## "SAFETY FIRST" PLAN GETS SUPPORT OF THE PORTLAND AUTO CLUB

Eastern Circular Finds Much Favor: Hints for All Are Perfinent.

Advocates for the "Safety First" campaign, that country-wide movement for conserving human life by each one giving a little forethought to the effect of his actions upon others, have been pointing with pride to the showing that has been made by some of the live automobile clubs of different sections of the country.

To the automobilist the movement is just as important, just as vital, as fit is to the pedestrian who is usually supposed to be the unfortunate that gets the worst of everything, and it is with pleasure that the automobile department of this paper notes the number of motor clubs that are working along this line for the general good of the industry.

The Portland Automobile club is surely in harmony with any move-ment for the protection of human lives, and a circular is reproduced herewith that has been issued by some of the eastern clubs and distributed to the school children, being in the rature of a series of questions and answers along the line of safety precautions This circular might well be seriously considered by the Portland organization for similar distribution in

#### Safety First Slogan.

What should you do before cross ing a street?

I should stop and look both ways, irgs of. It has a four cylinder moposible great economies in manufactirst to the left (as the danger will tor with 2% inch bore by 4 inch turing.

likely be nearer from that side) and then to the right. If the street is clear for at least half a block, then I can go ahead and cross the street 2. Where is the proper place for you

or any one to cross the street? At a crossing, and I should never cross a street at any other point, for the reason that there is less danger at crossing than at any other point. 3. When you are playing in the street, what should you always keep

That I have chosen the most dangerous place possible in which to play and that automobiles and other vehicles approach swiftly and silently and are liable to kill me if they strike me. 4. Why should you not play in a street frequently used by automobiles or other vehicles?

Because I am apt to bewilder the drivers, thus making them lose control of their vehicles, which would be dangerous not only to me but also to

What Would You Do? 5. What would you do if you were standing in the middle of the street and should see automobiles or other

vehicles coming both ways? If I am caught in the middle of the tution. street with vehicles approaching from both directions, I should stand perfectly still and let the vehicles pass around me, because they are not likely to run over me if I do not move. 6. What danger is there is stealing a

I am in danger of falling off and being injured, or I may be run over by another vehicle when I jump off. This is a very dangerous practice and

I should avoid it.
7. In case a child or anyone is injured by an automobile, what is the I should secure assistance and get the injured one to the nearest hospital

as quickly as possible 8. Should you ever throw a stone at an automobile or other vehicle and

Never Throw a Stone.

I should never throw a stone or other missile at any vehicle because I might hurt some one or damage the vehicle, or cause the driver to lose control, which might result in an accident, and for the reason that it is against the law.

9. Should you look after younger

children in crossing streets, and why?

I should assist younger children in crossing the street because they cannot think as quickly as I can and may

### Firestone Tires—Rims Accessories

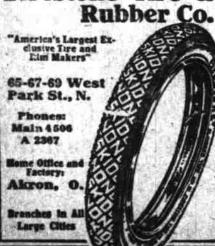
For your convenience we have established this new Portland branch to bring Firestone service to your door.

Now, in closest possible touch with motorists and dealers in and near this city, is the Firestone quality-in service, as in tires, supreme.

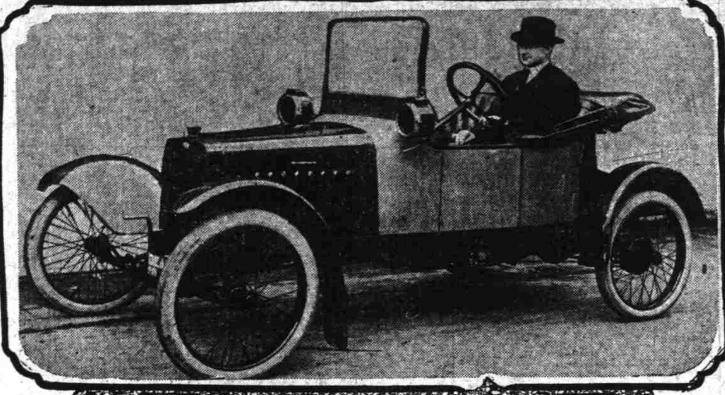
Call ca us at your earliest need. We are as prompt as we are efficient.

All styles of tires: truck, pneumatics, pleasure electrics, carriage tires, etc.

Firestone Tire &



#### NEW CYCLE CAR HAS MOST MARKED RESEMBLANCE TO A SMALL AUTO



STATE OF THE STATE Saxon cycle car which Keats Auto company has just received from the manufacturers

all has arrived in Portland, the Saxon, which was received from the east
last Thursday by the Keats Auto Comlast Thursday by the Keats Auto ComThe little car has been tuned.

The little car has been tuned. pany. The little car has been tuned known demonstrating hills of Portland, the car has been thoroughly tested by up and is now ready for demonstra- and finds that the car has ample powtions. It comes nearer to looking like er for negotiating them with ease. a real automobile than any of the small diminutive automobiles that the writer

not realize the danger which threatnot realize the danger which threat-ens them.

10. What should you do if you see an GENERAL WEAR AND automobile or other vehicle unattended

standing on the street? I should not go near it. 11. Should you ever use roller skates. coasters or other similar contrivances

on the streets? Never, because they are always dangerous, particularly on the streets frequented by automobiles and other vehicles, for the reason that I cannot perfectly control my movements and, therefore, am continually liable to be severely injured or killed,

Universal Joints Neglected.

The universal joints in the propeller shaft and clutch shaft are probably the most neglected parts of any car. These parts have considerable work to do and should be well lubricated. They should be inspected and lubricated approximately every 500 miles. Care should also be taken to keep these protected from dust and dirt.

If the world paid more attention to restitution there would be less desti-

At last the king cyclecar of them stroke, and it is claimed that it will ! It is the intention of the Keats com case are made in one casting, giving as prevail in Oregon, and until the car has been properly tested over some of

the factory representatives, but in the east they have no such road conditions the Oregon roads Mr. Keats will not be thoroughly satisfied with same.

Spectacular track contests for speed, and grinding road races, always bring out the best there is in automobiles and other accessories, as every motor- the manufacturers faced many probist knows, and the big Vanderbilt race lems that the maker of today does not and Grand Prix recently held in Santa have to bother his head about. Of Monica, have taught their lessons, by those pioneer tire factors, it might be proving the worth of this or that par- said that every tire they made was an ticular automobile; but, after all, it experiment, that is in the very early s the everyday tire or accessory or days of the industry; later on their other motor car part, the daily city experience became the guide posts by and country driving use that finally which their product was planned and

Mayer, manager of the Portland no blind guessing nor costly experion the average American road should vance what will be the resulting be good enough to hold up on any product of track, or vice versa, a tire built for his factory.

The First Special Train

of Automobiles to Pacific Northwest

40 Carloads---193 Buicks

Value \$251,565.00

Left the Buick Factory at Flint, Mich., Wednesday, March 4, 1914, consigned to

the Howard Auto Co. for distribution in the Pacific Northwest

**16**WASHINGTON

4) BUICKS

track work should possess those quali ties that make it the most desirable road and street tire.

"By this I mean that tires built right, planned by the most experienced engineers, best rubber and fabric, and constructed by intelligent la bor, should possess both the steady wearing quality for road driving and the resisting materials that the terri fic strain which speed contests sub ject them to on the track.

"In the early days of tire making determines what is best in both mo-fabricated. Today tire making has tor car or tires. "We have always held." said C. H. a basis of proven facts, where there is of the United States Rubber mentation to arrive at a given point. company, "that a tire built to hold up The modern tire maker knows in adproduct of any line of given work in

# DESIRE FOR AUTOS IS DECLARED STRONGER

Greater Sale of Cars Than in

By E. E. Gerlinger.

There will be more automobiles sold n 1914 than there were in 1913. The nanufacturers who have their-factories well financed, adequately equipped give the greatest value for the miniwholesome industrial and merchandis- can pay its bills-discount them to ing transactions need have no fear of effect economies—and take advantage a diminution in the market field. In of other economies that come from applied his knowledge in a practical short, I believe that the desire to own compact and well managed organizaautomobiles is stronger now among tion can find a market the world over. the people than ever before and there are more people who can afford to the fittest, as in all other manufacown automobiles.

Years of annual shows, wherein the makers have done their best to present their wares in an attractive manner, have educated the people—have made them "motor wise." They buy cars more intelligently than it was possible to buy several years ago. They look for the hidden values in the cars. They are sufficiently equipped with technical details to avoid the machines that do not tell their value upon close inspection.

Furthermore it has become almos

an axiom with the buying public that one of the biggest assets the maker has is the stability, reliability and dependability of his name. The financial standing of a great automobile with a cloth will locate the point.

manufacturing organization now like the hall-mark that a first class jeweler places upon his output. The maker has learned to value that hallmark, to accept it as the stamp of approval of the discriminating pub-lic and is jealous of his good name. He cannot fail to use honesty and fair dealing in his advertising—he knows that the public has been educated to the wholesome in advertising and

obtained in former days. He tells the people in his paid publicity the The maker understands full well 1913 Is Prediction for This that the automobile industry has eliminated much of the bubble and blue sky material of the old days. It is no longer a get rich quick scheme. It to the automobile or motor truck has is so highly specialized that it has been surrounded with a glamour—a

important industries in America. It would be folly for the manufacturer with a huge investment to close his eyes to the fact that a condition, he encountered—there are even very not a theory, confronts him. He must few "niggers" to disturb the dreams of had a "Chase" aroun "Detroit" having It would be folly for the manufacwho have earned reputations for mum of cost, and the organization that

#### Oil Bad for Rubber.

A mistake that not infrequently is made is the washing of tires with a mixture of kerosene and water employed for washing the body of a car. This is anything but right, as oil is bad for rubber.

Headless Tacks May Annoy.

A tack may project through the cas-

ing so slightly that it can hardly be seen, and the head may be worn off of the outside. This makes a very n, and the head may be worn off out of wood. persistent and troublesome tire trou-

WORM GEAR AXLE IS

Pioneers Went Through wolds the froth and pyrotechnics that Many Doubtful Ages in Producing Article.

The introduction of the worm drive is so highly specialized that it has been surrounded with a glamour—a taken rank as the third in the list of haze of mystery—which is difficult to account for b, those who have had outhe engineer.

peculiar properties of the spiral somewhere about the year 250 B. C. He manner to the raising of water, and also to the rotation of the doors of the In short it is plainly a survival of old Greek temples. It was left to Albrecht Durer, however, to apply the spiral, or really the forerunner of of road vehicles. This is shown in a design for a triumphal chariot for the relic found in Mary Jemison's cottage and becoming "Wavi, rley." tained with a worm gear eleverly cut and the end vas nerr.

used it on his automobiles about 1898. To Mr. John Dennis belongs the honor of first adopting the worm gear to motor truck rear ixle construction. This was used on a 3 ½ ton omnibus chassis in 1903, and from the point of view of silence and efficiency, was an instant success. The pioneer work of introducing it, however, was enorm-ous. At that time, ignorance of its

actual work brought forth much unjust criticism.
This has now been overcome, and in the light of ten years of continuous d successful use, on heavy motor veompany believes that the worm gear axle is a form of design which is upquestionably a dependable and effi-

cient final drive.

#### Some Joy Lide, This

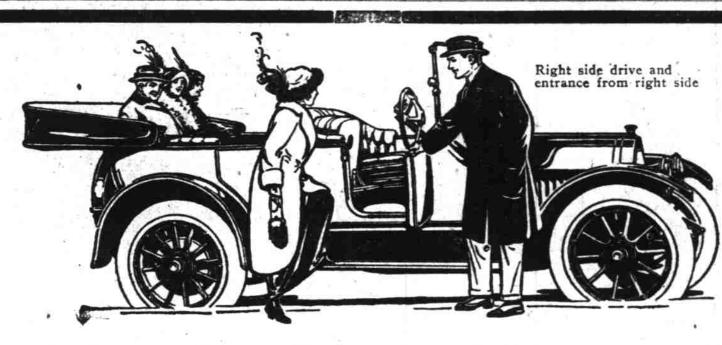
arrived on a "White Steamer." They Archimedes was the first to study the met "Jackson" who came "Overland" as fast as if he had been hit in the "Buick" with a "Pitrce Arrow." To 'Lexington' tiley went, on the

"National" highway stopping at the "Franklin" for lunci They did not find things as in "Michigan" so, "American t-like, they had a "Pathfinder" take them to the "Great modern worm gears, to the propulsion Western" country and soon landed at

"Oakland." That night the "Moon" shone bright Emperor Maximilian somewhere about on the "Tourist" trio but the "Cutting" the year 1500. The American Indian wind made them go into a "Pullman, also knew something of the use of the where they had a "Case" on, all drinkworm gear, as is attested by a crude ing more than the "Hudson" can hold

on the Letchworth Park estate, New York. This is a simple machine for something generall, "Knox" things. Next day they me, "Auburn"-haired right angled change of motion is ob- "Dorris" who happened to "Brush" by But to make my (tory short, 'Duro"

The worm gear drive was tentatively will say that you cannot a "Ford" to tried on steam traction engines about follow a "Rambler" like her going like ble. Wiping the interior of the casing 1850 but was never very seriously a "Biltzen Benz" and still feel as spry adopted until Mr. F. W. Lancheste: as an "Apperson Jack Rabbit."



# Why You Ought to Buy a Cadillac

Your car is one of the most important purchases you will ever make. Your enjoyment for a thousand days—your reputation as a shrewd business man—the very lives of your loved ones—will at times depend upon the character of the car you choose. You cannot be too careful:

#### Things to Consider

You want a car that is 100% certainty. You want a car that is widely owned by men of substance-men who appreciate the good things of life-men who get their money's worth. You want a car of known value-a car never on the bargain counter. You want a car whose style you can be proud of-whose performance will satisfy you. You want a car with a reputation for low cost of upkeep and operation. You must have a car with a substantial financial backing. All these things you get in fullest measure when you buy a Cadillac.

#### Cadillac Reputation

Thirty-six Million Dollars is being invested in Cadillacs this year. Last year it was Thirty Million. Year before that Twenty-five Million. In the thirteen years of Cadillac history the public has invested more money in Cadillacs than in any other make of car. Consider what a substantial institution the Cadillac really is. There can be no doubt as to Cadillac reliability, long life, low running cost, and general all-round satisfaction.

#### Cadillac Progress

And now the Cadillac has set a new standard for smooth, easy riding, vibrationless running and flexibility-at the same time reducing fuel expense and increasing the life

Heretofore cars have been geared "high" or "low" or somewhere in between. When geared "high" they run smoothly at high speeds, but will not run slowly enough in traffic on direct drive. When geared "low" they run slowly enough on direct drive, but vibrate uncomfortably when running 20 or 25 miles an hour ..

#### Two-Speed Direct Drive Rear Axle

The 1914 Cadillac with its Two-Speed Direct-Drive Rear Axle gives the advantage of both high and low gearing. Suppose you are driving 20 miles an hour with "low" gear rear axle and you want to go faster. Just press the electric switch that throws in the "high" gear rear axle and the car will rapidly and smoothly pick up speed until it is going 30 miles an hour. And at 30 miles an hour the engine will be running no faster on "high" axle gear than it was running at 20 miles an hour on "low" axle gear You can see that on "high" rear axle, the engine runs one third slower for a given speed, which means unusual smoothness and freedom from vibration.

#### Other Advantages

But this Two-Speed Rear Axle gives other great advantages to the Cadillac owner. For starting cuickly, hill climbing or hard going the Cadillac in "first" speed combined with "low" gear rear axle has wonderful power and. ability. Also, the slower running motor at high car speed means less vibration and less friction. This increases the life of the entire car and gives more miles per gallon of gasoline because a slow running motor gets more power out of a given amount of fuel. Other cars, for which smoothness and flexibility are so loudly proclaimed, have 50% more power plant complications, plus reduced efficiency and increased expense.

#### Other 1914 Improvements

Electrically heated carburetor insures easy starting in coldest weather. This is the same water jacketed carburetor which for several seasons has given perfect carburetion and absolute freedom from trouble. Rear springs are six inches longer, affording a new standard of gase in riding. Right side drive, combined with entrance from right side, secured by hinged steering wheel and criver's seat folding back (see illustration above). Gasoline tank in rear with pressure gauge; automatic pump to maintain correct pressure. Electric horn under hood. Power tire pump. Remember also the Delco Starting, Lighting and Ignition System, now in its third year on the Cadillac. You are surest to receive everything you want in an automobile when you buy a Cadillac. Almost nobody pays more than the Cadillac price these days, and the shrewd ones know there is no economy in paying less.

#### Why "Standard of the World"

There is a reason for our statement that the Cadillac is the Standard of the world. Recently the Royal Automobile Club of London conducted exhaustive tests of many cars in order to select the one car nearest to 100 per cent perfect in everything pertaining to satisfactory service under all kinds of conditions. The engineers of this famous club determined that the 1914 Cadillac was far and away ahead of every other automobile on hundreds of different points for which merits or demerits were given. So the 1914 Cadillac was awarded the Dewar Trophy for the second time-the only car that has ever received this trophy twice -the only American car that has ever received it. Surely, here is the one car you can be proud to own.

#### Body Styles and Prices

Seven Passenger Touring Car, \$2225; Five Passenger Touring Car, \$2125; Phaeton, four passenger, \$2125; Roadster, two passenger, \$2125; Laundaulet Coupe, three passenger, \$2650; Inside Drive Limousine, five passenger, \$2950; Standard Limousine, seven passenger, \$3400.

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