

TASSAJERO RUN CIRCLES DIABLO

The Call's Studebaker Pathfinder Maps Rare Tour in Contra Costa

Contra Costa county boasts many fine stretches of roads that should lure the wandering motorist, and incidentally, that commonwealth lays claim to a number of delightful one day tours that will furnish pleasure, recreation and scenery for any autoist that will take a Sunday off, cross the bay and visit the realms of Alameda county and its neighbor, Alameda and Contra Costa have several things in common, over some of which they are proud and others over which they are quite peeved. Of the latter may be mentioned the fact that so far the two counties have been unsuccessful in establishing a ferry service for automobiles between Vallejo Junction and South Vallejo, although both counties have volunteered to shove a couple of mountains out of the way and build a splendid highway over their erstwhile resting places.

These things, however, argues the citizenry of Contra Costa, does not eliminate its many motor pleasure routes. Several of the latter are not well known, principally because motorists visiting that county are like motorists who visit any other community—they will not leave the beaten trails except on rare occasions. Concerning pleasure routes it is possible that less information prevails about the Tassajero grade among automobilists than any other road in that county. Convinced of this, it was over that route The Call's Studebaker "20" pathfinder was sent last Sunday. The hamlet of Tassajero is located about nine miles east of Danville, and the journey to that place is made via the Sycamore valley. Danville is reached either via Dublin canyon or the Tunnel road, Lafayette, Walnut Creek and Alamo. On the journey of The Call's Studebaker last Sunday the Tunnel road was found rough and dusty, as usual, and the road between Walnut Creek and Danville anything but inviting. Promises have been made that this portion of the tour is to be improved soon. If it is neglected motorists will soon be conspicuous by their absence in that neighborhood.

SCENERY AND GRADES

The road through the Sycamore valley is in good shape, although there are a few short stretches where it is quite dusty. At Tassajero the motorist who seeks to duplicate this tour should turn to the left and follow the road up Riggs canyon. Immediately some picturesque scenery is uncovered, the level of scenery and being quite rugged. The road, however, is good with the exception of around a few culverts, where it is either sandy or dusty. With the right kind of a truck this road should be in fine shape.

After reaching a point about two and a half miles up the canyon from Tassajero one strikes the steep sections of the road. Only a car with sustained hill climbing qualities should attempt to negotiate the grades, for they are unexpectedly steep and demand a constant and proper application of the power of the motor. The roadbed tilts slightly toward the outer edges, so a careful driver must hold the wheel. When it is remembered that the altitude of Tassajero is 750 feet and that in the first five miles of the trip to the summit one rises nearly 750 feet more, with the occasional level stretches, one can get an idea of the grades of these pitches.

As the climb to the summit is made one gets many beautiful panoramic views both to the left of the canyon, the Black hills and down the canyon toward Tassajero. At the summit one gets a striking view of Mount Diablo. The hills both to the north and the west are beautiful, and from one place at the summit one can look down into three distinct mountain canyons. Just beyond the summit the road commences to descend, and just how steep it is may easily be imagined when it is stated that in less than one mile the road drops from an altitude of 1,550 feet to 750 feet. It is literally true that the road goes right over the crest of the mountain, and it is needless to state that the journey from the summit is accompanied by an abundance of beautiful scenery and considerable excitement, the latter feature being furnished by the steepness of the road. No steeper road has ever been encountered by The Call's Studebaker during its more than 12,000 miles of travel. Compared to the incline at Emigrant Gap, on the road to Lake Tahoe, the latter is not nearly so steep. From the summit down to the beginning of the country known as the Morgan territory one should not only shut off all power of his engine and go down on the compression of the low gear, but one should be mighty sure that the brakes of his car are in first class working order.

DIABLO HOLDS INTEREST

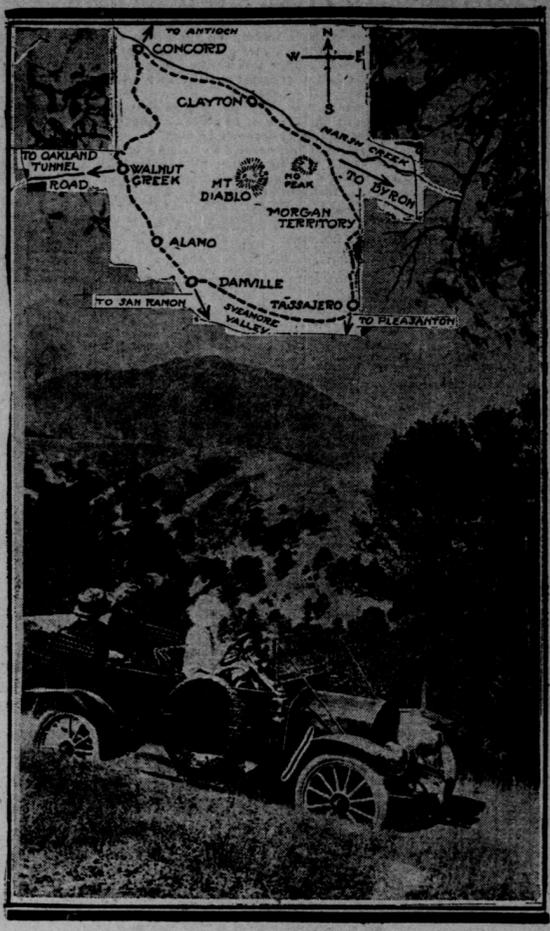
On entering the Morgan territory, one should take the road to the left and follow this to Concord, passing through Clayton. The trip from the Morgan territory to Concord is one full of scenic delights. Always there is Mount Diablo to the left, and while this mountain has been the most striking feature of the whole day's trip, it now becomes even more so until one reaches the heights above Clayton, when the whole mountain, with its several peaks and points, all come into view at once. In all California there is no more beautiful piece of mountain scenery than rugged old Diablo, and there is no more beautiful view obtainable of this mountain than just above Clayton. In the foreground are the luscious vineyards of Contra Costa, and immediately back of these rise Diablo. The wonderful colorations of the mountain make this particular scene well worthy the efforts of any landscape artist.

Leaving Concord, the journey is continued back to Walnut Creek via Ynacua valley. This part of the day's tour is also featured with some splendid vineyard scenes. From Walnut Creek the motorist may return either via the Tunnel road or down to Dublin, through the canyon and home via the foothill boulevard.

NO RADICAL CHANGES IN NEW PAIGE MODELS

"In these days when there is so much talk about the high state of perfection reached by the automobile, one can help but place a great deal of credence in statements along this line when the announcement of the 1913 cars were made," says Max Rosenfeld, head of the Auto Sales company, agents for the Paige-Detroit in this city. "Only a short time ago changes made in automobiles from year to year were so radical that it was difficult, as well as almost impossible at times, to recognize the new cars of a company from the output of the year previous. The changes were so radical not only in mechanical construction, but in design and appearance as well. Today, however, very few changes are made, except along the lines of equipment, and one sees very little, if any, important changes. The Paige-Detroit company frankly announces that it has nothing new to offer the public except a few additional improvements in equipment. As far as the actual construction of the car itself the designers have been unable to improve it in any respect."

Contra Costa Roads Lead Into Fine Touring Region



Route of The Call's Studebaker "20" Pathfinder in Contra Costa and bit of scenery near Mount Diablo.

FOUR NEW TYPES OF GRAMM TRUCKS

C. A. Killeber, distributor of the Gramm trucks in northern California, has just received advices from the Gramm Motor Truck company of Lima, O., to the effect that the factory will turn out four standard models of trucks in the future. The vehicles will be of the one, two, three and five ton capacity types, and after 10 years of experience in motor truck building the Gramm engineers are firm in their convictions that they have a series of vehicles that are without peers in the industry.

"It has been an aim of the Gramm factory to get away from long overhangs," says Killeber, "and the result is the familiar seat over the motor, with short overhang beyond the rear axle; consequently the wheelbase in proportion to the truck is short, allowing easy operation in the crowded streets.

"The construction of Gramm trucks in general is along the same lines, the chief differences being in dimensions. In the two ton will be found a truck smaller in size than the three and five ton, but having the distinctive Gramm features. This includes a four cylinder, vertical water cooled motor, high tension magneto, etc. It fulfills the requirements of a large class of merchants, where only an occasional heavy load is carried and where it is not advantageous for them to invest in a heavy truck. The truck is amply large enough to carry its full rated capacity and may still be economically operated under small loads, thus giving a wide range of load capacity. It is especially suited to that class of business where extremely bulky, but light merchandise is to be carried, such as furniture or pianos.

"In the one ton will be found a truck adapted to the light delivery service of the average retail merchant."

EIB DISCUSSES CARE OF AUTOS

"The upkeep cost of a motor car depends upon the car you buy and how you treat it," says Calvin C. Eib of the Pioneer Automobile company, the Challers representatives in northern California and Nevada. "The average man who has never owned a motor car has an exaggerated idea of the cost of upkeep.

"How many times have you heard the expression, 'I can afford to buy a car, but I could not afford to run one.' The speaker is invariably some one who has owned a poor car or abused a good one or has not owned any car.

"If you would minimize the upkeep, the car must be right in the first place. I do not mean that it must be expensive. For the man with limited means, an expensive car is out of the question—he can not afford to buy it nor can he afford to maintain it.

"Then there is the very low priced car. It is probably worth every cent you pay for it, but you get just what you buy—a low priced car.

"Just as important as buying the right car is treating the car right. Take the family horse. He has been a pet for 15 or 20 years and you are still driving him. He has been faithful and kind. If some man had owned that horse he would have been broken down and ugly, and a few years would have finished him. Fast driving, too heavy loads and lack of proper care will do it.

"It is the same with a motor car. Buy a good car in the first place, then don't abuse it. Make it the family pet. Learn how to take care of it; keep it clean, well lubricated and drive it carefully. You will be surprised how long it will serve you and how little the cost of upkeep will be. If you see a mean acting horse, you will be pretty sure that he has had a mean driver. When you see a mean acting automobile, if it is a good make, you may be fairly sure it has had indifferent care and handling."

THE LATEST PIERCE-ARROW

ENCLOSED AND TOURING MODELS

With their new and complete equipment are now on exhibition at 330-340 Van Ness Avenue

The Pierce-Arrow Sales Company

HUDSON 'SIX' IS DUE NEXT WEEK

Big Model of Popular Detroit Plant Is Now on Its Way Here

Enthusiastic with the outlook for the coming season in motoring circles, S. G. Chapman, northern California distributor for the Hudson and Hupmobile automobiles, who just returned from Detroit, feels that this will be a banner year all over the country.

In speaking of the trip, Chapman said: "I am glad to state that my trip to the factory was in every way a success, and that I was able to convince the Hudson people that California was important enough in the automobile game to warrant a little more attention being given her. In this way, although there were scores of agents from other cities there trying to hurry their shipments, I was able to get four model '27' Hudsons for express shipment, and which will be used as demonstrators for the four principal cities in my territory as soon as they arrive here. The Hudson '6' is expected to arrive here about Friday next, and automobile row is anxiously awaiting to get a look at this new car.

Owing to the fact that California is a long distance from the factory, the Hudson people thought that we should have a little the best of it as regards time of shipments, hence I was given the preference in the first deliveries.

"The new model Hudsons are creating a great deal of interest wherever they have been shown, and I heard a lot of favorable comment throughout the east and middle west regarding them. The steady advancement of the Hudson cars under the able guidance of Roy Chapin and Howard S. Coffin is being noticed in motoring circles, and as a result these cars are becoming more and more prime favorites with the public.

"I also visited the Hupmobile factory while in Detroit and found them preparing for a great business this season. In fact, they plan to about triple their output, as their new plant will allow them to build this number of cars. According to the plans of the Hupmobile people, they expect to turn out about 15,000 cars this season."

When Chapman arrived here he found a telegram awaiting him announcing that a shipment of five cars of Hudson '27' had been shipped, which will arrive shortly.

OAKLAND CAR SHOWS WORTH IN HARD RUN

Bush Finnell, accompanied by Mrs. F. F. Finnell, Mrs. Earnest Palmer and Mrs. Francis F. Palmer, returned from a run from this city to Bohemian Grove in an Oakland car.

The touring party left San Francisco taking the long road to Tomales bay. From Tomales they toured to Valley Ford, thence to Salmon Creek club, where they stopped long enough to enjoy luncheon. From there they proceeded to the Russian River, the Russian river and crossed on the ferry, then continued their journey to the grove with a perfect score. Some very steep hills were negotiated, and the highways were not in good condition in many places, but the Oakland did itself amply credit by traveling along as if all conditions were perfect and nothing better could be wished for. There was no trouble whatever, so the party enjoyed the ever changing scenery, which is especially beautiful along this route.

After a short stay at the grove the return was made by way of Santa Rosa, a road very seldom taken by motorists. The Oakland was the first car to travel over certain parts of the road, so far as is known, but the going was peaceful and the finish made with a perfect score.

MOTION PICTURES OF SPEEDWAY RACE HERE

San Franciscans will have their first opportunity of witnessing the motion pictures of the recent Indianapolis speedway race today when the films of the 500 mile international event will be displayed at Pantages' theater. J. F. Jenkins, well known in San Francisco, the champion racing driver of Australia and holder of several medals and records for speed contests in this country, will explain the pictures. According to Jenkins the pictures give a splendid series of views of the exciting event. Dawson's record breaking victory in the National '40' is shown cleverly, and the going was peaceful and the finish made with a perfect score.

NEW HIGH RECORD SALES OF ELECTRICS

Manager H. E. Maslin of the Standard Motor Car company, distributors of the Baker electric line in California, reports that a high water mark for sales of pleasure cars was set during the months of June and July, 1912, by the Baker Motor Vehicle company, the total volume of sales for July alone being three times greater than in any previous July. As a rule, the summer months are dull months in the automobile business, but officials of the Baker company attribute the large volume of sales, which came from all sections of the country, to the fact that the new Baker brougham models have created a desire for this type of electric every where.

Haynes Car for Woodland Manufacturer

E. A. Bullard, a prominent business man of Woodland, has just taken delivery of a Haynes model "22" equipped with electric starter and lighting system. He left yesterday for his home in his new car.

The Man Of Far East—E. N. Merguire

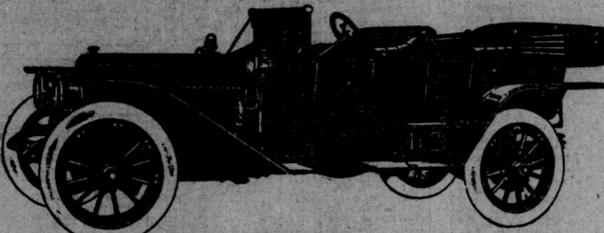
of the Plak Rubber company's local branch left this week for a visit to the headquarters at Chicopee Falls, Mass. This is Merguire's first visit to the factory. Manager B. H. Pratt of the local branch left about a week ago for the plant.

Kerosene as Auto Fuel—Alone at night in a dense forest, where wolverine abound, and with no gasoline in his tank, E. F. Leasabong of Ironwood, Mich., proved resourceful. Quickly draining the lamps of his 1911 Kissel Kar, he was able to reach his destination with kerosene as fuel.

The Sixth Successful Season of Lozier Sixes

will set a new record in the sale of \$5000 cars—for men who know automobiles and who can afford to take advantage of their knowledge are satisfied with nothing less than Lozier quality. And Lozier quality in its entirety—mechanical precision, power, luxury and comfort—is found only in Lozier cars.

And only in Loziers, too, are found several real 1913 improvements which two or three years from now will be standard construction with all high-grade cars. If you want the one car in which you can feel the pride of exclusiveness, the pride of the best there is, this is the car.



LOZIER 1913

Left Side Drive—Center Control
80 Actual Horse Power

Lozier leadership was never so firmly established as it is today and the whole spirit of the Lozier organization is this:—

To sacrifice not a single detail of the Lozier methods which have made Lozier motors and Lozier cars famous the world over, but by aggressive manufacturing policies to make possible a larger production of Lozier cars, so that men who want Lozier quality may be able to secure it.

The Lozier continues to lead all American motor cars, with no other builders sufficiently endowed with ideals and experience to combat its leadership—a leadership which will be still further strengthened by another model which is to be added to the Lozier Line in November!

See the 1913 Lozier at our Salesrooms.
Touring Car Models \$5000; Limousines and Landaullets \$6500
Demonstrations at your convenience.

LOZIER BRANCH

540 Van Ness Avenue
San Francisco
LOZIER MOTOR COMPANY, DETROIT, MICHIGAN

Another Advance and a New Standard

1913 Cadillac 1913

One of the dominant features of the Cadillac is its wonderful power.

Every Promise Fulfilled

The makers of the Cadillac promised that the 1913 model would mark the acme of motor car construction. The American public has been educated to look to the Cadillac for yearly progress. The progress of the industry has been the progress of the Cadillac. This season was to see the obliteration of lines of price distinction. These promises have been more than fulfilled. The car is here, and after inspecting it from all standpoints and seeing its wonderful power on San Francisco hills you cannot but join with us in saying that "any car at any price to be compared with the 1913 Cadillac will be honored by the comparison."

Excess of Power

You will be immediately impressed by the wonderful power of the car. The motor measures 4 1/2 x 5 1/2 and develops (dynamo test) 84 horsepower. No matter how hard the test, the Cadillac will always be found with an excess of power. This power eliminates the shifting of gears. Practically all hills will be high gear work, and the law of gravitation will be only limit on the lower gears.

The car is larger than last year, stands lower to the ground, and the electric starting and lighting system has been refined and improved.

Watch the 1913 Cadillac eat up the San Francisco hills!

Price of Car

Touring, Torpedo and Roadster, with full standard equipment, F. O. B. San Francisco	\$2,125.00
Coupe, F. O. B. San Francisco	2,650.00
Limousine, F. O. B. San Francisco	3,400.00
6-Passenger, F. O. B. San Francisco	2,225.00



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