

Spring Travel Lures Drivers In This State

While most of the east and middle west and parts of the south have been suffering from cold snaps, thaw and sleet storms, motorists of the Pacific Northwest have an excellent opportunity to see Mother Nature actively engaged in priming up for spring and giving the hills and meadows their annual garment of wild flowers.

The enclosed car is the ideal type for spring travel, as in fact it is for the greater part of the year. The possibility at any time of wind or fog makes the convenience of movable windows a decided advantage even in this favored country, where bad roads seldom interfere with touring and sunshine for a

good part of the year is the rule rather than the exception.

The Chevrolet Motor company last year sent out an Imperial band to visit the various national parks of the west in order to demonstrate to the motoring public how easily it is to make such a trip—and, if taken in a Chevrolet, how economical. During this tour elevations up to almost 12,000 feet were reached, and at some points higher than the top of the Andes. Nevertheless, no difficulties were encountered on the trip, which covered a distance of approximately 12,000 miles in less than three months.

"Bigger and Better" than last year, the new model Chevrolet has added advantages for strenuous touring, with its air-funnel system of cooling, thermomatic control, four-wheel brakes and a wheelbase four inches longer than that of the 1927 car. It has almost two-fifths

more power than the former model and a speed five miles greater.

"The three, too, are slightly larger," said Avery Harrison, the local dealer, "and add somewhat to the comfort of driver and passengers. Without considering the shock-absorbing unit built into the springs and requiring no attention whatever. The company's engineers have also added to the steering ease of the car."

The whole family owns the car. This is when the car is idle it is mother's car, when it is in use it is the children's car, and when disabled or with a tire down it is dad's car.—Pratt (Kan.) Republican.

Tourist: You've got a big farm here, but it's all covered with rocks. I don't see how you make a living on it.

Farmer: Wal, y're goin' to see. I own all the mudhole rights on this detour.

Proving Grounds For Tractors Is One of Features

Before the new Caterpillar "26" just announced by the Caterpillar Tractor company, was offered the public, it was first put through a grueling proving grounds test, according to the Bunting Tractor company. For six months, this first "26" was run day and night with a constant load dragged on a long steel boat. Thus, every possible flaw was brought to light and corrected in spite of the millions of miles of grueling work performed by some 25,000 Caterpillars under all conditions of tough jobs in all sections of the world that had already "proved" the Caterpillar in war and peace.

While the Caterpillar 26 is new as an addition to the line, it is millions of years old in experience that is passed along to the buyers of the latest models. Research has brought to light the fact that at least 19 out of the first 20 Caterpillar 60s and 30s built are still at work.

Also, it is learned that tractors are being worked much harder today than ever before. In the woods, in the United States forest service, on road work, and in the agricultural field, the Caterpillar has been given the hardest tests. In the agricultural field, 2,000-hour-per-year tractors are quite common while 2,500-hour, 3,000-hour, 4,000-hour and even 5,000-hour-per-year Caterpillars are found where they are being run day and night with two drivers working them in shifts to get in 23 hours per day, averaging 25 days per month throughout most of the year. And much of this work is done in the Imperial valley of California and Mexico with the temperature at 120 to 130 degrees in the shade!

Thus, proving grounds at the Caterpillar factory are merely a check-up on the model to insure buyers of power getting all of the benefits of the experiences of Caterpillar owners the world over as proved in paying performance in the woods, in the oil fields, in the quarries; on the ranches, plantations and farms; on building of good roads from bad; on snow removal, in war and peace; in all weather and climates.

Car Tires Are Given Space In Furniture Mart

For the first time in history automobile tires were allowed space in the exhibits at the National Furniture mart, held in Chicago in January. The Association of Retail Furniture Dealers report that many furniture stores in different parts of the country have been selling tires and they all report a ready response from their customers, according to Charles Boehm, of the Carr Furniture company, who recently placed a large stock of Goodrich tires on his floor.

New Instrument Measures Riding Quality Of Auto

Score another point for the automotive research engineer who has developed an instrument which will measure the riding qualities of a motor car. One of the chief difficulties engineers have encountered in their study of riding qualities was the lack of an accurate standard of measurement. Thus it is of considerable interest to the motorist to learn that engineers at Studebaker's million dollar proving

ground use a "human accelerometer" which records variation in the riding qualities of a motor car over all sorts and conditions of road, and at any speed. The machine may be mounted on the front or rear seat of a car, and has approximately the same weight as the average passenger. As the car passes over the various types of road surface encountered on the proving ground the vibration that a passenger by the accelerometer on a strip of tape. By noting the road surface, the speed of the car, and the other factors, Studebaker engineers are able to make decisions which are based on the actual facts.

Use of this new type of accelerometer, plus proving ground methods of determining the center of gravity of every model, and the rate of spring recoil from given spring designs enables Studebaker engineers to achieve remarkably smooth riding qualities in Studebaker and Erskine cars. "A big part of any engineering problem is already solved if the various factors can be accurately measured," says W. S. James, Studebaker Research Engineer. "The function of all our research engineering and proving ground work is to get the facts—to see how one design works as compared with another, to get the only sound basis for engineering judgment. As soon as you eliminate guess work you begin to get somewhere."

Cadillac Sales Up 200 Per Cent In Half a Year

In the six months period ending Mar. 1, the Cadillac Motor Car company reports a 200 per cent gain in sales of custom-built bodies. In sales of custom-built town cars during the same period the increase has been 125 per cent. This increase has followed closely upon the purchase by Fisher Body corporation of the Fleetwood Body company, bringing the largest body building organization in the world the facilities and personnel of one of the oldest custom body building companies of the country.

Rabbit Fur And Meat Demand Is Causing Study

WASHINGTON (AP)—Necessitated by the rapidly expanding rabbit industry of the west, a new United States rabbit experiment station has been opened at Fontana, Cal., to develop reliable information concerning the best methods of breeding, feeding and housing rabbits, and to study their diseases. Paul G. Reddington, chief of the bureau of biological survey, expects the station, first of its kind in the country, to be well worth the \$15,000 appropriated for its establishment. He represented Secretary Jardine at the dedication ceremony March 3, in which California state officials participated. In the western states, particularly southern California, rabbits of various domestic breeds are produced in large numbers. Some breeders keep only 50 or 100 animals but others have from 1000 to 5000 or more. Almost everyone in the rural districts has a few rabbits. Several slaughterhouses are operated in the Los Angeles district where from 25,000 to 50,000 rabbits a month are killed, dressed, and marketed for hotels, restaurants and home tables. More than \$1,000,000 worth of dressed rabbit

meat was marketed in Los Angeles alone in 1926.

California rabbits are usually marketed as fryers at 8 weeks of age, when they weigh about 4 pounds each. Dressed rabbits are shipped in large numbers to New York, Chicago, Philadelphia and other large eastern markets.

Rabbit fur is used more extensively by the fur trade than any other kind. More than 100,000,000

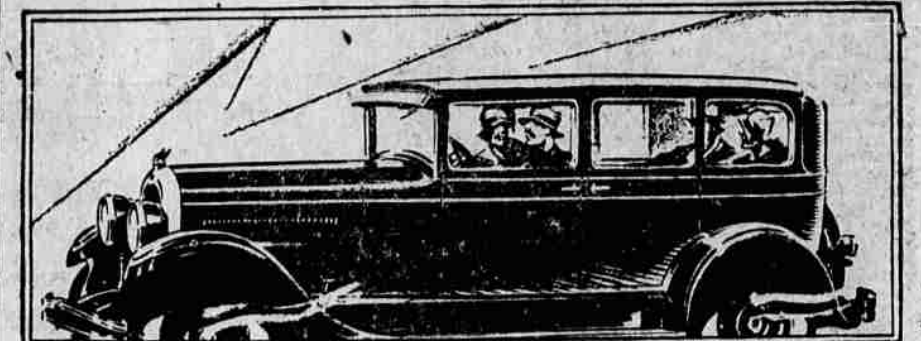
rabbit skins are utilized annually, of which the United States at present produces less than two per cent.

Approximately \$25,000,000 worth of rabbit skins are imported annually from Australia, New Zealand, Belgium, France and other foreign countries. About 65,000,000 dressed and dyed pelts are made into fur garments and into trimmings for women's coats, suits

and dresses. The remainder, or skins not suitable for garments, are used as linings for men's and boys' gloves and in the manufacture of felt, used chiefly for making hats.

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Salesman: That's easy, just send your boy to college.

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72 miles and more an hour—now made still more smoothly, more easily because of the counterweighted 7-bearing crankshaft.

In traffic, it whisks to the fore in a way that out-Chrysler even Chrysler. Mountain grades literally melt before it.

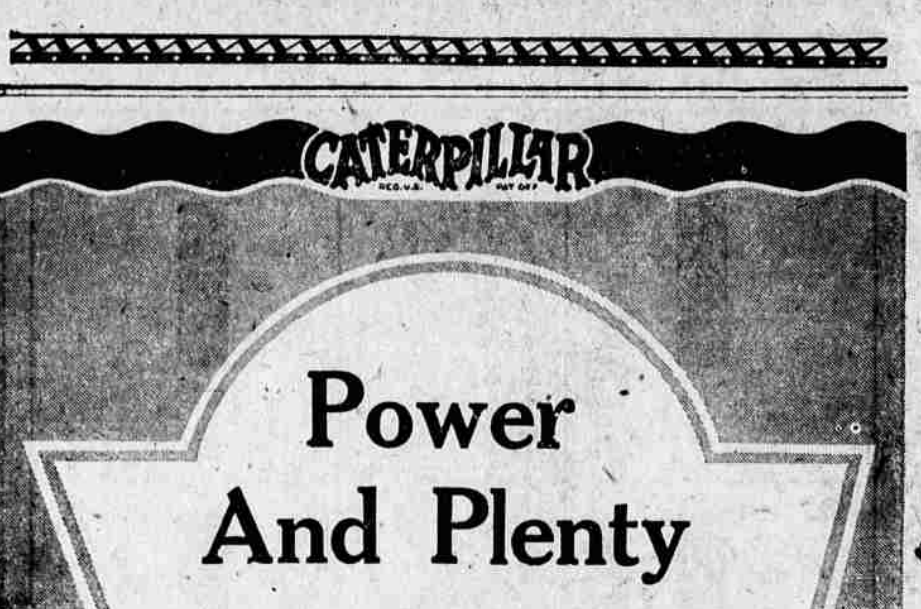
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New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, giving 12% greater torque with greater speed, power and hill-climbing ability; standard equipment on all body models of the 112 h. p. Imperial "80," also standard on the roadsters, and available at slight extra cost for other body types, of the "62" and "72."

Illustrious New Chrysler "72"—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

WEEKS & BUCHANAN

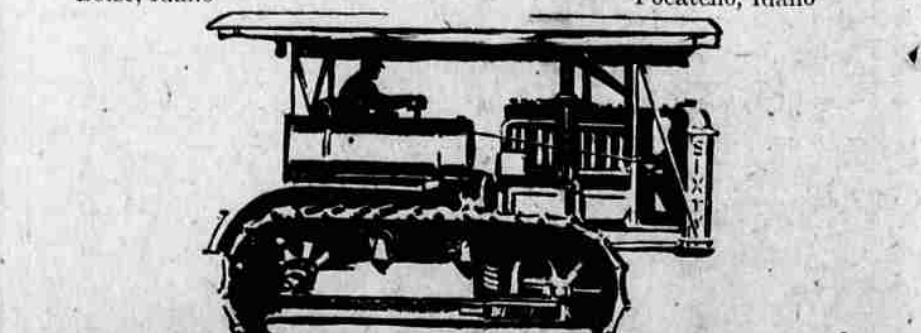


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Aside from such self-evident superiorities as its brilliant finish, beauty and quality, the Essex Super-Six is a car that is the very epitome of the wheel you handle and the hardware you touch.

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The Essex Super-Six high compression motor is patented and exclusive, and is so far as we know the most powerful and efficient motor of its size in the world.

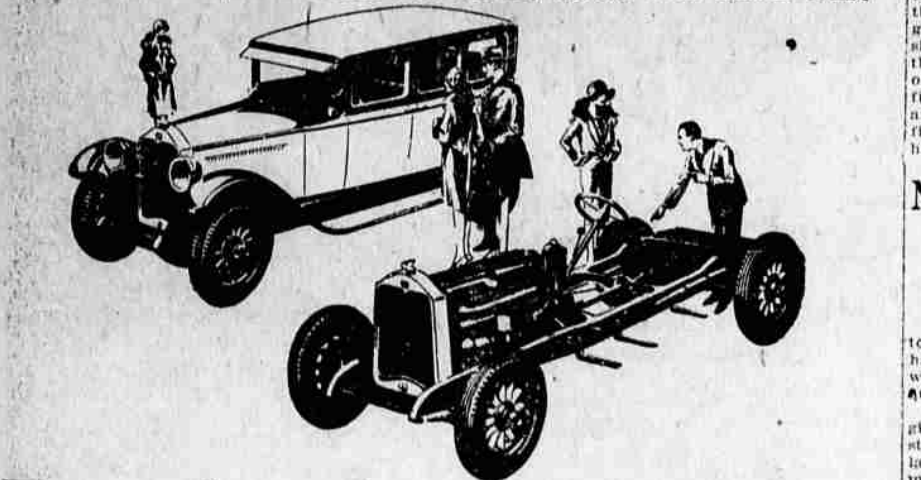
The instrument board includes motorometer, gasoline gauge, oil gauge, speedometer and ammeter.

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