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PACKARD WINS MEDAL FOR BLAZING TRAIL TO COAST

Carefully guarded, a large solid gold medal is being brought from the Pacific coast to the factory of the Packard Motor Car Co. It is in the custody of A. F. Bennett, vice president of the Lincoln Highway Association, and E. S. Evans, one of the founders of the association. They will present it to Alvan Macaulay, president of the Packard, upon their arrival in Detroit.

The medal was awarded by the Canadian Highway Association as recognition of the fact that a Packard six sport model car, driven by Bennett and Evans, was the first automobile to cross Canada from Winnipeg to Victoria on an all Canadian route. For 12 years the medal has been held up as a prize for daring motorists. Many attempts had been made to win it but each previous effort had met with failure. It had come to be regarded as certain that no automobile could be forced through the roadless mountain fastness.

Death stalked beside the two motorists for many days as they fought their way westward through the Canadian Rockies. While traversing many parts of the route a single break down of the car or a blow-out of a tire would have caused disaster and the going would have been expected because the going was harder than at a automobile ever was designed to withstand. For 63 miles down the Fraser river canyon between Lytton and Hope, B. C., the car was driven over the top of the Canadian National highway through a box canyon 600 feet above the river, a raging torrent. It is this natural cut through the mountains made by the Fraser river which is followed by both the Canadian National and Canadian Pacific main lines. Here too will have to go the through coast-to-coast Canadian National highway for which Bennett and Evans were the pathfinders.

For the whole 63 miles the speed never exceeded four miles an hour while frequently it took a half hour to go 1,000 feet. Seventeen tunnels and 150 trestles had to be negotiated. Each individual tie of the

railroad track had to be climbed as a separate obstacle. On some of the trestles every other tie had been removed during some construction work, making the going more difficult.

ROBINS MADE DIRECTOR OF DISTRICTS BY OAKLAND

C. W. Matheson, vice president and director of sales of the Oakland Motor Car Company, announces the appointment of Harry M. Robins, formerly director of the Lincoln Highway Association, as director of districts.

Robins again will be associated with Matheson, formerly Dodge Brothers vice president in charge of sales, and will have an important part in carrying out plans for development of the Oakland dealer organization throughout the United States. Robins was an executive of the Dodge Brothers sales organization for 10 years, his principal work being the organization and development of their overseas business.

PRICE CUT INCREASES DEMAND FOR DODGE CARS

Following the recent reduction of 80 on all models of Dodge Brothers special type cars, sales in Detroit have shown an impressive increase, according to Mr. Evans of the Evans-Jackson Motor Co., local dealer.

"The special type even outstrips the standard type in popularity in the cities and larger centers," declared Mr. Evans. "The special types have been created for that substantial group of motorists who favor individuality in appointment and design. Fundamentally the special line is identical with the standard type. The smartness of the special type is accentuated in the addition of balloon tires, of special six ply grade, steel disc wheels, nickel-trimmed radiator shell, front and rear bumpers and other equipment that offer fine balance to the car.

NEW STUDEBAKER ATTRACT CROWDS Record Throngs Reported From Dealers Over Country.

Records were broken at the initial public showing of the 15 new Studebaker models, Saturday and Sunday, Sept. 13-14, not only in attendance but in the enthusiastic and practically unanimous approval expressed, men long in the automobile industry declare. From actual count of the crowds who visited over 3,000 Studebaker showrooms throughout America, where new cars were on display, it has been established that a total of over 2,000,000 people went to see what Studebaker had done during the first 36 hours.

From every Studebaker dealer come reports that the rush of keeping up with business, since then, has made it impossible to prepare and send in a statement of the opening day attendance earlier. During the rush of the first 36 hours many Studebaker dealers, particularly in larger cities, were unable to keep pace with the orders for new cars. Showrooms were kept open until midnight, in many instances and even then people had to be asked to leave. In nearly every large city old cars were appraised at the rate of from 20 to 30 an hour, on proposed trade-in sales. And it is generally reported that salesmen could not begin to serve all who desired to place orders. Automotive authorities state that nothing since the advent of the self-starter has so excited the interest of American car-owners as the new-type Studebaker body, the duplex phantom. In every show-room, the biggest crowd invariably was centered about these beautiful, radically new models.

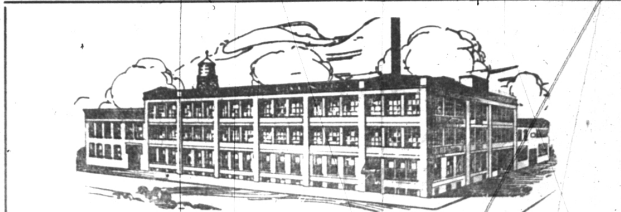
An upper structure, framed and shaped in steel, is integral with the lower body—a fundamentally new principle. It was explained that this construction makes possible a heavy, top-line harmonious with the low-car lines, and obviously permanent. By use of substantial curtains, operated on concealed spring rollers a powerful, alert, open car is converted in less than 30 seconds into an

entirely enclosed car offering thorough comfort and protection from wind, rain or snow. These curtains are each fitted with a special, extra-wide window, and so provide an entirely unique combination of open car advantages with 4-door closed car protection.

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