

HORSES HELPED BY JOY CARTS

VALUE OF EQUINES INCREASED IN RECENT YEARS

AUTOS GREAT AID TO RURAL DEVELOPMENT

Owners of Machines Independent of Corporations, and Trips to and from City Source of Delight

The automobile is the newest contributor to health, comfort and happiness of man. The horse was the first to teach the joys of traveling by a less laborious manner than on foot. Whether on his back or in vehicles to which he was hitched, "man's best friend," docile and willing, did his best to lighten the labors of his master, and, in his particular sphere, he can never be supplanted. But human needs gave the horse more than he could do. The long journeys were killing and at the same time too slow. Then came the steam engine and the railroads; and then the bicycle and the trolley, and then the automobile. All relieved the overworked horse, and the aeroplane will some time do its part in still further regulating the demands on flesh and blood. The horse is more highly prized than ever, but he is no longer given such herculean tasks to perform. The general public depends upon railroads and trolleys as a means of travel, while the bicycle and auto do much of the private individual work which formerly fell to the lot of the horse. Little, teasing runabout jobs which kept old Dobbin perpetually on the move are country districts, such as going for the mail or to the store for groceries, are now turned over to little Johnny on his "bike," while distances from five to one hundred miles, which were formerly made on the party, are now for the automobile. With all these many helpers of the horse there are more horses in the world today than ever before. But the demand for horses is greater than the supply. All of which goes to prove that the world is growing and that the speedy perfection of aerial navigation is needed to relieve the demands for aid on helpers of the horse.

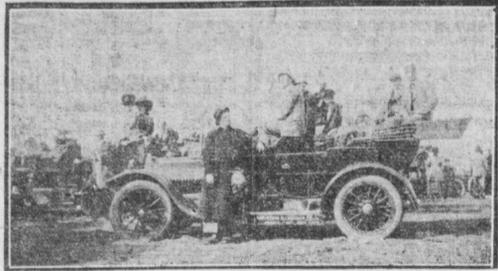
Auto Owners Independent No other invention has done quite as much as the auto in making wealthy people who love rural life independent of corporations, for trains and trolleys are no longer essential to the complete enjoyment of the country. The distances up to fifty miles are very little account in ordinary weather, and a man of business will feel free to depend entirely upon his motor car for daily trips to and from his place of business in the city, or in taking his family to the opera in the evening. The cars are so comfortable to ride in that a two or three-hour trip is pleasurable rather than a hardship, even when the thought is given to the fact that the outing is as health-giving as it is enjoyable. In a thoroughly up to date car, noiseless and frictionless, the mile posts may be left behind as rapidly as the law will allow without exciting any feeling of racing in the minds of the riders. The temptation to turn on more speed is great, when the roads are good, and even the most timid sooner or later learn to like to ride fast. There is an exhilaration about being whisked along at break-neck speed, and once an automobilist is bitten by the "speed bug" his trouble has begun. But the day of indiscriminate "joy riding" has passed, for automobilism is now on a sound, common-sense footing.

Auto Craze and Good Roads However, that it is also something of a craze just at present is shown by the crowds that attend automobile shows. The owners and prospective owners, as well as the individual who has no real ground for the expectation of ever owning a car, flock to the halls where the autos are on dress parade and study every detail of the new offerings of the manufacturers with an interest that is truly remarkable. It seems particularly strange that the public should be so willing to pay an admission fee to see automobiles in a show when the same cars can be seen at any time at the auto sales rooms without cost. This can only be accounted for by the fact that the people are enough interested to wish to

DON'T SKID Diamond Grip Tires The most durable, and efficient Anti-Skid Tire made USERS KNOW Diamond Rubber Company 1207-1209 South Main street, Los Angeles.

TOURIST AUTOMOBILES Eventually WHY NOT NOW? Auto Vehicle Company

Big Seven Passenger Royal Tourist, a 1910 Model



Standing beside car is Thos. H. Carrigan, senior member of the firm of Carrigan Bros., in car of famous local racing driver.

see the various makes side by side in order to make a comparison. Every automobile owner, as well as every bicycle and horse owner, is interested in good roads, and this should result in a great improvement in roads all over the country. The demand for better highways has noticeably increased and the sentiment that the roads must be made good and kept that way is growing stronger every day. Eventually all the big cities and all the seashore and mountain pleasure resorts will be connected by macadam roads over which good time may be made. The moneyed men of the country will demand it and private enterprises will help where public spirit fails to respond. In this way automobiles will hasten the development of the country and prove a great public benefit.

FROM COWBOY'S CHAPS TO MANAGER OF BIG COMPANY

Young Man, After Five Years in Saddle, Rises Rapidly in Business Enterprise

An interesting group of men in the recent Madison Square garden show was the Pacific coast contingent. Prominent among them was C. E. Mathewson, Pacific coast manager of the Diamond Rubber company. He is one of the unique figures among men prominent in the motor industry west of the Rockies. After five years in the saddle as a cowboy he leaped off one day in Denver, determined to begin a business career. He got the first job he asked for, which was that of general utility man in the Diamond Rubber company's Colorado branch. In rapid succession he broke all records for neatness and dispatch in window washing, nailing up boxes, addressing shipments, writing invoices and entering orders. On his first trip as salesman, after a year of whirlwind activity in lesser things, he "rounded up" enough business in a hard-worked territory to earn a permanent place in the selling organization. Six months later he opened the Diamond tire branch in San Francisco, which from nothing he built up to a mark in seven figures in six years. It was characteristic of both Mathewson and the best energy of the Diamond company that ten hours after managers, clerks and salesmen had been driven by the company's branch on the occasion of the San Francisco fire in April, 1906, a shipment of \$40,000 worth of new tires and other rubber goods was on the way from the factories in Akron, O., to replace, in part, the stock destroyed. Mathewson is a brother of Lynn Mathewson of Denver, who has made some notable records in automobile races in the west the past year.

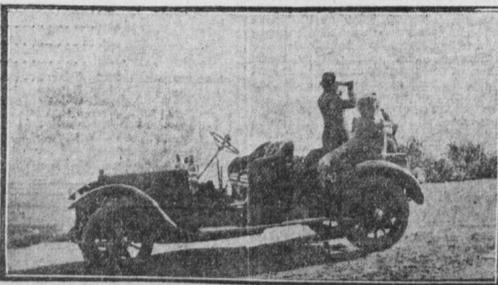
ANTI-SKID TIRES USED TO PREVENT SIDE SLIP

The term "anti-skidding" is applied to a variety of automobile tires having a rough treading surface of rubber or other material, designed to resist the side slip which now and again has been known to result in an automobile driver suddenly finding himself facing squarely about on some slippery street. One trouble encountered with the original development of anti-skidding tires, having a treading surface of steel studs or rivets, was to make that tire resilient enough so it would not be a drag on the power of the machine, or make the latter uncomfortable to ride in. The Diamond Grip tire is of the style mentioned, for instance, but the manufacturers, according to Theodore Weisels, an official of the Diamond Rubber company, have succeeded in so incorporating the tread of steel and leather as to overcome the tendency to materially reduce the tire's resilience. Although extensively used in winter, the use of anti-skidding tires has not been limited simply to wet and icy streets. They have been employed with a great deal of success in hill climbs, racing and in touring in the mountains, where a good grip on the road is especially desirable. The success with which grip tires can be used in racing or hill climbing was shown recently in the hill climb at Ossining, N. Y., where a National car equipped with Diamond Grip anti-skid tires won first place in two events in which the car was entered.

GASOLINE SALES HEAVY

As an indication of the increase of business in the garage line S. W. Bixby, secretary of the White garage, reports that the record of gasoline used in the past was about 2 1/2 gallons for one day. Last Sunday there were sold between the hours of 7 a. m. and 4 p. m. 372 gallons of gasoline. That is going some.

Short Coupled Royal Tourist Car of the Latest Design



Carrigan Bros. are showing these in 1910 Series for immediate delivery.

JUNIORS WIN BY NARROW MARGIN

DEFEAT U. S. C. SOPHOMORES IN FIELD MEET

HAVE LEAD OF TWO-THIRDS OF POINT AT END

Tight Fit Between Rival Teams Makes Competition More Exciting Than the Ordinary Contest

Bovard field, at the University of Southern California, was very much on the blue and white order yesterday afternoon, when the classes of the Los Angeles high school competed in track and field events on those grounds. The juniors won the meet from the seniors, who finished second, by the small margin of 2-3 of a point. The sophomores and freshmen finished third and fourth respectively.

The 100-yard dash, which was won by Rubio in the fast time of 19 1/5 seconds, easily was the feature of the day. Rubio, before the season is over, easily will negotiate the distance in 10 seconds, and possibly better. Track results:

150 hurdles—Don Dawson first, Reichert second, no third; time 18:2. The enforcing of the new rule requiring seven hurdles to remain standing was the cause of no one finishing in third place.

100-yard dash—Rubio first, Geisler second, Conway third; time 19:1. 140-yard dash—C. Simpson first, Ward Dawson second, Seombs third; time 23:4. 229 hurdles—McClure first, Conway second, Reichert third; time 23:3. 250-yard dash—Rubio first, Rivers second, Walker third; time 22:3. 880-yard dash—McClure first, King second, E. Simpson third; time 2:28. Mile relay—Won by Seniors, Juniors second, Freshmen third; time 5:51. Field results: Hammer throw—Marcus Lee first; Rivers second, W. Smith third; distance 95 ft. Pole vault—Hall first, Harrigan, Fisher and Condee tied for second; height 9 feet 6 inches. High jump—McPhe first, Don Dawson second, North third; height 5 1/2 feet. Shot put—Douglas first, McPhe second, Cray third; distance 41 feet. Broad jump—Geisler first, Harrigan second, Brewer third; distance 10 feet 10 inches.

BATTLING NELSON COMING: ON WAY TO SAN FRANCISCO

TUCUMCARI, N. M., Jan. 29.—Jay Davidson, Sporting Editor Herald: I will arrive Monday morning over the Southern Pacific on No. 37. Going through to San Francisco. The above telegram was received late last evening and will be interesting to the fight fans. Nelson is on his way to San Francisco, where he will undoubtedly at once go into training for his battle there with "Wildcat" Volgaest February 22. It is expected that the Battler will pass sufficient time here to call on old friends.

WE WONDER WHERE The recently formed Automobile Motor Car Dealers of Los Angeles is planning a hill climbing contest, to be held on Washington's birthday.—Automobile Topics.

BASEBALL BAT GOOD FISH ROD

DEL JEFFRIES MAKES GREAT RECORD

Hans Wagner Pole Proves Strong Attraction for Inhabitants of Sea and Many Are Snared

When the baseball bat can be successfully substituted for the finest jointed fishing rod and come out winner in a fishing match there either is something radically wrong with the makeup of the modern rod or with the wielders of it, or, possibly, the inhabitants of the deep have a liking to the national game. Whatever the reason was, the fact remains that Dal Jeffries, with a baseball bat, defeated Millett, Rugby, Calvin and Ross, all brother employees at the W. H. Hoegge company, last week in a fishing match at Port Los Angeles. His four competitors were supplied with the best fishing rods and attachments that the Hoegge company could furnish.

As the story goes, it seems that as the party were making ready to start, considerable fuss was made over the choice of fishing rods. Calvin seemed to be in a quandary and was unable to make a choice, which was delaying the start, and as Jeffries was impatient for the anticipated sport, to hurry matters, said: "I can catch more fish with a baseball bat than all you fellows can land with the pick of the poles in the house." This remark started something, and in the bandying of words that followed a wager was made, and when the party started for the beach Jeffries was carrying the baseball bat, and it was up to him to make good his boast or pay dearly for it.

At the pier, while the others were joining their poles, Dal landed a beauty with his bat. The others, on completing preparations, soon had four lines in the water, completely encircling the shorter ranged instrument of the diamond, which caused Jeff to clamber along the pier to a place where competition was not quite so strong. Here also his luck continued, and as the others were having poor success, they soon had the pudgy fishing pole at a disadvantage again, which caused Jeffries to seek again another spot, where success continued. One of the four, in speaking of this wonderful success yesterday, said: "With Jeffries it was just like catching fish in a rain barrel. No matter where that bat pole protruded over the water, a fish was soon attached to the string tied to it. He is the best ever."

As a result of the success of the Hans Wagner fishing pole, which has added new glory to the fishing traditions of Port Los Angeles, Dal Jeffries is four dinners to the good.

Fred French, hunting in the vicinity of Covina last Friday, killed eight quail and six rabbits.

J. Connelly and I. Haque went to Sunset Beach after ducks yesterday.

Marcus Lane, a well-known local scatter-gun artist, will shoot quail in the vicinity of Oceanside today.

J. E. Vaughan, who has the reputation of being one of the best shots in Southern California, with Dr. Vance and Henry Bandick shot quail about twenty-five miles from Orange recently and brought back a bag of fifty birds, the entire number being dropped from two covys.

A. Williams will hunt quail at Kemps today.

H. A. Thomas will try his luck at bagging quail in the vicinity of Wineville today.

Fishing is reported good at Ocean Park, Huntington Beach, Playa del Rey, Redondo and Port Los Angeles.

NEWER IN BUICK

C. L. Newerf is chasing around town in a "White Streak" purchased from the Howard Automobile company last week. "Bill" Newerf has had his Buick Forty for a month past now and they are both about as enthusiastic over their cars as they are over the Goodyear tires that equip them.

DOCTORS BUY GRIP CASINGS

That the physicians appreciate the necessity of a perfect anti-skidding device on their automobiles in wet weather is shown by the large number of the new Diamond Grip casings being sold to medicals. Among the many purchasers of this type during last week was Dr. E. G. Frisbee.

Stromberg Carburetors The Breath of Life for the Automobile Performs Its Functions as Certain as Death The Perfection of Carburation, the Very Highest Type of Aid to the Automobile. Chanslor & Lyon Motor Supply Co. 945-947 SOUTH MAIN STREET

The 1910 Overland IS HERE Renton Motor Car Co. 1230-32-34 South Main Street Home 10799

AUTOMOBILE GUIDE-POST. American American Motor Car Agency, 1210-1212 South Olive American-Simplex Bekins-Corey Motor Car Co., Pico and Flower Atlas Bekins-Corey Motor Car Co., Pico and Flower California California Automobile Co., Tenth and Main Dorris Bosbysnell-Carpenter Co., 1226-1228 South Olive Durocar Durocar Manufacturing Co., 929 South Los Angeles Empire Munns Auto Co., 1351 South Main Ford Standard Automobile Co., Twelfth and Olive Great Western H. O. Vogel, 1130-1132 South Olive Halladay-Isotta Motor Car Import Co., 810 South Olive Paterson Pico Carriage Co., Pico and Main Petrel Williams Automobile Co., 1806 South Mair Rambler W. K. Cowan, 1140-1142 South Hope Sterling A. N. Jung Motor Car Co., 1213 South Main Tourist California Automobile Co., Tenth and Main Velie Standard Automobile Co., Twelfth and Olive Continental Angelus Motor Car Co., 1242-1244 South Flower Rider-Lewis Angelus Motor Car Co., 1242-1244 South Flower

GREAT Auto Show OF Licensed Cars AT Fiesta Park February 19-26 Largest show ever held west of Chicago. More than 150 licensed cars, representing over three million dollars. The Entire Park Will Be Canopied under the largest waterproof canvas ever erected—90,000 square feet; 70,000 square feet of floor and carpet will be laid on the arena and 8500 electric lights will be installed. Licensed cars are those built and sold under the protection of the Selden Patent. No other kind of gasoline motor car will be exhibited at this show. UNDER THE AUSPICES OF Licensed Motor Car Dealers' Ass'n of Los Angeles Without exception a variety of each of the following licensed cars will be exhibited at this show and at no other show in Los Angeles. Apperson REO KISSELKAR, WOODS ELECTRIC, LEON T. SHETTLER, 633 S. Grand avenue. Babcock Electric ELMORE MOTOR CAR CO., 742 South Olive street. Baker Electric STODDARD-DAYTON MOTOR CAR CO., Tenth and Olive. Buick HOWARD AUTO CO., 1144 South Olive street. Cadillac LEE MOTOR CAR CO., 1218 South Main street. Chalmers-Detroit WESTERN MOTOR CAR CO., 727 South Olive street. Columbia BIRLEY & YOUNG, 1231 South Main street. Corbin CORBIN MOTOR CAR CO., 1019 So. Olive. Courier STODDARD-DAYTON MOTOR CAR CO., Tenth and Olive. Detroit & Columbus Electric CALIFORNIA ELECTRIC GARAGE CO., 1204 South Olive st. Elmore ELMORE MOTOR CAR CO., 742 South Olive street. E. M. F. "30" LORD MOTOR CAR CO., 1032 South Olive street. Flanders "20" LORD MOTOR CAR CO., 1032 South Olive street. Franklin R. C. HAMLIN, Twelfth and Olive streets. Glide Bldg. 1931, Home F2578 SHAFER-GOODE MOTOR CO., N. W. cor. Tenth and Olive sts. Haynes H. T. BROWN MOTOR CO., 1136 South Main street. Hudson WESTERN MOTOR CAR CO., 727 South Olive street. Jackson CHARLES H. THOMPSON, 1012-1014 South Main street. Locomobile LOS ANGELES MOTOR CAR CO., Pico and Hill streets. Lozier NASH & FENIMORE, Tenth and Olive streets. Maxwell MAXWELL-BRISCOE-LOS ANGELES CO., 1321 South Main street. Mercer MERCER AUTO CO., 318 West Tenth street. Mitchell GREER-ROBBINS CO., 1501 South Main street. Moline WILSON & BUFFINGTON, 842 South Olive street. Matheson RENTON MOTOR CAR CO., 1230 South Main street. Moon ELMORE MOTOR CAR CO., 742 S. Olive st. Oldsmobile Rapid Tower Wagon, CARTER CAR WOOLWINE MOTOR CAR CO. Overland RENTON MOTOR CAR CO., 1230 South Main street. Packard WESTERN MOTOR CAR CO., 727 South Olive street. Palmer-Singer GOLDEN STATE GARAGE, 2122 West Pico street. Peerless H. O. HARRISON CO., 1214 South Main street. Pierce-Arrow W. E. BUSH, 1227-29 South Main street. Pope-Hartford WM. R. RUSS AUTOMOBILE CO., 1028 South Main street. Premier SCHWABE-ATKINSON MOTOR CO., Adams and Main streets. Pullman MILLER & WILLIAMS, 1140 South Olive street. Regal BIG 4 AUTOMOBILE CO., 957 South Olive street. Selden H. O. HARRISON CO., 1214 South Main street. Simplex GOLDEN STATE GARAGE, 2122 West Pico street. Stearns ELMORE MOTOR CAR CO., 742 S. Olive st. Stevens Duryea EASTERN MOTOR CAR CO., 823-827 South Olive street. Stoddard-Dayton STODDARD-DAYTON MOTOR CO., Tenth and Olive. Studebaker LORD MOTOR CAR CO., 1023 South Olive street. Thomas WILSON & BUFFINGTON, 842 South Olive street. Winton W. D. HOWARD MOTOR CAR CO., Twelfth and Main streets.