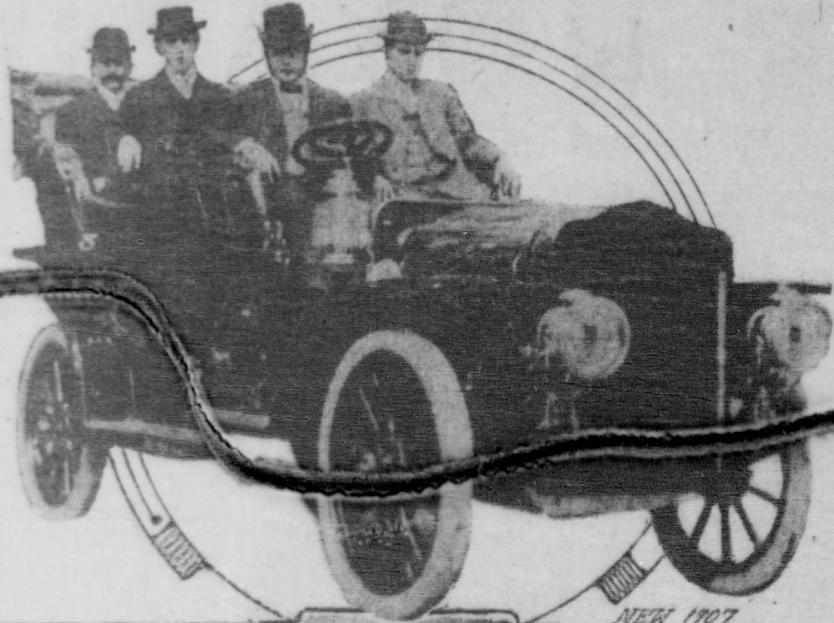


High Power Vehicles in Large Numbers



NEW 1907
WHITE STEAMER
7 PASSENGER CAR
CAPT. ROGERS AT THE
KILISEL.

Continued From Page 2, Section 1

Automobile Company of Columbus, O., has added to its already well known 24-horsepower model a 30-horsepower automobile for seven passengers. The engine details in the new model will be at once recognized as similar to those used on the Vanderbilt Cup cars, the only real difference being in the size.

AEROCAR

The Aerocar Company has brought out in its new Model D for 1927, a 2000-pound car, with four-cylinder air-cooled motor rated at 20-horsepower, carrying five passengers; fitted with three-speed sliding-gear transmission, with direct drive on the high speed, and driving through universally jointed propeller shaft and bevel gears to the live rear axle. There is, perhaps, no class of car that offers greater attractions to the average purchaser than this, the light touring car.

MITCHELL

Although essentially the same in general design as the 1926 model, several improvements are embodied in the Mitchell cars for 1927. Chief among these are more powerful brakes, the placing of the oiler under the hood instead of on the dash, larger gasoline tank, improved hood and fenders and an I-beam type front axle of manganese bronze.

RAMBLERS

Only one runabout will be included



W.H. GARDINER

In the list of models manufactured for 1927 by Thomas B. Jeffery & Co., manufacturers of the Rambler cars, and this will be a developed runabout, of good size and substantial construction, designed for real hard work. The double-opposed cylinder motor, having

cylinders of 4 1/2 inches bore and 5 inches stroke, is so located and constructed that every part is readily reached, thus overcoming an objection frequently made to horizontal motors under the body. Ample power, easy springs and a comparatively long wheelbase—50 inches—make the runabout suitable for all-around work and comfortable to ride in.

FRANKLIN

The 1927 Franklin line follows substantially the very satisfactory construction put out during the previous season, except that there are some changes in the body forms. There is the 20-horsepower four-cylinder touring car and the 20-horsepower six-cylinder touring car. The latter will be remembered as the model which achieved the fifteen-day transcontinental record last fall. The auxiliary exhaust, which has made Franklin air cooling so successful, is retained practically without modification.

MATHESON

The Matheson touring car is designed to compete principally with the finest and highest priced imported cars. Its design embraces the best features of

Continued on Page 10

GEO. P. MOORE CO.

721 GOLDEN GATE AVENUE, S. F.

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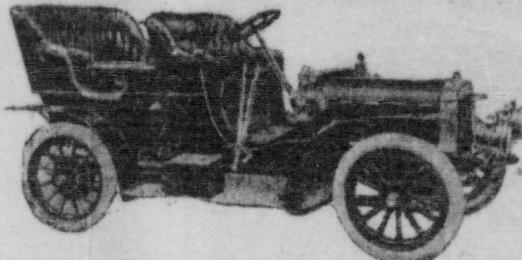
Paris Novelties on Exhibition

"THE AUTO SPECIALTY HOUSE"

PHONE MARKET 770

YORK PULLMAN

Not Only the Best for the Price, but the BEST at ANY Price.



Model E—5-passenger, 4-cylinder, Light Touring Car; detachable tonneau. Price, \$2900. With touring runabout deck, \$50 extra.

Model B, 4-cylinder, Runabout; \$1950
Model F, 4-cylinder, 50-H. P., 5-passenger; \$3150
Model G, 4-cylinder, 40-H. P., 7-passenger; \$3950.

FRANK O. RENSTROM COMPANY,
424 to 446 Stanyan Street.

BUICK

Power—Simplicity—Durability.
The famous high power low price car.
To appreciate the BUICK a demonstration is all that is necessary.

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\$4,000 to \$15,000.
We take pleasure in announcing that we have secured the agency for this noted line.
A few good cars for those who want the best.

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404-406 Golden Gate Avenue
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ACTIVE AUTO CO.

MORA Roadster

Pleasure and Commercial Vehicles
Commerce Trucks

MORA Tourist

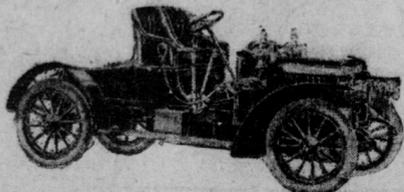
605 VAN NESS AVENUE

Tourist AUTOMOBILES

"A SATISFIED CUSTOMER IS OUR AIM," AND WE GENERALLY "HIT THE MARK"



Model "N-7." 35-40 H. P. Price, \$2600.

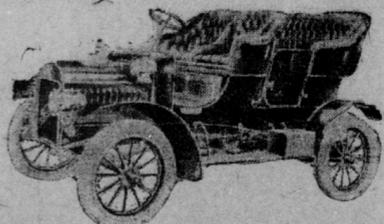


24-28 H. P. 4-Cylinder Runabout, \$2000.
35-40 H. P. 4-Cylinder Runabout, \$2500.

Every line of business will or should have staple goods for sale on close margin, because a low price will increase the quantity to such an extent that the producer can afford to figure on a small profit.

In illustrating our Model "K-7" car we desire to say that it is our "staple goods"; built right, sold right, and wears right.

In this car we claim to give, by far, more for the money than any car sold on the Pacific Coast. This statement will bear your most careful inspection.



Model "K-7." 20 H. P. Price \$1250.

A guarantee backed by a manufacturer who is located from 3000 to 4000 miles from you is of little help when you are in trouble.

Quick action is appreciated at such times, and this we are in a position to do. Our guarantee is an insurance policy against repair bills and we take the risk for a full year.



Model "G-7." Limousine. Price, \$4500.

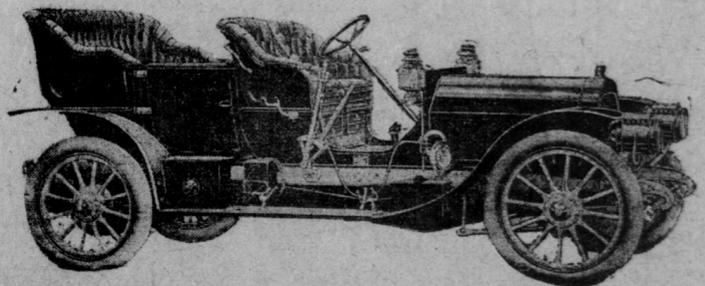
AUTO COMPANY OF CALIFORNIA

Salesrooms—387 Golden Gate Avenue

Phone Market 3269

The Stearns

"If you ride as you auto—then you auto ride in a Stearns."—Billy Brackett's Philosophy.



Sixty Horse-Power. Price \$4650; Pullman Bodies \$250 Additional.

Speediest, Most Economical, Safest and Easiest Operated Automobile in the World

The world's markets have been scoured for all that is perfection in automobile construction.

Here is an opportunity to purchase a car equal to those of foreign manufacture without the heavy load of high import duty.

The price is barely half the cost of any foreign car in its class.

Our demonstrators are anxious to prove to you our claims. Cars ready for inspection now.

There is no comparison—the STEARNS will do everything any automobile can do, and a lot that others are unable to do. Built to give satisfaction. Safer, speedier, larger and more powerful than any other American car and equal to any imported car.

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