

STUDEBAKER MADE COMPLETE IN OWN PLANT, SAYS DEALER

Local exhibition of the new Studebaker models at the auto show will show to motorists with new eyes the fact that Studebaker manufactures its bodies and cars completely in its own plant, says Marshall Moore, local dealer.

"We've recognized the fact, in which the Studebaker is unique among the large manufacturers of fine cars, but it is more apparent this year than ever before in the car-buying public's eyes," he says.

Development of the new Studebaker duplex bodies—which for the first time in automobile history combine the advantages of the open car with the comfort and protection of the enclosed car—was made possible, according to Moore, by the fact that Studebaker bodies are designed by Studebaker experts, alone, and that the actual building is done in the Studebaker plant, completely equipped with 100,000,000 body plants.

A parallel situation is noted in the perfecting of Studebaker's new all-enclosed body models.

Distinct New-Type Beauty

The new Studebaker models present striking beauty of appearance, in which there is an individuality apparent not alone in the longer lines, new lamps and fenders, higher chassis and sides on lower-hung chassis, but even in the finish and schemes.

Enthusiastic comment upon their beauty is heard everywhere—almost invariably concluded with the remark: "What is it that makes them so different from the other cars I see?"

This question is answered by the fact that Studebaker body designers design the Studebaker alone; that Studebaker bodies are built to be a strong and harmonious part of Studebaker cars as a whole. Naturally, experts declare, in Studebaker cars the very lines and proportions must be distinctive and originality that other cars cannot possess.

The same principle applies, they point out, to every detail of the enclosed body models; the specially designed seats and their arrangement, the genuine mohair used for upholstery, the instruments, hardware and fittings. Every item is specifically designed or carefully selected for Studebaker cars alone.

New \$10,000,000 Plant

For the production of the new Studebaker models, Studebaker's new \$10,000,000 body plant—given over solely to the building of Studebaker bodies—is in operation at South Bend, Indiana. The entire automobile industry looks to body plant more modern in methods and equipment, in the opinion of prominent engineers.

In the organization, building and equipping of its body plant, Studebaker has accomplished something matched by no other large maker of the cars, it is authoritatively stated. For in a fine car body only the most accurate of craftsmanship can be accepted—or else it ceases to be a fine car. Too, only the highest quality of materials—from frame to upholstery and the varnishes, paints, enamels and lacquer with which the body is finished—may be used.

Men high in the lumber industry declare that no automobile builder uses better grades of wood than Studebaker, because there are no better grades. Similarly with its genuine mohair for upholstery is closed models, genuine Spanish grain leather in duplex models, and all details of finish and fittings, Studebaker insists upon highest quality.

Value, Second Advantage

By this complete manufacture—from raw materials to finished cars and bodies, Studebaker is able to effect manufacturing savings in a number of ways. For instance, it is pointed out, there is no wasteful under-buying or over-buying of raw materials, because Studebaker knows in advance exactly the number of bodies that must be produced in a year, or other given period of time.

And, judging from the record sale of new Studebakers the motoring public has enthusiastically discovered that the second great advantage of Studebaker's complete manufacturing is—value.

Latest, Snappiest Models of Maxwell, Chrysler at Show

The very latest and snappiest models of both the Maxwell and Chrysler will be on display at the auto show by the local representatives, G. C. Moir, he announces. At least two models of each machine will be shown, and all will be ready for immediate demonstration to any one who wishes to see these models perform.

Mr. Moir plans to be in attendance at the show all of the time, and he will have his salesmen, I. H. Simpson, with him to help describe the two makes of cars. C. L. Coy, of the Portland agency, is also expected to come down for part of the show, it is said. Mr. Coy is to survey the Eugene field and to give and take pointers on how the Chrysler and Maxwell cars are being received in this field.

Chrysler Bodies All Built by Fisher Lauded by Dealer

The Chrysler bodies have proved one of the most interesting points of the new Chrysler, according to C. G. Moir, local Chrysler and Maxwell dealer. The designs have been among the most striking out this year, and he is especially loud in the praise of their beauty.

"A new delight and a still higher satisfaction now await you in the Chrysler six with new body by Fisher," says Mr. Moir.

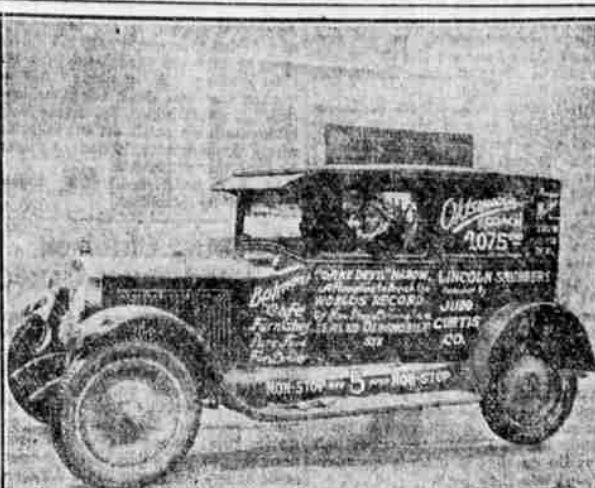
"There is body work not excelled anywhere by the most costly custom creation."

"There is body work of a quality specially designed to match the supreme Chrysler quality so closely shown in performance and engineering and construction that the whole country is talking about it."

Your special attention is called to

"SMILES" MAROW SETS NEW MARK

Endurance Record of Nearly 122 Hours is Set in Oldsmobile Coach in and About Battle Creek, Mich.



Two new world's records have just been made by "Smiles" Marow, dirt track driver, in an Oldsmobile coach. Marow drove 121 hours, 59½ minutes—more than five days and nights—Continuously, while shackled to the steering wheel of the Oldsmobile six. During that time he covered 3,568 miles.

The previous endurance record was 121 hours and 26 minutes, and the mileage was 3,300. Marow exceeded the previous mileage record after 110 hours of driving.

Marow made his record breaking run in and about Battle Creek, Michigan. He was handicapped by having to travel over slippery, snow covered roads during the entire drive, with temperature below zero at times.

Forfeit is Posted

Several weeks ago Marow declared his belief that he could break the endurance record, and at the same time asserted that he could wear out any light six-cylinder car during the run. This latter declaration was challenged by Lee Barnhart, Oldsmobile dealer in Battle Creek, who offered Marow an Oldsmobile to make the test with and agreed to forfeit the car and \$1,000 in cash if the Oldsmobile failed to stand up as long as Marow could drive it.

Marow was handcuffed to the wheel and chained to the seat. The hood of the car was sealed at the start of the run by Mayor Charles C. Green of Battle Creek and was opened at no time during the 122 hours. The

angles than can be made on limited trails and having combatted snow and ice successfully for the first leg of the journey with a gain of an hour up to Indianapolis he bids fair to have a nice record when he arrives in California for the going gets better toward the west.

Notch on Wheel Is Big Aid in Backing

A little scheme that makes it easier to back out of a driveway is to make a little notch on the under side of the steering wheel nearest the driver when the front wheels are in a straight ahead position. If the driver starts backing straight and keeps the notch in the original position the car ought not to run off its course.

AUTOMOBILE SHOW HAS SILVER JUBILEE

This year is the time of the Silver Jubilee of automobile shows—just 25 years since the first automotive exhibit was held in this country. There is a tendency among those long identified with the industry to look backward over this quarter of a century and review the advancements that have been made in that comparatively brief period.

These achievements have been so remarkable that even the most forward-looking engineers hesitate to venture a guess as to what the por-

tion transportation medium of 1950 will be like. Certainly if automotive science continues the pace set since 1900 the product 25 years hence cannot even be imagined.

"Get a Horse" Cry

Memory faintly recalls the early products of the infant automobile industry as little contraptions that made a lot of noise—when they would run. Also that they stopped so frequently that the youth of that period greeted each car with a cry "Get a horse." But memory fails to bring back in detail how crude these machines were in comparison with present day cars.

The first company to commercially produce automobiles was the Olds Motor Works, of Lansing, Michigan, who for a period of 25 years has been busily engaged in making and selling automobiles. A comparison of the early products of that company with its present 1925 models gives a definite picture of the advancement made by the industry.

In "The Horseless Age," which was the first name of "Automotive Industries," the present trade magazine and, incidentally, the first automobile trade publication, of February 12, 1902, issue appeared a description of the Oldsmobile from which the following extracts were taken:

Description is Strange

"The Oldsmobile runabout must be termed a 'medium weight car' since it belongs to that class of automobiles to which carriages of 800 to 1,100 pounds belong. The body of the vehicle has the lines of a runabout and a curved dash. The wheels are of the suspension type and shod with 28x2½ single tube tires. All the machinery, tanks, the battery, etc., are in the rear part of the body. A centrally located steering lever is provided to guide the machine, and all control levers operated by hand are on the right side of the seat and the operator, who grasps the steering lever with his left hand, the change speed lever with his right, and actuates the brake pedal with his right foot. On the extreme right side of the dash a small pedal is provided which controls the mixture and is used as a speed accelerator. A similar pedal near the heelboard relieves compression when starting.

Single Cylinder Used

"The engine is of the single cylinder variety, with a bore of 4½ inches and a stroke of 6 inches, and runs at a normal speed of about 600 revolutions per minute—power is transmitted from the shaft to the rear axle by means of a roller chain. The speed of an Oldsmobile on a good road is said to be at a rate of 20 miles per hour at a maximum."

Compared to this is the present automobile with four, six, eight and 12 cylinders capable of all speeds from one to 60 miles per hour in high gear; electrical equipment for all purposes and bodies more comfortable and luxurious than the average home of 1900. The basic principle of mixing air and gasoline vapor, compressing it in a cylinder and firing the mixture with a spark is about the only thing the present day automobile has in common with its predecessor of 25 years ago.

Under Scientific Study

Modern road building will undergo scientific laboratory study by arrangement of the U. S. bureau of public roads and Johns Hopkins university. The tests will center about the elastic properties of concrete under the impact of moving loads.

VARIETY KEYNOTE OF BRINGLE CAR SHOW

Variety will be the keynote of the Bringle Auto company display at the Automobile show this year. The firm has leased space for three cars, and

a model of the new Paige, the new Jewett, and the Gray will be displayed every day. The models will be changed each night, so that the people will get a chance to see the entire line of each car.

"Should anyone be curious about any models not on display we will have our showroom open any time," said Mr. Bringle, "and the cars are ready to go out for a trial spin if any one wishes."

The entire force will be on hand every minute during the show week.

Harry Russell and L. W. Clark, salesmen, will be at the display, while Mr. Bringle himself will divide his time between the armory and his salesrooms. "We expect to be busy," he says, "but not too busy to point out the fine points of the Paige, the Jewett or the snappy little Gray."

Oldest Driver

Connecticut's oldest licensed auto driver is said to be Eliza S. Goodrich of Wethersfield. He's 90. The state has several drivers over 80.

It Took a Jewett to Do It

THREE years ago we built the first Jewett car—a Six. It was revolutionary—in two ways. It had about one-third more power than was ever put into a car of its size. It was sturdier by hundreds of pounds than other cars of its size.

And it was a Six—remember that. Three years ago it was a sturdy, big-powered Six. It could outperform and stand up with cars of far higher price. That was when other makers in Jewett's price class—\$1000 to \$1500—offered dependable but sluggish Fours, or Light Sixes, underpowered and short-lived.

"Sixes Do Beat Fours"

You remember when we advertised "Sixes Do Beat Fours." It caused a lot of talk. Fours were then still considered best in our price field. Folks admitted a Six was "nicer to handle" but said: "These Light Sixes don't stand up."

It took a Jewett to do it. That's what made the Fours scamper to cover, and they have scampered fast. Today only two makers sell many Fours in Jewett's price class. And to be safe, they have recently brought out other cars with more cylinders.

How About "Light" Sixes?

And what has become of "Light" Sixes? You hear of them no more. Folks wanted a sturdy Six with ample power. Sixes that would last like Fours. Moderate-priced, moderate-sized, economical Sixes that would perform like big, high-priced Sixes.

It took a Jewett to do it. Jewett was built to prove these things possible—to give the public what it wanted. So Jewett literally ran away with the field. In three short years the public has invested nearly one hundred and fifty million dollars in Jewett cars.

No wonder you ceased hearing about "Light" Sixes. No wonder millions in equipment have been sent to the scrap pile to make possible new cars to compete with the Jewett. But run them on the coal scales and you will still find them "Light" Sixes—hundreds of pounds lighter than

Jewett. Check up on the piston displacement of their motors. You will still find them underpowered—20% to 30% less power than the Jewett.

Now a New Jewett

And to make sure of Jewett's leadership—to keep the Jewett the finest car we know how to build—there is now a New Jewett. Imagine all we have told you about the old Jewett. Magnify it with all the superlatives you can think of. And still you will come short of getting a picture in your mind and eye of what this New Jewett is and does.

Without enlarging the motor, without speeding it up, we have yet increased Jewett's power 20%! We have introduced new spring construction for balloon tires, which makes the Jewett ride like a car with 125-inch wheelbase—this without sacrificing Jewett's convenient-size wheelbase.

New Smoothness—Silence—Beauty

With a counterbalanced crankshaft, chain front-drive motor, we have reduced vibration and noise as near zero as will ever be reached. And finally, with new bodies, we have dressed the Jewett up as beautifully as any car you have ever seen.

Let us show you a New Jewett either in our store or at your front door. We want you to take one for a long drive. Handle it yourself. Only then will you realize why Jewett will retain its lead for many years more—why it is the first choice among moderate-sized cars today.



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| 32x4 Mason or Brunswick Cords | \$15.55 |
| 33x4 Ajax or Brunswick Cords | \$15.75 |
| 34x4 Hood or Brunswick Cords | \$16.00 |
| 34x4½ Hood, Brunswick or Mason Cords | \$24.90 |

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