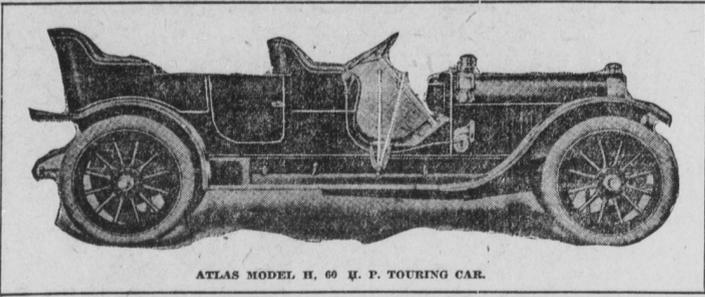


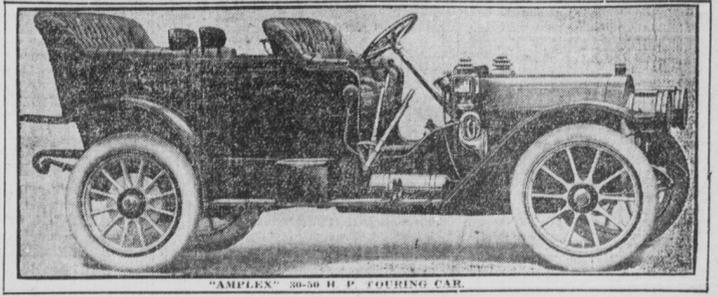
Cars for Pleasure or Business



ATLAS MODEL H, 60 H. P. TOURING CAR.

2 Great Cycle Cars 2

FOR



"AMPLEX" 30-50 H. P. TOURING CAR.

Simplicity

Power

Speed

Durability

Strength

4-Cylinder, 2-Cycle, \$2750 F. O. B. Los Angeles

ATLAS "60"

Atlas Cars are designed for general utility, and while sold at a medium price, embody all the desirable qualities of the most popular and highest priced cars, including the best material and workmanship and eliminating a great amount of their complicated mechanism, rapid deterioration, excessive weight and cost, and the need of experts to operate, care for and repair them.

The Atlas 4-cylinder car is a car that will interest discriminating buyers.

With but two moving parts to each cylinder the Atlas engine does its entire work, and experience has shown that the life of every part of the mechanism of the car, including tires, is prolonged by this simple mechanical construction.

Demonstration Awaits Your Pleasure

Only 8 Movable Engine Parts

START FOR "ANYWHERE"
IN AN
ATLAS "60"
OR
AMERICAN SIMPLEX "30-50"
AND YOU WILL
GET THERE ON TIME

Sub-Agents Wanted

Bekins Motor Car Company

W. O. WILLIAMS, Manager

1026 South Olive Street

Phones F 3635 Main 1691

ALSO GAS, ELECTRIC, COMPLETE GEAR. Trucks

4-Cylinder, 2-Cycle, \$4500 F. O. B. Los Angeles

(AMPLEX) Formerly Known as

American-Simplex "50"

American-Simplex 50 H.P. cars are distinctly American made cars, every part of which is made in the company's own plant and not assembled. The American Simplex motor has no valves because it does not need them. The bore and stroke of the engine are 5 inches; and the transmission system is most novel ever applied to a motor car. The speed is from 3 to 60 miles an hour on high speed, and it is a rare occasion indeed that requires the shifting of gears.

The strain of starting and stopping the car, which otherwise would fall on the rear wheels, propeller shaft, gear case and springs, is taken by the torsion tube, which is bolted solidly to the gear case and springs. The American Simplex is an automobile symphony.

Up Hill or Down Without Changing Gear

One of These Cars Eventually Your Choice

PAY MORE, AND YOU PAY TOO MUCH;
PAY LESS, AND YOU GET LESS
IT WILL PAY YOU TO INVESTIGATE

TECHNICALITIES USED TO SWELL TREASURIES

Advent Spring Touring Followed by Old Story of Traps and Arrests

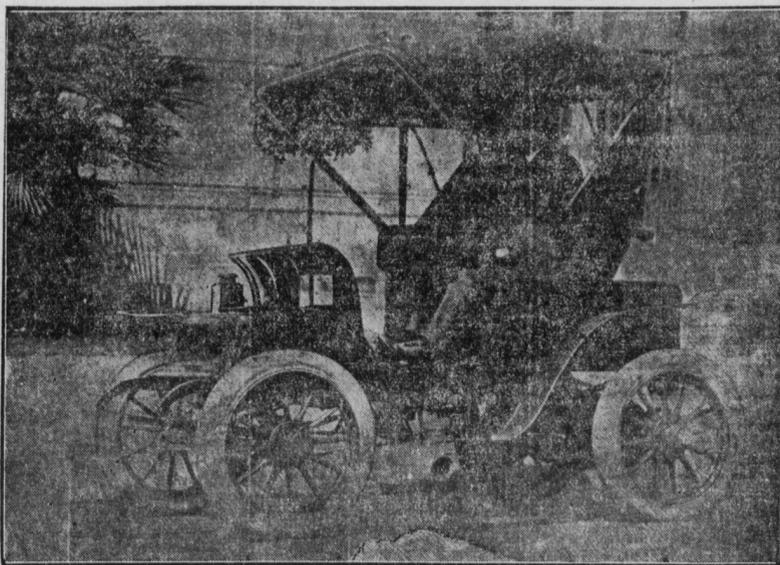
With the settling down of the motor car industry to a sound commercial basis, changes are taking place in the customs of the consumer as well as of

the manufacturer. Until a year or two ago the man who intended to buy a car would, in many instances, wait the time when he could see a car on the sales room floor, and inspect it in detail.

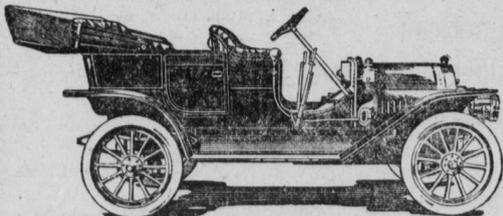
At that time mechanical changes in the various models were of much more frequent occurrence than now, and this fact was the principal cause of the delay in ordering, the buyer wanting to see for himself just what improvements had been made. One great drawback to this plan was that the buyer when he took a car from the floor, could not specify as to color, upholstery and general finish.

By ordering far enough in advance the buyer can choose colors, leathers and finish down to the smallest detail, and know that the car, when it is delivered, will be exactly what he wants.

Studebaker Electric, Latest Model Shown by the Lord Motor Car Co.



PATERSON "30"



Strong--Swift--Silent

Second to None for \$1500

A DEMONSTRATION WILL PROVE ITS WORTH. CHOICE OF FIVE STYLES OF CAR. WATCH FOR THE PATERSON "GUNBOAT."

Our strong recommendation is our ability to refer you to people who are using the Paterson "30," among whom are:

- W. M. Ford, Fullerton, Cal.
- J. M. Crawford, care of Bishop & Co.
- W. P. Fishburn, National Bank of California.
- Bisbee, Fishburn & Co., Los Angeles.
- J. M. Le Roy, Hotel Hollywood.
- E. L. King, 3357 Woodlawn Ave., L. A.
- Fred Kaessl, 161 W. Colorado, Pasadena.
- C. H. Kellogg, Saugus, Cal.

And many others, whose addresses we have on file at our Main and Pico offices.

We Are Ready to Show You

Pico Carriage and Auto Co.

A. J. O'LEARY, Salesman.

CORNELL MOTOR CAR CO. LEASES NEW SALESROOM

Concern Is Southern California Distributors of Clark Car

The Fred A. Cornell Motor Car company have leased the corner of Twelfth and Main streets, recently vacated by the Howard company, and have added it to their present salesroom, giving a total selling space of 62x85 feet; together with repair shops in the rear and much extra garage room. The Cornell company recently took the sales management of the Fal car for Southern California, and have also been made distributing agents for California, south from San Jose, of the "Clark" motor car. Big consignments of these two lines of cars will arrive this week, and extra sales force has been added.

The Clark car is now to the coast, but are very classy gasoline cars, three-speed selected type transmission, and are 30 and 40-horse power with 113-inch and 120-inch wheel base respectively, and will be sold in Los Angeles from \$1650 to \$2000, fully equipped. The patterns are roadsters, touring cars and limousines.

It's as easy to secure a bargain in a used automobile, through want advertising, as it used to be—and still is—to secure a horse and carriage.

AUTOMOBILE NOTES

Recent victories of American over foreign cars recall the fact the Pope-Hartford was the first American car to win an international road race, as shown by 1907 racing records.

That Hartford tires are good tires is vouched for locally by Chanslor & Lyon, who have just received two very gratifying reports. The Alexandria Auto and Taxicab company reports that their heaviest cab has completed 16,000 miles on its original set of Hartford tires; also J. H. Rhoades of Pasadena, just back from a motoring trip to San Francisco and Seattle, says that his Hartfords have traveled 7000 miles this season and show no effects of wear.

Barney Oldfield uses Harris oil on all his racing cars, pays full prices and gets no compensation for his boosting this famous oil. Forty-eight hours running time for his big Pope-Hartford from Elko, Nev., to Los Angeles, a distance of nearly 800 miles, is the report of D. C. Cadegan, who returned yesterday. He reports that between Elko and Tonopah the roads are in deplorable condition, and for long stretches there are no roads at all. But between Tonopah and Los Angeles the roads are very satisfactory, with the exception of a three-foot ford that is necessary at Cotton creek.

C. M. Cotton of the Los Angeles Motor Car company made a round trip to Santa Barbara Friday in a Locomobile and says the roads are in fine shape all the way.

The factory guarantee is a strong selling point with the Haynes agency and won two discriminating customers last week, George A. Barcleaux, bank

president of Orland, Cal., and C. E. Freed of Willows, Cal., purchased the Haynes cars after a number of demonstrations in various cars.

The Renton Motor Car company reports sales of thirteen Overland cars last week and that two cars are to arrive Monday.

President Wilson of the Wilson-Buffington company made the run from this city to Bakersfield on Friday in 7 1/2 hours in a 40 horsepower model M Thomas-Flyer.

Last week was a banner week for the Pico Carriage company in disposing of Paterson "30" cars, as a list of five sales is credited to this popular line of cars as follows: G. Johnson, 625 Loomis street, city; A. Fry & Sons, Loomis apartments; E. H. Mauerer, 1439 Rich street, city; George C. Welton, city, and George Ford, Alhambra. This latter gentleman is a brother to the first purchaser of a Paterson car in the local market.

The Motor Car Import company reports sales for last week as follows: 40 horsepower Halladay to C. Fred Henking, San Diego, and three Halladay cars sold at Anaheim by their local agent, A. A. Angel. Stafford Bixby and C. J. Gilbert of the Motor Car Import company are putting in a two weeks' campaign up in the San Joaquin valley. A subsidiary corporation affiliating with the Motor Car Import company has just been organized in San Francisco to handle the Isotta and Halladay lines of cars.

A Marmion "Yellow Hornet," thirty horsepower touring car now graces the garage of J. A. Smith, Fullerton, as the man was won over by the consistent performances of the stock racers piloted by Mr. Harroun.

Sixth Street Garage

221-223 EAST SIXTH STREET (Just east of Los Angeles street.)

OPEN DAY AND NIGHT

Cars boarded and properly cared for, by day or month.

NEAREST GARAGE TO BUSINESS DISTRICT.

Expert Auto Repairing and Machine Work POSITIVELY GUARANTEED

REASONABLE RATES COMPETENT MEN IN CHARGE AT ALL HOURS.

WHITE BROS.

PHONE F1551

Every Ride A Joy Ride

The Seeley Ignition System (Coil without Vibrators) increases speed and power and cuts down gasoline and battery expense. We have demonstrated that the Seeley High Frequency Ignition System develops more power than the highest priced imported magneto, one-third the cost.

One of our customers says, "Your system has given me 10 per cent more power, saving 15 per cent gasoline, which is highly satisfactory."

Come and see us.

Firestone TIRES

Greatest mileage tire on the market. All sizes and types. FIRESTONE TIRE & RUBBER CO. 857 South Main street.

The 1910 Models Are Here OF THE "Overland" and "Matheson" Renton Motor Car Company 1230-32-34 S. Main St. Home Phone 10799