class event.

This new racing car is an improvement on the older type carrying all of the speed virtues of the older car, but has been remodeled to meet present requirements and is specially adapted for speedway racing.

Car 100 Horse Power.

The car is rated at 100 horse power and has 184 cubic inches piston displacement, which is only six cubic inches under the limit of 500 inches placed on cars in the race.

Although Liesaw is not widely known as a racing pilot, he has been remarkably successful in many of the minor events of the country and understands racing cars thoroughly. If the big Michigan car holds up to former standards it will give the other contenders in the five-century grind a merry chase to win.

From some unknown source rumors have gained a hearing to the effect that the 500-mile race was to be postponed. An article published in an automobile paper in New York aided in giving this report publicity. It is given out by the speedway management that the race positively will not be postponed for any reason whatever, except that in event of bad weather the contest will be held over two days or until Saturday, June 1.

The entries come in readily and enough more are in sight to guarantee a field of about 30 starters, which is the limit placed on the race by the promoters. One third of the tickets for the race have been sold and every indication is that a greater crowd from out of Indianapolis will be drawn than before. Every detail for caring for the crowd has been planned carefully and the visitors are assured that they will have the very best of accommodations in the Hoosier capital.

Practice Work Begins.

The speedway room bureau, which furnishes accommodations for visitors after the hotels have been filled, reports that many thousands of the best of the speedway patrons while here, and the city will join in one big movement to give all satisfaction.

Practice for the long grind has started and many of the cars have been traveling over the brick oval in their tests. The teams have been burning up the track with speed and those who have witnessed the trials say that the former race record will be almost a joke when the next 500 mile event is over.

Many of the outside teams are planning to come to Indianapolis May 1 in order to start their tryouts. Since the warm weather has been in force the track has settled down into a level, smooth condition, the frost having gone out of the earth and allowed the swollen spots to resume their normal condition. Pilots who have been trying out at the track say that it is in better condition than ever before at the opening of a season.

There are now 17 entries for the race, and before May 1, when the entries close, there will be fully 30 ready to take the word from Starter Wagner.

SWEEPSTAKES HAVE EDUCATIONAL VALUE

That the international sweepstakes race, which has become an annual classic, scheduled for each Memorial day at the Indianapolis motor speedway, carries with it a great amount of educational value is the verdict of the National Cash Register company officials, a body of men who probably are among the most advanced in advertising and salesmanship ideas.

A few days ago that company ordered a block of 200 choice seats from the management of the speedway for the second annual races on May 30. In explaining why it purchased this block of tickets, the company says:

"The day after the race last year there was held at our plant in Dayton an efficiency meeting for employees. These meetings are held often throughout the year, the idea being to call the attention of the organization to the necessity of keeping speeded up and staying ahead, if not ahead, of the great efficiency movement which is playing such a big part in the world's commerce."

"On this particular occasion Vice President Deeds, who attended the race the day before at Indianapolis, referred to it as being a splendid example of speed and efficiency."

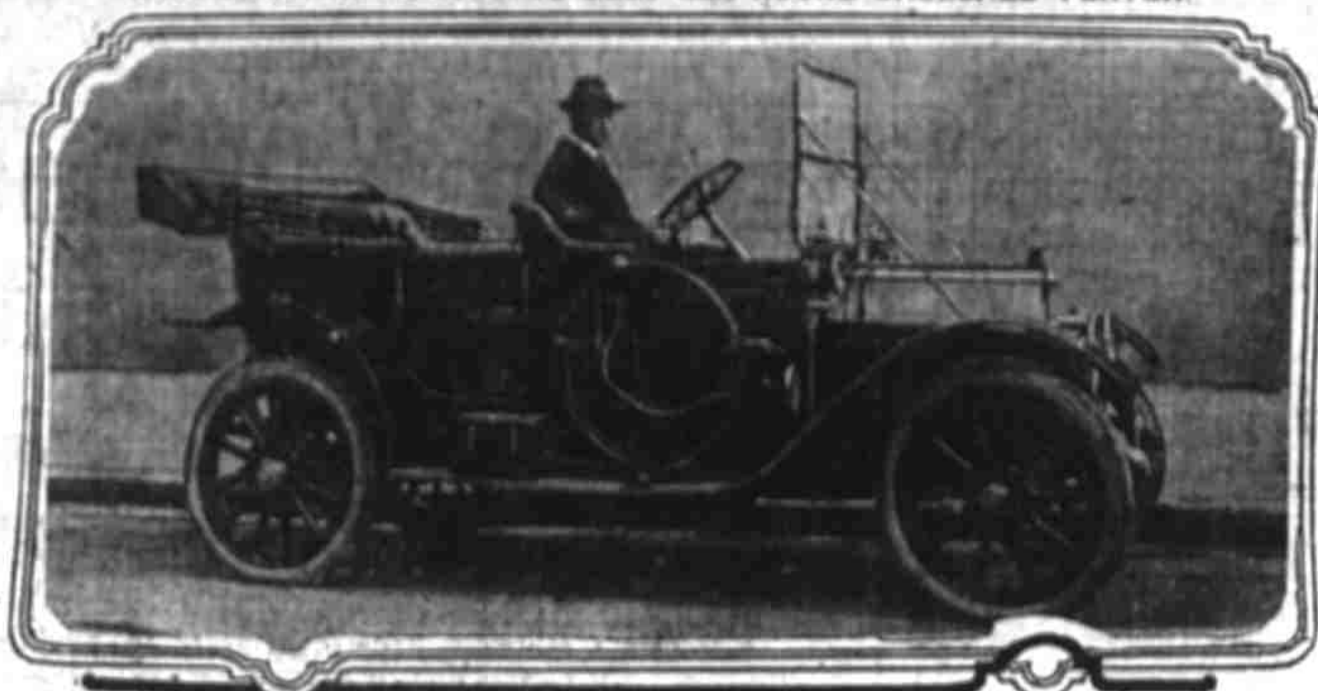
"The organization which was evident in the handling of the entire event, the team work displayed in the pits, the marvelous speed with which tires were changed, repairs were made, etc., so impressed Mr. Deeds that he used these things as the basis of an inspiring talk to the employees."

"At the close of his remarks the President of the company announced that the following year 150 employees would be sent to attend the speedway race at the company's expense. This trip is in the nature of a prize for good work done throughout the past year."

"The cash register company has always been a great believer in educational trips. Every one who attended the St. Louis world's fair remembers the great army of employees which visited the exposition—hundreds being there from Dayton at the company's expense."

Double picnic sets of folding knives, forks and spoons and napkins in two drinking-cups fit into a sole leather case that is shaped like an opera glass case.

CAR TO BE PRESENTED TO BEST ALL ROUND BASEBALL PLAYER



Chalmers "55" auto which will go to some player in Pacific Coast League for 1912 season—To be presented by Chalmers' representatives of Portland, San Francisco, Los Angeles—Car to be on display at Keats salesroom this week—Car was shown at baseball park last Tuesday.

DETROIT CENTER OF AUTO INDUSTRY

"World's Fair of Automobiles" Name Suggested for the Show.

"World's Fair of Automobiles" is the name suggested for the much talked-of Detroit National Manufacturers' Automobile show, by R. C. Rice, Seattle agent for the Ford Motor company, who was in Portland last week.

Speaking of the project he said: "During the comparatively short life of the industry, Detroit has established herself as the automobile manufacturing center of the world. It is not only the center of the trade because of the immense number of cars turned out in its factories but also because the great majority of the constructions in the world's perfect car originated in the local plants."

"Furthermore, Detroit manufacturers have proven conclusively that it is possible to put high class workmanship into low priced cars. We have practically a monopoly of the American auto export trade and the machines that we are turning out are considered nothing short of marvelous in foreign automobile circles."

"Consequently these foreign manufacturers look up to Detroit and expect new motoring ideas to come from her continuously. They are always keeping their eyes on Detroit, looking for pointers. Why should they not find them at the World's Fair of Automobiles?"

"There has been a great deal of talk of making the Detroit show a national event. I believe that it would lose much of its prestige if simply called the Detroit Automobile show. That is why I offer the suggestion of the name 'World's Fair of Automobiles.' Advertising an exposition in this way would impress upon the motoring world in general the place Detroit holds in the world's trade."

Mr. Rice also announced that a Ford assembling plant would be built at Seattle. Work will be started shortly and completed by fall.

TIRE COST LOWER FOR AUTO OWNERS

Manufacturers Make Reductions to Eliminate Price-Cutting by Dealers.

Reductions in tire prices which the leading companies have announced this week have puzzled those who could see no reason for these cuts with the cost of crude rubber advancing and the touring season just opening. The explanation of the cuts is just about the same thing for each company. The idea is to bring down consumers' prices nearer the dealers' figures so that price cutting to make sales will be less frequent.

The situation is clearly put in a letter to dealers just received in Portland. The letter says:

"You will note that prices have been materially reduced to the consumer. This change was deemed advisable after having given the subject mature consideration, believing that our mutual interests could be best served by the establishment of a list price to which the dealer would adhere strictly in making sales to the consumer, there being too great an incentive offered, when operating under the old schedule, to cut prices in an endeavor to make quick sales."

"The enclosed schedule was adopted after consulting with the majority of our dealers, the consensus being that by so doing a more healthy condition would be created."

The above is true as far as the manufacturer is concerned, but it has upset the local conditions in Oregon for the small man cannot afford to have a stack of tires on hand from which he can't even make interest on his money.

C. C. Bobbs, assistant sales manager of the Michigan Buggy company, is in Portland at the northwest branch. Mr. Bobbs will make Portland his headquarters until July 1. While here he will go over the territory from British Columbia to California and visit the Michigan agents.

HAS PLAN TO HELP EUROPEAN TOURIST

Automobile Firm Launches a Rental Scheme in Its Paris Branch.

To stimulate European touring, one of the automobile makers has launched an innovation in connection with its Paris branch. A number of 1912 models are being shipped to France to figure in a rental plan which has many unusual features.

It is proposed to relieve the American of all responsibility in connection with the car. They will dispose of hand-caps and annoyances which have deterred many American motorists from taking their own cars abroad. The plan was suggested by automobile owners who complained of the many difficulties encountered in getting through the red tape of Europe.

The rental method frees the tourist of all official entanglements. It avoids the expense of crating and shipping cars across the ocean on the voyage over and return. It relieves the traveler of the necessity of making customs arrangements at the port of entry and at every frontier. The indemnity insurance is provided for and the marine risk is eliminated. Drivers' licenses are arranged for in all countries included in the itinerary. The Paris branch furnishes gasoline and oil and assumes all responsibility for repair parts and tires.

The most attractive routes are mapped out and then the tourists follow their own inclinations. Hotel accommodations are arranged in advance. In short the traveler gets the benefit of an experienced organization which has made a study of eliminating all difficulties and annoyances in connection with motoring abroad.

REMOVAL ANNOUNCEMENT!

We wish to notify our friends and patrons of our new and larger location---522-528 Alder Street, corner of Sixteenth St.

We have grown to a point that our former location was too small to properly care for our customers. We now have eight times as much space as formerly occupied---a complete and to-the-minute machine shop.

Our friends are cordially invited to inspect our new quarters.

Our service is perfect.

Maxwell's and Columbia Silent Knights ON EXHIBITION

UNITED AUTO CO. 522-528 Alder Street

No-Rim-Cut Tires 10% Oversize

200,000 Adopt Them

Over one million of these tires have been used, on some 200,000 cars.

As a result, the demand today is six times larger than two years ago.

As another result, No-Rim-Cut tires now far out-sell any other tire.

For all these users are advising others to adopt this patent tire.

126 Braided Wires

Vulcanized into the base of this tire are six flat bands of 126 braided wires.

These wires—by making the tire base unstretchable—give us a tire that need not hook to the rim.

So your removable flanges may be reversed—curved outward instead of inward. It is done in a moment. Then the rounded side comes next to the tire.

Our Patent Tire

These six flat bands of braided wires form the only way known to make practical tires of this type. And we control this feature.

That is why the demand for this new-type tire has centered on Good-year No-Rim-Cut tires.

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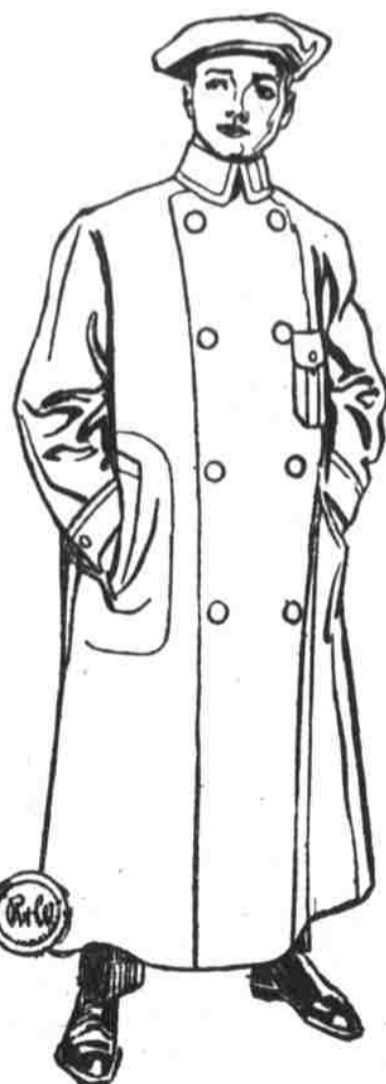
THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

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