

**STRETCH YOUR A-U-T-O
TO LENGTHEN ITS LIFE**

"Stretch your automobile," is the startling advice to all motorists given in an editorial in the Paige-Jewett Magazine.

"When raw rubber prices were artificially raised to an exorbitant figure," says the editorial, "American motorists backed up Herbert Hoover in a campaign to 'stretch rubber'—that is to make their tires last longer. A considerable break in prices resulted."

"Now, let's not stop at rubber. Let's stretch gasoline, oil, brakes, engines and everything—in short let's stretch the whole automobile."

"When we stretched rubber, we prolonged the life of the tires; as

motorists put it, we got more mileage per tire, and postponed replacements by careful use of the tires.

"Careful use of your automobile will have the same beneficial effects on other items."

"Keep your carburetor correctly adjusted, and stretch your gasoline."

Avoid abuses that cause crankcase dilution, and stretch your oil.

"Use your brakes with discretion, and stretch your brake linings."

"Treat your car with greater consideration, and stretch your automobile."

"Everybody stretch—and get more mileage per dollar!"

**STUDENTS FINDING
OVERLAND POPULAR**

"Juvenile Vehicle" Is New Name for Touring Model; Marked Growth Seen

A marked and new demand for Overland touring cars has recently developed among students at high schools, preparatory schools and at colleges according to investigators who have been studying this demand for Willys-Overland, Inc.

It is rapidly becoming the second car in families where the parent group have found the insistent demand for the family car on the part of the younger generation has made two cars or walking necessary on their part.

Where bicycle parking racks once served, parking spaces adjacent to the schools are now crowded with student cars.

Among the younger generation, the open car is still the great popular favorite with the freedom it affords as compared with the enclosed body type. A study of any school area in any city of size at the time school is opening or closing will reveal an astonishing number of student body arriving or departing in groups in their automobile.

From the viewpoint of the parent who buys the car, the investment in the Overland is sufficiently low to warrant his consideration of this car. From the viewpoint of the student who earns his own car, the same convenient figure is a compelling attraction and from the viewpoint of those who use cars, the big car performance ability and control features of the Overland are deciding factors.

The use of an automobile by the school-going modern generation is a natural follow-up of the growing tendency to build homes in the suburban section. It has been accentuated first by the delays of street car accommodations, then the inconvenience of bus transportation.

In the long run it is an economical investment in health, satisfaction and convenience for the whole family.

"THOU SHALT NOT"
(Continued from page 1)

a season before only to find it laid waste by the hand of the despoiler.

In a hurt amaze we look about us. What of the dogwood and laurel that bloomed in the spring? Nothing remains but bare and broken branches.

The grass which we remembered so freshly green is trodden under ruthless heel.

Egg shells and banana skins, boxes and bones and broken bottles strew the ground. Torn papers flap in the tree tops, for all the world like unpleasant birds of prey haunting a scene of carnage.

An ugly picture and of man's making.

A day of unbridled merrymak-

ing; blossoms garnered to will even before they reach the homes where they intended to grace—and a whole year of unsightliness for all who follow in the wake of those first few who so ruthlessly selfishly served themselves.

Of course, this desecration of the roadside, this spoliation of plant life is due rather to heedlessness than to wanton will to destroy, magnanimously suggests Mr. Thomas.

Very likely, but what matter if results are the same!

If such piffers have no civic pride, no sense of responsibility, no concern for the rights of others, where is their own common sense that they so utterly fail to realize their own sinning against themselves? By their lack of forethought, their greed of possession, they make it impossible to repeat a pleasant experience.

Out of his knowledge Mr. Thomas informs us upon another point. It is the not long distance tourist who does damage as a rule, but the one-day picnicker.

Why? Must the motorist least accustomed to luxuries be least to believe it. Yet it must be those new to liberty who mistake it for license.

"Be good to your country. Keep it looking as lowly as God intended it to look. Let all enjoy it."

Not beauty for one nor for a few! Beauty for everybody! Share and let others share it! An altruist's appeal.

Congratulations to the American Automobile Association. Thus they embody the Golden Rule!

Salem—Findings of lead-silver ores on North Santiam river, will be vigorously worked.

**WILLYS-KNIGHT 70
NOW IN PRODUCTION**

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now at the rate of 1000 a day and facilities are being rapidly made to bring this up to 1500 a day within the next two months.

Present indications are that a daily average for the year of not less than 1200 units in the four general lines, will be necessary to satisfy dealer demands which will be considerably in excess of the 50 per cent increase in manufacturing schedules which was set early in January.

The production of the Willys-Knight Six Seventy will constitute a large percentage of the total output despite the fact that demand for the Overland Six is already at a rate of approximately 50 per cent increase over the total business in this model for last year.

**DRIVE IS LAUNCHED
TO CURB SPEEDERS**

(Continued from page 1)

4. Angry public opinion against automobiles and the automobile

dealers.

Communications received by Mr. Morey from automobile dealers state that the writers are in sympathy with his views on the subject and believe that some action should be taken to prevent reckless driving of this nature over the public highways. Some feel that stunts of this kind cheapen the car that is being advertised in this manner. Others are opposed to this method of trying to sell automobiles.

Commenting on a drive made by one motorist from Kansas City to St. Louis, at an average speed of 15 miles per hour, one automobile dealer declares that the driver had been a menace to public safety for about 265 miles and should have been apprehended before he started the wild race.

Translation of Alexander's Letter Starts Treasure Hunt

LENINGRAD—Professor Denike and Professor Massalski have discovered in the library of the late Khan of Kiva a manuscript containing a translation from Greek into Arabic of a letter sent

by the Great Macedonian Prince, Alexander the Great, to one of his generals.

The letter gives a full inventory of the hero's treasury, con-

sisting of a pile of gold bars on

which are engraved treatises on

medicine and morals.

The government will make excavations on

the spots mentioned in the letter.

--Facts you should know about **Studebaker Cars** **Heavy Steel Fenders**

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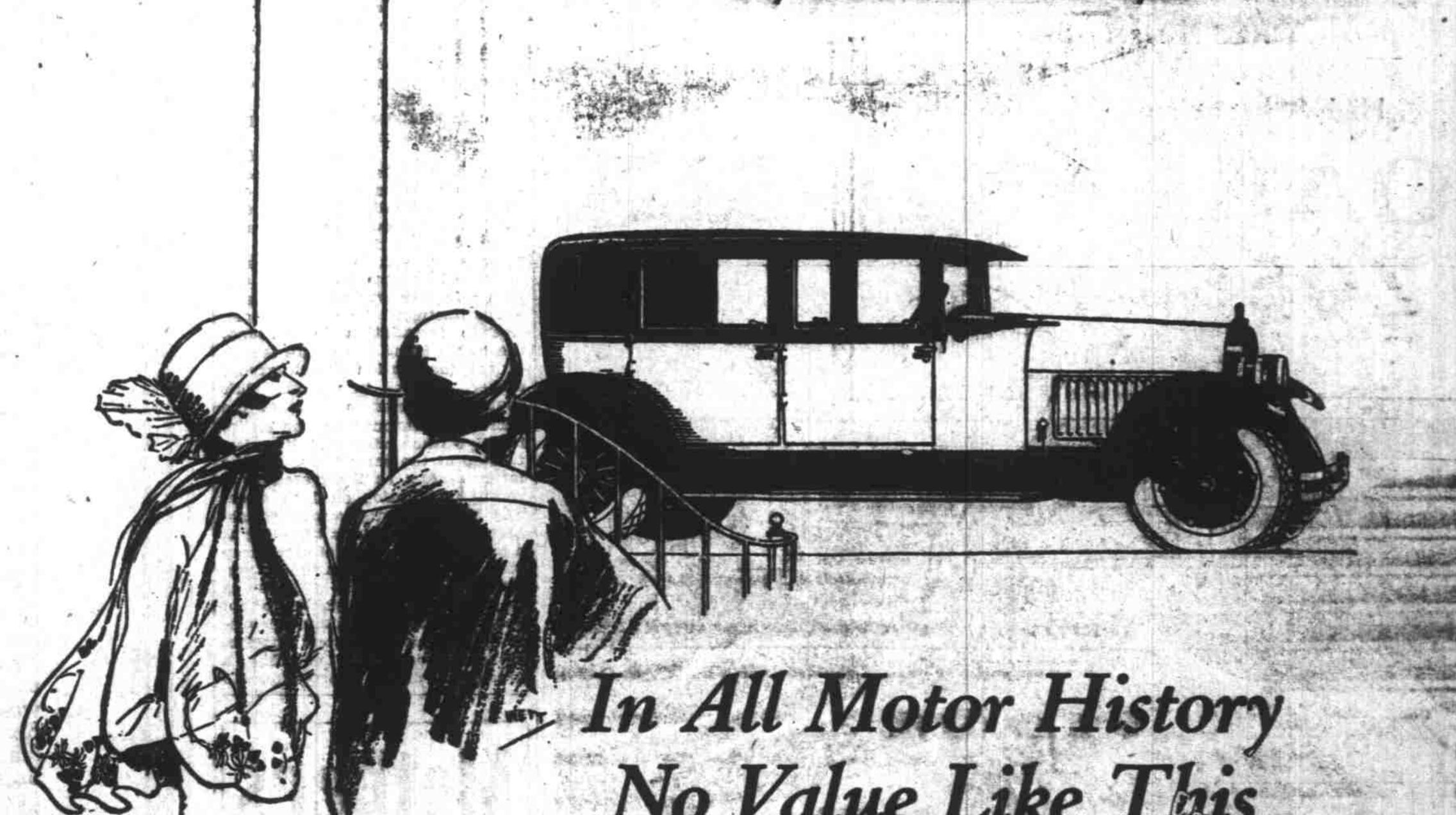
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