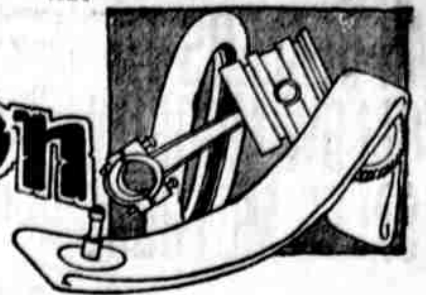


Automobile Section

Paul T. O'Dowd, Auto Editor

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SECTION TWO

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AUTO BUYERS LEARN FROM AUTO SHOWS

"Reports from the many automobile shows throughout the country are most encouraging," says L. O. Arens local dealer in Chevrolet passenger and commercial cars.

"The attendance is generally larger than in previous years. And people are showing a much keener and more critical interest.

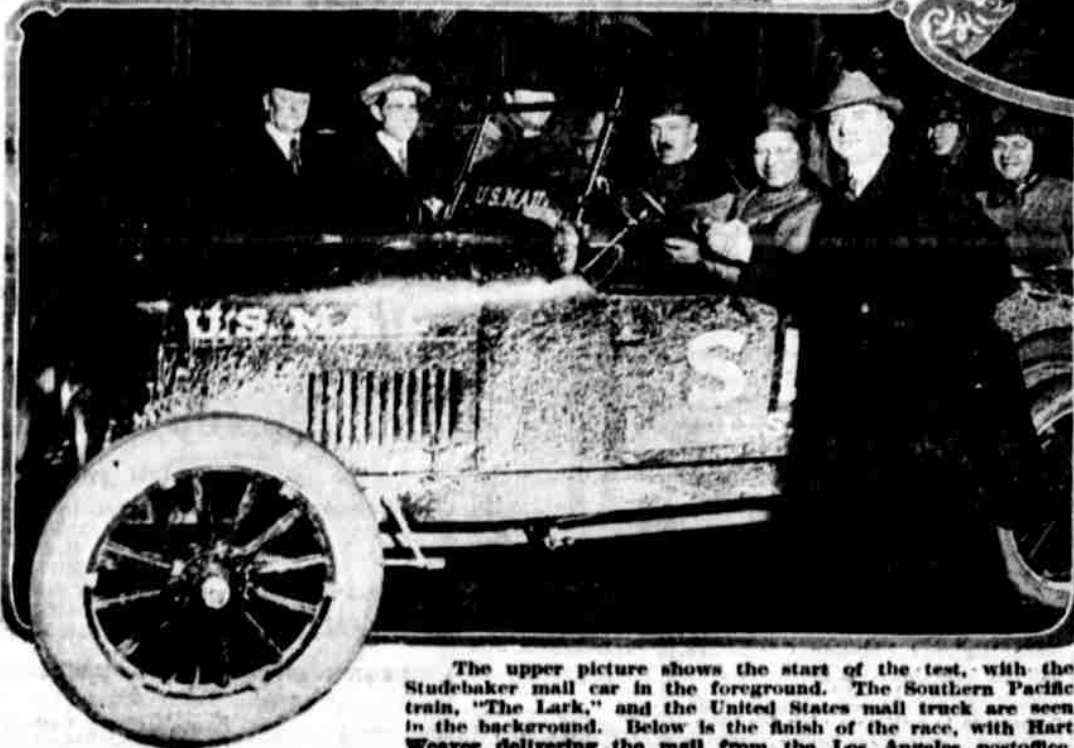
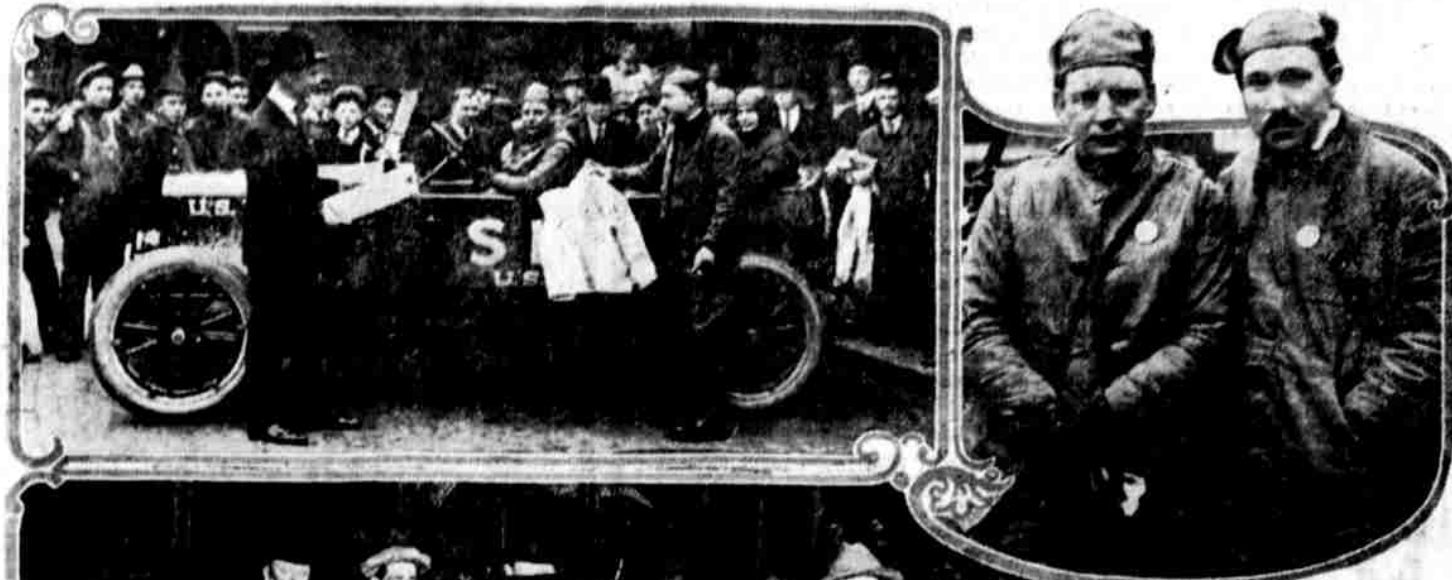
"It is obvious that the public has learned the importance of motor transportation. The individual has been educated to the usefulness of the passenger car as necessary equipment that increases his personal efficiency just as commercial cars increase efficiency in business.

"Accordingly the greatest attention at the shows is centered on mechanical ability. People are taking a more and more practical interest in securing the utmost service for their money.

"Few novelties in motor car design have been exhibited and little real interest has been accorded them. Gasoline mileage, tire mileage, simplicity of construction and operation—these are the subjects on which exhibitors have been questioned.

"And the most careful purchasers have chosen cars with known records for economical, and dependable performance. For a reputation for service and satisfaction is always the best guarantee of a profitable investment in a motor car."

STUDEBAKER MAKES RECORD RUN BETWEEN LOS ANGELES AND SAN FRANCISCO



The upper picture shows the start of the test, with the Studebaker mail car in the foreground. The Southern Pacific train, "The Lark," and the United States mail truck are seen in the background. Below is the finish of the race, with Hart Weaver delivering the mail from the Los Angeles postoffice.

INTEREST IN AUTO SHOW IS INCREASING

As the days before the auto show, which opens on March 29, grow fewer, the interest in the venture increases. The auto show idea has taken root in places where it seemed that the soil never could be brought into a producing state, and now, instead of talking in the potential mood, the show promoters and auto dealers have begun to talk in declarative sentences, and all looks rosy for a show that will be a credit to Klamath Falls and the entire community.

Immense successes in other places have been instrumental in creating optimism here, and when the dealers take into consideration the fact that Chico and other smaller cities went "great guns" with their auto shows, the spirit of loyalty to home interests takes hold, and there isn't one of these dealers who would not like to see the show here take a place with the best of them. They know that their co-operation is needed, and applications for space on the display floor are being made every day.

Within a day or two a representative of the Commercial Exhibit company will make the rounds of gasoline row, and dealers can then arrange all the details of the space reservations.

ENGINE OPERATES PUMP
In an English motor driven street sprinkler the engine operates one pump to fill the tank and another to spread the water.

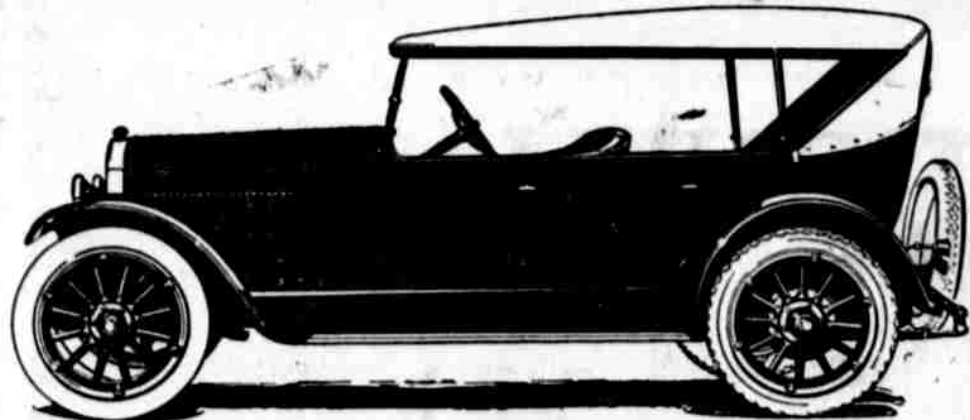
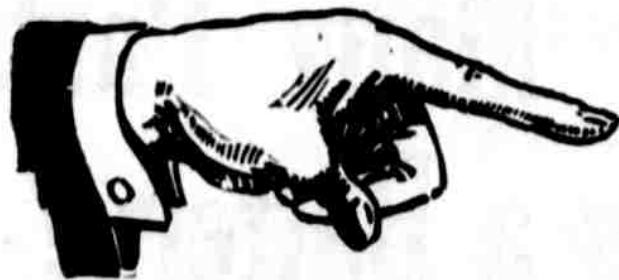
The Studebaker Light Six, piloted by Hart L. Weaver and James F. Curley of the Chester N. Weaver company, last week broke all records making a round trip between San Francisco and Los Angeles 21 hours and 23 minutes. The coast route record was broken by 2 hours 35 minutes 20 seconds.

Ten hours of the test included driving at night, plunging over all kinds of road at a speed that needed nerve and ability to keep up. At Los Angeles only a 30-minute stop was made in order to allow the crew to get something to eat, and then the car was again put at its task.

Three times—at Fresno, Merced and Madera—the car dashed through rainstorms for mile after mile. Most of the return journey was made in the daylight over the regular highway, and the tired pilots had no

(Continued to Page Thirteen)

Announcing



In making this, our first announcement, we are going to adopt the policy of being seen first and heard afterwards. In presenting the Scripps-Booth automobile to the people of this territory we feel that we are representing a car that any agent can stand back of—a car that is going to be one of the leaders, not only of this section, but of North America. When you know this car as we know it, you will agree with us and you will buy it. That is why we are going to let you see the car before telling you its real merits.

We ask you to remember us and to give us a chance to show you that we have a good car, that we are here to stay and that we can and will give you a square deal.

The New Scripps-Booth Six

IS MADE BY AND BACKED BY

THE GENERAL MOTORS CORPORATION

CAPITALIZED AT OVER
\$1,000,000,000

Think what this means to the owner of the SCRIPPS-BOOTH! It means that his car is made by the largest motor car manufacturers in existence and sold at the lowest price, and that this company, its capital and policies are behind the car in service.

In addition the General Motors Acceptance Corporation handles the time paper of our cars. It performs this service without profit financially.

EWAUNA MOTORS CO.

J. H. GENNETTE

123 S. 4th St., bet. Main and Klamath. Phone 60-W

M. S. LESTER