

STUDEBAKER CAR SETS 4 RECORDS

Studebaker Encircles Union of South Africa in Less Than Hundred Hours

JOHANNESBURG, March 16.—Old-timers of the Boer trek wagon trails thronged around a mud-daubed automobile, when it drew up at the curb on a main thoroughfare in Johannesburg today.

The machine, a Studebaker Light-Six touring car, had just written a new page in the colorful history of the Union of South Africa. Without a pause in the motor's steady throb, it had set four records in retraveling the old settler routes, completely encircling the Union, in less than 100 hours—a perilous trip that once took weeks for the bullock carts.

Made Three Other Records
Not only did the Studebaker establish a new round-trip record around the Union, but it also shattered three other records between points along the course. Notable among these was the new running time of 35 hours and 57 minutes between this city and Cape Town. This was a distance of 996 miles.

A standard stock model was driven out of Johannesburg by H. F. Payne, Fred Scantlebury, L. O. Bright and W. B. du Preez. They drove over mountainous roads thick with mud to Cape Town, then through Port Elizabeth, East London, Kokstad, Durban and return. The car made a 2687 mile circle. Running time from the start here and return was 99 hours, 46 minutes. Gasoline consumption averaged 21.5 miles per Imperial gallon. The gasoline mileage was

unusually high. Motorists agreed today, considering that an average speed of 26.75 miles an hour was maintained along roads broken by frequent streams, which compelled fording.

Numerous washouts, due to heavy rains, forced the car to travel along long stretches of hilly, slippery roadway, subjecting the Studebaker and its drivers to severe tests. For this reason the trip proved one of the most sensational ever staged in South Africa.

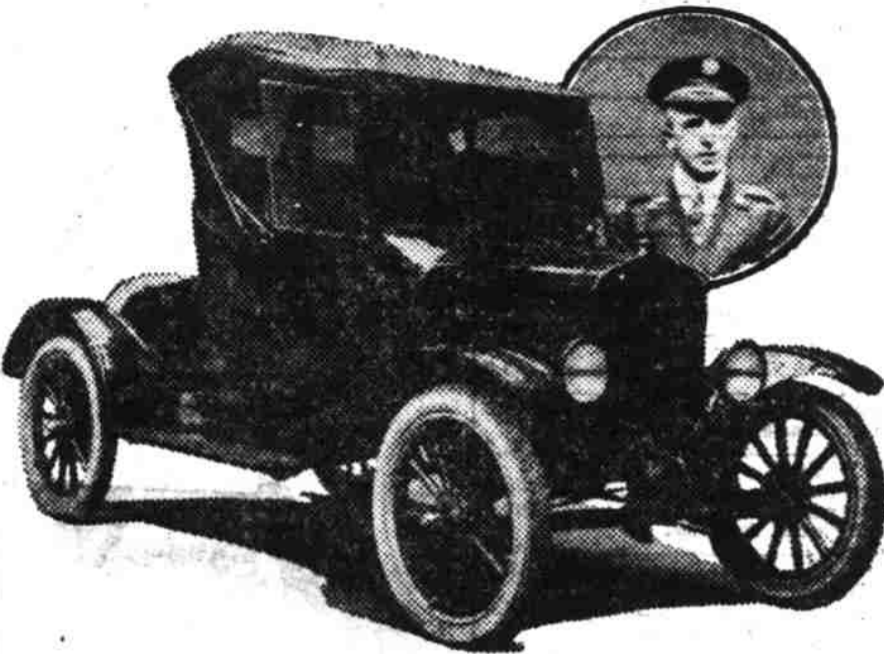
Lost in Diamond Diggings
The maze of roads running around hundreds of diamond diggings, near Kimberley, brought confusion to the record-breakers. The running time suffered serious disadvantage through time lost in opening and closing cattle gates. Metropolitan motorists may be surprised to know that actually 309 gates barred the Studebaker's path.

Returning to Johannesburg, the Light-Six was examined by several hundred motor car owners. The engine was still running smoothly. The body was uninjured—although it was thickly coated with mud, from axles to top. Then a careful examination of the chassis showed that the car had gone through the gruelling straits without the slightest breakdown.

Mastered the Mountains
"We knew the Studebaker would go through with it," declared B. Penney, Johannesburg motor dealer. "We hoped for a record. But, honestly, we did not expect the four records that the car made. We felt it could cover the distance according to the express schedule we had mapped out, and it accomplished what no other car has done. We proved that it is master of muddy mountain roads as well as crowded city traffic."

But the olden-day bullock drivers, grizzled veterans of once toilsome trails over which the motor car flew, still shake their heads and talk of the change an automobile from South Bend, Indiana, has wrought in the story of South Africa.

ARMORED FORD CARS USED BY POLICE AS BANDIT CATCHERS



One of the armored Ford Cars used as bandit chasers by the Philadelphia Police Department and (inset) Gen. Smedley D. Butler, Commissioner of Public Safety.

Armored Ford cars as bandit chasers are the latest innovation. Gen. Smedley D. Butler, Philadelphia's dynamic commissioner of public safety, is the man who introduced them.

Before he took office a few weeks back, the Philadelphia city council voted General Butler \$5000 with which to purchase an automobile for his personal use. But when salesmen for high-priced cars appeared and tried to interest him, he made it plain that he intended to spend the money in purchasing small, light cars for use as bandit chasers by the police department.

The Ford runabout was his choice and it wasn't long before an enterprising Ford salesman had a car ready for the general's inspection.

Now the Philadelphia police have six of these armored Ford cars and under General Butler's plan this number will shortly be augmented until there will be 90 such bandit cars in service.

The entire shell of the body is lined with 3/4-inch special steel and the space between the armor plating and the outside of the car is packed with loose cotton and coarse hair to retard the velocity of bullets. Armor plate also covers the cowl and runs up as high as the lower portion of the windshield. The upper portion is in two sections of bullet proof glass and wind-wings have been provided on either side, these also of bullet proof glass.

The Ford engines are specially equipped to afford increased speed and tests made show some interesting results. In one test to show

acceleration and power developed for hill climbing, a mile was covered in one minute and 31 seconds from a standing start. On a country road the car attained a speed of more than 60 miles an hour and in a city street test covered 2828 feet at a speed of approximately 70 miles an hour.

Ford cars have been in use by police departments all over the country for years and recently there has been a rapidly increasing tendency in the larger cities to use them in place of motorcycles since they are less conspicuous, and afford greater protection and comfort. Portland, Ore., is one of the latest cities to adopt the Ford cars to replace motorcycles and now has 23 of them in operation. Cleveland Heights, O., and Cincinnati are other cities which have recently joined the Ford ranks, the armored Ford as used in Philadelphia, however, is General Butler's idea.

INJUNCTION GRANTED

An injunction in favor of the Willard Storage Battery company, Cleveland, O., granted by Judge Charles M. Foell of the Cook county, Ill., Superior Court sets a precedent in the use of any signs approximating the appearance of the Willard trade mark, or any other widely known symbol of Willard sales and service, that may have a wide effect upon the automotive industry as a whole.

The court decision, in its broadest application, would restrain sales and service stations, not authorized by specific contracts, from any display of a company's name or trade mark in such a way as to lead the public to believe the station was the authorized agent of the company whose name is so displayed.

MULTNOMAH SALES DROP
Multnomah county sold 618 fewer cars during the month of January this year than in January last year. The total for January in that county last year was 1294 against 676 this year.

NEW TYPE DODGE IS SHOWN HERE

Dodge Brothers Four-Passenger Coupe Is Meeting With Approval

To meet a distinct need for a car of convenient size that would comfortably seat four people Dodge Brothers designed and produced their new four-passenger coupe, which is now being shown here by the Bonesteel Motor company.

The body of the coupe, which is of composite construction, is one of the finest examples of coach builders' art. The seating arrangement is staggered, with a seat of folding design at the side of the driver. One feature is found in the fact that the driver sits directly behind the steering wheel—not at an angle. Four passengers can be seated with the utmost comfort. Also, the doors are extra wide, allowing ease of movement in getting in and out.

The body, which is painted a deep blue with a yellow trim-stripe, is upholstered in genuine mohair velvet. Mohair velvet has long been recognized as a material which for beauty and durability stands premier. It cleans easily and its richness is at once apparent to all who see it.

Disc wheels are standard equipment on the new coupe, as are window regulators, a dome light and hardware of Dodge Brothers own design. For those who demand more complete equipment Dodge Brothers set aside a certain number of these coupes to be specially equipped. The special equipment includes a nickel radiator shell, cowl lights, nicked front and

rear bumpers, special striping on the louvers of the hood, motor and lock, automatic windshield wiper, balloon tires, etc.

The four-passenger coupe is attractive in appearance and conforms in every detail to modern design. Dodge Brothers chassis lends itself admirably to this type of car, which is an attractive addition to the types which the company has been producing for some time.

MARION COUNTY AHEAD
There were 88 more automobiles sold in Marion county during the month of January this year than during the same month of last year. The total sales for all makes of cars in the county for January this year were 179 against 111 last year.

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Chevrolet Leads

January Sales in Oregon

More Chevrolet cars were sold in Oregon during the month of January than any other fully equipped automobile.

Chevrolet sales greater than combined sales of competitive cars in state.

Fully Equipped **\$635** Delivered in Salem

A Few Reasons Why Chevrolet Sells

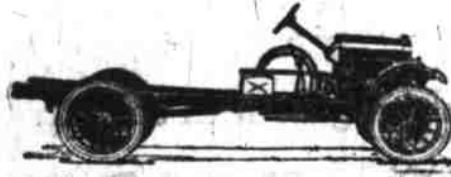
1. World's Lowest Priced Quality Automobile.
2. Fastest Selling Quality Automobile Made.
3. Lowest Average Cost Per Mile.
4. Highest Proportionate Resale Value.
5. Most Economical for Transportation.
6. More Essential Than Anything Else but a Home.



Roadster \$625



Coupe \$830



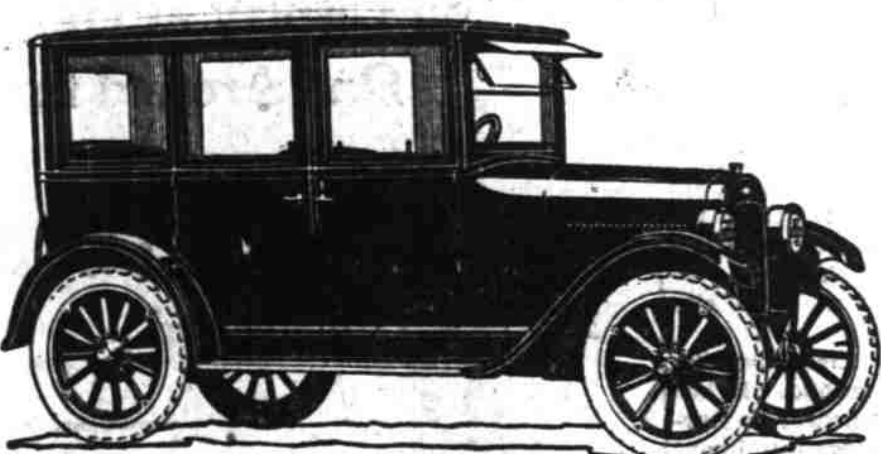
Truck Chassis \$675



Delivery Chassis \$515

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