

scenic beauties, is a fitting climax to such a trip as we had. Although the tourist should give careful consideration to every part of the car he uses for such a trip, riding comfort should be about the first and last thing he should assure himself.

"Our selection of the Vette 'six' was made primarily because of the comfort. No motor trouble of any kind was experienced on the trip, and only one spark plug was cleaned. In two of our Goodrich tires we brought Louisiana air to Los Angeles."

## Engineers to Gather at Lake Michigan

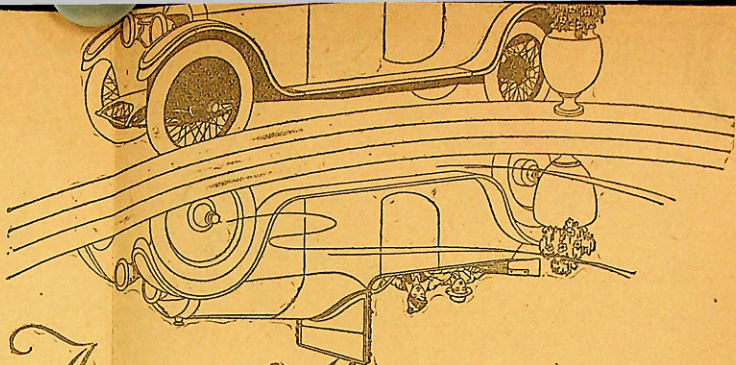
The Society of Automobile Engineers, which has been co-operating with the government in matters regarding standardizing motor trucks for war purposes and other activities, will hold its annual engineering convention the last week in June at Ottawa Beach, on Lake Michigan. Heretofore this society has chartered a large lake steamer and held its engineering conference on Lake Huron, but during the last year the society has grown very rapidly and several other engineering organizations have amalgamated with it; namely, aviation engineers, farm tractor engineers and motorboat engineers, so that today the society represents practically, all engineering professions using the gasoline engine.

rites will accompany the Moreland and from the start in the Bay City the distillate-burning truck will be forced to maintain touring car speed until the journey ends in St. Louis.

Long distance touring, both in motor cars and motor trucks, is nothing uncommon but never before in the history of the industry has a heavy commercial car loaded to its capacity attempted to maintain anything like the schedule laid out for the Moreland. It is this feature of the trip that will increase interest from a military aspect, where in every movement the all important element is rapid transit.

Equipped as a prairie schooner the Moreland offers little evidence of the service scars earned in the many exploits in which it has participated, notable among recent achievements being the trail breaking trip into Big Bear Valley during the progress of one of the most severe storms that has ever visited that famous mountain resort. Even the Goodyear all-weather tread tires, which showed no effect of their many miles of slippery mountain service, will remain unchanged.

Carrying a complete supply of parts the Moreland Prairie Schooner will act in the capacity of a convoy to the remainder of the caravan a factor which means that the distillate burning truck must at all times keep pace with the entire caravan.



## Appreciation

is a mental recognition of value, and is a reflected admiration of beauty or merit which precedes possession.

As only an artist can appreciate art and a musician music, so motor-car values only can be appreciated by those who, in motor cars, buy only world achievements.

The casual onlooker may admire a motor car, but appreciation in its finality is purchase-admiration measured in gold and silver by the man to whom motor-car perfection is a habit in his big car buying.

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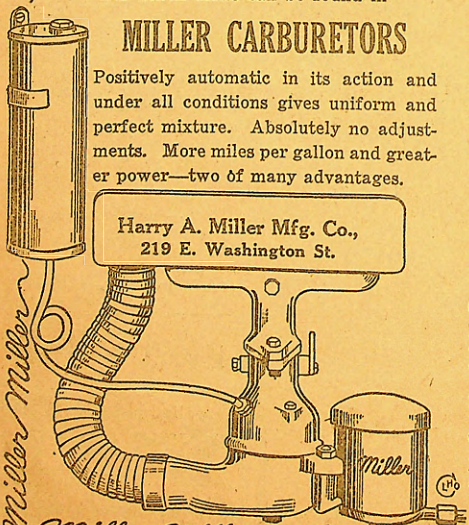
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