



ROSENFELD TO BE NEW ALCO AGENT

Head of Auto Sales Company Gets Fine Appointment as Christmas Gift

By LEON J. PINKSON

One of the most important changes in agencies that has been recorded in San Francisco for some time and which will come as a sort of Christmas present to one of the most popular dealers in local circles will be announced on Tuesday, when the American Locomotive works, makers of the famous Alco touring-cars and commercial vehicles, will name Max Rosenfeld head of the Auto Sales company as northern California representative.

The Alco pleasure cars and trucks are well known in San Francisco having been pioneered here by William Middleton of the Middleton Motor Car company, who will in future devote his attention solely to the Selden car.

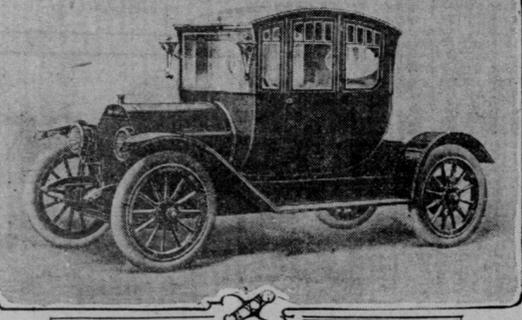
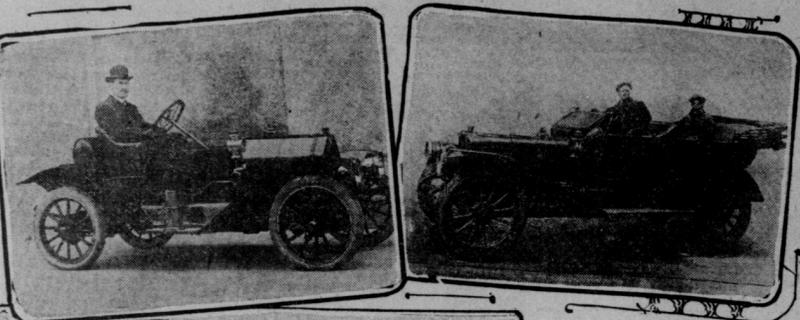
The 1912 Alco season promises to be a lively one, as the factory is to turn out several new and attractive models in both open and closed cars, one of the features in the latter type being the installation of marine windows in the rear of limousines. These windows serve both for artistic and practical purposes. They enable the driver to get an unobstructed view of the rear and also relieve the monotony of lines of the cars.

The windows are in the corners and are in addition to the large window in the center. They are draped with curtains to match the upholstery and carpet of the car.

Rosenfeld in discussing his appointment yesterday said: "While I have not received my official appointment as northern California representative for the Alco factory, still negotiations have gone so far that it is assured. I shall immediately begin an active campaign in both the pleasure car and commercial field to promote the Alco product and I firmly believe that I shall be able to put many cars into service in my territory within a short time."

"The commercial field looks most promising and the Alco truck is certainly one that can give the dealer at all times as has been demonstrated in all the big cities of the east and by those that have already been deliv-

Eastern Chauffeurs Establish New Low Record in the Winton's Economy Test



P. W. Mulford (upper left) at wheel of Winton in which he made the record economy test. Haynes coupe (upper right), one of the new closed car models. Manager R. K. Roberts of the Howard Auto company at wheel of little Buick.

ered in this city. We shall install a carry a full line of parts for all Alco complete service department and will motors.

ROYALTY PRAISES AMERICAN CARS

If the export business of the Mitchell-Lewis Motor company is any criterion of the general conditions governing the exportation of American cars, the United States is not losing prestige in the worldwide distribution of automobiles.

ECONOMY RECORD SET BY WINTON

Cincinnati Driver Covers Over 27,000 Miles at Cost of \$1.20 for Repairs

P. W. Mulford of Cincinnati has carried off first honors in the Winton Motor Car company's low repair expense contest. The winner of the first prize has been mailed a check for \$1,000. Mulford established the record of 27,325 miles of travel at a total repair expense of \$1.20.

The second prize of \$500 was won by R. W. Lee, chauffeur for S. J. Franklin, Millville, N. J., while the third prize, \$250, was captured by William E. Ochsie, chauffeur for Martin Daab, Hoboken, N. J.

In the contest the expense was not included, nor was there chalked down against the contestants expense incurred in accidents that the judges deemed to have been unavoidable.

This was the fourth annual award to Winton chauffeurs. In the four contests 30 prize winning cars totaling 74,428.2 miles at a repair expense of \$170.27, averaging 22.8 cents per 1,000 miles.

In this year's contest there were 64 contestants that drove 5,000 miles or more each, including the prize winners. These 64 cars were driven 803,295.2 miles, averaging 12,529.6 miles per car. Their total repair expense was \$576.10, averaging \$13.69 per car and \$1.08 per 1,000 miles.

Taking the total figures for 1910 and 1911, including all cars that traveled more than 5,000 miles each, winners and nonwinners together, the figures show that 123 cars traveled a total of 1,659,529.9 miles, averaging 11,963.2 miles per car. The total repair expense for this distance was \$1,995.26, averaging \$14.24 per car and \$1.22 per 1,000 miles.

Stearns on Visit Here—E. Roger Stearns, manager of the Los Angeles branch of the Standard Motor Car company, spent the last week in San Francisco. He reports a keen interest in the Stoddard-Dayton line in the south and predicts a record business for the season.

ACETYLENE NOT TO REPLACE GASOLINE

Auto Experts' Old Source for Car of Power Is Still Supreme

S. G. Chapman, Hudson distributor in northern California, reports that the series of scientific experiments in Detroit with the hope that a new source of automobile power could be developed to substitute for gasoline, have been a failure.

It was desired, if possible, to find a propelling power the original form of which was gaseous, not fluid. Experiments were made with steam, acetylene, gasoline and gunpowder explosions.

Acetylene came nearest to the ideal explosive, but had little more than half the strength of gasoline. An effort was made to prove it safer than gasoline by allowing twice or three times the amount of acetylene gas to flow into the engine cylinders of the various automobiles upon which the tests were made.

But the result was that acetylene would not explode in the cylinders when the mixture of gas with air was too rich. This was also the case with the more powerful explosive, gasoline.

The fact that gasoline was almost twice as powerful in exploding as acetylene brought the experiments to a fruitless end. Steam, like acetylene, was too weak altogether. Gunpowder, surprisingly, had twice the exploding power of gasoline and four times that of steam and acetylene. In no case, however, during the experiments, did the gunpowder explosion harm the engines in the least. Despite its terrific power, it was used with perfect safety within the engine's cylinders.

Renfro Speed-o-meter in Favor—A. B. Renfro of the Renfro Speed-o-meter company reports local interest in his new speed-o-meter, which registers the speed of a motor car while in motion but registers it on a tape for closed speedometer. The Los Angeles branch of the company has equipped many machines with the instrument that sounds the death knell to the "speed rider" for every movement of the car during the 24 hours of the day are faithfully recorded on the tape.

BINGHAM RETURNS AS REGAL MANAGER

Popular Factory Representative Again Given Coast Territory by Detroit Company

A severe attack of "western fever" is responsible for the return of Bert S. Bingham to the Pacific coast as district manager for the Regal Motor Car company of Detroit, Mich. For two years Bingham was the sales representative for this well known motor car concern in California, Washington and Oregon, but recently he was recalled by General Sales Manager F. L. Pierce of the Regal organization to take charge of an extremely important eastern territory, viz., western New York and northern Pennsylvania.

For the short period of 60 days he was kept busy signing up contracts in this eastern district, when at the end of this time he was advised that a change was to be made in the management of the Pacific coast territory. Bingham, who had become a firm believer in western progress and western humanity in his former business life on the coast, immediately requested that he be favored with his old position again.

Being near the good, old yuletide season, the officials of the Regal Motor Car company decided to present as their Christmas offering to Bingham a re-appointment as district manager along the Pacific seaboard territory, and as a result his familiar figure will once again be seen moving along in automobile trade circles from San Diego to Seattle.

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KRIT CARS TO BID FOR FAVOR IN ENGLAND

"Old England will know a K-r-i-t car when she sees one before 1912 is over," says Lawrence Moore, manager of the K-r-i-t Motor Car company, who has just returned from Europe, where he closed several unusual contracts of unusual magnitude. One hundred K-r-i-t's will be shipped at once to the British agents of the K-r-i-t Motor Car company, and the exporting of these lightweight cars will be kept up steadily throughout the season.

Advertisement for Rambler cars with the headline 'Rambler owners will tell you That Rambler service is the thing' and an illustration of a Rambler car.

CO-EXISTENT with the purchase of a good car is the service, treatment and courtesy with which it is given after you own the car. It is with the utmost pride that we refer to the long list of pleased owners given below. You will find that every one of them will speak in the highest terms of praise of the liberal treatment which each has received from the manufacturers, The Thomas B. Jeffery Company, as well as from the dealers handling Ramblers.

A large table listing names and addresses of Rambler car owners across various California cities, including San Francisco, Oakland, Berkeley, and Los Angeles.

Advertisement for The Thomas B. Jeffery Company, 285 Geary Street, San Francisco.