

Regat Motor Cars

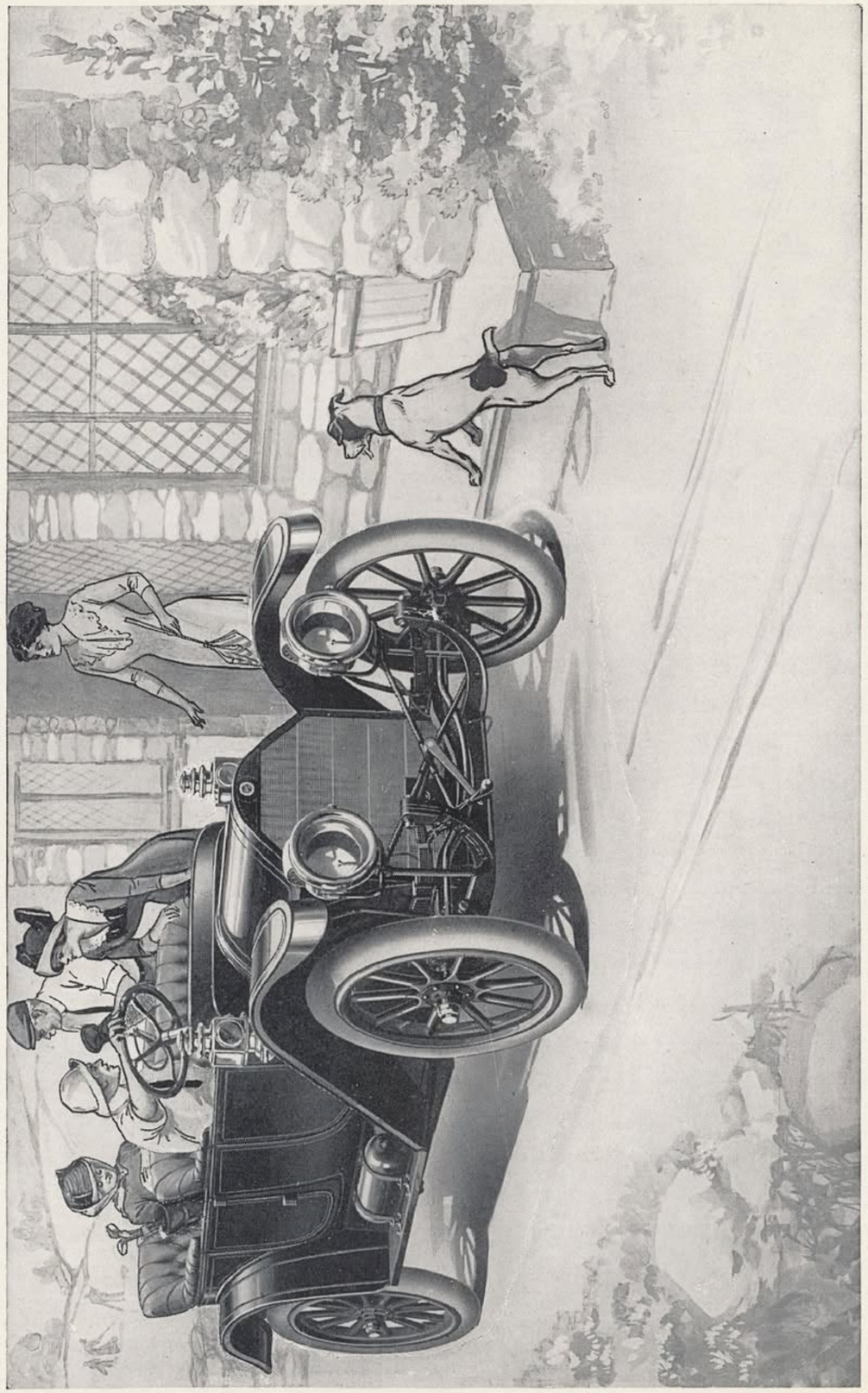
Regal

Motor Cars

Six Models

Reqal Motor Car Co.

Detroit, Mich..U.S.A.



Regal Model "H," Thirty-five Horsepower Underslung, $1400

FOREWORD

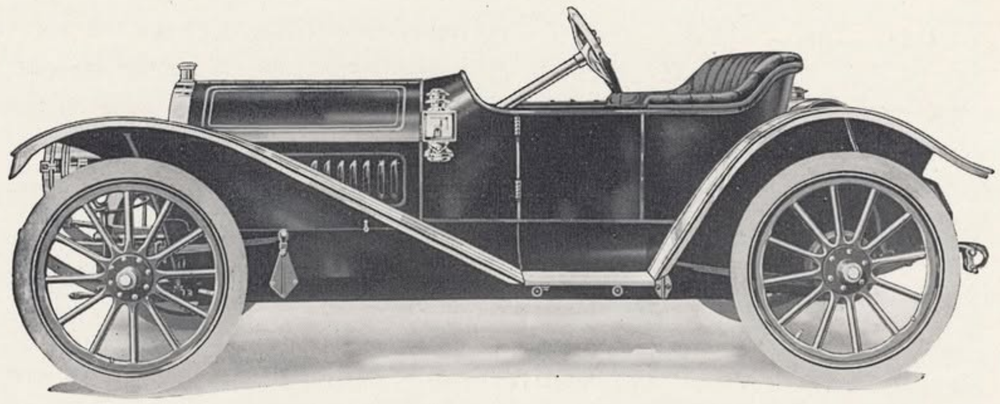
THE Regal line of motor cars for the present season includes six models:

Model "N" Underslung Roadster, $900.
Model "T" Underslung Touring Car, $950.
Model "H" Underslung Touring Car, $1,400.
Regal Underslung Colonial Coupe, $1,250.
Regal "30" Standard Touring Car, $1,050.
Regal "40" Seven Passenger Touring Car, $1,650.

In the following pages we include a brief description of each model, setting forth the details of its construction and a few of its attractive features.

With each automobile that leaves our factory goes the guarantee of a thoroughly organized and progressive company of long standing and recognized ability. We were not only the originators of the moderate priced Underslung but are still the largest manufacturers of this type of car. During the period of our existence one policy has guided our relations with Regal owners and our aim continues to be: "To give the public high grade cars at honest prices, and to place back of those cars a factory service that creates satisfied owners."

In setting forth the merits of the Regal models we gladly admit that there are other good makes of cars upon the market but we firmly believe that Regal cars are "unusually" good cars. They are built not only with the good looks and "quality to wear" of the higher priced cars, but are designed to satisfy the conservative man who looks for full returns in service for the money invested. The following pages will serve to acquaint each person interested with the worth of each Regal model. All that we ask is a fair and intelligent comparison of Regal cars with others—the cars speak for themselves.



Regal Model "N" Underslung Roadster

DESIGNED to meet the requirements of exacting service, the Regal Underslung Roadster has more than sustained the purpose for which we built it. Attractive in appearance, substantial in construction and equipped with a motor powerful enough to meet the severest of tests, it is a car that the most exacting owner will be proud to drive.

The Model "N" Motor

The power plant of the Regal Roadster is a 25 H. P. 4 cylinder, 4 cycle motor of the water cooled type. It has the long stroke approved by the best American and European practice, bore, 3¾ inches; stroke 4½ inches. The cylinders are cast en bloc and made of special analysis, soft gray iron.

Lubrication

In the lubrication of the Model "N" motor the splash system is employed. A constant level of oil in the crank case is maintained by a positive gear pump, working on the cam shaft. Oil is forced into the pockets over the main bearings and the overflow drops into the splash pits. This system is certain and has proved most effective under the severest conditions. An oil gauge is provided on the right side of the motor so that no driver need guess at the amount of oil his car is carrying.

Ignition and Cooling

The dual system of ignition is used. A high tension magneto is provided with distributor and single non-vibrating coil on

inside of dash board. A set of dry batteries conveniently located under the front seat provide for starting. A double throw kick switch is conveniently located on the dash. The time gears are completely enclosed and located on the front of the motor. As they have spiral teeth, absolute quietness in operation is made possible.

For cooling the motor we use the thermo-syphon system. There is no pump with its attendant troubles. The water circulates freely and is easily cooled in an unusually large radiator. A belt driven fan insures the proper circulation of air through the radiator and around the engine.

Clutch and Transmission

A rigid aluminum cone-type clutch, with leather face, serves to connect the motor and propeller shaft. This clutch carries a universal joint and also the forward end of the shaft.

The transmission is of the selective sliding gear type, three speeds forward and reverse. The gears, shafts and bearings are of unusual size and strength. Where the driver of the average car must shift gears the Regal owner can usually sail by him on high speed. In hill climbing tests the Regal roadster has a most enviable record. As the transmission is combined with the rear axle housing a complete unit construction is made possible and correct relative position of gears under all conditions is assured. The entire transmission is of high grade nickel steel and runs on high duty roller bearings.

The driving mechanism operates in a straight line; the propeller shaft being equipped with a universal joint at either end. The direct drive of the Regal Underslung construction insures the transmission of the maximum power to the rear wheels.

Control

The system of control makes driving the Regal Roadster a keen enjoyment. Ladies will find the car simple to operate and obedient to their slightest wish.

Emergency brakes and gear shift levers are conveniently located at the driver's right, inside the body. The clutch and service brakes are operated by pedals and the muffler cut-out by

a handy heel button. Spark and throttle levers are located on the top of the steering column and can be operated without removing the hand from the steering wheel.

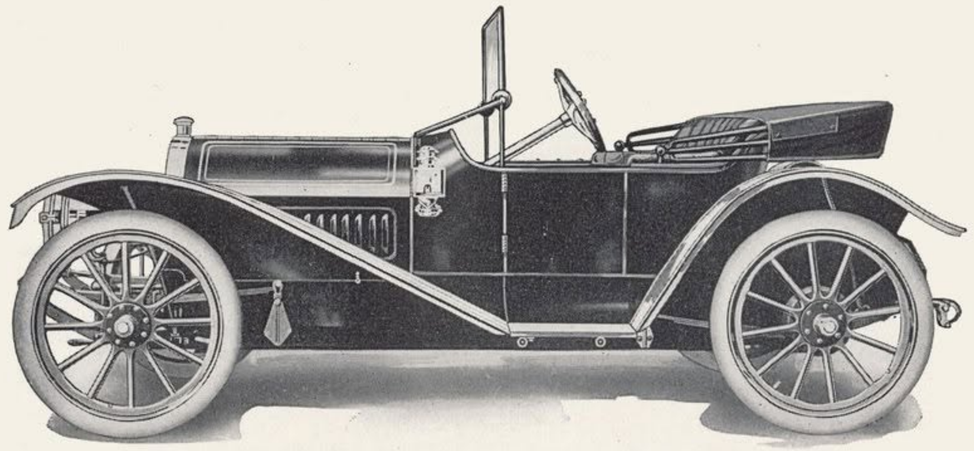
Axles, Frame and Springs

The front axle is a single piece drop-forging, I beam section, special heat treated steel; the rear axle is of the semi-floating type, with bevel gear differential. The Underslung frame of the Regal Roadster is of pressed steel channel section. A tubular sub-frame supports the motor and well trussed cross members aid in making the frame a rigid unit capable of withstanding the most violent strains. The springs used are of the semi-elliptic type in both front and rear. They are flexible enough to insure occupants of the car the maximum of comfort and strong enough to bear much greater weight than the car is ever called upon to carry.

Appearance and Refinements

It is in its general appearance and many refinements as well as in the details of its construction that the Regal Roadster surpasses other cars of the roadster type. The graceful Underslung frame gives it that inviting, rakish appearance so much sought for by the best designers. The Regal Model "N" is as distinctly a beautiful car as it is a serviceable car. Indeed, the owner of a Regal Roadster may always be proud of the car he drives.

The many refinements built into this roadster are both original and exclusive. Its interior is especially roomy and comfortable; there is plenty of leg room. The floor boards of aluminum are so arranged as to be partially removable thus contributing to cleanliness and accessibility of working parts. The seat is large and pitched at the right angle to give the greatest riding ease, while its upholstering is of genuine hand buffed leather over hair and very deep. A beautiful highly polished mahogany dash with extending hood stretches across the front of the driving enclosure. Each door is covered with leather and provided with a convenient brass knob for opening; the doorways are large and exit from the car is very easy.



The Regal Roadster with Top and Windshield

Price

With the standard equipment, including gas and oil lamps, generator, horn, jack, tools and tire repair kit, the Regal Roadster sells at $900. We believe that if any one will conscientiously compare this car part by part with any other roadster selling at the same or near this price, that he will pronounce it the best of the two cars. We urge prospective buyers to see the car and ride in it; to test its speed, endurance and hill climbing ability to their own satisfaction. The car is its own best salesman.

Specifications of the Regal Model "N"

MOTOR—Horsepower 25. Four cylinders cast en bloc. Bore, 3¾ inches; stroke 4½ inches. Valves 1⅝ inches in diameter.

LUBRICATION—Splash system, constant level being maintained in crank case by positive pump which forces oil into pockets over main bearings, the overflow from which drops into the splash pit.

IGNITION—Dual system, high tension magneto and set of dry batteries.

COOLING—Our own thermo-syphon system. Belt-driven fan insures proper circulation of air through radiator and around engine.

CLUTCH—Cone type, faced with leather. Positive in action. Engages without jerk or slip.

TRANSMISSION—Selective sliding gear; three speeds forward and reverse. Forms complete unit construction with rear axle housing, thus assuring correct relative position of gears under all conditions.

FRAME—Underslung type, pressed steel channel section with tubular sub-frame. Power-plant mounted on rigid cross members, well trussed to side rails.

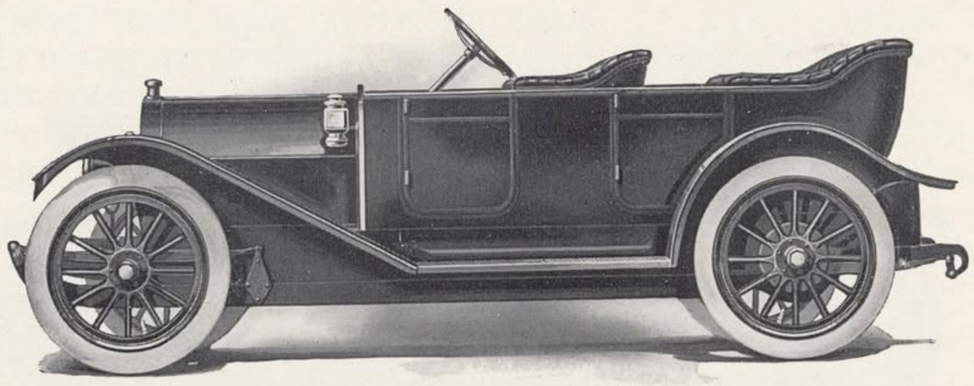
WHEELS—Artillery type. Twelve spokes 1¼ inches in diameter.

TIRES—Morgan & Wright 32 x 3½ inches.

WHEEL BASE—100 inches.

EQUIPMENT—Consists of 2 gas searchlights, 2 side oil lamps, tail lamp, generator, horn, tools, jack and pump.

PRICE—$900. Top and windshield $50.



Regal Model "T" Underslung Touring Car

THIS is the car that is unquestionably the highest quality, low priced touring car upon the market. Never, until the appearance of the new Regal Model "T" has it been possible to obtain a high grade Underslung touring car for less than one thousand dollars. Because of careful foresight and the most efficient methods of production we are able to offer it at the convincing price of $950, and the expert will find in every single detail the same high standards of material, workmanship and design found in the largest and highest priced cars.

Construction

The motor of the Model "T" is almost identical to and of the same unique simplicity as that found on the Regal Roadster. The mechanical differences of the two cars lie chiefly in the length of the frame and the spring construction. To carry the longer body the Model "T" has a longer frame, and to support adequately and insure the maximum of comfort to the occupants of its tonneau we have used larger rear springs.

Appearance and Body Details

In its external appearance the Regal Model "T" has no equal in any touring car selling at or near $1,000. It has that big, massive appearance so lacking in the usual low priced

touring car. Moreover, we have built it along the lines used by the finest English body designers and the graceful curves and beautiful finish make it a most pleasing and attractive car to look upon. The body is painted a rich dark blue, striped with delicate light blue lines and possesses a beautiful lustre made possible only by the most careful finishing.

Inside the body the comfort of the passengers is well provided for. Both front and rear seats are tilted at the correct angle and upholstered in the best grade of leather over hair. Extra deep cushion springs make touring in the Model "T" a true delight. The front compartment has aluminum covered floor boards, the finest grade of American Walnut dash and a most convenient arrangement of the control levers and foot pedals. The tonneau, though compact, affords ample room and is luxuriously finished with a dark blue Brussels carpet and leather covering on the sides and doors.

To those desiring a low priced touring car this new Regal Underslung presents a most attractive value. With ample power and weight to make it an ideal conveyance for country travel it overcomes the usual objection to the low priced touring car. At the price of $950 it is impossible to buy another car of equal size, power and efficiency.

Specifications of the Regal Model "T"

MOTOR—Horsepower 25. Four cylinders cast en bloc. Bore, 3¾ inches; stroke 4½ inches.

LUBRICATION—Splash system, constant level being maintained in crank case by positive pump which forces oil into pockets over main bearings, the overflow from which drops into the splash pits.

IGNITION—Dual system, magneto and dry cells. Non-vibrating coil with kick-switch.

COOLING—Our own thermo-syphon system. Belt-driven fan insures proper circulation of air through radiator and around engine.

CLUTCH—Cone type, faced with leather. Carries universal joint and forward end of propeller shaft.

TRANSMISSION—Selective sliding gear; three speeds forward and reverse. Forms complete unit construction with rear axle housing, thus assuring correct relative position of gears under all conditions.

FRAME—Underslung type, pressed steel channel section with tubular sub-frame. Rigid cross members, well trussed to side rails.

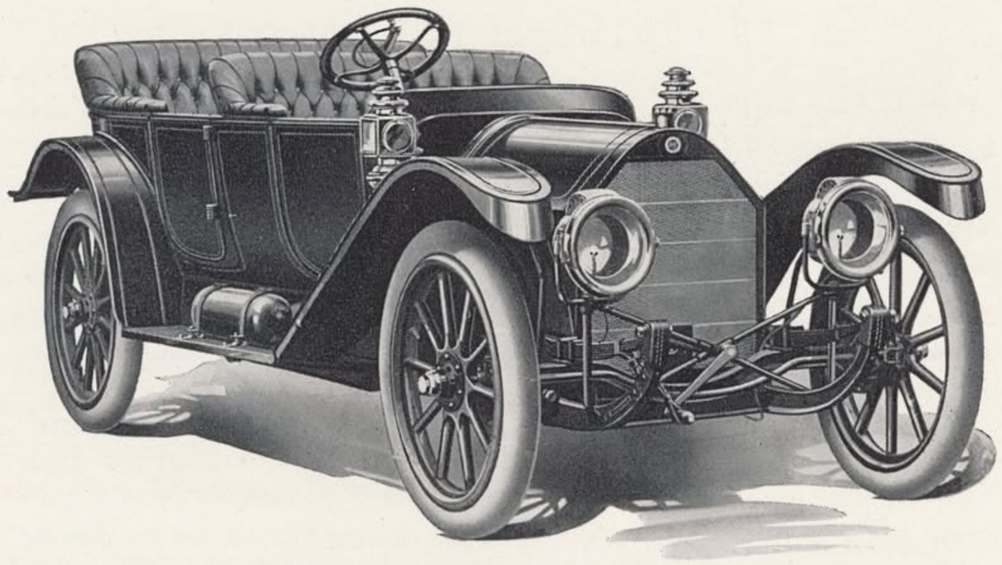
SPRINGS—Semi-elliptic; front 38 inches long, 2 inches wide; rear 52 inches long, 2 inches wide; shackled at ends.

TIRES—Morgan & Wright 32 x 3½ inches front and rear. Quick detachable rims.

WHEEL BASE—106 inches.

EQUIPMENT—Consists of 2 gas searchlights, 2 side oil lamps, tail lamp, generator, horn, tools, jack and pump.

PRICE—$950. Top and windshield $50.



Regal Model "H" Underslung Touring Car

TO the Regal Model "H" falls the unique distinction of being the first moderate priced Underslung touring car. In size, strength and power, in mechanical design and construction and in actual ability to stand up under the severest usage, it is the equal of any five passenger touring car ever offered.

Mechanical Features

Mechanically the Model "H" differs from the other Regal Underslungs in that it is more powerful. It has a four cylinder 35 H. P. motor with cylinders cast in pairs and a bore of 4¼ inches and stroke of 4½ inches. As a lubricating system we employ a ½ inch plunger pump operated by an eccentric on the cam shaft. A constant bath of oil is maintained in the crank case into which the connecting rod bearings dip at every revolution of the crank shaft. Oil leads convey oil to the main bearings in such a way that perfect lubrication is secured at these points. The motor is cooled by our own patent thermo-syphon system and a large belt driven fan.

Details of Finish

The beautiful straight line, fore-door body of the Model "H" stamps it as one of the most attractive of touring cars on the market regardless of price. The Underslung construction makes possible that low attention-commanding appearance which gives it a pleasing individuality all its own.

The interior of the fore-door body is luxuriously finished in every detail. Its front seat compartment is fitted with aluminum floor-boards, richly polished mahogany dash, conveniently arranged control levers, foot pedals, and steering column. The driver can operate the spark and throttle control levers without removing his hand from the steering wheel and a convenient heel button controls the muffler cut-out.

In the roomy tonneau of the touring car every provision is made for the comfort of the occupants. Over the entire floor is a high grade, soft but durable, dark blue, Brussels carpet. The spacious seat is upholstered in the highest grade hand buffed leather and carefully cushioned to insure the maximum of comfort.

We invite you to see and enjoy a ride in the Regal Model "H" Underslung, and feel confident that after careful inspection you will pronounce it a rare value at $1400. We welcome comparisons of this car with other touring cars for we know that its obvious merits furnish the most convincing arguments we can offer.

Specifications Regal Model "H"

MOTOR—Horsepower 35. Four cylinders cast in pairs. Bore, 4¼ inches. Stroke 4½ inches. Valves 2 inches in diameter.

LUBRICATION—Accomplished by means of a ½-inch plunger pump operated by an eccentric on the cam shaft. Maintains constant bath of oil.

IGNITION—By means of high tension magneto on the left side of motor. Supplemented with batteries. Double-throw kick-switch on dash.

COOLING—By our own thermo-syphon system and large belt-driven fan.

CLUTCH—Cone type faced with leather. Light but durable. Engages easily.

TRANSMISSION—Selective sliding gear; three speeds forward and reverse. Forms complete unit construction with rear axle housing, thus assuring correct relative position of gears under all conditions.

FRAME—Pressed steel, channel section, full Underslung. Motor mounted on rigid cross members.

SPRINGS—Semi-elliptic both front and rear. All springs are oil tempered and fitted with rebound clips.

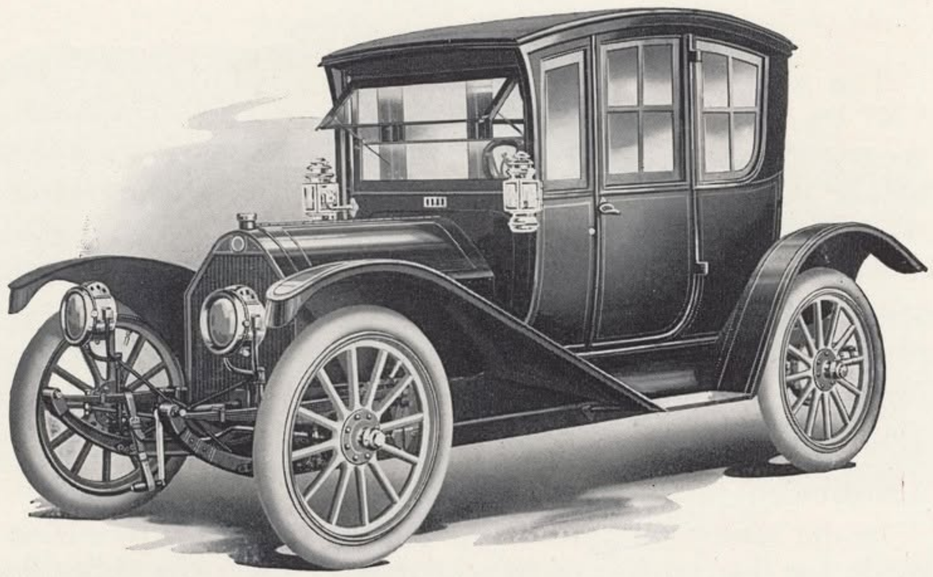
WHEELS—Artillery type; 10 spokes in front wheels 12 spokes in rear.

TIRES—34 x 4 inches. Morgan & Wright make. Demountable rims—one extra rim with each car.

WHEEL BASE—118 inches.

EQUIPMENT—Consists of 2 gas searchlights, 2 side oil lamps, tail lamp, generator, horn, tools, jack and pump.

PRICE—$1,400. Top, $65. Windshield, $25.



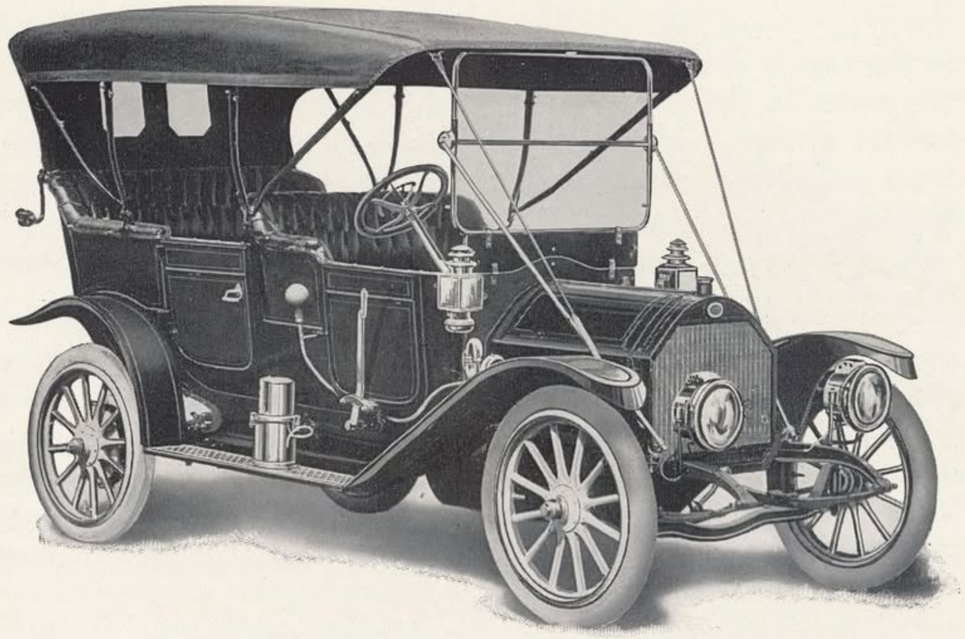
Regal Underslung Colonial Coupe

THIS is the ideal vehicle for physicians, ladies and all others who desire year-around service of their cars. Built on the reliable Regal Model "N" chassis, the car has ample power and is thoroughly dependable.

The body is specially made by experienced body builders and according to designs and specifications furnished by the Regal Company. Its roomy interior leaves nothing to be desired in beauty, comfort, utility and luxury. The upholstering is of the finest quality, hand buffed leather and the seat is large and comfortable. A third passenger seat at the side of the steering column folds up conveniently against the dash when not in use.

The luxurious finishings include heavy plate glass windows, leather trimmings, mahogany ceiling, electric dome light and a complete electric lighting system, the current for which is supplied by a standard storage battery. Women buyers, so critical of details, will appreciate the silk curtains and automatic curtain rollers.

We urge parties interested to see the car and ride in it. It is a thing of beauty that no pen can describe and must be seen to be appreciated.



The Regal "30" Fore-Door Touring Cars

IN the Regal "30" fore-door standard touring cars are combined the thought, experience and ideas gained from building over ten thousand cars of this one model. Since the inception of our company, back in 1907, we have been building "30" touring cars and each season's model has stood out by itself as superior in enduring qualities among moderate priced "thirties." Our designers and mechanics have been spurred on to greater efforts and the Regal "30" shown above is the natural product of Regal progress.

Regal "30" Construction

The finer points of the Regal "30's" mechanical construction may well be left to the enumeration of its mechanical specifications. What we wish to emphasize is the reliability and absolute dependability of all its vital parts. This has been thoroughly proved in the service which Regal "30" cars have given their owners. One Regal "30" has crossed the con-

tinent in record time and traveled from the swamps of Florida to the snowy northland. Two others have traveled over 40,000 miles in the livery service—the hardest test for an automobile known. Hundreds of others have performed equal feats and, best of all, they are still running today and giving their owners every day, consistent service.

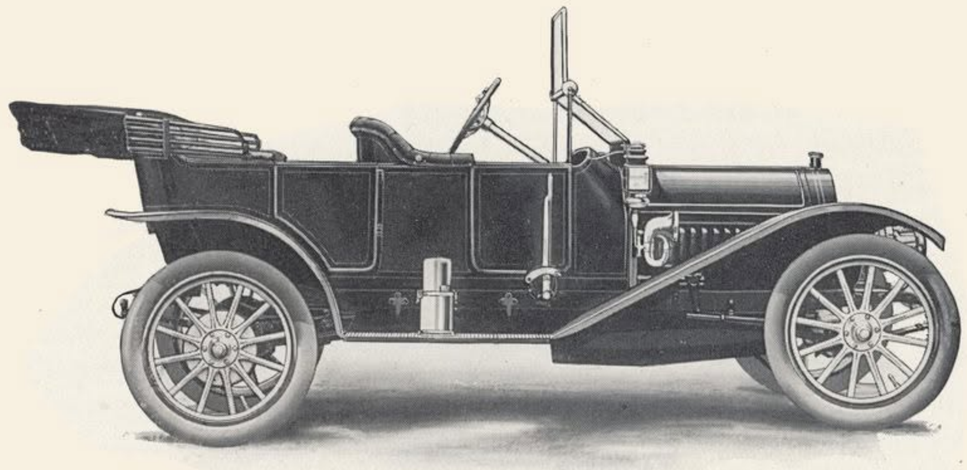
The Regal "30" motor is of the four cylinder, four cycle type, with cylinders cast in pairs and develops ample power to pull the car through the most difficult roads. This motor is simple in construction and with its efficient oiling and cooling systems is as near trouble proof as it is possible to build.

In mentioning other features of Regal "30" construction, we wish to call special attention to the Regal "30" brakes. These are four in number and of the internal expanding and external contracting types. Acting on extra large hub drums they are thoroughly reliable and insures the maximum of safety to the occupants of the car. Another mechanical feature worthy of note is the selective sliding gear transmission operated on Hyatt roller bearings.

Body Refinements

The body of the Regal "30" is painted a rich dark blue with light blue striping. Its interior is finished in an attractive manner, well in keeping with the rest of the car. All upholstering is of the finest grade of hand buffed leather and very deep. The upholstering in both seats extends well over the top of the arm rests. The front compartment with its divided seat is especially comfortable and the steering wheel, foot pedals and control levers are so arranged as to facilitate the driver's duties. The tonneau holds three passengers, with room to spare. Each of its doors has a convenient pocket and a single piece of durable carpet covers the entire floor.

In submitting the Regal "30" to prospective customers we ask that they consider well its record of service. The cars we make today, are just as good and better than the cars we made before and the man who buys a Regal "30" in 1912 will receive even greater satisfaction than the owner of two or three seasons ago.



Regal "30," Model "LO" Demi-Tonneau Touring Car

We offer the Regal "30" chassis with the choice of two different bodies: the standard fore-door model L. F. and the demi-tonneau, Model L. O.

Specifications of the Regal "30" Touring Car

MODEL "LF"—Five-passenger, fore-door type body, touring car, $1050.

MODEL "LO"—Four passenger, demi-tonneau, touring car, $1050.

MOTOR—4 cylinder, 4 cycle, verticle. Cylinders cast in pairs with integral water-jackets; bore, 4⅛ inches; stroke, 4 inches.

LUBRICATION—Circulating system. Oil is forced by geared pump through special ducts and tubes to the different bearings and connecting rods, providing a positive stream of oil to each part needing lubrication at all times.

IGNITION—Dual system, consisting of high tension magneto with distributor and single non-vibrating coil on dashboard, also set of batteries with double-throw kick-switch on dash.

COOLING—By the Regal thermo-syphon system. Radiator of the vertical tube type with large connections. The belt-driven fan insures proper circulation of air through radiator and around engine.

CLUTCH—Improved cone type. Leather faced. Positive in action. Engages easily and without any jerk or slip. Simple in construction, and combined with a universal slip joint, makes positively the best known construction.

TRANSMISSION—Selective sliding gear; three speeds forward and reverse. Forms complete unit construction with rear axle housing, thus assuring correct relative position of gears under all conditions. The entire transmission is operated on roller bearings.

BRAKES—Four in number. Internal expanding and external contracting, working on rear hubs. Very large drums.

SPRINGS—Front, semi-elliptic. Rear, full scroll elliptic.

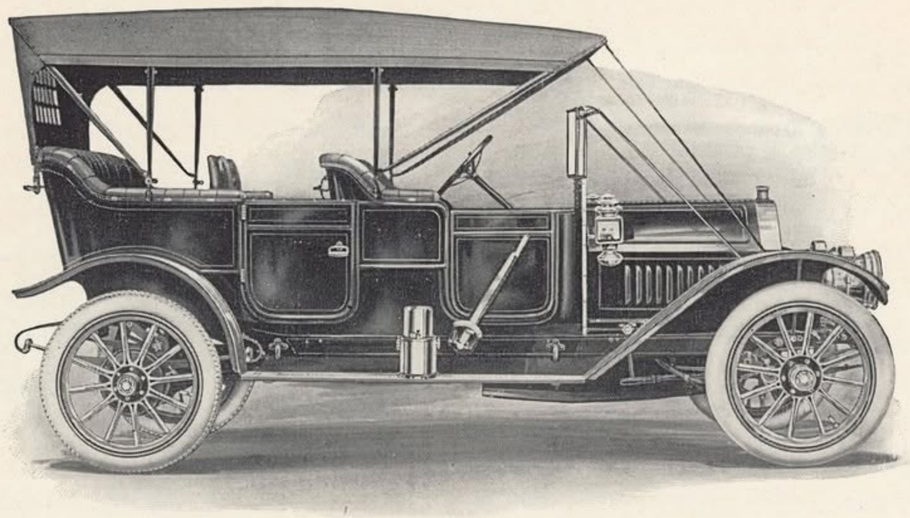
WHEELS—Artillery type. Twelve 1¼ inch spokes in front and rear wheels.

TIRES—32 x 3½ inches on all wheels.

WHEEL BASE—110 inches.

EQUIPMENT—Two gas headlights, two side oil and tail lamps, generator, horn, jack, tools, and tire repair kit.

Top and Windshield, $50 extra.



The Regal "Forty" Touring Car

TO meet the requirements of those desiring a touring car of sufficient power and capacity to carry seven passengers, we are offering the Regal "Forty." Built from the ground up as a seven passenger car this model not only develops ample power to carry its load, but in size and luxury of appointments affords the maximum of comfort to its occupants. The driver's compartment with its convenient arrangement of steering column, pedals and control levers, makes the car especially easy of control. The tonneau, seating five, is luxuriously upholstered and lined throughout with leather. Its two auxiliary seats may be folded against the sides of the car when not in use.

Mechanically the Regal "Forty" is a car of practical simplicity. Its powerful motor capable of a speed range of from four to sixty miles per hour is evidence of the reliable construction characteristic of the car throughout.

Specifications of the Regal "Forty"

MOTOR—4 cylinder, 4 cycle, vertical. Cylinders cast in pairs with integral water-jackets. Bore, 4½ inches; stroke 5 inches. Horsepower 40.

LUBRICATION—Circulating system, providing a positive stream of oil to each part needing lubrication, at all times.

IGNITION—Dual system, including high tension magneto and distributor. Supplemented with dry cells.

COOLING—Our own thermo-syphon system.

CLUTCH—Latest improved cone type.

TRANSMISSION—Selective sliding gear; three speeds forward and reverse.

TIRES—34 x 4 inches.

WHEEL BASE—123 inches.

EQUIPMENT—Two gas headlights, two side oil and tail lamps, generator, horn, jack, tools and tire repair kit.

PRICE—$1650. Top and windshield $100.

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DETROIT, MICH.

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