

ERA OF TRUCK MERELY BEGUN, SAYS FOREIGNER

Running Cost Is Big Item in Inducing Purchaser to Consider Machine

In speaking about the proposed test of motor trucks under the auspices of the Automobile Club of America, a prominent foreigner says: "It is with confidence that I venture to say in this country in respect to American motor truck methods, but having been connected with this particular movement and its development in England for more than five years just past, I believe we will recognize that the motor trucks are in little more than the early stages of development."

"A company selling commercial motors should not expect to do business along the same lines as one selling automobiles for pleasure purposes. A buyer of a pleasure car is affected by fashion, feminine caprice, maybe, and does not generally or fully study running costs, and in many cases the imminent drain on the depths of his pocketbook, whereas, the business man considering the purchase of motor trucks looks into the proposition from a money saving point of view."

"The capital outlay is not the governing influence with a buyer so much as the efficiency obtained. The cost per mile is the important figure, and a decimal point of a cent per mile represents hundreds, or, perhaps, thousands of dollars in a few years. A standard body may appeal to the factory output man to save him unnecessary variation of standards, but may not promote efficient service; dimensions depend on the buyer's requirements. Many trades could utilize the engine power to assist mechanical loading and unloading, and subsidiary shafting may be conveniently fitted and much hand labor saved."

"Tires in relation to capital outlay and running cost are an important factor. The systematic overhaul of the truck is essential, and depreciation in such cases can be largely reduced and the efficiency in service improved. Much more could be written on the subject generally, but in a word the design of the trucks, including all the details of motor construction, lubrication, etc., could be simplified so that a cheaper class of labor could be employed in their operation. It should not be necessary to demand a high class chauffeur to operate them. Such a man is unfitted generally for truck work and the necessary cleaning, care and small repair work on the motor."

WILL STUDY VEHICLE SITUATION IN OLD WORLD

E. J. Lang, Los Angeles Carriage Manufacturer, to Make Tour

Last Thursday Charles E. J. Lang of the Rauch & Lang Carriage company left for an extended tour around the world. He will visit all of the larger cities of the world and will give the vehicle situation in each considerable attention. Mr. Lang, who is one of the most practical carriage men of the country, will combine business with pleasure. The phenomenal growth of the Rauch & Lang Carriage company has necessitated Mr. Lang's trip abroad. He has included in his itinerary the large vehicle concerns of the various cities which he will visit. The foreign market has recently come in for much attention from American manufacturers, owing to the unusual interest that has been shown in the product of the American maker. The Rauch & Lang Carriage company feels that a foreign representation will soon or later be necessary and it is anticipating this condition.

RALPH DE PALMA MAKES SENSATIONAL CLIMB

Drives 200 H. P. Machine Up a 6000-Foot Slope with Heavy Grade

If any persons who did not see the Wilkesbarre hill climb think that Ralph de Palma had a joy ride when he broke the record for Giant's Despair mountain June 14, covering the 6000-foot slope, a grade varying from 10 to 23 per cent, in 1 minute 28-5 seconds, in the 200-horsepower Mephistopheles, they should hear Ralph tell about how he had two teeth (real—not store-teeth) jarred out and lost his handsome gold watch fob. The latter piece of jewelry which was presented to him for scoring the two fastest laps in the Savannah grand prize race, has not been found, and De Palma feels grieved at the double loss. Just before his meteoric plunge which broke Bruce Brown's record by 3-5 seconds, Ralph handed his watch to a friend and put the fob in his coat pocket. Continued jouncing in the air while hitting the mountain house turn his two molars snatched off like china.

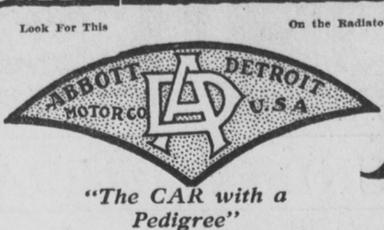
"When I was nearing the finish line," said De Palma upon his return to New York, "the car was going so fast and the bumps were so frequent that I was forced to shut off my power entirely in order to keep on the road. I coasted the last hundred yards to the tape—a mighty stiff grade, too—which may sound funny as it is an unusual thing to do in a speed contest. I positively could have broken the record by a much wider margin but simply did not want to take the chance of ditching and mowing down a jam upon spectators. I know the general impression before the contest was that my car would never stand that strain and would fall apart and I am glad I fooled the people. It was a big consolation after my two pieces of hard luck with the car at Daytona and Los Angeles. Any one who finds my belongings may keep them if they will only return the fob."

Experts who saw De Palma's performance pronounce it the most sensational ascent in an automobile ever seen on any hill, and the fast time of 1:29 for this course, which has a altitude of 700 feet in its 6000 foot slope, is a record.

THRILLING FEATS DONE BY MOTOR CAR ROUGH RIDERS

Overland Autos Given Remarkable Test at Indianapolis

When the thousands had packed the grand stands at the recent motor car races at the Indianapolis motor speedway, they were interested in seeing huge plank inclines drawn upon the saved race course. Fred J. Wagner, who started all events, gave the signal and six motor car rough riders or testers from the Overland factory dashed upon the track. They rode in test cars fresh from the factory, and few thought it possible that they would perform the feat mipped out for them in the hazy race.



Abbott-Detroit

The Ultimate Car of the Future

The Abbott-Detroit is the logical car of the future. That is one reason why you want it. It represents a perfection of design that will stand the test of time. That has been the idea in producing this car; not a cheap car, quickly out of date, but one which will represent future standards.

If you know automobiles you know that there is no better designer than Mr. John G. Utz, the designer of this car. He is the father of one of the most popular cars made in Detroit and has been building automobiles for twelve years, but he outdid himself on the Abbott-Detroit. It represents the last word in style and class.

No detail is too small to be perfect on the Abbott-Detroit. You appreciate this fact when you see how the car stands up under daily usage. The reason goes back to the factory—every Abbott-Detroit is built under the personal supervision of that master builder, Mr. John B. Phillips, so favorably known among manufacturers as the very best.

Read the specifications in another column and see for yourself why this car differs from the "usual" car. One feature is the construction of the crank shaft, three large plain bearings, brushed with die cast Parsons white brass, are provided, doing away with annoying crank-shaft troubles.

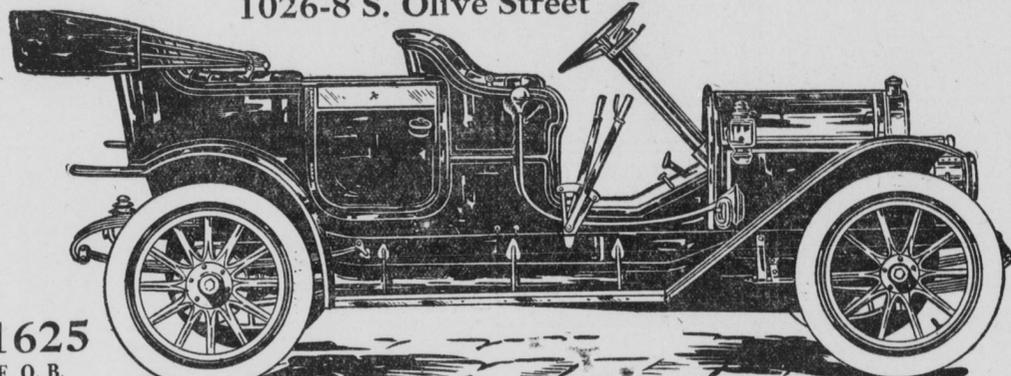
The price of the Abbott-Detroit is \$1625 F. O. B. Los Angeles. We do not claim it is a cheap car. We do claim it is the best car you ever saw for anywhere near the price. And we are here to demonstrate it if you are ready to be shown.

Every Abbott-Detroit we sell is backed by our willingness to keep it in shape. That is one of the strong features of our sales force: The care given local customers after the car is sold. Not only for one year, but so long as you own the car, any part showing defect in material or workmanship will be promptly replaced without cost to you.

Abbott-Detroit Motor Company

1026-8 S. Olive Street

Phones F3635; Main 1691



The Specifications Briefly Told

Furthermore, we make IMMEDIATE DELIVERY. Bear that in mind. It is a fact to remember. THE MOTOR—The 4-cylinder motor is cast in pairs, and delivers 25.8 h. p. A. L. A. M. rating, which rating is generally characterized by other makers at 30 to 35 h. p. Size of cylinder 4 1/4 in. Compression, 54 pounds. Inlet and exhaust valve openings 2 1/4 in. Crank shaft supported by three large plain bearings, die cast. Connecting rod bearings of Parsons white bronze of generous size. Piston blades in finwheel. TRANSMISSION—Sliding gear, three speeds forward and reverse. Annular ball bearings. F. & S. clutch, multiple disc. FRONT AXLE—Drop forge, one piece I beam Timken bearings. REAR AXLE—Special new design, full floating type; nickel steel drive shafts. F. & S. bearings. LUBRICATION—Constant level splash, sight feed on dash. CONTROL—One pedal, clutch and brake. DRIVE SHAFT—Two Spicer universal joints. Tubular one-piece Torque arm. WHEEL BASE—110 inches. WEIGHT—2200 pounds.

\$1625 F. O. B.

Los Angeles

with Magneto and Full Lamp Equipment

Get the "Abbott-Habit" You Will Have to See It You Cannot Hear It

\$9000 IN CASH PRIZES AT INDIANAPOLIS MEET

Many Speed Creations Will Be Seen for First Time on the New Track

The Indianapolis motor speedway strikes a popular chord with the manufacturers in regard to entrance fees, says Manager E. A. Moross. By making racing cost entrants but little, the popular course is assured of a long list of entrants. The number of cars entered at the recent meet was a matter of wonder to the outside promoters.

Nominal entrance fees also tend to encourage the sport. Last year the entrance fees for the Cobe trophy race were \$500 for the first car, \$300 for the second car and \$200 for the third car. To enter this event this year the entrance fee will be \$5 for each car entered, or \$15 for a team of three cars, against \$900 for the same team entered last year. In addition to driving for the cup alone the winning pilot will receive \$500, \$300 for second place, \$200 for third place and \$100 for fourth place.

Cash to the extent of \$9000 will be sprinkled throughout the meet, making it the greatest cash prize meet ever run, as the trophies will reach a king's ransom. The above policy has encouraged the sport of automobile racing with the Indianapolis motor speedway as the pace setter.

The Cobe cup is but one of the features of the July meet, as there will be various class races at the various distances, handicaps, free-for-all, record trials, with the events for the G. and J. trophy and the Remy Grand Brasard. The Buick team will defend two titles to be raced for at the July meet, namely, the Cobe cup and the G. and J. trophies, which they won last year.

Many new speed creations will be seen for the first time this year, as all the manufacturers were not ready for the opening meet which made new history in the realm of motordom. The record crowd of May 30 promises to be surpassed at the July meet, and the increased seating capacity now being constructed will take care of the crowd.

PACEMAKING CARS GO THROUGH AS SCHEDULED

After seven days of strenuous running, the three competing and pacemaking Columbia cars which participated in the 1000 mile road endurance contest over the National highway from Atlanta to New York city, finished on scheduled time and the four individual motors were running as quietly as when they left Atlanta. The three competing cars were piloted by amateurs who had never driven in any sort of a contest and each car was entered by private owners who were purchased from stock some time prior to the tour. The pacemaker and referee's car driven by Gordon Wagner had previously accomplished the strenuous pathfinding work and when it reached the termination of the tour had covered 4500 miles. The pacemaker and pathfinder car was immediately put on exhibition at the Columbus room in New York city and mechanical engineers and others who inspected it said that they had never seen a car in better condition after accomplishing such grueling work.

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

MATHESON TOO SILENT, SAYS BANK OFFICIAL

Driver of Six Afraid of Running Down Pedestrians and Appeals to Police

Motorists have good cause to "sit up and take notice" at the experience of John L. Mitchell, an officer of the First National bank of Norwich, Conn., who proves beyond a doubt that while silence in operation of an automobile may be a desirable attribute, an extremely quiet car is not without its drawbacks.

Mr. Mitchell was the purchaser of a new Matheson "Silent Six" a few weeks ago, and from the outset he had trouble owing to its remarkably quiet operation. He applied to the chief of police for a permit to open his muffler cut-out so that in case of a pedestrian falling in front of the machine he might at least be notified of its presence, as the engine was positively noiseless. Under recent date Mr. Mitchell wrote C. W. Matheson, the manufacturer, as follows:

"The chief informed me that while the law read that cut-outs were not to be used he was powerless to grant me this permission, or even to personally advise me to run with the cut-out open until I had been warned not to do so. The chief is a good friend of mine, and I explained to him that while driving through town people were continually stepping in front of the car because of the extreme silence of the engine, and ever since my call, notwithstanding the apparent unsatisfactory nature of the same, I am running daily through the crowded parts of the city with the cut-out fully opened, and am not then making as much noise as the average car."

LOOPING THE LOOP

Years ago, when there were only wooden sidewalks in the city of Winnipeg, Man., holes were bored in the planks to let the water run through. In the morning twilight a policeman found a man with the tip of his wooden leg in one of these holes and hurriedly walking around it with his good leg and foot.

"What are you doing there?" asked the policeman.

"G'way, offisher," said the man, "Got to get home before of lady wakes up."—Everybody's.

YOUNG ACTRESS BUYS AUTO IN LOS ANGELES

New Leading Lady, Who Was Born in Wales, Purchases a Welch Machine

By one of those odd coincidents "leading ladies" wait until they reach Los Angeles to buy a car. This time it is Neva West, the new leading lady of the Grand, but as the young miss said the other day, "To see a Welch car was to love it." This was not all joking, either, for Wales was the place of her nativity, and a good old home name seemed most appropriate for the car which she would elect to drive all summer while she is filling her local engagement. Accompanied by Miss Johns, the retiring leading lady, a long, circuitous route was mapped out for a demonstration, and in just one-half hour the little woman had the mechanism down so pat that she consented to drive the car up for a press photographer. Then away like the wind went this big car, and if there was a motor cop on the street he did not put in an appearance, for the stall would have been a sick baby being taken to the doctor, when as an actual fact the sick baby was only a big doll borrowed from one of the local department stores. Men are such good hearted fellows that even a policeman would "fall" for those baby stunts of the new leading lady.

Manager Sargent of the local Haynes Automobile agency is a believer in the efficacy of "boosting" by the theatrical fraternity, and never misses a chance to take a bunch of live wires playing at the local houses out for a "joy ride." A better bunch could not have been selected than the crowd headed by Lew Welch and company, which have been playing at the Los Angeles theater the last week. This jolly bunch, booked out of New York, are used to all kinds of diversions, but this time, in "real earnest," they have expressed themselves that the Haynes car deserved the national recognition it got when a public committee bought and presented one of them to ex-President Roosevelt. The big Haynes cars were used to give this specialty bunch a ride, and the occupants were Lew Welch and wife, Gus Phipps and Francisco Parker of the "Lavinia's Old Shoes" cast; also Wilson and Pearson, the song and dance specialists.

STAGE FOLK GET JOY RIDE IN HAYNES FLYER

is on the ground to look over your interests and ours.

ASK ABOUT THE KISSEL SERVICE

We Can Make IMMEDIATE Delivery on All Models. Largest Display of New Cars in the City

The Kissel Auto Company

1246 South Flower St.

C. L. LEPPA, Mgr. Phone F2637

"AMPLEX"

"King of California Roads"

Eats up dirt at 50 miles an hour and no inconvenience to the passengers. One of those "satisfactory cars" that takes you any place and brings you back.

"A GOOD CAR TO KNOW"

"Every Inch a Car —the Car for You"



KISSEL CAR

Not a Sub-Salesman, But a Factory Representative

is on the ground to look over your interests and ours.

ASK ABOUT THE KISSEL SERVICE

We Can Make IMMEDIATE Delivery on All Models. Largest Display of New Cars in the City

The Kissel Auto Company

1246 South Flower St.

C. L. LEPPA, Mgr. Phone F2637

KNOWING PEOPLE ALWAYS INSIST ON SEEING THE

"OVERLAND" & "MATHESON"

Renton Motor Car Company

1230-32-34 S. Main St. Home Phone 10799

Have You Seen the New Models of the

LEXINGTON

"50," THE CAR OF ATTRACTIVE LINES AND DURABILITY.

7-passenger Touring car or 6-passenger Torpedo.....\$2900
5-passenger Toy Tonneau, 2, 3 or 4-passenger Roadster.....\$2800

"40," POWER THAT MAKES HILL-CLIMBING A PLEASURE.

5-passenger Touring car, Toy Tonneau or Roadster.....\$1950
4-passenger Torpedo, Stamped Aluminum Body.....\$2150

We have a couple of "40" and one "50" Touring cars for immediate delivery. The "40" Torpedos and Roadsters are selling far in advance. Place order NOW.

Burkhard-Crippen Motor Car Co.

E. J. Bennett, Sales Manager. Pico and Grand Avenue.

BARGAINS

Packards, seven and five passenger; Premier, Kisselkar, Ford, Tourist and Inter-States are offered at sacrifice prices to make way for the increasingly popular Lexington.

Ignition Is the Life of the Automobile and Motor Boat

THE SEELEY IGNITION SYSTEM

Delivers a spark that insures perfect combustion, consequently continuous power. It reduces the cost of gasoline and battery. Obviates any possibility of a foul spark plug. Can be handled with safety as it neither shorts nor burns. Cannot be short circuited by oil or water. It consequently is the ideal ignition system for the motor boat.

We are negotiating with a large number of manufacturers in the east to place the system on their 1911 output. The Columbus 1910 car is equipped with the system. Demonstrations daily at

SEELEY SPECIALTIES CO.
124-126 EAST NINTH STREET. LOS ANGELES, CAL.

"Firestone" Tires

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