

AUTOMOBILE NEWS

"Packed the house"

New Silent Star Four VIBRATIONLESS BEYOND COMPREHENSION - SMOOTH AS A SIX

... The topic of conversation among MILLIONS this week!

... The... Greatest Sensation in Years!

Star Cars

FOURS SIXES

At new Low prices starting with... **\$550** New Silent Star Four Touring f. o. b. Lansing

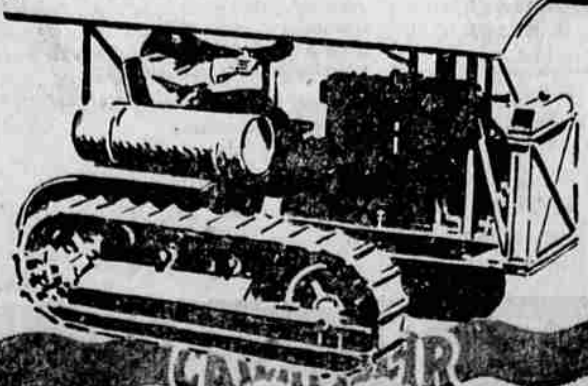
MORELOCK AUTO CO. ADAMS AVE.

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IT GETS THE TOUGHEST JOBS

"Caterpillar" Tractors can do it—they are confidently chosen by road builders and contractors for the hard jobs of construction or earth-moving. Their dependability is daily proven by over fifteen thousand owners!

BUNTING TRACTOR CO. La Grande — Boise — Pocatello



NASH MAKING 3 NEW AUTOMOBILES

Cabriolet, Coupe, Sport Touring Models Added to Large Line

Three brand new models—a cabriolet, with a rumble seat, on the special six chassis, a coupe, with rumble seat, on the advanced six chassis, and a sport touring model on the advanced six chassis—are announced by the Nash Motors company, say Trachsel and Treckell, local dealers. Shipments of the sport touring car will begin before the end of the month and of the coupe about April 1.

With the addition of these new cars the Nash line comprises 26 models, ranging in price from \$485 to \$2090 f.o.b. factory, and all of them equipped with 7-bearing crankshaft motors.

In the new Nash special six cabriolet, the individuality and utility of roadster and coupe are successfully combined in a quickly convertible car of ultra modern design and appointments.

The top is easily adjustable and may be quickly lowered and raised. Upholstery of genuine leather covers the driving seat and the rumble seat. Space for two additional passengers is provided by the large rumble seat which is available for use with the top up or down.

The new coupe is lacquered in two shades of green—light green for the hood and lower body including the deck, and a darker shade of green for the upper body structure, fenders and side aprons.

Sport Touring

The new sport touring model is a long, sweepingly low five-passenger car on the 127 inch wheel base chassis, with wire wheels, and with built-in trunk at rear of body. Like the Nash ambassador and cavalier, the top of the sport touring is fashioned at the rear end in a forward sweeping curve, giving the car the new characteristically Nash French type back. The in-built trunk opens from the end and immediately behind the trunk is the spare wheel carrier and spare wheel. The smaller size 20-inch wire wheels make the car low and add charm to its appearance, though providing ample room for road clearance. The wheels are equipped with \$2x8.00 tires.

Since this five passenger car is built on the 127 inch wheelbase chassis, it has been possible even with spacious room in the tonneau, to provide a large locker pocket, set into the rear of the driving seat.

The color harmony of the advanced six sport touring model—beige below the belt and lustrous black above, with orange striping on the belt head to harmonize with orange wire wheels—is distinctive and charming.

Graham Trucks Outdo Camels in Land of Egypt

The desert section of Egypt, where the very landscape shifts as hot winds pile and ripple billows of sand, leads the world in the permanence of its work of man. The pyramids, built more than 3000 years ago, stand practically unchanged by the ravages of time.

This ideal of building for long life, originated centuries ago, still endures in Egypt. So, when the Asiatic Petroleum company (Egypt), Ltd., sought to build up a transportation system of utmost reliability and permanence for distributing motor fuel, Graham Brothers trucks were selected. The long life and superior ability of these trucks to meet desert conditions has been demonstrated by practical use over a period of many months.

The Graham Brothers trucks in many instances have taken the place of camels formerly used to carry gasoline. In making the change, remarkable figures on the long life of Graham Brothers trucks as compared with camels came to light.

Comparing mileage covered and load carried, Graham Brothers trucks actually have longer lives from the standpoint of work than average camels, declares L. C. Smith, local dealer.

Tire Sales Show Increase in West

AKRON, O., Mar. 19.—A group of officials of the General Tire & Rubber company, including William O'Neil, the president and general manager; Howard Smith, the western sales manager; and Frank Gable, production engineer, have returned to Akron from the West coast, where three conferences were held with General Tire dealers of the West coast district—at Seattle, Wash.; San Francisco, Cal.; and Los Angeles, Cal.

These officials report sales of the entire General line steadily increasing and they received very satisfactory reports from all sources, not only as to the future of sales, but the service the General products were producing.

BRIDGES TRAVELED BY MANY VEHICLES

A careful check of passenger automobiles crossing the four bridges which span the East river from Manhattan to Brooklyn and Queens showed that in 24 hours 33,928 passengers in 162,952 vehicles made use of these structures.

The total consumption of candy in the United States averages one good bite a day per person.

NEW MEN FOR CHEVROLET SALES STAFF ON COAST

W. H. Grower, (above), Regional Organization Representative, and H. K. Bragle, Regional Sales Promotion Manager, Chevrolet Motor Company, who will work under E. W. Fuhr, Regional Sales Manager for Chevrolet with jurisdiction over the seven western states.



Contest Draws Interest From All of Nation

A nation-wide vote of approval has been cast by American boys in favor of Studebaker's recently announced \$2,000 prize model-making contest.

On March 1, less than a month after the first announcement of the contest, a total of 2,562 applications for participation had been received by Mr. MeJin, director of the contest, in South Bend, Ind., according to M. J. Goss, local Studebaker dealer. These applicants came from all over America: Boys from Maine to California, from Oregon to Florida, from the Great Lakes to the Gulf of Mexico are entered. In fact, requests for entrance have even been received from Honduras, Alaska and the Philippine Islands, but such requests can not be granted since the contest is confined to the United States.

Nor has the interest been limited to boys. Many parents have written to Mr. MeJin and asked him to send them particulars so they could get their sons started. Manual and vocational training teachers also have made known their interest.

"This contest looks like a real idea," wrote R. H. Waterhouse, assistant superintendent of the Board of Education of Akron, Ohio. "It is one which I can support."

The contest is open until July 1. The rules of the competition are simple.

The Studebaker corporation has offered 108 prizes for models that most nearly resemble the Studebaker custom sedan.

There are two divisions of competition, one for boys of high school age and one for boys of grammar school age. Each division has two classes—one for models not more than 8 inches long and one for models not more than 24 inches long. In the 8-inch class the models need not have moving parts, but those of the 24-inch class must roll on their own wheels, though they need not be self-propelled. Models may be made of any materials the boys desire to use.

The prize list, which includes 56 territorial awards and 12 national prizes, is made up of high-powered radios, motion picture cameras, canoes, big sets of tools, camping equipment, sporty luggage and many other articles boys want to own.

Boys wishing to enter may write to Mr. MeJin, Dept. N. P., The Studebaker Corporation, South Bend, Ind., for particulars.

IN A MANNER OF SPEAKING

Claude: "Well, I think I'll repair home-ward."
Gil: "Oh, you have a used car, too?"
Life: "A young married man looked covetously at a handsome new car and murmured: 'I can't get one as long as women's dresses are as high as they are.'"
Yes, one of the poorest ways to get out of an automobile is through the windshield.
Autobus: "Where do you get auto parts around here?"
Native: "At the railroad crossing."

50 miles per hour 5 to 25 miles in 8 seconds 25 miles to the gallon

The only full-sized car in the world \$750 that gives these values at this low price

Full-Sized, Sturdy Construction With Ample Seating Capacity For 5 Adult Passengers. Mohair plush upholstery. Chrysler smartness and beauty of line and color. Full balloon tires. Low-slung bodies. Special spring front engine mounting.

Coupe, \$750; Coach, \$780; Roadster (with rumble seat), \$795; Sedan, \$830; Landau Sedan, \$885. All prices f. o. b. Detroit, subject to current Federal excise tax.

All Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.



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