

URGE DRIVERS TO REGISTER AUTO

Motor Association Gives Advice to Motorists on Vacation Trips

PORTLAND, Ore., Aug. 25.—Motorists whose business or vacation trips take them into strange cities for longer than the briefest of intervals should make it a point to register their vehicles with the local authorities and acquire a copy of the municipal traffic regulations, says Geo. O. Brandenburg, secretary of the Oregon state motor association, who points out that this practice establishes the motorist as one who wishes to conform with the requirements of safe driving wherever he may be.

"For the casual visit of a day or so for more, rightseeing purposes this is unnecessary and adoption of such a policy by the individual traveler would be burdensome to himself and municipal officials," says Mr. Brandenburg. "This plan is an excellent one, though, for the visitor whose call is to be stretched out to a week or more."

"It establishes his good faith and stamps him as one who is desirous of knowing and abiding by the traffic regulations of the city or town that is playing host to him and his party. In case of a possible accident, the circumstantial evidence that would attach guilt to the outsider on the ground of unfamiliarity with local regulations and traffic conditions is not present. It is an assurance of a just weighing of all the evidence in a case before a verdict is given."

"This club and all others of the chain that comprise the American Automobile Association are working toward the end of uniform municipal traffic regulations. While that day is nearer than ever before, it has not yet arrived, until it does, the motorist should do all in his power to acquaint himself with the traffic code of the city he visits. The motor club helps its members in the respect by giving them a digest of the major regulations in those states through which their tours take them where possible, it does the same thing in the case of municipal codes. This matter is one of undoubted importance."

Wealthy Saleswoman
CANNON, France, (AP)—This resort has one of the wealthiest saleswomen in the world. She is Lady Howard de Walden, who with Mrs. Benjamin Guinness, conducts an antique store and is frequently to be found on duty behind the counter. Her husband, Lord Howard de Walden, is one of the largest owners of real estate in the West End of London.

Hogs Feed On Coconuts
MANILA, P. I. (AP)—Farmers in Guano, an island possession of the United States lying northeast of the Philippines, have found that hogs make profitable gains cheaply on either coconut meat or fresh coconuts. It is indicated that young hogs may be expected to gain 100 pounds at a feed cost of less than \$2.50.

OUT OUR WAY



Popularity Of Chrysler Cars More Than Ever

From the moment of their introduction seven weeks ago, public interest and enthusiasm over the new Chrysler cars—the "75," the "66," and the Plymouth—have run high, says J. W. Frazer, Chrysler and Plymouth sales manager. "Even Chrysler's past experience of warm-hearted welcome of earlier models contains nothing to approach the present demonstration of public favor to Chrysler."

"When the cars were put on display, sales rooms were immediately crowded with buyers enthusiastic over the new style that recast all motor cars," says the Chrysler "75" and "66" lines and developments have been aptly termed—"the new style of the motor car." The new Chrysler "75" and "66" lines and developments have been aptly termed—"the new style of the motor car."

contrast of their original and distinctive lines with ordinary body fashions every section of the country are reporting new July records made for deliveries, and the prospects of exceeding even those high marks for August. For instance, in Detroit—center of the industry—Chrysler, out-registered in July all have two other makes—cars of much lower average price than Chrysler. Nearly 1000 cars—a 25 per cent increase over the previous best—were registered.

And now we're to have radio motion pictures right in our own living rooms. At last hubby will be glad to take friend wire to the movies.

Whippet Finding More Favor In Nations Aboard

John N. Willys, president of Willys-Overland, Inc., who recently went to Europe to make a study of motoring conditions, following the opening of the new Willys-Overland assembly plant in Germany, has just sent a report to the factory sales department which indicates that the Whippet is attracting unusual attention in foreign countries.

With sales in this country double any previous period, sales in the European countries are showing the same rate of increase, according to the statement of Mr. Willys. "England and the continental countries want American built cars," he says, "and the rate at which our output on a maximum production basis."

"It looks as though we could depend on the European market to absorb from 12 per cent to 15 per cent to 15 per cent of our output on a maximum production basis. "Standard trend, the sturdiness of American built bodies, the tendency of American manufacturers to adopt piston displacement dimensions which keep the motor tax down in Europe, the power development of American motors, which in many ways are superior to European motors, are thoroughly appreciated by buyers in England and on the continent."

Certain manufacturers notably in France are building up production but not in the same ratio that the demand for cars is building up. "The Willys-Overland Crosley Rd. at Stockport, England, the new Berlin plant, and the distributing organization in the Scandinavian countries, are all working at top speed with plans for further expansion rapidly being developed."

Governor Al Smith has started a gambling battle with Saratoga county officials. He just up and knocked the Saratoga chips off their shoulders.

Tukey stepped out of the ring, thereby turning down all engagements except the one which let his bid to be step into the ring.

Doctors declare that fasting for 15 days will restore one's basic metabolic rate. If you care for your sort of thing.

Pal of Obregon's Slayer Is Jailed



NEA Mexico City Bureau
Upon the assassination of President-elect Obregon of Mexico Carlos Castro Balda (above) friend of the assassin, escaped. The other day he gave himself up and was jailed in Mexico City. A reward of \$5000 offered for his apprehension was paid to a friend who advised Balda to surrender to police.

By Williams Studebakers Set New Record For Sustained Speed

SOUTH BEND, Ind., Aug. 25.—

In a demonstration of endurance and stamina without equal in the history of transportation, two fully equipped stock model Studebaker President eight roadsters have each traveled 30,000 miles in less than 27,000 consecutive minutes. This feat accomplished on the Atlantic City speedway between July 21, and August 5, eclipses the greatest previous achievement of automobilism. It is exceeded in sustained speed only by the flight of comets, meteors and other heavenly bodies.

During the same period two fully equipped stock President eight sedans established a new standard of endurance and stamina for fully equipped stock closed cars by traveling the same distance at speeds only slightly less than those set by the two roadsters. The speed averages of the roadsters were 63.37 and 64.36 miles per hour respectively, while the two sedans averaged 64.15 and 62.59 miles per hour for 25,000 consecutive miles.

The entire run was timed and supervised by the American Automobile Association whose technical representatives also certified to the strictly stock design and construction of the cars. Application has been made by A. A. A. officials to the International Association of recognized automobile clubs in veterinary surgeon, lawyer, architect and clergyman.

this new achievement as a world record. A significant feature of the test was the manner in which the Presidents were selected for the run. In accordance with the latest rules enacted by the American Automobile Association covering stock car tests, Capt. H. A. Leavelle and Ralph Horlacher of the A. A. A. contest board picked the motors and chassis for the event at random from the assembly lines of Studebaker plants in Detroit. Motors and chassis were then sealed, assembled and driven under A. A. A. supervision to the Atlantic City speedway. There, the cars were completely disassembled by the A. A. A. technical committee and each vital part was carefully checked against stock specifications.

When the cars were finally approved as strictly stock and fully equipped, and were started on their way, they bore the seals of the A. A. A. on the cylinder head, manifold and carburetor. This precluded any possibility of minor motor repairs without breaking the seals. It is highly significant that of the seals applied, not one was broken on the motors of either of the roadsters. And on one sedan only one seal was removed to replace an exhaust valve.

SEVEN TRADES IN ONE
NEW YORK (AP)—The sanitary inspector as a studious person rather than "any uneducated Tom, Dick or Harry," is described by Ernest W. J. Hargreaves, Jr., a Winnipeg's chief health inspector, strictly stock design and construction of the cars. Application has been made by A. A. A. officials to the International Association of recognized automobile clubs in veterinary surgeon, lawyer, architect and clergyman.

Automobile Service

—and when we say SERVICE, we show you what the word really means.

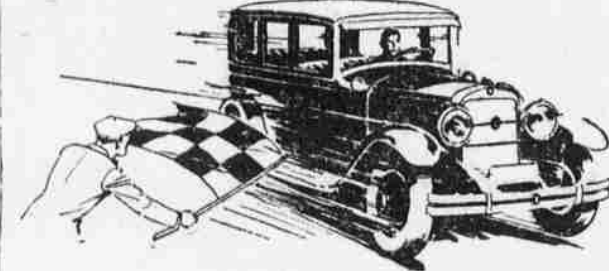
Full Facilities For All Types of Service

We carry a full line of VELTEX Oils as well as VELTEX GAS.

La Grande Filling Co.

STUDEBAKER President Eight

30,000 miles in 26,326 minutes!



Greatest endurance record in history of transportation

BETWEEN July 21 and August 9, four Studebaker President Eights—all fully equipped, regular factory production cars—triumphed over the severest test ever given any automobile. This 30,000 mile run—a record distance achieved in record time—was conducted under the close and constant supervision of the American Automobile Association which certified each car to be a strictly stock model. In fact, all four motors and chassis were selected, not by Studebaker, but by A. A. A. officials who picked them at random from the assembly line at the Studebaker factory. If not chosen for this test, these regular factory Presidents would have gone out to dealers and you might have bought one of them at any Studebaker showroom.

Average 68 miles per hour
All four Studebakers—two President Eight roadsters and two President Eight sedans—completed 30,000 miles each at better than mile-a-minute speed. Both roadsters completed 30,000 miles in less than 27,000 minutes, averaging better than 68 miles per hour for 19 days and 18 nights of continuous driving. The two sedans averaged 63.99 and 64.15 miles per hour respectively for this tremendous distance. The fastest thousand miles of each roadster was the thirtieth—71.67 and 69.65 miles per hour! Studebaker Presidents improve with use.

Engines sealed
Of 6 seals placed on the engines of these roadsters

by American Automobile Association officials, not a single seal was broken during the 60,000 miles of running. These official seals were placed on the manifold, engine head and carburetor of each car.

Studebaker's new and exclusive ball bearing spring shackles went through the entire 120,000 miles of running without a single adjustment, without the addition of any lubricant, and were functioning perfectly at the end of the run.

What it proves
The Studebaker President's new record of 30,000 miles in 26,326 minutes is a feat unapproached in the history of transportation. It proves beyond doubt or question that The President Eight is an expression of engineering genius without peer in the automotive world. It is evidence of the inexhaustible resources of Studebaker performance—of high quality materials, precision manufacture, skilled workmanship and rigid inspections.

Why be satisfied with less?
You can pay more than Studebaker prices, but in no other car at any price can you buy more stamina or more finely balanced performance than in Studebaker's President Eight. And back of every One-Price Studebaker is 76 years of manufacturing integrity. Don't wait until November 6 to select your President—DO IT NOW!

M. J. GOSS
Adams & Fir

THOUSANDS MORE NOW ENJOY ITS BEAUTY, POWER AND ECONOMY

YOU are seeing more and more Willys-Knights on the road. Every day adds to the more than 325,000 owners who appreciate the velvet smoothness, silent power and marked economy of the patented double sleeve-valve engine.

The Standard Six, with its unprecedented low prices, brings Willys-Knight's superiorities into a tremendous new market. Thousands more are availing themselves of this opportunity to enjoy Willys-Knight's quick starting, flashing activity, sustained brilliance and ease of control.

These thousands of enthusiastic owners of the Standard Six are being introduced to a new and higher order of motoring. They are adding their praise to that of Willys-Knight's present drivers.

Take the wheel of the Standard Six, drive the car for thirty miles, and you begin to appreciate the full meaning of the expression, "Once a Knight owner, always a Knight owner."

Willys-Knight prices from \$995 to \$1200, in the Standard Six, Special Six and Great Six. Delivery, P. O. Box 1, Toledo, Ohio, and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.

STANDARD 6 COACH \$995

WILLYS-KNIGHT 6

Gettings & Hanks