

LOZIER LIGHT SIX MODELS ARE HERE

New Design Said to Be in Response to Demand for a Lower-Power Car.

EQUIPMENT IS COMPLETE

All Advantages of Heavier Types Declared to Be Retained, With Many Added Features for Convenience and Comfort.

Combining the features that have made the Lozier a distinctive motor car, the "Light Six" fulfilled the predictions of its advance notices...

FINE HIGHWAY TO SNOQUALMIE FALLS IN WASHINGTON IS ONE OF THE SCENIC ATTRACTIONS OF THE NORTHWEST.



TWO-MILE AUTO ROAD BUILT FOR HEAVY TRAFFIC. SEATTLE, Wash., Feb. 8.—(Special.)—A view of the new road running through and out of Redmond, Wash., to Snoqualmie Falls...

FUEL CHANGE URGED

Soaring Gasoline Cost Cause of New Agitation.

KEROSENE IS SUGGESTED

Truck Men Show Anxiety for Future of Industry if Method for Using Cheaper Commodity Is Not Perfected.

As an echo of the National truck shows much prominence is being given discussions on fuel consumption. Soaring prices and inferior quality have caused manufacturers, dealers and operators to give serious consideration to the problem.

In motor truck manufacturing centers in the East there is much agitation about the introduction of kerosene as a substitute for gasoline. The manufacturers realize, it seems, that the fuel question is one of the most important affecting the future of the industry that confronts them.

Automobile Men Investigating

"Instead of creating a pessimistic outlook or causing sales to fall off, this agitation and investigating has had the effect of strengthening the auto truck situation," said Mr. Vogler. "The manufacturers are constantly studying means to lower the cost of operation and the fuel question is one that has a direct bearing on operating expenses."

Truck Business Prosperous

"No better evidence of the prosperity of the commercial car division of the industry could be submitted than the fact that the leading factories are being worked to capacity."

SPARK PLUG FLASHES

LEVEL attacks are being directed against the gasoline monopoly by the automobile interests. Charges are made that scarcity of production alone is not responsible for the avian of prices of the universal motor fuel.

OLD RIVALS MEET HERE

DRIVERS OF EARLY RACING CARS RECALL OLD TIMES.

Karl Schnorr, Often Opponent of Fred Dundee, Sees End of Big Races Between Automobiles.

Two old speed rivals met in Portland last week and enjoyed a long chat about the autoring game as it used to be. That was the time when motor cars of the racing type were rare and repair shops proprietors, and Karl Schnorr, expert from the Lozier factory.

Agents Are Against Taking Second-Hand Cars

Dealers Declare Inability to Give Proper Service to Purchaser Will Lead to Abolition of Practice.

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It is quite possible that Douglas Shelor, who talks fluently, aggressively and convincingly about advertising automobiles, will leave for the East soon. Ed Gerlinger, you know, left last week.

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Agents are against taking second-hand cars because they cannot do the proper amount of service required if they are compelled to lease money, which they do whenever they make a large allowance for an old machine.

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Large advertisement for the Lozier Light Six car, featuring the headline 'It Is Here!' and 'Our Demonstrating Car of the new Lozier for \$3,250 The "LIGHT SIX"'. It includes a detailed image of the car and text describing its features like 'Left-side Drive—Center Control' and 'Stream-line body design—Electric Starting and Lighting System—12-inch Turkish Upholstery'.

MAN WHO BUYS CAR SHOULD LEARN ITS FEATURES.

By Getting Car Before Weather Becomes Good, Dealer Says Owner May Learn Points.

The man who has made up his mind to buy his first automobile and is merely waiting for the touring season to open to take delivery of it is making a big mistake, according to Mel C. Johnson, manager of the Howard Automobile Company, Pacific Coast distributors of Buick and National cars.

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Advertisement for Ford cars, featuring the Ford logo and the slogan 'THE UNIVERSAL CAR'. It includes the text 'PRACTICE IS ADVISED' and 'USED BY KINGS', along with a list of agents and distributors.