

AUTOMOBILE SECTION

for Economical Transportation

CHEVROLET

New Measure of Value

Chevrolet represents the highest type of quality car selling at a low price. Public acknowledgment of this fact has been evidenced by a greatly increased demand for Chevrolet cars. This increased demand has resulted in increased production making possible decreased prices on closed models and improved quality on all the

models. Now Chevrolet provides "Quality at Low Cost" to greater degree than ever before. Now Chevrolet presents to automobile buyers everywhere a new measure of value.

We are now making a special showing of these new cars and would be glad to have you call and see them.

- The Roadster - - \$525**
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Touring - - - \$525**
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Coupe - - - \$675**
New and improved quality of equipment—former price \$715.

- The Coach - - - \$695**
New and improved quality of equipment—former price \$735.
 - The Sedan - - - \$775**
New and improved quality of equipment—former price \$825.
 - Commercial Chassis - - - \$425**
 - Express Truck Chassis - - - \$550**
- ALL PRICES F. O. B. FLINT, MICH.

ED MARSH MOTOR CO.

Chevrolet Sales and Service

Oak and Pine.

Phone 446

QUALITY AT LOW COST

PUTS QUIETUS ON RUMORS OF SALE

Rumors that the Hudson Motor Car Co. has been swallowed by the Ford Motor Co., have become so persistent that the following statements have been issued by the respective concerns, denying any such transactions.

"Rumors apparently intended to create doubt in the minds of our distributors, dealers and salesman, also the public generally, have had wide circulation.

"So that you may have confidence in the permanency of our institution and its policies, we wish to announce to you that:

"We are not contemplating radical changes in either the Hudson or Essex cars, but are continually active now as we have been in the past to improve them wherever and whenever possible. We shall continue their manufacture so long as they meet with the popular approval that has been accorded them—to the ex-

tent that they are now the largest selling 6-cylinder cars in the world. This approval is due, we think, to the belief on the part of the public that they represent just what we advertise, "Value for the Money," and to the enthusiasm and ability of our distributor and dealer force.

"We enclose copy of publicity notices emanating from the Ford Motor Company which gives unqualified denial to the rumors connecting their company and ours.

"Control of our company has always been with the active management, and still is.

THE HUDSON MOTOR CAR COMPANY

Edsel Ford's Statement.

"There is not now, and never has been, any foundation for the rumor that the Ford Motor Company has acquired, or is seeking control of, the Hudson Motor Car Company. This rumor has persisted until in some quarters sheer repetition has given it a status of fact. For this reason we now make formal denial and state that the rumor in all its forms is unfounded."

Studebaker builds no yearly models.

CLOCKS REGULATE FORD ACTIVITIES

DETROIT, Mich., Aug. 18.—In every great industry the element of time plays a most important part, but it would be difficult to find any institution where it requires such close attention as in the Ford organization, which not only keeps one watchmaker continually at work, but in addition keeps a corps of clock men busy seeing that some hundreds of clocks tick the time to the second.

This element of time radiates into every division of the Ford industry, regulating the hour when lumber reaches the mills, when coal is loaded, when the ore reaches the blast furnaces, when motor cars are completed, when Ford trains move, Ford ships sail, Ford airplanes wing their way into space, and when Ford employees come to work and quit.

Today a Ford ship, sailing for home after carrying the name of Ford across the Atlantic to European ports for the first time, is proceeding on its way with clocks that were checked and regulated in the Ford engineering laboratories at Dearborn, Mich., where precision in everything is the watchword.

Another Ford ship, plying the Atlantic coast, likewise carries clocks regulated in these laboratories, the same as the giant Ford steel freighters which ply the great Lakes carrying coal and iron ore.

It is the business of a watchmaker, whose workshop is in a bright little room at the Dearborn laboratories, to see that the ships' clocks are in perfect time. He also keeps

check on the watches used by trainmen on the Detroit, Toledo & Ironport railroad, the Ford railway, and this alone is an important job.

Incidentally, the D. T. & I. is the only railroad in America which supplies watches to its trainmen. Some 500 watches are constantly in use, with six "loaners" in the watchmaker's room ready to go out whenever the occasion requires. No employe of the railroad is permitted to either set or attempt to regulate the watch he carries. Any timepiece that is off standard time even a minute must be turned in for a "loaner" until it is repaired and regulated.

Four chronometers and two master clocks, checked daily by radio, are standards used for regulating all railroad watches and slugs' clocks.

In the great Highland Park and River Rouge plants of the Ford Motor Company more than 100,000 employes register in and out every day. Their time is checked on cards by more than 420 clocks and a special staff of men is maintained to see that every clock registers the correct time day in and day out, serving impartially the workers and the company alike in the great scheme of manufacture, for it is essential in order to maintain proper production costs and efficiency throughout the organization, that everything proceeds in exact order and upon the minute, so that people through the world who are using and desire Ford products may be served.

The Garden of Woman's Beauty—and like a garden is the beauty of woman. Tended, it stays with glory. Neglected, weeds creep in. One should choose with care their powders, creams and lotions. The best is none too good. Beware of poor ones. Let us help you select yours. Lloyd Crocker.

CONSULT OUR MECHANICS

concerning any motor trouble. We are always ready to give you help in putting the car in first class condition.

Hall & Young Garage
621 Winchester St. Phone 333



NEW OLDSMOBILE BEAUTIFUL CAR

Enhanced beauty, more power and substantial mechanical betterments in face of a drastic reduction in price of the Oldsmobile Six are announced by the Oldsmobile Six. The latest Oldsmobile has low, racy lines and is finished in two-color, Duco. Distinct individuality is expressed in its appearance, due to well proportioned lines and harmonious color combinations. Price reductions on some models are as great as \$260 a car.

A wide panel formed by moldings separate the two colors and runs around the body back of the cowl. The lower molding is continued forward to the radiator shell. This paneling not only increases the beauty of the body, but also emphasizes the long, low lines of the car. The fenders have been deepened, this also adding to the beauty of the assembly.

The touring and sport touring are finished in two-tone Duco. Below the molding, which runs around the car to both sides of the radiator shell, the color is an attractive shade of Russian brown. Above the molding the shading is moleskin grey, which forms a panel strip along the sides of the car and a saddle over the top of the hood. Red striping just under the molding, on the fenders and on the spokes of the wheels forms a pleasing contrast. Both the touring and sport touring cars are upholstered in genuine grey Spanish leather.

The coach and deluxe coach are finished in Bucking grey Duco. There is a double mold-

ing, the lower heading extending out to the radiator shell. Fine green striping sets off the panel formed by this molding, as well as the hood louvers and wheel spokes. The finish above the upper molding is black Duco. The upholstery is a neutral shade of heavy cord plush.

The sedan and deluxe sedan have an attractive aquamarine blue finish with white striping to set off the panel, hood louvers and wheel spokes. These, also, have a double molding, and are finished in black Duco above the panel thus formed. Heavy cord plush is used for the upholstery. These models have an instrument board gasoline gauge.

The deluxe or sport models are fully equipped with disc steel wheels trunk rack, black enameled trunk, luggage rails, bumpers, kick plates, motorometer, rear vision mirror, snubbers all around, and spot light. The sport touring has windshield wings, and natural wood wheels are optional.

Adoption of 21-inch balloon tire wheels—wood for standard and disc steel for deluxe and sport models—and changes in the springs and spring shackles have resulted in bringing the bodies closer to the ground, adding to beauty and riding comfort. The overall length of the coach body has been increased. This makes the coach even more roomy than formerly. Doors of both coaches and sedans have been widened. Clutch pedal pressure has been reduced, which together with lengthened gear shift lever, makes gear shifting very easy and produces smooth power application.

Several refinements in the power plant have served to increase the power of the Oldsmobile six cylinder engine, at the same time increasing its economy of operation. A new type of light cast iron piston is now used, with

two compression rings and one oil regulating ring. This installation incorporates the newest features of automobile engine lubrication. The inlet valves have been enlarged, the valve lift increased and the cams given an improved contour, all resulting in smoother operation and greater power.

Additional strength has been given the frame by the use of a tubular front cross member instead of one of pressed steel. Several other mechanical changes have been made to increase the strength and stamina of the chassis.

Improper carburetor adjustment is often the cause of overheated engines. Too rich a mixture results in a prolonged, sluggish ignition causing the intense heat to be maintained over a longer period of time. This causes the water to heat up too quickly and, in its comparatively short cycle of circulation, it cannot become properly cooled so that an overheated engine results.

The increased heat, due to the prolonged, sluggish ignition caused by a rich carburetor mixture, is transmitted to the circulating water through the medium of the cylinder walls. The rise in the water temperature is instantly recorded by the heat indicator on the radiator cap through the medium of the vapor temperature over the water. The warning of an overheated engine is thus given in ample time before serious damage results. The next thing to do is to have a competent garage mechan-

PROPER GRADE OIL IS INSISTED UPON

Due in a large measure to the educational work done by the Tide Water Oil Sales Corporation, marketers and refiners of Veedol Motor Oils and Greases, motorists as well as dealers are now insisting on the proper grade of oil as well as a particular brand. All dealer selling Veedol Motor Oils and Greases are supplied with a Motor Protection Guide that shows the proper grade of Veedol to use in all popular cars.

All recommendations shown on the Veedol "Motor Protection Guide" are decided upon by the Tide Water Engineering staff after the most comprehensive analysis of the various designs and lubricating requirements on all types of engines. This is done at the motor testing laboratory at Bayonne, New Jersey, one of the best of its kind. The engineers also work in conjunction with the automotive manufacturers, so that they are kept posted on all improvements, changes in construction and design. In addition to giving the recommendations of all recent makes and models of automobiles, the Veedol "Motor Protection Guide" shows the crankcase capacity of each.

Any dealer displaying the well-known Veedol Orange and Black Sign has a Motor Protection Guide that shows the proper grade of oil to use in your car, to insure the most satisfactory results and the greatest economy in operation.

Adjust the carburetor until it is exactly right and then for the motorist to leave it strictly alone.

TOO RICH MIXTURES CAUSE MOTOR HEAT



COACH \$950

Instant Success Because of its Greater Beauty Finer Performance Lower Price

Not one -- But All Three

Almost over night, the latest Oldsmobile Six has become one of the most widely discussed cars in America. The reasons are clear-cut: Longer, lower, handsomer bodies built by Fisher and finished in two-tone Duco. Finer performance expressed in swifter, smoother acceleration, in greater economy, in easier steering, and in a broader power range. Greatly reduced prices that give Oldsmobile a new dominance in its price field.

Confirm this nation-wide swing to the newest Oldsmobile! Drive it yourself.

Touring \$875 • Coach \$950 • Sedan \$1025
f. o. b. Lansing, plus tax

KLECKER-AMORT COMPANY

439 N. Jackson Rice's Garage Phone 593

OLDSMOBILE

Product of GENERAL MOTORS

SIX