

Glidden Pathfinder Starts on Trip to Mark Out Reciprocity Route

FINDING PATH FOR GLIDDEN TOURISTS

Reciprocity Run Promises to Attract High Class of Motorists

With the Stevens-Duryea path finder already several days out on the road renewed interest in automobile circles centers on this season's Glidden tour. The pathfinder, which started from Washington, D. C., is now well up in the New England and will soon cross over into Canada for the last leg of its run to Ottawa, the Canadian capital, where the tour is scheduled to terminate. The entire length of the tour will be in the neighborhood of 1,100 miles and a total of 10 days will be given to the contest. The Stevens-Duryea pathfinder is exciting extensive interest all along the line as shown by one of the leading New York dailies which is quoted as follows:

"The Glidden scouts on the reciprocity path finding trip from Washington, D. C., to Ottawa, Canada, reached New York Wednesday, shortly after noon and started on its way to Boston about 4 o'clock.

"As on the earlier part of the trip the spectators expressed pleasure to see that the Stevens-Duryea pilot car, hired by the touring bureau of the American automobile association, who are laying out the trip, was devoid of glaring signs and lettering. The chaste, unblemished aspect of the six cylinder stock Stevens-Duryea six was commended and the American automobile association touring bureau were heartily complimented on the efforts to make this Glidden reciprocity run the most successful and popular of all Gliddens with automobile and tourists of the better sort. The very fact that the committee hired the car from the company and is conducting the path finding trip as a high class gentlemanly affair will excite much in bringing high class tourists into the contest."

NEW ECONOMY RECORD MADE IN CHALMERS

A recent visitor at the Chalmers factory was George E. Isham of New Brunswick, N. J., who has just finished an 8,000 mile trip through the west. Isham left New Brunswick last July, driving his Chalmers "20" to Detroit and through Michigan, eventually going to Milwaukee and thence to Minneapolis. After a stay of a week or so in Minneapolis he made a trip through the Dakotas. In South Dakota he picked up a friend, also the driver of a Chalmers "20," and together they continued to El Paso, Tex. and thence north to Los Angeles. Isham spent the winter touring California and is now on his way back to New Brunswick. He has kept an accurate account of all his expenses during the trip and says the Chalmers "20" has averaged for the entire 8,000 miles, 15 miles to the gallon of gasoline. Previous to starting Isham had driven his car 2,000 miles. He has not spent a cent for repairs on the car in the total of 10,000 miles.

HAYNES CAR MAKES EASY TRIP TO EUREKA

With the distinction of having been one of the first to negotiate the roads between Sherwood in Mendocino county and Eureka, a Haynes foredoor roadster was driven into the city last week by Roy and Ed Whipple, representatives of the Standard oil company. The car was taken back recently in San Francisco from which point the run was made to the Humboldt metropolis. Some of the hardest mountain roads in California are found on the route taken by the Whipples. One stretch in particular, that is noted for its steep incline and sharp curves is the rattlesnake grade in northern Mendocino county. In spite of the fact that the trip from San Francisco was made in two and a half days, the car, according to reports received by the Haynes auto sales company, reached Eureka without a single mishap.

NEW MODEL OF VELIE CAR ON DISPLAY HERE

The arrival this week of a carload of Velies brought to San Francisco and the local agents, two of the handsomest cars that have yet been seen on the Pacific coast, and a beautiful nickel plated chassis. The new cars are of the four passenger topless type, and are most refined in every detail. One of the most notable innovations on Velie is the handle on the doors, instead of having to reach out and open the door, the handle is a small lever in the top of the door and is easily manipulated. Another advantage about the new handle is the fact that it can be held back and the door shut, without slamming. The chassis is of highly polished nickel plate, and shows the many features which have made the Velie motor popular. Both the cars received are finished in the Velie blue, striped with white, and have most graceful lines.

EUROPEAN GASOLINE VARIES MATERIALLY

Hudson owners have been touring in Europe to a great extent during the last year. All of them report just one trouble—carburetor adjustment. It seems impossible to buy the same kind of gasoline twice in Europe. During the continental tour made by E. A. Schieler of Boston, in his Hudson car, he negotiated the mountains of Switzerland and many of the other highways of Europe without using a single extra part or making any adjustments except to the carburetor. From Interlaken to Lucerne, the way is very hilly, but of course the scenery is among the finest in the world and every motorist in Europe breathes that rough country in his car for the sake of the wonderful views. Schieler made the trip without incident, except for finding a new kind of gasoline every time it was necessary to fill his gasoline tank.

FILLS VACANCY IN THE OVERLAND DIRECTORATE

The vacancy in the board of directors of the Willys Overland company, caused by the resignation of W. H. Brown of Indianapolis, has been filled by the election of George W. Bennie, general sales and advertising manager of the company. Mr. Bennie is one of the earliest pioneers in the industry and has been in his present position for about one year. He has had many years of successful experience in the marketing of automobiles, and the action of the Overland company's directors best expresses his most recent success.

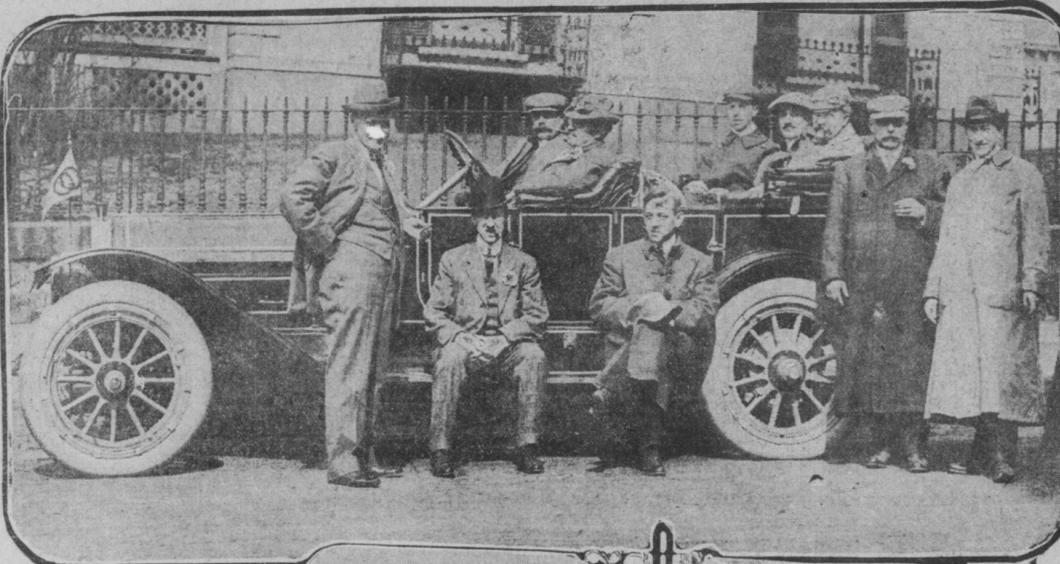
SPLITDORF MAGNETO ON HILL CLIMB WINNER

At the Toll house hill climb on May 1, the Splitdorf magneto was again victorious, inasmuch as the equipment was on the model 26 Buick which broke the hill record and also won its class. The E-M-F, also equipped with a Splitdorf magneto, ran third in its class and fourth in the free for all. The E-M-F, as well as the Buick were inside of the former record for the hill climb. This hill is the most difficult in America being seven miles long with a raise of 7,250 feet, making it necessary to use the low speed all the way up except for a distance of about half a mile.

Have you a Booklovers' Contest entered? The Call has some now. 25 cents each; 40 cents by mail.

National Motor Car Endurance Run Will Take Tourists From District of Columbia to the Canadian Metropolis

The upper picture shows the Stevens-Duryea "six" Glidden pathfinder leaving Springfield, Mass. Members of A. A. touring board in car as follows: Luther Young (driver), E. L. Ferguson; in tonneau—Howard Longstreth, Nathan Lazarnick, S. M. Butler; standing at left—Irving H. Page, president and treasurer Stevens-Duryea company; seated on running board—J. W. Norcross, Harry C. Fisk, treasurer Fisk rubber company; standing at right—A. E. Lerche, president Springfield automobile club, and George S. de Lany, general manager Stevens-Duryea company. The lower picture shows A. Chapman, a Salinas rancher, in his new Winton "six." A. S. Skinner is seated at his side.



WILL SHOW E-M-F PLANT IN ACTION

Motion Pictures of Factory to Be Displayed in This City Tomorrow

With the arrival in this city this morning of Paul Smith, assistant general sales manager of the E-M-F company, and electricians and lecturers from the E-M-F factory, all will be in readiness for the E-M-F moving picture shows, which will be held in the ball room of the Palace hotel tomorrow afternoon and evening.

The Flanders "20" fore door, three speed, five passenger car, which is to be one of the attractions in connection with the E-M-F moving picture show company, arrived in this city yesterday and is now being tuned up for the private demonstrations which will be given to the visiting E-M-F dealers tomorrow morning under the leadership of Billy Soules, the expert E-M-F driver.

FIK COMPANY OPENS BRANCH IN FRESNO

The Fisk rubber company has opened a new branch at Fresno which will be in charge of R. D. Macphail. This branch is established to bring direct factory service to the large number of users of Fisk products in that locality. In addition to carrying a complete stock of automobile cases and tubes and bicycle tires they are installing a complete repair department, for the purpose of repairing all makes of automobile tires. This service will no doubt be appreciated by automobile owners in the district, as so many times a repair made in time on a casing means a much greater mileage.

KNOX FIRE WAGON PROVES ITS WORTH

Manager Richardson of Reliance Company Gives Impromptu Demonstration

Manager C. S. Richardson of the Reliance automobile company had an opportunity of displaying the actual worth of a Knox chemical engine and fire wagon that he was demonstrating in Santa Rosa recently. Richardson, accompanied by Bert Oakes, also of the Reliance company, was driving the huge fire wagon into Santa Rosa from Petaluma and had scarcely got into the town when the fire alarm gong was heard. Richardson started for the scene of the trouble and reached there and had the chemical streams playing on the blaze long before the regular fire department arrived.

The place burned was the home of Guy Chase and so prompt was the Knox in reaching the fire that the flames were extinguished before any great damage was done. The work of the Knox was highly praised by Chief Muther of the department.

There is no canvassing, no soliciting, in the Call's great Booklovers' Contest. It is a game for the evening hours. And you can enter right now and get the back pictures free.

Equips Car With Firestone Tires—tachable demountable rims and 3x5 Peerless six with Firestone quick de-cases.

The Studebaker "Forty" THE G-7-11



\$2,850

f. o. b. factory

We have just received three carloads of the celebrated Studebaker "40," the G-7-11, fore-door cars, which are now ready for immediate delivery.

The Studebaker G-7-11 is the greatest automobile value for the money that has ever been offered the motoring public. If you are in the market for a high-grade car you can not afford to overlook this opportunity.

The equipment of the Studebaker "40" G-7-11 includes the Bosch dual system of ignition, the Bosch low tension magneto and magnetic plugs, the Bosch battery equipment and the popular Bosch self-starting device. The car also carries a full equipment of lamps, a Prest-o-lite tank, horn, robe rail, foot rest, full equipment of tools and tool box. All of which is included in the price—\$2,850 f. o. b. factory.

Call on or phone us for a demonstration. We are in a position to follow this up with an immediate delivery.

Write for "LEAVES FROM A MOTORIST'S LOG BOOK," an entertaining and instructive account of a tour of the Old World in a Studebaker "40."

Studebaker

SAN FRANCISCO: Fremont and Mission Streets
LOS ANGELES: 1242-1244 So. Flower Street
OAKLAND: Twelfth and Jackson Streets
SACRAMENTO: Eighth and "L" Streets
STOCKTON: 417-423 East Weber Avenue

SUPPLY MEN BACK FROM VALLEY TRIP

Tony Nichols and W. L. Harvey Tell of Road Conditions About Sacramento

A. D. Nichols, vice president of the Weinstein Nichols company, has returned from a long tour in his Sunset car. Together with W. L. Harvey, one of the salesmen of this supply house, Nichols covered over 1,000 miles in 10 days. Since every day was spent in calling on the trade in the various towns they visited, this is record time. It was necessary for them to do almost all their traveling at night, as they stayed in each town until after dark in order to demonstrate the new K-W lighting system with which the car is equipped. Without these excellent lights Nichols says, it would have been absolutely impossible to have made this remarkable time.

Harvey gave the following report on the condition of the roads over which they traveled:

"The roads on the west side of the Sacramento valley are generally speaking in first class condition. An automobile can travel within the speed limit with perfect safety and to the great enjoyment of the passengers. The exception is the road from Williams to Colusa where repairs are being made. This road will soon be as good as any in the valley.

"From Colusa north via Maxwell, Winters, Orland, Corning and Tehama to Red Bluff the roads are in first class shape. Returning on the east side of the valley we found that the roads were in poor condition. From where the road crosses the Sacramento river after leaving Tehama until about 10 miles from Chico the roads are in bad shape. There were severe washouts during the winter months and many temporary culverts were put in the road, making very rough going. After leaving Chico for Oroville the roads over the plains are in fairly good condition. From Oroville we could not go into Marysville owing to high water. We had to cross back over the Feather river bridge and go by way of Gridley. The road from there to Marysville is in very poor condition.

"Leaving Marysville for Auburn via Lincoln we also found bad roads until within a few miles of Auburn. From Auburn to Sacramento is good until Roseville. From Roseville following the railroad track the road is one of the best in the state. Anyone who wishes to go from Auburn to Sacramento had better go via Folsom."

PLEASURE AUTOS RETAIN POPULARITY

H. H. Franklin Says Commercial Vehicle Will Not Affect Touring Car

The importance which the commercial car has assumed in the automobile world has led to discussion and statements that its ascendancy would cause a decrease in the popularity of the pleasure car.

H. H. Franklin, president of the Franklin automobile company and associated with the industry since its early days, makes the statement that the pleasure car is destined not to lose in popularity but will continue to remain in demand and will be even more popular than it is at the present time.

"Its utility purposes are without end," said Franklin. "It is an established necessity and always will be. It is not losing and never will lose its popularity. It can not be dispensed with any more than the telephone. Even if it were for pleasure only, like the piano, its popularity would never diminish as it has a great advantage in its utility. Its place in the affairs of life is certain, its usefulness will broaden."

That runabouts and touring cars have established their place in the business world and can not well be dispensed with is not disputed. The business professional man who uses a small car in his work is not going to find time for it on account of a growth in the commercial car industry. The great number of people who find recreation in overland touring and in country driving near their homes do not find less pleasure in their touring car because commercial cars become more plentiful.

DIAMOND TIRES ON WINTON IN HILL CLIMB

C. C. Kratzer of Coalinga and his 1911 Winton won the heavy car event at the Toll hill climb at Fresno, Cal., last Monday. An interesting point is that the Diamond tires with which the car was equipped already had a mileage to their credit of 8,000 miles from the front tires, and 1,500 miles for the rear. Notwithstanding this fact the severe strain of taking the sharp curves at high speed showed no effect on the tires, as Kratzer writes that he is still riding on the same air that was in the tires before their strenuous trip.

The Call now has a supply of Booklovers' Contest catalogues. Better get yours now. 25 cents each; 40 cents by mail.

A 50-HORSEPOWER ELMORE

Model 36 B, absolutely regular stock, owned by a private user, WON THE CHANSLOR & LYON TROPHY

in class "B," in the Toll House Hill Climb

held 38 miles east of Fresno, in the mountains, Monday, May 1st. The following cars were entered and started: 50 horsepower Kissel Kar, 40 horsepower Buick, 6 cylinder Mitchell, 50 horsepower High Duty Elmore.

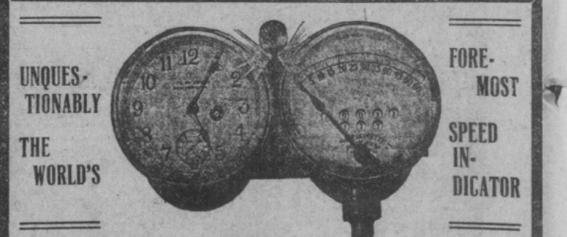
This ELMORE car made this mountain climb without having a wrench or tool put on it, and was sent over the course at least six different times before this most grueling test, and in no instance did any part of the car show any mechanical weakness that needed any adjustments or repairing.

The 1911 HIGH DUTY ELMORE will go over this road or any other road in the United States more days in the year at less expense, and with absolutely no mechanical adjustment, than any other automobile in the world.

Immediate delivery on all models.

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