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KLAMATH FALLS, ORE., SUNDAY, AUGUST 1, 1926

Price Five Cents

Studebaker Veteran Cars Economical

Their bodies scarred by the wear of years, and their lines far out of date, thirteen veteran Studebaker cars, each having not less than 100,000 miles of service to their credit, climbed mountain grades to an elevation one mile high at Lake Arrowhead the other day, fighting the oldest tugboat in the operation of automobiles—economy.

They ended their round trip in Los Angeles with one of the highest gasoline and oil scores ever credited to automobiles having seen such service, making the third annual veteran economy run of Studebakers to the noted lake resort the most unusual in automotive history. The cars were entered by Studebaker dealers of southern California under the direction of A. W. Maxwell, Los Angeles branch manager of the Studebaker corporation of America.

The entire run was made under strict rules drawn up for the occasion by John R. Huff, assistant branch manager, and director of the run. Each car carried with the driver an observer from an opposition car. Cars were not permitted to coast, and had to remain in gear, with motors running at all times, except when stops were made for traffic and boulevard stops. Speed laws—twenty miles in cities and thirty-five miles in the country—were observed rigidly. All cars were checked for gasoline, oil and water consumption, which formed the basis for deciding winners.

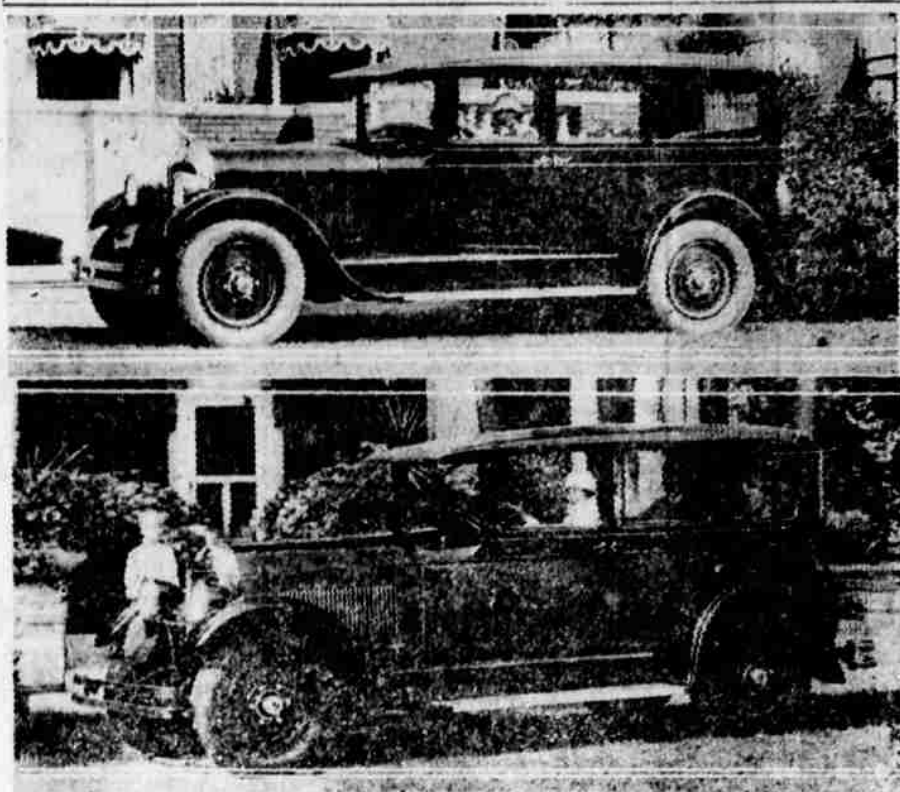
All the cars entered were Studebaker big sixes. The winning car, entered by the Glenn E. Thomas company, Inc., of Long Beach, and driven by E. Clare Thomas, averaged 39.75 miles to the gallon of gasoline for the 171-mile round trip. The second place was taken by C. E. Elson, Studebaker dealer of San Bernardino, who drove the car himself and averaged 39.42 miles to the gallon of gas.

The Long Beach car had 137,000 miles to its credit, and the San Bernardino car had 118,000 miles already used before entering the run. Third place was taken by a big six with 120,000 miles to its credit, entered by S. D. Brockman, Studebaker dealer of El Monte, which was driven by E. G. Seely, and averaged 39.27 miles to the gallon.

The entry of Harry D. Riley, Studebaker dealer of Anaheim, with 156,000 miles, driven by Bill Payne, averaged 38.87 miles to the gallon.

Two veteran big sixes, owned by the Associated Transit company, and used daily to haul Los Angeles newspapers on fast express runs to Santa Barbara and intermediate points, were entered by the Paul G. Hoffman Co., Inc., local Studebaker dealers. One of these with 311,000 miles to its credit, succeeded in service the famous "granddaddy" Studebaker with 475,000 miles to its credit when it was taken back to the factory for the South Bend-

Beautiful New Type Sedans



Above—Big six seven-passenger custom sedan. Below—Big six custom brougham with standard six custom sedan (not shown).

Studebaker museum. The 311,000-mile car, driven by M. J. Wellenman, averaged 37.31 miles to the gallon, and the other, with 229,000 miles to its credit, driven by George Heron, averaged an even 37 miles to the gallon.

2,000,000 Cars Made In First Half of 1926

According to the department of commerce, Washington, D. C., the production of passenger automobiles in the United States exceeded the 2,000,000 mark for the first six months of 1926.

While the number of cars completed in June, 1926, was slightly below the total for the same month of the previous year, the aggregate for the first six months was placed at 2,070,859 cars.

A new high record also was set in the truck and motorbus division of the industry.

During the last 18 months 5,766,580 passenger automobiles were manufactured in the United States, about one for every 18 persons in the country.

June, 1926, witnessed the usual seasonal falling off in passenger car division, when 339,542 cars were manufactured, compared with 352,261 in June, 1925.

Trucks finished in June this year totalled 44,033 against 36,257 in June, 1925.

A good washing will sometimes stop floor boards from creaking.

WHEN BOOB MEETS BOOB ON HIGHWAY AMBULANCE FOLLOWS

"When boob meets boob—then comes the crash."

"One side for me; one side for the other fellow, and the middle of the road for the automobile hog."

Thus begins and ends the reply of a famous racing pilot, when asked what one rule, if conscientiously followed, would do most to assist in reducing the mounting toll of motor car accidents.

The road hog is the driver who steers his car along in the middle of the road, swerving to the right just far enough to avoid collision with each oncoming machine. Unquestionably he is the greatest menace on wheels. And as a general rule he is also a violator of speed laws.

The man with good brakes is not nearly so great a menace when he "steps on it" on an open highway as the little fellow with bad brakes who tried to straighten out all the blind curves of a grade.

Statistics prove that the road hog pulls most of his boners at intersections. He might be classified thusly: First, ignorance; second, speed; third, defective brakes; fourth, impatience. Patience is what most of us haven't got. A little more patience on the part of motorists would add greatly to the pleasure of driving and materially reduce the accident list.

Witness the traffic jams at busy intersections. Jones sees a hole and runs a fender into that hole. Smith, peevish at Jones for closing that hole, creeps up a couple of inches more, and thereby eliminates chances of Brown, just about to clear the crossing, making his getaway. Good grief! All that is needed is for Jones to hold his position, Smith likewise and Brown clearing a path by getting out of the way to let them both through. But not a chance. Jones claims Smith can't put anything over on him and so a number of cars are tied up.

Just a second or two of patience for Smith and Jones and they could have continued serenely on their various ways, as could the other cars. And yet Jones and Smith are the type of men who would avoid several dark blocks on foot to avoid a chance encounter with hold-up men who would only steal their money and watches—not their lives.

Where is this milk of human kindness, and who is to start milking the cow of patience?—Los Angeles Times.

As a rule a tap in the engine is not dangerous, but it indicates looseness and should therefore be looked after.

CAR DEMANDS REQUIRE BEST IN EVERYTHING

That there is a distinct trend in motor car buying that promises rather spectacular developments in the industry is the opinion of Walter P. Chrysler, motor car manufacturer.

According to Mr. Chrysler, people demand something more than simply transportation at a price; they demand in their cars all the excellences, proportionately, that a higher price commands.

Furthermore, he says, this demand is so insistent and so widespread that they are going to have what they want.

"The purchasing of motor cars has taken a distinct trend recently that is of the greatest importance to the industry," says Mr. Chrysler, in an interview in Detroit.

"People are no longer satisfied merely with transportation at a price. They are insisting on the same things they find in higher priced cars; in due proportion to the investment, of course, and they are going to have these demands satisfied."

"They are most insistent on full-sized bodies which give all the occupants ample room. They insist not only on full-sized bodies, but on ease of riding as well—real comfort. And, of course, with this they want the best of performance with real economy of operation."

"All of these things can be built into a four-cylinder car at a reasonably low price."

"The industry has developed today until it is entirely possible to give more per dollar than would have been imagined as short a time as two years ago."

"It is to that end that we are shaping our manufacturing plans and we are very confident that the car of this type which we produce will enjoy a conspicuous success from the start."

NEW ROADSTERS BIG HELP TO FIRE FIGHTERS

The latest advance in motor equipment for the Los Angeles fire department is eight Buick roadsters, which have been purchased from the Howard Automobile company of Los Angeles for use of battalion chiefs.

"Los Angeles is following the precedent established in so many other cities of the country in adopting Buicks for use of the chiefs," said Harold W. Tuttle, assistant general manager of the Howard Automobile company of Los Angeles, who has just returned from a trip to the Buick factory. "When Buick introduced the four-wheel brake three years ago on its models a very large number were adopted by the various fire departments because of this great safety factor."

"With traffic conditions such as they are today, it is wholly essential that the chiefs, who risk their lives daily in their line of duty, be provided with automobiles that are not only driven safely at speed, but also provide safety to pedestrians and other vehicles. The chiefs' cars also must be able to get away quickly as well as stop dependably under all conditions."

Drivers Growing More Polite, Says Auto Club Report

Courteous drivers are growing more numerous and the real trouble makers of the road are confined to about 3 per cent of the persons at the wheel, according to data of the National Safety Council. Police authorities in various cities claim that 87 per cent of the motor vehicle drivers are careful and courteous, and do all in their power to avert casualties.

When the dashboard lighting is not at the indirect type, it is best to drive with the light turned off. Many drivers have found that when the light is glary it distracts attention from the road ahead and also serves to tire the eyes.

TIME AND TIDE SHOW PROGRESS IN CHEVROLETS

Chevrolet production seems to resemble time and tide, inasmuch as these days it waits for no man. Word has just reached L. O. Arens, local dealer in Chevrolet cars, that the big Pacific coast plant at Oakland, Calif., established a new record June 28, when 100 freight cars, containing 415 automobiles, were loaded and shipped in one day. The number of new vehicles cleared from the loading docks on this occasion exceeded the previous record day tally by a full 24 carloads.

"Reports from various sections of Pacific coast territory which have reached us," said W. A. Groat, general sales manager of the dealer organization, "indicate not the least slackening off during the first month of summer of the heavy business marking the spring of the year. Yet Chevrolet business throughout the west is but a reflection of the national situation, as total sales of the line during the first six months of this year have completely overshadowed previous production records."

"At the same time new month-by-month world's records for three-speed transmission motor production have been established. Following May, in which Chevrolet marketed 34,944 cars, the company registered an output of almost 50,000 units the first 20 days of June. Domestic sales alone for that period ran more than 40,000 as compared with 27,025 recorded in the corresponding period of 1925."

"When one remembers that Chevrolet has been a factor in the light car field for only 14 years, its steady, consistent progress in sales and correspondingly in production appears little short of marvelous. Everything at present indicates that the light car will be the popular vehicle of the future, as it has been (Continued on Page Four)

for Economical Transportation



Another Chevrolet Achievement

New Low Prices

1-Ton Truck \$495
reduced to3/4-Ton Truck \$375
reduced to

(Chassis only) f.o.b. Flint, Michigan

\$55

Reduction on
1-Ton Truck

Chevrolet trucks have won worldwide acceptance on the basis of low first cost, low operating cost and slow depreciation. This spectacularly growing popularity has made

necessary a greatly increased production—the economies of which are now being passed on to Chevrolet truck buyers in the form of a drastic price reduction.

"THE GREATEST BUICK EVER BUILT" 1927

Now on Display in Four Models

128-inch lines
Brougham Sedan

115-inch lines
2-door Sedan

120-inch lines
2-door Sedan

4-passenger Coupe

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