

STUDEBAKER POLICY MEETING APPROVAL

Dealers as Well as Those Who Buy Favor the Policy Announced

Announcement by Studebaker of its policy of no more annual "new models" has brought commendation, both from the public which buys the cars and from the dealers who sell them.

"It has ended a great economic waste and has given us the full value of Studebaker construction," this sentence, taken from the comment of one communication, seems to express the general attitude concretely.

Taken from the various comments heard, these specific benefits are most commonly mentioned:

"Artificial depreciation of existing cars, caused by an announcement of 'new models,' is now made a thing of the past. The car can now be driven to the full limit of the usefulness built into it, with no owner embarrassment caused by annual changes."

"Owner ill-will, engendered by such announcements a short time after one had bought the latest model in good faith, will be supplanted by friendliness growing out of the manufacturer's conservation of its customers' investments."

"An end to the suspicion on the part of many owners that so-called 'new models' do not always contain sufficient new developments of an importance warranting a complete change in the car."

"Claims made by the maker for enduring qualities of construction now will have a chance to be justified before the opportunity is taken away by an announcement of annual changes, which causes the owner to seek the 'latest' without trying out the enduring qualities of the car he has."

"Because the depreciation imposed on existing cars by 'new models' is wholly fictitious in fact, this great waste of the unused transportation in Studebaker cars will be ended."

"The public will not have to wait till the end of each year to get the betterments and improvements devised by Studebaker's engineering department, which is maintained at a cost of over half a million dollars a year. As fast as the merit of improvements has been demonstrated, they will be added. Cars will be kept up to date all the time."

"An investment in a motor car now can be made like any other investment to run the course of its natural life. This will enable those who desire closed cars, which are of costlier construction, to purchase them because they will know the investment to spread over the life of the car itself, instead of over the time between announcements."

Used car dealers declare that the new Studebaker policy has added 66 per cent to the value of cars bought by those who get a new car every year; 100 per cent to the value of those bought by two year owners, and 150 per cent to those of the three-year owners.

GYPSY TOUR IS MADE

MOTORCYCLISTS SPEND FEW DAYS IN WASHINGTON

More than 500 motorcycles were ridden to Long Beach, Wash., Friday, Saturday and Sunday last for the Pacific northwest motorcycle rally and gypsy tour, according to Harry Scott, local Harley-Davidson dealer, who loaded his family into a sidecar and joined the throng. Salem was represented by over a dozen motorcycle enthusiasts. One rider was from Dayton, Ohio, while a number of Californians came up to participate in various events. A big program of contests and events was arranged and provided entertainment for the entire three days.

Those making the trip from Salem were Harry Scott and family, R. C. Parrent and wife, Cole McErlen and wife, Clarence Bays, W. P. Emmel, Theodore Roberts, George Carter, Henry Barr, Carl Bartraff, Herman Baxter and Cody Evans.

Riders were present from all the northwest and coast states, including Vancouver, B. C.

AUTO EDITORS TO DRIVE

A new Willys-Knight six touring car is being driven from Boston to San Francisco in relays by the leading automobile editors of the newspapers along the route. The car which is in charge of J. C. (Slim) Macracken will arrive in Salem on July 10, being driven from Portland to here by the automobile editor of one of the Portland newspapers. From Salem to Eugene the car will be driven by Ralph H. Klotzinger, automobile editor of The Statesman. The purpose of the drive is not to make any speed records, to establish any gasoline record and is not a stunt nor a test but simply an introduction test to learn and to demonstrate the car's performance.

IOWA TESTS

Two fine horses, according to the Service Bulletin of the Iowa state highway commission, are able to pull twice the load on a pavement that they can handle on a dirt road.

MOTOR TRIPS ABROAD

Strassburg Cathedral

ONE OF A SERIES OF TRAVEL TALKS

Cathedrals always attract the tourist in Europe and among the great churches which always wins admiration is the cathedral or Münster in Strassburg in Alsace and Lorraine, which in its present form represents the activities of four centuries. Part of the crypt dates from 1015. The nave was finished in 1215.

The tower of this church is 465 feet high and is hence one of the tallest buildings in all of Europe.

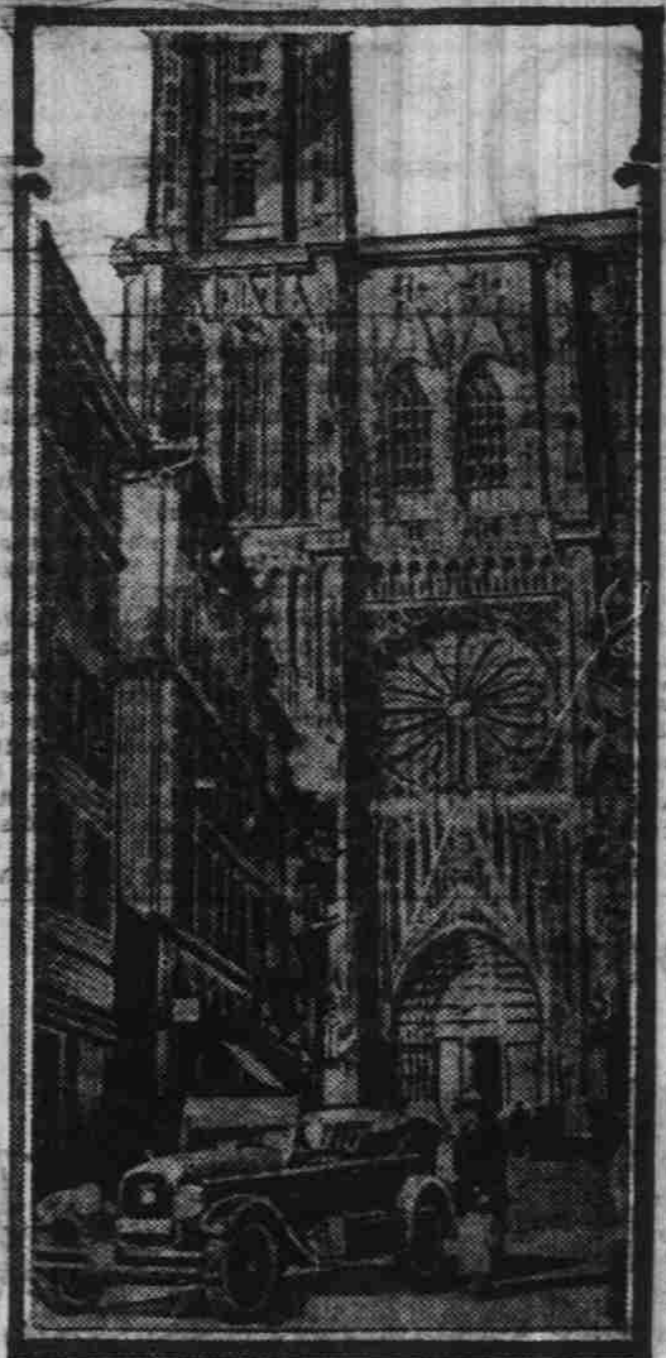


Photo Courtesy Maxwell and Chrysler Motor Corporations

CLEVELAND BUILDS ITS CARS COMPLETE

Makes All of the Most Important Units of Its Product

When the Cleveland Six started to manufacture motor cars years ago, the policy of building as much of the motor car as possible in its own plant was adopted. To this day, this method of manufacture has been adhered to with the result that practically the entire car is now built in Cleveland Six plants.

So successfully has this plan worked out with the building of the Special Six series, that the same procedure is being followed out in the construction of the new Cleveland Standard Six, the companion of the Special Six Cleveland.

Those vital units such as the

Mileage and Standard Six motors, rear axles, transmissions and open car bodies from which a great deal of service is naturally expected, are built entirely in Cleveland shops. Cleveland ven goes so far as to cut its own axle and transmission gears; does all the nickeling work, and the big electric enameling ovens enamel finish all sheet metal parts without the aid of a human hand after being on the big conveyor system.

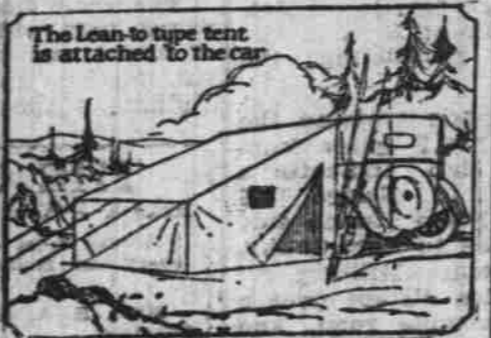
Cleveland officials state that in adhering to the practice of building as much of both the Special and Standard Cleveland Sixes as it is possible to do, a uniform standard of quality can be maintained because the parts are always under the watchful eyes of experienced Cleveland inspectors.

Harry L. McClaren, well known tire manufacturer of Charlotte, N. C., is expected to visit the local McClaren dealers in Salem early next month. He is coming west by the way of the Panama Canal to California, then north along the coast. Smith and Watkins are the local dealers.

CAMPBLOGY

Prepared by Outdoor Franklin
for the Western Auto Supply Co.

When choosing the tent, the camper should carefully study his own individual needs and make his purchase accordingly. A tent that might be ideal for one camping party will not always do for



another. Here are a few of the many points to be considered before making the tent purchase; the number of people on the trip, the length of the trip, weather conditions, "one night" stands or a permanent camp, and the accommodations offered by the car itself.

The tent should be large enough to comfortably house every member of the party. It should be light and compact for ease in transportation. It must provide real shelter against storms, wind and cold. It should be equipped to keep out mosquitoes, bugs, insects, etc. The ideal tent can be set up by one person in a few minutes time.

There are many different types in tents but the two that have met with ready approval among the majority of auto campers are the palmetto or umbrella and the lean-to types.

The lean-to, or standard auto tent, is a very simple tent and very good for general auto camping purposes. It consists of a single sloping roof with a three foot back wall, side walls and an open front.

The canopy at top of the tent extends over the car and fastens to the wheels or hubs on the opposite side of the car. When the standard auto tent is used the car can be made into a dressing room.

The palmetto and umbrella tent stand quite independent of the automobile. There are no guy ropes needed and only one center pole used on the palmetto. There are screen windows, a pocket, a full door completed with a canopy. It is very easy to set up; simply stake down the corners and raise the center pole. This tent is equipped with a sewed-in floor and a canvas sill that keeps out unwelcome visitors.

A bobinet fly may be had to fasten over the door to keep mosquitoes out of the tent.

You should have very little trouble in setting up your tent if you take special note how it is folded when you first take it out of the bag. Try setting up the tent in the back yard or use it over night to get used to handling it before you leave on your trip.

Most of the modern tents come complete with jointed poles and



wooden stakes. It is advisable to carry a number of extra metal stakes as the wood stakes that come with the tents are more easily broken than the metal ones.

The poles and stakes should be carried in a separate bag. This method saves wear on the tent and eliminates all danger of having the tent punctured by a sharp tent stake or pole tip.

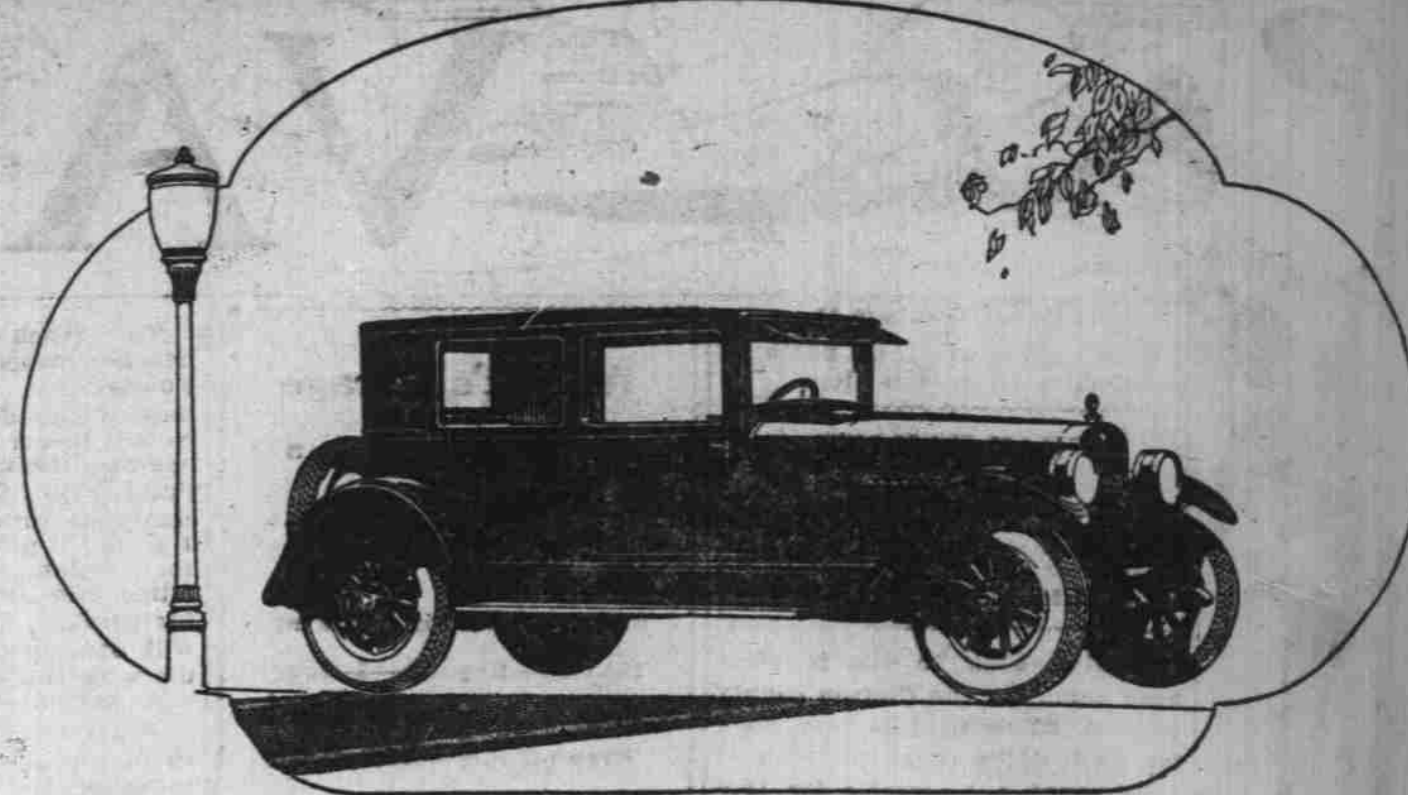
Next week—Loading the car to the best advantage.

SMALL AUTO VISITS HERE MIDGET SPECIAL ENROUTE TO NEW YORK

The smallest automobile in the world. Designed and built by Gus Petzel of 1207 Grand St., Alameda, California. He is driving this little car from San Francisco to New York over the Lincoln highway, and passed through Salem last Wednesday. The car is equipped with a 4-cylinder air-cooling motor, three speeds and starter. Has a 60-inch wheelbase and stands two feet high. Has 3 1/2 inch road clearance, 20x4 tires and weighs 560 lbs., and a speed of 80 miles an hour.

UPKEEP DEPENDS ON DRIVER

The upkeep of any automobile depends on the driver and the care he gives his machine. If a car is kept properly lubricated and driven with some care there is very little cause for any trouble with the average automobile. Some drivers claim that it costs them as high as ten cents per mile to operate their cars while others have been known to operate at less than five cents per mile figuring everything.



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