

AUTOMOBILE CLUB TO HOLD ROAD RACE

Organization Which Has Done Much For Sport Plans First Affair

The big road race of October 23 will be the first really large affair undertaken by the Automobile Association of California, and upon its success will depend the future course of the organization as regards road racing on the Pacific coast.

It has been demonstrated that where things are undertaken in California they generally succeed, especially those affairs calling for a concert of action. Los Angeles has pulled off several events under club auspices that served as an object lesson and demonstrated that much can be accomplished by a unanimity of purpose such as constitutes the underlying principles of the automobile club.

Since its inception the Automobile Association of California has directed its attention principally to providing those essentials to the pleasant pastime of automobilism, more prominent among these being the securing of good roads and the charting and marking of these highways for the guidance of the touring car.

WORK FOR GOOD ROADS

Its co-operation for better roads has been one of the most potent factors in securing the mile of boulevardlike pikes that thread their way all over the western coast.

Its labors have served to eradicate the first prejudices of the rural population against the automobile.

Agitation for good roads first became effective when the various automobile associations took up the cudgel and pressed the matter vigorously, and almost the entire credit might be ascribed to them.

Recently the Automobile Association of California completed a much needed work in placing signs over a large territory that had been previously toured by the pathfinder car. For a radius of 250 miles in three directions it is now possible for the stranger to traverse the various roads without the annoyance of wrong guide signs.

Besides the signs giving the various routes are those citing the speed limits of the various towns through which they pass.

Aside from the aid accorded road builders in securing the most desirable type of construction the association has expended considerable money in improving certain portions of the highways. One of its most recent works is the repairing of the San Mateo boulevard.

The association has just completed a new map showing the various roads throughout a large territory adjacent

to the city and has many other important questions under consideration.

WILL BE ANNUAL EVENT

The road race to be held on October 23 will be in the nature of a feeler for the public pulse. Already every indication points to a most successful meeting, and if this results efforts will be made to increase not only the magnitude but the quality of the event by securing many of the world's celebrities for future meets.

It is already about decided to make this an annual event of the club. The east, despite the adverse climatic conditions, has been capturing the very events that naturally belong to California, which is a veritable paradise for sportsmen and the home of all high class sports.

The club now has some 400 members and expects to recruit a still larger number. Its resources are practically unlimited when the membership is considered from a financial standpoint.

Absence of material friction and a tendency to pull together is a strong feature of the club life, and its exemplification was never more vividly portrayed than in the many recent instances where unanimity of purpose was necessary.

RECKLESS OWNERS BARRED

One of the most laudable features of California automobile club life is its work of removing the old time prejudices, engendered through the acts of irresponsible persons. It is, in fact, the safety valve of the automobile business, and many questions that could not otherwise find solution are readily adjudicated through the club.

It has served to in a measure hold the speed maniac to saner lines.

With the coming of the automobile came also the individual who knew no law, either statutory or obligatory, and this element cast discredit upon the entire automobile fraternity.

The effect of the club has been to aid in devising ways and means for reaching these offenders, and many of the best laws on the statute books are traceable to its efforts.

Where once the spirit of opposition to the automobile ruled now it is welcomed, and was principally in the rural districts.

The turnpike in place of the deep rutted road, the neat signs that mark the course of a highway and signal the approach to danger have done much to bring the rural element and the city dweller together, and many of these residents are numbered among the members of the Automobile Association of California.

PIERCE-ARROW COMPANY TO SHOW SIX CYLINDER

Five Passenger Touring Car Will Be at Exhibition

The Pierce-Arrow sales company will be able to exhibit but one of its three models—the six cylinder, 36 horsepower, five passenger touring car. This model, however, is a facsimile of the two larger Pierce-Arrow cars—namely, the six cylinder 48 and the six



W. F. CULBERTSON

cylinder 66 horsepower—excepting in passenger capacity and motor size, and will display all the features of design and construction that characterize the Pierce-Arrow.

All Pierce-Arrow cars for 1910 are six cylinder—the entire abandonment of the four cylinder type of motor being the most radical step made by the manufacturers of Pierce-Arrow cars, for the present season. This fact in itself is significant of the large demand for Pierce "Sixes."

This increasing popularity of Pierce "Sixes" is attributed to the recognition by the automobile public of the undisputed advantages of the "six" over the "four" cylinder. Briefly, these advantages are the lack of vibration, continuity of power, ease of control, silent operation, lighter weight and luxurious riding qualities. There are no other radical changes in the new Pierce cars. Worthy of mention, however, are a few detailed changes such as the adoption of the three-quarter elliptic rear

springs on all models, the increased wheel base, the larger and more commodious bodies and the increase in size of the tire equipment—all tending toward more comfort and easier riding qualities.

The lines of the 1910 Pierce-Arrow cars present a pleasing contour and many points of refinement are noticeable; especially attractive is the similarity in design of all the lamps, door handles and other fixtures.

The dash and tail lamps are combination oil and electric, and the problem of a suitable method of carrying the pre-ignite tank has been solved by installing it in the rear tool box.

In addition to the already very complete equipment the Spencer power air pump, for tire inflation, is used.

The chassis of the Pierce models are designed to accommodate touring, miniature tonneau, runabout and inclosed bodies.

The Reliance automobile company, local agents for the Knox car, are exhibiting at the automobile show a polished chassis of their model "R" 40 horsepower car, with sectional views of the power plant. "This is the real heart of the automobile,"

said C. S. Richardson, manager of the Reliance com-

pany, in an interview yesterday.

"In selecting a satisfactory motor car one of the first points to be considered is the power plant. This term, as applied to Knox construction, means motor, clutch and transmission all combined and mounted on one base, which is supported at three points. Consequently the disalignment or cramping of bearings or shafts is impossible; also, by slanting the power plant a straight line drive is obtained, excepting for the slight deflection caused by the action of the rear springs. These features, coupled with Knox cylinder construction, valves in the head, and a positive lubricating system, make them the most powerful and reliable in the world.

"The Knox unit power plant and three point suspension type of cylinder construction made with detachable heads, valves in the head, with water on the valve seats, finished compression chamber, three plate clutch with cork inserts, straight line shaft drive, positive forced feed lubrication to every moving part of the motor, all combine to make the ideal car; a world renowned motor, clutch and transmission that are unsurpassed."

"The Knox line is almost unlimited. Their catalogues show specifications and prices on pleasure cars, with four cylinder 40, four cylinder 50 and six cylinder 60 horsepower motors, in touring car bodies, tourabouts, tonneaus, single or double rumble raceabouts, single or double rumble sportabouts, limousines, landaulets; also sight seeing vehicles, omnibuses, ambulances, police patrol wagons, fire apparatus, or any form of commercial motor vehicles.



C. S. RICHARDSON

CONDENSED POWER PLANT KNOX FEATURE

No Possibility for Disalignment of Vital Parts

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MANY REFINEMENTS IN 1910 BUICK MODELS

Details Improved, But No Mechanical Departures

The season of 1910 sees many refinements and improved details in the Buick models, which have been so popular the last two seasons, though there are no radical departures from the '09 product, especially in the mechanical construction. Not one change mechanically could be suggested that would improve the efficiency of the former models, nor add to their power, speed or durability, all of which elements are so desirable and the qualities so sought to be attained in automobile construction, and which have become universally recognized in Buick automobiles, as attested by the thousands of satisfied Buick owners and the many great exhibitions of those paramour features as demonstrated conclusively in the consistent victories of Buick stock cars in the long and grilling contests against the greatest automobiles of the world.

The little Buick "White Streak" with its refinements for 1910 will without doubt continue to hold its enviable position in the public favor, and to create the admiration of all with whom it comes in contact.

The Buick 40 roadster, or model 16, gives a greater range of options for the coming season. It is equipped with 24x4 wheels, front and rear, and may be had with a detachable double rear seat, or with a toy tonneau body of beautiful and attractive lines. The options of color are a rich shade of dark red, or a very dark blue with cream running gear.

The most important feature of the Buick lines for 1910, is the addition of a new touring car designated as model "19," and which follows the same general lines of design and construction as the other well known Buick models. The motor, which is of the same design as those of the "White Streak" and Buick 40, with valves in the head, has four cylinders 4 1/2 x 4 1/2, 105 wheel base, 32x4 tires, sliding gear, selective type transmission, three speeds forward, one reverse. Full elliptic rear springs and comes fully equipped, including magneto. With all the desirable features for which the Buicks are famous, this new product of the Buick designers will have no difficulty in at once taking a position beside its popular sister models.

The unusual demand at the present time for medium priced automobiles is undoubtedly the most important feature of the automobile industry. Not only are the manufacturers of moderate priced cars unable to supply the demand; but

W. L. HUGHSON the makers of some of the best known machines of this type are actually canceling orders from all over the country. Probably no factory is in a better position to be classed as makers

POPULAR PRICED CAR CONTINUES IN VOGUE

Confidence of Public Is Shown in Demand for Fords

All other types (ones, twos and fours) represent merely the lower stages of progress toward the Superior Six. This is a fact which we prove with the Winton Six, without asking you to take anything for granted. The superiority of the Winton Six over all other types is shown in its:

- 1—Perfectly smooth and comfortable operation.
- 2—Quietness.
- 3—Flexibility.
- 4—Hill climbing.
- 5—Marvellously low cost of upkeep.

Furthermore, the Winton Six is

of popular priced cars than the Ford factory at Detroit. In an interview on the question of the enormous sale of the Ford cars throughout the country, W. L. Hughson, president of the Standard motor company, local distributors for Ford machines, said:

"The very type of machine which is manufactured by Ford is in demand all over the country. This is not alone because the car has an old reputation for good quality, but because the factory never turns out a machine that is defective in any part.

"The Ford is one of the oldest machines in America, and the fact that thousands of people all over the country have been using Fords every season for the last 10 years is responsible for the unusual record of the sales department of the Ford factory.

"This car is popular in price, popular in design and popular on account of the small upkeep. Owing to the expert mechanical work on the car, and also the light weight of the body, it costs much less to run a Ford than it usually does a high grade machine.

"With all of the automobiles now being manufactured, it is surprising that any one of them can hold such control over a certain class of purchasers, yet that is what the Ford cars do. We have customers who have been buying Fords from us every season for several years, and they would certainly not do this unless they were satisfied with both the car and the treatment they received from our company. The next two years are going to be record breaking ones for the popular priced motor cars."

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Locomobile

Reliability and Durability

The "30" Shaft-Drive Chassis

FITTED WITH

Closed Bodies of Utility and Beauty

Neither a light town car nor a heavy limousine. A perfect combination of the two, beautifully finished in every respect. Easily turned in a narrow city street and of ample power for general touring.

FALL DELIVERIES

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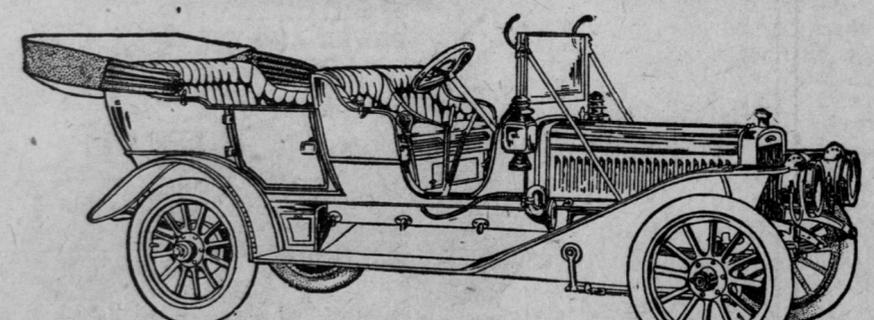
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At the Automobile Show, look for the

WINTON SIX



Maximum car-merit is found today in Six-Cylinder Cars Only

The only car that starts from the seat without cranking.

Then there's the price. At \$3,000 you can purchase a 48 horsepower Winton Six, with four speed transmission, oil bathed multiple disc clutch, dual ignition and the liveliest carburetor extant.

Its beautiful five passenger body is long and low, and is suspended on comfortable semi elliptical springs, supplemented with four shock absorbers.

Its long wheel base (124 inches) does not prevent short turning, because the frame is inswep in front.

Its motor (identically the same as last year, because it, needed no improvement) is completely housed from dust and dirt—not a single working part exposed. Ask any mechanic what that means in power, economy, service, satisfaction and supremacy.

This car sells at \$3,000. It isn't excited at any price. We ourselves make a car at \$4,500, but it isn't a bit better. It is simply bigger—60 horsepower motor, seven passenger body.

The \$3,000 Winton Six represents the absolute limit of motor car value. It is the one car that gives maximum car merit at minimum market price.

Our literature tells the story of motor car values in a convincing way. We explain the differences between four and sixes and puncture a few well nursed fallacies. Write us today.

The Winton Motor Carriage Company, 300 VAN NESS AVE. San Francisco, Cal. Phone Market 1672

AIR COOLED CAR HAS MANY ADVANTAGES

Simplicity of Its Construction Makes Franklins Popular



"Air cooling of automobile engines has a primary advantage over water cooling in that it is direct," declared J. F. McLain of the local Franklin agency.

"As a matter of fact the cooling of all internal combustion engines must be done by air; there is a question only of whether the air shall directly cool the motor or shall cool a quantity of water that cools the motor.

"With air cooling it is impossible to have a large number of complications and troubles that are the inevitable accompaniment of water cooling. To justify water cooling one must show benefit from the introduction of an intermediary between the air and the engine with that intermediary string of complications, must show advantage in taking a roundabout way instead of the shortest and simplest way.

"If the maker of an automobile adopts the system of water cooling he must weigh down his engine with water jackets, radiator, pump and pipes. If he adopts air cooling all these are eliminated. This reduces the automobile's weight and simplifies its entire construction.

"Water cooling is absolutely dependent upon keeping the water in circulation and below the boiling point. As a matter of fact, the greatest engine efficiency is obtainable when the temperature of the cylinder walls is above the boiling point, about 350 degrees, but this is impossible for a water cooled motor.

"In the Franklin system of air cooling as it appears on the 1910 cars each cylinder is inclosed in a sheet metal sleeve which fits closely about the vertical flanges, and through the funnel like openings formed by these sleeves or air jackets the suction flywheel draws a strong current of air which passes from the top to the bottom of the cylinder. The entire engine base is housed in sheet metal. This forms an inclosure in which the suction flywheel reduces the air pressure until it is below atmospheric, and the partial vacuum thus established brings in a current of cooling air from above.

"This device for air cooling moves a larger quantity of air than any previous device, and therefore increases the cooling power."

The Philadelphia postoffice is now operating five Autocar motor trucks in collecting mail in the northern and western sections of the city. These trucks have displaced nine horse drawn wagons, and the speed with which the work has been done during the first few days has enticed the Quaker City postal authorities. It is understood that the government has agreed to pay \$3,000 per annum for the use of each truck with a driver.

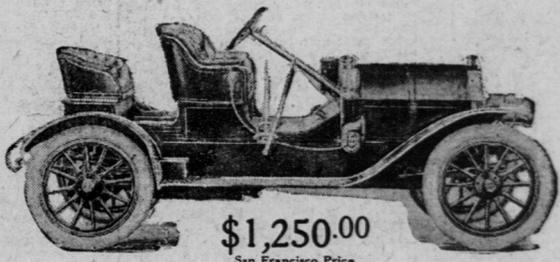
Mitchell

Sensational Features for 1910

On Exhibition at Our Salesrooms

Portola Week

"The car you ought to have at the price you ought to pay"



\$1,250.00
San Francisco Price

Equipped with Prest-o tank, Rushmore Searchlights, three oil lamps, horn, jack, full set of tools.

Motor—4-cylinder, 4 1/4 x 5; 30-35 horsepower.

Change-Speed Gear—Selective.

Wheelbase—100 inches.

Tires—32x3 1/2 inches.

Color—Dark blue, cream running gear.

Ignition—Magneto and battery.

Body Options—Rumble seat, surrey seat, runabout deck.



\$1,500.00
San Francisco Price

Equipped with Prest-o tank, Rushmore Searchlights, three oil lamps, horn, jack, full set of tools.

Motor—4-cylinder; 4 1/4 x 5; 30-35 horsepower.

Change-Speed Gear—Selective.

Wheelbase—112 inches.

Tires—34x3 1/2 inches.

Color—Dark blue, cream running gear; maroon instead of blue, optional.

Ignition—Magneto and battery.

Body Options—Four-passenger, close-coupled; or five passenger touring.



\$2,150.00
San Francisco Price

Equipped with Prest-o tank, Rushmore Searchlights, three oil lamps, horn, jack, full set of tools.

Motor—6-cylinder; 4 1/4 x 5; 50 horsepower.

Change-Speed Gear—Selective.

Wheelbase—130 inches.

Tires—36x4 inches.

Color—Dark blue, cream running gear; maroon instead of blue, optional.

Ignition—Magneto and battery.

Body Options—Four-passenger, close-coupled roadster; or seven-passenger touring.

OSEN & HUNTER AUTO CO.

511-521 Golden Gate Ave., San Francisco Phone Market 2723

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