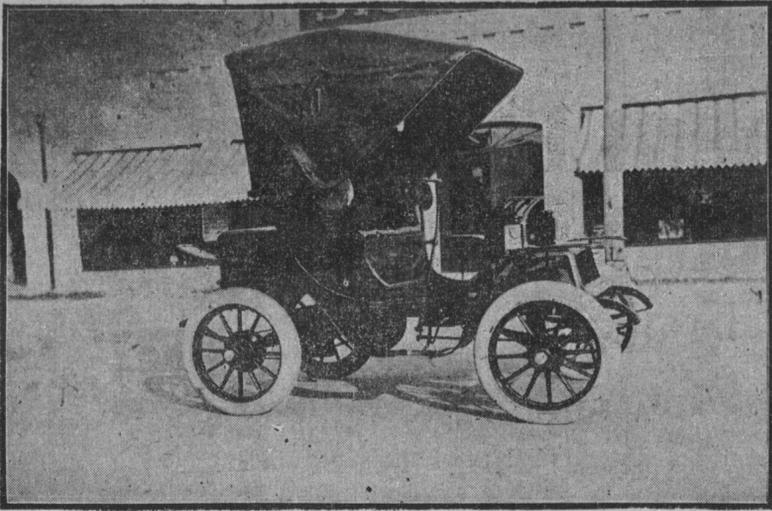


The 1910 Studebaker Electric Ideal Carriage



TWO MILLION IN AUTO COMPANY

OVERLAND MAKERS INCREASE CAPITAL STOCK

Sixteen Thousand Machines to Be Built in 1910—No Alliance with General Motors Company Is Possible

"We are now working on a reorganization plan of the company. The name of the old concern is the Overland Automobile company. This is an Indiana corporation and has a capital of \$800,000. The acquisition of the Toledo plant makes it necessary to greatly increase this capital, and we are thinking of surrendering the Indiana charter and reorganizing the concern under the name of the Willys-Overland company, which will have \$2,000,000 capital stock."

J. N. Willys, president of the Overland Automobile company, is full of optimism for the future of the big Pope plant, which his company purchased some time ago. He says that within sixty days he would have 1500 men at work at the Toledo factory, and that by January 1 more than 2000 men would find employment at the plant.

"Our new model Overland will accommodate two, three or four people and will be 20-horse power," he continued. "We will manufacture 10,000 of these in Toledo and 5000 in Indianapolis. We will also make 1000 Maron cars in the Hoosier capital. There is no chance of our ever going into the General Motors company. Overtures have been made to us in an indirect way, but we frowned on the proposition. The General Motors, which embraces the Buick, Olds, Oakland, Cadillac, Reliance, Rainier and Welsh plants, will never get the Overland. We are doing too well as an independent concern."

FIRST SHIPMENT OF 1910 OLDSMOBILES ARRIVES

Deliveries Made at Once, Berkeley Man Being First to Get New Car, and Nevada Man Gets His

The Howard Automobile company have received their first carload of 1910 Oldsmobiles Limited (the big six-cylinder, 60-horse power, seven-passenger car with the 42-inch Jimkisha wheels), and deliveries of same were made to purchasers at once.

To C. A. Stacy of Berkeley belongs the honor of being the first person on the Pacific coast to get delivery of a 1910 Olds of this type. Stacy has had a wide experience with high grade automobiles, and it was only after a close study of all the various 1910 models that he decided to purchase this, his second Oldsmobile.

To John E. Peiton, a mining man of Winnemucca, Nev., was delivered another of the six-cylinder, 60-horse power Oldsmobiles, and 40-horse power Olds were delivered to Mr. Hanson of Salinas and Carl Christiansen of Oakland.

A SUCCESSFUL ORGANIZATION IS THE DEALERS

(Continued from Page One)

In this land of sunshine there are north poles enough for all of us. The present officers and directors are as follows: President, R. C. Hamlin; vice president, Earl C. Anthony; treasurer, W. K. Cowan; secretary, J. S. Conwell; Don Lee, W. E. Bush, Robert Atkinson.

The membership embraces leading automobile dealers as follows: Members of the Automobile Dealers' association of Southern California. American Automobile company. Auto Vehicle company. Big Four Auto company. Bireley & Young. H. T. Brown Motor Car company. W. E. Bush. W. K. Cowan. Durocar Manufacturing company. Elmore Motor Car company. Greer-Robbins company. William Gregory. R. C. Hamlin. H. O. Harrison company. Howard Automobile company. W. D. Howard Motor Car company. Lee Motor Car company. Lord Motor Car company. Los Angeles Motor Car company, Inc. Maxwell-Briscoe Los Angeles company. Nash & Fenimore. Renton Motor Car company. Wm. R. Russ Automobile company. Schwabe-Atkinson Motor company. Leon T. Shetler. Standard Motor Car company. Stanley Steamer company. Stoddard-Dayton Motor company. Chas. H. Thompson. Thomas Motor Car company. G. W. Auto Repair company. Vall Motor Car company. Western Motor Car company. The Woodill Auto company. Woolwine Motor Car company.

GERMANY'S MOTOR DAYS GROW WORSE AND WORSE

Many Intending Buyers Are Prevented Owing to Laws Making Car Owner Responsible for Damage to Road

It appears from the German consular reports, that whereas 1907 was a fairly good year, 1908 proved to be one of the worst on record. Times being bad people have given up buying motor cars, and owners, too, have thrown their cars on the markets. The result is that the market is flooded with bargains in motor cars; new cars are hardly bought at all, and prices have become entirely unremunerative. Only the very first-class motor car builders have been able to keep their works going and sell their best cars. Second-rate manufacturers have failed to make ends meet. The supply has grown tremendously and the demand has increased daily. Whether things will improve depends entirely on how soon the general industrial and trade depression ceases.

Ever since the new government regulations making the owner of the car responsible under all circumstances for any damage done on the road by his car have become law, people have taken fright, and intending buyers have given up the idea of motoring owing to the risk of liabilities.

All the trades and manufacturers connected with motor cars and motor accessories are suffering equally. Pneumatics, benzine, oil, lanterns, etc., are all at a discount in consequence of the general depression in trade.

DO AUTOMOBILE CONTESTS HELP?

MANUFACTURERS AND USERS ARE BENEFITED

Results Attained Stimulate and Forward Industrial Progress, and Great Expense Justified by Good Results

Long drawn out and methodical automobile tours, high speed road contests, exciting track races, dangerous hill and mountain climbs—what do they accomplish? Are they worth while? Why do manufacturers endorse them? Do such contests benefit the man on the street, the conservative individual who seldom wants to go fast or far, but is content with a comfortable family car? The answer is found in a slightly different interpretation than was originally intended in the old phrase, "Competition is the Life of Trade." For in the automobile business there are competitions of two kinds—the old but ever present dollars and cents competition, where price is paramount, and competitions of quality as best a luxury providing industry, wherein first cost is secondary and rivalry is keen among makers to prove the superior design, construction and finish of their cars, and that they possess greatest possible speed and endurance.

The Glidden tourists traveled 2640 miles and took three weeks to do it. At the recent Brighton Beach, New York contest, a number of cars covered half that distance in 24 hours on a short and poorly prepared track.

What did each contest prove? Was the easy and long drawn out jaunt of the "Gliddenites" the best test of engine and magneto and transmission and tires, or was the 24-hour grind at Brighton of greater value to the average man in deciding which car to buy? Then, again, what is proved by a heart-breaking mountain climb like the historic Giant's Despair at Wilkesbarre, with its dangerous turns and fearfully steep incline, or the ascent of the two hills at Algonquin, Ill., where the Chicago Automobile club had eighty-five cars in competition recently?

Do the results of long distance road races like the Denver Motor club's 200-mile contest on July 5, or the Crown Point, Ind., road races of June 18 and 19 for the Indiana and Cobe trophies, respectively, convey any valuable information to the average man who simply wants the best car he can buy for himself and family?

To all of these questions the answer must be in the affirmative. Automobile contests of all kinds are of the greatest value possible, if the results are properly interpreted, covering such important subjects as durability, economy and safety. Stock car competitions are of far greater value than are special events for racing machines, and are much more popular this season than ever before. If a certain make of automobile wins frequently in contests of various kinds, which impose conditions that are well calculated to test its components severely, it is a safe assumption that it is a better car than another making a less favorable showing.

Long distance tours are good tests of general reliability, but the rules are usually so strict and minute that many good cars are penalized out of leading positions by minor difficulties that would mean nothing detrimental in every day service. One set of rules to govern a number of cars each operating under entirely different conditions, and each subjected to unforeseen difficulties that may not be presented to

its neighbor, and all driven by men of entirely different temperaments, introduces many opportunities for the best cars to lose perfect scores.

Long distance road races for stock cars are perhaps the best tests of speed, endurance and safety. Hill climbs are severe tests of engine power and physical risk on the part of drivers, but today when all cars are known to have ample power, little sound information can be learned from short spurts up steep inclines. Track races impose terribly severe conditions never met in ordinary service. Tearing around sharp curves at tremendous speed is spectacular, but aside from the abnormal strain on mechanism, tires, wheels and drivers, such tests are of little value.

An official of the Michelin Tire company, Milltown, N. J., claims that all forms of speed and endurance contests are severe tests of tires, and that every automobile owner or prospective buyer should study the results carefully. He points out that the Michelin company, for instance, attributes much of its success to the fact that its designers and constructors have profited by recent tests.

Motor Census in Germany
According to the United States consular general at Frankfurt, Germany, following are the returns of the census of motor vehicles in Germany: On January 1, 1909, 41,727 motor vehicles were counted, of which 39,475 or 94.6 per cent were for the transportation of persons, and 2252 or 5.4 per cent for that of freight. Of the former 20,528 were motor cycles, of the latter only 248. Compared with the preceding year the increase of motor vehicles was 5705, of which 5231 were for passengers and 474 for freight.

Duro Makes Delivery Cars
The Durocar Manufacturing company has orders for delivery cars to be built for the Fairbanks-Morse company and the Zellerbach Paper company of Los Angeles.

Diamond Tires Win Again

The Oldsmobile, equipped with our Mountain Tread Type Tires, wins the great 200-mile Cheyenne race in 219 minutes and finished with the original air in all four tires—THE DIAMOND HABIT. They also equipped the winner of the recent Los Angeles \$10,000 Match Race. Likewise won the Tanforan 300-mile race on tire up-keep cost. And again won the Glidden Tour (6th consecutive time) on tire up-keep cost.

Diamond Mountain Tread Tires

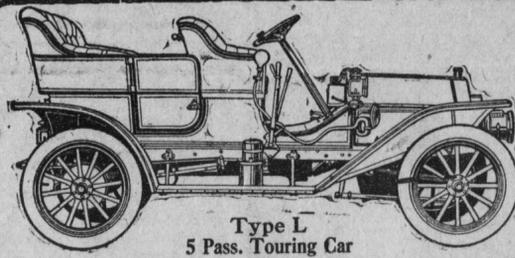
(Both Casings and Tubes.) have made a clean sweep of ALL the big coast events of the year, and finished with the original air in all four tires in each of the following events:

THE RECORD:

SANTA ROSA ROAD RACE	PORTLAND ROAD RACE	SAN LEANDRO 24-HOUR RACE
SAN FRANCISCO LOS ANGELES RECORD	SANTA MONICA HEAVY CAR RACE	SANTA MONICA LIGHT CAR RACE

If good enough for the best racing drivers in the world and under the most severe strains—why not for you and your touring car?

The Diamond Rubber Co. SAN FRANCISCO LOS ANGELES SEATTLE



Type L 5 Pass. Touring Car

1910 Models IMMEDIATE DELIVERY Price 1910 Models Durocar Manufacturing Co.

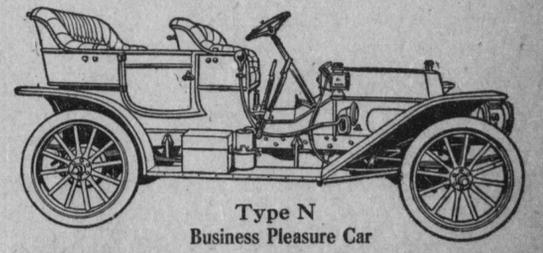
Equipped with Magneto, 5 Lamps, Generator and Tools, will Take Effect Immediately. FACTORY SALESROOM 935 S. LOS ANGELES STREET, LOS ANGELES, CAL.

We Want You to Know the DUROCAR

THE CAR THAT HAS THE

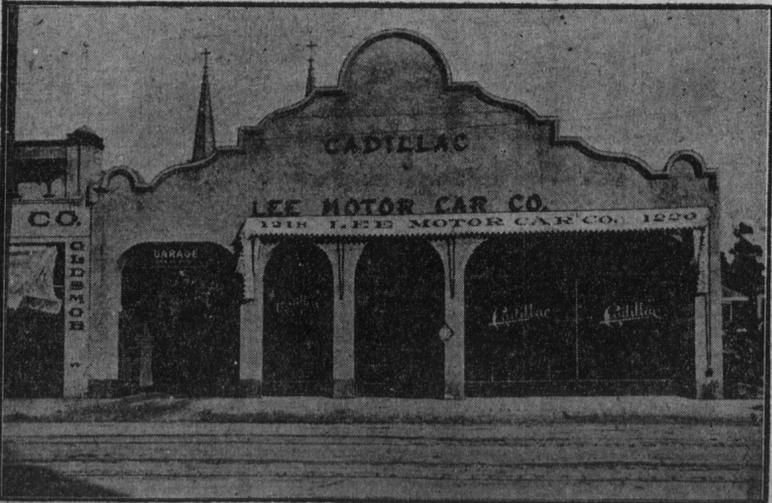
Factory in Los Angeles

We want you to call and see the high-grade material that enters into the general construction of the Durocar. We want you to see how the different parts are manufactured.



Type N Business Pleasure Car

Handsome Quarters of the Popular Cadillac



1910 GREAT 1910

Sharp-Arrow

Looks Powerful - Is Powerful

The Demonstrator Is Here

And Ready to "Show You" just what the Sharp-Arrow can do in any kind of work.

Built for service—sold on honor—and strictly up to date. Before buying, have a look at the Sharp-Arrow and a talk with us about it.

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