

STUDEBAKER IS OFFERING 3 NEW MODELS

Studebaker open cars are offered in three models and six body types, including the big six touring car and speedster, the special six touring car and roadster, and the light six touring car and roadster. The chassis upon which these bodies are mounted have established unusual records for power, dependability, comfort and economy and have made Studebaker a leading figure in the industry.

The Big Six Studebaker

The 1924 big six touring car and speedster are equipped with disc wheels as standard. The big six touring car carries one extra disc wheel and the speedster two, complete with cord tires, tube and cover. The two extra disc wheels on the speedster are carried on the front fenders, while a commodious trunk at the rear adds to the appearance and serviceability of the car.

Comfort and convenience are further provided by the one-piece rainproof windshield, automatic windshield cleaner and glareproof, glass visor, quick action cow ventilator of cast aluminum, snubbers, clock, rear view mirror, cow lights in windshield base, courtesy light on the driver's side, which illuminates the roadway in passing other cars, at night, tonneau lamp with extension cord, combination stop and tail light, thief proof transmission lock and complete tool kit with lock, installed in the left fipat door.

The Special Six

The lines of the 1924 model special six touring car and roadster are more beautiful than ever before. Like the chassis, the bodies are built in the Studebaker plants by master craftsmen.

The 1924 Special-Six touring car and roadster are distinguished by such features as the one-piece, rain-proof windshield, automatic windshield cleaner and glare-proof, glass visor; quick-action cow ventilator of cast aluminum, American walnut, all-wood steering wheel with new-type spark and throttle control, rear-view mirror, combination stop-and-tail light, and inspection lamp with long extension cord mounted on the instrument board, tool compartment in left front door, ignitions and thief-proof transmission locks which are operated with a master key.

The Light Six

The lower edge of a depressed belt extends around the body of the light six touring car and is carried through the hood and radiator, giving the car a distinctive and harmonious appearance.

Wide, deep seat cushions and long-coil-spring springs, front and rear, together with an equal distribution of weight of the car to all four wheels, contribute to the restful riding qualities of the light six cars.

NO HAZARDOUS IN-TRAP FOREST RESERVES

PHOENIX, Ark., March 4.—Advertising signs have been ordered removed from the sides of all roads that traverse the forest reserves of Arizona and New Mexico. District Engineer E. S. Wheeler of the Bureau of Public Roads hereafter will permit only roadside signs that have been placed by highway organizations or automobile clubs. There is suggestion that a bill be offered in the Legislature prohibiting disfigurement by advertising of any state highways, as well as of the erection of bill boards at intersections where they shut off the view and thus conduce toward accident.

CLOSED CAR COMFORT

SAN FRANCISCO, Calif., March 4.—"There is a great difference between the comfort of riding in the modern closed car and shivering in the motor vehicle of the early years of this century," says J. H. Newmark, manager of sales promotion, Durant Motors Inc. "Formerly for the winter trip the passenger needed a fur-lined cap, a set of huge, lined gauntlets, a muffler, cap with ear muffs, a warm motor rug, warm footwear and a pair of goggles. Close-fitting curtains, windshields, four doors, and ear heaters have largely done away with the rigors of winter motoring, and in the closed car a person is as comfortable as at his own fire-side."

HUDSON PRODUCTION

January production of Hudson Motor Car Company was 10,000 Hudson and Essex cars, within a few units of largest month in com-

pany's history. February schedule is 700 cars a day, or about 15,000 for the month, but delay in receipt of certain materials may reduce the marginal figures. Demand greatly exceeds present ability to supply cars, say officials.

The 1924 Hand Book of Automobiles, issued by the National Automobile Chamber of Commerce, shows illustrations of 212 models of cars. The total number of car models and truck chassis listed is 735.

OAKLAND HAS BIG LIST OF WINS IN ENDURANCE RUNS

All four of the economy runs that have been staged on the Pacific Coast during 1923 and 1922 have been won by Oakland. There are only two important economy runs on the Pacific Coast each year—the Yosemite Economy Run and the San Diego-El Centro Economy Run. Oakland not only won the sweep-stake cups in all four contests but also the class cups. All these contests have been under official observation and only stock cars are used. In the last San Diego-El Centro run Oakland made the phenomenal mileage of 38.29 actual miles per gallon, which was the greatest mileage per gallon regardless of the size or weight of cars entered.

STAR DEALERS ARE GRATIFIED BY SALES

An unparalleled wave of enthusiasm throughout the ranks of Star dealers all over the country follows the announcement of the astounding sales records set in November, December and January.

The heaviest sales increases were registered, of course, immediately following the introduction of new Star models which made their bow to the motoring public November 4, last year.

Norman de Vany, president of the Star Motor company of California, and Forest Arnold, sales manager, are optimistic over prospects for this year, and expressed certainty that there will be no let up in the demand. The factory at present is booked well ahead on orders that are constantly pouring into executive offices from dealers all over the Western territory.

R. R. USES MOTOR TRUCKS

NEW YORK, March 4.—Motor trucks have been placed in service on the New York Central Railroad on its Electric division, and within a few weeks will also be in use on the Hudson division as far north as Poughkeepsie, according to Assistant Superintendent G. H. Wilson of the Electric division. This is in addition to motor truck service on the Putnam division announced early last week, and is the extension of a comprehensive experiment likely to lead to a much greater use of motor trucks.

"Self-movable is the definition of the word automobile," says Frank Welch, manager of the Durant Motors branch. "It is derived from a combination of two words, 'avres,' Greek, meaning self, and 'mobilis,' Latin, movable. A controversy arose in France in 1900 as to the gender of the word. The French Academy finally decided the word to be masculine, probably basing the decision on the fact that its first syllables, 'auto' are derived from a masculine word."

FORD PLANT IS SCENE OF BIG ACTIVITY

SAN FRANCISCO, March 4.—William L. Hughson, Ford and Lincoln dealer of San Francisco, has returned home from a visit to Detroit with the latest Ford story.

"The Ford story, in a word," said Hughson, "is one of vast resources, unmatched by any other industry in any age, applied to the manufacture of cars, trucks and tractors with an efficiency and economy such as no other manufacturing institution has ever attempted."

"My trip to the automobile capital has painted a clearer picture than ever before of just what the Ford Motor Company means to everyone who owns, wants to own or should own an automobile."

Detroit is, of course, the central, focal point of the picture, where iron from the Ford mines and lumber from the Ford timber tracts and sawmills in Northern Michigan are fabricated into mankind's most efficient servants at the Highland Park, River Rouge and Lincoln plants. As the ore is being carried in the largest of the Great Lake ore steamers from Ford iron mines in the northern peninsula of Michigan directly up the River Rouge to the Rouge plant, the coal for the operation of these vast

activities is brought from the Ford mines in West Virginia and Kentucky over the Ford railroad, the Detroit, Toledo and Ironton.

"The River Rouge plant, which although scarcely half completed, is the world's largest industrial unit, is located just west of Detroit, covering a plant area of 1100 acres on the banks of the river for which it is named, and where but half a dozen years ago there was only wind-swept prairie and swamp land."

"Here are the furnaces, the world's largest foundry, steel furnaces, the Fordson plant, body plants and by-products plants which are marvels of industrial economy."

BETTER CARS PAV SAYS WILLYS-OVERLAND CO.

Reports disclose that Willys-Overland, Inc. engineers are being rewarded in their attempts to make the Overland models the best cars for the price on the market. Extraordinary performances are reported daily to these men at the Toledo, Ohio, factory. One of the most recent came from Raymond Dawson, Delaware, Lackawanna and Western Railroad station agent at Bridgewater, New York, who says his expenses for repairs on his second Overland touring, at the end of the first 10,000 miles, were only ten cents. This sum was spent for new fuses.

When the speedometer reached 10,000 miles, Van Aradale said he looked at the car's bearings and found them just as tight as the day it left the factory. The spring shackles, steering knuckles, tie rod and spindle bushings were in the same excellent condition.

AUTO PRICES UP TO STAY SAY MAKERS

DETROIT, Mich., March 4.—Opinion among leaders in the automotive industry appears to be divided concerning a general price increase, but there seems to be unanimity of opinion that prices will not drop in the near future at least. Interest in this important question to both

manufacturer and purchaser was awakened this week by the announcement of a jump in prices of the Oldsmobile and Oakland lines.

There is a little divergence of opinion, however, over the question of further reductions. President A. R. Erskine of the Studebaker Corporation is authority for the statement that car prices are to stay up.

"Prices of automobiles are not likely to go lower this year," said Erskine. "The tendency, rather, is upward, but I believe that prices on the whole will remain at the present level."

"During the past ten years labor costs per car have been cut in half, but wages have more than doubled. Man hours per car produced during 1923 were 329, against 600 in 1913. Average annual wages per em-

ploye are more than double those of ten years ago. Average workers' wages last year was \$1728; in 1913 it was \$760.


"We hope to bring down the price of closed cars in relation to open cars. We are deliberately planning to stay in the quality class and make Studebaker the world's largest quality producer."

EXPLORE AFRICA BY AUTO

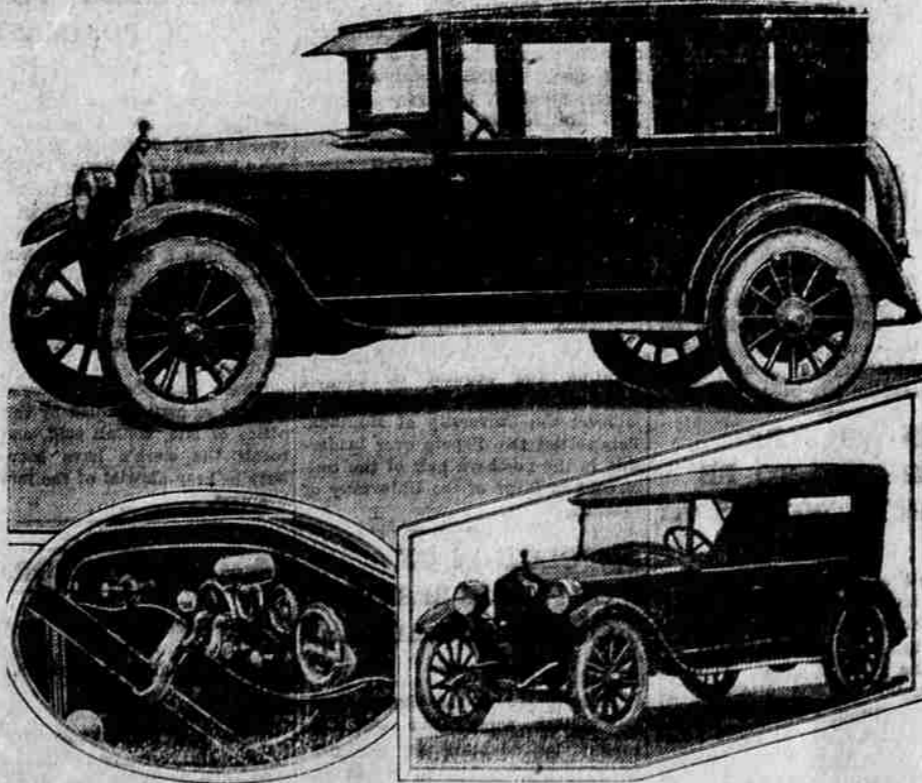
An expedition is to be attempted by seven experienced Italian explorers to travel the entire length of Africa by automobile, from Alexandria in Egypt to the Cape of Good Hope. The cars will be equipped with several new devices as regards tires and mechanism to enable them to get through the heavy underbrush and forest which have hitherto defied man's every approach.

Get This Power Thrill

A big, virile engine to send you sweeping uphill—big, sure brakes to ease you downhill—patented Triplex Springs to melt the bumps away! One hour's drive is fifty minutes more than are needed to open your eyes to the bigger Overland power, sturdier construction and greater comfort. Champion \$695; Sedan \$795, i. o. b. Toledo.



DUNHAM AUTO CO.
403 So. 6th Street



1924 ESSEX

A 30 Minute Ride Will Win You
ACME GARAGE, 600 So. 6th St.

Have you ordered your Ford?

Last year 350,000 buyers waited for delivery.

Insure yourself against delay this spring by placing your order for a Ford Car now.

BALSIGER MOTOR CO.
Klamath Falls, Oregon

Ford Motor Company
Detroit, Michigan

STAR THE #7 FEATURE CAR

"We Talked It Over—My Wife and I!"

More and more, the women of the West are becoming keen judges of real values in motor cars. That is one of many reasons why thousands of Star Cars grace Western roads today.

For women were quick to appreciate our ideal of building the finest small car at the lowest possible cost.

Long, low lines, glistening luster of finish—a car to be proud of in any company—and mechanically perfect. Never before have so many high priced features been built into a low cost car.

Twenty-seven distinct and exclusive features make the Star Car the lowest cost high grade car in the world. No other car offers so much real car value for so little money. Geared to the pocket-book of the family of modest income, it satisfies your every demand of a fine, substantial car.

Call a Star dealer up now. Ride with him—by one, he will demonstrate to you 27 feature reasons why the New Star Car was built for you.

STAR MOTOR COMPANY
OAKLAND, CALIFORNIA



The Star Car

Prices of Models
Hudson-Ten and Eight: \$495
Sedan \$590
Coupe \$610
Roadster \$635
Touring Car \$650

\$490

F. O. B. Lumber, Michigan



H. E. HAUGER, BUICK GARAGE
Opposite White Pelican Hotel