

PART III

GARBUETT HEADS
MOTORDOMECO.PROMINENT LOCAL CAPITALIST
ELECTED PRESIDENTSPECIAL MEETING IS HELD IN
FLYING TROLLEY CARWell Known Business Men on Direc-
torate in Control of Motor
Speedway at Playa
del Rey

Frank A. Garbutt was elected president of the Los Angeles Motordrome company at a special meeting held in a private car on the Los Angeles Pacific railroad Friday afternoon. Manager Moskovics called the newly chosen directors together and while the car was speeding from Los Angeles to the motordrome site at Playa del Rey the directors organized with Garbutt as president, P. E. Moskovics, vice president and treasurer; H. G. Feraud, secretary; directors, including the officers, R. A. Rowan, Fred Flint, Harry Lombard and Henry Keller.

All these men are well known citizens of Los Angeles and have been identified with works of progress for years.

The trip to the motordrome was the first visit to the place by members of the board since active building operations have been in progress. Even though they were surprised at the amount of work already done.

By taking the directors to the site and incidentally holding a directors' meeting aboard the car, Moskovics "killed two birds with one stone." The directors secured a comprehensive idea of the whole undertaking and are ready to act understandingly in all matters that come before them.

Mr. Garbutt expects to give much of his personal attention to the business of the motordrome and this, with his share of the building of the Los Angeles Athletic club home at Olive and Seventh streets, will keep him pretty busy in the next few months.

Mr. Moskovics is to remain as active manager until after this first big meet at least, and if the Los Angeles track proves a success he may engineer the construction of similar tracks in other parts of the country. He is a New Yorker who has large interests there which require part of his attention and he came to Los Angeles because Jack Prince, and his own observations later, convinced him that this was the greatest place on earth to inaugurate such a proposition and bring it to a successful termination.

Success Seems Assured

The construction of the motordrome, while an experiment, that it has never been attempted before, appears to be based on reasonable assurances of success. The saucer tracks for motorcycles have proven highly successful, but there are features concerning them which appear to be unapplicable to the motordrome.

Because automobiles have four wheels and are able to stand erect it was believed that the elongated track, such as used for motorcycles, could not be used with autos to advantage because of the high speed and short stretches. An automobile with the terrific momentum attained because of its weight and great speed could not be steered in absolute safety on such a course.

The circular track with its enormous radius requires very little steering, once a machine gets started, and all a driver has to do is set his wheels at the proper place and open the throttle. If he desires to pass an opponent it requires but a slight change of course to turn the trick, and all the time the machine is riding on a surface which will permit either high or low speed with equal safety.

Spectators who have visited the track in the last day or two have been struck with the feasibility of the whole thing and have wondered why the idea was not worked out before. The first idea that strikes them is that the circular track is a track that there is very little chance for the machines to fly off at a tangent and dash into the crowd. Manager Moskovics says the track has been carefully studied out and that the plans show that there will be very little danger from that source.

Heavy 4x6 timbers rise from the ground four feet above the highest point of the track and along these will be constructed a strong wall with a smooth surface. If an auto becomes unmanageable and dashes against the wall it will be shunted off onto the track. As the wall is along the highest point of the track, there is little or no danger that an auto, no matter how fast it is going, will be able to jump over the obstruction, and its strongest impact at almost right angles, which could rarely be accomplished, would scarcely break down the barrier.

The whole track is being put up in a substantial manner and to stay. One of the first things noticed at a motorcycle race on a saucer track is the tremendous pressure brought to bear on the track by the speeding machines. This pressure was observed at a motorcycle race on an automobile track because of the much greater weight of the machines and the greater speed.

Track Built to Stay

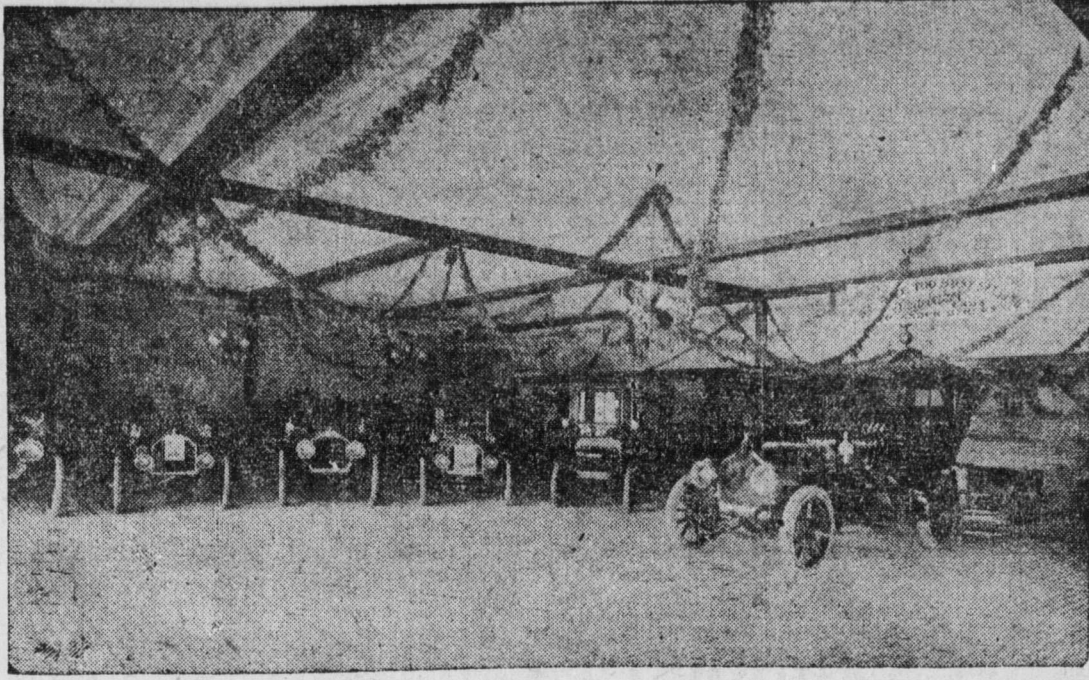
To build a structure that will withstand all this strain and allow long wear, Manager Moskovics and Designer Builder Prince have put in all the strength possible without making the track unwieldy in erection. The track is being laid with 2x4 timbers set on edge. This gives a four-inch plank over the track surface, and it is believed a dozen autos made in one could not break in such a track when properly and closely timbered underneath as this one is.

The directors looked into these features closely on their visit, and approved of the plans as arranged by Prince and Moskovics. They are going over the details of the work to see that no point for improvement has been missed.

For instance, the original plans called for the grandstand to face toward Venice, thus providing for the handling of the crowd at the point of traffic nearest Los Angeles. It was found that the sun, setting in the summer, would shine in the faces of those occupying a part of the stands. By Moskovics' orders the stands were shifted so they will face toward Hollywood, and thus the grandstand spectators will be able to observe all parts of the races more comfortably. An additional railroad spur will be put in to accommodate the section of the stands farthest from the main line, with only a few hundred feet extra hauling.

Timbers for one-half of the circumference have been erected and the framework and part of the track have been put in for about one-third of the distance around.

The immense amount of lumber required has delayed somewhat the work in the last week. It was almost impossible to secure sufficient fast enough from the long wharf, as the lumber has to be handled several times in trans-

City's Prettiest Salesroom Which
Is Occupied by Lord Motor Car Co.

The Lord Motor Car company has been "glad handing" all week at its mammoth salesrooms, which have no counterparts west of Chicago in all that

makes for convenience and attractiveness. The handsome tiled floors, beam ceilings, frescoed panels, simple yet massive

furniture for the convenience of patrons, and the public reception room, with an everburning cold grate, makes the stranger at home immediately.

FAL CAR MAKES
HIT AT EXHIBITFIVE MACHINES SOLD WITH-
OUT DEMONSTRATION

Auto Originally Manufactured Exclusively for Chicago Trade Forced to Extend Territory to Meet the Demand

JEFFERY COMPANY PAYS
TRIBUTE TO NEWSPAPERS

Will Advertise Rambler Automobiles in Dailies Instead of Using Magazine Publicity

The firm of Thomas B. Jeffery & Co., maker of the new Rambler automobile, has paid an unusual tribute to newspapers in the form of advertising its sales plans for the coming year.

It was formerly the custom of automobile manufacturers to devote the greater portion of their advertising appropriations to the purchase of space in what were known as the standard magazines, the weeklies and the trade publications.

During the last two years the Jeffery company has, through co-operation with dealers, carried advertising in approximately 300 daily and weekly newspapers throughout the United States.

Credit is partly given to these daily and weekly newspapers for the large increase in the sales of the new Rambler during this period.

The sales record for this year to date shows sales in excess of three times the gross amount one year ago, while the sales at that time were twice as great as during the year previous.

NEW FRANKLIN TORPEDO
IS SHOWN AT FACTORY

Replica of Original is Presented to Head of Company in Form of Confectionery

A new model of the Franklin Torpedo was recently placed on exhibition at the automobile factory of the H. H. Franklin Manufacturing company in Syracuse. It is made of material different from that used in any of the other Franklin motor cars, is smaller in size and was not even manufactured by the company. In fact it came as a surprise to H. H. Franklin, president of the company, on the occasion of his recent visit to the New York automobile show in Madison Square garden.

Mr. Franklin and representatives of the company made their headquarters at the Hotel Manhattan, in the lobby of which the first American built Torpedo, the personal property of Mr. Franklin, was exhibited. Some of the hotel men conceived the idea of a small replica of the original. Accordingly an order was given the chef, and at dinner one day a Franklin Torpedo made of confectionery was placed beside Mr. Franklin's plate.

The car is about twenty inches in length and is complete in all details. It has lamps, top, luggage carrier, and even a circular wind shield, which in the original Torpedo is about a foot in diameter, and is held by nickel-plated supports close in front of the driver's face.

FOR CHARITY'S SAKE

They both were "Directors" and "Merry Widows," and carried little Pompadour and parasols, and they met in Mayfair at the garden party of the De Geesses.

"Oh, Lady Alice," lisped the one in blue, "you wearily must take some tickets for a waltz dance I'm helping to get up."

"I'm awfully pressed with engagements, sweet," responded the dame in crushed pink. "For I haven't a vacant evening. What is it for?"

"Oh—er—the—er—the indigent something or other, love—I forgot exactly what; but the dear duchess is bringing a party, and we've got the Yellow Alaskan band, and—"

"Well, dear, I'll put something off, and come," broke in crushed pink. "I'm sure one's always ready to help a really good cause."—Fitz-Bits.

EXHIBIT TO BE COMPLETE

The Cadillac thirty exhibit at the local show next week will be very complete, with touring cars and roadster models, a stripped chassis and one showing the operation of the motor, clutch and transmission.

Anybody who would be able to find an address in the directory would be able to find our CLASSIFIED ad.

F. A. L. Car Declared Most Popular in Recent Show

HARROUN TO OPEN SEASON
FOR MARMONS AT ASCOT

Car with the Special Features Encountered in Big Benz to Be Incorporated in Marmons

The yellowjackets that stung their way so consistently to victory in all the important events in which they started last year will be in evidence at all the important events in 1910, while in addition to taking part in stock car and stock chassis events the Marmon will be seen in the free-for-all class with a special racing car designed for speed only.

Ray Harroun, winner of the Wheatley Hills sweepstake, also one of the winners of events at the Indianapolis motor speedway, the Atlanta speedway, New Orleans and other places, will pilot the fast Marmons for the coming year, opening the season of 1910 in California, where he will drive February 19 at Ascot park.

Harroun will leave the coast in April, returning to Atlanta in time to take part in the May meet, after which he will ship to Indianapolis to drive at the speedway for the Decoration day meet, driving stock cars and racing cars also.

The special speed car being designed by the Nordyke-Marmon company is a six-cylinder machine with all the special speed features of the Big Benz recently used by Hemery at Brooklands, England, with which he drove at the rate of 127 miles an hour.

The machine will weigh about 2200 pounds, will carry a pointed radiator to cut the wind to the least resistance, and will run to a point in the rear to overcome the back suction. The car will have but one seat, placed right behind the engine, so as to reduce wind resistance; 32-inch disc-covered wheels with the body of the machine swung close to the ground, over which it will skim like a greyhound.

With this long, lithe, low, clinging to the earth in motion, Harroun expects to travel close to two miles a minute. Marmon cars have always had an enviable reputation of going the distance, and with such a car capable of traveling at the highest speed and for an unlimited distance, which has made the cars famous, the yellowjackets promise to be the real horns of the race track for 1910.

Speaking of racing, Howard Marmon said: "We are way behind in our orders, but we owe it to the general public as well as to ourselves to learn all the lessons that racing teaches."

"It has improved our product and brought it to the highest efficiency, and this is the standard that we desire to maintain."

AUTOMOBILE NOTES

New York takes off its hat to Los Angeles, the originator of a licensed auto dealers' association. J. S. Conwell, secretary of the local association, has received a letter from Alfred Reeves, general manager of the Association of Licensed Auto Manufacturers of New York, stating that the association has adopted the Los Angeles constitution and by-laws, and commends the enterprising auto men of Los Angeles on originating the idea. Similar associations have already been organized in Chicago, Detroit, Philadelphia and Newark.

Word has just been received by the management of the Licensed Auto Dealers' show that the Standard Oil company will make an attractive exhibit of its products at the Portland show. This is the first time that this world-wide company has ever made an exhibit outside of New York city, and is a concession much appreciated by Los Angeles auto men.

C. S. Howard, head of the Howard Automobile company, agents and distributors of Buick automobiles, with a show in San Francisco and Los Angeles, is expected down early in the week in order to be here for the Licensed Dealers' Auto show, in which a complete line of Buicks will be shown. Several models will be shown that have never before been seen on the Pacific coast.

The W. D. Newert Rubber company has just closed a contract with A. C. Riddell of the Spoonheim-Riddell Motor Sales company, automobile dealers of North Dakota, for the handling of the Twitchell Air Gauge in that territory.

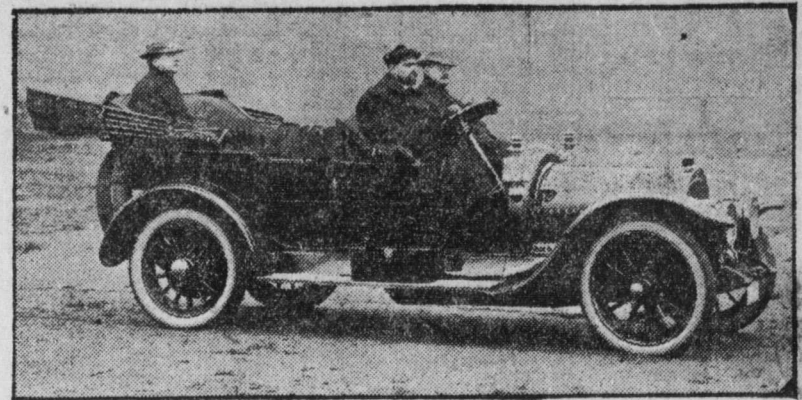
The Goodyear Detachable Oversize tires have made a very creditable showing at the auto show during the past week.

W. A. Zimmerman of Capistrano, who bought a big Rambler at the show, has had the W. D. Newert company equip it with the Goodyear air bottle and other Goodyear accessories.

The Goodyear Dictionary for "Tired" People has made a hit with the automobile crowd in Los Angeles, and the W. D. Newert Rubber company, which handles the Goodyear line, says the supply will soon run out. The dictionary is a good take-off on automobile terms, with illustrations, and is amusing.

Manager Nelson of the Diamond Tire company is pardonably elated over the showing made by Diamond tires at the Automobile show. This is the way he puts it: "When it comes to the percentage showing the Diamond is right on the job, as usual. Here are the figures: Total number of cars shown at the Independent dealers' show, 84; of which 37, or 44 per cent, were equipped with Diamond tires. The remaining 56 per cent was divided among seven other makes of tires. It is the same everywhere. At the San Francisco show thirty cars out of fifty-

Royal Tourist



Beautiful and Withal Exactly Proportioned

ROYAL TOURIST Cars were a feature at the Grand Avenue Show and will also be exhibited at the Big Auto Show to be given under the auspices of the Licensed Dealers at Fiesta Park, Feb. 19-26.

Don't Fail to See the Perfect Car

The Royal Tourist

Prospective purchasers of an automobile should bear in mind the fact that the car built upon accepted proven scientific lines is the car that will be in service rather than in a repair shop.

THE ROYAL TOURIST is the one car preserving the exact relationship between power, might and size that tests have proven give the greatest efficiency.

The test of service is all we demand.

Call and see the new Model M, containing the exclusive oil filtration system and other new details to be seen only on Royal Tourist cars.

Carrigan Brothers

1008 South Olive

The Joy of Touring

In a Big, Sumptuous, 8-Cylinder Car

is realized fully by the man who drives an AMERICAN SIMPLEX. Luxurious to the last degree, with a limitless flexibility and a power that is absolute. And in its four big cylinders lies the force that other cars would require eight cylinders to equal. Because

The American Simplex

is built on a perfected 2-cycle principle which is quite different from any that you may have investigated and which means less wear and less fuel, plus twice as many power impulses at each revolution of the crank as a 4-cycle engine can give.

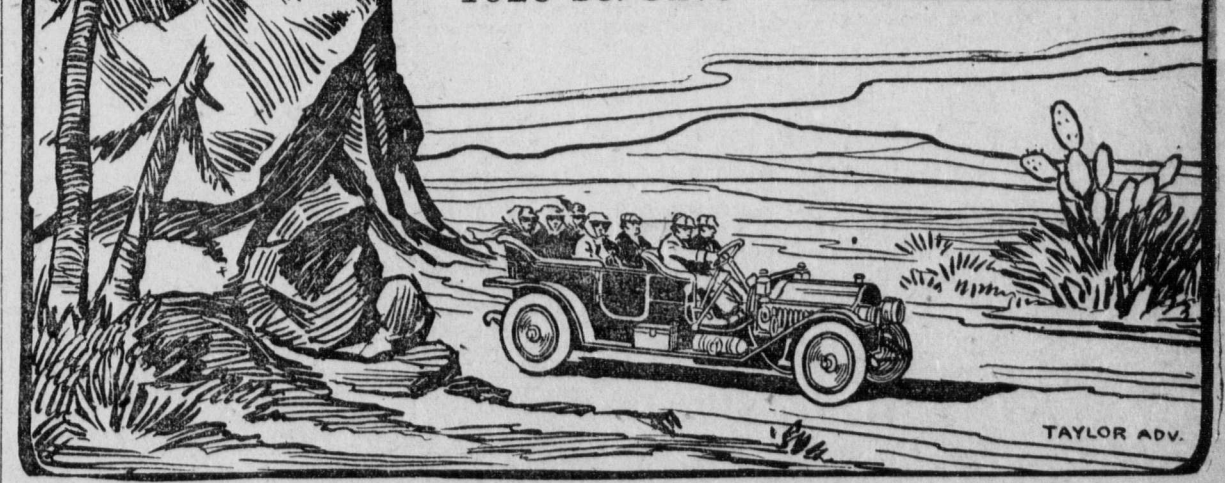
The Atlas

is also a 2-cycle car and a splendid machine that sells for \$1950. And both of these cars will be exhibited at the Licensed Show, Fiesta Park, Feb. 19 to 26. WE ARE SO. CAL. AGENTS FOR THE 4-WHEEL DRIVE 4-WHEEL STEER GAS-ELECTRIC TRUCKS.

Bekins Motor Car Co.

W. O. WILLIAMS, Mgr.

1026 So. Olive Formerly Flower and Pico



TAYLOR ADV.

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Garage and Repairing,
1227-29 SOUTH MAIN.
Home 87001. Main 0175.