

FORDOR SEDAN POPULAR MODEL

De Luxe Car of New Ford Line Welcomed During Automobile Show

Introduction of the Fordor sedan to the public at New York, Chicago, and Detroit recently enabled the company to present the de luxe car of the new Ford passenger car line, with many features that are new and exclusive in low-priced cars, according to reports received here by W. C. Perkins, local dealer.

The Fordor is distinctive from the other Ford passenger cars in exterior appearance. The cowl sweeps down in a graceful curve to a narrow belt molding which runs from the front of the hood on a straight line back and around the car. This gives the body a long, low effect.

Another feature that adds much to the exterior appearance is the roll belt effect below the windows, which rolls down to the narrow molding.

The top and rear quarter, which has rounded corners, is covered with a pyroxylin-coated material of a tan shade, in pleasing contrast with the body colors.

Nickel-plated windshield frame and a nickel-plated molding at the juncture of the cowl and hood are other bits of refinement which add materially to the attractiveness of the car. Ventilators in the lower panels of the cowl on each side are another feature.

The interior of the car has a strikingly rich and inviting appearance. The trimming is of an effect with deeply cushioned seats upholstered in soft tan striped cloth, a highly effective combination. The cushions are of the lounge style with oversuffed plain panels. Arm rests in the rear compartments are another convenience.

A feature of the rear quarter which adds to shoulder room for passengers is that the lining is recessed from the door pillars, giving the additional room which is lost when the trimming is brought back on a straight line from the pillars.

Seats in both compartments are deeply cushioned, wide and most comfortable.

The attractiveness of the interior is further enhanced by the use of embossed paneling on the doors and around the ends of the seat in the front compartment. This is a decidedly distinctive touch, such as might be expected only in custom-built bodies.

An oval bow light in the rear compartment and a swinging robe-rail are other pleasing and serviceable features.

The hardware is all nickel-plated in a conservative style of scroll effect and is all of uniform design in harmony with other interior trimmings.

Holmes: A slow town, is it?
Watson: Slow! The speed cops there ride bicycles!

OUT OUR WAY



By Williams

Precision Has Reached Height In Auto Making

Manufacturing precision has reached a height of accuracy in American automobile production that in the opinion of competent judges was never before attained in any large industry.

Chrysler engineers, who have been foremost in the evolution of scientific processes by which this precision was gained, enumerate a long list of tools and machines which were invented to deliver quantity production under the new standards of minute exactness and also of new gauges which were required to test the products thus manufactured.

Every branch of science has been ransacked for aid in the development of the new processes. Ingenious machines were created. Minutely exact scales and gauges were built. The latest discoveries in photography, in ultra-ray research, in delicate gauge adjustment, in weights and measures, are utilized to secure equipment suit-

able for the higher standards of accuracy.

Chrysler manufacturing practices and processes together constitute "standardized quality," a principle which enforces the same scrupulously close limits—the same rigid rule of engineering exactness—the same absolute accuracy and precision in the manufacturing of every part of all Chrysler models—52, 62, 72 and Imperial 80, it is said.

A very interesting illustration of the rigid requirements laid down for Chrysler parts is to be found in the camshaft, which is subjected, after manufacture, to no fewer than 49 different tests with delicate scientific instruments calculated to a precision of two-tenths of one-thousandth of an inch—the size of a human hair split ten times. The camshaft is carefully checked for exact dimensions of its bearings, for the degree of elevation, contour and timing of its individual cams, for resistance and for the position of its integral gears.

Policeman: Yer can't go there, Miss; it's a one-way street.
Lady: But I only want to go one way—Punch.

No Squeaks Or Rattles, Dodge Brothers Claim

No builder of the finest custom bodies could take greater care or devise more effective means to eliminate all likelihood of squeaks, rattles and body noises than have Dodge Brothers engineers in designing and developing the new Victory six, declares L. C. Smith, local dealer.

"The panels of the double wall steel body," Mr. Smith explains, "are lined with thick felt pads to insure against any possibility of drumming or of sounding board effect when the car travels over uneven pavements. Beneath the rear floor carpet, securely cemented to the floor, is a heavy pad of sound-proofing material and on the under side of the rubber mat on the driver's compartment is a similar pad. The body engineers state that over 85 per cent of the entire outside surface of the body, exclusive of the window openings, is lined with sound-proofing felt. This felt is effective not only in sound-proofing the body but also as heat insulation, making the car warmer in winter and cooler in summer. The polished plate glass windows slide in noiseless runways of felt and when lowered rest on rubber supports.

"So accurate are the dies used in the mammoth presses which form the double walled steel doors and the door openings in the bodies that the desired clearances at the top, bottom and sides of the doors are maintained within very close limits. The adjustable rubber stops against which the doors strike when closed are of liberal dimensions. The 'dove-tails' which serve as guides when the doors are closed are padded with cushions of live rubber armored with metal to protect against wear. There is no 'tinnny' sound when a Victory door is slammed.

"A careful examination of the car discloses the bonded edges of the fabric strips which are placed between the front and rear fenders and the frame, between the rear fenders and the body and between the body and the vertical surfaces of the side members of the frame. The body itself rests at the front on heavy fabric strips and at the rear on quarter-inch thick strips of heavy felt. Although the body and the chassis frame when fastened together with the 23 body bolts act as a single unit

the body can be removed if necessary as easily as any other type of body.

"To prevent hood rattles the hood fasteners are designed to exert pressure in two directions, downward and inward or toward the frame. At each fastener, riveted to the side panel of the hood, is a cushioning pad two inches in diameter made of tough rubber composition similar to that used in rubber soles for shoes. Where the hood rests on the radiator shell and on the cowl a special fabric is used. The fabric is not flat like ordinary cotton webbing. The special looms weave it with thick edges and this center in order that the rivet heads may be well below the surface and not touch the metal of the hood. The tightly woven cotton webbing is thoroughly impregnated with a compound which serves both as a waterproofing and as a lubricant.

"The close attention which Dodge Brothers engineers have paid to every detail of protection against possible body noises," Mr. Smith explains, "is typical of the care they have taken in developing every detail of the power plant and chassis of the Victory six to insure care-free dependable service throughout the long life for which Dodge Brothers motor cars have always been so well known."

Motorist: I'm sorry I ran over your hen. Would a dollar make it right?
Farmer: Well, better make it two. I have a rooster that was mighty fond of that hen and the shock might kill him, too.

Retail Orders For New Olds Models Large

LANSING, Mich., Feb. 25—Retail orders for the new Oldsmobile are being received in a volume exceeding all previous records, factory officials report. If the public acceptance of Oldsmobile at the many automobile shows is a criterion, 1928 is destined to be the greatest year in the history of this veteran company.

"Our tabulation of retail orders is not complete owing to the volume reaching us daily," said D. S. Eddins, vice president and general sales manager of Oldsmobile. "But our figures now are materially in excess of sales reported during the same period in any previous year since the introduction of new Oldsmobiles in the past.

"We have accurate reports on sales made at the leading automobile shows throughout the country and these record remarkable gains. In many instances the increases over sales made at the same exhibits last year are in excess of 500 per cent. These exceptional increases are not limited to a few localities, but represent every section of the country.

"Our dealer organization is most enthusiastic, as is demonstrated by the requests we are receiving for increased allotments. This phase, of course, is a reflection of enlarged consumer demand. From present indications this demand will absorb our entire factory production for months to come."

U. S. Leader in Oil Output at Present

WASHINGTON (AP)—Nearly three-quarters of the world output of petroleum in 1927 was contained in the 502,500 barrels produced by the United States, preliminary estimates of the department of commerce indicate. In 1926 the United States produced 770,574,000 barrels.

Russia moved into second place as a producing country for the first time since 1917, forcing out Mexico, which dropped to fourth place. Venezuela was third, Persia fifth, Rumania sixth and Netherlands last Indies seventh.

Liquor Cause of 9,159 Fatal or Serious Wrecks

SACRAMENTO, Calif., Feb. 25 (AP)—Reckless and drunken drivers were responsible last year for 9,159 accidents involving either injury or death, the state motor vehicle department reported today. The department, from accident statistics placed, the number of dead at 1,651, the seriously injured at 4,277 and those suffering minor injuries at 14,991. In all there were approximately 20,000 crashes.

"My wife has run away with a man in my car."
"Good heavens! Not your new car?"—Keystone humorist.

Auto Supply Co. Sells 500,000 Tires In Year

Nearly half a million Western Auto tires were purchased by western automobile owners in 1927, according to information from the local manager of the Western Auto Supply company.

"It is evident that thousands of western car owners have decided that Western Auto tires can give them the values they want," he says. "With tires being sold on the basis of the greatest values for the money, new thousands are flocking to Western Auto tires.

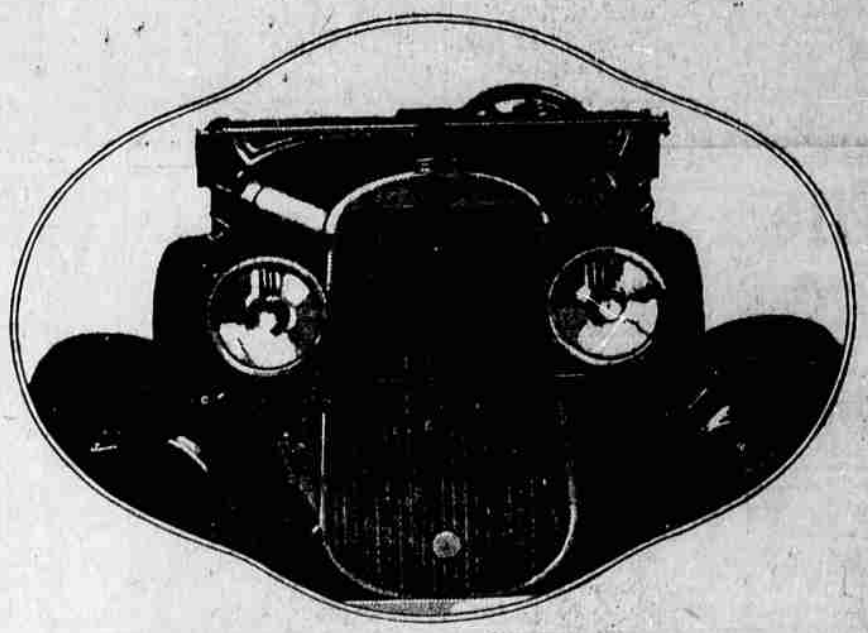
"With so many excellent tires on the market, the public is in a good position to know and judge comparative values and reward the distributors who offer the best values with a great volume of business. "Our constantly increasing sales make possible worth-while savings in production costs. It is the policy of Western Auto to pass these economies on to the customer in the form of lower prices.

"All Western Auto stores are still accepting old, worn out tires as part payment on new, guaranteed Western Giant and Wearwell tires."

Flirt: What caused that collision today?
Dob: Two motorists after the same pedestrian.

It's fair enough to take a man of your size, but some of us don't realize how small we are.

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New—completely new! New, larger and two years ahead—new in not only the form but the whole spirit of its styling and engineering. A new Six, surpassing in performance, revealing great strides in speed and smoothness. New in handling ease, in riding comfort. New and gratifying in every factor of enjoyment and satisfaction. In short, a General Motors triumph, the culmination of two years' constant, earnest labor put into its design and construction. A finished product, proved by a million miles of testing on the General Motors Proving Ground. At once the confirmation and reward of Oldsmobile's policy pledged to progress. See this fulfillment of Oldsmobile's cherished ambition to produce The Fine Car of Low Price.

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When you drive up to a Texaco station and order a quart of oil, you really get much more than just that.

You get a quart of the *right* oil—you get lubricating knowledge as well as a quart of liquid.

Texaco men know the particular needs of your car—the needs as determined by the great staff of Texaco lubricating engineers. When you buy Texaco, you buy both oil and service.

The Texas Co. Audmer Playle, Agent



Quick, accurate work on replacing windshield glass, door glass or rear glass in any type of car. We have high-grade plate in single and double strength. Our beveling machine allows us to finish the job as neatly as it comes from the factory.

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