

AUTO TOLL FOR OCTOBER 2,200

Figure for First Nine Months of Year Exceeds All Previous Seasons

CHICAGO, Dec. 8 (AP)—Automobiles killed 2,200 persons in the United States during October, an average of 72 daily compared with 61 daily fatalities in October 1927, the national safety council announced today. There was a big advantage in urban deaths but this was offset by a decline in fatal accidents in the country districts. Up to November 1, automobile victims numbered 26,500 persons,

just 266 less than for the first ten months of 1927.

Auto Deaths Increase

Automobile deaths have increased 1,959 per cent, total accidental deaths have risen 20 per cent, railroad fatalities have dropped 37 per cent and street car fatalities have decreased 44 per cent since 1917. This report is the result of an analysis of accident statistics for the past seventeen years. Such figures have only been available for comparative purposes since 1917.

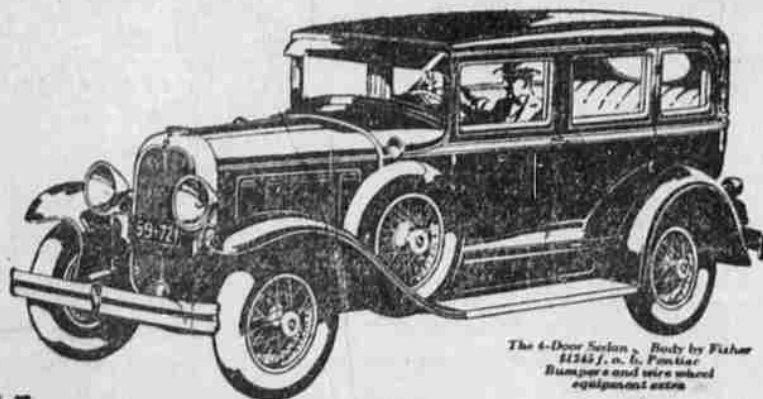
The accident fatalities represent six per cent of deaths from all causes, and if ratios of increase continue this year as in the past, approximately 100,000 persons will be killed in mishaps, of which more than three-fourths are preventable, the motor organization points out.

Automobile fatalities, exclusive

of collision with railroad trains and street cars, represent more than 17 per cent of the total accidents and comprise the largest single class with the exception of those termed "unspecified external causes." Other external causes follow motor vehicles with falls ranking fourth, railroad mishaps fifth, drownings sixth and burns seventh.

These figures are conclusive proof of the necessity for closer control of motor vehicles and more direct application of fundamental safety regulations in the operation of automobiles.

With the volume of cars increasing daily and with all districts showing greater traffic congestion, our present situation will become worse, rather than better, without due attention to every phase of safety.—Rocky Mountain Motorist.



The 4-Door Sedan, Body by Fisher \$1245, n. b. Pontiac Bumper and wire wheel equipment extra

Here's One New Car With Style that's Really New

No duplicate of this car or that one . . . the New All-American Six. But a smartly original creation . . . with specially designed bodies by Fisher. A car that you recognize instantly . . . one that stands out in any crowd. Because it has that air which distinguishes a leader from

the rest of the field . . . Just what every American wants in an automobile. Pulse-stirring performance . . . comfort . . . luxury . . . distinctive style. And America is giving it a marvelous reception . . . a motor-wise nation's welcome to a new and triumphantly different car.

Price \$1145 to \$1275, f. o. b. Pontiac, plus delivery charges. Levee Hydraulic Shock Absorbers and spring covers included in delivery. Bumpers and/or fender guards extra. Check Oakland delivery prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

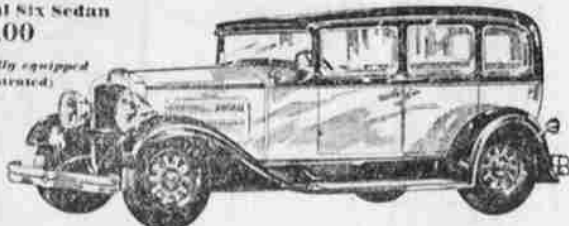
JENNINGS & SHUMATE
Adams Avenue

A NEW ALL-AMERICAN SIX BY OAKLAND

MERRY CHRISTMAS

"400" Special Six Sedan \$1570.00

Delivered fully equipped (as illustrated)



Say it with a New NASH "400"

THERE is no more delightful gift than a motor car—no more delightful motor car today than the Nash "400".

The whole family will give three ringing cheers when this smart, graceful car stops in front of your door on Christmas Eve or Christmas morning.

The first one who drives it will tell all the rest it is easier steering, sweeter handling, than any other car she ever has driven.

And immediately, the "400" will become everyone's favorite, no matter how many other cars you own.

A hundred thousand families are already proud and enthusiastic owners of the "400", though it was announced only June 21.

Its new Twin Ignition performance, Bijor Centralized Chassis Lubrication and many other important improvements add pleasure to every mile of your motoring.

For Christmas delivery, order now. You can select from our complete Holiday display of new "400" models—a brilliant showing of the newest and finest in modern motoring.

NASH "400"

Leads the World in Motor Car Value

IMPORTANT FEATURES—NO OTHER CAR HAS THEM ALL

- | | | | |
|--|-------------------------------------|--|--|
| Twin Ignition motor | Aluminum alloy pistons (new design) | Bijor centralized chassis lubrication | Longer wheelbases |
| 12 Aircraft-type spark plugs | New double drop frame | Electric clocks | One-piece Saloon fenders |
| High compression | Torsional vibration damper | Exterior metalware chrome plated over nickel | Clear vision front pillar posts |
| Houdaille and Lovejoy shock absorbers (exclusive Nash measure) | World's easiest steering | 7-bearing crankshaft (bellow crank pins) | Nash Special Design front and rear bumpers |
| Saloon Bodies | Short turning radius | | |

McKennon Nash Motor Co.

806 Adams Avenue,

Main 650.

MOTORS RIDE SAFELY ON



R. H. GRANT

DETROIT (AP)—Talk of the "saturation point" and the "used car evil" finds little sympathy with R. H. Grant, vice president of the Chevrolet Motor company.

The "saturation point" is far distant, and the used car is "the greatest blessing in the industry," he says.

"The automobile industry is not threatened by anything now with in the comprehension of man," Grant asserts. "Human beings must travel, and they must travel in the main over the ground. Ten years from now it will be not greatly different. The demand for motor cars will continue, and already the idea of two cars to the family has been quite thoroughly sold."

Grant holds the next step is to sell the idea of a car for every member of the family qualified to drive and financially able to own an automobile. He believes that ultimately this idea can and will be sold to the American public.

Of the "used car evil" he believes that "whatever losses come out of the used car market are made up five times over in the market thus created for new cars."

Oakland Police Department Buys Durant Quintet

Paying high tribute to the built quality and all-around performance ability of Durant automobiles, the Oakland police department last week added five new 1929 Durant four touring cars to its motor vehicle equipment, according to word received here yesterday by Jim Morelock, Durant dealer here, from the Pacific coast Durant plant.

In competition with many other makes of motor cars, the new Durant police cars were put through a series of grueling tests which included acceleration, speed, roadability, hill climbing and economy tests. In every instance, the communication points out, Durant met all requirements and won the admiration of those who conducted the trial runs.

The choice of the East Bay police force in making the purchase is considered by Durant sales executives as a high tribute to the Durant automobile. The Oakland department has made an enviable reputation for its modern police methods and the efficiency of its personnel and equipment. It is said in police circles that, unlike



4 Wheels and No Brakes ?

We are Brake Specialists. Also Motor Experts.

The boss and Kenneth Keeney can turn out a guaranteed precision job on your valves with our Willys-Jones Re-sealer and Van Norman Encoder. Rings, pistons and bearing work of all kinds. They work right after we fix 'em.

Arleigh Jennings

"BRAKES A SPECIALTY" 211 Greenwood St.

most cities of its size, there has never been a so-called crime wave in the city.

Much of the credit for this remarkable showing is attributed by police heads of that city to its motor vehicle complement. Forty-five automobiles are in use in three strategically located police precincts, the northern, eastern and central stations. Night and day, 365 days a year, its motor cars are on constant duty, and, because of the arduous tasks required of them at the hands of many different drivers, police automobiles must be capable of withstanding the severest treatment.

Many other law enforcement bodies operating large fleets of motor cars attest to the Durant sturdiness and all-around regular performance ability, declares Mr. Morelock. Among these is the United States immigration service, which is at present operating a fleet of Durants on the Mexican and Canadian borders.

"Buyers of cars are more particular nowadays than they used to be, are they not?" he asked.

"Oh, yes!" responded the dealer. "While they used to ask all sorts of questions about the mechanism, power, and so forth now all they want to know is, 'What is absolutely the lowest advance payment I must make?'"—Kansas City Star.

"How is your son getting along in the Ford factory, Joe?"

"Fine, Ed—he's been promoted."

"Promoted? You don't say?"

"Yes! He used to put on chassis nuts number 24, and they jumped him right up to chassis nut number 27."—Life.

Car Owners In America Now At New High Level

AKRON, O., Dec. 8.—According to statistics compiled by a well-known tire manufacturer, four out of five families in the United States own automobiles. Of this number, it is estimated that nearly 15 per cent possess two cars each, while to eight per cent of the cases there are approximately three automobiles to the family.

While the difference in the outer appearance of a tire is chiefly a matter of variance in tread design, the distinction does not rest there by any means. Actually, the backbone of a casing is its carcass and for quality in that respect the buyer must depend upon the integrity of the tire dealer and tire manufacturer. If the tire does not live up to the claims of the seller, the car owner has made a costly experiment.

A true index of assured quality is to be found in the good name of the tire manufacturer, and, naturally, there is added assurance if the name on the tire should be that of the head of the company which makes it.

The Firestone Tire & Rubber Co. is the only large tire manufacturer singular in this respect. Harvey S. Firestone, its active head, who was recently honored at a New York ceremony as one of the nation's pioneers of industry, takes great pride in the tire which his name identifies, and which has always set a standard for the industry.

The taxi careened down the street. A pedestrian ambled into the thoroughfare. Scrambling of brakes. The cab swerved, the pedestrian dodged. More swerving and more dodging. Finally the driver dismounted, saying: "This is no go, old fellow; let's get together. Now, tell me, just what are your immediate plans?"

Irish Gasoline

We thought of adding a green color to Veltex Gasoline, but have decided to keep it clear and clean. It's as good for winter driving as you can buy — Look for the Veltex Sign before you fill. We use Associated Oil Co. gasoline and they are back of it too.

T. R. MAXWELL
Distributor



New Features of - The Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four!

Everywhere The Outstanding Chevrolet is being hailed as a spectacular achievement in advanced design, because it embodies the greatest array of improvements ever offered on any automobile of comparable price.

Here, for example, is a marvelous new six-cylinder, valve-in-head engine whose design represents over four years of development and testing on the part of Chevrolet and General Motors engineers. It has numerous advancements typified by a non-detonating, high-compression cylinder head—gasoline pump with filter, and automatic rocker arm lubrication. It provides performance the like of which was never before available in the low-price field—marvelous smoothness, tremendous reserve power and sensationally swift acceleration—all with an economy averaging better than 20 miles to the gallon of gasoline!

Here are new and improved four-wheel brakes unsurpassed for silence in operation, positive action and ease of adjustability!

Here are marvelous new Fisher bodies introducing a new order of beauty, smartness and luxury.

And here, also, are other features by the score—each an impressive example of automotive progress—each contributing to outstanding performance, quiet operation, long life, ease of control and economical ownership!

We cordially invite you to visit our showroom and secure complete and detailed information regarding this great new car, which will be ready for delivery beginning January 1st.

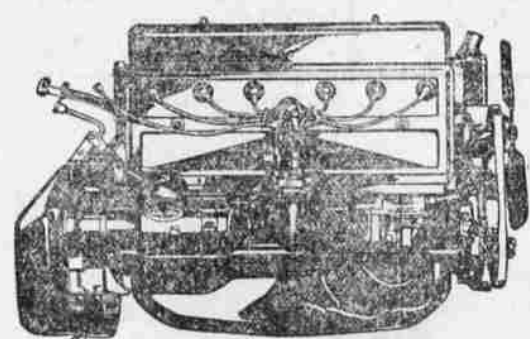
Advance Showings

The Outstanding Chevrolet of Chevrolet History is being displayed in a series of advance showings, the last of which are in the cities listed below:

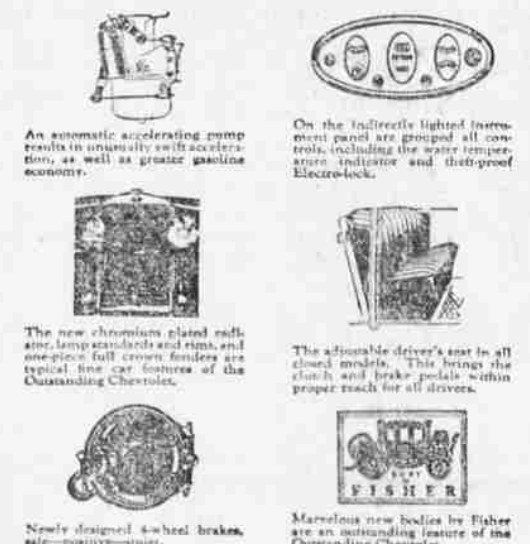
San Francisco, Dec. 8-13, Civic Auditorium, Larkin Hall. . . Cincinnati, Dec. 8-14, Hotel Signon. . . St. Louis, Dec. 8-14, Arcadia Ballroom, 3515 Olive Street. . . Atlanta, Dec. 18-22, Auditorium—Amory. . . Dallas, Dec. 18-22, Hollywood Hotel, Junior Ballroom. . . Portland, Ore., Dec. 18-22, Public Auditorium.

The Roadster	\$525	The Convertible Landau	\$725
The Phaeton	\$525	Sedan Delivery	\$595
The Coach	\$595	Light Delivery	\$400
The Coupe	\$595	1 1/2 Ton Chassis	\$545
The Sedan	\$675	1 1/2 Ton Chassis With Cab	\$650
The Sport Cabriolet	\$695		

All prices f. o. b. Flint, Mich.



Chevrolet's new six-cylinder, fully enclosed valve-in-head engine has a high compression non-detonating head. Its piston displacement is 194 cu. in. and it develops 40 H. P. at low engine speed.



Other Outstanding Features of Advanced Design and Equipment

- | | |
|---|--|
| MOTOR | ELECTRICAL EQUIPMENT |
| New six-cylinder motor, valve-in-head type, fully enclosed. | New two-beam headlamps with foot button control. |
| New automatic lubrication of rocker arm mechanism. | New prismatic headlamp lenses. |
| New fabric camshaft gear. | New thetproof Electrolock. |
| New heavier crankshaft statically and dynamically balanced. | New semi-automatic spark control. |
| New hot-spot manifold. | CHASSIS |
| New AC gasoline pump with filter, replacing vacuum tank. | New self-adjusting, single plate dry disc clutch. |
| New type AC air cleaner. | New smooth 3-speed transmission. |
| COOLING SYSTEM | New solid shaft type steering column. |
| New type thermostat cooling system control. | New flat type, slender rim steering wheel. |
| New electric water temperature indicator on dash. | New and more complete Alomize chassis lubrication. |

(Come In Today For Complete Information)

Blue Mountain Garage

Oppo. P. O.

M. A. HARRISON, Mgr.

QUALITY AT LOW COST