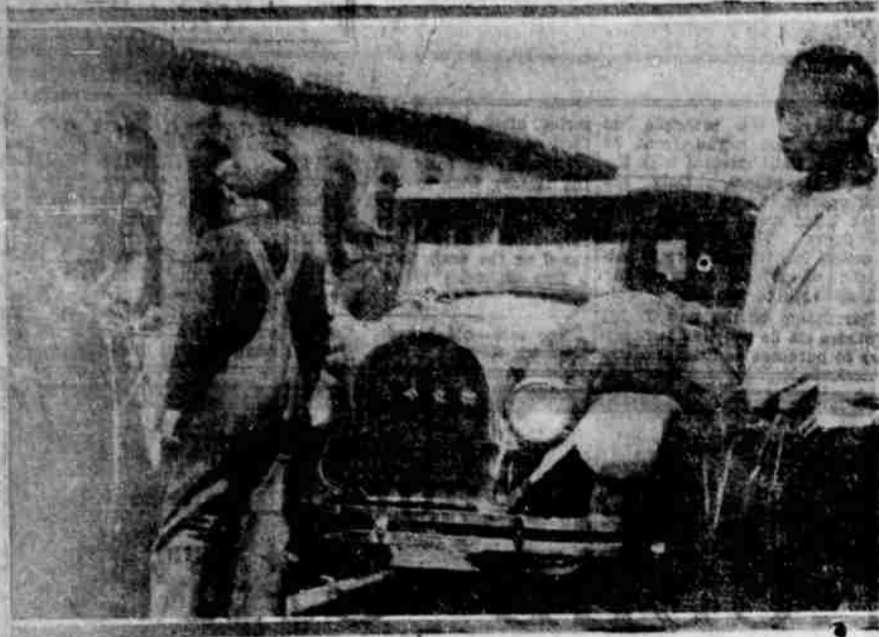


Star Car Modern Chinese "Pack Horse"



Star cars shipped from the Pacific coast Star factory at Oakland are winning fame in the freight service between Tientsin, China and Urga, the capital of Mongolia. The hoods and bodies are covered with cotton padding as a protection against dents and scratches from bales and boxes carried. In addition to heavy loads of freight, passengers are also carried long distances where roads are few and these sought. Freight and passenger rates are so high that the operator of a Star car can pay for his automobile on three trips over the 680-mile route from Tientsin to Urga.

OAKLAND, Aug. 20.—A graphic story of the performance of a fleet of Star cars on a run of 680 miles from Tientsin, China, to Urga, the capital of Mongolia, was brought to Oakland during the past week by H. Schoenherr, general manager of the Behm-Schoenherr China company, Ltd., of Peiping.

H. Schoenherr visited this city on his way to New York and Berlin, and while here divided his time between the Star factory in this city, and the local establishment known as the Star Sales and Service company, the Behm-Schoenherr China company, has the distribution of the Star car in China; that firm having taken over the business of Hugo Shinnis east of the Gobi. The visitor was naturally interested in the manufacturing methods employed at the Star factory, as well as the merchandising methods adopted by A. E. Warrington and his organization, of the Star Sales and Service company.

The Chinese distributing concern has sold 152 Star cars since May and this number would have been increased to more than 300 had it not been for the unsettled conditions in China due to the warlike factors.

A great many Star cars that are shipped from the local plant are sold in Tientsin, but the greatest market is in Peking, according to Schoenherr. A survey made last year showed that there were 170 privately owned automobiles there. There were 308 public motor cars reported; and 170 makes of American and European motor cars make up the total.

Schoenherr told Norman de Vaux, head of the Star factory, that the Star car had registered a greater increase during the past year than any other car represented in China.

The showing made by Star cars on the run from Tientsin to Urga, by way of Peiping and Kalgan, has done a great deal to popularize the Star line in the East. The freight rates are so high that an operator can pay for his car on three trips, and

Star cars stand up exceptionally well in this strenuous service.

The particular run of a fleet of Star cars that was described to de Vaux by Schoenherr is regarded as the greatest demonstration of the efficiency of the modern motor car that has ever been staged in that section.

Camel caravans require a month to make the trip from Tientsin to Urga. But the caravan of Star cars, loaded down with boxes, crates and passengers, covered the 680 miles in 31 hours from the time they started out from the market place in Tientsin to the time they stopped in Urga in front of the

International hotel.

There are no gasoline supply stations on the route, and it is necessary for the cars to carry their own fuel in addition to the freight and passengers. The bodies are covered with cotton to protect them from damage from crates and boxes; and the passengers ride on top of the crates and bales.

Inflate Car Tires With Much Care

Every car owner should give serious consideration to the amount of air they put into their tires. It is more important to properly inflate balloon tires to the recommended pressure than it is to follow the schedules set down for high-pressure castings. Having fewer plies of fabric, the balloon tire gives more to the shocks resulting from road irregularities. Therefore, the sidewalls flex rapidly. They bend like a piece of wire in the hands. If pressure is low, the little cotton cords will break and the tire will fall sooner than necessary. Separation of plies also will be caused as a result of the heat generated by rapid flexing. Premature tread wear will result from a wiping action on the road.

BRAZIL U. S. MARKET
Brazil is reported as one of the principal foreign markets for American automotive equipment, according to the California State Automobile association.

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Tudor Sedan, like new, with extra tire and license. See this car before you buy. Only \$525.00
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Bus Transports Visitors Through Big Auto Plant

A sight-seeing bus is no novelty to the city-bred and urban-wise, but it is a matter of interest when an automobile plant becomes so vast that it takes a sight-seeing bus to cover it so that visitors may get a clear idea of its extensiveness. Yet compactness and efficiency of operation. Because of the tremendous size of the new plant of the Oakland Motor Car company, and because of the desire to spare the hundreds of visitors and dealers who

daily wish to go through it the necessity of walking miles to follow all the manufacturing processes, a "sight-seeing" bus service has been placed in operation.
A Pontiac six car, with a specially built bus body with capacity for 12 persons, carry the visitors through the broad aisles. The bus is being run on a regular schedule.
Since this plant has been placed in operation, the number of visitors has steadily increased, due to the fact that it is one of the largest plants in the country under one roof, and because it is one of the most modernly equipped automotive plants to be seen anywhere, with several

new features of building construction and operation.
The bus takes visitors first through the engine manufacturing section, then the car assembly and lastly the car storage. The driver of the car tells of the various operations and stops

at processes of unusual interest. Thus the trip which formerly took more than two hours has been reduced to less than a half hour in addition to taking the fatigue out of the trip.
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