

MOTOR CAR OWNERS DESERT THE CITY FOR THE HOLIDAYS

SAN FRANCISCO GOES A-MOTORING

Practically Every Automobile Owner Has Left on a Holiday Tour

All the Ferries Crowded to Almost Capacity on Trips During the Day

By R. R. L'HOMMEDIU

For the first time since the automobile has established itself as being beyond the experimental stage on the Pacific coast it has proved its true value. With the coming of the year 1909 the popular priced motor car made its appearance. This class of car is within the reach of the man of moderate means, and yesterday it was seen that he had taken advantage of the condition of affairs. The city seemed deserted. The highways leading out of the city, and all the ferry boats were crowded to their full capacity with motor cars. It seemed as if all San Francisco was going motoring. Many who could not get accommodated by the ferries went around the bay, coming up the other side, and thence going to Vallejo junction to get into the counties north of Marin county. Never in the history of the automobile in this state were there so many automobiles leaving San Francisco.

Louis H. Bill, Pacific coast manager for Thomas B. Jeffery & Co., has received word from the home office that another perfect score has been added to the now long list of perfect scores made by the new Rambler at the finish of the All-American reliability tour from Denver to Pueblo and return.

The Rambler model 44 carried in this contest was driven by Carl Hunter, representing E. R. Cumbe of Denver, the owner.

The late legislature of New Jersey recently made an appropriation for the purchase of a big 45 horsepower Rambler for the use of the executive department of the state government. On all public occasions in which Governor Franklin Fort participates, the Rambler appears driven by the chauffeur employed by the state.

C. F. Fisher has just completed an unusual trip through the logging camps and shingle mills of California. He took the car entered and finished perfectly over a course too difficult for many cars to negotiate. The car was equipped with a Rambler spare wheel, but it was unnecessary to make use of this handy device on the tour. This perfect score was driven by Carl Hunter, representing E. R. Cumbe of Denver, the owner.

When the character of the roads over which we travel is taken into consideration," said Fisher, in speaking of his trip, "it really and unmistakably is worthy of comment, and the trip is certainly a wonder, deserving the keenest admiration."

"We traversed the entire lumber districts of California, and it would be hard for one to imagine such awful roads even in this rough and wild mountainous region. One puncture resulted from the picking of a nail furnished the only cause for one moment's delay on our entire trip."

Another run of some length in a Rambler White Streak was made by P. R. Weinman, who has just returned to San Francisco, concluding his second extended trip through the state. Weinman reports a most pleasant trip, free from troubles of any character, his speedometer indicating that he had traveled 3,218 miles since leaving San Francisco.

Weinman will leave for Tahoe July 10, and expects to be gone about two weeks.

The San Francisco motorcycle club members will hold the most strenuous run that has ever been held in the west today and tomorrow from this city to San Luis Obispo and return. Leaving the clubrooms at 40 Haight street this morning, the first division of four riders will start at 4 a. m., followed every 15 minutes by divisions of four until the entire number of entries have been started. The first day's running will be 14 hours' steady riding, as the motorcyclists will not reach San Luis Obispo until 5:45 p. m. On the return journey they will make the Oakland courthouse tomorrow evening at 5:45.

The starters are: D. Hanebett, R. McCloud, E. Perry, T. Schluter, C. Heise, E. Stone, Walter Dreyer, R. Emery, George Faulkner, F. Brockman, Z. Newell, W. Feymon, L. A. Chelme, Fred Dreyer, J. W. Perry, A. Halstead, E. Moore, C. Hopkins, F. Roseberry, N. Robin, E. Leach, E. Cocks, Carl Condit, E. Eckelsberger, C. Chapman, F. Karslake, P. Lavin.

D. A. Shelloe left town Monday in a new 60 horsepower Thomas flyer to make the trip to Willows.

New Owners of Stanislaus county came through along with the automobile business last week. To the town of Newman the Pioneer automobile county sent three cars, Archie Stevens taking a six cylinder 40 horsepower Thomas; Ben Levy and H. S. Stevens a Chalmers "30" each.

Bert Dingley, a well known racing driver, was in the city from Modesto last Saturday for more cars. Dingley sold one of the large six cylinder, 42 inch wheel Olds to McCullough of Modesto and drove the machine down in record breaking time, and is now taking some Chalmers "30's."

ASK FOR THE DEALER TO BUYER AND SELLER

We invite prospective buyers of automobiles to inspect our cars and prices.

BEST MONEY VALUES

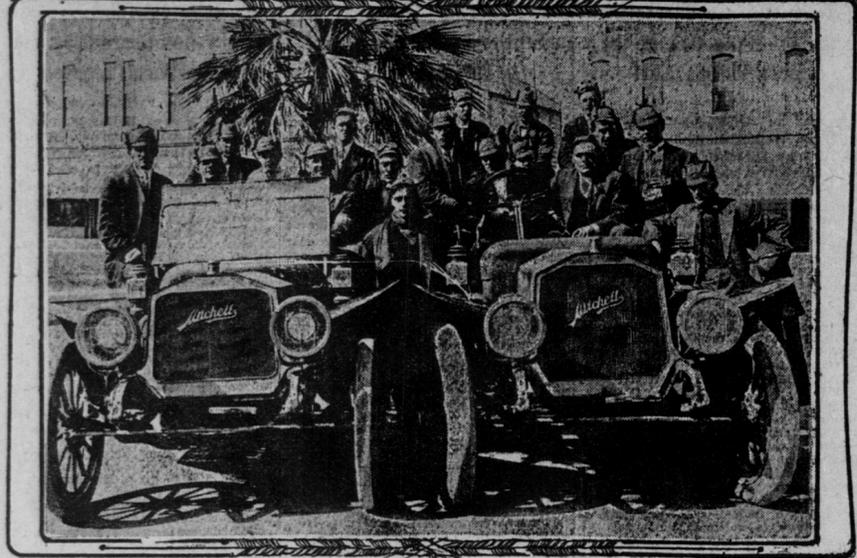
Motor cars bought and sold on their values and not on guess work. All cars guaranteed.

Owners having cars for sale should obtain our terms before placing their autos on the market.

Cars left with us are closely guarded.

RELIABLE AUTO BROKERAGE CO.
343-347 Golden Gate Avenue

Country Highways and Mountain Roads Make Motorists Forget Business Cares



Contest crew of the Mitchell cars, which will be a feature of the annual jubilee at San Jose next Saturday.

WHITE STEAMER WILL BE SENT TO SIAM

H. Dyson Simpson Purchases Auto in Which King Will Ride at Bangkok

"The king of Siam will be one of the first to ride in my White motor car," remarked H. Dyson Simpson yesterday after he had spent some time relating to the White company representative the motoring conditions in that far off land. "His majesty knew of my intention to come to San Francisco for the purchase of an automobile and said that if I bought one of steam motive power he would take pleasure in accompanying me on a trip. The king himself owns a number of gasoline machines. As a matter of fact, all the ministers of state have motor cars. Practically all the rich Siamese use machines. They are chiefly high priced French cars, some English and a few Italian. No American cars with the exception of one or two. A great many of the foreign commercial vehicles are in use."

Simpson is manager of a manufacturing company in Bangkok, the capital and chief commercial city of Siam, situated on the Menam river and one of the most picturesque cities of the east. He purchased a 20 horsepower White steam touring car while in this city and had the auto sent to Coronado, where he is spending a few weeks with his brother. From there, the machine will be shipped direct to Siam.

"There are really no tours one can take with a motor in Bangkok," stated the visitor. "The public roads in and about the city aggregate about 280 miles. The town is divided into numerous islands by canals, and there are something like 2,000 bridges. There is no speed limit in Bangkok for automobiles."

WILL SELL HIGH GRADE MOTOR CARS

Reliable Company Will Make a Specialty of Handling Second Hand Cars

The demand for second hand automobiles has commenced to be so much of a business feature that men are taking it up on the most progressive lines. The latest to come into the local auto market is the Reliable auto brokerage company, of which H. A. Byrnes is the head. He has with him as manager O. F. McLaughlin, a well known eastern expert, who is known at the factories of the high grade cars as well as in Los Angeles. The new firm proposes to sell cars on their conditions, and with every sale will be given a guarantee as to the condition of the car, and the cars will be given special protection while they are in the sales room of the company. The company will make a specialty of high grade cars.

H. B. Odell has joined the Pioneer automobile company and will be identified with the selling staff and make his headquarters at the San Francisco office. Odell has but recently arrived from the east, where he was prominently connected with the automobile industry.

Carlton M. Dodd and J. G. Hatch, for more than a year connected with Uller & Worthington, auto sundry dealers, had the auto sent to Seattle, where they are going into the sundry business for themselves.

OFFICIALS FOR THE HILL CLIMB

Prominent San Jose Motorists Named for Contests at Mitchell Jubilee

The officials who will handle the hill climb at the reunion of the Mitchell car owners at San Jose next Saturday have been appointed. G. Vernon Rogers, secretary of the Mitchell motor car company, reported yesterday that the judges and timers would be A. H. Martin, George B. Polhemus and Dr. J. L. Benepe, officers and prominent members of the Santa Clara County automobile association. R. R. L'Hommiedieu will start the contestants.

A. E. Hunter of the firm of Osen & Hunter, the local agents for the Mitchell cars, said that every owner of a Mitchell car was earnestly requested to be at the jubilee. Owners should leave their homes so that they will arrive at Osen & Hunter's garage in San Jose at 1 p. m., where they will meet William Mitchell Lewis, president of the Mitchell company, and other officers of the factory, whose guests the Mitchell owners will be at the hill climb and banquet.

The hill climb will start at 2 p. m. on the Alum Rock hill. After the contest the motorists will return to San Jose, where the banquet will take place at one of the leading hotels at 7 p. m. During the feast those present will be entertained with a vaudeville program given by the best professional talent that can be procured on the coast.

SURPRISED AT THE LOCAL AUTO SALES

H. O. Harrison Considers the City One of the Best Markets for High Grade Cars

H. O. Harrison in discussing the auto trade outlook in San Francisco for the coming year said yesterday that he was more than agreeably surprised. "San Francisco is a place where they buy high grade cars. It is one of the best markets that I know of for motor cars of class. I base my deductions on actual facts. In the one month I have been located in the city I have sold six Peerless cars consisting of two six cylinder pony tonneau cars, one six cylinder touring car, one six cylinder limousine, one four cylinder touring car and one four cylinder limousine. If I have been able to sell these cars on the reputation of the Peerless cars without a demonstrator or a car to show when I have not been known in the city at all, with but temporary offices to work from, what must be the business of the established companies who handle high grade vehicles?"

"The outlook is a great surprise and when our permanent quarters are completed and our company can get its sales organization running smoothly I feel that the sales of Peerless cars in San Francisco will establish a record for all cities in the United States, knowing as I do the class of car the factory is going to send to the coast this coming season. The only regret I have is that I did not get into the local market long before this. Automobile manufacturers do not realize the worth of this market."

Harrison and Charles Burman, the western factory representatives of the Peerless motor car company, will leave for Los Angeles next Wednesday to be spectators at the big road race to be held in the south.

The last 1909 Winton Six has been sold and shipped from the factory in Cleveland, marking the close of the most successful season in the history of the Winton company. The company's products for 1910 will be announced July 19. "We are highly pleased with our season's work," writes President Alexander Winton. "From the announcement of our line for 1909 to the close of the season our sales were always far ahead of our deliveries, and the demand was so heavy and insistent that we could have extended the 1909 output indefinitely. However, we chose to make an early start on the 1910 season and accordingly we were forced to stop booking 1909 orders at a time when the demands was its heaviest. We have proved to the automobile world that our six cylinder car is a great big factor and of course we shall continue to make sixes exclusively."

LONG ROUTE BY AUTO TO STOCKTON

A. M. Barnett Takes His Student-baker Over the Road Now Open

Motorists who contemplate touring from here to Stockton will be obliged to go many miles out of their way on account of the damage that has been done to large portions of the country in that vicinity by the floods. A. M. Barnett of Stockton, who drove up to the latter town a few days ago in a new model '09 Studebaker, in a letter to Studebaker Brothers, says: "Leaving Oakland we went by way of San Leandro, Hayward, Dublin, Livermore, Tracy and Banta. To all of these points we found the roads in excellent condition. We not only found the roads such that we could make splendid time over them, but they were so well posted with signs that we always knew exactly in what direction and to which point we were headed. On leaving Banta we were compelled to go to Grayson in order to cross the San Joaquin river, which was exceedingly high. From that point we went to Stockton by way of Modesto. In all we traveled 170 miles without the slightest engine or tire trouble. Our new car was royally welcomed in Stockton."

As the automobile industry widens in its scope, the leading automobile manufacturers are finding themselves handicapped in many cities by cramped quarters. In the past 12 months many of the prominent manufacturers of motor cars throughout the country have established headquarters in magnificent structures. One of the most important structures of this kind is the Studebaker building in Chicago, which is now nearing completion. The new Studebaker building is seven stories in height.

Don C. McCord, manager of the Willys-Overland motor car company, has received word that John N. Willys, president of the Overland automobile company, the American motor car sales company of Indianapolis, Ind., called for Europe last week. Willys, who was accompanied by his wife, will make a two months' tour of the continent, stopping at the principal cities of England, France, Germany, Switzerland, Belgium and Italy. While the trip is a vacation for Willys, still he will visit the leading automobile factories abroad to study European automobile conditions in general.

J. W. Seawell of Healdsburg purchased a Pullman Touring car Wednesday from the Frank O. Renstrom company. Delivery will be made within a few days. Seawell expects to do considerable touring in his new machine during the summer.

We Have The PULLMAN

Not only the Best for the price, but the Best at any price. Seven Models to choose from. **\$1500 to \$3500** f. o. b. factory. Demonstration and Literature on application.

We do anything and furnish everything for the Automobile.

FRANK O. RENSTROM CO.
424-446 STANYAN STREET
Opp. Golden Gate Park
Phone Park 6000; private exchange connecting all departments.

"OIL IS CHEAPER THAN FRICTION"

EASTERN AUTOMOBILE OIL
EFFICIENT NON-CARBONIZING ECONOMICAL

AUTOMOBILES

- Ready Reference for Buyers
- ACME MIDDLETON MOTOR CAR CO., 559 Golden Gate av. Tel. Franklin 1796
 - BUICK HOWARD AUTOMOBILE CO., 333 Golden Gate av. Tel. Market 1386
 - CHALMERS-DETROIT PIONEER AUTO CO., 901 G. G. av. Tel. Park 591
 - DUROCAR DURO AUTO CO., S. F., 488 G. G. av. T. Market 9681
 - FORD STANDARD MOTOR CAR CO., 583 Golden Gate av. Tel. Park 3240
 - HERRESHOFF RELIANCE AUTO CO., 847 Fulton. Park 324-325
 - INTER-STATE BURKHARDT & CRIPPLEN, 539 G. G. av. Tel. Frank 1739
 - MITCHELL OSEN & HUNTER AUTO CO., 821-13 G. G. av. Tel. Market 2723
 - OAKLAND S. G. CHAPMAN, 324 Van Ness av. Tel. Park 6475
 - OLDSMOBILE PIONEER AUTO CO., 901 G. G. av. Tel. Park 591
 - OVERLAND WILLYS-OVERLAND M. CO. CO., 539 G. G. av. T. Market 4410
 - PEERLESS H. O. HARRISON CO., Tem. Qr. 407 G. G. T. Mt. 6943
 - PULLMAN FRANK O. RENSTROM CO., 124-46 Stanyan st. T. Park 6000
 - RAMBLER and REGAL D. E. WHITMAN, 811-13 G. G. av. Tel. Market 792
 - REO J. W. LEAVITT & CO., 301 Golden Gate av. Tel. Market 4111
 - STEARNS THE GREENLAND CO. INC., 14th & Valencia. T. Market 1388
 - STODDARD-DAYTON LEAVITT & CO., G. G. av. and Hyde st.
 - THOMAS PIONEER AUTOMOBILE CO., 901 G. G. av. Tel. Park 591
 - TOURIST H. W. BOGEN (INC.), 546 G. G. av. Tel. Frank 249
 - WINTON 800 Van Ness av. Telephone Market 1972

AUTOMOBILE TIRES

- DIAMOND DIAMOND RUBBER CO., 502 G. G. av. and 2d and Mission
- G and J G AND J TIRE CO., 414-16 Van Ness av. T. Market 1085
- KELLY-SPRINGFIELD Consolidated R. T. Co., 507 Howard. T. Ky 4309

AUTO TOPS

- CAL. AUTO TOP CO. Seat Covers, Dust Hoods, 808 Golden Gate.

BROKERS

- ALL MAKES Eastern Auto Brokerage Co., Market and Beale.

OILS

- PANHARD L. H. & B. I. BILL, 152 Valencia st. Tel. Mt. 3331

REPAIR SHOPS

- TABER-FRENCH AUTO MACHINE CO., 342-Larkin. T. Mk. 703

If You Want What You Want When You Want It USE CALL WANT ADS

Locomotive

Factory Branch Office

"30" SHAFT DRIVE

"40" CHAIN DRIVE

Touring Cars, Runabouts, Baby Tonneaus, Limosines, Landaulets

The Locomobile Co. OF AMERICA

226 Van Ness Ave. San Francisco, Cal.

I. J. MORSE, Manager

Honk! Honk!

Throw her into the high for the

THIRD ANNUAL

Mitchell Jubilee

AT

SAN JOSE

SATURDAY - July 10, 1909

HILL CLIMB 2 p. m.
Prize for every Starter

BANQUET 7 p. m.

Mitchell owners will be the guests of the

MITCHELL MOTOR CAR COMPANY

Peerless

As That The Name Implies

The Peerless has never been a car of single features—its charm lies in its perfect unity mechanically, its rich simplicity of contour and appointments, its easy riding qualities, and the degree to which noise has been eliminated.

H. O. HARRISON CO.