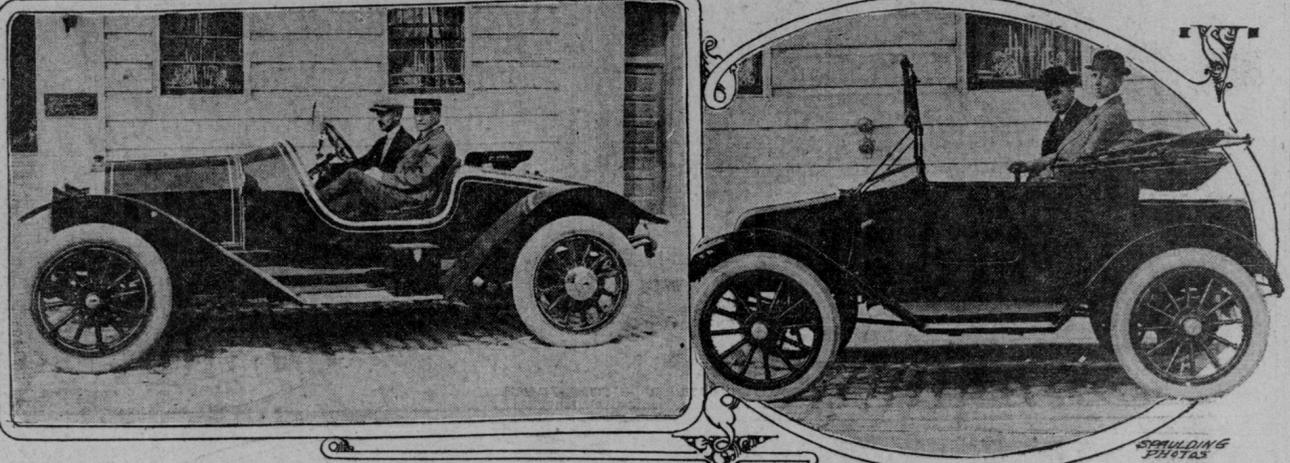


Automobiles

TWO HANDSOME MODELS JUST ARRIVED



1914 Pathfinder; E. R. Gilbert, new local manager, and Barry Cool, district manager, at the wheel.

NEW DESIGNS IN THE LOZIER MOTOR

Local Agent of the Above Car Tells of the New Features

"The great advancement in the automobile industry in the last 10 years is almost beyond conception," says Milo Beckins of Beckins-Speer Motor company.

"Even today the great advancements are going on with the same rapidity as they have within the last 10 years. Previously it was a battle of brains for supremacy in design and construction; today, however, it is more a battle of brains, all from a commercial standpoint, than in previous times. Manufacturing methods have been gradually improving, and with the improvements has come a decrease in the price of motor car products.

"There was a time in the industry when it was difficult to obtain good steel in sufficient quantities to manufacture motor cars. That time has passed, and the companies that want the highest grade steel can secure it.

"There was a time when every maker seemed to be working on a get rich quick basis. The policy seemed to be, 'get all you can for the least return.' The last few years has seen a decided change. The companies have been getting on a proper footing, and as a result the public has been getting more for its money.

"The Lozier company has taken a decided step forward, and one that is making itself felt in the trade, by producing a high grade six cylinder car for \$2,600. This means a new standard for high grade goods; and there has never been a question as to the quality of the Lozier.

"The Lozier company has some inflated values in the past. There are now, but the time of notorious values has passed, and every maker must give value for the money.

"Another thing that has reduced the cost of production is that the companies have been running long enough to charge the cost of machinery, that is, machinery necessary to produce a motor car."

NEW CADILLAC HAS MANY ADVANTAGES

Two Speed Axle Has Given Cadillac Cars the Most Attention

This has been the season of refinements rather than radical improvements. In many of the models there have been no marked changes. Among the season's most prominent improvements are the solving of the right side drive and exit by the Cadillac company, and the two speed, direct drive rear axle.

The two speed axle that has given the Cadillac cars two gear ratios has attracted the most attention. Experts throughout the world have accepted this as a decided advance, and it is being freely predicted that it will be taken up by other manufacturers next season.

It will be remembered that the Cadillac company was the first to introduce the electric starter and generating system for electric lights, and now every high grade car has this system.

The advantages of this axle do not lie in its being an improvement, so far as its function as an axle are concerned, but rather in the manifold advantages attained in other directions through the medium of an axle.

In place of the single bevel pinion, single bevel driving gear common to ordinary construction, there are two bevel pinions and two bevel driving gears. This affords two different gear ratios, each driving direct from the engine to the axle without intermediate gearing.

The usual single direct drive gear ratios range from about 2.5 to 1 down to 4 to 1, according to the car. Any single gear ratio is necessarily what it is, because a single gear ratio must be, or should be, of a particular one which is best adapted for all around general use.

No one single gear ratio can possibly be just right for all speeds and all conditions. But, by using two direct gear ratios, the makers have exactly doubled the means for promoting the economical and efficient application of power developed by the engine to the driving of the car.

In the new Cadillac axle there are two direct drive gear ratios, one for low direct drive gear which is 2.5 to 1, especially adapted for city driving, where starting, stopping and slowing down are frequent and where cautious operation is necessary.

The high direct drive gear ratio, which is 2.5 to 1, is of special advantage, where speeds of 16 miles or more per hour are permissible and desirable.

The change from one gear ratio to the other is made by means of a simple, convenient electric switch.

The advantages of the high direct drive gear ratio lie primarily in the fact that with its increased speed the engine produces an increase of about 42 per cent in the speed of the car. For example, at an engine speed of 70 revolutions per minute, with the low direct gear engaged, the car will travel approximately 21 miles per hour, while on the high direct gear it will travel approximately 30 miles per hour with no increase in engine speed.

This great increase in car speed in its relation to engine speed accomplished a number of desirable things.

GREAT INTEREST IN PHOENIX RACE

Interest Centers on \$10,000 Event to Be Run via San Diego November 3

Interest of the automobile race drivers in southern California and Arizona is now centering on the running of the Los Angeles to Phoenix race by the way of San Diego, November 3.

That the Phoenix is more attractive than ever is indicated by the early entries, five already having sent in their checks to Leon T. Shettler, who will be in charge of affairs at the Los Angeles end. It is expected by Shettler, from the queries he already has received, that there will be at least 30 cars start this year.

The daylight start is to be an innovation this year, instead of sending the racers away at midnight as has been the long tradition to Phoenix will begin with dawn. The drivers will go to San Diego and be placed, it is expected, through the Imperial valley. The control will then be at Yuma, as before.

Assurance of a \$10,000 purse from financial committee working along the proposed route have been received by Shettler. It is hoped to raise this much money in guaranteed purse.

Don Les was the first to enter the race, as usual, nominating a Cadillac with Charles Soules the driver. Another Cadillac entered by Don Les will be "No. 1." C. Rice of San Diego has entered his fast Simplex as "No. 2." A. B. Daniels of Corona is entrant of the Locomobile which will bear "No. 4." This was "13" in the July 4 road race to Sacramento.

Mrs. Letitia K. Northam is entrant of the fifth car. Just what auto she will select has not been decided. Omar Toft will drive.

Early preparations are being made for a big "Howdy special." The Phoenix run was the "Howdy special" originated, and there they reached their greatest success.

For this year's track races at Phoenix a particularly attractive car is being arranged, according to word from G. Purdy Bullard, who is in charge at Phoenix.

Empire Cars Received by Osen-McFarland Co.

Two car loads of Empire cars have been received by Osen-McFarland Automobile company. The most of these have been sold, only leaving a couple for immediate delivery.

The popularity of "The Little California" has been most marked in California, especially since the showing this car particularly in the Indiana manufacturers' tour from Indiana to the Pacific coast.

PIERCE ELECTRICS NEW HOME

Calvin C. Eib of Pioneer Auto Co. Explains Good Features of Baker Car

The Pioneer Automobile company announce that they have just contracted with N. B. Taylor, Pacific coast representative of the Baker Motor Vehicle Company for the Baker Electric Car agency, and are now showing the very latest model of Baker pleasure car. It is expected that this new combination—Pioneer Automobile Company and Baker cars—will make a very strong bid for electric pleasure car business at the outset, inasmuch as the Baker is one of the very oldest electric cars in America, and the Pioneer Automobile Company has had much experience in the sale of electric cars in this territory.

The first Baker was manufactured 14 years ago, and this car has dominated the progress of the electrical vehicle industry ever since. Our choice of the Baker agency was not a hurried one, as we have watched the performance of the Baker car and interviewed a great number of Baker owners during the past two years, and we believe that the Baker represents the most efficient of the world's greatest engineers in every detail of mechanical and electrical designing.

The motor develops more power than any other electric car motor; makes an even and economical demand upon the batteries; its shaft drive transmits the power with less waste than any other power transmission, and at every point friction has been reduced to a minimum; the chassis is of finely balanced design which not only offers perfect resiliency and poise, but does away with all superfluous waste. These are the principal factors which combine in establishing the high efficiency of the Baker car as a most finished piece of electrical mechanism.

The various Baker models, including the Roadster, the forward and rear drive Coupe, and forward and rear drive Brougham, are made in such a way that they are simple, elegant, and with none of the frills and fads that so frequently make a part of electric pleasure cars. We are convinced that the Baker is the easiest to operate, therefore the safest of all electric cars. The entire mechanism is virtually trouble proof, so much so that in spite of the almost unlimited life of this car, it requires practically no repairs or replacement of parts.

Speed, mileage and hill climbing ability have been secured by mechanical refinement, which eliminates all the waste which accompanies maximum work at the lowest current consumption. Options of forward or rear drive, wheel or bar control and pneumatic tires are given in the car with Baker electric cars, and every known feature in exclusive interior appointments in the Coupes and Broughams has been utilized for the comfort and pleasure of the passengers.

Ample seat room, deep upholstery, clear vision, pure air, toilet accessories, arm rests, artistic trimmings and many similar desirable accessories have been worked out thoroughly and carefully, all tending toward the complete satisfaction and joy of the Baker electric.

We are continuing in the electric business with the belief that it is unmistakably apparent to all that the electric car is fast becoming the standard city and suburban means of conveyance where service and everyday utility are ranked with cleanliness, luxury and comfort. It is not unusual for a Baker electric to negotiate 100 miles on a single battery charge in one day.

In fact the Baker holds the world's record for distance covered on one charge—241 miles. This performance has never been approached by any other electric, and it is a most convincing testimony of Baker efficiency. Electricity does not depend upon adverse weather conditions existing at the time the record was made, low temperature with wind and rain, such superiority does not depend upon mere accessories, tires, batteries, etc., but upon the inherent design and construction of the chassis; upon the manner in which the motor and accessories are arranged, and upon the simplicity and efficiency with which that power is converted into motion.

FRESNO FIELD IS GOOD FOR TOURS

Mr. Harry Cool, sales manager of the Pathfinder Pacific Motor Sales company, has returned from a trip through the San Joaquin valley, taking in all that territory. In speaking of the trip Mr. Cool says:

"I left San Francisco last Monday morning, driving via San Jose, Gilroy and over the Pacheco pass. The roads up to this point are in excellent condition, but beyond Los Banos they are badly cut up owing to the dry season, the dust is deep and traveling is disagreeable.

"After looking over the field in Fresno, I know of no other territory of its population that has such a field for automobiles. After staying in Fresno four days I drove on to Madera, calling on our agent, Mr. Harold Johnson, who reports a very good season is expected this year, and at the same time ordered a car of our latest models.

"The new boulevard is now completed from Fresno to Madera and is one of the finest pieces of road ever traveled. From Madera to Merced the new boulevard is partly completed. Beyond that the remains of the old road are every disagreeable traveling. We got safely across the Los Banos. This is not a very heavily traveled road and is in very poor condition. From Los Banos we again crossed the Pacheco pass, and returned to San Francisco via the Oakland side. In all our travels we have examined the roads and we have never developed a rattle or a squeak. This again shows the fine construction embodied in the Pathfinder."

United States mail, fire apparatus, ambulances, auxiliary fire apparatus and gas and electric companies, responding to fire alarms, and police department responding to burglar alarms, have right of way.

Turn to the right on all occasions, when practicable in meeting other vehicles, and as near the right hand curb as possible.

THE NEW SIMPLEX MOTOR CARS

Bert Latham of Simplex Motor Pacific Coast Agency Speaks of New Car

"One of the most handsome limousines that we have ever received, and which, I believe, is one of the most handsome that has ever come to the coast, has just arrived," says Bert Latham of the Simplex-Mercer Pacific coast agency.

"This limousine is by far the most refined that the Simplex factory has ever turned out. The close attention to detail is a study and shows the amount of thought given by the designers and the wonderful amount of what must be considered the height of elegance in the enclosed motor car.

"This limousine just received is finished in the deep Brewster Green with black chassis, mud guards and running boards. The interior is finished in gray French army cloth; the wood fittings being inlaid mahogany, with the interior ceiling in a dark tone mahogany. The accessories are all carried in mahogany settings, making an exquisite finish throughout.

"One of the most unique features of this car is the appliance by which the windows are raised. They are run in velvet, making them noiseless and can be lowered at any height desired, and when closed make them absolutely waterproof.

"With this arrangement the wooden framework of the old style window is done away with, giving a clear vision and a wonderful amount of light in the interior.

"It practically makes them almost like an open car, with the benefit of glass to protect the passengers from the elements.

"The extra seats are so arranged that one can sit facing those sitting in the rear seat, or as in the old style limousine, facing the driver. In fact, these seats can be set at any angle desirable, which when the car is used for a journey of any length, makes it exceedingly comfortable.

"The doors are set with what is known as double roller locks, to prevent squeaking and the rattle which becomes prevalent as the car is used. The angle of the steering post is in the same position as the roadster, showing that not only the driver but those in the enclosed part of the car enjoy lots of room. The body is of the celebrated Holbrook made of New York, and carries out the most original lines of design that this house knows.

"The sloping bonnet, which three years ago was bought by the Holbrook people, is refined in the car just received.

CHANGE MADE IN PATHFINDER CO.

Mr. E. R. Gilbert has recently been appointed manager of the Pathfinder Pacific Motor Sales company. Barry Cool is acting as district manager.

Beginning Friday, September 13, Mr. Cool will tour over all northern California, establishing agencies and service stations throughout the state for the Pathfinder car.

The car used by Mr. Cool will be a 1914 cruiser model, which was unloaded by the local company this week. The car is very attractive in appearance and is creating a great deal of attention. Mr. Cool expects to be in Sacramento Friday morning and will stay there until the end of the state fair.

From there he will travel northward, taking in all cities in the northern part of the state.

The Pathfinder company has gone ahead in leaps and bounds. Business has been so extensive that they have secured a much larger and beautiful building in Van Ness avenue, where they will have very convenient for the aid of Pathfinder owners.

With their beautiful showroom they will be able to show the many wonderful features of the Pathfinder cars.

This press will be used for making the big cowl over the dash of Jeffrey motor cars. The dies for making and freight cars in transportation, and, according to the manufacturers, it is the largest of its type in the state of Wisconsin and one of four of this size in use in the United States.

Motor Car Attracts Many New Agents

An interesting and significant indication of the general prosperity throughout the country is afforded by the constantly increasing demand for popular priced automobiles, which, according to the Maxwell Motor Company, is conspicuous in every section of the country.

Another condition, which is looked upon favorably by the automobile manufacturers and affords another convincing proof of the stability of this business as one of the big industries of the future, is the large number of responsible business and professional men who are retiring from various other well established agencies and enter the selling end of the automobile business.

This would seem to indicate that the man who has labored for years trying to establish a home selling grocery or dry goods, and who has observed his neighbor build a home and a cozy bank account selling automobiles, has at last realized that there is no line of business that insures the amount of thought given by the designers and the wonderful amount of what must be considered the height of elegance in the enclosed motor car.

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GOOD SCENERY ALL THE WAY AND TRIP CAN BE MADE IN ONE DAY

One of the most interesting trips in a day's run out of San Francisco is over the mountains from Geyserville to Calistoga, say many motorists who have taken the trip.

A. J. Kleimeyer, Pacific coast manager for the Cross Country cars, in speaking of his recent tour, says: "Few motorists really appreciate what a delightful ride this is. It is one of the most interesting trips that one can take in the neighborhood of San Francisco. Not only will the scenery bear comparison with any other in the state, but at the same time the roads are splendid.

"To thoroughly appreciate this ride, one should make it in the early part of the day, especially during this season of the year.

"One can leave San Francisco on a Saturday afternoon, cross the bay and tour to Cloverdale or MacRays. The road through Tiburon and to Petaluma is only fair. One should not go by way of Sausalito. The road through that town as far as Alta is very bad.

"After a stop overnight at Cloverdale or MacRays one returns the road to Geyserville, and from the latter place climbs over the mountains to Calistoga. It is nearly 18 miles, and it is the most beautiful 18 miles just as one drives through the pass.

"From Calistoga one comes down by way of St. Helena and, if time permits, a side trip of about five miles can be taken halfway up Mount St. Helena. It is a splendid road and has easy grades, which characterise also the road over Geyserville.

"From St. Helena there is a good road that leads to Napa and thence down to Vallejo. This naturally will bring one to the navy yard in time for the 6 p. m. boat for the city.

AUTO MEN FAVOR TOURIST ASSN.

Bert Latham Suggests That Motorists Supply Body With Data on New Tours

"The different chambers of commerce around the bay and along the Sacramento river have formed a Tourists' association, which, from a motorists' standpoint, is something that has been sadly needed," says Bert Latham of the Simplex agency.

"This association has just issued a bulletin containing 17 trips that can be taken out of San Francisco, every one of which will pay a motorist to take if he has not already enjoyed the pleasure.

"These bay and river counties have set an example that it is hoped other sections of the state will follow. If the counties would get together, or individual counties would prepare such information and forward it to some one central place, it would fill a long felt want.

"The Tourists' association is very desirous of receiving information that is complete and authoritative in and around San Francisco and the officers of the association have requested that such information be forwarded to them at their headquarters in the Merchants' Exchange building.

"We all know of some beautiful drives in the state and it should be our duty to give this information to others."

BUYERS NOW SEEK HIGH PRICED CAR

The automobile races at Corona were extremely interesting to me, in showing the increased popularity of high grade motor cars," says Bert Latham of the Simplex-Mercer Pacific coast agency.

"While all kinds of motor vehicles were in attendance at the big race meet, there were more high grade cars, more Simplexes, than I have ever seen before at any automobile contest. They were not all new owners. There were many among them whom I have been acquainted with when they were in the hands of the dealer connected with our house in Los Angeles. I have known them as owners of cheaper makes of cars than the Simplex, and were now possessing what previously they had stated was a too high priced car for them.

"It shows conclusively that the public is realizing the value paying a high price for a car. The construction is not seeking the automobile from the standpoint of dollars and cents, but from a standpoint of design, material and construction. The construction of a car, the material and the design are of great importance at the present day. One must consider the value of their life.

"And it is not possible to get too good material, too good design or too good construction."

CYCLECAR PROVES A BIG FAVORITE

It is generally conceded now that one of the most important of recent motor car developments is the introduction into America of the cyclecar. As originally developed in France, the cyclecar is virtually a four wheeled motorcycle.

The French cyclecar has proved very popular owing to its lightness and speed. These cars are provided with a narrow body and two seats arranged tandemlike. The motor, transmission and drive is the same as in a motorcycle.

These cars have a 36 inch tread to enable the cars to run between the rails of poorly kept roads, of which France has many. In England there are cars of this type manufactured and used to a limited extent.

England has, however, adopted in a majority of instances a cyclecar which is in every sense of the word a miniature automobile, with the motor, transmission and drive of an automobile.

New Chandler Car Draws Many Buyers

The new Chandler six has been one of the attractions along automobile row this week. The well known reputation of the builders has been enough to interest the prospective buyer, the owner, and also the expert and dealer.

No car received for some time has created the interest that has this light weight six. The builders have been building sixes for several years and their experience is to be seen in every line of the new Chandler.

In speaking of this late model, S. G. Chapman, who represents it on the coast, says: "It has been impossible for us to demonstrate this car. Even on Monday, which was supposed to be a legal holiday, our sales force was

For the first time in the history of automobile shows the space application blanks for the exhibitions to be held in New York and Chicago have been issued in combined form. Samuel A. Miles, who will manage the shows for the Automobile Chamber of Commerce, Inc., has just mailed to members of the association the diagrams of the Grand Central palace, in which the New York show will be held from January 3 to 10, and the Chicago Coliseum and Armory, wherein the motor car manufacturers and accessory makers will exhibit their products during the week of January 21 to 31. Four floors of the Grand Central palace will be devoted to the display of motor cars, parts and accessories.

The first and second will be exclusively for automobiles and the third for cars and accessories, and the fourth for motorcycles and accessories. A section of the second floor has been reserved for the exhibition of electric vehicles.

TWO BIG AUTO SHOWS FOR EAST

"A nation wide movement that is attracting much attention," says F. H. Sawyer, manager fire truck tire department of the Goodyear Tire and Rubber company, "is the application of the motor tractor to horse-drawn fire apparatus, which brings the latter up to the modern standard and efficiency of motor driven fire apparatus.

"Millions of dollars are invested in horse drawn fire apparatus, which if not motorized by the means of the tractor, would be completely lost through the purchase of motor driven equipment. In replacing the horse the one great advantage of the tractor over the horse is the retention of the apparatus intact and obviates the expense of an entire new machine and equipment."

"On the approach of any fire apparatus responding to a call, all vehicles shall keep close to the right hand curb, clear street intersections and must not move until such apparatus has passed.

Vehicles must keep at least four feet to the right from the running board of a streetcar which is taking on or discharging passengers, and when this distance can not be maintained vehicles must stop until the car has started.

Vehicles must not be left within 20 feet of a fire hydrant unless some person is in charge who can move the same.

Slow vehicles shall keep close to right hand curb, leaving left hand space for rapid vehicles to pass.

Larkins & Co. ESTABLISHED 1845. CARRIAGE AND AUTOMOBILE BUILDING REPAIRING and PAINTING

1610-12-14 Van Ness Avenue (Formerly on Howard Street)

Branches: Oakland Fresno Sacramento

BINGHAM RETURNS FROM HOME OFFICE

Chalmers Man Is Very Enthusiastic Over 1914 Business

B. S. Bingham, traveling sales manager for the Pioneer Automobile company, has just returned to the home office after an extensive trip through the southern portion of the territory of the Pioneer Automobile company, Pacific coast distributor for Chalmers cars. Bingham gives the following report of conditions throughout the territory visited:

"After a trip through Tulare, Kings, Fresno and Madera counties, I found the outlook to be the best that an old time dealer has ever reported in that territory, and indications point to a banner season for 1914.

"In fact, the specifications of the new model Chalmers 'Six' have the dealers all around to fever heat, with the result that a large number of dealers are anxiously waiting for the delivery of their demonstrating machines.

"In the four counties which I just mentioned, we have appointed 12 subagents to work in conjunction with the Fresno branch of the Pioneer Automobile company, who guarantee to the purchasers of Chalmers cars in its territory the maximum of efficiency in automobile 'service' for the coming year.

"These dealers have signed up under an entirely new service and selling agreement, contract originally evolved by Calvin C. Eib, manager of the Pioneer Automobile company, and which I feel confident exceeds anything that has ever before been placed at the service of the automobile buying public."

PACKARD FACTORY HOLDS CONVENTION

Business Meetings, Talks by Executives of Company Was Part of Daily Program

About 200 Packard dealers, salesmen and factory executives left Detroit on September 10 for their annual convention cruise.

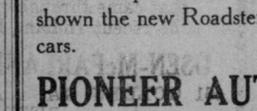
Three days were consumed in the trip, which extended as far as the So. A stop of several hours was made at Mackinac Island.

Business meetings, talks by executives of the company and open discussions were part of the daily program. The Packard factory band furnished music and the Packard orchestra, with professional vocalists from Detroit, gave a program every evening.

Six cars of the new Packard "38" model were taken aboard the boat so that the dealers could become familiar with the details of its construction.

Baker Electric The Electric Car with The Mileage Record

It is not unusual for a Baker Electric to run 100 miles on one charge. One Baker ran 244 miles on a single charging—a world's record.



The Baker is not built to last one year, two years or several years, but it is built to last many years, and it does it. The first Baker cars were manufactured fourteen years ago, and they are running to-day.

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Call and inspect our latest forward and rear drive Coupes and Broughams. Also ask to be shown the new Roadster, the innovation in electric cars.

PIONEER AUTOMOBILE CO.

515-529 Van Ness Ave. Branches: Oakland Fresno Sacramento