

FIRST LOCAL AUTO SHOW OPENS DEC. 12

Shrine Auditorium Will Be Handsomely Decorated for Big Event

FIFTY EXHIBITORS SIGNED

Each Night Will Specially Favor

Some Nearby City—Plenty of Music Promised

The 1911 automobile show season will be ushered in with one of the most picturesque exhibits ever held in the west.

The show is under the auspices of the Los Angeles Motor Dealers' association, and the many committees of this organization are spending much time assisting Manager Hempel in making complete arrangements for one of the largest and most thorough exhibits of motor cars ever held west of Chicago.

In the big auditorium will be shown most of the cars in the local market. In addition to the cars there will be complete exhibit of accessory and supply firms. This part of the show will be in the balcony.

All the exhibitors will have their latest 1911 models for the Shrine show. Some already have their cars and others are getting special late models from the factory which will arrive here until the week of the exhibit.

Coming as it does a week before Christmas, auto shopping will be one of the big features of the Christmas shopping season. Here the wife or the daughter can lead papa about and show him the little coupe, the limousine or the roadster most desirable for a Christmas present. The holiday spirit will prevail both in the decorations and the musical program.

The decorating committee has two plans, one of which is for the transforming of the entire building into a California garden and the other for the California garden on the ground floor and a Japanese garden in the balcony.

The upper floor will lend itself to this scheme and would make an unusually attractive feature.

The main entrance to the Shrine auditorium will be from Jefferson street. On entering, the exhibits will stretch away in two sections, with the stage at the far end of the balcony.

Immense streamers of greenery will hang from the ceiling and the pillars will be hidden under wreaths of flowers. Around the sides will be a forest of palms.

The electrical display will be magnificent. Although the building is already beautifully lighted, the committee will add thousands of lights to shine upon the kings of the highway enthroned on the floor below.

The show committee is holding regular meetings twice a week to consider every point in connection with the show, and some of the subcommittees are meeting daily. Nothing is being left undone to make the show a great success, and in addition to being a high class showing of automobiles and accessories it will be a spectacular show, picturesque in the extreme.

The committee on music and decorations, which is composed of George R. Whitecomb, H. K. Butterfield and P. S. Lincke, has been hard at work arranging details. The musical entertainment is very elaborate and will be given afternoon and evening there will be a band on the stage and a string orchestra in the balcony. Special soloists have been engaged for the concert evenings.

Thursday has been named as society night, and Wednesday will be designated as Shrine night. Monday will be Pasadena night, Tuesday, Riverside and Redlands night, Friday, Santa Barbara and Ventura day, and Saturday, San Diego day. On these special days large delegations are expected from the different towns.

By using the auditorium to the best advantage there is sufficient room for all the exhibitors. There will not be sufficient space for all the necessary staff and supply men, but orders for space will be filled in the order in which they are received.

WOMAN DRIVES CAR 50,000 MILES IN 4 YEARS

Madame Ella M. Des Rochers, a contractor of Boston, has established a record as a motorist which is equaled by few women drivers of cars. Strenuousness is the keynote in Madame Des Rochers' performances. She has climbed, endurance contests and any sort of rough road work being common occurrences for her four-cylinder, sixteen horse power Franklin car.

In four years she has driven her car nearly 50,000 miles. In the Corey hill climb near Boston she came out with a blue ribbon and won another in a hill climb at Worcester. In an 800-mile tour of the Bay State Automobile club through the White mountains and Maine she won a cup, being one of three drivers to make perfect scores. The air-cooled motor of her car required no attention and did not overheat.

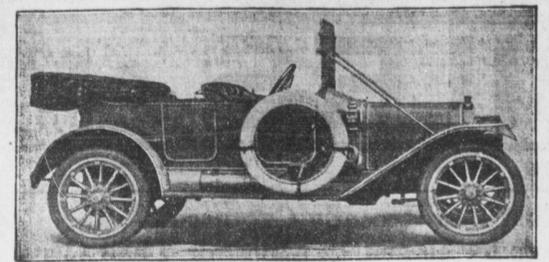
Recently Madame Des Rochers spent several weeks at Hyannis, a Cape Cod summer resort, and one day each week made the 180-mile round trip to Boston. One week she drove 800 miles. In fourteen months she has driven her present car 10,000 miles, over all kinds of roads, with a minimum of tire trouble.

Madame Des Rochers in her long experience with motor cars has become a capable mechanic, and any little attention needed by the car is given it by herself. She never considers it necessary for her mechanic to accompany her when a trip or contest is to be undertaken. In speaking of her driving and mechanical skill she recently said:

"I four all over the country with only women with me, and there is never anything happens but what I can fix. I have learned to be quite a mechanic, and I understand this car so well that I feel perfectly safe in going anywhere with it. If I had time I would just as soon drive my car from Boston to California.

Her car is a familiar sight in the Berkshire hills, the White mountains and other New England places of note. The new Flanders cars have a yellow running gear and the steering post and operating levers are brass plated, giving a rich appearance to these worthy little cars.

1911 Model 40 Corbin Torpedo That Will Be First Seen at Auto Show



AUTO RACING REQUIRES MUSCLE, BRAINS AND NERVE

Sidelights on Physical Ability of Some Noted Drivers

When Wagner came tearing down the homestretch of the Savannah road course in his dashing red Fiat one sunny November afternoon in 1908 and captured the Savannah grand prize contest, reporters and photographers crowded around the new speed king.

"Wagner, what do you consider are the qualities that make a great road driver?" "Wagner sank a little further down against the oily back of his tubby little seat, considered a minute and replied: "Brains and nerve—mostly nerve."

"Last fall in Atlanta the same question was put to Barney Oldfield just before he took the next to the most memorable trouncing of his life at the hands of Lewis Strang."

"To be a good racing driver a man should not have too much sense and a lot of strength." "Discounting the first part of Barney's utterance, for it can be proved that few drivers without brains have ever won consistently, you get to the real truth of the problem. "Brute strength."

"That's the answer. There is not a really first-class road or track driver in the business in America today who is handling big cars and who is not at the same time a sturdy man with worlds of muscles in his arms and with enough weight to keep him anchored in his seat, despite any ordinary jouncing."

What made Barney Oldfield a great driver? "Brute strength." Oldfield brags that there was never a steering wheel made that he wouldn't carry away with him when he was thrown out of a car. After three of his most sensational "fence bustings" he was found stretched on the ground with the rim of his steering wheel grasped in his hands. His muscles had been stronger than the material of which the wheel was made. And this tremendous muscle equipment made it possible for him to drive at top speed around corners and down the straight-ways.

There was an example this summer on the Atlanta speedway. In the early practice for a local meet F. H. McGill and Asa Candler Jr. did all the tuning up of Mr. Candler's giant Fiat 60. This is a car which is particularly vicious at steering. It yanks and bucks and raises sand, especially on the turns. In every practice spin Mr. Candler could get two or three seconds better time for a round than his driver. Both men are equally fearless and equally skillful. The secret lay in weight and strength. The amateur had forty or fifty pounds advantage in weight and proportionately more strength.

"Brute" is what is needed. Men pick their race drivers today as they picked football material in the old days. "If they have the weight and strength we will teach 'em how to drive," the manufacturers say. Look over the famous drivers of today. Take these, for instance, who have raced on the Atlanta speedway. Oldfield, as has been mentioned, is an elephant. George Robertson, who has done perhaps the most brilliant driving, all things considered, that was ever done on the Atlanta track is a slighter build, but he is broad of shoulder and strong as a rhino. Jack Aitken, who drove National so brilliantly in both Atlanta race meets, is not chunky, but is a tall, rangy man, with tremendous strength. Harding, who drove the Apperson cars last fall, is another of the same stamp. Chevrolet, winner of the Coca Cola trophy last fall,

OWEN CAR WILL BE MADE BY REO COMPANY IN LANSING

Local Salesroom Soon Is to Be Opened in Los Angeles

It was officially announced yesterday that the Reo Motor Car company purchased the plans of the Owen Motor Car company of Detroit, that in the future the Owen car will be manufactured in a new factory in Lansing, Mich., owned by the Reo company, and that the construction of this well known and classy four-cylinder car is to be under the direction of Ralph R. Owen, the former president of the Owen Motor Car company.

The acquisition of the Owen company by the Reo Motor Car company means that in the future this 50-horsepower car, under whatever name it is manufactured, will be a licensed machine, a fact that will cause an unprecedented rush among automobile dealers throughout the country to secure the rights to this aristocrat of high-powered four-cylinder cars.

For a long time R. E. Olds, the president of the Reo Motor Car company, has been out on a limb, trying to get out a car of about 50-horsepower to meet the urgent demand among 1500 Reo dealers for a car of this type, and after thoroughly looking into the merits of the Owen car found it his ideal.

The Owen car has the left-hand drive with the gear shifting lever in the center of the floor boards, thus giving the combination of left-hand drive and right-hand gear control. It has 42-inch wheels, four cylinders cast in pairs, 4 1/2-inch bore, 6-inch stroke and 50-horsepower. The long stroke gives great torque or pulling power at slow speed, reduces wear on the working parts, eliminates vibration and adds life to the whole mechanism. The long stroke is thoroughly established abroad and is gaining headway rapidly in this country.

Motor Gossip

Corbin cars, which have done so much to make local racing history, are now under a new management in their new home on South Olive street. The beautiful sales room has been redecorated and the first carload of the 1911 models will arrive this week. Other cars are on route for a display at the automobile show at Shrine auditorium early in December. The new Corbin Motor Car company will be under the management of F. A. Lidsky, who is well known to local motorists.

P. A. Lord, president of the Lord Motor Car company, will arrive in Los Angeles Wednesday from an extended business trip east, where, among other things, he secured the agency for Studebaker-Garford touring cars and trucks.

Milo Bekins made a trip to San Francisco last week where he delivered a big Amplex touring car. The running time was twenty-two hours, though the roads north of Bakersfield were in bad condition.

Design of latest fore door and torpedo type.

Show Room Pacific Motor Car & Aviation Co.

1217-1231 S. Flower St.

OAKLAND PLANS 48-HOUR RACE

To Be Given in Connection with Auto Show Thanksgiving Week

An endurance run "four times around the clock" will be one of the many features the Oakland automobile dealers have in store for the notable public during Thanksgiving week. The date of the big motor car exposition at Idora park. The men in the trade across the bay propose to let the entire state know that Oakland is on the map when it comes to automobile affairs.

The exact course and minor details of the run have not been definitely decided, but in all likelihood the route will be the same as traveled over by the contesting machines in the twenty-four-hour race last year.

An incentive for victory in the forty-eight-hour endurance run is the opportunity to exhibit the winning car in the show, where its performance will undoubtedly be commented upon by thousands of interested motor enthusiasts.

F. O. Nelson, manager of the Diamond Rubber company, has just returned from a business trip to San Francisco. He found everybody optimistic over the general outlook and especially pleased with the very large vote cast all over the state in favor of the San Francisco Panama exposition.

In a Word, Convincing

IT'S A DUDE! 30 h. p. Roadster... \$1100

IT'S A FLASH! 35 h. p. Touring Car. \$1350

IT'S A KNOCKOUT! 40 h. p. Touring Car. \$1650

Show rooms, Pacific Motor Car and Aviation Co. Austin McGill, Factory Representative, Louis Arms, Local Manager.

Design of latest fore door and torpedo type.

Show Room Pacific Motor Car & Aviation Co.

1217-1231 S. Flower St.

Automobile Directory

- Amplex (Formerly American Simplex) and Atlas Guaranteed self-starter BEKINS MOTOR CAR CO., 1062 S. Olive St., Main 1951.
Apperson and Reo LEON T. SHETTLER, 623 South Grand Avenue, Main 7034; Home 19187.
Autocar M. S. BULKLEY & CO., Northeast corner Main and Washington, Home 2327; Sunset 4346.
Buick and Oldsmobile HOWARD AUTO COMPANY, 214 S. Flower St., F2850, Main 6777.
Corbin CORBIN MOTOR CAR CO., 1017-19 South Olive St., Home A1097.
Glide 4 1/2-h. p. "1911" model, \$2000 f. o. b. factory. After ten years made and sold on the basis as any other staple commodity. SHILK MOTOR CAR CO., Tenth and Olive, Broadway 1931; F2378.
Kissel Kar "ASK ABOUT KISSEL SERVICE." THE KISSEL AUTOMOBILE CO., 1246 E. Flower St. F2377.
Knox DOERR-BROWN CO., 1215 South Olive St., Main 7853; Home F5847.
Locomobile LOS ANGELES MOTOR CAR CO., Pico and Hill streets, Main 2514; Home 1844.
Studebaker-Garford "40" E. M. F. 30; FLANDERS ST. LORD MOTOR CAR CO., 1031 South Olive St., Main 5470; Home 19146.

NEW STORE OPENS WITH A BIG RUSH OF GOOD BUSINESS

Not in the local history of "Auto Row" has there been such hearty commendation by motorists of the opening of a new establishment as that accorded the Weinstein-Nichols company in their new automobile supply house, which opened its doors to the public on South Olive street last week. Manager "Jack" Dielmann has the smile that won't come off, and Tony Nichols, vice president of the firm, who is here for two weeks, has been busy glad-handing his many friends; for this great firm is known up and down the coast as having heretofore the best store of its kind in San Francisco.

The Halladay Motor Car company delivered cars last week as follows: Five-passenger touring car to R. M. Fuller and a toy tonneau to Dr. O. G. Lochman, both of Los Angeles. A carload of 1911 Halladay cars was received in the local store, with its magnificent settings and everything in stock that a motorist could use, will very quickly take precedence over anything of its kind on the coast. Mr. Nichols' facetious remark that "this is nobby weather for nobby treads, for nobby treads won't skid," is a gentle reminder that the rainy season is near and that Morgan & Wright tires for which his firm is Pacific coast distributor, will come into their own.

Are the garaging conditions systematically favorable to your Commercial Car giving satisfactory, economical service? If not, we would appreciate your consideration of our maintenance system.

We wash, polish, lubricate, inspect and make all minor adjustments every night when the car comes in, and send it out shining and bright every morning ready for business and good service, for a stated reasonable price per month, working under a tried out after-sale service system, demanded by

The Autocar Company of all their branches and agents.

In order to comply with the factory policy we have moved and equipped, with up-to-date facilities, expressly for Commercial Car Service, the large fireproof garage at the address below.

We have room at present for a few more Commercial Cars. If interested, we will gladly call and explain in detail. We are sure we can convince you our garage system will add greatly to the life of your car, assure dependable delivery service, save you frequent repainting and large repair bills.

Very truly yours,

M. S. Bulkley & Co.

So. Cal. Agents "THE AUTOCAR" N. E. Cor. Main and Washington Sts.

Inter State

Facts Worth Reading

The general design of the Inter-State motor has been the same for the past three years. The only material change ever made is the recent increase in the bore and stroke. Retaining this uniform design is due to the fact that there is no development up to now which has presented an improvement. There are over 3000 Inter-State cars in use today, and we have yet to meet the owner of one of these who does not enthusiastically state that his motor is perfect.

The construction of the Inter-State chassis throughout is fraught with the same excellence of design and sturdy construction that is found in the motor. We supply on this 40-horsepower chassis the following styles of body: Torpedo, Touring Car (with tonneau of sufficient size to accommodate five), Demi-Tonnesau; two, three and four-passenger Roadsters.

Prices \$1900 to \$2150 f. o. b. Los Angeles.

Morrow, Loomis & Co. 957 S. Olive St., Los Angeles. Tel. A3943

There Is but One Measure of the Real Worth of a Car

THAT MEASURE IS THE DEGREE OF SATISFACTION IT GIVES ITS OWNER

To give satisfaction a car must have power, strength and elegance.

The Kissel Kar, winner of the Phoenix race, has, of course, the power and strength.

See the elegance of design and finish which characterize our 1911 models.

Kissel service given with each car.

Prices \$1650, \$2250, \$2750, \$3350, F. O. B. Los Angeles.

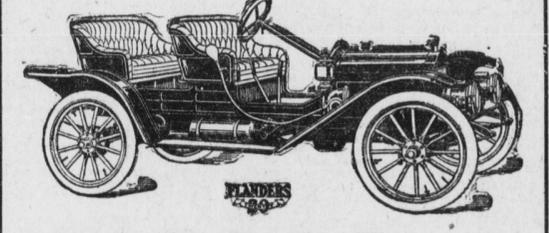
The Kissel Automobile Co.

118 W. PICO ST., LOS ANGELES

Phones: Home 22886, Broadway 2186. Pasadena Agent, George Nolan.

Just Arrived

New style Flanders "20," with brass-plated operating levers and cream running gears. Be sure to see these cars before buying



\$725 F. O. B. Factory

Our Demonstrator is at Your Service. Call 10845 or Main 5470

LORD MOTOR CAR CO.

1032 South Olive Street

Home 60151 Main 8680

Pacific Motor Car and Aviation Co.

1217-31 SOUTH FLOWER STREET

1911 CUTTING CARS \$1100 TO \$2350

We are the only ones in the city doing repair work and handling parts of WHITE STEAMERS. We also repair or remodel any make of automobiles.

We have the finest garage on the Pacific Coast; our treatment of customers is the best.

Mr. Wm. M. Conklin is our spring and forge maker.

OPEN DAY AND NIGHT

Knox "THE Best by Test"

Touring Cars—Torpedoes—Tonneauettes—Raceabouts 4 and 6 Cylinder Models

Watch the Knox in This Week's Races

DOERR-BROWN MOTOR CO.

Main 7853. 1205 SOUTH OLIVE. F5647.

Apperson and Reo

You can't always tell a horse's age by looking at its teeth. You can't always judge what an automobile will do by what the dealer says about it.

Come in and hear what these cars have to say for themselves by actual performance.

IMMEDIATE DELIVERY Reo Thirty Touring \$1400 Baby Reo Runabout \$550 Apperson \$1400 Apperson Baby Jack \$2150 Apperson Little Jack Seven-Passenger \$3200 "A Live Dealer Will Sell You a Live Car"

LEON T. SHETTLER

Home 10167. 633 SOUTH GRAND AVENUE. SAN DIEGO. Main 7031. LOS ANGELES. Member Automobile Dealers' Association of Southern California. Member Licensed Dealers' Association of Los Angeles.

SOME FOOLS WILL TELL YOU THAT AN AIR COOLED CAR WON'T KEEP COOL

We don't have to make any remarks—we can SHOW you. DR. CHAS. W. SNYDER, 1026 So. Olive