AUTOMOBILE

The Most Popular Car of Its Type

The Regal Underslung

There is an inbuilt beauty of line, a practical comfort, an assured record of enduring quality about this car which can not be denied. It has broken many road records, outsold every other Roadster at its price or over, and rendered a satisfaction to every owner, which assures a well earned prestige for 1913.

Regal Model "N" Underslung Roadster, $900 f. o. b. Factory.

Come in and try a REGAL. Our demonstrators will be pleased to give you a practical demonstration.

FRANK O. RENSTROM CO.
(THE HOUSE OF SERVICE)
Distributors

Van Ness and Golden Gate Avenues
SAN FRANCISCO

12th and Jackson Sts.
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REGAL DEALERS

Sacramento—Sidelinger & Philpot
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REPAIRING IN ALL ITS BRANCHES

Put On a

RAYFIELD

CARBURETOR

and avoid those annoying carburetor troubles that spoil the joy and pleasure of motoring.

The Rayfield

guarantees speed, power and economy.

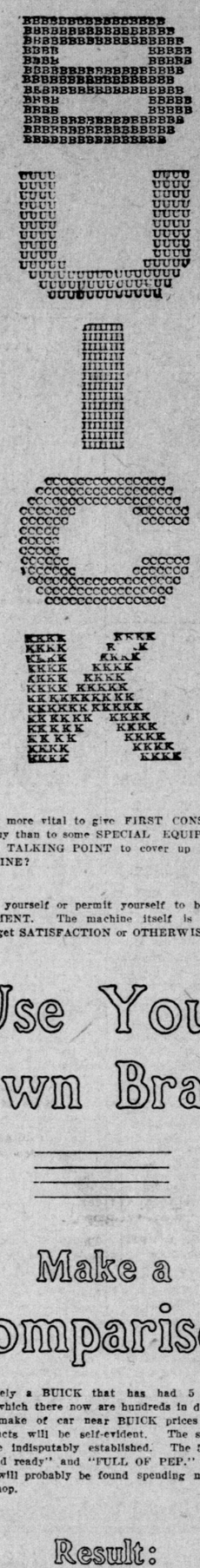
Factory man at your service at all times.

The Rayfield is good for all makes of cars, all grades of gasoline, all kinds of weather.

Mohrig Bros.

Dealers in all Kinds of Auto Supplies

524 Golden Gate Avenue, San Francisco



Isn't it much more vital to give FIRST CONSIDERATION to the CAR you buy than to some SPECIAL EQUIPMENT that is put on it as a TALKING POINT to cover up and sell an INFERIOR MACHINE?

Don't deceive yourself or permit yourself to be TALKED into buying EQUIPMENT. The machine itself is the thing from which you will get SATISFACTION or OTHERWISE.

Use Your Own Brain

Make a Comparison

Examine closely a BUICK that has had 5 YEARS HARD SERVICE (of which there now are hundreds in daily use). Look at any other make of car near BUICK prices after 2 YEARS USE. The facts will be self-evident. The superiority of the BUICK will be indisputably established. The 5-year-old BUICK will be "up and ready" and "FULL OF PEP." The 2-year-old "other make" will probably be found spending most of its days in the repair shop.

Result:

You Will Sell Yourself a Buick

THE BUICK PREDOMINATES

Howard Automobile Co.

PACIFIC COAST DISTRIBUTERS

523-533 Golden Gate Avenue
SAN FRANCISCO

Oakland Los Angeles Portland

Announcement of the

Perkins Glass Front and Automobile Co.

New Home
337-341 Golden Gate Avenue

Here we have the best equipped plant in the city for the designing and building of automobile bodies. Everything in the body line from runabouts, straight line fore door bodies to landaulets, hotel bus, ambulance and panel top delivery bodies.

Largest assortment of both new and slightly used fore door straight line up-to-the minute bodies. Some new 1913 Oakland bodies, tops and jiffie curtains. Panel top delivery, open baggage and express bodies. Seats, tanks tire holders, radiators, battery boxes, tops, lamps, rumble seats, fenders, springs, glass fronts, etc.

Can furnish you with anything you want from a spark plug to an automobile.

We rebuild automobiles to order.

WOOD WORKING
PAINTING
TRIMMING
MACHINE WORK
BLACKSMITHING

Perkins Glass Front and Automobile Co.

EVERYTHING FOR THE AUTOMOBILE
337-341 Golden Gate Avenue
Autos Bought and Sold

"It Suits Because It Doesn't Soot"

MOTROL

Special processes of refining have eliminated in this oil the difficulty experienced with other oils which carbonize under heat and deposit sooty or cokey residues in cylinders, valves and on spark plugs. Possesses high fire tests—low cold test, and excellent wear preventing and lasting properties.

The Modern Idea In Lubrication

Non-Fluid Oil

Does all that could be demanded of the best fluid oils. Does more than could be done by any greases. Like oils, lubricates with least friction, but does not drip, spatter and waste. Unlike greases, does not require the aid of frictional heat before they begin to feed. Remains the same consistency summer and winter. Contains no non-lubricating matter, leaves no gummy residue. Outlasts, measure for measure, the best fluid oils and greases obtainable.

Non-Fluid Oils are not greases—they are prepared upon an entirely different principle. They are made in many different densities, from a grade made so light as to feed a drop at a time from a common squirt can to one heavy enough for the severest rolling mill duty in open bearings.

Efficient, cleanly, economical, easily applied, easily fed and very durable.

MANUFACTURED ONLY BY
New York & New Jersey Lubricant Company

Hughson & Merton, Inc.
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530 Golden Gate Ave.
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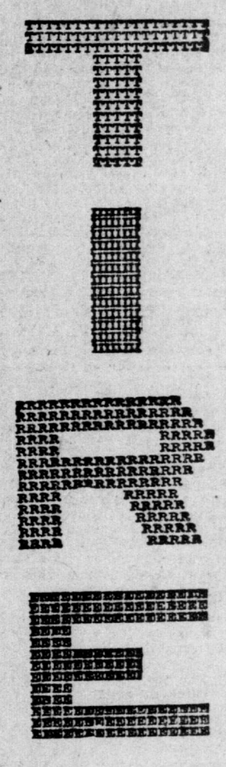
CHEMICAL RUBBER

"THE PERFECT TIRE FILLER"

and positively the end of your



TROUBLES

In no way an experiment, having been in use over a year in Chicago, where it has given absolute satisfaction.

Must not be confused with any other "filler" on the market, as Chemical Rubber is in no way similar to any of the other socalled "fillers."

No Punctures

No Blowouts

No Tire Trouble

It Will Never Flatten or Lose Its Shape

Withstands the Most Intense Heat and Cold

Will NOT damage the tubes or casings and will

Positively increase your mileage.

We fully Guarantee it.

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