

AUTOMOBILE SECTION

THE OREGON SUNDAY JOURNAL, PORTLAND, SUNDAY MORNING, JUNE 1, 1913.

DISCUSSES ORIGIN OF THE NAMES OF LEADING MACHINES

What William Shakespeare Said About a Name Does Not Apply to Modern Automobile; History of Names.

Had Shakespeare lived in the motor age, instead of when the rumbling coach-and-four was the favorite means of transportation, he probably would have thought twice before penning the oft-repeated lines:

"What's in a name? That which we call a rose By any other name would smell as sweet."

For motor car nomenclature, although seemingly prosaic, is honeycombed with sentiment and interest since the makers before christening their produce have searched through tomes, studied geography, mythology, history and botany, the Latin dictionary, etc., in an attempt to find suitable names for their gasoline infants.

There is much in a motor car name, the generally accepted view of the Honorable William Shakespeare on nomenclature notwithstanding.

That the ancestor of the A. D. T. messenger boy and the divinity who put the speed in speedometer should be remembered when a baptism with gasoline was contemplated was to be expected, therefore Mercury, minus winged sandals and winged staff, became a mascot of the Maxwell Motor Car company in 1912 when a new two cylinder model was christened the Maxwell-Mercury, and this little car now attempts to eclipse the feats of its illustrious namesake.

Called It Speedwell.
In the land of Bobby Burns and Harry Lauder, among the blue bells, the heather and thistles, grows a hardy little flower which bulging brown petals is termed a shrub of the order Scrophularia. The canny Scot renamed the blossom "speedwell."

The directors of the Dayton company adopted the name Speedwell.

Over two centuries ago, when an intrepid Gascon adventurer set up the lilacs of France on the present site of the city of Detroit and claimed the territory in the name of Louis XIV, he little dreamed that the settlement he founded was destined to become the center of the motor car industry or that in the future the name of the city would bear his name—the name of Sieur Antoine de la Cadillac—and his coat-of-arms.

Christened Cadillac.
On the two hundredth anniversary of his landing, however, a motor car christened the Cadillac was driven over macadamized trails the French explorer laid out in 1701.

With no intention of paying Luna a compliment or making the car popular with night riders, lovesick couples or singers of moon songs, the Moon car was named for Joseph W. Moon, president of the company.

There is hidden historical romance in connection with the Pathfinder car, which first set out from Indianapolis to blaze twentieth century trails last year. The name Pathfinder awakens in our minds the feats of Daniel Boone, Lewis and Clark and other pioneers that helped transform this country from a group of 13 colonies to an empire.

The name Pathfinder was selected because it suggested to the directors of the new company the embodiment of an ideal. The name was intended to imply that the owner of every Pathfinder car would want to go out and chop an alley through a virgin forest. Sales were not supposed to be confined to frontiersmen, advance agents and African explorers.

Stands for Prestige.
The name Studebaker stands for prestige. Sixty-five years ago John and Peter Studebaker started to make things that went on wheels.

Another car whose name is a heritage is the White, which was named for a prominent local family interested for one of the colors in the spectrum.

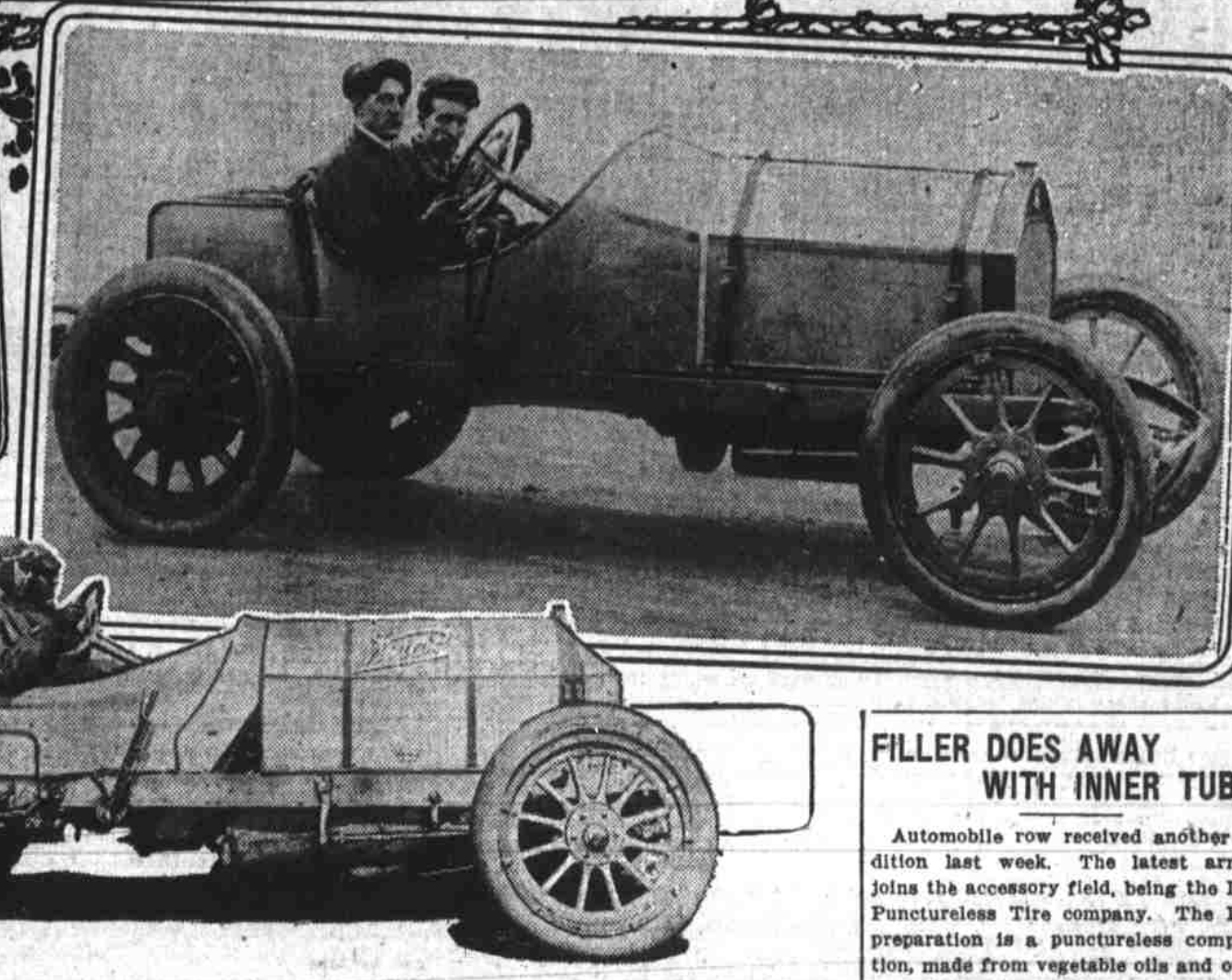
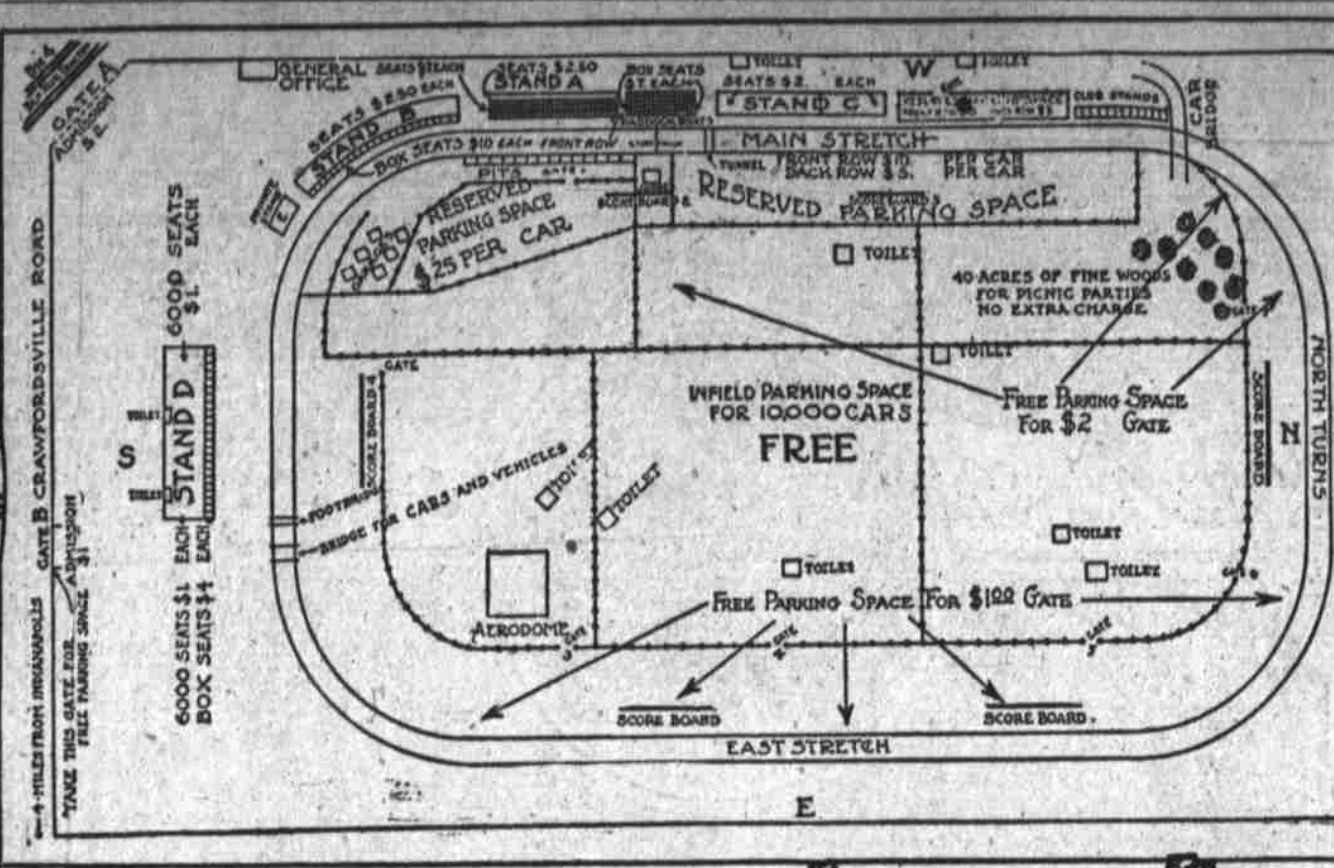
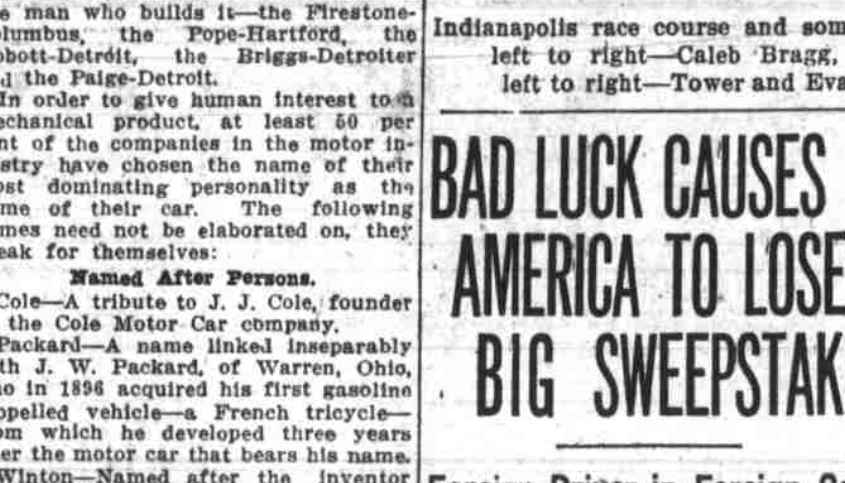
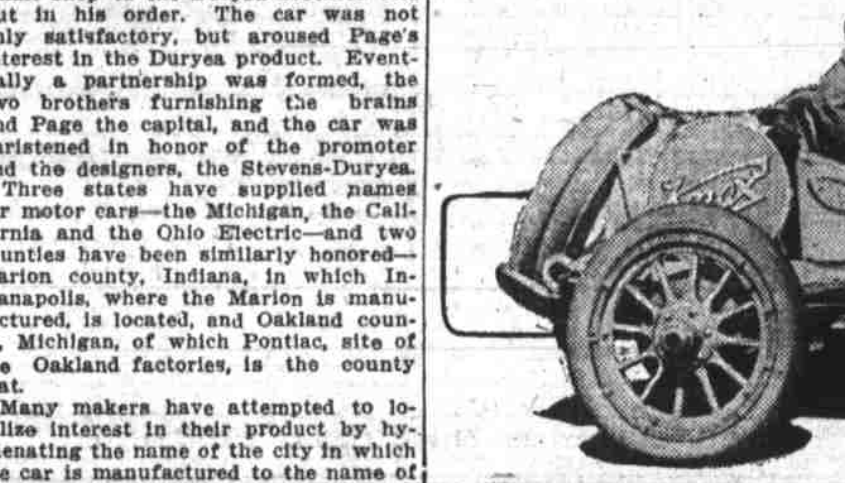
Peerless was not stamped first on the radiator of a motor car. Bicycles, roller skates and wringers, the earliest products of the corporation, were bought by bloomer girls, infants, terrible and washerwomen under the name of Peerless before old Dobbin's supremacy was threatened.

Another car was christened the Glider before the car of rapids. Irving Berlin, had mastered his five fingered exercises.

If Thomas F. Jeffrey and R. P. Gormully went to college, it's an odd bet that they sang that stirring psalm of victory—

O! didn't he ramble.
He rambled up and down.
All around the town.
O! didn't he ramble.
He rambled 'til the butchers cut him down.

SOME OF WORLD'S GREATEST SPEED DEMONS ENTERED IN 500-MILE RACE AT INDIANAPOLIS DECORATION DAY



Indianapolis race course and some of speed demons who figured in 500 mile race Decoration Day. Top, left to right—Caleb Bragg, who was entered as driver of Fiat; diagram of Speedway. Middle row, left to right—Tower and Evans; Gil Anderson, driver for Stutz Motor Car Co. Bottom—Ralph Mulford.

BAD LUCK CAUSES AMERICA TO LOSE BIG SWEEPSTAKE
Foreign Driver in Foreign Car Carries Off Indianapolis Classic in Slow Time Compared With Past Years.

The third annual international sweepstake 500-mile race, held at Indianapolis Friday, May 30, was won by a foreigner driving a foreign made automobile, the Peugeot, driven by Goux, in 6:31:33.45, thereby winning for the driver \$20,000 in cash and many additional trophies offered by accessory manufacturers. If a foreign car was to win the big American event, a more worthy contender could not have been selected than the Peugeot, as it holds many track and road records on the continent.

Goux first won fame as a race driver in France. Prior to coming to America he won England and on the Brooklands track made 108 miles 37 yards in 60 minutes with the same car that he won the Indianapolis race last Friday. The record at Brooklands broke all world's speed records for the distance, and is the fastest any car has ever run for 60 minutes. His record in the 402-mile race in England also broke all English records for that distance.

Speed Seventy-six and One-Half Miles.
The other nine cars that finished in the money at Indianapolis were: The Mercer, driven by Wisheart, second; Stutz, driven by Metz, third; Sunbeam, another foreign car, driven by Giot fourth; Gray Fox, driven by Wilcox fifth; Mercedes, driven by Melford, who was considered before the race to be a close contender for first honors, finished sixth in 7:27:17.85; Case, driven by Disbrow, seventh; Tulsa, driven by Clark, eighth; and Mason, driven by Haupt, tenth, in 7:53:31.

ANOTHER FIRM JOINS ALDER STREET ROW
Michigan Auto & Buggy Co. Open Up in New Quarters Tomorrow.

Alder street is again assuming first place in automobile circles, the latest acquisition to the Alder street row is the Michigan Auto and Buggy company, who have heretofore occupied quarters on Hawthorne avenue. W. A. Wildrick, manager of the Michigan company, leased the building at Sixteenth and Alder streets last week and opens his new salesrooms to the public tomorrow morning.

This building has formerly been occupied by the Crowe Automobile Co., who sold their agency to the Bolton & McFarland firm. This firm recently sold their interest in the Marlon agency to the United Auto company, and the Michigan firm have taken over their lease.

The Moore Auto Co., local distributors of the Stearns Silent-Knight, also occupy salesrooms in the Bolton McFarland building. Mr. Merrill Moores has been negotiating for several locations during the past two weeks, but has not yet announced definitely just where he will move the Stearns company. Mr. Moores wants a class A building somewhere in the uptown district.

This new building gives the Michigan people more show and service room than they occupied in the east side building, and Mr. Wildrick announces that now that they can take care of the local trade they will go after Portland business in a way that will make some of the other dealers take notice.

The Royal Hungarian Automobile club will hold an eight-day endurance run from Budapest, May 25-June 11. The distance to be covered is about 1312 miles.

The Wiltshire county council in England has decided to utilize a tar preparation for laying down on the main roads for 60 miles. His record in the 402-mile race in England also broke all English records for that distance.

ERROR IN AUTO AD BRINGS EAGER FLOCK
Manager Scarlet of J. W. Leavitt & Co. can testify to the fact that readers of The Journal pay close attention to the advertisements. During the past week he has had enough calls to impress this fact on his memory.

In a recent "ad" dealing with the superiority of the Overland, an error was made in the price; that is, \$955 was quoted as the Portland price, instead of the factory price. When the freight is added to the factory cost, it makes that model of the Overland a little more here. The next day they began coming in. They showed much disappointment when Manager Scarlet informed them that it was an error.

Filler Does Away With Inner Tubes
Automobile row received another addition last week. The latest arrival joins the accessory field, being the Dahl Punctureless Tire company. The Dahl preparation is a punctureless composition, made from vegetable oils and other materials. Its resilient and shock absorbing qualities are said to be of a high character. It is claimed that this tire filler produces the same easy riding qualities as though the casings were filled with air. The filler does away with inner tubes.

Don't Hump When You Pump
PUT ON A MAYO SPARK PLUG PUMP WHEN YOU INFLATE YOUR AUTO TIRES

Archer and Wiggins
OAK STREET, CORNER SIXTH
AUTOMOBILE SUPPLIES SPORTING GOODS

BOSCH SERVICE
A Complete Stock of
BOSCH MAGNETOS, PARTS, PLUGS, ETC., ETC.
Official Distributors

BALLOU & WRIGHT
BROADWAY AND OAK STREET

REO and Hudson
AUTOMOBILES
C. L. BOSS & CO.
Portland Agency
Phone Marshall 4022, A-4959. 615-617 Washington St.

Fires tone TIRES
Vulcanizing & Retreading R. E. BLODGETT, 29-31 North 14th, near Couch Phone Main 7005.

PACQUET & PECK
AUTO SALES CO.
Oregon Distributors
Hawthorne Ave. at 25th St., Portland

Preer Tool and Supply Co.
74 South and 211 Oak Sts.
Phone Main 1200, A-1200

HUDSON AND REO
NORTHWEST AUTO CO.
DISTRIBUTORS
F. W. VOGLER, President
615-617 Washington St. Phone—Main 8887, A-4959

Peterson & Sieret Co.
AGENTS
450 Hawthorne Ave. Phone E. 648

Indian Motorcycles
Distributed in Northwest by **BALLOU & WRIGHT**
Broadway at Oak, Portland. 817 East Pike St., Seattle.

SPEED KINGS WILL CONTEST NEXT AT TACOMA, JULY 4-6

Many of Contenders That Appeared at Indianapolis Friday to Enter Montamara Fests Races.

The next great automobile event to attract the attention of speed lovers will be held at Tacoma during the Montamara Fests, July 4 to 6. Second to this event will be the Los Angeles to Frisco road race, to be staged in the southern state July 4. This race, of course, is being promoted by the leaders of the two big California cities, and the majority of the entries will be made by local concerns. The drivers will also be local talent that will add interest from a California standpoint.

On the other hand, the drivers that will appear at the big Tacoma event will be those of world-wide reputation in speed events. Many of the contenders that appeared last Friday at Indianapolis will be seen at the Montamara event.

The recent appointment by President Fisher, of A. B. Howe and John S. Baker as the committee of the board of directors of the Montamara Fests, to look after the auto races, means that final preparations will immediately assume definite shape.

Much interest is centering this year in the drivers who will participate, and in the number and distance of the races. Last year the big race was the "Montamara," over a distance of approximately 250 miles, and was in the nature of a free-for-all. This race was won by Teddy Tetlaff in his big Fiat, and it is almost certain that he will defend his trophy this year in the same race. This year the big race, the "Montamara," over a distance of approximately 250 miles, and was in the nature of a free-for-all. This race was won by Teddy Tetlaff in his big Fiat, and it is almost certain that he will defend his trophy this year in the same race.

Another race that has been suggested by a member of the committee, and one that should create even more interest than the Montamara, is an inter-city race, over a distance of about 100 miles. The plan for this race would be to have the automobile or some other well known club of Portland, Victoria, B. C., Seattle and Tacoma, enter representative cars, one or two from each city, and style the race the "Inter-city Century," giving a handsome trophy cup to the organization furnishing the winner, and making it necessary to win the cup three times to become the permanent property of any one club, in addition to a substantial cash prize.

Such a race as this would not only stimulate interest in the races to be held each year, but would assist to arouse interest in the material available in each of the cities named.

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