

## STUDEBAKER ELECT VICE PRESIDENT

Paul G. Hoffman is Chosen to Succeed H. A. Biggs, Resigned

NEW YORK, April 11—The directors of the Studebaker corporation, at their meeting today, elected Paul G. Hoffman as vice president in charge of sales to succeed H. A. Biggs, resigned.

Mr. Hoffman entered the employ of the Studebaker corporation in



Paul G. Hoffman, vice-president of Studebaker sales service.

1911 as a salesman in Los Angeles district.

He served in the artillery division of the army in 1917-18, and upon leaving it in March, 1919, purchased from the corporation its retail business at Los Angeles and became a Studebaker dealer on his own account. The Paul G. Hoffman company, starting business with \$60,000 capital, now has \$1,500,000 assets.

Mr. Hoffman has been quite active in the civic affairs of his city. For the past two years he has been president of the traffic commission, a voluntary organization of business men formed for the purpose of studying measures of relief from traffic congestion, including re-routing of streets and city planning. He is a director of the Chamber of Commerce and chairman of its roads committee, also a director of the California Bank of Los Angeles.

In securing Mr. Hoffman for the important position of vice president in charge of sales, President Erskine feels that he has

obtained a man ideally suited for the work. Mr. Hoffman's headquarters will be at the general office at Eouth Bend, Indiana. He has been elected a director of the corporation and a member of its executive and finance committees. H. A. Biggs, who is being succeeded by Mr. Hoffman, is retiring from active business. His services to the corporation and administration of the affairs of the sales department for six years were highly satisfactory and successful. His numerous friends in the automobile industry as well as in the Studebaker organization will miss him. He is compelled to establish his residence in a milder climate, and expects shortly to move from South Bend, to Southern California.

## AMMETER IS NOT USED BY DRIVER

Average Driver Endangers Electrical System Through Ignorance

The ammeter, the least understood dial on the instrument board of a motor car, is in many ways the most important.

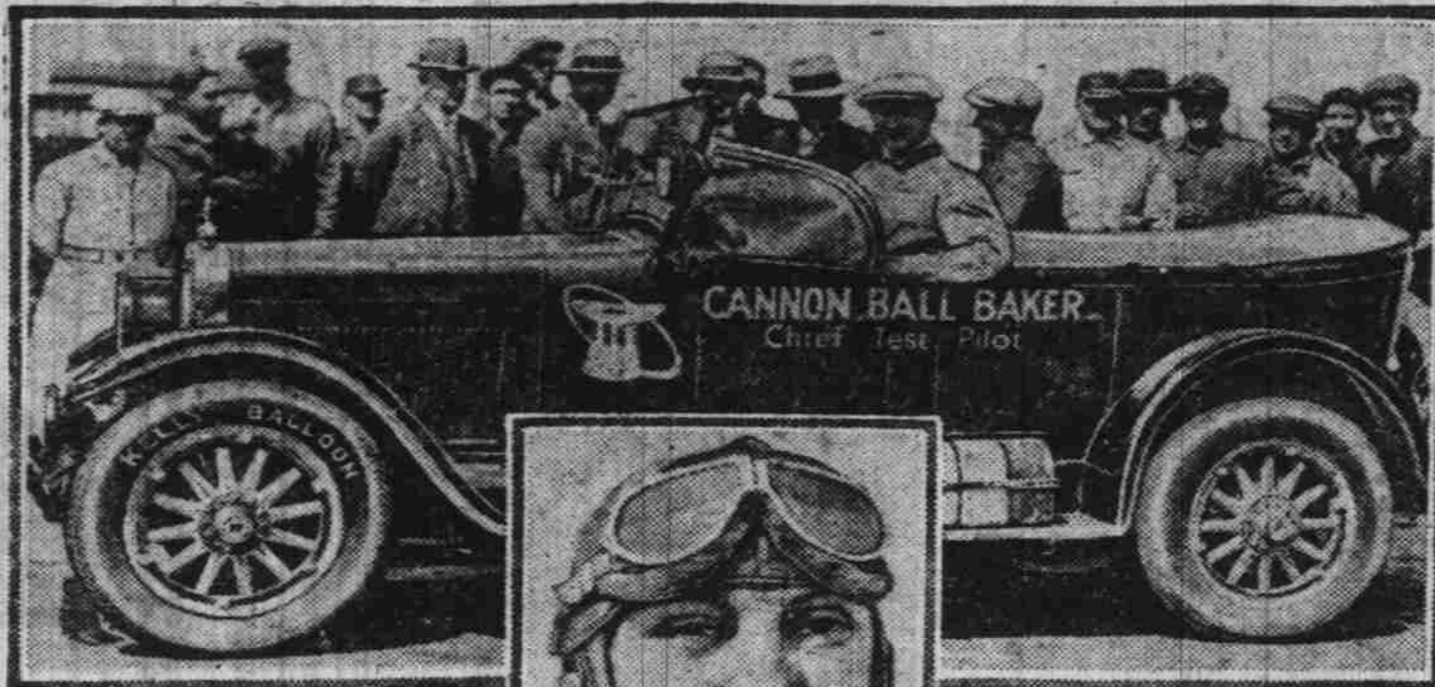
Few automobile owners, however, understand the story the ammeter tells as the miles fly by. The ammeter is the guardian of the whole electrical system of the car, particularly during extreme of winter cold and summer heat, and is connected to every bit of electrical apparatus with the sole exception of the starting motor.

If you get acquainted with the ammeter it will tell you at a glance whether or not the whole system is functioning properly. It will tell you if one of the headlights is out; it will tell you if there is a short circuit in the line; it will warn you a moment if the generator fails to function. An understanding glance at the ammeter every 20 miles or so is a trouble saver of great importance.

When the motor is started, and everything is working properly, the little hand moves over to a certain spot on the charging side and there it invariably rests—varying in location with the speed of the car—until something goes wrong in the electrical system. If one of the headlights goes out the ammeter shows a slight increase in the charging rate; if the generator fails to function for any reason, the hand swings away over to the discharge side and the driver knows that the whole load is being carried by the battery.

The ammeter never shows the

## Cannon Ball Baker Mixes Service With Speed In Record-Breaking Night Inter-City Auto Run



U. S. U.

THE first photograph of the middle west tornado disaster to reach Los Angeles, Cal., newspapers were brought over the last lap of 212.9 miles by Cannon Ball Baker in a Rickenbacker car, equipped with Kelly balloon tires. Driving on the tortuous, mountainous highway between San Luis Obispo and Los Angeles in black night, he broke the inter-city record. His time was 4 hours and 24 minutes, an average of 48.4 miles per hour. And this over a zig-zag highway with scores of hairpin turns which were taken at 45 miles per hour without slipping or skidding.

Baker left San Luis Obispo at 7:45 a.m. and reached Los Angeles at 11:09 a.m.



At top "Cannon Ball" Baker in his car ready for a record-breaking run; and below, just "Cannon Ball" Baker.

The flood pictures had been wired to San Francisco by the newest of inventions, carried to San Luis Obispo by motorcycle and picked up there by Baker.

The tires used were the same set on which Baker a few days ago smashed three inter-city records in

a race from El Paso, Tex., to Los Angeles, Cal.

This was a continuous run. Baker made Los Angeles in 21 hours and 23 minutes, beating former auto record by 2 hours and 58 minutes, and beating Sunset Limited train by 2 hours and 12 minutes.

The run from El Paso to Phoenix was made in 10 hours and 12 minutes, beating former auto records by 1 hour and 3 minutes and the best train time of 2 hours and 18 minutes.

The run from Phoenix to Los Angeles was made in 11 hours and 11 minutes, beating former auto record by 1 hour and 37 minutes. He had no tire trouble except one puncture, although the course is extremely rough.

## The JAY WALKER

By BERTON BRALEY

Illustrated by Charles Dunn

He's target for warnings and slogans of censure And death-heads on placards are grinning at him.

And yet, in a way, he's a Knight of Adventure Who jousts through the traffic with truecent vim.

To motor-car dragons he flings his defiance, Gives battle on foot to the ogres on wheels, And juggernaut trucks are the up-to-date giants

Whose charges he foils with a fleet pair of heels!

Jay Walker! Jay Walker! Blithe motor-car stalker; Who dally goes gaily to dally with chance,

All traffic rules flouting— A fool? Beyond doubting! Yet somehow a fool with a tang of Romance!

Denied the brave hazards his ancestors battled, His pulses still with their blood that is red,

Insouciant and valiant, unawed and unrattled, His spirit on danger demands to be fed.

Life's vapid when lacking some valorous saucing; The Jay Walker finds it in traffic, and scorns To "wait for the lights" or to

"cross at the crossings." He sneers at the signals and ha ha's the horns!

Jay Walker! Jay Walker! Let whistle and squawk And tooter and siren rip gashes in air;

He goes where he chooses And stoutly refuses To let any motorist give him a scare!

A huge landaulette with a footman and chauffeur Is no more to him than a five-year-old Ford.

Part greyhound, part fox, and part squirrel and gopher, He darts where the thickest of traffic is poured.

He sidesteps and wriggles, he leaps and he lunges, He risks his fool neck making drivers grow gray.

And yet you can't help being thrilled by his plunges As boldly he jay-walks along on his way!

Jay Walker! Jay Walker, The "safety-first" balker; He's playing a senseless and dangerous game,

But though disapproving His method of moving You've got to applaud at his nerve just the same!

—American Motorist.

full flow of electricity from the generator, but it does indicate the amount of electricity that is flowing into or out of the battery, hence the importance of the tell-tale current indicator and its ability to tell what is going on all along the line.

The generator is the whole source of supply of electricity and it keeps the entire system in operation but it requires little, if any attention, from the driver. It is important to know that the electrical output of the generator may be varied on Chevrolet cars by what is known as third brush adjustment, for the car consumes more electricity in cold weather than it does in warm and the generator should be adjusted accordingly by one who is experienced in doing this kind of work.

It is easy to know when generator adjustment is required, for the battery will tell you all about it. Give your battery a hydro-meter test every two weeks. If you find the battery fully charged and requiring only a little distilled water, everything is all right. If at the end of successive two week's periods you find the battery persistently out of water, it is an indication that the generator is supplying too much electricity and if allowed to continue will result in serious damage to the battery. If, on the other hand you find the battery persistently undercharged the generator should be adjusted to supply more current.

It is important for the driver to follow instructions carefully when adjusting the gap on his spark plugs. A high voltage is required to make the spark jump the gap and the wider the gap the higher the voltage. However, if the gap is widened the voltage is automatically increased, and if it goes high enough will cause a failure in the ignition coil and will require a new unit which is rather expensive.

Many drivers, and not a few mechanics, have found that an engine which will not run properly when idling, due to leaky valves or some other cause, will run fine the challenge and put up the \$500.

if the spark gap is widened, but they are merely relieving the difficulty for a time at the expense of the electrical system, instead of finding the real cause of the trouble and correcting it at the source.

## JEWETT SIX WINS IN RECENT TESTS

The new Jewett Six was announced to the public at the various automobile shows throughout the United States as the best performing automobile in its class. The Paige-Detroit Motor Car company, its builders, to back up this assertion, asked its dealer organization to demonstrate the car in competition with its rivals wherever possible.

The result, Mr. Harry M. Jewett, president of the company has informed Mr. Miller, manager of Folsom Motor Car company local distributors, has been a country-wide demonstration of the performing qualities of the Jewett Six, in many instances before large audiences.

The Thompson Motor Car company of Tulsa, Okla., was among the first to start the demonstrations. It challenged every dealer in town to a competitive high speed and low speed in high gear hill-climb. Six dealers accepted the challenge and the new Jewett won easily in the presence of over 3,000 spectators, according to a report received at the factory.

The Scranton Paige Motor Car company of Scranton, Pa., was next. In this case a competitive six cylinder automobile's dealer challenged the Scranton company's advertising. The competitor defied the Jewett Six to beat his product up a 17 per cent grade, four-fifths of a mile long, just outside of Scranton and offered to bet \$500 on his car. The Scranton Paige company accepted the challenge and put up the \$500.

More than a thousand people were on hand to see the fun.

A standard stock Jewett Six touring car that had been driven but 80 miles was selected to defeat the Jewett's fair name in Scranton. According to newspaper reports of the affair Jewett went up the hill in the first trial in 44 1/2 seconds. This was the only trial made by the Jewett.

Then the competing car tried it. The first time was 2 minutes 1 1/2 seconds, according to the newspapers. The dealer argued that something was wrong and the Jewett dealer magnanimously offered him another trial. The competitor's time on the second attempt was one minute, 55 seconds. Then the competitor gave up and the Jewett dealer collected the \$500.

## FOR TEN YEARS PROVE DEPENDABLE

"For ten years—dependable. These words express the successful attainment of an ideal conceived in the minds of the founders before the first car bearing Dodge Brothers name was placed in the hands of a purchaser late in 1914," says Russell Bonesteel of the Bonesteel Motor company, local dealer, in commenting on Dodge Brothers latest advertisement.

"The word 'dependable,' when it appeared on the poster boards and in the magazines and newspapers several years ago, focused public attention on one basic characteristic to which, more than any other, is due the good name which Dodge Brothers Motor Car enjoys everywhere.

"Having decided to produce a car bearing their name, Dodge Brothers kept 'dependability' constantly in mind while they were designing the units, selecting the materials, prescribing the heat treatments and determining the machining and assembling processes and inspections.

"The four-cylinder, L-head type of engine was selected because it has always been known, over great

## ONLY TWO CONTROLS



Only two controls still remain on the steering wheel of a prominent motor car manufacturer, but they are not the same controls that once rested there.

An automatic spark advance, which gives to the engine itself the task of regulating the timing of the spark in accord with the speed of the engine, has taken the old-time spark advance lever off the wheel. The throttle still remains.

In place of the spark lever, the entire lighting control has been put on the wheel, right at the driver's finger tips, so he can dim his lights without taking his eyes from the road at a critical moment when to do so might mean piling his car and his passengers into the ditch.

It is just one more of present-day improvements in car manufacture, designed to add to the convenience and safety of driving.

## DODGE BROTHERS SPECIAL TOURING CAR

The first cars bearing Dodge Brothers name were Touring Cars.

They were good and sturdy cars, so good and so sturdy that no radical change in basic design has been found necessary during these ten intervening years.

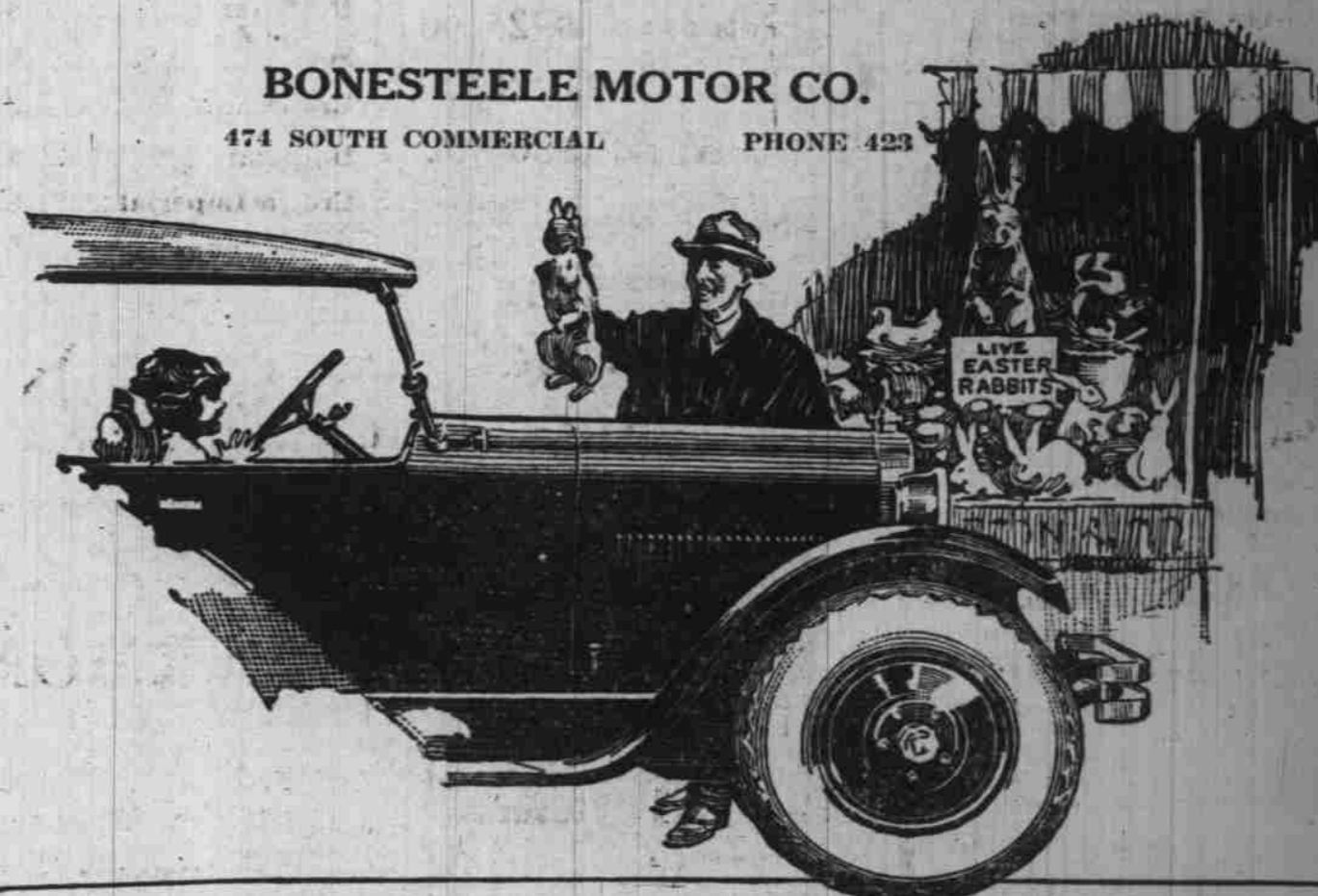
This fact has had far-reaching results. It has enabled Dodge Brothers to dedicate those ten years to the constant betterment of the original product.

More recently this endless process of improvement has manifested itself in various and impressive ways—in a new degree of riding comfort, a new smoothness of operation, a new and appealing beauty of line, and in those special details of appointment which distinguish the Special Touring Car.

\$985 f. o. b. Detroit, \$1175 delivered

## BONESTEEL MOTOR CO.

474 SOUTH COMMERCIAL PHONE 423



periods of service to be the most dependable and free from need of repairs or adjustments. "That their judgment a decade ago was sound is evidenced clearly by the fact that over 75 per cent of all passenger cars today are powered by four-cylinder engines and that last year Dodge Brothers sales showed an increase of over 25 per cent against a loss of 11 per cent by the automobile industry as a whole.

"Dependability of the chassis is the result of a well balanced de-

sign—of which Dodge Brothers Motor car is an outstanding example. All units and component parts are designed and manufactured to work together in smooth co-ordination—none overdeveloped at the expense of others.

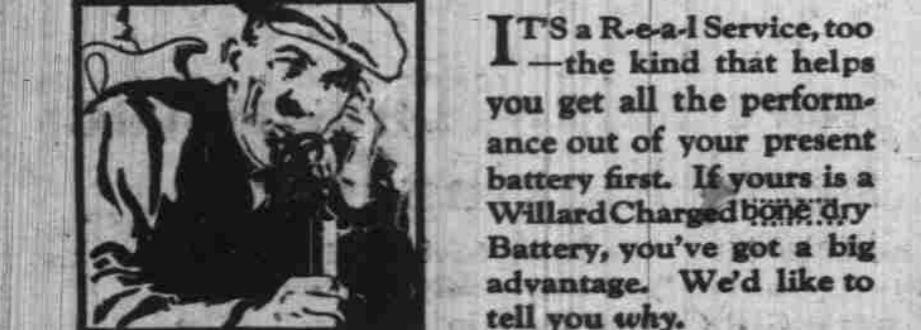
"The well known policy of constant development of a basic design as contrasted with the production of radically different annual models gives the buyer complete assurance of dependability. Every year since the first Dodge

Brothers Motor car was built it has been made better by refinement of detail. "When one million Dodge Brothers Motor cars had been produced it was found that over 90 per cent were still in active service. This fact affords ample evidence of generous public approval of the sound policy of building a car of enduring dependability."

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