

FIAT WINS, BENZ IS 2ND, NATIONAL 3RD

Fast Time Is Made by All Three Cars in Tacoma Road Race

TACOMA, July 6.—Before a crowd of 50,000 persons, worked almost into a frenzy by the last few exciting laps, Teddy Tetzlaff today added still another road race victory to his list in the 250 mile free for all on the Tacoma course. Driving a 120 horsepower Fiat, he kept the lead from the nineteenth lap, his strongest competition coming from Erwin Bergdoll in a 110 horsepower Benz and De Vore driving a National. During the last 20 laps of the race these three cars kept the lead and many thrilling scenes brought the spectators to their feet as one car or the other got a slight advantage at the pits. Remarkably quick work marked the tire changes.

All three cars finished inside the same lap, the National finishing without a fire on the right rear wheel. The crowd was given quite a scare in the forty-fourth lap, when Verbeck, driving a Fiat, passed the Benz at 80 miles an hour in front of the pits and came sloughed off toward the pits and came within a few inches of crashing into the bleachers. Loose dirt was scattered all over those who sat nearest the road.

There were no serious accidents except that a rancher who had climbed into a tree to see the race was struck by a flying stone. He fell to the ground and was so badly injured that he was not expected to live.

Tetzlaff's time for the 250 miles was 2:47:30.3; Bergdoll, 2:51:28.5; De Vore, 3:52:28.40, and Verbeck, 3:53:28.40. The Stutz, Cooper at the wheel, was still on the road when the winners had passed, and had three laps to go when the race was declared finished. Hughes' Mercer developed clutch trouble in the fourth lap and dropped out. Mulford burned out the magnets in his Knox in the third lap after working for more than half an hour abandoned his car. A Cole driven by Bizzard was crippled by engine trouble early in the race and only went to the pits. Mulford and his mechanic went to work in the pits for Bergdoll and made some record time in changing tires.

ARIZONA FLIES THE GOOD ROADS FLAG

"The good roads movement has taken hold of the people of Arizona," says John S. Wiese of the United States Tire company. Wiese recently completed a trip through the state and he was impressed with the interest the people are showing in the roads question.

"Arizona has many miles of good roads and the people seem proud of the fact and they all want to let the visitor know that they have just started and each year will see the addition of many miles of good highways. Their ambition is to build a perfect boulevard from the New Mexico line to the California border. That is already under way and its completion is promised in the course of a couple of years.

"The road from Bisbee to Prescott is like the top of a table all the way and I understand there are plenty of other good roads.

"The state of Arizona abounds in picturesque scenery. In fact, it has some of the most beautiful drives in the world. The trip of 80 miles from Phoenix to Roosevelt dam is through a rugged country which furnishes surprise after surprise and an ever shifting set of colors.

"Motoring is popular there and our company has worked up a big business. Many cars are being bought there and the machines that go into Arizona get plenty of hard use. Trips of 500 and 600 miles are considered ordinary occurrences."

LOCAL MERCHANT HAS LONG TRIP IN STODDARD

Word comes to the Standard Motor Car company of a 45 days' trip made by F. A. Hinz, a local merchant, in the Western Peed company of this city, in a Stoddard-Dayton touring car. During this trip Hinz was on his way going over the worst roads throughout the state between San Francisco and the Mexican border. Hinz went down through the San Joaquin valley, and over the Tehachapi pass via Tejon pass between Bakersfield and Los Angeles, and returned from San Diego via the Casitas pass and the coast line. During this trip Hinz was, on account of his business, obliged to go on the regular roads, taking in practically every poultry ranch between San Francisco and San Diego. In some places there were no roads at all. He did not have any engine trouble whatever during the whole trip, and the Stoddard-Dayton performed perfectly throughout the trip. Hinz is loud in his praise of the easy riding qualities of the car.

OVERLAND COMPANY TO INCREASE ITS CAPITAL

Pursuant to his well known policy of expansion, President John N. Willys of the Willys-Overland company of Toledo, O., makers of Overland motor cars, announces that the capitalization of the Willys-Overland company will be increased from \$5,000,000 to \$15,000,000; four large buildings will be constructed; several smaller buildings increased in capacity; employment of 2,000 additional men, making a total of 9,000 on the payroll, which will amount to \$500,000 a month, and an output of 40,000 Overland cars for 1912. The capitalization of the company, when the increase is made, will be divided into \$10,000,000 worth of common stock and \$5,000,000 worth of 7 per cent cumulative preferred. It is said that Willys will retain all of the common stock and application may be made to list the preferred on the New York stock exchange.

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50,000 Persons Gather to See Speed Demons Set Fast Pace



Stoddard-Knight six cylinder limousine (upper) recently delivered to R. M. Burgess of this city. New home of the Fish Rubber company in the upper end of Van Ness avenue.

PATHFINDER IN UNCHARTERED ZONE NEW HUDSON CARS ARE ANNOUNCED

Sturdy Car Finding New Way Across Montana for the National Route S. G. Chapman Tells of Many Features in Models for Coming Season

The real work of the American Automobile association's transcontinental "Pathfinder" is now under way, according to information received by S. W. Fullerton, manager of the local Pathfinder company, for the car has passed beyond the limitations of any routes which have been mapped or described in detail for motorists and is actually finding a new way across Montana. Through Minnesota the course was just below Winona and through Rochester to St. Paul and Minneapolis, where A. L. Westgard, the American Automobile association's representative, provided himself with a complete camping outfit to carry his party through the region where accommodations are uncertain.

Through Minnesota the "Pathfinder" found good dry roads, which for the most part were graded, though the work had not always been well done. Entering North Dakota at Fargo, the serious business of this part of the trip began. From here on momentary readings of the odometer and gradometer were made, besides specifically noting the topography of the country through which the path is laid. To the layman the present day work of the Pathfinder of the national association would perhaps be a revelation could he observe it. It consists of making a pencil sketch of the route—a strip map—as the car rolls along, and supplementing this work with data and photographs in order to thoroughly equip the tourists who follow with complete and accurate information for the entire length of the transcontinental line.

In a general way the "Pathfinder" is following the route of the Northern Pacific railroad. The party crossed the Missouri river at Bismarck, N. D., and in Montana the route takes them through Glendive and along the course of the Yellowstone river to Billings. Westgard expects to reach Amaranda, Mont., about July 9 in time to participate in the big roads convention to be held there, where the car and its crew will form a conclusive argument as to the necessity of good roads. Westgard will also be able to furnish the delegates specific information about the northern transcontinental route as well as what its establishment and routing means in a commercial sense to the territory through which it passes. Up to the time that entry was made into the uncharted territory the pathfinding crew had been favored with good weather.

ROBERTS TO FIGHT FOR BIG BUICK ALLOTMENT

The branch managers, agents and distributors of the Buick Motor Car company from all over the United States will meet in convention at Flint, Mich., tomorrow. From Boston to the Pacific coast every agency will be represented. The object of the meeting is principally the allotment of Buick cars for the coming year. While the enormous sales of Buicks during the last year set a mark for what is ahead for the future, of course, the factory is more than likely to increase. Westgard to the demands of the Howard company, Pacific coast agents for the Buick, which are to be very large. R. K. Roberts, Pacific coast manager of the Howard Automobile company, will be in attendance at this meeting to press the company's demands. From there he will go to Indianapolis, the home of the National 40, to secure enough of these popular cars to meet the demands of the Pacific coast. Roberts will be absent three weeks on his trip.



Listen! You can scarcely hear the Fords go by—though you see thousands of them. It's the perfect balance and adjustment of its simple and wonderful mechanism that makes the Ford the car you hear the least—and the most about.

More than 75,000 new Fords into service this season—proof that they must be right. Three passenger Roadster \$390—five passenger touring car \$690—delivery car \$700—f. o. b. Detroit, with all equipment. Catalogue from Ford Motor Company, 100 Van Ness Ave., San Francisco, or direct from Detroit factory.

GODDESS OF STYLE IN REALM OF AUTO 1912 WILL PROVE RECORD TIRE YEAR

"Women dictate not only auto apparel styles, but the auto's design as well," says Henry D. McCoy, head of Chanslor & Lyons Motor Supply company.

"Feminine appreciation is a power in the motor car industry not generally realized by the public. Woman's part in the design of the car is a dominant one. While they are not so much interested in mechanical details, the knowledge of their many preferences in matters of comfort, appointment and style sternly dictate what shall or shall not be done.

"In many ways all limousines look the same, but differ widely. The perfect coach must have heavy seats and upholstery so designed that they are comfortable, regardless of the movements of the car, and they must be so designed that the passenger rides without damaging a delicate gown.

"While these are essentials in construction, the same dictation is being felt in the apparel of the motor man and motor woman. Heretofore, practically any old thing in the way of clothing has been accepted. But there is now a strong movement toward correctness of dress while motoring. Previously there was an attempt to adopt the easy coat, breeches and leggings. These, however, have been relegated to the chauffeur. Now, among those who make a study of dress, styles are being required just as firmly for motoring as are required for the social functions of society."

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BUICK OWNER REPORTS FINE ROADS IN SIERRAS RANKS OF ELMORE OWNERS STILL INCREASE

One of the most enjoyable trips of the season has just been completed by Raymond Jackson and a party of friends in his 30 horsepower Buick. The party left San Francisco June 24 in a drenching rain, bound for Lake Tahoe. The first stop was made at Sacramento for the night. The next morning the party headed toward the summit of the high Sierras by way of Auburn, Colfax and Emigrant Gap. After spending several days at the lake the return trip was made by way of Tallac to Placerville. A stop over night was made at River-ton, where Jackson boasts of an excellent catch. He states that the roads are in extra fine condition, except from Placerville to Folsom, which, as he puts it, are the worst he ever traveled.

JUST A WORD!

I refer with great satisfaction to the fact that every one of the 300

ELMORE

owners in and around San Francisco is my personal friend, which means that the Elmore he purchased from me has delivered the service he expected when he bought it from me; that the car was sold to him on the merits of what the car would actually do in daily service, not by lying about and misrepresenting—better known as "knocking"—some other make of car or the dealer that handles it.

FOR PROOF of the above assertion I have in my office letters from every Elmore owner in this territory, verifying the great satisfaction they have had from their cars and the absolutely honest and square treatment from myself.

In my nine years' experience in the automobile business I have never made a promise to a purchaser of one of my cars that was not fulfilled to the letter.

NOW, MR. BUYER, with a line of models like the Elmore to select from, and the first class service that I really give after you buy, don't you think you had better buy an Elmore than to later wish you had?

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30x3 1/2	16.00	18.00	32x4 1/2	27.00	35.00
31x3 1/2	16.96	19.00	34x4 1/2	31.00	37.00
32x3 1/2	17.50	19.00	35x4 1/2	32.00	38.00
34x3 1/2	18.25	21.00	36x4 1/2	33.00	39.00
36x3 1/2	19.00	22.50	37x4 1/2	34.00	40.00
30x4	20.85	25.00	34x5	35.00	46.00
31x4	21.07	26.00	35x5	36.00	47.00
32x4	22.00	27.00	36x5	40.00	48.00
33x4	24.00	28.00	37x5	42.00	49.00
34x4	25.00	30.00	37x5 1/2	44.55	56.00
35x4	26.00	30.00	5.10		8.40

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