

MORE ATTENTION TO BODIES, NEED

Motor Usually Outlasts Rest of Automobile Because of Better Care

By NEA Service
The motor usually outlasts the body in service for the simple reason that it is the last to show signs of "baking." A squaky or creaky body, on the other hand, is tolerated without handicap in operation of the car. Usually, however, the squeaks and creaks are permanent marks added, rattling becomes an annoyance and the automobile is worth much less than one that has been paid attention to the engine. It requires only occasional checking of bolts and other parts. And it demands only a matter of cleanliness on the part of the owner.

Squeaks come from such insignificant causes as glazed contact points between doors and pillars, between hood and fender, at the hood latches and at the door lock. All they need is slight lubrication, a drop of oil in the lock, or a touch of grease along the contact points. Slight rattles come from parts loosened by the inevitable vibration of the car, and jars over rough pavements. The bumpers can thus be loosened enough to rattle disturbingly. The trimmings inside the car can become loose and squeak. Wires in the ignition system may trail and strike against the body or chassis as the car moves along.

All that's needed is tightening. **THE BIGGER BAIT**
A wealthy auto tourist lost his pedigree dog while stopping in a small town. He inserted a lost ad in the newspaper, offering a reward of \$100.

The next day he went to the office to inquire, but no one was to be found, except a decrepit janitor. Where in thunder is the new owner force? asked the tourist impatiently.

"They're all out," the old man replied, "tryin' to find yer dog."

Motor Travel in South, Southwest To Increase Due To Conventions

SAN ANTONIO, Tex., Mar. 31.—Motor travel in the south and southwest is due to a marked boom this season from the national convention of the American Legion and five other great national gatherings to be held in this section of the country this summer and fall.

With the large amount of new construction completed, the 100,000 legions and the 200,000 members of the other organizations attending the conventions will find splendid highways for motor tours in the most romantic region in the United States with a history dating back beyond the American Revolution.

The legion meets at San Antonio Oct. 8-12 and already inquiries on roads are coming in, according to director. The other gatherings are: National Junior Chamber of Commerce, San Antonio, May; General Federation of Women's Clubs, San Antonio, May; Shrine, Miami, May; Democrats, Houston, June; Elks, Miami, July.

Automobile clubs, newspaper information bureaus and tourist bureaus are sending in highway inquiries daily to the legion convention bureau and the Old Spanish Trail association and other information centers here. The volume of inquiries is much larger than normal, due according to Harrell Ayres, managing director of the Old Spanish Trail association, to the legion and the other five conventions.

Twenty million dollars worth of new construction has recently been opened on the Old Spanish Trail alone, making a total of \$70,000,000 recently completed on this one main artery, which is now an all-weather highway from St. Augustine to San Diego, with the exception of a small stretch in Baldwin county, Alabama, which is good except in very bad weather.

Major projects just opened include: Lake Pontchartrain bridge, New Orleans, 16.4 mi., cost \$5,500,000; Mobile Bay bridge, 10.5 mi., \$2,500,000; Sabine River bridge, 3 mi., \$1,000,000; bridge at Bay St. Louis, Miss., 2 mi., \$750,000; concrete pavements and new bridges in East Texas, \$7,000,000; completed road across New Mexican desert; bridge over Gila river, Arizona, pavement in Southern California; sand hills and grade through Granite mountains near San Diego, \$1,000,000.

Travelers and Information May Be Obtained by Writing the American Legion Convention Bureau or the Old Spanish Trail Association, Gunter Hotel, San Antonio, Texas.

Fenton Speaks To Sixty Local Owners of Cars

More than 60 interested listeners attended the lecture on automobile construction, service and maintenance which was given at the Goss salesroom last night by W. R. Fenton, service superintendent of the Howard Automobile company of Portland, San Francisco, Oakland and Los Angeles. Mr. Fenton was introduced by M. J. Goss, local Buick dealer.

Mr. Fenton used a new Buick chassis and demonstrated throughout the new chassis, explaining its many fine points. The new and old crank shafts were also on demonstration and the many improvements of the new model cited.

Mr. Fenton demonstrated that he is one of the best posted authorities on the mechanics of an automobile in the west. An informal discussion followed the meeting.

Honk at Corners, Ordinance Orders

AMARILLO, Texas.—The city commission is drafting an ordinance for repeal of about 200 old laws which no longer are enforced.

Among the ordinances to be discarded is one which requires a motorist to honk a horn, blow a whistle or ring a bell at every street intersection. This ordinance limits the speed of motor vehicles to six miles an hour, and says a driver of an automobile must stop and let a person with horses pass if the latter signals for him to do so. Another law to be repealed provides that all children less than 16 years old must be off the streets at 9 o'clock at night.

Chief of Police Urges Towns To Motorize Force

SWAMPSCOTT, Mass., (AP).—The way to efficiency in the small town police department, lies through a completely motorized force, says Walter Francis Reeves, chief of the Swampscott police. Chief Reeves is trying to put his idea into practice here and points out that the town's force has shrunk from 21 patrolmen and officers to 15 men. With the decrease and diminished expenses have come motor equipment, and, the chief asserts, a far more efficient police service.

Reeves believes that every town in the United States should motorize its force. His plan would banish the old-time "sidewalk pounder" and would put all policemen except traffic men in well equipped vehicles, automobiles or motorcycles with sidecars.

A criminal, he said, can keep tabs of the old-time patrolman, but he cannot tell when the motor-mounted policeman may show up at any given spot. In suburban and thickly settled town districts alike, he says, police are needed who can be summoned at top speed.

Production Up: 15 Lines To Be Operating Apr. 1

DEARBORN, March 31.—Ford assembly lines at the Fordson plant and nine branches are at present pushing the production score steadily upward. Five more assembly lines will be in operation before April 1.

The complete list of assembly plants in operation by April 1 will include those at Fordson, Kearny, Louisville, San Francisco, Kansas City, Chicago, Norfolk, Seattle, St. Louis, Chester, Dallas, Twin City, Somerville, Memphis and Buffalo.

A REASON
She: Freddie hasn't been out for an evening or taken a drink for three weeks.
He: Turned over a new leaf?
She: No, he turned over a new car.

CHEVROLET SETS NEW CAR RECORD

Factories Operating at Peak Efficiency—116,943 Vehicles Built

With its factories, assembling plants and sales organization throughout the country operating at peak efficiency, the Chevrolet Motor company in February set a new high monthly record of 116,943 cars and trucks. Domestic retail deliveries for this period are estimated at 80,000 units, against 58,233 in February, 1927.

"As a result of the reception which the new car is receiving," said Avery Harrison, of the local dealer organization, "factory officials are more content than ever that the 1928 volume will be considerably above last year's figure, when 1,061,334 units were produced and marketed."

The best previous month in Chevrolet history was May, 1927, with an output of 115,623 cars and trucks. Production last month shows a 36 per cent gain over the \$5,817 units of February, last year, and it is more than four times the 28,931 units turned out in February, 1925. March promises to outdo even the high figure set during last month.

Up to March 1 the total number of "bigger and better" Chevrolets manufactured was 241,300 units, 32,773 having been produced in December and shipped to dealers to enable them to have cars for display at the first public showing on January 1. The achievement of building almost a quarter of a million cars in so short a space of time has never been duplicated in the automobile industry.

Set New Record
Since introduction of the new series Chevrolet on January 1 previous records have gone glimmering. Fourteen domestic plants are operating on full time to keep production on an even keel with the orders piling up. A large number of cars and trucks are going into the export market to meet the demand from virtually every country on the globe. Day and night shipments are being made from the seven Chevrolet assembly plants to assure dealers everywhere of ample stocks for prompt deliveries.

Despite the fact that production now exceeds 5,000 daily, dealers throughout the country are without a surplus of automobiles. In Oregon, Washington, Idaho and Montana it is apparent that March quotas will be exceeded by a good margin.

Many Accidents Occur When Pull Auto Out of Line

CHICAGO, Ill., Mar. 31 (Special).—In driving you increase your chances of an accident 50 to 1 when you pull your automobile out of line.

Forty per cent of the automobile accidents fatal to children occur when a child runs out from behind a parked car.

These are among the conclusions of James S. Kemper, president of the Lumbermens Mutual Casualty company, Chicago. His judgment is based on intensive study of over 10,000 automobile accidents in the past ten years.

"I don't mean that a driver should never cut his car out of line," says Mr. Kemper. "That would be ridiculous advice. It is constantly necessary to pull a car out of line. The purpose may be to turn or to pass another car. Circumstances may make it right and proper to do so."

"What I do mean is precisely what I say, that you increase your chances of an accident 50 to 1 when you cut out of line. Therefore you should do so only when absolutely necessary and with the greatest foresight and care."

Referring to an illustrated book on "Preventable Accident" published by the automobile safety committee of the Lumbermens Mutual Casualty company, Mr. Kemper pointed out some road rules that bear on the dangers of pulling out of line.

"Keep your position on a hill; if you want to pass a car, do it on the level."

"Keep your place on a curve and do your passing on the straight-of-way."

"Let approaching car go by before passing car ahead."

"Follow line of traffic. Move straight ahead, not in and out."

Canada Buys More Cars For Officers

MONTREAL, March 31.—Four hundred and sixty-one motor cars have been purchased by the federal government for its various departments since 1927, according to a return tabled in the house of commons. Sixteen different departments are responsible for the purchase.

The majority of the cars were light vehicles for field work by inspectors and others. The department of agriculture bought 17; the department of national revenue, 14; interior, 32; national defense, 24; mounted police, 14; and soldier settlement board, 173. The balance was purchased two or three to the department.

Grade Crossings Show an Increase

The recent supreme court decision fixing the responsibility for all accidents occurring at railroad grade crossings on the motorist, makes the following information of interest.

According to the Oregon State Motor association, the number of railroad grade crossings on Class 1 railroads, representing 91 per cent of the steam railroad trackage in this country, increased in 1926. Grade crossings to the number of 1,184 were constructed on these roads during 1926, while the number eliminated was 1,153, of which only 193 were eliminated by the separation of grade.

Thefts of Tires Drop 60 Per Cent

Thefts of tires from automobiles dropped off 60 per cent in the last 15 months of low tire prices, according to information reaching the General Tire and Rubber Co. from a source of insurance companies handling automobile business.

It was the belief of insurance officials the low selling price of tires in 1927 cut the thieves' margin of "profit" to a point where the operation was unprofitable.

Twice as many thefts of spares were reported as those in which thieves removed tires from wheels.

"52" Chrysler Now Has Four Wheel Brakes

Announcement that four wheel brakes of the hydraulic type are now available for Chrysler cars of the "52" model has been received from the Chrysler Sales Corporation by Weeks and Buchanan, local dealers.

The addition makes the Chrysler "52" the lowest priced car in the world provided with hydraulic four-wheel brakes, according to an accompanying statement by J. W. Frazer, Chrysler Sales Manager, which says that the feature is available as optional equipment for all "52" cars at an added nominal cost of \$25.

"Chrysler-Lockheed hydraulic four-wheel brakes have been an outstanding factor in the phenomenal popularity of all our six cylinder cars ever since their introduction," says Mr. Frazer's statement, "and we regard their extension of the '52' as one of the most striking examples yet made of the advantages of Chrysler's unique manufacturing methods."

"The recent reduction prices of the Chrysler '52'—with Chrysler performance and quality unchanged—greatly increased the market for this model by reason of the fact that it offered size, appearance, comfort and performance never before available at so low a price.

Simpler And Safer
"We are confident that in giving to the '52' hydraulic brakes which are universally recognized as safer, simpler and safer than any other four-wheel braking equipment, we shall meet with an even greater public appreciation for this model."

The Chrysler-Lockheed system is simplicity itself. Chrysler engineers point out. No lubrication is necessary. There are no rods, springs or clevises, and no mechanical equalizers.

The fluid which operates the brakes is contained in the cylinders and brake lines; a reserve supply is carried in a small tank which is connected to the master cylinder.

Pressure on the foot pedal is transmitted in full force to the brakes through the fluid in the cylinder and lines.

The pedal pressure is applied against all four brake cylinders in equal degree through the operation of the elementary law of physics that "the pressure exerted upon any portion of a fluid enclosed in a vessel is transmitted, undiminished, equally to all surfaces". This means braking safety and certain—a positiveness of braking control not attainable, the engineers say, by any other method.

THE VACUUM TANK
Wife: John, I'm sure we won't have gas enough.
John (testily): What's the matter; isn't your mother going along?

We now offer
the world's greatest tire
GOODYEAR
ON OUR PAY-AS-YOU-RIDE EASY PAYMENT PLAN



Why buy anything else when the world-famous Goodyear is now placed within easy reach of all? Our stock is all new, fresh, first-grade guaranteed Goodyears.

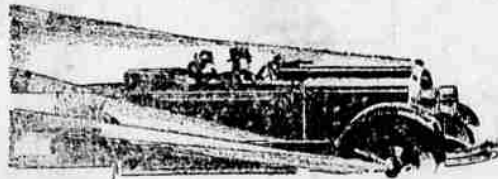
No Delay—No Red Tape
Get your Goodyears today. You will save money and you will deal with a courteous, responsible firm. Come in or phone.

W. H. Bohnenkamp Co.

Chrysler

Special Display week

APRIL 2nd to 8th



Comprehensive

Showing of Today's Greatest Motor Car Values
—Come in and See Them — **DRIVE THEM**

We have arranged for this week—April 2nd to 8th—a special Chrysler display in our show-rooms to which you are cordially invited.

We feel sure that no matter what type or price of car you may have in mind, you will find just what you want in this exhibit.

New 112 h.p. Imperial "80," \$2795 to \$3495—the most modern car of luxury—leading all others in the beauty and distinction of its body designs. Illustrious New "72," \$1545 to \$1795—longer, roomier, faster, handsomer—72 and more miles an hour. 75 h.p. motor that sets new standards of performance. The smartest of cars.

Great New "62" at new lower prices, \$1065 to \$1235—giving more than you can buy in any other car for hundreds of dollars more.

62 and more smooth miles an hour. 7-bearing crankshaft. Hydraulic 4-wheel brakes. Rubber shock insulators.

Smart New "52" at sensational new lower prices, \$670 to \$720—with quality unchanged in any detail—more emphatically than ever the greatest value in the low-priced field. Luxurious, roomy bodies. Hydraulic 4-wheel brakes for \$25 extra.

When you have inspected the model in which you are interested, we shall appreciate the opportunity of giving you a thorough demonstration of its road qualities.

Your attendance at this display or a demonstration does not imply any obligation. We shall be proud to have the opportunity of showing you the many fine things Chrysler has to offer.

All prices f. o. b. Detroit, subject to current Federal excise tax

WEEKS & BUCHANAN