

LOZIER TO BUILD SIXES EXCLUSIVELY

Big Detroit Factory Abandons Four Cylinder Car in 1913 Line

Detroit's first motor car factory to be devoted entirely to the manufacture of six-cylinder cars is the new plant of the Lozier Motor company, which recently celebrated the second anniversary of its establishment in that city. This announcement was made recently by an official of the company in verifying the rumor that the Lozier had discontinued the construction of four-cylinder cars.

"It is only a few seasons back since some of the most prominent automobile manufacturers pronounced the six-cylinder car a mere fad," says C. A. Emile, sales manager of the Lozier, in commenting on the change in his company's plans. "Today it is generally acknowledged that a six-cylinder motor is a necessity on a high-powered car. Our decision to discontinue the building of four-cylinder cars was reached several months ago, and when we announced our 1913 models the manufacture of four-cylinder cars was discontinued.

"The trend of popular taste in motor cars has been well illustrated in the last two years by the decreasing sale of high priced four-cylinder cars. Our own experience along that line is an example. Last season we sold, on an average, five cars of the six-cylinder type to every one of the four-cylinder models, and this settled any doubts we may have had as to the abandonment of the four in 1913.

By reason of being early in the field, our six-cylinder car was the first of that type to win a big event in American motor car racing. Until the Lozier six won the 24 hour race at Brighton Beach in 1908 the six-cylinder machine was an unknown quantity in racing events. Even in 1909 very few sixes were entered in the large events, but when two Lozier sixes finished first and second in the record breaking 24 hour race that year the manufacturers began to realize the efficiency of the six in competition, and other six-cylinder motors appeared in races the following year. The 24 hour stock car record made in the second year of its existence is still held by the Lozier six.

"The six-cylinder motor, however, owes its favor in the minds of the public, not to its racing record but to its superiority in meeting conditions of city traffic and touring. The four cylinder motor is undoubtedly suitable for the smaller cars, but where long trips are to be undertaken and additional power is required, six cylinders offer a satisfactory solution. Its flexibility of control renders it most perfect for town and country use as with the better grade of sixes it is possible to secure from 4 to 60 miles per hour and upward on direct drive, thus eliminating the constant changing of gears formerly necessary. In hill climbing and other features of cross country touring the sixes have demonstrated their superiority without number, the increased efficiency obtained from the two extra cylinders.

"The motoring public, or that portion which purchases the more expensive cars, has definitely set their mark of preference on six-cylinder motors and it seems highly probable that all makers of high priced cars will soon be building nothing but sixes."

KNIGHT MOTOR IN SWISS RACING CAR

For the first time in the history of the Grand Prix, Europe's most strenuous automobile race, a sleeve valve motor will be pitted against the poppet valve type of racing cars. Information has been received by H. E. Maslin, vice president and general manager of the Standard Motor Car company, from Charles Y. Knight, inventor of the silent sleeve motor that the Swiss makers of the S. I. G. N. A. Knight cars that they have nominated for the great international race.

"Some criticism has been made in the United States," says Knight over the fact that the Knight sleeve valve engines have not been a part of the equipment of racing cars.

"The Knight-Daimler, Knight Panhard, Knight Mercedes and other cars using this sleeve valve type of engine have not been named for racing anywhere until this season, the Grand Prix being the exception. There is not the slightest doubt in the minds of the makers that the reliability of the sleeve valve type of engine will be proved to the satisfaction of every follower of racing in the coming Grand Prix.

"Although the Knight motor cars have never before made a bid for honors on the track or on the road, yet because the licenses have been so busy turning out cars to give this feature of motoring attention. It has figured conspicuously in tests and reliability events. News has just been received of the achievement of a Minerva-Knight in New Zealand."

Tighten the Hub Caps—Motorists seem to be continually losing hub caps. They remove them to put grease and oil into the hub and screw them up again, but not tight enough to prevent them from working loose. Unless the wrench be lightly tapped with a mallet, the average hub cap is almost certain to unscrew and drop off. On the other hand, they are necessary to going to the other extreme and stripping the thread.

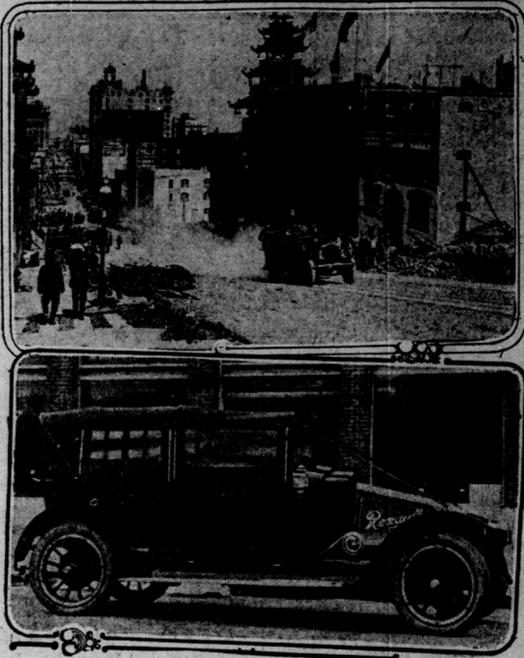
Gray Popular Shade—Perhaps no color is more universally popular than gray. Just now the leader is elephant gray. Battling it are automobile gray, French, cadet and onyx gray offer a choice of popular grays. All these grays have a white lead base and are durable. Moreover, they are seasonable colors at any time of the year, show dust and the effects of road service least of all colors and look neat until worn out.

NOVEL RULES MADE FOR BELGIAN RACE

A race over a new Ardennes course for the cup of the Royal Automobile Club of Belgium, July 20 and 21, will be contested under rules that are quite radical in several respects. The performances will be classified on a novel plan, designed to interest the public at large by bringing out strongly the varying degrees in the regularity and reliability of competing manufacturers. Each participating vehicle which is one of a team will be credited with one point for the first circuit completed at the prescribed minimum speed, with 1.1 for the second, 1.3 for the third, and so on, and these points will be totalized for each team of cars, and the club's silver cup will go to the team having the largest number of points. If two teams are equal, each will get a gold medal, and the cup will be reserved for next year. No manufacturer can enter more than three cars, but the motors need not be of the same cylinder volume in the different cars of the same manufacture. The race is primarily intended for manufacturers, but individual entries will be accepted for single cars. Each individual competitor who finishes the entire racing distance within the rules will receive a medal.

SOAP MAKER HURT—H. Silver, a soap manufacturer, living at 2225 Post street, was severely injured while attempting to alight from a San Bruno car at Cortland avenue yesterday afternoon. The car started suddenly and Silver was thrown to the ground. He was taken to St. Elizabeth's hospital and treated for a fractured rib and serious lacerations of the scalp and body.

Foreign Builders Adopt New Styles in Bodies



New 1912 Renault (lower) converted into a closed car. Jack Fleming piloting the Pope-Hartford chemical engine up the California street hills in its official test. Chief Murphy of local fire department at his side.

NEW RENAULT CAR ON DISPLAY HERE

Foreign Model Has Many Novel Features for Comfort of Tourists

Foreign designers of motor car bodies, like their American brothers, are always on the alert to introduce new features that will add to the comfort and convenience of the motorist. The latest and most distinctive type of car to reach the city is the 1912 Renault, which has just been received by Manager Henry Williams of the Renault Freres selling branch. The new model is constructed on the 30-40 chassis turned out by the Renault factory and is equipped with a novel torpedo body designed by Lamplugh, the famous French builder, who claims the distinction of being the originator of this type of body in motor cars.

Everything in the new car, which is especially built for the idea of touring, has been arranged for the comfort of the passengers. The space immediately behind the characteristic Renault dash has been fitted with a cabinet arrangement made up of drawers, shelves and pockets for carrying foodstuffs and other road maps, while in the tonneau there are numerous pockets for storing apparel, etc. All these have locks on them as a protection when the car is left in garages in strange cities. The floor of the tonneau may be lifted, and here has been fitted a dustproof compartment to carry the motorist's tools and spare parts.

Another novelty is the top, which in fine weather may be folded back over the rear seat. In the event of rain when the top is up the side curtains may be pulled down in much the same fashion as a window shade and no time lost in converting the car into an enclosed model.

The car will be on exhibition for the next few weeks at the local branch, along with the new 1912 Renault chassis, which has several new features in the way of refinements.

ELMORE IS FIRST OVER SIERRA SNOW

Bruce Aurdant Drives "Bulldog" Model Into Lassen After Hard Run

To Bruce Aurdant, the popular Elmore racing driver, goes the honor of piloting the first automobile over the high Sierra mountains this season. A. J. Smith, Pacific coast distributor of the popular Elmore line, sent Aurdant from the local Elmore headquarters last Tuesday to deliver an Elmore "30" bulldog model in Susanville. Smith never thought of the melting snow and poor roads in the mountains, but was anxious to get the car to a patron who was eagerly waiting for the machine. Likewise Aurdant made no preparations for a "snow plug," and started off with the expectation of enjoying a pleasant mountain tour, which, in reality, resulted in a hard test of the endurance qualities of both the driver and the car.

Smith received a telegram yesterday from Aurdant telling of his safe arrival in Susanville after having to try different mountain passes before he could get into the Lassen county metropolis, and covering a distance of 530 miles in the attempt. In his telegram Aurdant gives few facts of the strenuousness of the trip, merely stating that he bucked into heavy snow banks in two of the mountains and was forced to turn back, while the snow in the third failed to block the way of the sturdy car. He ends his message with the statement that the trip was a hard one on the tires, but as far as the car was concerned he was not compelled to make one adjustment during the entire 530 mile run.

Goodyear Man Returns to North—H. B. Wells, who for several weeks has been at the San Francisco branch temporarily, during the illness of his mother, has returned to his position as office manager of the Seattle branch of the Goodyear Tire and Rubber company.

RAMBLER MODELS FOUND THROUGHOUT THE WORLD

Americans who have traveled abroad know that the demand for Rambler cars by no means is confined to this country. The foreign business of the Thomas B. Jeffery company is growing each year. If you were in Tokio you would see many Cross Country and other Rambler models, or should you visit Singapore the Rambler car would be found standing out conspicuously among other vehicles of Chinese conveyance.

National "40"

When You Hear or See the Words **STOCK CHAMPION NATIONAL "40" WINS**

you instantly remember the speedy car which was in 162 speed events last year and won 84 firsts, 48 seconds and 13 thirds. These facts support the National claims that they stand the severest test and prove to the entire world the superior design, materials and workmanship of the National 40's.

We do not sell you a racing car, but we do sell you a car demonstrated for safety, sureness and worthiness.

It will be a pleasure to show you our new models, with 10-inch upholstery, center control, admission from either side of fore-door, gasoline tank on rear end, car set low and a luxurious motor vehicle, comfortable for the owner, and with a motor that need not compel you to take any dust along the road from other machines.

Immediate deliveries.

Howard Automobile Co.
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RENAULT

Renault cars possess that unmistakable individuality associated with "the best that money can buy."

The beautiful low rakish body lines. That famous Renault bonnet with the dashboard radiator, which is known the world over.

Our new spring suspension, which has been acknowledged the best for comfort and easy riding.

The popularity of Renault cars is attested by the great number used by prominent people in all parts of the world.

Courteous attendants will be glad to answer questions about all models.

Be sure to ask for a demonstration in our new model 30-40 horsepower.

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My Greatest Success

By R. E. Olds, Designer

the limit in motor car engineering. It embodies the final results of my 25 years of experience. In every detail it marks the best I know.

There is no probability that we shall ever see a materially better car. The years can bring only minor changes.

It Deserves It

This car deserves popularity. That is my satisfaction.

The men who buy it get the utmost of which I am capable. There will be no regrets—none to say I misled him. And none will ever see a car which gives more for the money.

The steel in this car is all analyzed. Every vital part is put to radical test.

Parts are ground over and over, to get utter exactness. Inspection is carried to extremes.

There are big margins of safety. The bearings are Timken and Hyatt—roller bearings, in place of the usual ball bearings.

The tonneau is roomy, the wheels are large, the car is over-tired. The carburetor is doubly heated.

The body is finished in 17 coats. The upholstering is deep,

foot pedals, one of which also operates the clutch. So the entrance in front, on either side, is clear.

This arrangement permits of the left side drive. The driver sits, as he should sit, close to the passing cars—on the up side of the road. Heretofore this was possible in electric cars only.

Thus we have solved the last important problems in designing.

Price Still \$1,055

The price of this car remains at \$1,055, though subject to instant advance. This price is too low for a car like this. It leaves no adequate margin.

But we shall continue this price, in all probability, until materials on hand are exhausted.

Come See It

This car is the topic of Motor-dom. It is the most talked-of car of the season. At \$1,055 it is the most underpriced car that was ever put on the market.

Come to the local showrooms and see it. Make your own comparisons. Judge it for yourself.

Center Control—No Side Levers

Then here, for the first time, we get rid of all side levers. All the gear shifting is done with this center cane handle—done by the right hand. It is done by moving this lever less than three inches in each of four directions.

Both brakes are operated by

REO PACIFIC COMPANY, Norman De Vaux, Mgr.
142-152 FULTON STREET, SAN FRANCISCO, CALIFORNIA

Reo the Fifth \$1,055

30-35 Horsepower
Wheel Base—112 inches
Wheels—34 inches
Displacement—Rins
Speed—45 Miles per Hour
Made with 2, 4 and 5 Passenger Bodies

Top and windshield not included in price. We equip this car with mohair top, side curtains and slip cover, windshield, gas tank and speedometer—all for \$100 extra. Self-starter, if wanted, \$20 extra.

FOLLOWING AGENCIES HAVE REO THE FIFTH ON EXHIBITION:

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| SAN FRANCISCO.....John W. Swan, 142 Fulton St. | OAKLAND.....F. H. Dalley Motor Car Co., 193 12th St. |
| SAN JOSE.....Marcus Blanchard, 434 S. First St. | GONZALES.....Gonzales Auto and Machine Co. |
| LODI.....Metler Implement and Vehicle Co. | FRESNO.....Waterman Bros. & Co. |
| SACRAMENTO.....Reo Sacramento Co., 1217 K St. | STOCKTON.....McCall & McCall |
| GILROY.....Thomas Mercantile Co. | GRIDLEY.....J. F. Shafer |
| ARCATA.....Reo Arcata Co. | HOLISTON.....J. T. Lowe |
| KING CITY.....King City Auto and Machine Co. | SEBASTOPOL.....Snow & Watson |
| | RENO.....Dunham-Wainwright Co. (Distributors for Nevada). |

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