AUTOMOBILE NEWS

EXPECTS TO CUT OPERATING COST

Recent Survey Shows a Way to Lower Automobile Upkeep Bills

Just a thing and a car was a mechanical one. If it ran, everybody was happy. But what it cost to run, nobody knew and nobody cared.

Today, a car is a family necessity and next to the house itself, it is the family's biggest investment. Naturally its operating cost is of vital importance to the household budget.

Yet few people have any clear idea of what it costs to run a car. Therefore, a recent authoritative survey offers car owners an accurate table of complete car upkeep costs—and some sound advice on how to reduce them.

What it Costs

At Iowa state college, careful tests were made to determine the actual operating costs of a car. Nine different models were used, ranging in price from $400 to $1800, and finally cost figures were arrived at for the average car. Making allowance for the size and weight of your own car, you can check your upkeep against the following table:

Average Car Costs

Items	Percent Total Operating Cost
Oil (lubrication)	3.8
Gasoline	14.7
Maintenance	17.1
Depreciation	36.5
Tires	8.5
Interest	12.1
Insurance	3.0
Garage	6.1
License	5.7
	100.0

You will notice in the table that oil—lubrication—is the smallest actual operating item, representing only three per cent of the total upkeep cost. Yet the first four items in the table, or 62 per cent of the total upkeep cost are largely dependent on that small item—lubrication. If lubrication is incorrect, gasoline mileage falls off, oil is wasted, maintenance costs leap, depreciation is hastened.

That is why authorities who have made a long study of car maintenance consider correct lubrication the most important factor in car-care. They recommend the use of an oil which will form a heat-resisting "film of protection" over every friction spot.

They know that the whole problem of correct motor lubrication lies in a film of oil. That film must shield all vital parts from deadly heat and friction. Therefore, technologists of the Tide Water Oil Sales Corporation, one of the nation's largest refiners of lubricating oils, spent years in study, experiment and tests, not with oils alone, but with oil films. The result of their work is Veedol, an oil which forms a film of protection that successfully masters deadly heat and friction.

Hence, the authorities point out, the surest way of turning the smallest operating item—oil—into the biggest economy item is to:

1. Insist on a heat-tested oil (such as Veedol).
2. Have your car completely lubricated, chassis, transmission, and differential at regular intervals.
3. See that all your lubricants, oils and greases are of a quality at least as high as Veedol Lubricants.

It is claimed that conscientious following of this program will save you 16 per cent on the annual upkeep costs of your car.

Veltex

MOTOR OIL

Will Keep Your Motor Young

Hundreds of local car owners have found this oil to be just a little better than any other kind—those who use it exclusively will tell you that their motors show pep and power after many miles of running.

Drive up for free crankcase service—we are so sure of VELTEX that we will refund your money if it does not give satisfaction.

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KUHN & ZWEIFEL

Sport Goods
Everything For
THE FISHERMAN
THE HUNTER
THE GOLFER
THE ATHLETE

Federal Tires
Parts for All Cars
Timken and United
Motor Bearings
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AUTO PART!

YOU may think it can't be readily duplicated . . . you vision time wasted sending to the factory for it and the consequent idleness of your car . . . and yet it may be an Auto Part resting right here on our shelves! For the man who does his own repairing, this is the ideal place to make inquiries about his every motor need.

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Timken Roller Bearings
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Lockes Brake Lining
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Federal Tires and Tubes
Cylinder Head Gaskets
Clutch Facings
Hyatt Roller Bearings
Thompson Silvrome Valves
Spicer Universal Joints
A. C. Spark Plugs and Oil Filters
Quality Piston Rings
Ring Gears and Pinions
Universal Joint Discs

Jack Allen Supply Co.
La Grande Branch
R. A. FARNAM, Mgr.

THE MALE STILL HAS SOME RIGHTS IN FIJI ISLANDS

World Chamber Adopts Highway Taxation Policy

Adopting a program for road building throughout the world the international chamber of commerce meeting held at Stockholm recently went on record in favor of low motor vehicle taxes which yield a larger grand total return, according to the official report of the meeting received in America this week.

Roy D. Chapin, president of the National Automobile chamber of commerce, who headed the automotive delegation from the United States, pointed out that the phrases "backward countries" and "dark continents" will soon be forgotten ideas. Wealth has always followed transportation, he indicated and with the spread of motor transport and highways it is possible to develop all parts of a territory, resulting in the full use of its resources for the benefit of the public.

"Since our last meting," said Mr. Chapin, "in Brussels two years ago, the world has seen a great increase in the utilization of the highways. The motor vehicle is rapidly being adopted everywhere as a means of quicker transportation for man and goods. Since this growth results in better highways and more motor vehicles, a large annual investment is involved. Business men are vitually concerned because this presents a growing economic problem worthy of study.

"Appropriations for highways are now an important feature of all national budgets.

"During the past two years there has been a great increase in the use of motor vehicles in Europe. Many new motor bus lines have been started operating on regular schedules and motor truck services are supplementing railroads.

"We stand on the threshold of extraordinary world wide use of highway transportation which will involve vast investments for road building and keen study on the part of all those involved."

Highway Platform Adopted

The highway platform adopted by the Stockholm congress is as follows:

a. That special taxes levied on the motor vehicle itself and, or on the motor fuel should be based on highway use, devoted to highway purposes, collected and expended under centralized state control.

b. That highways should be developed to suit modern traffic and that the cost should be distributed in relation to the benefits derived.

c. That taxes should be such that they will not check the economic use of the motor vehicle.

d. That where it is necessary to authorize constructors of a special road to charge toll for its use, the state should retain the right on payment of compensation to purchase or control the road.

e. That city planning should provide for a free flow of traffic and proper facilities for garaging vehicles.

f. That every precautionary measure should be taken for greater safety on streets and highways, including education of drivers of pedestrians and particularly of children.

Ford Products Put On Display Barcelona Show

This year's automobile show at Barcelona was held in and around two great palaces, between which wide flights of marble steps mount toward a third structure placed farther toward the summit of a terraced and wooded hill.

The interior display of the Ford Motor company of Spain at Barcelona consisted of a Ford car of each type and a nickel-plated Model T chassis. In the Lincoln section were shown a limousine, a five-passenger sedan, a Holbrook cabriolet, and a club roadster.

At the foot of the terraces a space containing twelve hundred square meters was devoted to the Fordson tractor. Signs and pennons made the display visible for a mile. Forty-two tractors, most of them in motion, were on display. Each was equipped to perform some agricultural or industrial function. In an airy structure known as a quiosco, erected in the Fordson area, a runaway tractor was kept in operation. On the upper floor of the structure was an open air office for business transactions. Plants and flowers imparted to the scene an air of refreshing coolness.

Ford products have established themselves in Spain by their fine performance. In 1924, Ford cars won all three prizes in a Madrid economy test, and a Lincoln took the Vienna cup for elegance. In 1925 the Lincoln was awarded a diploma and more cups. Both cars have had several subsequent victories.

Early in 1925, caravan of 21 Ford-made cars, trucks and tractors, with a large amount of equipment, including tents and lighting apparatus, made a tour, stopping at ten principal cities and demonstrating to many thousands of Spaniards.

Willys-Overland Profits In Half Year $5,238,053

TOLEDO, O., Aug. 20—Net profits of Willys-Overland, Inc., manufacturers of Willys-Knight and Whippet automobiles, for the first six months of the current year were $5,238,053.71, after deductions for federal income tax, according to a statement just issued by John N. Willys, president.

Results of operations for the first half year are highly satisfactory, Mr. Willys says in the statement. Sales totalling 123,665 cars compare with 88,000 for the same period last year and exceed any previous six months' operations.

In spite of this large increase in sales, merchandise inventories of $24,038,285.65 on June 30, 1927, compare with $22,566,116.26 at the same time last year, a reduction of $12,497,853.41.

Cash on hand is $15,552,165.02 compared with $9,845,539.43 on June 30 last year, an increase of 58 per cent.

Rigid control of inventory and economy in operation have combined with a smooth flow of sales to produce a financial position which is not only a source of strength for current operations but a sound fortification in the event of any unusual competitive activity.

Deferred expense items are carried at $227,454.50, being virtually unchanged since December 31, 1926. This continues the company's policy, as set forth in the 1926 annual report, of charging off practically all intangible items.

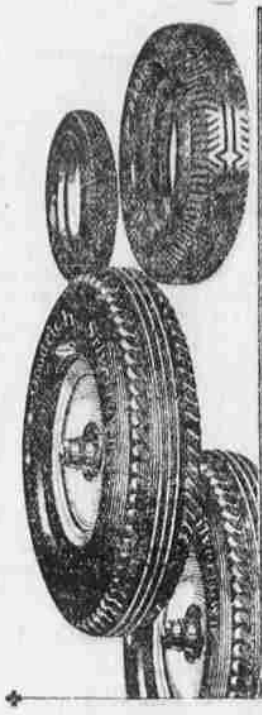
Use of an anti-knock compound in gasoline has brought out a special high compression cylinder head. It is believed that the auto manufacturer offering this type head, for this special gas, will be followed by others.

A dollar found is less valuable than a quarter earned.

CYPRUS ISLE MOTORING

Since the island of Cyprus in the Mediterranean went to England after the war, it has greatly increased its auto registration. From a dozen in 1914 the number of its cars has gone up to more than 1,000.

He requires a peculiar sense of humor for a man to joke with his wife about her doctor's bills.



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you name the price

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Good tires—at prices so low they will surprise you.

The best known brands—at prices based on quantity buying. Let us quote you the cost of *Goodrich Silvertowns* and *Goodrich Radio Cords* and *Balloons*.

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This SMART NEW CAR is as remarkable in quality as in performance

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(FULL FACTORY EQUIPMENT 4-DOOR SEDAN (NOT A COACH))

The Lowest Price at which a Sedan was EVER sold *by* Dodge Brothers

A mile-a-minute performer—the fastest Four in America!

One horse-power to every sixty-five pounds of chassis weight.

And this is only half the story! Here's a car that will look like new and travel like new long after most cars have passed into old age.

The answer is quality—Dodge Brothers quality! Quality materials and construction unequalled by many cars hundreds of dollars higher in price.

Built to give trouble-free, economical service over a long period of time.

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