

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

GIANT CONQUERING HIGHWAYS OF WEST

Giant Tire Proves Winner Against Odds on Mountain Roads

Now that 20 months have elapsed since the debut of the Western Giant Cord we can look back over the period of time and trace the steady growth of this tire which proved a revelation to the Western Motorist—a revelation from the standpoint of service and dependability. This popularity is evidenced each day by the hundreds of motorists who are trying one and then deciding they want these tires all around.

Twenty months ago in a published notice the "Western Auto" said:

"In perfecting the 'Western Giant' the radical departure from the usual form of construction is made in the design and construction of the tread. Tire manufacturers claim that, while a durable and soundly constructed carcass is the necessary foundation of a good tire, the tread itself has in its design and general construction that which makes for long mileage, traction, and freedom from skidding.

"It seems that in the 'Western Giant' tread the manufacturers have covered all points effectively. In addition to having the most expensive type of carcass, the tread, which is flat surfaced and very thick, is built right up on the top, therefore, when the tread is worn out, nearly all the rubber is gone, no waste rubber remains on the side of the carcass. The rubber is placed where it is needed and where it will be used.

"The wide, flat surface of the tread, with its scientifically placed blocks and buttresses, according to tire engineers, is the assurance of perfect traction. There is a row of suction cups down the center of the tread. These, together with the high tapering bars at the side, form a non-slip contact with holds securely to slippery pavements and renders use of skid chains unnecessary.

In connection with the introduction of this new tire, Mr. George Peppardino, president of 'Western Auto' said:

"We have been selling tires for a good many years, and at the same time studying tires, and when we decided upon the design and form of construction of Western Giant Tires, the decision was based upon our experience and knowledge of what motorists want and need in a tire.

"This tire is made with our own moulds and according to the very best standards of construction by three of the most modern equipped tire factories in the United States which are striving to produce the immense quantity necessary to supply demand occasioned through 75 'Western Auto' stores.

"There are two policies in the manufacture and merchandising of any article. One is to figure what people will pay for it and then do the best for that price; the other is to build the utmost of quality, strength and service into the product and then sell it for the lowest possible price conducive with big production and economical distribution.

"In the making and selling of Western Giant tires, as in our other merchandise, we are adhering strictly to the latter policy concluded Mr. Peppardino."

Today users admit that the tire has lived up to the claims made for it. During the first four months of this year over 55 carloads of tires were shipped to the "Western Auto" chain of 75 stores.

MOTORCYCLE IS CHEAP DELIVERY

Woodard Clarke & Co., largest retail druggists in Portland, Ore., use a twin cylinder motorcycle for their special delivery work, mainly because it gets there quicker than any other type of conveyance.

All of the hospitals in Portland are so located that there is some hill work for the motor in reaching them, and all of them are quite a distance from the store, with the first half mile or more through the heaviest traffic in the city. The motorcycle's ability to dodge through this traffic, get up the grades without effort and reach the hospitals was the deciding point in its favor. In cases of emergency, one little package of medicine, a surgeon's tool, or some bandage may mean a life. In such cases, costs are not to be figured but speed of delivery, yet while getting the speed, this firm has found that they also obtained the cheapest form of delivery.

From the first of January, 1923, to March 18, the outfit had covered 9000 miles. The maximum load carried in packages is 200 pounds, with a daily average of 112 stops.

They get 34 miles per gallon of gasoline and 1000 miles per gallon of oil. These are the only expenses incurred so far; as the tires are still giving good service, though the rear wheel tire will doubtless have to be changed at the 10,000 mile mark. The wear on this tire is due to the speed and quick stops. They figure that the total repairs on the motor per year will be well under fifty dollars and this figure includes accessories other than tires, as well as the motor. With the machine covering the mileage it does and making the great number of stops per day, this amount would figure into small fractions on the basis of stops or miles.

For instance, starting from New York early on Monday morning, Lancaster, York or Gettysburg in Pennsylvania would be an easy day's run for the average tourist over the good roads of New Jersey and Pennsylvania. Approximately 180 to 250 miles is an easy day's run for a regular tourist, one who gets up early and is on the road not later than 7 a. m.

The Lincoln highway and National road both afford excellent mountain roads and scenery, and are not very far apart. The tourist can strike south from Gettysburg and Bedford, or other points, picking up the National road at Hagersstown or Cumberland, Maryland, or can proceed directly on the Bedford road to the great city of Pittsburgh, then south to Washington, Pa., and westward across Ohio, Indiana and Illinois to St. Louis, Mo., approximately 1200 miles for the first week. This would average 200 miles per day, which is very easy, because there is hardly a mile of unsurfaced road, unless it should be found on detours, or through some of the small towns. Excellent concrete roads across Illinois, also Dixie highway joins this route in eastern part of Illinois and is paved direct to Chicago.

St. Louis, being the first week-

OILING SYSTEM ALWAYS WORKS

Front Wheels of Oakland Elevated at 32 Degrees— Functions Properly

When an automobile's front wheels are elevated by a special frame work at 32 degree angle and run about a city, it demonstrates at least one thing—the lubricating system works efficiently.

Recently in San Francisco, which seems to be the home of motor car stunts of a striking nature, the J. W. Loavitt & Co., Oakland distributors, ran an Oakland touring car about with its front wheels elevated on a specially constructed standard frame to demonstrate that the motor is not starved for oil on a steep grade.

It is seldom that a grade of more than 32 degrees is encountered consistently in any part of the country. The Oakland full pressure lubricating system takes care of the bearings and engine under all working conditions either up or down hills.

That the oil goes only where it is needed is indicated by the 15,000 mile written guarantee given with the car against what is commonly known as oil pumping. This guarantee has cost the company approximately one cent a car since it was inaugurated two years ago.

BOYS

Now is the time to buy a used

Bicycle

We still have a few fine rebuilt wheels from

\$15.00
to
\$22.50

Come in and look them over—

Harry W. Scott

"The Cycle Man"
147 So. Com'l St.

"More Miles Per Car" Ray McNamara's Tips for SUMMER Trips

Arranging Schedule and Equipment for Trans-Continental Touring

The following example of trans-continental touring via the Santa Fe Route can be applied to any one of the other routes, using the principle cities located in approximately the same longitude.

The distance from north Atlantic coast points to California, being approximately 3400 miles, 21 days running time makes an ideal tour schedule. At the end of each week a few days rest allowance should be made and a day or two for side trips to scenic points off the direct route. The elapsed time for an easy tour across should not run over thirty days.

Before leaving St. Louis, check your tool equipment, make certain that you have two good jacks, two good pairs of tire chains, tow cable, at least two good spare tubes and a spare tire mounted on rim, an auto shovel may come in handy to assist in getting jack under

end stop, a day of rest should be taken by exploring the famous mound city.

In connection with baggage and equipment, light overcoats should be carried in car throughout the trip. Baggage should be limited to clean supply of linens for six days, extra clothing, except for khaki suit to be worn daily and an extra emergency suit, should be shipped ahead by express to the week-end points. In this way you can travel light and provide more space and comfort for passengers. All first-class hotels in large cities provide one day laundry service, so a full wardrobe is not necessary.

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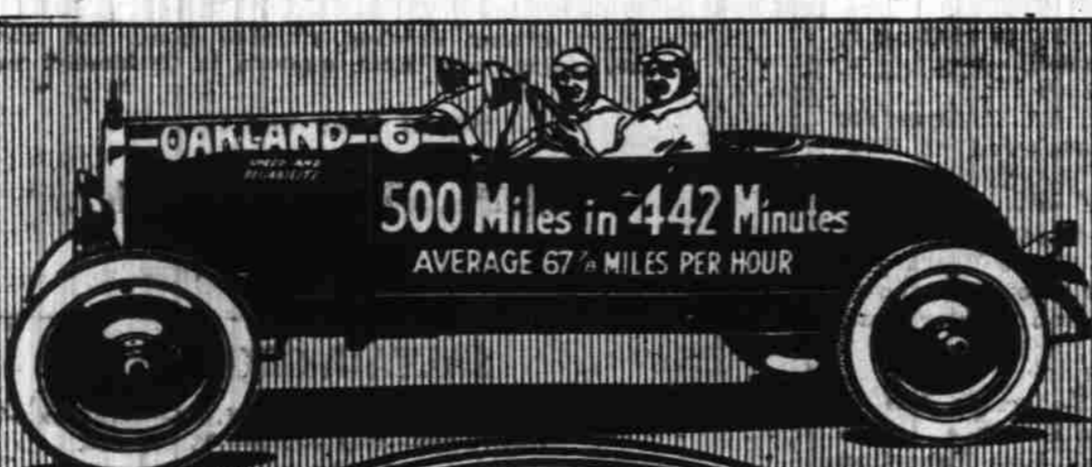


Fairy Velocipedes

Dayton and
Columbia
BICYCLES

Repairing
Parts

LLOYD E.
RAMSDEN
387 Court St.



An Oakland Six on June 3rd, raced around the famous Coast Speedway, near San Francisco, California, for 500 continuous miles in 442 consecutive minutes!

Terrific Pace Proves Oakland's Stamina and Endurance

Traveling at the record-breaking speed of 67.7 miles per hour—an Oakland Six again demonstrated its wonderful stamina and endurance. Such a gruelling pace is more than a test of speed! It proves that the Oakland chassis is so sturdily built that it can withstand tremendous speed continuously for nearly eight hours—without injurious effects—without strain—without breaking.

Coupled with Oakland's recent winning, for the second consecutive time, of the Yosemite Valley Run—the nation's leading Economy Contest—this newest feat offers added evidence that Oakland is building "the finest light six."

See the splendid Oakland Six today! Let us tell you how easily you can acquire one on Oakland's Special Payment Plan.

Roadster	\$1170	Coupe for Two	1330
Touring Car	1190	Coupe for Five	1660
Sport Roadster	1350	Sedan	1765
Sport Touring	1370		

VICK BROTHERS
HIGH ST. AT TRADE

Oakland "6"

car on wet roads, when repairing tires or putting on chains. This equipment may or may not be needed between New York and St. Louis, but make sure that you are so equipped before leaving St. Louis.

Kansas City is a very easy two-day run in dry weather, and is often made in one day by seasoned tourists via St. Charles and Columbia. West of Columbia there are several optional ferries across the Missouri river; New Franklin to Booneville, Arrow Rock Ferry west of New Franklin. The first one via Rocheport to Overton is recommended. Tourists should also inquire about ferry schedules at Columbia. Last summer I found Booneville ferry not running after 6:30 p. m. Arrow Rock ferry captain said he would operate as late as 9.00 p. m.

The condition of this route last summer was fairly good; dirt roads to Columbia, rough to Rocheport, bottom land roads to New Franklin and Arrow Rock in bad shape when wet. Roads on south side of river being widened and dragged. Dirt roads in fair condition when dry. The Rock road from Lexington was exceptionally rough, until within short distance of Kansas City. Drive very slowly on the crowded dirt roads when wet and do not attempt to drive them without good

chains. Be very careful when passing other cars on wet dirt roads; it is very easy to slide into the drain ditches.

For The Owners' Scrapbook Last week: Planning Schedule and Equipment for Transcontinental Touring.

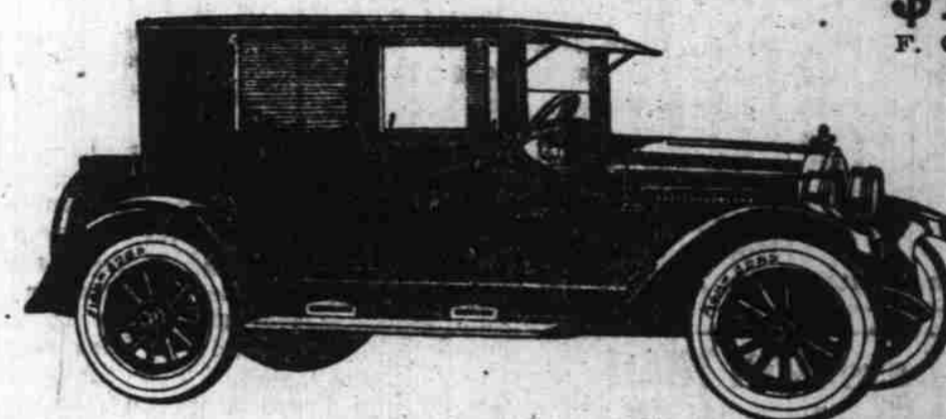
Next Week—Hints on Driving on Transcontinental Tour. (Copyrighted 1923 by the Christy-Walsh Syndicate.)

WILLYS

Coupe-Sedan

\$1865

F. O. B. Salem



No Need to Be An Acrobat

No contortions are needed in getting in and out of the Willys-Knight Coupe-Sedan—there are no folding seats to climb over or squeeze between. All five passengers enter and leave easily, comfortably, through doors both front and rear. Why pay as much or more for less convenience?

VICK BROTHERS
HIGH ST. AT TRADE

KNIGHT

20% Is Waste

20% of the cost of an assembled car is waste—waste because it costs more to build an assembled car. When a car is built up of independent units built by independent factories there must not only be a profit made on each unit, but there is undeniably a loss thru the maintenance of many plants, each with its separate investment and separate overhead. And then there is the cost of transporting and handling each separate unit to the factory. Finally the car dealer must make a profit on the wasted energy and higher manufacturing cost of an assembled car. Experts estimate the loss at 20%.

Studebaker manufactures 95% of the units of Studebaker cars depending on others only for such accessory units as tires, vacuum tanks, ignition etc. Not only is a great saving effected by the manufacture of all parts of the car with but a single profit, a single overhead expense and a minimum of transportation and handling charges, but Studebaker secures that harmonious co-ordination which is not secured in a car whose parts are assembled from many sources.

No Middlemen's Profit Is
One Reason Why

STUDEBAKER GIVES MORE
FOR THE DOLLAR

Open Day and Night

Marion Automobile Co.

PHONE 362.

235 S. Com'l St.