

Motormaid's Make Transcontinental Record

WOMEN MOTORISTS END LONG TOUR

Mrs. Alice R. Ramsey Completes Her Journey From New York to This City in Maxwell

Driver and Companions Tell Interesting Tales of Their Experiences

By R. R. L'HOMMEDIU

A large number of automobile enthusiasts have watched with interest the transcontinental run of Mrs. Alice R. Ramsey of Hackensack, N. J. This plucky little woman in her Maxwell car yesterday completed her tour, and with dust covered vehicle, was proudly welcomed to this city by a gathering of enthusiasts. Many of those who have read of the party, consisting of Mrs. Ramsey, Miss Hermine Johns, Mrs. A. Atwood and Mrs. N. R. Powell, do not thoroughly realize what it means to cross a distance of over 3,500 miles in a motor car without a man along to do the heavy work. Every mile of the way Mrs. Ramsey has been at the wheel of the Maxwell, but she loves her car, and, in return, as though appreciative, the automobile in itself gave no trouble. But there were conditions to be met with, and some of them at the time seemed almost un-surmountable, but ready for every emergency, the little car plugging on her way. Equipped with a block and tackle the irrigation ditches of Wyoming were passed. Mrs. Ramsey is loud in her praise of the clearance of the car, but when a rut obstructed the way the axle came in as a necessity, and it was welded by a woman. When the grades were a little steep the women folks applied their hands and assisted the sturdy little motor; streams were forded where bridges were gone and dust knee deep was waded through. The gumbo of Iowa seems to remain in Mrs. Ramsey's memory as a source of trouble even greater than the mud of Nebraska after a cloudburst, which was also encountered.

For the most part there seems to be but slight complaint as to the roads, although Mrs. Ramsey says that were she again to make the trip she would start later in the season and would miss some of the rain that wrought so much havoc with the roads. The drive across the continent by Mrs. Ramsey and her sister motor maids is an object lesson that can not be passed over without considering. Heretofore most of such feats have been performed by women who give the impression of a certain amount of masculine composition in their make up, but in the quartette that arrived yesterday the impression was far different. From the appearance, outside of a beautiful coat of tan, one would imagine that the car had merely been brought up from Del Monte. It was dusty, but clean. It was not caked with mud, battered and scarred, but showed that it had received treatment much more considerate than would have been given by man. Not only was the exterior of the car pleasing, but when the hood was raised and the engine set in motion it ran as sweetly and more smoothly than the day it left the factory.

"Maxwell"

Simplicity and Reliability Again Proven

IN a model DA touring car Mrs. Ramsey drove her Maxwell car from New York to San Francisco over the worst possible roads, over steep grades, and made the trip, one of the most grueling imaginable, without a particle of car trouble. A trip far more difficult than the Glidden or any other tour, and finished yesterday with a perfect score. No mountains or grades too difficult for the Maxwell. No gumbo too thick, no sand too deep for the Maxwell.

The only car for long or short tours.
The car for a lady to drive.

It is simply perfect and perfectly simple. Get a demonstration in the same model as driven by Mrs. Ramsey.

Car on exhibition at the
Maxwell-Briscoe Pacific Co.
352 Van Ness Avenue

Maxwell-Briscoe Motor Co., Tarrytown, New York

GOOD ROAD DOWN COAST HIGHWAY

Owners of Locomobiles Tell of Conditions Between This City and Santa Maria

J. J. Morse, San Francisco manager of the Locomobile Company of America, reports the sale and delivery of Locomobile touring cars to J. F. Goodwin and Mr. Atkinson of Santa Maria the early part of last week. Goodwin upon taking delivery left the city at 5 a. m. and by 8 in the evening had reached his home. This was exceedingly fast time for the distance, which is considerably over 250 miles, when it is considered that it was the first time that Goodwin had ever driven a Locomobile. His average running time was something over 24 miles. He reports the road fairly good for the whole distance, except one hill, which he found to be exceedingly heavy going. Atkinson was not quite as ambitious as Goodwin. Leaving at 3 in the morning, he made the road fairly good for the night, continuing on early the next day.

The Auburn motor car company, which enjoyed quarters in Golden Gate Avenue, with the Peerless company, have also moved. The new company has taken up quarters at 528 Golden Gate Avenue, where they will hereafter display a full line of the popular priced Auburn cars.

H. L. Owensby, manager for the Winton motor carriage company, yesterday reported the sale and delivery of Little Six cylinder touring cars to LeRoy Hough, J. J. Haviside and F. L. Hansen of this city, Charles W. Fleet of Oakland, and George Dunlap, former mayor of Gilroy.

NOTES OF THE AUTO
J. W. Leavitt and A. D. Plugoff of the firm of J. W. Leavitt & Co. left yesterday morning for a business visit to the factories of the Stoddard-Dayton, Reo, and Overland and Marion cars. While away, for a bit of pleasure, they will go to Indianapolis to witness the big speed contests in August on the premier track course of America.

The Automobile club of America has just forwarded to its members and tourists of the bureau of tours the 1909 edition of the Automobile club of America tour book, which contains this year over 4,000 routes, covering all the main touring lines throughout the United States, and a vast amount of practical touring information, a digest of all state automobile laws, and a list of officially appointed and recommended hotels along the touring lines, restaurants, garages and repair shops, and such valuable items, throughout touring sections, with a list of ferry time tables, a complete set of diagrammatic touring maps and other valuable information of interest to motorists.

A curious method of defrauding insurance companies has recently come to light in Paris. The men interested owned two cars freshly painted to resemble new cars, but were so old that the least jar would knock them to pieces. They were allowed to be hit by other vehicles and cars, the insurance company in each case paying the damages. It was also discovered that the cars were insured under different names in the same company.

NEW HOME OF THE PEERLESS CARS

Most Artistic Salesroom of the New Permanent Quarters on Auto Row

The good enough idea concerning the different automobile showrooms, which was the result of the big fire, as seen in the temporary quarters, is fast fading away from automobile row. The many permanent quarters now being erected show a greater consideration for habitability in keeping with the advancement and refinement of the modern motor car. What undoubtedly must be considered the most artistic up to the present time is the new home for the Peerless car, which is about completed by the H. O. Harrison company in Van Ness Avenue near Golden Gate.

The building is a steel, brick and concrete one of mission style, two stories high. The first floor will be used for the showroom and offices, with a garage and elevator to the second story in the rear. The second floor will be devoted to the repair and stock departments.

The interior finish of the salesroom and offices is mahogany, with beautiful panels of the same, covering the walls almost to the ceiling. A rich paper has been selected for the space left between the mahogany panels and the ceiling. The flooring is of white tile. Every comfort of the patrons of the establishment has been considered and well taken care of.

AMERICAN CAR NOW IN THE MARKET

Another new car has reached this city. It is the American. The car, although never represented in the local market, has, however, been seen on the roads of this city and this section of the state. The models which have been brought here by the American automobile agency, of which H. S. G. McCartney is the representative, show an exceedingly classy vehicle. It is a most striking car and attracts attention wherever it goes, especially the model known as the American traveler, which is equipped with 40 inch wheels. The agency comes to San Francisco prepared to make deliveries in seven models, namely, the speedster, limousine, tourist, traveler, roadster, way-sine, and gadabout. The cars for the present are exhibited at the temporary quarters at the Auto Livery, where McCartney and his associates will book demonstrations.

AMERICAN SIMPLEX COME TO THE CITY

The two cycle valveless American Simplex car, which has made such a favorable record in the Glidden tour over the worst course ever selected by the national organization, will be one of the latest additions to the list of cars in the local market. Berkins-Corey motor car company brought the car up to Oakland on Saturday, where it was shown to many of the enthusiasts who had been notified of its coming. This morning the representatives of this car, with a party, start on the century run around the bay, planning to arrive in this city this evening. The car will be on exhibition at the Auto Livery company tomorrow morning.

I. J. Morse, local manager for the Locomobile company of America, yesterday reported that they have just received eight of the 1910 cars, all of which have already been delivered. The remainder makes it possible for them to make immediate deliveries. Morse has received word that there are 13 cars en route, sent out under shipping dates, which will mean that about three will arrive weekly. Many of these are already sold, coming out under special specification for their new owners. A few, however, are shipped as stock to meet the demand of the motorists of this city.

E-M-F COMPANY DECLARES DIVIDEND

First Year's Business Shows Great Success of the Popular Priced Car

In the short intervals between the purchase of several factories as reported last week the E-M-F company found time—and the surplus—sufficient to declare a 40 per cent dividend on its stock July 25.

That date marks the first birthday of the E-M-F company and the showing made in that time has been perhaps the most remarkable ever made by any automobile company, though there have been several that were substantial in the extreme.

In declaring this first dividend—half of which is in stock and the other half in cash—the E-M-F company first reserved sufficient funds for all its needs, among which is \$100,000 to pay for the addition now being built to the plant in Piquette avenue.

Satisfaction was manifest upon the face of Hazlett L. Felton, sales manager of the Reliance automobile company, when he found in his mail yesterday advance specifications of the 1910 Knox model "S" 37 horsepower six cylinder car.

Judging from the records made by the four cylinder Knox cars during the last two years Felton believes he will have a speed marvel in this new "six."

The factory guarantees a speed of 70 miles per hour in their four cylinder raceabout; it is expected 90 miles will be made by the "six." The cylinders in the "six" are of the same bore and stroke as the "four," but cast in pairs. The Knox principle of detachable heads, with valves in the head, is followed out in the "six." The "sixes" will come fully equipped, including top, glass front, speedometer, clock, shock absorbers, demountable rims, tire carriers, Presto tank, baggage rack, headlights, side and tail lights and full set of tools.

Dr. Alexander S. Keenan of San Francisco has just completed a vacation trip of two weeks in his Buick "White Streak."

Accompanied by his family and Mr. Vine of San Jose Doctor Keenan drove first over to Gilroy Hot Springs, after which Del Monte and the points of interest about Monterey bay were visited. The doctor states he covered a distance of 910 miles without the unpleasantness of one moment's delay or the necessity of a single adjustment to their car, nor the removal of a tire.

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PERFECT IGNITION HELPS AUTO TOUR

Splitdorf Equipment Lessens the Hardships of Motor Car Travel

The Maxwell car which arrived yesterday under the guidance of Mrs. Ramsey was equipped with Splitdorf magneto and spark plug. Mrs. Ramsey is most profuse in her praise of the ignition of the car, stating that in the whole long journey never once had she been annoyed by ignition troubles. In fact, some of the spark plugs had not been removed. It was a demonstration for the Splitdorf output which challenges consideration of every owner of a motor car, especially of those who have had to suffer ignition trouble.



AUTOMOBILES

Ready Reference for Buyers

- ACME MIDDLETON MOTOR CAR CO., 550 Golden Gate av. Tel. Franklin 1734
- BUICK HOWARD AUTOMOBILE CO., 525 Golden Gate av. Tel. Market 1028
- CHALMERS-DETROIT PIONEER AUTO CO., 901 G. G. av. Tel. Park 591
- DUROCAR DURO AUTO CO. S. F., 480 G. G. av. T. Market 6951
- FORD STANDARD MOTOR CAR CO., 583 Golden Gate av. Tel. Market 3240
- HUDSON PIONEER AUTO CO., 901 Golden Gate av. Tel. Park 591
- INTER-STATE Burkhard & Crippen, 559 10th St. G. G. av. Tel. Frank. 1738
- KNOX RELIANCE AUTOMOBILE CO., 242-352 Van Ness av. Tel. Park 323
- MITCHELL OSEN & HUNTER AUTO CO., 521 G. G. av. Tel. Frank. 2723
- OLDSMOBILE HOWARD AUTO CO., 523 G. G. av. T. Mkt. 1536
- PULLMAN FRANK O. BENSTROM CO., 424 Stanton St. T. Park 9500
- PEERLESS H. O. HARRISON CO., Ten. Cr. 407 G. G. T. Mkt. 6842
- REGAL-RAMBLER D. E. WHITMAN, 311 G. G. T. Mkt. 769
- THOMAS PIONEER AUTOMOBILE CO., 901 G. G. av. Tel. Park 591
- TOURIST H. W. BOGEN (INC.), 246 G. G. av. Tel. Frank. 249
- WINTON 800 Van Ness av. Telephone Market 1072

AUTOMOBILE TIRES

- DIAMOND DIAMOND RUBBER CO., 802 G. G. av. and 2d and Mission
- G and J G AND J TIRE CO., 414-16 Van Ness av. T. Market 1002

BROKERS

- ALL MAKES Eastern Auto Brokerage Co., Market and Beale
- OILS
- PANHARD I. H. & R. I. BILLE, 182 Valencia St. Tel. Mkt. 3351

REPAIR SHOPS

- TABER-FRENCH AUTO MACHINE CO., 547 Larkin St. Tel. 700

RENAULT

"THE CAR"
GUARANTEED FOR LIFE
Chassis Specially Built for American Roads
Re-enforced Axles and Springs
HIGH CLEARANCE
PERFECT SCORE Midwinter Endurance Contest (New York to Boston). ONLY PERFECT SCORE (in its class \$3,750 and up) in Automobile Club of Hartford Endurance Contest.

RENAULT FRERES Selling Branch
316-322 VAN NESS AVENUE
Telephone Market 7038 SAN FRANCISCO

AGENCIES in Los Angeles, Portland, Or., Seattle and Spokane, Wash.

SPLITDORF MAGNETOS

Another magneto record added to our already long list. The efficiency, reliability and durability of the

SPLITDORF

proven conclusively on the latest transcontinental run. Mrs. John R. Ramsey, who yesterday finished her run from New York to San Francisco, made the trip in a Maxwell, equipped with Splitdorf Magneto and Spark Plugs. The four original plugs still remain in the car. Not the slightest bit of ignition trouble in the 4,200 miles of travel. Let us add 20 per cent to the power of your 2, 4, or 6 cylinder engine and eliminate all ignition troubles with this system.

C. F. SPLITDORF

Pacific Coast Branch
520 VAN NESS AVENUE :: SAN FRANCISCO

American Simplex

The Car of
GLIDDEN TOUR FAME

Will be on exhibition tomorrow at the Auto Livery Company, Van Ness and Golden Gate Avenues
TELEPHONE FOR DEMONSTRATION TO-MARKET 13

Berkins-Corey Motor Car Company
Coast Agents

Call Want Ads Bring Results

Locomobile

1910

"30" SHAFT DRIVE
"40" CHAIN DRIVE

Touring Cars Roadsters
Limousines Landaulets

THE
Locomobile Company of America
I. J. MORSE, Manager
226 VAN NESS AVE., San Francisco, Cal.

DEALERS

- Los Angeles Motor Car Co., Los Angeles, Cal.
- A. J. Cobb, Fresno, Cal.
- S. S. Southworth, Oakland, Cal.
- F. B. Southworth, Sacramento, Cal.
- Schumann Carriage Co., Honolulu, Hawaii, T. H.
- Edw. G. Woolley Jr., Salt Lake City, Utah.
- R. S. Wilson, Portland, Ore.
- H. P. Bonheur, Spokane, Wash.
- Marc Bunnell, Seattle, Wash.

HAS ARRIVED

The American

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See the great American traveler. 40 inch wheels; 12 3/4 road clearance. Now closing for agencies in outside territory.
LATEST MODELS AND DEMONSTRATORS.

Now at Temporary Quarters
AUTO LIVERY COMPANY
VAN NESS AND GOLDEN GATE AVENUES

AMERICAN AUTOMOBILE AGENCY
H. S. G. McCartney, Representative

We are showing the 1910 Peerless
—in our permanent quarters—
VAN NESS AVE., NR. GOLDEN GATE
Demonstrating
Comfort :: :: Silence

H. O. HARRISON CO.