



For Automobolists



A big portion of the Star exhibit space will be devoted also to the Star light delivery truck and the Mason road king, which is being merchandised through the western territory by Star dealers. The last named Durant product is a speed truck, built with a choice of twelve body styles, and on which any type of trucking body can be built.

Norman De Vaux, president of the Star factory, and Arnold will be in attendance throughout both shows, and will confer with Star dealers from all over the coast during the week. Because of the important role Star has assumed in Pacific Coast motoring circles, wide importance is attached to the new exhibits.

MUST PROVIDE FOR ROADS NOW

Chairman of Senate Roads Committee Radios Appeal for More Federal Aid

"We have provided ourselves with the motor vehicle rolling stock at a cost of many millions of dollars and we must now provide the tracks upon which to operate it," said the Hon. Thomas Sterling, United States Senator from South Dakota and Chairman of the Senate Committee on Post Offices and Post Roads in making a plea for the continuation of Federal Aid in an address broadcasted from WRC, "The Voice of the Capital," for the American Automobile Association.

After outlining the need of a Federal appropriation of \$100,000,000 a year for 10 years and a like appropriation from the states if the system of 170,000 miles of Federal aid highways is to be completed within 10 years, Senator Sterling stated that he could not say just what Congress would do. "But when it is known that the wholesale value of automobiles and trucks manufactured last year

amounted to over two and a half billion dollars and that the wholesale value of tires manufactured amounted to seven hundred and sixty million dollars and that we spent over a billion dollars for automobile parts and accessories, exclusive of tires," said Senator Sterling, "it does not sound unreasonable to propose that we should spend at least one hundred million dollars a year from the Federal Treasury and an equal amount by the states in order to complete our Federal Highway system within a reasonable length of time.

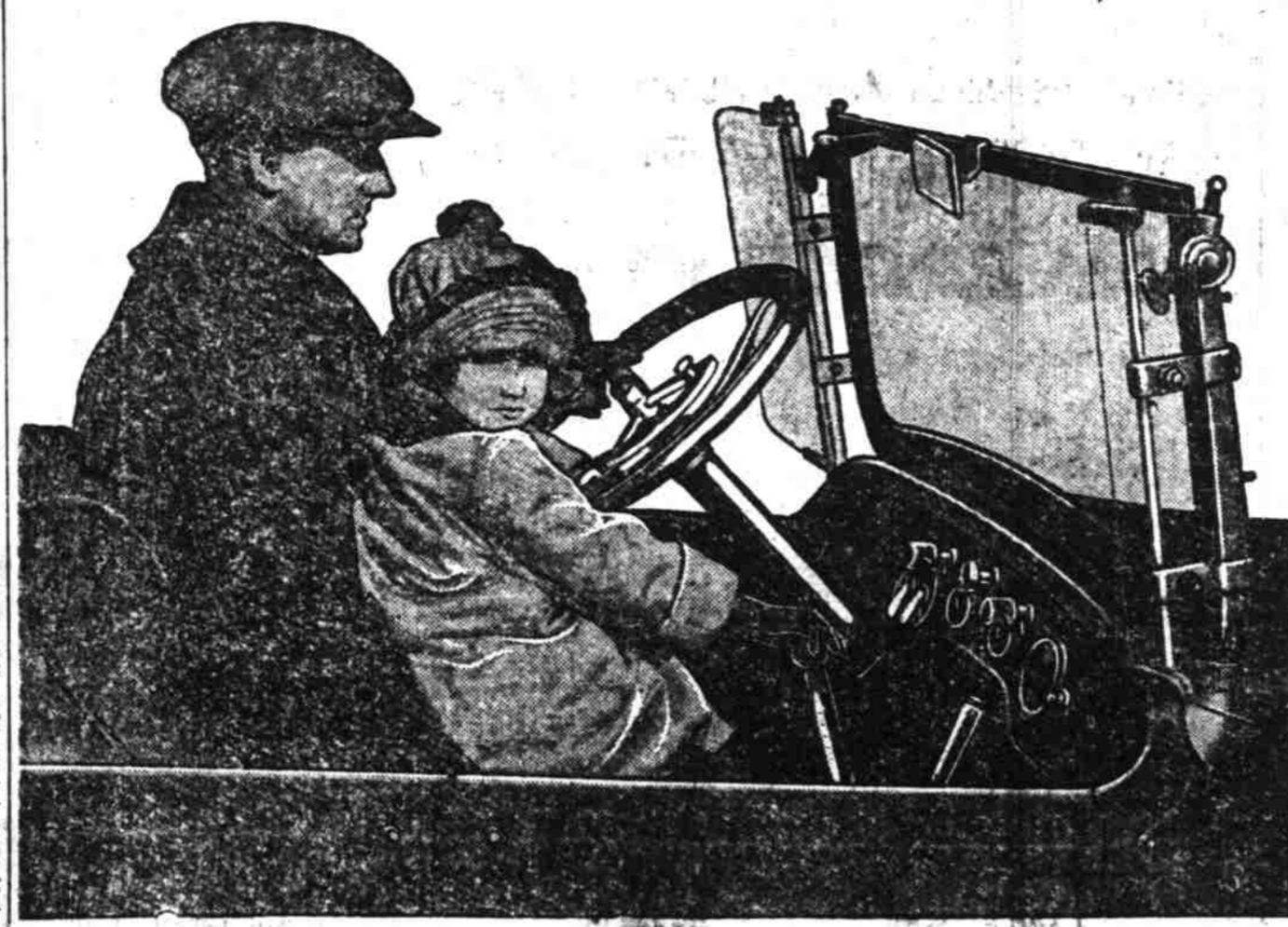
"We must not forget that the good roads built under this system serve even a higher use than that of the tourist or of the visitor or of those on 'pleasure bent.' We must think of the commercial and economic advantages of a system of good roads; of what they mean to the farmer, who on such roads and by means of the motor truck finds it easy and a great saving of time and expense to transport not only his grain but his hogs and sheep or cattle to market. Another consideration is the enhanced value of his land due to the good road at his very door or running nearby. One of our great economic and commercial problems is that of bringing the market and the producer closer together.

"I do not believe that there should be the least hesitation about going forward with the program. The policy of Federal Aid to highways has proven itself to be thoroughly sound and workable. Seven years of achievement, each year showing a greater result than the preceding, has removed the possibility of any doubt as to the wisdom of Federal Aid."

Senator Sterling stated that he had served on the sub-committee of the Senate Committee on Post Offices and Post Roads when the first Federal Aid bill was introduced and passed in 1916. He had watched the operation of Federal Aid in his own state of South Dakota. He had been impressed with the wisdom of the people of his own state in providing a centralized state highway department with sufficient powers and rights to lay out and construct Federal Aid highways and bridges. "It must be remembered that the powers and duties conferred on the state highway authorities in the location of roads and bridges, must not be perverted from their true and original purpose or be used to promote the political success of any individual but must be used with an eye single to public welfare."

Throughout Colorado 247 automobile camps accommodated 643,015 motorists during 1923, as compared with 213 camps with 514,412 tourists in 1922.

TRAFFIC TRANSMISSION OPERATED BY CHILD, AGE 4



LITTLE PHILADELPHIA MISS CHANGES GEARS WHILE FATHER DRIVES MILDRED SCOTT, 4 years old, has become an expert at changing the gears of her father's car. She knows the positions for the various speeds, and moves the change speed lever while riding on her father's knee, her father operating the clutch and calling for the desired gear.

STUDEBAKER WINS YOSEMITE RACE

Big-Six Touring Car Bucks Thru Deep Snows of Mountain Roads in Pilgrimage

Thrusting triumphantly through snow and mud roads, a Studebaker for the fourth year in succession won the hotly contested race to be the first touring car to enter the Yosemite valley and drive in at the ranger's checking station.

The annual pilgrimage over the snow tortured roads of the Sierras in order to appear first in the valley is one of the most grueling grinds known to motordom, and is therefore a highly coveted honor for Studebaker. No car has ever won the race four times before.

The winning passenger car was a stock Studebaker big six, dispatched from the show rooms of the Chester N. Weaver company, San Francisco. The car was piloted through the "thick going" of the Wawona road by H. M. Gregory. He was welcomed at the

park by Chief Ranger, F. S. Townsley.

Light Six Second Into Park

"Well!" exclaimed the Chief Ranger, "we're not surprised. Although the roads are just about impassable now, we were looking for you. Year after year a Studebaker has been the first touring car into the Yosemite, and we just figured there would be one along again this year."

The Chief Ranger thereupon issued the first touring car permit of the 1924 season to this Studebaker. The snow was heavier and the road conditions more difficult than in any previous year, according to Pilot Gregory. Another Studebaker, a light six touring car, driven by William J. Silva of Madesto, Calif., came in second in the "first into the park" run, and both cars arrived in perfect condition, victors over mountain roads and perilous winter weather.

Roads Were Almost Impassable "It was mighty cold and the grades were steep," said Pilot Gregory, "but the big six showed fine hill climbing qualities and ran faultlessly throughout the strenuous race. Several times we had to back away and charge the snow like a battering ram; then we proceeded on. It was a great honor for Studebaker to win this mountain race for the fourth time."

Engineering construction and

Studebaker production is the most versatile "job" in the 72 years of this corporation's manufacturing history.

15,221,183 MOTOR VEHICLES IN THE UNITED STATES

Motor vehicle registration in the United States in 1923, according to figures compiled by the B. F. Goodrich Rubber Co., were 15,221,183. This represents a gain of 2,039,738 or 23.9 per cent over 1922.

The ten leaders, their registration and their percentage gains were:

	Regis-	P. C.
	tration	Gain
1 New York	1,214,090	21.1
2 California	1,085,940	28.8
3 Ohio	1,074,000	25.0
4 Penn.	1,064,625	28.3
5 Illinois	969,234	23.3
6 Michigan	728,327	25.8
7 Texas	689,136	30.9
8 Indiana	567,342	24.9
9 Iowa	540,120	8.1
10 Mass.	483,150	25.2

Golden State statisticians claim that California which advanced to second place will probably later be shown to have registered the greatest number of new passenger cars. Its gain was 48 per cent.

Arkansas leads in percentage gains with an increase of 44.3 per cent. West Virginia was second with 43.7 and Alabama third with 40.6 per cent.

There is one motor vehicle per every seven people in the country. The most cars per capita are found in California where there is one for every 3.2 inhabitants.

8000 OLDSMOBILES BUILT IN JANUARY

January production at the Olds Motor Works with the last three days estimated was 8000 Oldsmobile sixes equally divided between closed and open cars. From present indications the 1924 output of closed cars will exceed those of open models.

motor efficiency made it easier for the Studebaker two in the 1924 pilgrimage, it was said. Automobile editors, poring over their records, recall the thrilling dash from the Pacific coast to the Yosemite in 1922, when a Studebaker big six had to buck the snow drifts for three days before winning the race, while other contestants gave up in despair.

The feat of the 1924 big six in all the more striking, in view of the fact that it covered the distance so rapidly. It demonstrates, motorists say, that this year's

STAR DEALERS HAVE DISPLAYS

Complete Line of Popular Car to Show at Both Portland and San Francisco

Two automobile shows, both of which will display prominently the new 1924 Star line, are foremost in the thoughts of hundreds of automobile men, and thousands of motor car owners, future and present, this week.

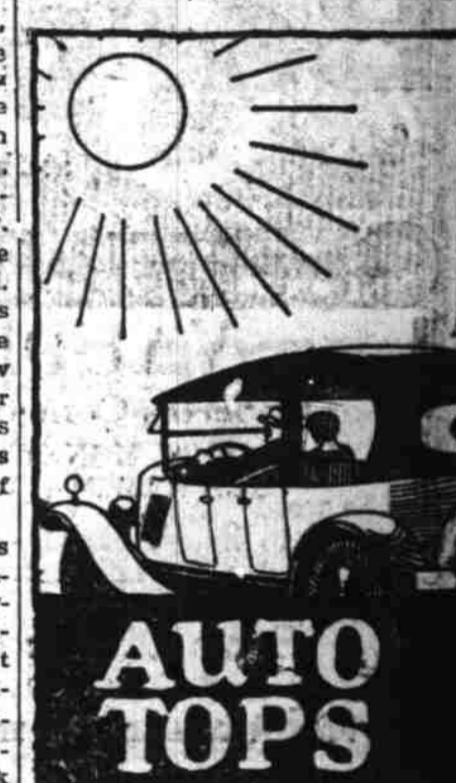
One is the Portland show, which opened yesterday in the big Oregon city, and the other is the Eighth Annual Automobile show of San Francisco, which opens next Saturday afternoon, probably the coast's greatest automotive display during this year.

Through the co-operation of the Star Motor Company of California, the Star dealers in both cities have been able to get complete lines to display during the show weeks, and are confident that Star will emerge from both displays even more popular than it has been since the announcement of the new models last November.

Chief among the Star exhibits is a solid nickel-plated car, prepared under the direction of Forrest Arnold, general sales manager of the Star factory, at a cost said to be over four thousand dollars, and one of the most beautiful cars ever prepared for an automobile show. The car is a stock touring model, but inside and out, every bit of metal on the car has been nickel-plated, the company even going so far as to finish up parts such as the transmission, the driving units, motor block and crankcase, and underneath the running gear. It is probably the finest car of its type that has ever been seen in this country.

31 MAKES WITH 4 WHEEL BRAKES

Following in the footsteps of the General Motors Group all of whose makes have this up-to-date equipment, 31 companies at the New York show offered four wheel brakes as either standard or optional equipment. Several firms, it is said, which offered them at the show as optional at added cost planned to adopt them as standard before the Chicago show opens.



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General Auto-Top and Upholstering Work
Formerly with Woods Auto Top Shop
545 N. Church St. Salem, Ore.

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\$10.00 CASH

secures one of our special model wheel. You can pay the balance in weekly or monthly payments as you ride.

You will be pleased with the special service we extend to bicycle owners.

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"THE CYCLE MAN"
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JIM and BILL SUGGEST AUTO TOPS FOR AUTOISTS

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OIL CANS

occasionally will do it. Sturdy can30c
dy can30c

Bar Bill Radiator Caps

Our lock on Radiator caps add to the appearance of any car. Priced \$1.25 to \$4.00.

Sponges

Whole form sponges, good value, each35c

Auto Polish

Save the finish and improve the appearance, our price can60c

Automotive Windshield Cleaner

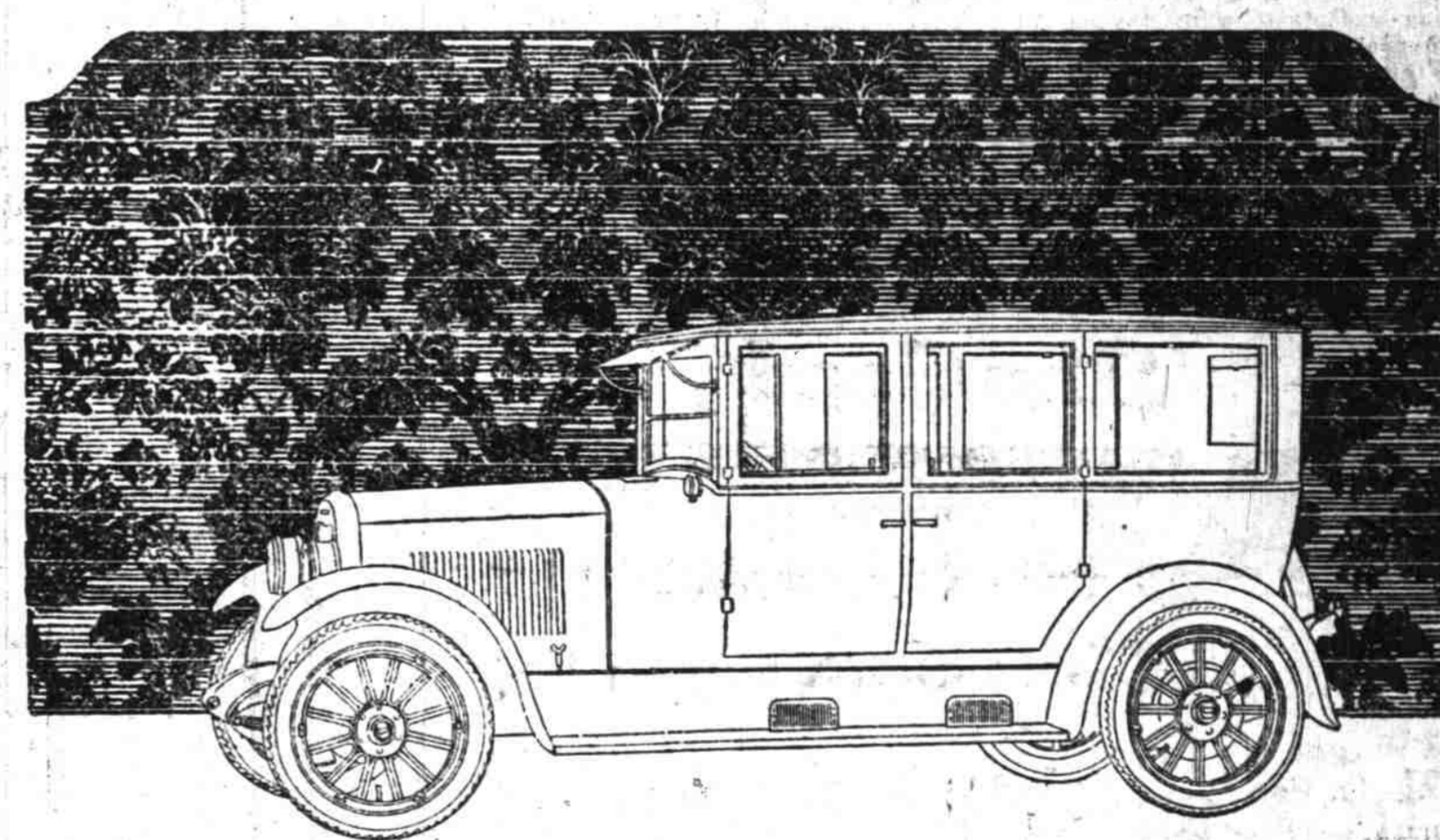
You wouldn't try to drive a car blindfolded, would you? A cleaner will clear the road and make driving safe.

We Recomend McCLAREN Tires
Tires that satisfy those who demand good tires

"Jim" **SMITH & WATKINS** "Bill"
Court and High Phone 44

CHAMOIS

Sheep's wool Chamois that will not scratch your car\$1.25



Do You Know How Fine this New Car Really Is?

THE new Cleveland is the sort of car that logically and irresistibly attains to a position of dominant leadership. We urge you to approach it with an open mind. There are no precedents by which it can be judged. It represents a distinctly new and original attainment in production of moderately priced sixes. It is the first and only instance where every element of perfect motoring has been combined in a car which persons of average income can purchase and maintain without a feeling of extravagance. With a beauty of the smartest and most appealing variety, it combines un-

NEW FOUR-DOOR SEDAN
\$1395
F.O.B. CLEVELAND

failing dependability and startling qualities of performance. For those who have never driven this newest Cleveland, we predict a sensation of profound delight, since it provides an enchanting flexibility and a masterful, high grade capacity never before revealed by any car of its type. Unless you see and drive the new Cleveland, the moderation of its price may prove deceptive. Hence we strongly urge you to withhold all judgement until you have had a demonstration. For until you do, you can never know what a notable achievement this new car really represents

F. W. PETTYJOHN CO.
219 N. Commercial St.

CLEVELAND SIX

CLEVELAND AUTOMOBILE COMPANY CLEVELAND