

# SPRING 2024

## The Jefferson

# MOTORCAR GAZETTE



*You will enjoy driving in this new Ford Tudor Sedan because it is so roomy and so comfortable. And so easy-riding, even on rough roads! The new transverse springs and Houdaille hydraulic shock absorbers soften the force of hard jolts and bumps and eliminate the bouncing rebound which is the cause of most motoring discomfort.*



Vacation days are truly happy days when you go adventuring in the new Ford

Jovous and happy are the golden summer days when you go adventuring in the new Ford . . . answering the call of the open road as you go a-gypsysing to mountains or seashore . . . discovering the far-off places . . . taking the crowd for a quick trip to the old swimming hole . . . rolling up to the Country Club in regal style for a round of golf, a fast set of tennis, or a moonlight dance.

Especially jovous and happy are these days at the wheel of the new Ford because it is such an alert and capable car . . . such a gallant, spirited partner for every trip and every occasion.

For here at a low price is everything you want or need in a modern automobile . . . beauty of line and color—speed of 55 to 65 miles an hour—mechanical internal expanding-shoe type four-wheel brakes to balance this speed and to provide the safety demanded by present-day motoring conditions—flashing pick-up and ease of control that put a new thrill in motoring—power for any hill because of a remarkably efficient engine

which develops 40-brake-horsepower at only 2200 revolutions a minute—new transverse springs, Houdaille hydraulic shock absorbers and wide, roomy seats for restful comfort—the economy of 20 to 30 miles on a gallon of gasoline, depending on your speed—three-quarter irreversible steering gear—reliability and low cost of up-keep.

Check over these features and you will find that not one essential thing that you require of a motor car is omitted from this list.

Yet the completeness of the new Ford goes farther even than this. It extends to every least little detail of finish and appointment and to the equipment which is standard on the car. This includes Triplex shatter-proof glass windshield, ammeter, speedometer, gasoline gage on instrument panel, electric windshield wiper on closed cars, five steel-spoke wheels, four 30 x 4.50 balloon tires, dash light, mirror, combination stop and tail light, theft-proof coincidental ignition lock,



and high pressure grease gun lubrication.

All Ford cars are finished in a variety of beautiful two-tone color harmonies.

Five years ago—three years ago—one year ago—it would have been impossible to produce such a car at such a low price. It is possible today only because of new methods and economies that are as remarkable as the car itself.

When you know the joy of driving the new Ford—when you see its outstanding performance and reliability under all conditions—you will know that it is not just a new automobile—not just a new model—but the advanced expression of a wholly new idea in modern, economical transportation. There is, indeed, nothing quite like it in design, quality and price. Every purchaser shares the benefits of the established Ford policy of owning the source of raw materials, of selling at a small margin of profit, of constantly giving greater and greater value.

## Packard

1931 Packard De Luxe Sedan—A beautiful car in splendid condition throughout; motor perfect. This car has had very slight usage; always chauffeur driven. Here is an opportunity to get a real automobile at a great sacrifice. Make offer, on your own terms. Full year service guarantee.

NOLAN MOTOR CO.

1111 18th St. N. W. & Conn. Ave. & N St.

## Peerless

1930 Peerless Six Sedan—Low mileage; A-1 condition; a nice little family car at a real low price; trade your car; easy terms.

Northeast Branch

L. P. STEUART, INC.

141 12th St. N. E. LInc. 3422

## Plymouth

Plymouth 1929 Coach—New tires and paint; O. K. mechanically; hydraulic brakes; terms. 1360 Park Road N. W. AD. 10202

Plymouth 1930 Coupe—Rumble seat; excellent mechanical condition; paint, tires all O. K.; trade your car; easy terms.

STEUART MOTOR CO.

6th & N. Y. Ave. N. W. Nat. 3000

## Pontiac

Pontiac 1931 Sedan—In excellent shape all over; will give plenty transportation at low DOWN cost; trade your car and ask for car No. 264.

DONOHUE CHEVROLET, INC.

1620 M St. N. W. DIst. 8300

Pontiac 1929 Sedan—A car that is good for many thousand miles of care-free transportation. A good buy at this price.

L. P. STEUART, INC.

1325 14th St. N. W. Open Evenings.

1931 Pontiac Coupe—Driven only 8,000 miles by original owner. Dark blue finish; black wire wheels; not a scratch or bump on the body or fenders; upholstery like new. The type of car seldom offered on the used car market; terms.

POHANKA SERVICE

1126 20th St. N. W. DIst. 9141

Automobiles for Sale

**The Jefferson Motorcar Gazette is dedicated to all the antique vehicle enthusiasts, the practitioners of obsolete crafts, and those who enjoy operating, collecting, and tinkering with old machines, old tools, and any other long-forgotten, useful contraptions.**



**Published from Siskiyou County, California  
Richard Giordanengo, Editor**

### **Contribute to this Publication!**

If you would like to submit relevant articles, stories, photographs, advertisements, or other items of interest, please send to:

**[motorcargazette@outlook.com](mailto:motorcargazette@outlook.com)**

### **MONTHLY BREAKFAST**

Come and enjoy breakfast and conversation with other folks who have an active interest in old-timey stuff.

**Join the Siskiyou Old Iron Lovers  
the first Tuesday of each month at  
Black Bear Diner in Yreka, at 9 a.m.**

Visit the Siskiyou Old Iron Lovers website at: **[soil.caver.com](http://soil.caver.com)**

## *Checkin' the dipstick*

Whatever grip winter had on our area seems to be loosening. Looking back, it seems that every winter is a little different, isn't it? Winter weather reminds me of the way I make soup – the ingredients are mostly the same, but I never remember to measure anything, so the amounts vary a little (sometimes a lot) and, when it's done, it always looks and tastes a bit different, but it's still soup. While it never got terribly cold this year, and the snow never got terribly deep, we did have some pretty good rainy spells. During one particularly stormy week last month, nearly 10 inches of rain accumulated in an old paint can out in the yard (a.k.a. the hillbilly rain gauge). I was impressed.



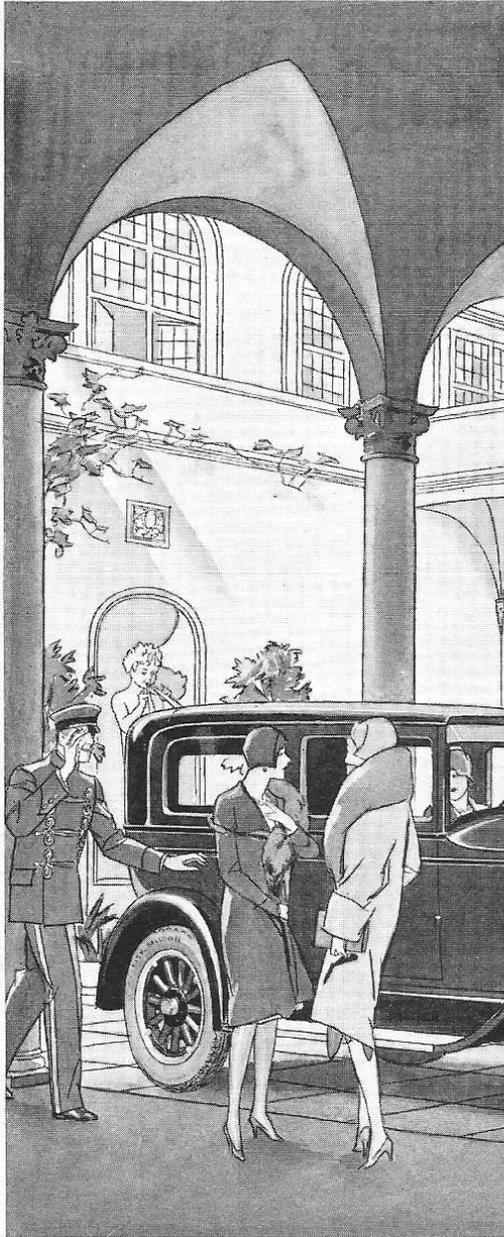
The house is still cold every morning and the firewood pile continues to shrink. Some evenings, lately, I've been hearing the pulsing chirp of little frogs from some mysterious, marshy place down the road, reminding me that warmer weather is coming. While driving up the old highway through Shasta Valley I noticed the fields and foothills are covered in a fine, green fuzz – the hazy tips of new grass. In our neighborhood the leafy trees are still naked, but the daffodils are starting to bloom. Everything is slowly changing right before our eyes.

Out in the Ford Garage, I've been thinking about pouring the coolant back into all the radiators. The sedan has an annoying rattle I can't find, and the coupe needs an oil change. The Model T is having some of the body wood replaced. I've been using the rotten and broken pieces as templates, and some of the pieces are missing, altogether. I'm getting very familiar with saws and router bits, sanders and chisels. There are wood chips and sawdust everywhere, even in my shirt pockets, and I sometimes find myself just staring at wood and scratching my head. Tinker, tinker, tinker. I hope you've be enjoying whatever projects you've been tinkering with - please be sure to let me know about them!

Daylight Savings Time, as usual, caught me by surprise. And, as usual, I'm still not sure where the *savings* are in the whole thing. I think a more appropriate name for it would be something like *Resetting All Our Clocks To Fool Ourselves Into Believing That The Days Are Really Longer Than They Actually Are Time*. But that wouldn't fit very neatly into that little square on the calendar, would it? - RG

1928

**THOUSANDS** *more*  
*now enjoy its beauty, power and economy*



**T**HE brilliant success of the Standard Six has brought the number of Willys-Knight owners to more than 325,000. And new thousands are being constantly added—motorists who find that the *patented* double sleeve-valve engine surpasses even its reputation for velvet smoothness, silent power and carefree, economical operation. ¶ All of Willys-Knight's exclusive advantages are now made available to a great new market—at the lowest price in history! ¶ A brief demonstration of the Standard Six will reveal Willys-Knight's quick starting, flashing pick-up, high speed and ease of control. And long ownership of the Standard Six will reveal Willys-Knight's unfailing dependability, rugged stamina and increasing efficiency.  
**WILLYS-OVERLAND, INC., TOLEDO, OHIO**  
Willys-Overland Sales Co., Ltd., Toronto, Canada

**\$995**

**STANDARD SIX COACH**

Touring \$ 995 Roadster \$ 995  
Coupe 1045 Sedan 1095

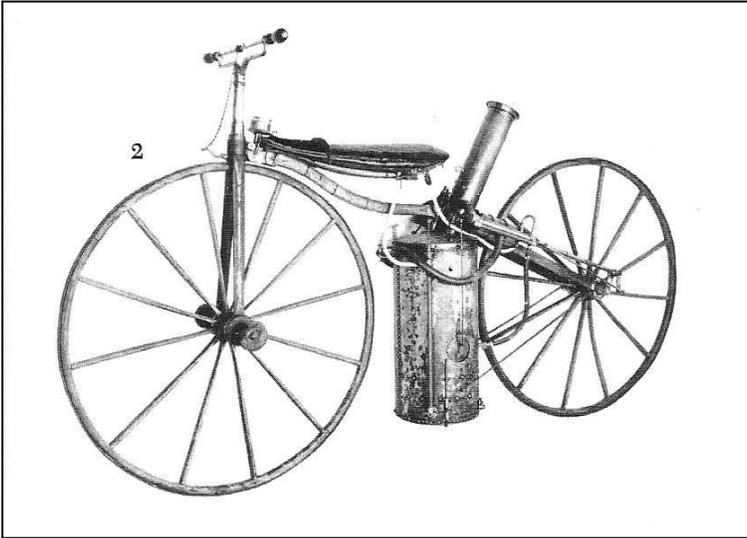
*Willys-Overland prices  
f. o. b. Toledo, Ohio,  
and specifications subject  
to change without notice.*

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**WILLYS • KNIGHT SIX**





**Top left:** About the year 1869, inventor Sylvester Roper designed and built this charcoal-fired, two-cylinder, steam engine “velocipede”. It is considered to be the first-ever American motorcycle. The hollow saddle doubles as a water tank, and both brake and throttle are operated by twisting the hand grips.

**Below:** The Roper Steam Carriage, built in 1865, is currently on display at The Henry Ford Museum, and is believed to be the oldest surviving American automobile.

**Bottom Left:** Handbill for Roper’s “Mechanical Exhibition”, featuring his steam-powered vehicles.

**THE GREATEST  
MECHANICAL  
EXHIBITION  
IN THE WORLD.**

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THE  
**STEAM  
BUGGY!**



Pronounced by scientific men to be the most wonderful invention of modern times. It can be driven, with two persons in it, 150 miles a day, upon common roads. It is light and strong, and can be managed better than any horse, and can be driven faster than any person dare to ride. Will match it against any trotting horse in the world.

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THE ONLY  
**Steam Velocipede**  
IN THE WORLD.



Pronounced a perfect triumph in mechanism. It can be driven up any hill, and will out speed any horse in the world.

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TO BE SEEN AT  
**600 BROADWAY.**

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ADMISSION ..... 25 Cents.



1913

# The Comforts of a Country Home

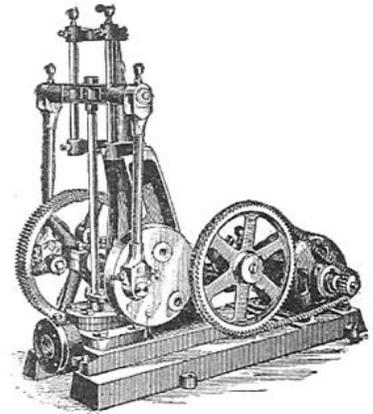
The problems that confront the country home builder are "Water" first, then "Light." The days of the well or hand pump passed long ago and the oil lamp and gas are now fast disappearing even from the smaller homes.

## The "REECO" System of Water Supply and Electric Lighting

combine to make the country home ideal; and the expense of installation and operation is nominal compared with the luxury to be enjoyed. You can have all the water you need for the house, lawn, garage, barn, and protection against fire, and electricity for lighting, heating, cooking, and the many other uses to which it can be applied.

All you need is an ASSURED supply.

The "REECO" System is GUARANTEED. You take no risks. Let us know what and how much you want and we will guarantee to deliver it and tell you the exact cost, complete ready to turn on the faucet or switch, or both. 70 years' experience has taught us the best and most economical methods and established our reputation around the globe.



*Call at nearest address or write for catalogue "D"*

**RIDER-ERICSSON ENGINE CO., Electric and Hydraulic Engineers**

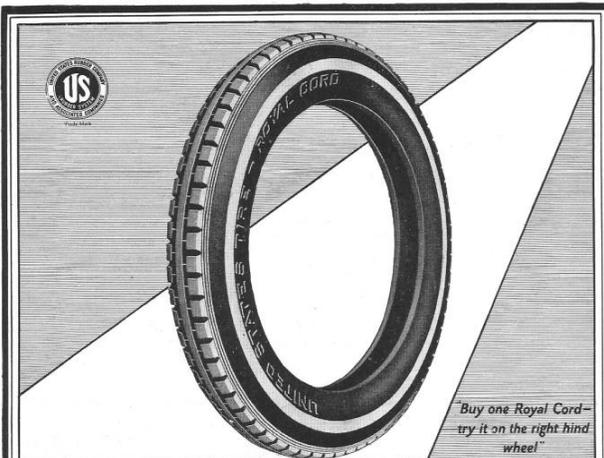
New York

Boston

Philadelphia

Montreal, P. Q.

Sydney, Australia



*"Buy one Royal Cord—  
try it on the right hind  
wheel"*

### To the new users of Royal Cords —probably a million in 1923

**MOST** rules are all the better for being broken once in a while.

There's an advertising rule, for instance—never to ask anyone to buy a thing and try it.

When the makers ask you to try a Royal Cord on your right hind wheel they may be breaking the rule, but you will benefit thereby.

The makers of Royal Cords, for their part, can't see why making friends should ever go out of fashion.

The more quality a tire has—and the more leadership—the greater its obligation to be simple and direct. Royal

Cords earned their position of high regard by simple things.

You can easily see that people's confidence in Royal Cords could never have been won by quoting a lot of big mileages, talking big discounts, or going through all those other kinds of gestures with the idea of registering big.

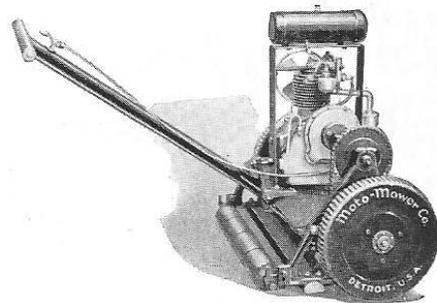
The makers of Royal Cords devote themselves to guarding quality and have no desire to dazzle customers.

Their ideas seem to be right, because U. S. Royal Cords are the measure of all tire values today.

**United States Tires  
are Good Tires**

© 1923, U. S. Tire Co., N. Y.

1923



## A Real Grass Cutter

This is the new model of the Moto-Mower—a compact, easily operated power lawn mower. No expert mechanics needed to keep it running. Anyone can use it. Turns corners on its own power. This new model Moto-Mower will appeal to every lawn mower user. Send today for latest catalogue.

**The Moto-Mower Co.**

3344-6 E. Woodbridge St.

Detroit

# First Cold Days Will Start FORD "A" OWNERS Flocking



Fits Any  
Model "A"  
Ford, '28, '29, '30



## Installed in 3 Minutes

Nothing needed but a screw-driver. No holes to drill, nothing to change. Simply disconnect choke rod at joint C, push it up into car, slip rod through opening in Kwik-Set, re-assemble choke rod. A simple adjustment of Kwik-Set for "Start", "Warm", and "Run" positions and the job's finished . . . engine will perform perfectly under all conditions. Full directions anybody can follow with every Kwik-Set.

FOR

## *Las-Stik*

# KWIK-SET CARBURETOR CONTROL

**A**MAZING SELLER! Biggest money-maker in new Ford field.

Gives what every Ford owner needs and wants—instant, positive control of both carburetor and choke, insuring correct mixture of gas and air for every starting and driving condition.

Eliminates stalling, jerking, bucking, missing. A great aid to driving safety. Saves gas. Gives flashing get-away, no matter how cold the weather.

The Las-Stik Kwik-Set is the original and successful Carburetor Control. Nothing else compares with it for real driving satisfaction.

Retails 75c. Equip a demonstrator and see for yourself that it's worth ten times its cost to any Ford owner.

Packed one dozen on attractive counter display card. Get a few dozen — they sell on sight! Wire or write today for discounts and all details. **FORD DEALERS** — send for free sample. Make request on your own letterhead.

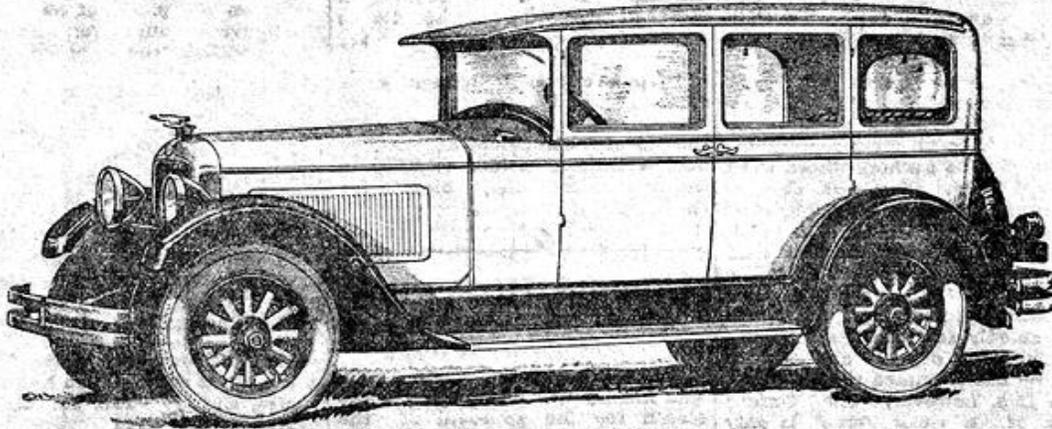
## *Las-Stik*

The Las-Stik Manufacturing Co.  
Hamilton, Ohio

October, 1930

# STUDEBAKER

The Great Independent



## The Dictator 4-Door Sedan

**\$1195** f.o.b. factory

**S**TUDEBAKER'S new Dictator established itself as the champion of its class in a grueling 24-hour test run held at the Atlantic City Speedway on October 10-11, 1927. A stock Dictator Sedan, fully equipped, covered 1483 miles in 24 hours—total elapsed time—better than mile-a-minute speed for 1440 consecutive minutes!

This remarkable record was established under the supervision of the American Automobile Association. No stock car selling under \$1400 has ever traveled so far so fast—convincing proof of The Dictator's sound design and inbuilt stamina.

### Look to Studebaker for value!

The Dictator's remarkable value is due to Studebaker's One-Profit manufacturing facilities which reduce profits of outside parts-makers to a minimum. Savings thus made allow for extra quality and added refinements without corresponding increase in price.

You must drive The Dictator to realize its super-value. In it the integrity of construction for which Studebaker has been famous for 76 years is combined with the most advanced engineering of 1928.

### Results of Engineering Genius

Due to advanced design, precision manufacture, and the Studebaker practice of running in every car on a dynamometer, The Dictator may be driven as high as 40 miles per hour the day it is delivered. After the first thousand miles changing the oil in the motor and chassis lubrication are required only at 2500-mile intervals.

### VALUES IN FOUR PRICE FIELDS

	Brake H.P.	Miles per hour
The President Eight \$1985 to \$2450	100	80
The Commander . . \$1495 to \$1745	85	72
The Dictator . . . . \$1165 to \$1345	70	65
Erskine Six . . . . . \$795 to \$965	43	62

All prices f. o. b. factory, including shock absorbers

## HUGGINS & ROBINSON

123 South Riverside

Phone 686

**MEDFORD MAIL TRIBUNE**  
Medford, Oregon, Sunday, January 22, 1928