

THIS CAR MADE A NEW WORLD'S RECORD RUN

"Whenever or wherever the stories of motor cars are told, the list of stories will not be complete without the story of the marvelous run of the Studebaker Light Six between Los Angeles and Frisco." Thus mused Ed Dunham of the Dunham Auto company yesterday afternoon. Queried about this run, Mr. Dunham stated that this car left the main post office at Los Angeles one Tuesday morning at 10 o'clock, and arrived in San Francisco at 7:15 o'clock Wednesday morning, making the 411 miles in 9 hours, and 15 minutes, breaking the valley route record. The Studebaker Light Six, which made this record run, or a duplicate of the car, will be seen in one of Mr. Dunham's booths at the auto show.

At all driving speeds up to 55 miles an hour, the Light Six is said to be freer from vibration than any car of its approximate size and weight. The powerful motor, said Mr. Dunham, contains noteworthy inventions and improvements by Studebaker engineers, and is most efficient in utilizing the low grades of fuel now on the market. It is built complete in one of the newest and most modern automobile plants in the world. Under all operating conditions the Light Six, a 2400 pound car, has displayed all the unusual performances and durability which characterize the Studebaker Big Six and the Special Six of today. The Light Six is made in three body styles, the touring car, the sedan, and the landau roadster. The touring car will be shown in the coming exhibit.

The Big Six will be seen in the Dunham Auto company's second booth. In this car the 126-inch wheel base, 60 horse power demountable head motor, accessibility and freedom from unnecessary parts, the subframe which carries the rear of the motor and transmission, and many other new features of construction, assure perfect satisfaction under every condition of service, says Mr. Dunham.

The Special Six was crowded from the exhibit floor by the number of other exhibits, but it will be shown in the Dunham garage, just across the street from the Acme garage, where the show will be held. Telling about the Special Six, Mr. Dunham mentioned particularly the simplicity and clean-cut design of the motor, and the complete wiring and electrical system which centers in the junction box. The improved carburetor with "hot-spots" intake manifold, insuring economy of operation, was also expressly mentioned by Mr. Dunham. Added to all this, continued he, the beauty of the car, its upholstery and many handy devices in the body parts, place it in a class above the ordinary.

The Franklin, Mr. Dunham's other pet, will also be shown in his own garage. This is the same old Franklin, with the new straight hood, which gives it the appearance of water cooled cars. The slanting hood is a thing of the past on this car. After looking over the attractions at the show, Mr. Dunham will be tickled to have you cross the street, and get your fill of more useful motor car lore.

LEE TIRE MAN HERE

"To be the best concern in the world to work for, and the surest in existence to do business with." Those are the words repeated to The Herald by Charles Crozier, who was here the first of this week in the interest of Fisk tires, and the words, he said, refer to the company he represents. Charley's Place is the home of the Lee tire here, and Mr. Crozier says that last year's business here was a hummer, and that he expects Charley's Place to exceed last year's business this year by at least 100 per cent. Furthermore, said Mr. Crozier, one third of his business this spring has been done in this territory, and the district covered by him is anything but a wee small area.

Lee tires are one of the black top and red top kinds. The first is competitive in price to any standard make, while the red top is oversize, and is well adapted to the present character of roads in this section. All sizes, and all kinds, said Mr. Crozier, and second to none. These tires will be on display at the show.

BEILIS COMING



MENDEL BEILIS

Mendel Beilis, famous throughout the world during the days of Czar Nicholas as the defendant in the Russian "ritual murder" case, has sailed from Palestine for America.

A ventilated spark plug is provided with a ball check valve through which air is drawn to keep the center electrode free from carbon and oil.

ALL SMILE, AND NO GUILF; THAT'S JIMMY

"Protect yourself against everything," says James H. Driscoll. Through the above remark, it is not hard to guess that Mr. Driscoll is in the insurance business. He imparts everyone to procure protection against fire and theft, and even the elements, and as the scope of his business is, extensive, he can give you the insurance you need. Mr. Driscoll is quite a favorite among auto owners, and has insured his share, or perhaps more than his share of the cars of the this city and county, and he's still looking for more business. His advertisement appears in this issue, and of course more business is bound to come to him—through the medium of the ad. He'll be at the auto show, with his usual smile, and he'll meet you there.

Advertising brings efficiency.

UNION TAXIE

Under New Management

At your service

Phone us any time

We'll take you anywhere

Phone 424-J

OUR OFFICE IS NEXT DOOR TO STAR THEATRE



Here's one of them; a two-button double-breasted coat. Note the longer lapels and square notches. We'll show you many others; prices very low.

LET'S GO,
TO THE AUTO SHOW

What the right clothing store should do for you

It should give you good merchandise; quality should be the chief consideration; such clothes as Hart Schaffner & Marx make.

It should give you the lowest possible price for good quality.

It should give you pleasant, willing service. It should be the chief consideration; such clothes as Hart seeks your best interest.

It should give your money back if you're not satisfied.

We're doing these things

"I AIN'T MAD AT NOBODY"

K. SUGARMAN

The home of Hart Schaffner & Marx clothes