SPEEDY CARS ARE SOUGHT BY BUYERS

Baseball Manager Says Average Owner Wants Machine with Most 'Ginger Fiz'

FEW PEOPLE WILL "FESS UP

Content with 25 Miles an Hour but Want a Fast Car When Challenged

Does the average buyer want a fast automobile? That is a question often asked. The average buyer says he doesn't. But the average buyer is illogical, for when all is said and done he buys the car which shows the most of what Hughey Jennings calls "ginge

"That's a strange thing about buyers," says the famous baseball manager. "I know that was my own attitude when I first decided to buy a car. I protested that I didn't want any speed—just a good, reliable car that would take me there and back at a moderate take me there and back at a moderate rate. Still, after taking demonstrations in various machines, I found myself looking most favorably on the one that climbed hills easiest and could show her heels to others on the road on call of the driver. When the salesman proved to me that the ability to do these things also proved the car's ability to take me there and back at any pace desired—well, I bought the

could. And not an instant too soon, either, for the wheels slid even on the dry asphalt, and it was only by the closest maneuvering that I missed the

SOUTH AFRICA HAS MOTOR CAR FEVER

WASHINGTON, D. C., Nov. 5 .- Ac cording to reports received in this city, the number of motor vehicles now in use in Johannesburg, South Africa, is about 1100, included in which are about 65 taxicabs of very recent importation. numerous mining companie larger firms engaged in sellin mining machinery and supplies, as well as other concerns having trans-actions in the vicinity are general users of motor cars, finding them practically indispensable for the members of their

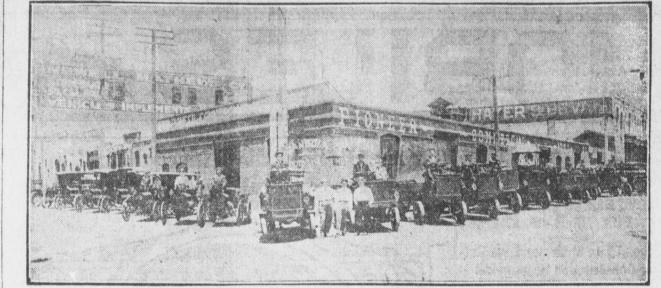
firms and employes as a means of their firms and employes as a means of visiting mines and other industries.

While the greater part of the machines in use are directly attributable to the huge mining operations carried on, the use of motor cars is by no means confined to business firms. Pro-fessional people and merchants of every description are beginning to see the actual necessity of covering much ground in a short space of time, and the trade during the past two years has seen a constant development, and there is every indication of an in-creased demand for cars of moderate

There is probably no field of like di-There is probably no field of like dimensions which offers better opportunity for foreign trade to American automobile manufacturers than Johannesburg, which is the recognized center, and from which city the bulk of orders come from. At the present time the percentage of business is decidedly in fayor of the foreign countries, but by an intelligent compliance with the market and proper connections there is no reason why American manufacturers could not secure more of the South African trade. The cars that are in the greatest demand are those ranging in price from \$1250 to \$2560. ranging in price from \$1250 to \$2500, made by foreign firms. The American made by foreign firms. The American made cars which have found considerabl favor in Johannesburg, and in which a good trade has been done, cost from \$1375 to \$1600.

While there are many high priced cars owned in Johannesburg and there is a fair market for machines of this class, yet this style of machine is ordered especially by or for the parties desiring them, and are not as a rule

\$70,000 Worth of Auto Delivery Trucks Drawn Up in Front of the West's Largest Maintenance Station



PIONEER COMMERCIAL AUTO COMPANY'S BIG GARAGE

Most Complete Maintenance Station on the Coast

The above picture is particularly interesting as showing the certain trend toward auto delivery of the merchants

of the driver. When the sale and proved to me that the ability to do these things also proved the Cartany pace desired—well, I bought it any pace desired—well, I bought it amy pace desired—well, I bought it also me an palered myself an exception and argued to myself an exception and argued to myself an exception and argued to myself that after all I had more sportins blood in my yeins than the average man. But I find I am the rule—we all protest we don't want speed, but we buy the cartant has the most snap and ginger.

"On my recent trip from Detroit to New York I had this peculiar phase of human nature illustrated many times." They fixely five to the the road to pass, and though them, almost invariably the man for it. Since my car has a strip of the to fifty-seven up her would invariably to for a piece of road. I noticed that the axis another E-M-F 30, and then I was a case of nip and tuck.

"The fastest run I had was between Buffalo and Batavia over a beautiful piece of road. I noticed that the axis ahead betokened a car of the same make as my own, but as it contained aboy and an old lady—evidentity they for the contained aboy and an old lady—evidentity they for the contained aboy and an old lady—evidentity they for the fold and take their dust, but some lady tappeed and the their dust, but some lady tappeed and the their dust, but some lady tappeed and the contained aboy and an old lady—evidentity they can be a strip of the providence of the providenc ver, for he held his place and helther could gain an inch.

"How long we would have raced that way I don't know, but we met a threshing machine in the road, and it was a case of one or the other to yield or demolish that traction engine. I pride myself on my nerve, and determined to bluff my opponent out, but reckoned without the old lady. She never blinked an eye, but still tapping the boy on the arm, told him to go it. Within a hundred feet of the threshing outfit I decided it would be well to observe the rule 'ladies first,' and jammed on my brakes as hard as I could. And not an instant too soon, either, for the wheels slid even on the

closest maneuvering that I missed the engine and got past.

"The last I saw of the old lady she was looking back, beckoning me to come on and laughing fit to kill. Yet I'll bet that when grandma and grandpa went to buy a car they both argued they 'didn't want a racer, but just a quiet-tempered one that would take them there and back.' I don't know whether they were going there or back—but I'll bet they arrived before the folks were expecting them."

"The last I saw of the old lady she gated coloring, flit about like so many butterflies. With their glittering metal work and bright colored bodies, internal fitments and pleasing lines, they are very far from suggesting, as the others suggest, the hired cab. But for their fare registers they might be taken for private vehicles. Some proprietors, in the competition for elegance, have gone to the point of covering the cachwork with gold paint. Several "golden motor cabs" are now on the in the competition for elegance, have gone to the point of covering the coachwork with gold paint. Several "golden motor cabs" are now on the streets and produce a gorgeous effect in the sunshine. The bulk of th ngines built into the Berlin cabs have vo cylinders, which give an average twelve horsepower. pe with a higher power. Occasional an automobile firm gets an orde r engines of forty-horsepower, alough such motors are hardly wanted for metropolitan work, the maximum

Licensed Under Selden Patent.

week we explained in this colu the Inter-State motor stands the and tear of years and still re-the same quiet, powerful mechan-hat it was the day it left the fac-

utch. The Inter-State clutch is mulple disc. composed of nine bronzeates and eight steel.

The secret of the success of Inter-state cars is the use of "oversizes" in all wearing parts. The clutch discs are eight inches in diameter insteady of the six-inch. Each bronze cork inserts set in two r sweetest operating clutch in
Watch any Inter-State get
and notice how it moves off
quiver. You can start an
on the high speed just as
up low or second. This clutch entire mechanism from unnecessary this and shocks. A good clutch is a sessential as a good motor; it is connecting link between the point generation and the point of applica-tion of the power. Cone, expanding or tracting ring clutches are obsolete,

We shall exhibit only at the Shrine Au

ditorium December 12-17.

miles an hour. The two photographs show the newst types of taxi cabs, supplied to a cab owner by the Neue Automobil-Gesellshaft—the one a sort of landaulet, with a collapsible rear section, the other a phaeton. In each case the engine gives twenty horse-power under the brake, and has four cylinders. The cabs are elegantly fitted and tastefully painted, and may be regarded as Berlin's latest word on

CANADIANS TO HAVE BIG BOWLING ALLEY AFFAIR

MONTREAL, Quebec, Nov. 26.-The bowling tournament which is to be held here March 13 to 25 promises to be one of the biggest of its kind ever held in Canada, and already a number of the best American bowlers have written, stating they expect to be on hand to take part in the competitions.

Mr. Woodworth, secretary of the Natonal Bowling association, has written he intends to enter the following players from New York: Glen Riddell, probably the best individual bowler in New York; John Voorhees, Fred Punt, Mort Lindsay and C. E. Horan as a five-man These five are considered the American team that has ever taken part in a Canadian tourney, and great things are expected from them. Besides this word has been received from Mr. Walsh, the owner of the Blue Ribbon alleys in Columbus, O., stating he expects to enter at least three teams in the tournament. Besides these a number of smaller entries have also been received, and from the present view it looks as though there will be a ecord number of bowlers take part in

HAS GROWN IN TEN YEARS

Ten years ago there were about 3500 machines in America. Now there are

Ten years ago there were twentyseven factories (200 cars being a record production for any one of them). Now we have almost 100 producing factories, to say nothing of a like number of experimenters involved in the making of motor cars, while an annual production of 15,000 and eyen 25,444 cars in one factory is not unusual.

In a decade the capital of the auto-mobile and accessory makers has in creased from approximately \$6,200,000 to \$450,000,000, of which \$275,000,000 is in motor car factories alone. Ten years ago the number of persons

employed in making automobiles and accessories was estimated at 2000. Now there are 278,000 individuals, including those in the salesrooms and garages.

Ten years ago there were probably 800 chauffeurs in New York state, which now boasts of almost 25,000 registered drivers.

stered drivers.
Automobile row in New York in 1900 showed fourteen different makes of cars. Now there are eighty-four foryou to select from.
Ten years ago the average price of cars was \$1100, then it ran up to \$2137 in 1907, after which, with the increase in the number of medarate project man

in the number of moderate priced machines, it has come down to \$1545, although the yery high grade cars are selling at even higher prices than they

You can buy it, perhaps at many places, but there's one BEST place to buy it—and that place advertises.

Splitdorf Magneto Victorie S

Within the Last Week

Oakland, Cal. Nov. 19-21

> 48-hour, 1300-mile endurance run-Velie and Mitchell -both cars equipped with Splitdorf Magneto and Spark Plugs. Seventeen cars started-only two finished with perfect scores.

Santa Monica, Cal. Nov. 24

Maxwell-Winner of 100-mile race.

Guttenberg, N. J. Nov. 24

> Maxwell-Winner of 5-mile race. Mitchell-Winner of 15-mile race. Marquette Buick-Established new record for ten miles.

> Splitdorf Magneto as efficient for high speed as for the long endurance test.

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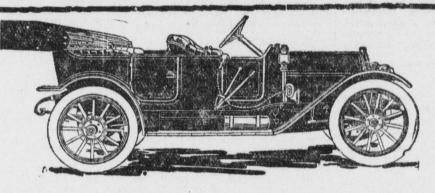
\$550

\$2150

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This guarantee does not cover leaky radiators, caused by water freezing, nor any damage resulting from accidents or abuse.

It is, however, understood that We make no warranty whatever regarding pneumatic tires, coils, magnetos or batteries, complaints regarding which must be taken up with their respective makers, who fully cover the same with a sufficient guarantee.

16 models to select from, \$1150 to \$2700.

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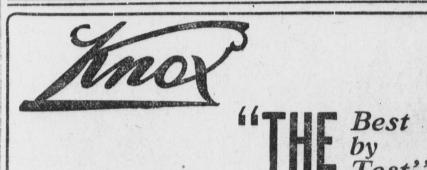
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Buick and Oldsmobile HOWARD AUTO COMPANT, 1144 South Olive street. F3680. Main 6777.

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LOS ANGELES MOTOR CAR CO., Pico and Hill Streets, Main 2514; Home 24684.

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