

## It's Here Today That Light Lozier Four-\$2100

YOU'VE DREAMED-as thousands of others
have dreamed, "Some day I'll own a Lozier,
THAT DREAM is now possible of realization. This Lozier at $\$ 2100$ is within your reach at the price you want to pay.
YOU'VE ASKED many times, as others have asked, "Why doesn't some concern like Lozier
build a car of quality and yet at a price within my reach"-or appropriation, which is the same , ling
LOZIER HEARD-heard you and heard thousands
of others ask the same thing-for a car bearing of others ask the same thing-for a car bearing
the Lozier name-plate as a guarantee of Lozier the Lozier name-plate as a guarantee of Lozier
quality and yet selling "around $\$ 2000$ ". AND THIS LOZIER FOUR is the response to tha demand-that need-that desire. A Four built just as well as Lozier knows how-and what
concern knows better or has a better reputation for embodying the best it knows in its product "ONE HUNDRED PER CENT CAR" in every last detail-including the "hidden excellence" for which all Loziers are famous-seating up
to seven passengers and yet selling for $\$$ R100.
NOT A "SIX," BECAUSE we found after going into the matter thoroughly, that a six could not
be made at that price-and you said "around $\$ 2000^{\prime \prime}$ you will recall. Not at that price with out skimping at many points in materials, work and finish. Points you might not notice when the car was new but which Lozier would know
all the time-and Lozier standards permit no all the time-and Lozier standards permit no SO IT'S A FOUR, a car of that passenger capacity and must be in a car of that passenger capacity and that price
and made as it must be made before we will attach that Lozier name-plate.
THIS CAR IS BUILT FOR YOU-assuming n that you are one of that rapidly increasing clas fore asking the price. And who insist on proo -not mere claims or assertions.
YOU'LL WANT TO SEE THIS sensational car-
of course. Not to see it- not to know all about of course. Not to see it-not to know all about
it and be able to discuss it intelligently when it and be able to discuss it intelligently when
the talk turns to the latest things automobile, the talk turns to the latest things automobile,
that is considered vital in the automobile trad OU'LL WANT TO SEE THIS CAR because it is the Four that stemmed the tide of big, cheap sixes-big only in terms of wheel base and bulk OU'LL WANT TO SEE THIS FOUR for the same reason every man in the trade inspected
and discussed it during the Automobile Because it is the car most worth seeing this

DD YOU'LL WANT TO SEE IT because this Lozier was designed for you-made to your heart's desire just as if, in response to that de-
sire you have so often expressed, you, instead of Lozier had made it. You'll want to see this

DETAILS?-NOT HERE. Space forbids. Be side, there are some things one cannot adequately bully appreciated and enjoyed to be, seen will enjoy some of the Perrin features in this Four-features you will find on many other fours-next season. This season they are ex-EVER-YES. SIMPLE-VERILY. And sane and logical and right at every point. Designlike all Loziers just a little more artistic, just a little more individualistic-just a little more to your taste. But your have to see the car in COURSE YOU KNOW that more Lozier Fours were sold at retail during the New York show than of any other make in that class.
Hundreds of demonstrations booked since we can get only so many I rier Fours. So that's another-and perhaps the best-reason why you'll want to see this car at the earliest possible moment.
S HERE-JUST ARRIVED today-for your IS AD WILL BE READ by thousands of peo ple today. Not all of them will be in to see this car. But we expect the biggest crowd-
the most enthusiastic reception committee that ever greeted a new model on its debut. You'll

## What We Offer You Instead of Superfluous Cylinders



