THE NEW LOZIER PLANT.

It Opens To-morrow for Work With Greatly Enlarged Facilities.

DETROIT, April 1.—The raising of the American flag on the administration building of the new plant of the Lozier Motor Company, on Mack avenue, Monday morning marks the completion and formal opening of the newest of Detroit's already large number of automobile enterprises. This factory, which has been under construction since last May, commenced operations to-day with a force of 450 men, which will be increased as rapidly as possible until all departments are in full operation.

This new automobile plant is on the Detroit Terminal Company Railroad on a site comprising sixty-five acres, with a frontage of 800 feet on Mack avenue. It was built to enlarge the manufacturing facilities of the Lozier company, their cars having heretofore all been built in the plant at Plattsburg, N. Y. The latter factory will continue to operate as heretofore, but will build only complete units for use in the Detroit works, the latter plant being the only one in which the completed cars will be turned out. The two factories at Detroit and Plattsburg will have a combined output of 1,000 cars for the coming season, all parts of which will be made in these factories from raw materials.

The buildings comprising the new Detroit factory are absolutely fireproof, constructed of steel and concrete, the flat slab type of construction being here employed for the first time in an automobile factory. The buildings were designed by and work was carried on under the personal supervision of Albert Kahn, architect and designer of many of the automobile plants.

The main building, two stories in height, covers the entire frontage of 800 feet on Mack avenue, with side wings extending back approximately 200 feet. In this building are the factory offices, restaurant, final assembling, physical and chemical laboratories and experimental departments, together with the body construction and finishing department.

Building No. 2 is of one story saw tooth construction, covering 68,000 square feet, and contains the machine shop, chassis assembling, finished stock and chassis testing departments. Other buildings are devoted to heat treating, rough stock, garage and other purposes of this nature, and all of reenforced steel and concrete construction.

One of the features of the new Lozier plant is the power building, containing 14,000 square feet of floor space, divided into two sections, one for boilers and the other for engines, air compressors and dynamos. All departments of the factory are operated by electric power generated from this building. Ninety per cent. of the machinery throughout this plant is entirely new and of the latest modern type, installed entirely with the view to producing high class motor cars. The grounds are enclosed by a concrete fence capped with ornamental iron grating and entered through steel gateways.

The administration department offices are parked in the grounds in front of the factory building and contain the general offices of all departments of the company, the New York city and Plattsburg offices now being consolidated here.

OILING PREMIER CARS.

A System Designed to Prevent Smoking, if Too Much Isn't Used.

For several years, ever since it became generally known that motor cars do not have to smoke, manufacturers have endeavored to perfect lubrication systems and to lessen the inclination of authorities to legislate against the so-called nuisance. The engineers of several important motor car concerns have adopted methods of construction which give better lubrication, with less waste of oil, than formerly. The Premier Motor Manufacturing Company uses a return circulating system designed to keep Premier motors from smoking, unless, of course, they are flooded with excess of lubricant.

In both the six and four cylinder cars the oil is poured into the crank case through an extra large opening and flows to a reservoir at the rear. The pump is a centrifugal gear driven one forcing the oil to transverse troughs which are moulded into the lower aluminum half of the crank case and of such a shape that the oil level is always relatively the same, irrespective of the road grade or angularity. When the troughs overflow the oil drains back to the reservoir at the rear and is again forced to the troughs, thus constituting the circulation.

The connecting rods have little spoons on their lower ends and these dip into the troughs and splash the oil up into the cylinders and over the bearings. The size of the spoons has been calculated by actual experiment so that they furnish just sufficient lubrication and obviate any tendency to smoke. In actual practice after Premier cars have been driven for an extended period it has been found upon removing the cylinders that the evidence of oil on the top of the pistons exists only about one-fourth of an inch from their outer edges.

REO FORCES INCREASED.

Workmen Added to the Staff in Factories at Lansing.

LANSING, Mich., April 1.—One hundred more skilled mechanics were taken on at the works of the Owen Car and the Reo Motor Truck Company yesterday. The triumvirate which decided on this step are R. E. Olds, president; R. H. Scott, general manager, and Ralph R. Owen, assistant general manager. Messrs. Olds, Scott and Owen are all pioneers in motor car building.

W. Murray Carr, the Pittsburg distributer for the Owen, visited the factory here yesterday and requested that his 1911 allotment be doubled. A similar condition prevails with W. L. Wilcox, the Boston distributer of the Owen, who recently wired the factory that his 1911 allotment also be doubled.

What is true with the Owen car applies also to the commercial vehicle division of the Reo Motor Truck Company. Prescott Adamson wired from Philadelphia that one hundred big business concerns in his city alone have specified Reo light delivery trucks, model H, $750, for immediate delivery. One firm this week vainly offered a bonus of $100 and another a bonus of $60 to have their names put nearer the top of the delivery list.

General Manager Scott is optimistic over the 1911 outlook. He says that the Reo light delivery trucks are now represented in this city in almost every line of commercial activity.

Courtney Non-Skid Tires.

When a new tire is put before the motor car owner there are always sceptics who fail to realize that a manufacturer's claims can be proved by actual test. When Mr. Courtney investigated the manufacturing of high grade tires in Europe he discovered the reason of their superiority, and in the new Courtney anti-skid tires he believes he has combined the resilient features of foreign and augmented them with more high grade rubber a tire than any others made elsewhere.

The result, it is claimed, is an easy riding tire and one that positively will not slip and that when worn can be retreaded.

Courtney anti-skid tires cost a little more but double the service, it is contended. They are hand made and every detail in their construction has personal supervision. They are designed to obviate the use of tire chains and the tire is so arranged that rim cutting and pinching of the tube is prevented.

Tire Records of American Understslung.

Some unusual records have been made by the Understslung American Traveller tires manufactured by the American Motor Company of Indianapolis, Ind. Mileages of 10,000, 12,000, and as high as 15,000 on the original set of tires have been frequently received.

This performance is explained in two ways: First, the lack of side last and skidding, the almost unheard of in connection with an understslung construction, which throws the stress from the head of the axle to the wheels—the load is carried by the tires of the wheels—then recoils of springs upward have a lightening effect upon the tires and reduce the wear to a minimum.

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

What do you really know about your delivery costs?

YOU believe perhaps, that your delivery costs are less by horse and wagon than they would be by motor-truck—but do you really *know?*

Our Cost Expert can show you just how to figure out your trucking cost per ton mile under your present delivery conditions. He can show you just what Commer Truck delivery would cost you. He can show you how to figure out what other trucks would cost per ton mile.

If your hauls go more than thirty miles a day we can prove the Commer Truck more economical than horse-and-wagon trucking and other motor trucks as well.

This cost information is free for the asking. Free because it will show, in nearly every case, that merchants and manufacturers can save money through

This Commer Truck was recently bought by Sulzberger & Sons Co. of New York. Since its entrance into service in November, 1909, it has run over 5,000 miles in England and 12,000 miles in New York—17,000 miles, all of the severest sort of demonstration work. During all this time the only repair necessary before its disposal to its present owners was the fitting of one ball bearing. Messrs. Sulzberger & Sons Co. have two other Commer Trucks in commission.

The Commer Truck

2½-TON 3½-TON 4½-TON 6½-TON

We bought the American rights to the Commer Truck only after two years' search through the world's motor-truck market. We were in the same position you are in—we were buying, not selling.

Through the whole nine months preceding our final decision to handle these trucks, we had a 3½-ton Commer Truck running in New York as a special try-out under all sorts of loads. During these nine months of severe daily testing, the repair expense on this truck was absolutely nothing.

We believe the Commer Truck is the world's most efficient and economical high-duty motor-truck because:

The Commer Truck has been in successful service for seven years—successful service over the roads of the six continents and under all sorts of loads.

It has made good. Of the 700 sturdy Commer Trucks made at the home plant last year, 63% were sold to previous purchasers.

The 4½-ton Model under full load on a straight-ahead road gives six miles per gallon of gasolene and one hundred miles per quart of oil.

Its mechanism is fool-proof even to the gears, which automatically enmesh at the correct speed of the engine.

But getting back to delivery costs—

May we show you how a Commer Truck can save you money? The information will be most complete and we will gladly arrange for an immediate demonstration of the truck itself if you wish. 8100 Columbus is our telephone number.

Wyckoff Church & Partridge

BROADWAY AT 56TH STREET, NEW YORK — **The Most Complete Motor Service in America**

For immediate disposal at a considerable sacrifice, we still have two rebuilt Stearns cars and one new 30-60 Stearns Landaulet

LOCOMOBILE ON STAGE ROUTE.

Old Time Wagon Service in Oregon Displaced by Motor.

Out West in Oregon the automobile has replaced an old time stage that ran for twenty-five years from Ager to Klamath Hot Springs. This is a great route for fishermen to cover and it involves running 22 miles through a foothill country well shaded and marked by fine roads.

Last year the fame of Klamath River and the improvement of the roads of Siskiyou county started an auto pilgrimage to hitherto unvisited Klamath Hot Springs. More than sixty machines reached the wonderfully beautiful spot during the season. They showed the practicability of automobiles on the Klamath Springs stage road and they sealed the doom of the six horse stage.

Some weeks ago Mrs. B. D. Edson, proprietor of Klamath Hot Springs, came to San Francisco to investigate the matter of a machine to replace the daily stage. After examining many machines which were recommended she chose a 40 horsepower seven passenger Locomobile and ordered it for delivery as soon as the stormy season ended early in April and the roads regained the firmness and smoothness which they should hold all summer.

It is Mrs. Edson's plan to purchase an additional machine to use for auxiliary purposes. An experienced chauffeur will be taken from this city. W. C. Brown, who conducts the clubhouse at the springs, has been in town lately learning all the fine points of the new horseless stage.

Warren-Detroit Factory Enlarged.

The Warren Motor Company is moving into the large new addition which has been made to its plant at Detroit. This addition just about doubles the floor space of the original Warren plant. Mr. Wilson, the Warren sales manager, the other day said that before summer fairly arrived there would be a shortage among the medium priced cars. He also said that business was a little late in coming this spring, but it is now here with a rush; also that the Warren cars are rapidly finding their way into many foreign lands. Just recently there have been made large shipments of Warren cars to South America.

Barometer in Torricelli's Town.

"The largest barometer in the world was recently set up in the Italian town of Faenza, the birthplace of Torricelli, who discovered the barometer and the vacuum which perpetuates his name," says Charles F. Splitdorf, of the Splitdorf Laboratories, who has just returned from a trip abroad.

"The liquid used is purified oil rendered free from air and this gives a column over 11 meters in height. Owing to the very small amount of evaporation an oil barometer is much more accurate than one filled with any other liquid except mercury, and the long column makes it very sensitive."

Rim Cutting Impossible

Courtney ANTI-SKID Tires

are so designed that rim-cutting or pinching of the tube is absolutely prevented under any and all conditions.

Don't Blow Out—Don't Slip—Ride Easier. Give Double Service of Any other Tires.

Courtney Tire & Rubber Co.
1976 B'way, N. Y. City.

19 6/10% greater mileage from Diamond TIRES

Than From Others and a very much lower upkeep cost, for extras and repairs.

These results were shown in The Only Extended, Disinterested Tire Inquiry ever made.

Do you buy Tires merely, or Tire Mileage?

The Diamond Rubber Co.
Akron, Ohio

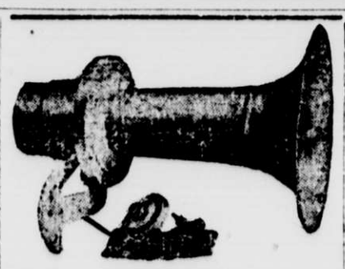
1876 Broadway, New York

Brooklyn Albany Rochester
Syracuse Buffalo Newark

Firestones at Jacksonville.

Telegraphic advices indicate that the opening of the 1911 motor racing season at Pablo Beach, Fla., has resulted in victory for Firestone tires. The local branch of that company has been notified that practically every event was won on Firestone tires and without changing a shoe.

Firestone tires were used by the most famous racing cars on the meet, including the Blitzen Benz, with which Barney Oldfield made the world's speed record for a mile a year ago.



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Electric Motor Warning Signal
Price $20.00
Covered by Patents.

Simple in construction, mechanically perfect, with a deep, penetrating, clear, powerful, yet pleasing sound.

THE NEWTONE is far superior to other styles of Electric Horns, owing to the fact that it eliminates all the undesirable features often experienced in other signals of this class.

Never out of order, because of its simplicity of construction.

THE NEWTONE consumes only one-third of the current of any other Electric Horn, yet it gives a far louder and more agreeable note.

If your dealer does not have it, "THERE'S A REASON." Take no substitute, but let us send you one on approval, and if it is not superior to any other Horn of its class, money will be cheerfully refunded.

Automobile Supply Mfg. Co.
220-224 Taaffe Place, Near DeKalb Ave.
BROOKLYN, N. Y.

Brewers Buy Electric Trucks.

Recent sales of trucks to the breweries in Greater New York by the General Vehicle Company include those to Jacob Ruppert, Peter Doeiger, George Ehret, the Central Brewing Company, Headleston & Woerz, the Ebling Brewing Company and J. C. G. Hupfel. The Ruppert order was for nineteen of the five ton size.

AUTOMOBILES.

AUTOMOBILE EXCHANGE

OWNERS AND SELLERS OF AUTOMOBILES, COMMERCIAL VEHICLES, GARAGES, TIRES, EQUIPMENTS, ALSO REPAIR COMPANIES, WILL ALWAYS FIND SOMETHING OF INTEREST IN THIS COLUMN.

Autos Are Selling Fast at New York's Automobile Bargain Establishment "Par Excellence."
Good cars are scarce and in great demand; so don't wait but buy now!
1911 Matheson "Six"; 1910 Packards, Peerlesses, Marmons, Cadillacs, Chalmers, Palmer-Singers, Alcos, Overlands, Loziers.
Also Packards, $750 up; Pierces, $450 up; Autocars, $250; Haynes, $450; Buicks, $150 up.
Mercedes, $650 to $1,500; Renaults, $600-$2,500; Dedietrich, $850; Charron Girardot-Voigt Town Car, $500; Chalmers Town Cars, $750 to $1,200; Loziers, $400 to $1,600; White Limousine, $500; Franklin "D," $600; Buick Delivery, $300; Panhard "Sightseer," $800; Garth Delivery, $200; Chase Delivery, $350; Lane Steamer, $250; Columbia, $250;
Six Cylinder Nationals, $300 to $700; Mitchells, 1909, $400 each; Reo, 1908, $175; besides 200 other unusual opportunities. Demonstrations cheerfully given.
10,000 TIRES TUBES, 30 to 60% off. MICHELINS, CONTINENTALS, EMPIRES, IMPERIALS, AJAX and many others. Over sizes in stock. BODIES—BIG STOCK—A 1 BARGAINS In every style. Ready for your Chassis. Come here and get "A Square Deal!"
BROADWAY AUTO EXCHANGE,
L. C. JANDORF, Pres.
1759 to 1767 BROADWAY.
Entrance at 1761, between 56th and 57th.

1ST QUALITY AUTOMOBILE TIRES.
High grade standard makes. 1911 Goods.
Complete List mailed free.

28x3	$10 50	32x3½	$16 85
30x3	11 25	34x3½	17 85
29x3½	15 40	32x4	20 85
30x3½	15 85	34x4	22 50

All other Sizes Proportionately Cheap.
NOTE.—We have regular second grade shoes for about half above prices.
Complete Cut Rate Supply Catalogue Mailed Free
E. J. WILLIS CO.,
85 Chambers St., near Broadway.

RARE BARGAINS IN AUTOMOBILES.
$2,500.
1910 Thomas 7 passenger touring car, 6 cylinder overhauled and newly painted.
$1,000.
1907 Thomas Landaulet, extra touring body and top, in good condition.
$700.
Leon-Bollee, 7 passenger French touring car in good condition, newly painted, new top.
FRANK D. GARINGER,
2008 Broadway, nr. 68th. Tel. 6450 Columbus.

CHALMERS-DETROIT, 1909 and 1910 models. Touring and roadster types.

FORD Model "T," almost new, complete equipment; sacrifice for spot cash.

OVERLAND: Toy Tonneau, must sell immediately to satisfy mortgage.
TIMES SQUARE AUTO CO.,
731-733 Seventh Av., at 49th St.

AUTO BARGAINS.
Best Makes. Lowest Prices. At Order. Most complete line of used cars in the city. Strictly up to date. Cars cheerfully demonstrated. CALL AND EXAMINE OUR LINE. "Fair treatment assured."
AUTOMOBILE TRADE EXCHANGE.
1720-22 Broadway, bet. 54th & 55th. Tel. 5927 Col.

"MITCHELLS."
Runabouts from $250 up.
Touring cars from $800 up.
Limousines from $850 up.
All these cars are fully equipped, have been rebuilt in our own shops and have been repainted; guaranteed; demonstration, of course.
MITCHELL MOTOR CO. OF N. Y.
Tel., 3480—Col. 1876 Broadway.

$1,600. ABSOLUTELY NEW. $1,600.
1911 CHALMERS DETROIT, Toy Tonneau.
FIRESTONE Demountable Rims.
Quick Detachable Tires.
FRANK D. GARINGER.
2008 Broadway, nr. 68th. Tel. 6450 Columbus.

BIG BARGAINS—BIG BARGAINS
AUTO BARGAINS — Now is the time to buy. 100 slightly used automobile touring cars, runabouts and commercial wagons; best value ever offered; every car like new; all makes.
ASTOR AUTO CO., 1606 Broadway, near 48th.

AUTOMOBILE TRADE EXCHANGE.
Perfectly New Car!!!
1910 Selden Landaulet.
COME AND MAKE US AN OFFER.
1720-2 Broadway, bet. 54th & 55th. Tel. 5927 Col.

AUTO TIRE BARGAINS. — SPECIAL LOT; FRESH GOODS; made to be "FIRSTS" and sold here as "SECONDS" at GREAT SAVING; ALL MAKES.
Knickerbocker T. & R. Co., 794 7 av., nr. 52 st.

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DELIVERY WAGONS—ALL CAPACITIES.
20TH CENTURY AUTOMOBILE CO.
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USED BAKER ELECTRIC COUPE, STANHOPE and VICTORIA, overhauled and in excellent condition. $350.00 to $1,000.00.

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Equal to privately owned equipages.
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PRIVATE GARAGES, 38-40-42 WEST 43D ST.

PACKARD AND RENAULT CARS.
Hour, day, or month.
J. T. SANFORD AUTOMOBILE CO.
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PHONE BRYANT 1381-2.

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OPEN AND CLOSED CARS FOR HIRE BY THE HOUR, DAY OR WEEK.
SPECIAL RATES ON MONTHLY CONTRACTS.
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PACKARD AUTO RENTING GARAGE.
124 W. 50th St. Phone 409 Columbus.
BEST SERVICE. LOWEST RATES.
Hour, Day, Trip, Month or Season.

HIRE A PACKARD, 1910.
Elegant seven-passenger Landaulets by hour, week, month, very reasonable; high class service.
BACKHUS, 55 East 84th st. Tel. 6294—Lenox.

Automobile Supplies.

OLDEST TIRE HOUSE IN THE CITY.
152 Church St., near Warren.
We have a large stock of tires and automobile sundries which we will close out at 50% FROM LIST PRICES.
$8.50 STUDEBAKER WIND SHIELDS $8.50

AUTO TOPS — Slip Covers, Wind Shields.
Tops recovered and repaired; Auto repainting.
AMERICAN AUTO TOP CO., 244 West 49th.
For estimate phone Bryant 4930.

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COMPLETE OUTFIT FOR YOUR CAR.
GENERAL AUTOMOBILE SUPPLY CO.,
1671 Broadway. Phone 6160 Columbus.

40% SAVED ON AUTO SUPPLIES
WRITE FOR 1911 CATALOG.
NATIONAL AUTO SUPPLY CO.,
77 CHAMBERS ST., DEPT. S. Tel. 1417 Worth.

BALL BEARINGS — HESS-BRIGHT CO. 1975 B'way (67th St.)

Automobile Repairing, &c.

STUERWALD & WACKER.
131 West 51st St. Tel. 5271 Columbus.
FORMERLY WITH OLDSMOBILE CO AUTOMOBILE EXCHANGE.
REPAIRING, PAINTING, SUPPLIES.
ESTIMATES CHEERFULLY GIVEN.

AUTOMOBILES REPAIRED, cylinders rebored, pistons and rings made; others' prices halved; one year's guarantee. BROOKS ENGINE CO. 225 Christie st.

The Wall Street edition of THE EVENING SUN contains all the financial news and the stock and bond quotations to the close of the market. The closing quotations, including the "bid and asked" prices with additional news matter, are contained also in the night edition of THE EVENING SUN.—Adv.

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BRUSH Cars. John Moore & Co., 2008 Broadway. Phone 5359 Columbus.

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