

LOS ANGELES-PHOENIX ROAD RACE GREAT TEST OF ENDURANCE

Strain Put Upon Drivers by Desert Roads Entirely Different From Race Course.

The attention of the Pacific coast automobile world is now focused on the Los Angeles-to-Phoenix race scheduled for November 3. J. C. Braly, Oregon distributor of Franklin automobiles came to Portland from Los Angeles where he was associated with Ralph Hamilton, who won the race last year in a Franklin, and in talking of the great desert event recently threw much light on the perilous conditions the drivers subject themselves to in driving the race. Mr. Braly believes that it is the hardest race on the American calendar of automobile events.

In part Mr. Braly said regarding the coming race: "The real heroes of the automobile racing world are those drivers who will participate in the Los Angeles-to-Phoenix road race November 3. Those who have been over the course marvel at the bravery and hardiness of the men who will face mountain hazards and desert terrors in the contest of more than 600 miles.

Contest Is Different.
"To drive a racing car around a crowd-lined track while thousands are applauding is one thing. To drive a racing car through desert stretches of scores of miles where there is nothing but lizards and rattlesnakes to witness the daring is quite another.

"The Phoenix racers will have to face numerous physical hardships which would daunt even the hardy auto tourist. For one stretch of 20 miles the pilots and mechanics will have their wild drive over the hot desert broken by only one sign of habitation. This will be at Castle Dome, where there are two typical desert shacks of mine operators.

"Here alone is the one place where the drivers may obtain water in that long stretch after leaving Dome, 19 miles out of Yuma. The drivers after leaving Castle Dome, which stands as an immense sign post for all the desert travel, will have to travel 60 miles before they find water. The drought is broken at Palomas by alkali water that upsets stomachs and recalls all the lurid and tragic tales of the desert.

"This desert stretch is only a part of that long trip over the burning sands from the edge of the Imperial valley to the fertile valleys near Phoenix. With the exception of the oasis at Yuma this immense span of the race is desert.

Division of Course.
"Roughly divided the racers will have 100 miles of boulevards or speed roads, 150 miles of mountains and 250 miles of desert.

The desert does not hold all the perils. For the contest will be a test of mountain roads which will require their skill and dexterity. The new Mountain Springs grade, which eliminates the old Devil's grade near the entrance to the Imperial valley, is by far the most dangerous part of the entire race course. Drivers will be expected to take the July 4 road race from Los Angeles to Sacramento via the San Francisco canyon was easy in comparison.

"Ascending the third range of mountains on the way east of San Diego the road reaches an elevation of 3500 feet. The driver will suddenly swing around a sharp curve and there stretching in a wonderful panorama is the Imperial valley below the level of the sea. The road linking these two extremes drops down in mountain sweeps and sharp curves, skirting precipices where a misjudgment of speed or distance would send the car crashing down 1200 feet. There are a dozen such places.

"The descent is continuous for 14 miles, winding back and forth and around. Some of the curves are so abrupt that the driver will not be able to see 10 feet ahead of his car.

"Such conditions have made the Phoenix the greatest road race ever mapped out. As they say in Phoenix: 'This is a real race and none but real drivers care to tackle it.'

"This year's Phoenix race will be one of the last under the present strenuous conditions. In 1915 at the latest, there will be a perfect highway system between Los Angeles and Phoenix that will rob the famous grind of its terrors.

"While the state and Los Angeles and San Diego counties are working rapidly on building good roads, Arizona counties are voting bonds to build similar highways. Following the successful termination of the long fight for a bridge at Yuma, Yuma county recently voted \$500,000 bonds for highway work. The major portion of this money will be expended in building a road to the Mariposa county line to connect there with a good road system.

"When this highway is actually operating, the west will be robbed of an interesting event as the passing of the stage coach," said Braly.

NEW VOLUME GOES TO HEART OF AUTO MAKING

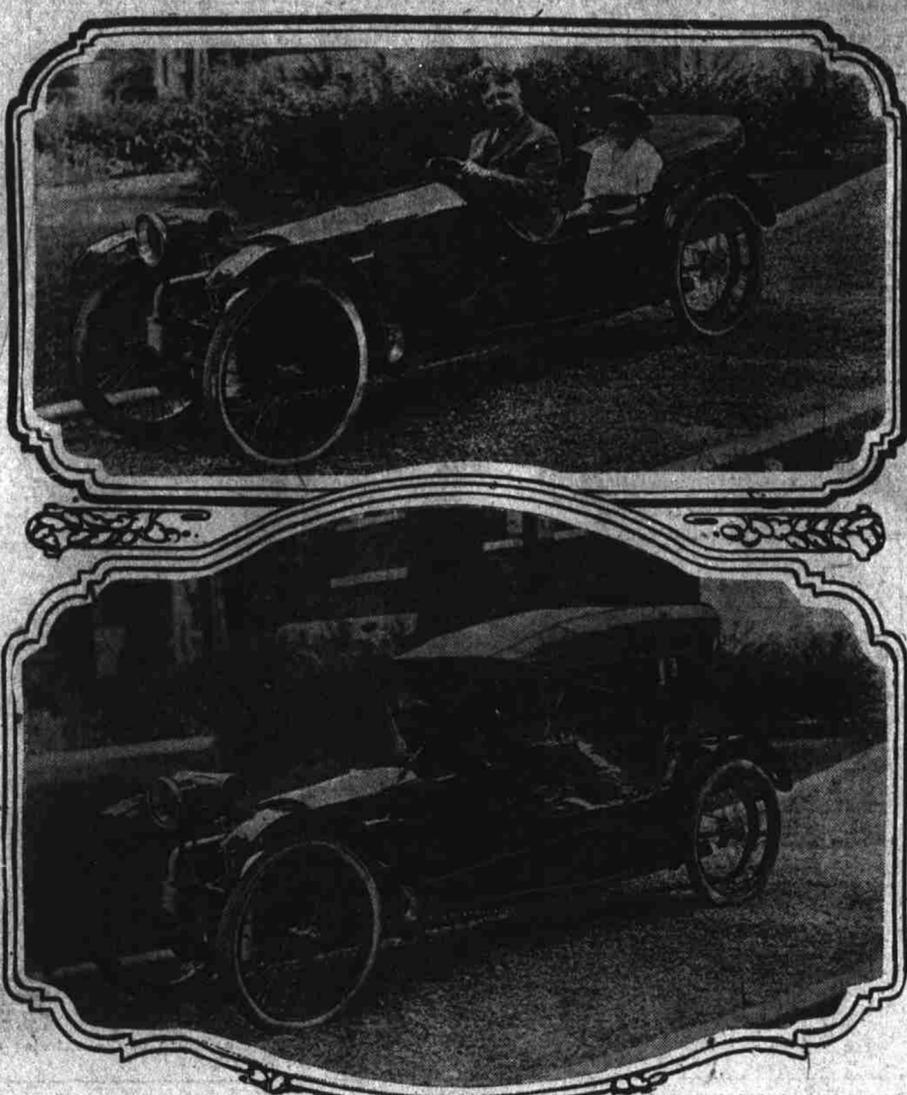
A copy of "Critical Analysis of Motor Cars of 1914," a work of the Howard E. Coffin, vice president of the Hudson Motor Car company, has just been received at this office. The book discusses present practices and tendencies of motor car construction. It goes to the very heart of the relative advantages of the six and the four cylinder motor.

It explains why automobile engineers use certain electrical and mechanical devices and directs the attention of motor car buyers to some fallacies and failings of features that are widely heralded as wonderful improvements.

Mr. Coffin is well qualified to discuss this subject. He long has been recognized as one of the world's foremost automobile engineers. His lectures and addresses to scientific bodies always are received with world wide consideration. Hence what he has to say about the motor cars of 1914 is entitled to the thoughtful attention of everyone.

The book is intended for general distribution. It does not advertise directly any individual car. Of course, the new Hudson six is referred to, because this car is a practical illustration of Mr. Coffin's theories and conclusions.

PORTLAND SOON TO SEE NEW CYCLE CAR WHICH IS ATTRACTING MUCH ATTENTION



Above—W. H. McIntyre, president of the Imp Cyclecar company, and his daughter, in one of the first cycle cars ever built in this country. Below—The cyclecar as it looks with top and side curtains adjusted.

Portland is soon to see a cycle car that is now attracting so much attention in the east. These little automobiles are being put on the market as fast as machinery can turn them out.

A. M. Beaver, formerly assistant manager of the Michigan Auto and Buggy company, is now representing the north-west for the Imp cyclecar. Mr. Beaver has recently signed up E. J. Berger, of Eugene, to handle the cyclecars in Oregon, and the first carload should reach this city within the next three weeks. Mr. Berger will act as the distributing headquarters in Portland and work the state of Oregon from this point.

STRONGEST APPEAL OF CAR IS ITS ECONOMY

Old Idea That Expense of Operation and Upkeep Immaterial Dissipated.

It is slowly dawning on a considerable portion of the trade that in each respective price-class it is the economical car that holds out the strongest appeal to the greatest number of persons. The old idea that the expense of operation, or up-keep, means little or nothing to any one able to afford an automobile of any sort is being gradually dissipated.

With the realization is coming keener appreciation of the truth that, while power is necessary and desirable, the surest way to obtain it is not by increasing either engine strokes or bore. In other words, the "big" engine is not necessarily the most powerful or efficient engine; as often it is the most wasteful and, therefore, the most uneconomical one.

Around, where the price of gasoline is steep and the tax on horsepower high, they were quicker to learn the lesson, and there the comparatively small motor has been brought to a state of efficiency which, when coupled with proper repair for frictional losses in other parts of the car, has resulted in the production of many automobiles which in respect to power, efficiency and economy should long since have given pause to American manufacturers.

When the subject is calmly considered, it seems rather amazing that Americans have so long remained content with engines consuming approximately twice the fuel of those of foreign manufacture, although in this connection it is fair to say that the difference between the American gallon and the Imperial gallon is seldom, if ever, remarked. The fact that six Imperial gallons are equal to five American gallons accounts for at least a small part of the superior economy of foreign engines but not enough greatly to affect the general result.

FOUR HAVE ALREADY ENTERED IN BIG RACE

Interest So Far Ahead of the Event Indicates Tremendous Rush Later.

The re-entry by Frank P. Fox, an Indianapolis sportsman, of his specially constructed filer, known as the Gray Fox, in the next Indianapolis five-hundred-mile race, marks the fourth car to register for that event practically a year ahead of time. Anticipating a tremendous rush of entrants, Fox decided to get to the barrier as soon as possible. He was beaten to it only by Maurice Thompson, of Battle Creek, Mich., who signed up with his Amel and the Stutz factory, which edged in ahead with two more machines.

Though his car bears the same name and approximately the same exterior as it did last year, Fox says it is a vastly improved affair. The chief alteration is found in the motor, which has been enlarged from 339.9 to 481.9 cubic inches by boring out the cylinders. The stroke remains unchanged. Final measurements are 5x7 1/2, giving practically a square firing chamber, said to be very fast. With a lightening in weight all around of more than three hundred pounds, Fox claims he will have one of the speediest cars on the track.

Last year the car finished sixth, running steadily and consistently, though not at a very great speed, all the way. The average was 67.82 miles per hour for the entire distance, including stops. Once it has been rebuilt, a much better showing is certain, Fox says. Nothing less than first place is his object.

As driver, Fox intends again to engage Howard Wilcox, the old National veteran, holder of the world's mile stock straightaway title, 49.32 seconds, established at Pabco Beach, Fla., in 1911, and the speedway lap record, 1:36, made the year following—if Wilcox is willing. Experience has proved, Fox claims, that established combinations work best. He is, therefore, loath to make any changes unless he absolutely has to. The question of relief driver and mechanic will be left entirely to Wilcox, he says. Willard Rader and Frank Farber, respectively, served in those capacities last year.

MOTOR TRUCK'S VALUE NO LONGER DOUBTED

Investigation Has Shown That Horses Are Much More Expensive.

"The day when the prospect had to be educated to the desirability or practicality of motor trucks over horses is past," said Fred West, local manager of the J. W. Leavitt company, Overland distributors, complete stocker of motor transportation. "It is no longer a case of convincing a business man that his horse transportation is out of date.

"Thanks to the long and constant campaigns of education conducted by manufacturers, dealers and trade publications, it is safe to say that every progressive business man in the country knows that with horse and wagon delivery facilities he cannot hope to compete with his neighbor who uses motor trucks. It is now a question of convincing the prospect of the desirability of one truck over the others.

"With this end in view, our company has spent a great deal of time and money in scientific investigation of transportation methods. Only recently one of our factory representatives returned from Philadelphia where he spent more than a year compiling figures on the cost of transporting merchandise by motor trucks. Every possible phase of the business was gone into thoroughly by this expert and the figures he obtained are of great interest to every one whose business can in any way be affected by the use of power vehicles.

"In the Quaker city every line of business was thoroughly studied, from the little corner grocery to the biggest department store and trucking company. Absolutely accurate check was kept on both systems of transportation—horse and motor truck—and the results are surprising even to those who for years have been seeking scientific knowledge on the subject.

"Our representative brought back the information that one concern replaced no less than 12 horses and six wagons with two trucks. Not only has he effected a great saving in upkeep and operation costs, but the expansion of his business has amounted to practically 25 per cent. Needless to say, this business man is a firm believer in the commercial vehicle as the coming transportation power."

ROUTE OF LOS ANGELES-SAN DIEGO-PHOENIX ROAD RACE



SERVICE GUARANTEE DEMANDS TITLE UNLESS RESPONSIBILITY EXISTS

Explanation Given by Dealer as to What Precautions Buyer Should Take.

Probably the Packard service is the most advertised among the motor car manufacturers. In asking Frank C. Riggs, local Packard distributor, just what his definition of service was as applied to Packard owners, not only in Portland, but as a national organization, he explained about as follows:

"Service is an elastic word, meaning little when backed only by good intentions, but much when based upon a sound and specific policy. Considering service as applied to the automobile industry, the buyer should bear in mind the following elements: best of the company's guarantee, its facilities, its responsibility and its reputation.

"The Packard service guarantee is as liberal and far reaching as is consistent with safe business methods. Its terms are direct and unequivocal. It is a legal promise, made to be kept. Special service buildings have been built and equipped at principal points in America. These service centers, among other things, maintain complete stocks of spare parts for every model ever built, providing quick replacements in case of accident. This system of service centers places a national service organization behind the Packard with the one purpose of aiding the owner to realize his fullest anticipation of motoring pleasure and do so at the lowest running cost and with minimum depreciation.

"This company is content to refer its reputation for service to the owner. The final analysis and the acid test of the entire question lies in their experience. They have found that service with this company is a specialty, not an incident—that it is given freely, cheerfully and with manifest anxiety to keep the car 'tuned up' to its maximum possibilities."

AUTOMOBILE EVENTS ATTRACT ATTENTION

Long List Includes Shows and Various Kinds of Races.

Following is a list of automobile events now attracting attention as compiled by "Automobile":

- November 2-3—Los Angeles to San Diego, Cal. to Phoenix, Ariz., road race.
- November 3-8—Chicago, Ill. Second Annual Motorcycle Show, Coliseum. A. B. Coffman, Nicholas building, Toledo, Ohio, chairman.
- November 4-5—El Paso, Texas. Road race to Phoenix, Ariz.
- November 4-5—San Diego, Cal. Road race to Phoenix, Ariz.
- November 6—Phoenix, Ariz. Track races, state fair.
- November 7-15—London, England. Automobile show, Olympia.
- November 8-15—St. Joseph, La. Track races. J. A. Sloan.
- November 8-15—Atlanta, Ga. Automobile show, Atlanta Auto & Accessory association, Auditorium Armory.
- November 14—Savannah, Ga. Automobile show.
- November 24—Savannah, Ga. Vanderbilt cup race, Savannah Auto club.
- December—Newark, N. J. Automobile show, Armory building, New Jersey Auto Trade association.
- December 2-12—Philadelphia, Pa. Annual convention of American Road Builders' association.
- January 3-10—New York city. Automobile show, Automobile Chamber of Commerce, Pleasure cars, Grand Central Palace. S. A. Miles, manager.
- January 3-10—New York city. Automobile Salon of Imported cars, Hotel Astor. E. Klejns, secretary.
- January 10-15—Milwaukee, Wis. Automobile show.
- January 24-31—Chicago, Ill. Automobile show, Pleasure cars, Coliseum and First Regiment Armory, Automobile Chamber of Commerce, New York city. E. A. Miles, manager.
- January 24-31—Rochester, N. Y. Automobile show, Exposition Park, Rochester Automobile Dealers' association. C. A. Simmons, manager.
- January 26-31—Scranton, Pa. Automobile show, Armory. H. B. Andrews.
- January 31-February 7—Minneapolis. Motor show, Minneapolis Automobile Auto Trade association, National Guard Armory.
- February—Elmira, N. Y. Automobile show, Armory, Automobile Show committee. Frank D. Pratt and M. Doyl Marks.
- February—Fort Dodge, Ia. Automobile show, Armory, Automobile Dealers' association.
- February 2-7—Buffalo, N. Y. Automobile show, Pleasure cars, Buffalo Automobile Dealers' association, John J. Gilson, 401 Franklin street, Buffalo, N. Y., secretary.
- February 7—Omaha, Neb. Automobile show, C. G. Powell, secretary, 2113 Farman street.
- February 9-14—Buffalo, N. Y. Automobile show, Commercial cars, Buffalo Automobile Dealers' association, John J. Gilson, 401 Franklin street, Buffalo, N. Y., secretary.
- February 18-31—Bloomington, Ill. Automobile show, McLean County Automobile club.
- February 21-28—Newark, N. J. Automobile show, New Jersey Automobile Trade Company, H. B. Mann, secretary, 37 William street.
- February 24-March 1—Cincinnati, Ohio. Automobile show, Cincinnati Auto Dealers' association.
- March—Grand Rapids, Mich. Automobile show, Grand Rapids Herald, Klingman Furniture building, Grand Rapids.
- March—Wichita, Kan. Automobile show, Wichita Business association.
- March 7-14—Boston, Mass. Automobile show, Pleasure cars, Mechanics' building, Boston Automobile Dealers' association. C. I. Campbell, manager.
- March 17-31—Boston, Mass. Automobile show, Commercial cars, Boston Commercial Motor Vehicle association, C. I. Campbell, secretary.
- April 9-15—Manchester, N. H. Automobile show, Mechanics' Hall, D. F. Sullivan.
- May 28—Indianapolis, Ind. 500 mile sweepstakes race, Indianapolis Motor Speedway.

DEMAND FOR POPULAR CARS IN 1914 LIKELY TO BE LARGEST KNOWN

Last Year No Difficulty Supplying All Demands; This Season Cars Hard to Get.

Much has been said one way and another of the future of the automobile business in general, and for the forthcoming season in particular. There has been more than one person in the habit of prognosticating a dull season, an inevitable falling off in production, and more particularly in the number of cars sold locally.

A careful analysis will show that the people who speak in this strain either have cars of some unusual make to sell, or else have some other problem confronting them which is retarding their sales. All dealers and agents who are selling what may be termed, for want of a more defining title, popular cars, are more pronounced than ever in their opinions that the year 1914 will see all other records surpassed.

Among those who are well qualified to judge is Fred Vogler, president of the Northwest Auto company. For one thing, he is the distributing agent for three of the most popular cars, seeing that he has the Cois, the Reo, and has just added the Lozier. For another thing, Mr. Vogler has just been east on an extended visit at the factories, while

in addition, one of the most prominent dealers on his return, after a tour of the number of cars he will make a tour of Oregon and from this trip he returns week and is preparing out for Montana and with dealers to handle all of his cars. "Taking the question of prosperity first," said Mr. Vogler, "I think that the best argument for bringing forward to show that matters are very satisfactory in this. Last year by this time we were getting all the cars we asked for, and more. We had not the slightest difficulty in filling all the demands made by our agents and by our customers. Now, this year the position is absolutely reversed. We have one Cois Four in the showroom, and that is all we have. There's another carload coming in, but every one of them is already spoken for, and they have to be delivered right away.

"In the matter of Reos, we are even worse off, for we cannot get one at all, even for demonstrating purposes. People may think that is mere talk, but you will find the same is true of all the other dealers who have popular cars to sell. I have talked with them, and find that there is not one of the agents for what I call the popular car who can get delivery fast enough this year. Now, mind you, you can mention about eight cars which I would class as in that division, and that would cover them all."

Objection to Site.
Klamath Falls, Or., Oct. 18.—Some objection is being made to locating the Carnegie library in the Hot Springs addition, near the new courthouse, though it is not believed that the opposition to the location will have any influence with the Carnegie corporation. The county court has accepted the site offered by the Carnegie corporation, and has otherwise complied with all of the conditions imposed in connection with the \$25,000 building fund.

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