

TEST MILES PER GALLON OF GAS

Hudson-Essex Dealer Is Through Listening to "Gas" Arguments

"What'll she do on a gallon of gas?" The man or woman buying a car these days invariably asks that question.

Ed Ledbetter, Hudson-Essex dealer here, says he is all through listening to "gas" arguments or individual experiences about the fuel economy of a 1928 Hudson Super-Six. He has fixed up an arrangement in a Hudson with which he is showing to motorists the exact mileage which may be expected from the car.

A standard sedan has been selected. A measured gallon of gasoline is placed in a container and connected with the pipe running from the vacuum tank to the carburetor. The engine is then idled until the gasoline is drawn from the carburetor, and then started from the measured gallon of gasoline.

A Typical Test

"On a typical test," says Mr. Ledbetter, "we drive from our place of business through the city, making all proper stops, and then

take the open road at about 25 to 35 miles an hour.

"We do not pinch the carburetor down, inflate the tires abnormally, coast, throwout the clutch or do any other tricks. We want to show the amount of gasoline which a buyer will use in his regular driving. Our recent averages with a 1928 Hudson are above 15 miles to the gallon, which is remarkable indeed for a large, fine-performing car like a Hudson.

"Of course gasoline economy is not the main purpose in buying a Hudson. A man who purchases one of them wants to go some where. He doesn't want to notice such things as hills. He wants to command the open road. We are telling everyone that we consider Hudson the best roading car in the world today—not just in conversation but in actual test. Such a standard of performance is what makes the economy so much more interesting.

"These tests will continue until we have had an opportunity to show all our friends what they may expect from Hudson. We have shown a good number now, and all of them have had their eyes opened. Old-time Hudson owners who thought they knew all about the Super-Sixes have been as surprised as anyone else. The world do move."

Action is asked by cemetery associations to prevent couples petting there. It seems to be a grave problem.

Trouble Savers

By Jim Morelock

Have your battery tested, and filled every week during this hot spell of weather, it's almost humane.

—1—

Turn the hose on your tires every day they must have moisture from some source.

—2—

Retard your spark when starting your car to avoid damage to your fly wheel. Hot weather will overcharge your battery causing your starter to strike too hard.

—3—

Don't turn cold water on your car when it's hot from sun it damages your paint job—let it cool off in the shade or wait till evening.

—4—

Change water in the radiator often during hot weather. It loses its efficiency the same as your oil. Open the petcock on the bottom insert the hose at top, let run for several minutes, you'll be surprised at results.

—5—

Use heavy oil clean crankcase often during the warm period it will save you money, as well as add miles to the life of your motor, further I would recommend an extra quart of oil till the weather cools, don't let your oil get low that's suicide to a motor.

Hoover's Uncle



Following his mother's death, when Herbert Hoover was a 10-year-old lad, the three orphaned Hoover children were taken to Pawhuska, Okla., then just an Indian trading post, where they lived at the home of an uncle, Major L. G. Miles (above). Hoover's aunt Agnes (Mrs. Miles) died last fall, but Major Miles still resides in Pawhuska.

Shell Manager Tells of "Wet" And "Dry" Gas

"Where do you find the difference between 'wet' gasoline and 'dry' gasoline? In the crankcase!" says H. L. Hull, district manager.

"That fact, astonishing perhaps to you as to many other motorists, recently has come out in an investigation of the effect of using different kinds of motor fuel. Ordinary gasoline contains 'heavy ends,' and the oil industry terms this kind of fuel, and these saturated particles are not consumed. They collect on cylinder walls and drain down into your oil, diluting it, lessening its lubricating value.

"In actual tests, it was found that oil in a motor crankcase was diluted nearly 50 per cent when the car was run with ordinary gasoline, whereas there was scarcely any dilution when the fuel chosen was Shell 400, the dry gasoline sponsored by the Shell company. It's in the crankcase that you find the answer as to which is the better fuel!

"Shell 400 has none of the heavy ends of crude oil which are found in ordinary gasoline. The name of this dry fuel indicates why it is better. Ordinary gasoline is refined by heating crude oil to 437 degrees Fahrenheit, and the last 37 degrees of the process extracts the wet, fog particles which cause trouble in your motor. Shell 400, on the other hand, is extracted by heating crude oil only to 400 degrees Fahrenheit, thus avoiding the saturated portion.

"Every drop of Shell 400 is clean, dry, vaporizes completely when it goes into your motor, works when the motor is cold as well as when it is hot, and operates smoothly at traffic speed as well as on a long fast run.

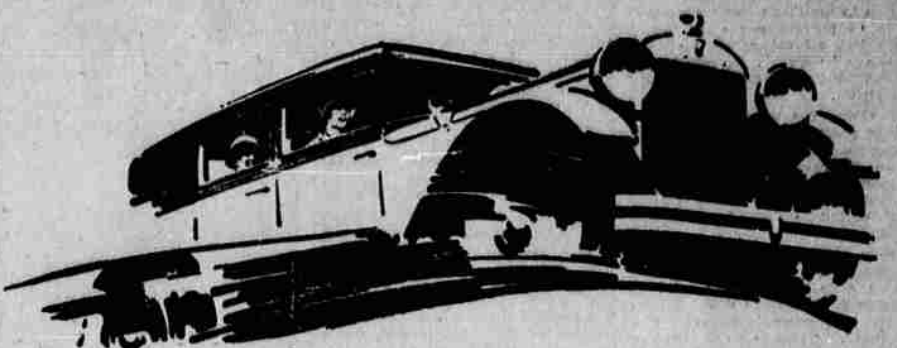
"And because Shell 400 is dry, it is good fuel in all temperatures, winter or summer. There's no waste—more of Shell 400 goes into mileage and less into the crankcase than if you used an ordinary gasoline.

"Modern motors especially need a dry fuel like Shell 400. They operate at such speeds that pre-heating necessary to consume wet fuel is impossible. Going into the cylinder completely vaporized, Shell 400 produces a maximum of energy under every operating condition."

47 Per Cent Cars In State Foreign

SALEM, Ore., July 28 (AP)—Of all the motor vehicles that passed given points in Oregon on Thursday, July 18, when a traffic census

was taken between the hours of 6 a. m. and 10 p. m., more than 47 per cent were from other states. The count was made by the state highway department. A total of 102,940 passenger cars were counted bearing Oregon licenses, and 49,357 from other states. Motor buses numbered 2248 and trucks 16,855. There were 644 motorcycles and 430 horse-drawn vehicles. Parkplace bridge, north of Oregon City was as usual the point of heaviest traffic in the state. A total of 3125 passenger cars of Oregon registered and 619 from other states passed that place.



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Smoothness that sets a new mark in motordom!
Gas efficiency that alters all previous standards!

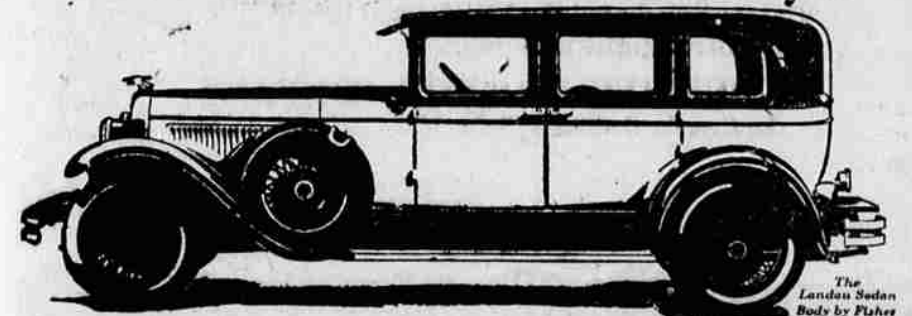
A single ride will explain why this has been the most enthusiastically accepted Hudson ever built.

\$1250 and up

All prices f. o. b. Detroit
Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

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Not just smart... these All-American bodies by Fisher. Not just beautifully appointed... trim and arresting... long and low. But, in addition... they're built for those who want comfort and luxury as well as All-American style.

And beneath the bodies... all the stamina and reliability resulting from All-American design. From the big, sturdy All-American chassis. Powered by a 212-cubic inch engine with the famous G-M-R cylinder head.

Here are bodies and chassis unusual in quality and size... Just what everyone wants in his motor car. Just what experienced motorists have hoped to obtain for as little as \$1045.

3-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; Phaeton, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265 (Wire Wheels, Spare Tires and Trunk Rock Extra). New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

JENNINGS & SHUMATE OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

About This Time of the Year The Right Grade of MOTOR OIL is imperative

TEXACO MOTOR OIL, clean, clear, golden--- is scientifically refined and full of vicious body. Each grade is designed to provide exact lubrication for a definite type of engine.

When you change your motor oil, make sure of both brand and grade. A dealer near you and wherever you drive sells golden Texaco Motor Oil. The Texaco Red Star and Green T identifies him.

The Texas Co.
AUDMER PLAYLE, Agent

BEFORE MIDNIGHT

SUNDAY'S PROGRAMS

The National Broadcasting company program for Sunday night follows: 9 to 9:30, Atwater Kent program.

KGO—Oakland (384.4m-780kc) 7:30, Presbyterian church; 9, NBC.

KOMO—Seattle (309.1m-970kc) 8, Christian Science church; 9, NBC; 9:30, program; 10 to 11, orchestra.

KHJ—Los Angeles (299.8m-750kc) 8, symphony; 10, quintet; 11 to 12, orchestra.

KFI—Los Angeles (468.5m-640kc) 8, organ recital; 9, NBC; 9:30, studio program.

KFON—Long Beach (241.5m-1240kc) 7:45, Christian Science church; 9 to 12, Piggy Wiggy "All Star Nite."

KHQ—Spokane (370.2m-810kc) 7:30, Church of the Truth; 9, NBC; 9:30, IBSA.

KFO—San Francisco (422.3m-710kc) 8, organ recital; 8:30, concert; 9, NBC.

KEX—Portland (277.6m-1080kc) 8, Presbyterian church; 9, IBSA.

KFRC—San Francisco (464.3m-660kc) 8:30, orchestra; 10:10, dance music.

KOIN—Portland (319m-940kc) 8, Christian Science church; 9 to 10, musical comedy hour.

KYA—San Francisco (352.7m-850kc) 8:45, Methodist church.

KGW—Portland (491m-610kc) 8, Sunday echoes; 9, NBC; 9:30, studio concert; 10, orchestra.

KJR—Seattle (348.5m-860kc) 7:30, stringed trio; 9, symphony orchestra.

KGA—Spokane (260.7m-1150kc) 9, music; 9, melody hour.

KFWB—Hollywood (361.2m-830kc) 8, light opera hour; 9, ragtime hour.

KOA—Denver (325.9m-920kc) 7, band concert.

MONDAY'S PROGRAMS

NBC: 8, symphonists; 9, song paintings; 9:30, Disk program.

KHJ—8, concert; 9, Sun Dodgers; 10 to 12, orchestra and trio.

KGO—8, NBC; 10, General Electric program.

KFO—8, NBC; 9, concert; 9:30, NBC; 10:30, dance music.

KOIN—8, studio program; 10, dance music.

KFRC—8, Blue Monday jam-boree; 10:10, orchestra.

KYA—8:30, theaters program; 9, ABC chain; 10, dance music.

KHQ—8, NBC.

KFI—8, NBC; 10 to 11, studio program.

KEX—8, composers; 9 to 10, studio program.

KHJ—8:30, novelty program; 10, ballroom hour; 11 to 12, dance music.

KFWB—8, program; 9, piano recital; 9:30, music; 10, orchestra.

KOMO—8, NBC; 10, varied program, orchestra.

KGA—8, studio program; 10 to 12, music.

KOA—8:05, "The Dreaded Hour" drama; 8:30, orchestra.

KFON—8, barn dance; 9, songs; 9:30, orchestra.

AERIAL DINER SERVICE

BERLIN (AP)—Agreement has been reached between airplane and dining car operators of Germany to supply dining car service in planes flying the Berlin-Vienna section of the Berlin-Vienna-Venice-Rome air route. Cold meals and drinks are served by a steward from a kitchen installed in the planes.

CONSIDER TUNNEL PROJECT

PARIS (AP)—Construction of a tunnel under the English channel between France and England has been postponed rather than abandoned, according to officials here. Various plans for the \$70,000,000 project still are being considered. The chief opposition appears to come from military authorities.

EXHIBIT CHAIRS

BERLIN (AP)—An "Austerlitz Der Stuhl," or traveling exhibition of modern chairs, will visit the larger cities of Germany and other countries during the summer. American, French and English manufacturers have been invited to participate.

for Economical Transportation

1st Choice of the Nation for 1928!

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Acclaimed by hundreds of thousands everywhere as the world's most luxurious low-priced car, the Bigger and Better Chevrolet has enjoyed such tremendous preference on the part of buyers that today it stands first choice of the nation for 1928!

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or Roadster .. \$595		Landau
The Coupe	\$585	Utility Truck (Chassis Only) \$520
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The Convertible		All prices f. o. b. Flint, Mich.
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