

DRIVES HERE FROM JUNEAU

Studebaker Comes All Way
From Chilly Alaska to
Sunny California

From 20 degrees below zero to 120 above; from snow and ice to arid sands; then through mud and pouring rains to the lingering winter temperatures of Detroit, are some of the conditions experienced by Glen G. Heales, who recently arrived from Juneau, Alaska. The entire trip of over 10,000 miles was made in a Studebaker car. Skirting the western boundaries of Alaska, Canada, the United States, thence into Mexico and eastward through the southern states, and again heading north the Studebaker did not even call for a new spark plug.

Heales had been in Alaska for the past six years in the government lighthouse service, and during his stay there had driven his Studebaker over 60,000 miles. The trip down from Alaska was exceedingly rough and in many places the car was buried in snow drifts and great care had to be exercised in driving over the slippery ice surfaces. Vancouver to Seattle was easier, and continuing south the trip was uneventful. Down through sunny California, climbing and descending roads over mountains the sturdy car never faltered. From San Diego the car went to Tijuana, Mexico; then came back into California for a gruelling stage of the journey through Imperial valley, 84 feet below sea level to temperatures of 120 degrees.

Covered with mud and sand accumulated from nearly every part of the continent outside, but inside everything running smoothly, the car arrived at Detroit and immediately qualified for membership in the Studebaker 100,000-mile club.

British Action on Rubber Draws Fire

WASHINGTON, June 5—Continued price fixing of rubber by the British authorities under the revision of the Stevenson act, as announced in dispatches from London, will mean continued conservation in the use of rubber by American consumers.

Early in December the American Automobile association, the National Automobile chamber of commerce and the Rubber Association of America, together with the department of commerce, undertook the rubber conservation campaign as the result of artificial control, having raised prices to over \$1.00 a pound against a production cost of less than 20 cents a pound.

Figures on the result of this campaign through surveys of production and stocks made by the Rubber Association of America and the department of commerce show that automobile users reduced their consumption of tires almost exactly 25 per cent below the same period a year ago, and this despite the increase of nearly 3,000,000 in the number of automobiles running.

Tire consumption since the campaign started, as compared to the preceding four months shows a reduction of 35 per cent, only part of which is attributable to the seasonal factor. Unofficial statistics show further that the use of tire repair materials has had a large increase over the same period of a year ago. Gasoline consumption figures show that the miles run by automobiles have not decreased.

Another effect of the continued price fixing will be to stimulate production of rubber in other parts of the world, and it will assure the continued effort of the American people to secure American controlled supplies of rubber.

Representative Loring Black of New York, in a speech in the house of representatives, called attention again to the British rubber monopoly, and declared that a protest should be entered immediately by the United States departments of state and commerce against the "plans of the British for another rubber gouge" because of the slump in prices.

He said: "It is unfair for the British government to jack up the price again. The plantations have more than recouped their losses. The proposed scheme is a gouge. The American public will suffer again."

Autoists Can Secure Road Maps Of Pacific Coast



Summer time is just around the corner and the fortunate motorist who lives on the Pacific coast, where there are so many good motor trips over excellent roads, is beginning to give thought to vacation outings. Naturally he wants to plan his trip ahead. He has in mind, perhaps, some particular beauty spot of which a friend spoke in glowing terms. He is, however, somewhat hazy on those details which go to make the vacation outings a success—the choice of a route, the condition of the roads, and the distance involved.

How many motorists have not gone through these throes of uncertainty at this season of the year when the open road is calling, and who, rather than make haphazard choice have given up the contemplated trip and sought other scenes?

To those who have, the announcement that Union Oil company of California has prepared road maps covering the entire Pacific coast slope, including British Columbia, Arizona and Nevada, will be welcome news. The maps are free to the motorist. They have been placed with independent dealers handling Union Oil products, and also

with the company's service stations for distribution to all motorists who may desire them.

In all, four maps have been prepared by this California oil corporation. One deals with California, Oregon and Washington; a second covers British Columbia; a third deals with Arizona, and the fourth with Nevada. Each map, which is made up in handy pocket size, carries a wealth of information to the motorist. There is shown, for instance, such important facts as paved through routes, paved second-

ary routes, graveled through and graveled secondary routes and unimproved routes. Local roads are also indicated. Cities and towns and even the smallest hamlets, in many instances, are shown, together with the distances separating them.

In placing these maps with independent dealers, and at its own service stations, Union Oil company has aimed at the widest possible distribution.

If you know of any game violations, call phone 584. All information will be strictly confidential.

Motorist Beats Train Schedule On 547-Mile Trip

What is said to be a motoring record for England and Scotland was set recently by J. D. S. Inglis, an Edinburgh motorist, when he beat the regular train time from London to Aberdeen, according to the "Edinburgh Scotsman" of April 25.

"Leaving the Marble Arch, London, at five o'clock on Wednesday morning of last week in a Chrysler six-cylinder car," the report declared, "Mr. J. D. S. Inglis, an Edinburgh motorist, arrived at Aberdeen, 547 miles away, at 5:46 p. m. on the same day, having completed the drive in 12 1/4 hours' actual running time, apart from certain necessary stoppages. The journey by rail takes between twelve and thirteen hours. The total stoppages were of only 12 minutes, mainly for the purpose of petrol replenishment."

MILLIONTH CAR PUT INTO USE

The millionth Studebaker automobile made under the corporation's own name has just come off the assembly line and is now in use. It is a standard six sport roadster and just as soon as it was completed it was driven to President Erskine's office by Vice-President Paul G. Hoffman.

Prior to 1911, when Erskine came to the corporation, cars were made under the name of E. M. F. Studebaker E. M. F. and Studebaker-Garford, as well as the Studebaker electric. The standard six sport roadster, which has the honor of being the millionth gasoline propelled car made by the corporation, is one of the latest additions to the Studebaker line.

A total of 14,999 persons have that the right to operate automobiles in New York state since organization of the bureau of motor vehicles a year ago.

ANOTHER COUPE ADDED TO LINE

Overland's '93' Series Completed With News of New Smart Model

A new coupe has been added to the line of Willys-Overland cars, according to announcements made by company officials. With the introduction of this new Overland six '93' coupe every need of the entire automobile buying public has been satisfied. Demand for such a car has been felt for the last fifteen months, in fact, since shortly after the Overland six 93 standard sedan was placed on the market.

The appeal for the new car has been great among women, business and professional motorists. The new model in this respect will fill the need for every business and pleasure purpose.

Features Are Many It has been especially designed to attain the maximum amount of room, comfort, handling ease, speed and economy. It possesses the same fine car qualities as its sister car, the Overland six standard sedan. There have been several refinements made in the coupe which add greatly to its usefulness.

The interior measurements are unusual. They afford greater leg room, larger rear compartment, wide windows, wide deep seat, ample head clearance, combined with ease in riding, speed and low upkeep cost.

Room in Rear Deck The compartment in the rear deck has been designed to care for salesmen's sample trunks, suit cases, camping equipment and other luggage.

The sweeping lines of the coupe make it especially attractive and place it in a class with the smartest of motor cars selling at a much higher price. It is an ideal business automobile, yet possesses the rich refinements of a pleasure car.

If That Old Tire Is Going Flooey, BUY SEIBERLINGS

As a car driver you know by experience that the side of the tire is usually its weakest point. Many a tire is worn threadbare on its sides, or develops a side hole long before the face of the tread is gone.

Seiberling tires meet this difficulty. Their side wall protection, secured by extending the toughest of treads completely down the sides of the tire, defies the ruttiest of roads.

REMEMBER

A Hole in a Tire Wall Is a Hole in Your Pocketbook

SO

BUY SEIBERLINGS

30x3 1/2, 4 ply	\$14.50	30x3	PORTAGE CORDS
30x3 1/2, 6 ply	\$21.95	30x3 1/2	\$10.50
29x4.40	\$19.95		\$11.00
32x4 1/2	\$47.95		
30x5	\$61.95		
33x5	\$65.95		
32x6, Standard	\$95.75		
32x6, O. S.	\$100.95		
			RED SEIBERLING TUBES
			The Best You Can Buy
		30x3 1/2	\$3.50
		29x4.40	\$4.75

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