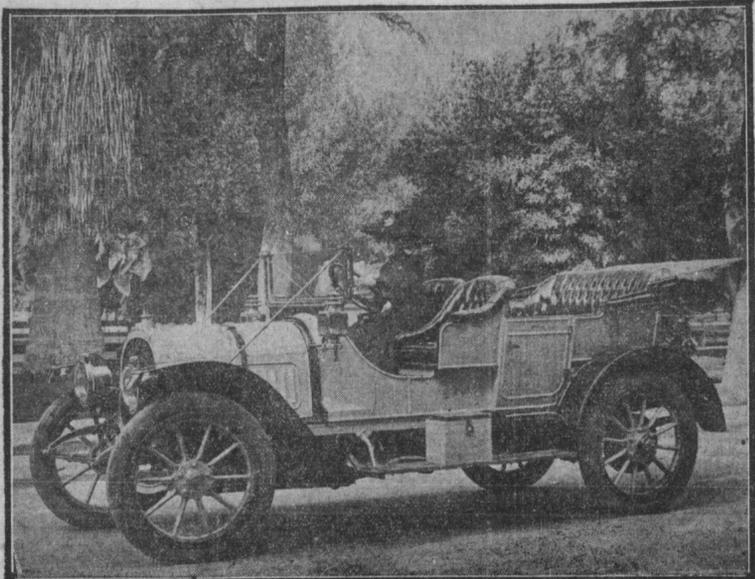


Popular Young Society Girl of Tonopah, an Expert Motorist, in Her Pope-Hartford



MISS BIRDIE L. JOHNSON AT THE WHEEL OF HER NEW CAR

In addition to the rapidly growing colony of woman motor car drivers in Los Angeles is Miss Birdie Johnson, who has been presented with a Pope-Hartford touring car by her brother. Miss Johnson is a beautiful woman and makes a striking picture at the wheel of her new car. She came

from Tonopah, where her brother is located. While there she watched the work of the Pope-Hartford owned by Loftus and Davis which has covered 190,000 miles on the desert, and a similar make was selected. Miss Johnson is a type of the Tennessee girl, having come from that state. For a year she enjoyed the outdoor life of the mining country, living

in her khaki suit and leggings. Loving the outdoor life, she naturally took readily to the motor car and is already planning long trips in her handsome new car. Miss Johnson is a girl cultured and refined, but she does not see why a man should be able to operate an automobile any better than a woman, and means to demonstrate that fact.

1910 COLUMBIA WILL SURE BE CAR DE LUXE

COMING SEASON'S PRODUCTION WILL BE IN CLASS BY ITSELF

Made from Highest Class Materials. New Lines Will Be Beautiful and Surpass Even Graceful Design of Last Year

For fourteen years the Columbia car has maintained a standard so high that it may be justly said to have become the standard of America for cars of the finest and most luxurious type. The material used in its construction is the best to be had, the workmanship is above criticism and the finish second to none. Taking these points into consideration, it is evident that the purchaser of a Columbia acquires a machine of such substantial excellence that the cost of maintenance is reduced to the lowest possible amount. The Columbia is built for those who want the best and who are well aware that in the end the best is literally the cheapest. An initial low cost often proves but a small item when the upkeep bills

come in. The Columbia is not handicapped by imperfect construction. It is built to last, and it does last, as only a machine of perfect construction can. It is not an experiment, but the result of fourteen years of constant endeavor to improve. The Columbia is an exceptionally easy riding car, due to the extra long spring extension, which obviates the sharp, annoying jolt common to ordinary springs. The Columbia may be had in any style of body—all of which are modeled on lines of grace and elegance—giving a seating capacity of two, three, four, five, six or seven passengers. The six-passenger model is comparatively new, giving the low-hung effect and keeping the load inside the wheels.

Features of the Columbia which are most desirable are the position of the foot throttle, which, operating on the large carburetor, is so placed that a steady movement is assured at all times by allowing the foot to rest on the floor; the use of a governor which prevents the engine from racing when the clutch is thrown out; the double carburetor, which effects a saving in gasoline consumption and entails less adjustment in the carburetors, each one being designed to fulfill its special duty; the "make and break" system of ignition, for which this car is famous, and an additional ignition system entirely independent of the other. Also a cone clutch, with cork inserts, which prevents a jerking motion when first engaged. The equipment includes Bosch low

tension magnets, generator and full lamp equipment, also an exceptionally fine set of tools, encased in separate apartments.

The Columbia car is sold under an absolute guarantee for a year, or longer, the same sort of guarantee which jewelers give with a high-grade watch—a comparison, by the way, which the highly finished mechanism of the Columbia abundantly warrants.

Bireley & Young are momentarily expecting to receive their quota of advance literature and photographs of the new cars, and also at an early date the first shipment of the 1910 models. Their statement is that all past season's models are absolutely lost in the handsomer lines of this most popular car for the coming season. This firm will also handle the electric cars of the Columbia make and if that line of machines demonstrate the same ability to "make good" as does its well-sold brother, the public will be well satisfied.

ALL SAY MONOGRAM IS THE OIL THEY USE

Long List of Drivers Who Voluntarily Use Monogram and Keep on Telling the Public They Do

It was a singular unanimity of opinion that made thirteen drivers in the Portola races at Oakland individually sign the following statements addressed to the Moore Motor Supply company at San Francisco, Cal.: "I will use Monogram Oil in my Pope-Hartford car in the Portola road races October 23rd," and this was signed by Jack Fleming, driver of the world's record breaker; George T. Potter in another Pope-Hartford; Carl Christensen in a Buick; Frank Murray in another Buick; E. J. Hall in a Comet; C. O. King in a Maxwell; Chas. Soules in a Stearns; C. Onthank in a Stevens-Duryea; Frank Free in a Knox; G. Cameron Murray in a Lexington; Walter C. Morris in an Autocar; D. A. Bonney in a Stearns and H. E. Warner in a Chalmers. In addition to this the same company has an autograph letter from Jack Fleming, saying: "It gives me pleasure to state that I used your Monogram Oil in my Pope-Hartford car in the Portola road races, which I won on the 23d inst., and found it all that could be desired. I consider this oil aided me materially in maintaining the record-breaking speed that I was able to make, as I was entirely free from lubrication troubles of any kind throughout the entire event." A similar letter from Walter C. Morris of the Autocar company gives the same statement precisely. Copies of these letters are to be seen at the office of the Moore Motor Supply company, of which E. J. Thibault is the manager in Los Angeles, and which is one of the largest accessory houses in the city.

SHETTLER BUYS INTEREST IN OLLIER & WORTHINGTON'S

Leon T. Shettler, the progressive and aggressive automobile dealer and fighter for cups and prizes has embarked upon a broader scale of enterprise. Last week he succeeded in purchasing the one-half interest of L. J. Ollier of the firm of Ollier & Worthington, and in the future the new firm will be known as Worthington & Shettler, the business being continued as heretofore at the corner of Eleventh street and South Main. Mr. Shettler will give the business of the new firm as much of his time and attention as he is possibly able to devote to it from the time of his large and valuable automobile business.

CADILLAC NOTES

George E. Somarindycck has the honor of receiving the first 1910 Cadillac delivered in Los Angeles. The shipment arrived last week and the firm delivery was made with the entire force of the Lee Motor Car company gathered to salute the owner of the car which opens the delivery season for this popular model.

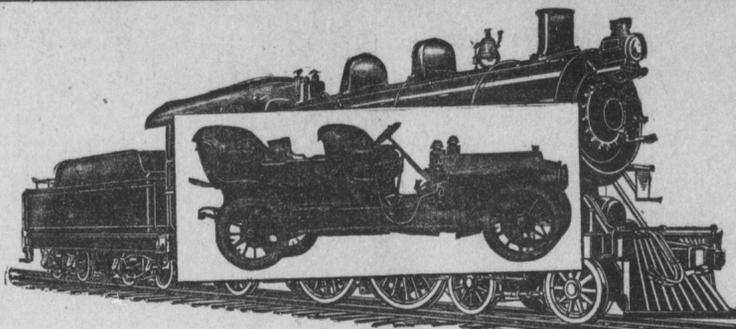
Manager M. H. Green announced yesterday that two carloads would arrive Monday and fifteen carloads were on the way from the factory.

Seven Cadillacs were sold in Los Angeles last week, five in Pasadena and three in Riverside.

The Morgan Oyster company purchased its fifty single-cylinder Cadillac last week.

Corbin Takes to Goodyears The Corbin in the Ascot park races was fitted with Goodyear detachable tires and Doolittle detachable demountable rims. The Royal Tourist had the same equipment.

BEATS ALL



"IT STAYS NEW"

ALCO

Wins Vanderbilt Cup

It Was a Regular Six Cylinder 60 H. P. Stock Car SAME AS YOU BUY

Made and Guaranteed By

American Locomotive Co., New York

W. P. BOOK, Los Angeles Agent

AUTOMOBILE PRICES LIKELY TO ADVANCE

BIG COMPANY MAKES PREDICTION OF GENERAL INCREASE

Based on Scarcity of Materials Brought About by Extraordinary Demand Which Has Sent Prices Soaring

That a short supply of many of the materials that enter into the manufacture of the automobile will result in the near future in a general rise in the prices of complete cars is the disquieting prediction made by one of the largest firms in the country. This is in an editorial discussion of the outlook, to be published in their magazine, the Co-operator, on November 1, will say in part: "The demands of the automobile industry for raw materials have reached a point where resources of allied industries have become inadequate. For some of the raw materials the demand has grown at a rate that has almost completely exhausted the visible supply, with the inevitable result that the prices of these commodities have soared to unaccustomed heights because of the strain imposed by the demand on a depleted market. "Take the item of rubber. We can still recall the time when crude rubber Para gum could be bought in the

open market at 35 cents a pound. Only about a year ago the price was well below the dollar mark. Today crude rubber sells at \$2.10, with no prospect of a decline and with an almost appalling scarcity of the material. Yet wheels must be shod with rubber tires and the automobile manufacturer is compelled to purchase his tire equipment at a much higher cost than was ever exacted of him before. The heyday of the rubber pool arrangement—entirely a thing of the past—is considered. The demand for special steels, it is pointed out, is unprecedented, "so that it has become a matter of absolute fact that the automobile manufacturer is governed in his plans, not by the amount of business he can command, but by the amount of raw material he is able to obtain." The supply of trimming materials and hair used for the upholstery of automobiles, it is declared, is practically exhausted. "Nor are these conditions confined to the automobile manufacturer proper, they are also found in all establishments making the accessories forming part of the complete motor car," the writer continues. "The scarcity of good labor and the difficulty of securing raw material also contribute to the reasons which make for increased prices in these lines. "Of course even this chaotic upheaval of resources will ultimately right itself, though relief is not in sight yet. But it would be unwise for the public to expect the prices of cars to pursue a downward course at the same time when the price of nearly every part going into their manufacture keeps constantly rising. In fact, it should be the cause for small wonder if the selling figures of automobiles were to accommodate themselves to the changing conditions under which the cars themselves must be

made; in other words, we believe it very likely that not very long hence automobiles, instead of costing less, will cost more. In fact as it now looks, automobiles must go up in price, and they will very soon."

ELMORE CREW WILL PRACTICE ON LIGHTS AND SHADOWS

The Elmore Phoenix racer will be put in trim this week and by Thursday will be equipped and ready for the start. D. E. Rose, who will drive the car from here to Mecca, is not satisfied with the change in the rules which permit the contestants to go over either the upper or lower road. Rose feels that as the record in the first run was made over the lower road by way of Pomona, the run this year should be over the same route. Rose wants to win and lower the former record. He will take the lower road, despite the fact that the upper course is faster. The Elmore has won many friends since its last run and is being backed by many who know how the two-cycle car can eat up the sand. Rose will have to drive from Los Angeles to Mecca in the dark, and will make one night trip before the race to get on to the shadows and light conditions of the drive.

Same Old Story

The Diamond Rubber company is just in receipt of a very nice letter from W. E. Withee, Franklin agent at Pendleton, advising that before entering his car in the Pendleton relay race the Diamond tires thereon had already covered 5000 miles and went through the entire relay even after that mileage without the least trouble.

AUTOCAR GIVES SPEEDY ACCOUNT OF ITSELF RACING

Wonderful Little Car Proves Itself Worthy of Remark for Its Showing in Portola Races

The performance of Walter Morris in his 30-horsepower Autocar at the Portola road race at Oakland is especially worthy of remark on account of the fact that this car sells for only \$1900, and has an indicated horsepower that is much less than any of the other contestants.

To be beaten by the Pope-Hartford car, selling for \$3100, was no discredit to the little Autocar, and the rest of the field were not in it with this car. In a conversation with Morris, after the race, he stated that had he realized for a minute the capabilities of his car he would have entered it in the free-for-all race, and that two of those who were ahead of him drew out afterward. This car ran better and better every minute; not a hitch occurred, not a tire was changed, and the engine ran with so little heating that the grease placed upon it prior to the race had not even melted. The tires, too, show but little sign of wear, and would undoubtedly have stood the strain of the remainder of the long race had the car run.

The Pasadena branch of the Lee Motor Car company will open Monday. This is the largest garage and salesroom in Pasadena.

Intermittent power, the vital deficiency of the four-cycle motor, is entirely eliminated in the valveless two-cycle

American Simplex

Thirty—Fifty

1910 Models



TOURING CAR

\$4000



LIMOUSINE

\$5300



CLOSE-COUPLED

\$4000

The valveless two-cycle American Simplex Motor applies the power with the constancy of the steam engine and is the first radical advance in gasoline motor construction over the complicated four and six-cylinder engines of the four-cycle type.

Furnished in either Seven-Passenger Touring, Close-Coupled, Roadster or Limousine and Landaulet bodies.

A Demonstration Is Convincing

BEKINS-COREY MOTOR CAR CO. PICO AND FLOWER STS. F 3635



Apperson

Jack Rabbit Scores Again!

Winning Oakland Portola Heavy Stock Chassis Race, 215 miles, in 213 minutes, defeating the two Stearns, a Lozier and six-cylinder Stevens-Duryea. Also securing second place in the "Free-for-all" event, 258 miles, in 257 minutes, defeating two Stearns, two Buicks, a Lozier, six-cylinder Stevens-Duryea, Knox, Giant, Comet, Sunset, Chalmers-Detroit Forty and a Pope-Hartford.

Following is the COMPLETE record of the Apperson Jack Rabbit in California:

GOING SOME

First in the 1908 Pasadena-Altadena hill climb, BREAKING THE WORLD'S HILL CLIMBING RECORD.

First in the 1909 Pasadena-Altadena hill climb, AGAIN breaking the world's record.

First in the heavy car event of the Santa Monica road race, winning the famous Dick Ferris Trophy \$1000 Cup, and breaking the world's stock car record by averaging 64.44 miles per hour for 200 miles.

Second in the fourth annual Mount Baldy race, breaking all records made in previous years over the same course.

First in the heavy car event, Oakland Portola Road Race, making 215 miles in 213 minutes, winning \$1000 cash and the famous Oakland trophy, valued at \$3000.

Second in the Free-For-All event, Oakland Portola Road Race, making 258 miles in 257 minutes.

THINK OF IT

Entered in six races, getting four firsts and two seconds, and ALWAYS finishing with honor.

The Apperson Jack Rabbit is the fastest and most consistent stock car built in the entire world. Figures don't lie. An enthusiastic salesman can CLAIM speed, but we PROVE it beyond the question of a doubt.

Remember, "A Live Dealer Will Sell you a Live Car."

