

WONDERS OF AUTO TRIP DESCRIBED

R. P. Shea Gives Account of Tour to Lancaster by Way of Charming Canyon

STREAM FORDED 64 TIMES

Magnificent Views Hold Members of Party in Awe of Silence

"Leaving Los Angeles in a five-passenger car, via San Francisco canyon for Lancaster and returning the same day is not so bad," said R. P. Shea, manager of the sales department of Robert Marsh & Co.

"As a test for endurance and speed the route is unexcelled, and in picturesque beauty it surpasses anything which I have seen.

"Accompanied by four members of my family, I set out on the morning of March 8, via the San Fernando road, as far as Burbank the road is in fine condition, but grows rough near Roscoe, where the big Tejon mesa is crossed. The good roads commission is at work now, and this will soon be in splendid condition.

"On entering the Newhall grade we found the road in poor condition. Four cars were stalled on the first 600 feet. One of our party remarked that at least three of these cars were as much as our machine which took the grade without difficulty. Up like a bird it skimmed over the winding road, through narrow passes and along the edges of jagged cliffs, true as an arrow in its course, and moving with the swiftness and ease of an eagle amid the rugged mountain heights. A good road runs through Newhall and Saugus; we enter the canyon, where for five miles it winds through the rocky cliffs, where magnificent views of scenery afford endless variety and entertainment.

"Great towering cliffs of granite stand like sentinels over fertile vales, where at intervals a ranch home breaks in upon the solitary grandeur of the scene.

"We left the divide at Elizabeth lake and entered the Antelope valley. Here the magnificent scene which burst upon the view held us in awe of silence. The spell was broken by an exclamation of delight from one of our party, who likened the lovely landscape to the vision of the promised land which was granted of old to the chosen people.

"Along as far as Del Sur we found a good road. The Elizabeth lake road is cut up in places by the heavy supply wagons in the aqueduct service on their way to the camp, twenty miles west of Lancaster. Our party reached Lancaster at 12:30 in the best of spirits and kept up to the highest note of enthusiasm about the route and the comfort of travel in an E-M-F. After transacting business we started on the return trip, leaving Lancaster at 5:30 and arriving in Los Angeles at 11 p. m.

"None but experienced drivers should attempt the trip by night, for the heavy grades and sharp turns in the pass render it hazardous even to the practiced chauffeur. Our party was altogether too enthusiastic and buoyant to find time for thoughts of danger. The only thing we dreaded was reaching the end of so altogether delightful a trip. The weird fascination of that ride through faint starlight and the deep, mysterious gloom will not soon be forgotten. Our party was altogether too enthusiastic and buoyant to find time for thoughts of danger. The only thing we dreaded was reaching the end of so altogether delightful a trip.

"There was a discussion on the trip as to how often we really crossed the ford, so we all agreed to keep count on the return trip, and found the number of crossings to be just sixty-four. In places the water was two feet deep. If your carburetor is low, see that it is well protected when you travel here, or you will have trouble. I say 'when you travel here,' for I take it for granted that you will do so. If you love beauty of scenery, or if you enjoy the happiness of achievement, you cannot afford to miss taking this trip.

"I have no interest in the E-M-F further than that this is my choice of cars, and I expect to use it in the future. My experience has convinced me that I am justified in making the statement that it is equal in endurance and speed to cars twice as high priced, and I take pleasure in adding my own appreciation and praise to the general verdict of approval."

"PUNCHERS' ABANDON THE BRONCO FOR AUTO

All out through the western country the cowboy of the past has forsaken the tough and wiry "bronco" for the motor car in rounding up the herd. For cattle and sheep the never-failing space-devouring motor car has replaced the agile bronco for three distinct reasons: First, because they do not need second, because they tire less and can travel long distances without becoming fatigued, and, third, because they never buck or run away. In fact the automobile has become a familiar and indispensable article of real merit upon both farm and ranch.

Harroun Driving Marmon Winning 100-Mile Race at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

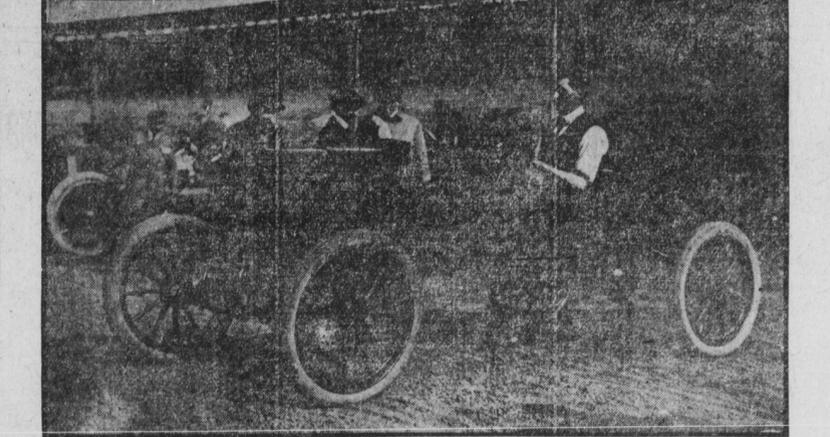
Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Ford Car, Winner of the 10-Mile Handicap



MUCH INTEREST TAKEN IN RUN TO MEXICO CITY

Flag to Flag Contest Will Be for Trophy Offered by Denver Man

The flag to flag contestants leave Denver, Colo., Monday, May 2, bound for the City of Mexico, in a contest of endurance and reliability under the American Automobile association rules and sanction, and competing for the trophy offered by G. A. Wahlgren of Denver.

"Our reasons for entering this contest are various. In the first place we feel that the territory through which the tour goes has a remarkable future for the automobile industry and also will prove the merits of the contesting cars. We feel sure that it will not only stimulate the good roads interest in the southwest, but that they will be practically the first on the grounds and all the cars that make a good showing will no doubt receive the preference of future business.

"We intend entering our regular stock chassis, model 'M' toy-tonneau type, and feel that this car is particularly adapted to the conditions owing to the fact that it is a very strongly constructed car.

"We have a hollow crank shaft lubrication which is very essential on a tour of this kind owing to the fact that it would not be necessary for us to carry such an amount of extra lubricating oil as ordinary conditions. Running at a reasonable speed we can attain as high as 700 or 800 miles to a filling of two and one-half gallons, and being used over and over again; after being strained each time it is forced through the system by a self-contained driven pump.

"There are various other details that would lead us to believe that we would have an equal show with other cars that would be entered. It will, of course, be necessary for us to construct a special body for carrying water, etc., as well as other special equipment that will be necessary on the trip."

OVERLAND DECLARES WAR ON AUSTRALIAN MARKET

SAN FRANCISCO, April 2.—"Four years from today the American automobile will be the leader among all other nations' cars in Australia despite the present-day supremacy of the European machines."

"The foreign invasion being conducted now under the expansion policy of President John Willys of the Willys-Overland company, will be a success. That is practically assured. I expect it to be the wedge into Australia for American cars and American methods of automobile distribution.

"The situation is this: Foreigners cannot compete with American methods and American products in values up to \$2500. European cars are largely a matter of assembly, and, of course, cannot be made at as low cost as the American factory built car, and at the same time retain the high standard that is absolutely essential."

"An active campaign for the improvement of the San Diego county roads has been begun by the Automobile Dealers' Association of Southern California.

MICHELIN COMPANY WINS SUIT

A lawsuit, pending for more than a year, between Michelin & Co. of France and the Austrian Continental company, regarding the ownership and use of the trade mark "Semelle," to designate an anti-skid pneumatic tire, has just been decided in favor of the Michelin company.

The imperial and royal minister of public works of Austria states in his decision that the word "Semelle," so universally used by the holder of Michelin to designate the anti-skid tire, is an acceptable trade mark, and that Michelin be accorded exclusive use of the same. The words "Michelin Semelle, Patented," stamped in the familiar leather steel-studded tread of each Michelin anti-skid tire, is a means of ready identification, and is a protection to the purchaser, who wants to be sure that he gets Michelin anti-skids when he orders them.

With a view to assisting it in drawing up the regulations for the motor car race, which it proposes to hold this year, the Royal Automobile club of Belgium has authorized the manufacturers to ascertain their views.

INFORMATION SECURED OF HIGHWAYS IN SOUTH

Manufacturers Manifest Much Interest in Glidden Tour for 1910

Manufacturers of automobiles who purpose putting machines in the 1910 Glidden tour have begun to display an unusual amount of interest in highways in the southern states. Not since the old days, when armies were moved expeditiously through the mud and over pile roads, has there been such an intelligent effort to obtain information.

"That there will be even more difficulties than were encountered in the 'Wisconsin All-States' during the 1909 Glidden tour is the opinion of men who have driven automobiles over a portion of the probable official A. A. A. reliability route. Not a little valuable road information, logging data and geographical notes collected by the Mitchell Ranger expedition on its strenuous scouting trip over the proposed course of the big reliability contest has been gratuitously distributed among manufacturers by the Mitchell-Lewis Motor company of Racine, Wis., immediately following the receipt of the field notes of Driver Frank Zirbics, who is piloting the Mitchell Ranger car over the long route, with a view of terminating the expedition in Chicago early in April.

The scouts are now on the last half of the journey, having passed Dallas, Tex., the turning point, during the last week. It should be easy sailing from now on, and Zirbics is still confident that he will reach Chicago, according to schedule, the first week in April.

"Road conditions since leaving Louisville barle description," writes Zirbics. "We thought we had conquered the worst of these conditions just before reaching Memphis, but instead of improving the roads became more trying after leaving that point.

In getting across the Mississippi and White river bottoms we had to take recourse to the old levee roads, which had been eroded by floods and rains and often were as rough as Idaho canyons. As we penetrated interior Arkansas we still found the roads deep in mud and water in some places. Two feet of water in the Red river bottoms between Hot Springs and Texarkana gave us as much trouble as any of the others. We agreed that the roads here were the worst on earth, it having taken us eight hours to travel twenty-two miles."

COMING EVENTS

April 7-9—First annual show at Daventry, Iowa.

April 8-10 and 13-17—Opening meets at new board motordrome, Los Angeles.

April 23-29—Second annual show at Bangor, Me.

April 30-May 2—Reliability run to Atlantic City, Quaker City Motor club of Philadelphia, Pa.

May 2—Start of flag-to-flag endurance run from Denver, Colo., to the City of Mexico.

May 9—Road race at Santa Rosa.

May 20—Spanish voluette road race for Cataluna cup.

May 30—Memorial day road race at Denver Motor club, Denver, Colo.

May 30—Annual hill climb at Bridgeport, Conn.

June 4—Annual hill climb of Worcester Automobile club, Worcester, Mass.

June 11—Road races of Portland Automobile club, Portland, Ore.

June 11—Annual Giant's Despair hill climb, Wilkesbarre, Pa.

REO WITHSTANDS ROUGH ROADS TRIP

New Model Establishes Sensational Reliability Record in Middle West

News was received yesterday by Leon T. Shettler, local distributor of the Reo, of another sensational reliability record made by a new model Reo "4-35" from Kansas City to Topeka and return with C. T. Thomas at the wheel. The roads were very rough and muddy in spots, especially at Lawrence, where the Kansas river had overflowed the roadbed and the Reo passed five other cars making the same trip, four of them stalled in the mud. Some of these cars left Kansas City early on the day preceding. The going trip was made with four passengers in four hours and thirty minutes and the return in three hours and twenty minutes. At the finish the Reo was taken apart by technical experts, testing every nut, who could not find a loose or disabled part in the car.

In commenting on the successful run, Mr. Shettler says: "We attribute this phenomenal run to the fact that our 34-inch wheels give a road clearance of eleven and one-half inches. Among the many other winning features are the superior design and solid construction of the Reo which are found from the minute detail of the screw, nut and bolt of its powerful and efficient motor. We are not surprised at the outcome, however, for this is the same model Reo that challenged all winners in the memorable New York-Atlanta reliability run to a rigid and impartial physical examination. The fact that this sweeping challenge of the Reo was not accepted is creating much favorable comment in motor circles in behalf of the latest creation of R. E. Olds.

Through the invention of a clever Boston automobilist by the name of Baldwin the great bugbear of motor car owners and drivers who desire to alight in the middle of the road is removed. The inventor calls his device the "auto guide," and with it the automobilist may tour from town to town and state to state by day or night, without fear of losing the road through the inefficiency of the guide book or the puzzling maps.

The auto guide itself is a cylinder of aluminum which classifies the steering column, being as simple in construction as it is accurate and practical in principle. The interior mechanism is surprisingly free from complicated parts consisting of brass reels operated by gears, which in turn is controlled by the hand wheel and contains a steering wheel which is held in place by a spring and a 2 1/2-candlepower light. The whole fits snugly into and is removable from the small fixed outer case which is clamped to the steering wheel before the driver's eyes and out of the way. The route sheets are attached to the reels in such the same way that a film is to the reels in a kodak. The route is thus under the operator's eye from start to finish, by day and night, and can be turned backward and forward at the will of the operator. It takes but a second to insert new route, and hundreds of them can be carried in the same space that would be occupied by a cumbersome map or bulky guide book. Mr. Baldwin is already mapped out the entire eastern states, and is now making arrangements with the Jackson Automobile company to start several Jackson cars path-finding over some of the western routes. A great many of the cars in the coming Glidden tour will be equipped with the Baldwin auto guide.

The Duluth, Minn., armory will be the scene of the first annual show to be held under the joint auspices of the Duluth and Superior automobile clubs, from April 6 to 9 inclusive.

AUTO GUIDE IS LATEST BOON TO TOURING CLASS

Routes Arranged in Rolls and Are Easy to Handle

FRANK SEIFERT DRIVING "DORRIS," THE CAR WRECKED AT MOTORDROME FRIDAY

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

Frank Seifert Driving "Dorris," the Car Wrecked at Motordrome Friday

PENALTIES FIXED FOR RELIABILITY

Important Amendments Adopted to Rules Governing Contests

SCHEDULE IS MADE DEFINITE

Just What Equipment a Car May Carry Is Clearly Laid Down

The most important amendment to the reliability contest rules for 1910 over those of last year will be found in the adoption of the fixed penalty schedule, which is applied at the final examination of the cars at the completion of a contest. In this schedule each of the essential parts of a car are given a definite number of points penalty for defective condition, greater or less, according to their relative importance to the whole make-up of the car and the condition in which such part is found at the finish of the contest.

The adoption of this schedule at once does away with the somewhat uncertain and indefinite penalty of points of the 1909 rules for time consumed and money value of material used in placing a car in a safe and satisfactory operating condition and places each and every contestant upon the same footing, with the same penalties applying to all for each defective and damaged part which the contest may develop; in other words, it reduces the penalization scheme to as nearly as possible an exact and known proportion instead of an uncertain and varying one.

The avoidance of work on a car after final examination and the calculation of time consumed and fractional values of material used enables a rapid determination of the relative merits of each of the cars and ensures a speedy settlement of the contest after the close of the last day's run. The elimination of fractional penalizations also facilitates the announcement of the scores of the cars at the end of each day's run during a contest.

To determine the operating condition of a car at the conclusion of a contest, test of brakes, clutch, transmission and motor are provided for, with suitable penalties for defective operation.

Just what equipment a stock car may or may not carry in reliability contests is very clearly laid down. It may carry special mud aprons in front of radiator or bonnet screens between radiator and motor, but no rubber bumpers for springs and rebound straps; the inflating tanks. It may not have special springs or spring windings; shock absorbers may not be added; use of regular equipment and covers over coil boxes, magnetos or any other part of mechanism, or screens around carburetor, are not permitted unless part of regular equipment.

Tools are carried in a special bag and sealed, the observers only having access to examine.

To enable an observer to keep a more accurate record of work done on a car, metal and wire seals will be affixed to the bonnet, coil box, transmission case, differential case, mud pan or apron and parts of ignition system not protected by bonnet seals and any other parts, as may be necessary. There will be no penalty for breaking a seal, which will be replaced at the official garage at the end of a day's run, but the observer will note the seal broken and must report how many times thereafter access was had to the part or parts protected by such seal.

A half-hour is allowed at the end of each day's run for proper lubrication of the car in the official garage, seals being broken for this purpose and replaced.

The rules concerning observers have been broadened and strengthened and the duties of observers enumerated in greater detail than heretofore, the following rule among others having been added:

Observers must not interpret rules for entrants or drivers and cannot say what work may or may not be done without danger of penalization, their duties being solely to record what is done and the exact length of time consumed in doing it.

To insure entrants, who appoint observers, to use the greatest care in their selection, the following penalty is imposed on an entrant for the act of the observer he has appointed: If an official observer shall desert a disabled car without first obtaining the driver's signature to a statement that the car is disabled, he shall be disqualified but one of the cars of an entrant in case of multiplicity of entries.

The state senate of Virginia is considering an automobile bill that levies taxes on motor vehicles according to their horse power. The bill provides that dealers are to pay a license fee of \$10; chauffeurs are to pay \$2.50. The schedule of fees for owners is as follows: For cars of twenty-horse power five horse power, \$10; more than forty-five horse power, \$10; more than forty-five horse power, \$40. The bill provides that the speed limit for cities and towns is to be twelve miles an hour, except in certain specified instances, and fifteen miles an hour in the country.

Charles Schwab, at a dinner a few years ago, remarked that the fundamental difference between the steel industry here and there resided in the fact that in Europe they manufactured for a quality result, while here they manufactured for a quantity result. It is well known in the automobile industry that the reason why it was impossible to obtain the special alloy steels used by the foreign makers was not because the steel mills could not make them, but because they would not. The reason was that it was not profitable for any automobile manufacturer to give.

That these are of practical advantage to its automobile department. It is explained that when the company purchased experience through buying the right to reproduce here a foreign car, all the raw material was imported, and at once analyzed chemically and tested physically in the company's biggest locomotive plant, by its own corps of expert metallurgists. It is thus tacitly admitted that the plans for continuing to build here the car of foreign design and quality under the company's own name, were unfolding from the first. The formulae of the foreign steel alloys were worked out practically in the course of

the three years before the name of the car was changed to the Alco, and it is explicitly stated that now most of the alloys which formerly had to be imported are obtainable by the American Locomotive company from American steel makers.

The formulae worked out by the metallurgists, with the aid of imported metals from all over Europe, now serve as specifications on which material is ordered, subject to passing all the physical tests and yielding the same analyses.

This is a revelation which not only has importance to the industry, but is of interest to the general run of automobilists. There is significance in it far beyond the present benefit to one big corporation.

ANOTHER DEPARTMENT

Father—As you have had three terms at the cookery school, Jane, I supposed you would know how to roast a piece of beef better than this. Why, it's burned to a cinder.

Daughter—I don't see how I am to blame. The fire was too hot, I suppose.

Father—And why didn't you look out that the fire wasn't too hot?

Daughter—Some one else always attended to that at the school, and Mrs. Mixer used to do the basting. All we did was the tasting after the meat was cooked.—Scraps.

IGNITION

THE SEELEY SYSTEM HAS REVOLUTIONIZED THE ENTIRE IGNITION FIELD

and has placed American ingenuity and invention to the fore. A Los Angeles man has called this fact to the pole, and issues this challenge to the world—That the Seeley Ignition System will give more power with less gas and battery than any other ignition system or magneto ever invented.

If you have any doubt as to these statements, come and see us and let us demonstrate to you that all that we claim is true and be convinced and save time, temper and money. Catalogue mailed on application.

Seeley Specialties Company

Board Your Car AT THE Sixth Street Garage

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

OPEN DAY AND NIGHT Expert Auto Repairing and Machine Work REASONABLE RATES COMPETENT MEN IN CHARGE AT ALL HOURS.

WHITE BROS. PHONE F1551

American American Motor Car Agency, 1210-1212 South Olive

Amplex Bekins Motor Car Co., 1026 So. Olive St.

Atlas Bekins Motor Car Co., 1026 So. Olive St.

California California Automobile Co., Tenth and Main

Clark 30 Fully equipped, 112-inch wheel base, three speeds, forward selector, 1720-sliding gear \$1650.00

Dorris CORNELL SALES ROOM, 1158-1160 South Main st. Agents for P. A. L. CAR. 30 big bargains in second hand autos; guaranteed.

Durocar Bosbysnell-Carpenter Co., 1226-1228 South Olive

Empire Durocar Manufacturing Co., 929 South Los Angeles

Ford Munns Auto Co., 1351 South Main

Great Western H. O. Vogel, 1130-1132 South Olive

Halladay-Isotta Motor Car Import Co., 810 South Olive

HAYNES \$2150 Fully Equipped 1211 SO. MAIN ST.

Flurmobile Tri-State Automobile and Supply Co., M. C. Nason, Mgr. 600 So. Olive St.

Lane Steamer Lane Steam Car Co., 804 South Olive

Paterson Pico Carriage Co., Pico and Main

Petrel Williams Automobile Co., 1806 South Main

Rambler W. K. Cowan, 1140-1142 South Hope

Sterling A. N. Jung Motor Car Co., 1242-1244 South Flower

Tourist California Automobile Co., Tenth and Main

Velie Standard Automobile Co., Twelfth and Olive

STEEL MILLS MEETING DEMANDS OF AUTO MEN

Beginning to Give Attention to Quality Rather Than Quantity

Charles Schwab, at a dinner a few years ago, remarked that the fundamental difference between the steel industry here and there resided in the fact that in Europe they manufactured for a quality result, while here they manufactured for a quantity result. It is well known in the automobile industry that the reason why it was impossible to obtain the special alloy steels used by the foreign makers was not because the steel mills could not make them, but because they would not. The reason was that it was not profitable for any automobile manufacturer to give.

That these are of practical advantage to its automobile department. It is explained that when the company purchased experience through buying the right to reproduce here a foreign car, all the raw material was imported, and at once analyzed chemically and tested physically in the company's biggest locomotive plant, by its own corps of expert metallurgists. It is thus tacitly admitted that the plans for continuing to build here the car of foreign design and quality under the company's own name, were unfolding from the first. The formulae of the foreign steel alloys were worked out practically in the course of

the three years before the name of the car was changed to the Alco, and it is explicitly stated that now most of the alloys which formerly had to be imported are obtainable by the American Locomotive company from American steel makers.

The formulae worked out by the metallurgists, with the aid of imported metals from all over Europe, now serve as specifications on which material is ordered, subject to passing all the physical tests and yielding the same analyses.

This is a revelation which not only has importance to the industry, but is of interest to the general run of automobilists. There is significance in it far beyond the present benefit to one big corporation.

ANOTHER DEPARTMENT

Father—As you have had three terms at the cookery school, Jane, I supposed you would know how to roast a piece of beef better than this. Why, it's burned to a cinder.

Daughter—I don't see how I am to blame. The fire was too hot, I suppose.

Father—And why didn't you look out that the fire wasn't too hot?

Daughter—Some one else always attended to that at the school, and Mrs. Mixer used to do the basting. All we did was the tasting after the meat was cooked.—Scraps.