



AUTOMOBILE NEWS

INCREASE LIFE OF AUTOMOBILES

Better Lubrication Held One Reason for Longer Span of Usefulness

Figures recently published by the automobile chamber of commerce covering a period of 13 years show that the average life of motor vehicles is steadily increasing.

In a period of less than 5 years—1909 to 1912 when motor vehicles numbered about 1,000,000 the average life of a car was only five years.

In the period from 1914 to 1924 when there were between 3,000,000 and 4,000,000 cars the average length of the individual car had increased to 6 1/2 years.

In the period from 1921 to 1924 totaling this period cars increased from 4,000,000 to 19,000,000 the average life of a car had increased to 8 years.

Cause of Increase. In studying this increase, according to an automobile expert, proper credit should be given to automobile engineers who have increased the mechanical efficiency of their cars to a great extent.

However, the growing appreciation of the necessity for proper lubrication, according to this expert, is the main factor.

The length of life of a car is

more dependent upon the type of lubrication it gets than on any other factor. The grade of oil used and the frequency of lubrication determine whether the car will be a 5-year car, or a 10-month cripple.

The proof that car owners themselves are taking better care of their automobiles is shown by another analysis compiled by the Chilton Motor Journal company. This analysis covers a period from 1909 to 1925, and proves that during that period, money spent for replacement and supplies per individual motor vehicle has decreased \$12 a year. In 1919 it cost \$45 for replacement parts and supplies for the average motor vehicle. In 1925, it cost only \$33.

Lubrication engineers have kept pace with the automobile engineers and designers and at least one great oil company, whose products are marketed nationally, is equipped to give the public a heat-treated oil which will protect the modern high-speed motor from heat and friction. And it will still further increase the life of the average car and cut down its cost of upkeep.

Interviewed recently in their refinery at Bayonne, N. J., lubricating experts of the Tide Water Oil company explained that Vaseline, a well known brand of quality oil, is subjected to interesting and exhaustive tests totaling 3,000 a month before it leaves the refinery.

They particularly stressed the fact that this oil is fitted for its battle with heat and friction in the modern high-speed motor by being tested to withstand heat 100 degrees hotter than the hottest friction spot in any engine.

Questioned concerning the increase in length of life of cars, these experts said that they had no doubt that car life would be still further prolonged.

Rules of the Average Motorist.

When asked what rules they would recommend to the average motorist who is interested in prolonging the life of his car, they gave the following suggestions:

1. Motorists should buy oil by name.

2. At regular intervals, as specified in the instruction book that comes with his car, the motorist should have it completely lubricated by dealers who specialize in that work.

3. Too much reliance should not be placed upon the oil filter now being furnished as standard equipment on many cars. The oil filter is a useful and valuable advance in automobile construction, but it only cleans oil. It cannot make a bad oil good, and when an oil has lost its heat resisting qualities, the oil filter cannot restore them. That is why, we suggest motorists to such drastic heat-treatments. This oil resists heat and friction even over the longer periods of use which the oil filter has made possible.

Twenty-two hundred women fill important executive positions with banks.



A CAT MAY LOOK AT A KING, and a queen may look at an Indian. At least Queen Marie of Rumania looked upon Chief Two Guns White Wolf recently at Glacier National Park Reservation in Montana. Two Guns has some of the royal bearing.

More Clothes Worn On Paris Stage Now

PARIS (AP)—More clothes are being worn on the stage this year.

The far-famed "Police-Bergere" and other music-hall stills have a lot of cloth on the costumes of some of their prize beauties, but they no longer bewitch the textile mills

entirely, as they did a few years ago. It isn't a virtuous streak that has cropped out in the show business, but rather a swing from the extreme of nakedness.

There was such a sameness about the many show girls and the many shows, all after foreign money, that the excitement began to wear off. The police also suggested same months ago that if the theatres went any

further some of the blue laws would be dusted off and put to work.

Consequently beautiful costumes and startling scenery and stage mechanics were tried and have proved popular.

Hauteville House, Victor Hugo's home in exile, has been given by his descendants to the city of Paris.

Tough Tires — at easy prices!

More mountains climbed, more inspiring scenes found

There are millions of motorists on the road this month—and the ones that climb the mountain trails on Silver-towns are going to get extra service, such as extra toughness and added mileage in every Silvertown.



Goodrich Silvertown

It's the contrast between high mileage and economical cost that makes Silver-towns stand out!

Their tough treads are just as much at home on the trails you follow on vacation trips as on the boulevard.

And nothing saves as much time—or as much money—as tires that get you to the end of your trip without a stop and without a thought.

For vacation or business—this year and next year—buy Silver-towns now.

Expert Tire Repairing Vulcanizing

Bargains In Used Tires

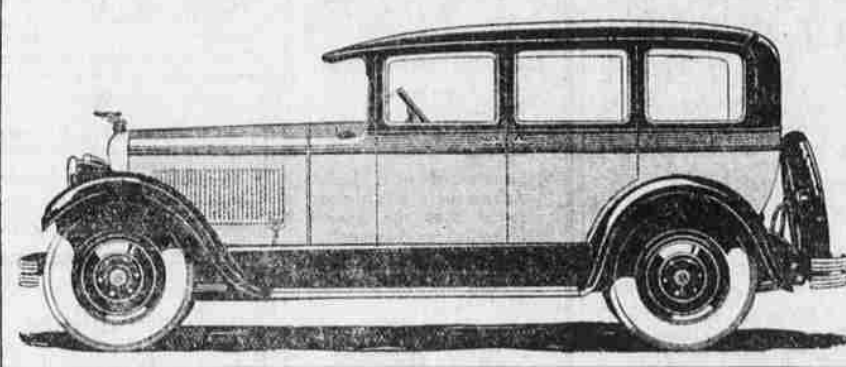
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The STUDEBAKER Dictator

4-DOOR SEDAN

\$1335

F.O.B. FACTORY



Companion car to the famous Studebaker Commander

(A brilliant example of excess power) (and finer quality at a One-Price price)

More Power Twenty-three sedans selling for — **Less Cost** \$50 to \$1815 more than The Dictator have less power, according to ratings of the Society of Automotive Engineers.

Stamina plus Beauty To traditional Studebaker stamina (typified by 1009 Studebakers which have traveled 100,000 miles and over), custom beauty has been added. Exterior and interior rival each other in graceful harmony.

More than \$100 worth of extra equipment

Front and rear bumpers; no-draft ventilating windshield (exclusively Studebaker); engine thermometer and hydronic gasoline gauge on the dash; automatic lock; oil filter; automatic windshield cleaner; rear-vision mirror; rear traffic signal light; 4-wheel brakes; full-size balloon tires; disc wheels; two-beam acorn headlights, controlled from steering wheel; front spring brakes.

Butler finish hardware in closed cars; dome light in Sedan and Victoria; upholstery of rich mohair with broadleaved trim in Sedan, Victoria and Sport Coupe; all other models in genuine leather in tone harmonizing with lacquer body finish. Tourer and Sport Roadster equipped with folding top and quick detachable curtains in color blending with body.

STUDEBAKER DICTATOR MODELS—Sedan (for five) \$1335; Victoria (for four) \$1325; Business Coupe (for two) \$1245; Sport Coupe (for four) \$1345; Sport Roadster (for four) \$1295; Tourer (for five) \$1165; Tourer (for seven) \$1245; Duplex Phaeton (for five) \$1195; Commander and President models to \$2495; Erskine models \$945 and \$995

*Humble seat All prices f.o.b. factory, including front and rear bumpers and 4-wheel brakes

M. J. GOSS
Cor. Fir and Adams Ave.

STUDEBAKER

Officials Favor Special Mailbox For Motorists

HOUSTON, TEX., (AP)—A side-walk mailbox for motorists, an idea born of exasperation, has been tried out here and recommended to postmasters in other cities by John H. Bartlett, assistant postmaster general.

"Why don't you put a small box on the sidewalk and keep a space clear around it so motorists can mail their letters without getting out," a Houston man who had difficulty in finding a parking space near the postoffice wrote Postmaster Roy H. Nichols a year ago. Nichols liked the idea. He procured an ordinary postoffice package box, anchored it to the edge of the cement sidewalk at one side of the postoffice, painting a "no parking" zone on the pavement, equipped it with a "country mail box" and awaited results. A 16-inch metal handle with a chain was attached to the drop.

Motorists adopted the idea at once. They found they could drive to the box, put the lid down with one hand and deposit a letter or package with the other without leaving their motor cars.

Each mail collector takes mail from the box every time he comes into the postoffice and it has resulted in a minimum of 37 collections daily. In one day a count revealed 450 motor cars had stopped at the box.

Postmaster Nichols made a report on the box to Washington and the idea so highly commended itself to officials there that Bartlett has recommended it to other cities throughout the country.



SEE DALE COX
for Battery Service

Auto Battery & Electrical Service

NEVER A BUY LIKE THIS

COME IN AND SEE

Now Only **\$875**

TWO-DOOR SEDAN WITH RUMPHS

Four-Wheel Brakes . . . Body by Fisher . . . 40 H. P. L-Head Six-Cylinder Engine . . . Crankcase Ventilation . . . Dual Air Cleaning . . . Oil Filter . . . Only 3 to 4 oil changes a year.

Harmonic Balancer
Two-Way Cooling
Three-Way Pressure
Lubrication
Honed Cylinders
High-Velocity Hot-Section
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Silent Timing Chain

Full Automatic Spark Control
Thermostatic Charging Control
Balloon Tires
Balloon-Geared Steering
Double-Offset, Low-Gravity
Frame
111-Inch Wheelbase
Easy Shift Transmission

Twelve-Beam Headlights,
Controlled From Steering
Wheel
Chromium, Permanent-Lustre
Plating
Duco Finish
Bumpers Front and Rear
Rear Vision Mirror

Other models at similarly reduced prices. In addition to its low prices, Oldsmobile's delivered prices include the lowest handling and financing charges available.

You have never seen any car of Oldsmobile quality at anywhere near \$875. Come in and prove it for yourself.

You have never seen any, at this price, with four-wheel brakes, oil filter, air cleaner, crankcase ventilation, and the entire list of modern motor car features shown above—together with 111-inch wheelbase, Body by Fisher, Duco

color harmonies—and so on and on.

We urge you to come and examine this car—to drive it—to really know it. For when you do, you will realize that, in Oldsmobile, General Motors now offers you a brand new value.

Never before a buy like this—come in and prove it for yourself!

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New Lower Prices