THE SUNDAY OREGONIAN, PORTLAND, APRIL 18, 1915.

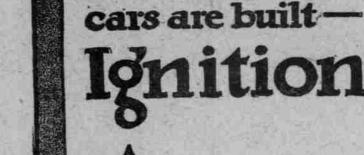


In June last year Schelell purchased a four-cylinder, but the status of the wheat market was too much for his rich blood to endure and he felt that be would have to celebrate this year with a larger and more powerful car. Behind these two sales is a lesson in salesmanship which might well have originated with some experienced sales manager instead of in the mind of a full-blooded Indian. "All the automobile agents were try- Trombley's car."

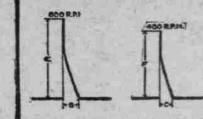


Schelell's Home Near Cayuse Station

salesman talked to me a lot about Mr. furniture and affords a commanding Trombley's car." Schelall, with his wife, two children Schelall, with his wife, two children



How Studebaker



scillagraph shows the energy that is developed by a magneto or other firing system and how it waries when the speed of the motor varies. This illustration is a record wing the variation in the energy of a magneto when the motor was turning 600 times a minute and 400 times a minute

The Oregon Motor Car Co.

-Because its a

## SURE steady firing at any speed

Magneto? No, sir! Better than that-the Studebaker-Wagner Electric System that's built to order for Studebaker Cars. Lots of cars, of course, are still using magnetos. But study of the leading cars at the Auto Shows disclosed that more than 52% of the high-grade cars are using a battery-ignition system.

And the reason is simply that electric-system ignition is better than the magneto. When the motor is turning fast, the magneto is satisfactory. But the minute you slow up on a grade or in city traffic the energy developed by the magneto weakens-and that is just when you need ignition energy most.

For when the motor is running at low speeds and the charge is highly compressed, it takes a hotter spark to fire it. And that's why Studebaker is using this battery-ignition system, which is not only simpler but MORE RELIABLE, because it insures maximum voltage at low speeds as well as at high speeds.

It guarantees SURE, steady firing. For the storage battery is ready to deliver the maximum voltage at all times. The motor doesn't skip or miss at low speed. And it PULLS steadily and tenaciously ALL the time the car is moving. Guarantees the CERTAINTY of operation that a man looks for in this car

tudebak

this Studebaker ignition system

on the car itself. Like

Like to have you see the car, too, and know the convenience and the COMFORT and the safety that's built into it. And we'll gladly arrange for any kind of tests you like -hills, roughest roads, anything. Will you phone us? Or if you can't come in, write for our booklet on the Studebaker Electric System.

the simple wiring system and all the details.

