

LONDON FAVORS NEW STUDEBAKER

Commander Eight Draws Favorable Comment in English Publication.

An indication of the success American cars are meeting in establishing new standards of performance and comfort in overseas markets is found in the report of a test run in a new Studebaker Commander eight, written by an English motoring authority for "The Autocar" of London.

"The Commander," writes this authority, "is an extraordinarily interesting car. It is a really comfortable conveyance in which to travel without fatigue. It has what so many cars of this type do not possess—namely, the power to make the journey swiftly, and the power to interest the enthusiastic driver as well as the average motorist."

Commenting on the Commander's power and smoothness in high gear, he writes, "probably it is as near a single speed car as it is possible to attain. In top gear all the ordinary hills in a day's run are most easily surmounted. It is not a question, too, of having to push hills to display the car's top-gear performance. This Studebaker can be taken gently up a 1 to 10 gradient (ten per cent) with its full load, and will then go on up, accelerating the whole way, in a manner that suggests a big express train on the level."

Another Point
"The second great point of the car is that in cruising speed there is really no sign of the engine."

Nothing mechanical seems to be propelling the car.

"The car exactly equalled the time taken by a fast sports car over a particular journey 60 miles long without coming within 20 miles per hour of the sport car's maximum speed. As to its own high speed, the upper end of the Commander's range is well outside anything the average driver wants."

"The brakes are good, the clutch very near ideal, and the springs absorb road shocks admirably. Steering is so light as to be definitely worth having in traffic. Front seat adjustment works well. There is plenty of room, for the front cushion is 3 feet, 2 inches wide and the rear cushion 3 feet, 11 inches wide with arm rests at each side."

Studebaker reports that Commander sales have increased 64 per cent over last year. This company now leads in the manufacture and sale of eight cylinder cars.

Glancy Selected Vice President General Motors

DETROIT, Mich., June 15—Keen interest in the recently announced election of A. B. Glancy, president and general manager of the Oakland Motor Car company, to a vice presidency in General Motors, is evidenced here in automotive circles.

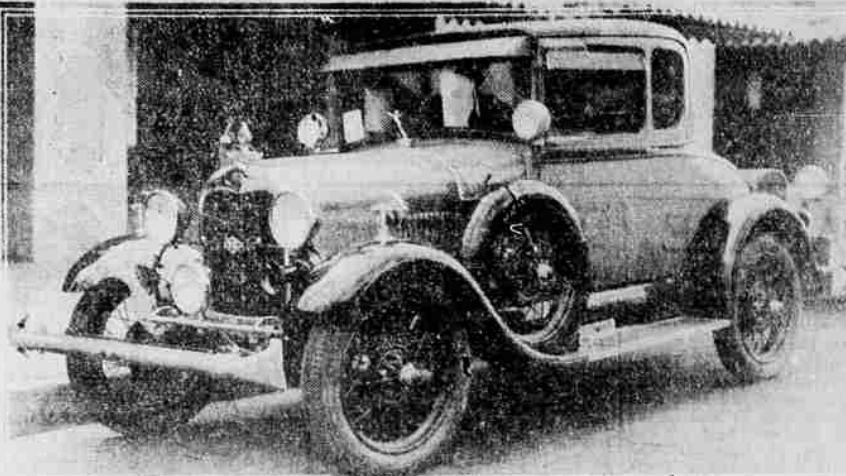
Mr. Glancy in point of years of service with the corporation is among its youngest major executives. It is pointed out, his election to a vice presidency entailing an unusual record of achievement. In his new capacity with General Motors, Mr. Glancy will remain in

First Oldsmobile in India



The above picture shows one of three Oldsmobiles which constituted the first shipment of automobiles to India more than 30 years ago.

But Now It Is "Fully Equipped"



If you wonder what there is left to buy in the way of accessories for a new car, take a close look at the above picture. This Ford coupe, belonging to a South American mining engineer, was outfitted by the Western Auto Supply Company with more than five hundred dollars worth of automobile accessories.

active charge of the Oakland division.

Although affiliated for some time with the Du Ponts, Mr. Glancy first became identified exclusively with General Motors in 1920 as general manager of the Simpson Motor Co. at Janesville, Wis. In 1924 he was made vice president and assistant general manager of the Oakland Motor Car company. The following year he succeeded to his present title of president and general manager.

During the four years of his exclusive control, the Oakland Motor Car company has revealed an amazing growth. Five years ago it occupied a minor comparative position in the industry. In the official rating for the 1929 National

Plymouth Model Climbs 76 Pct. California Hill

A motorist seldom has occasion to climb a 76 per cent grade, but in none the less gratified to know his automobile can if necessary.

In order to determine for himself whether the Plymouth motor car has sufficient power to conquer such a grade, W. F. Hubbard, Cal., recently staged a hill-climbing trial on Tice hill, near that city known to automobile drivers as one of the "meanest" hills in the country.

Tice hill is 840 feet long, has an average grade of 54 per cent, and assumes a pitch of 76 per cent at its steepest point, near the summit. To appreciate the angle, to such a grade turn the hands of your watch until they register six minutes after twelve o'clock. The angle between the hour hand and the minute hand will be approximately seventy-five per cent, an angle sufficient to intimidate even the most courageous motorist, and one which many have claimed only a specially geared car could "make."

It was to this hill Hubbard proceeded with two stock Plymouth touring cars. Five thousand persons, many of them drivers who themselves had endeavored vainly to climb the hill assembled to witness the test.

Following inspection of the cars by a committee of experts, including J. B. Best, manager of the Southern California Automobile club, who later signed an affidavit that the cars were factory models with no change in engine construction or gearing from stock cars, the trials took place.

Their motors responding to the constant call for power, the Plymouth started up the long, steep incline. Without faltering, gears in low, they made the ascent of the grades. As each reached a point about three quarters up Tice hill, the drivers prepared for the final sprint which would carry them over the 76 per cent grade to the top. A slight thrust on the accelerator, and the reserve power, which had not been called upon up to that point, came into play. With a roar, the cars sprang forward through the breaking ranks of cheering spectators, and over the top.

That's Different
"I bought a new car and traded in my player piano as first payment."
"I didn't know they accepted player pianos as payment on new cars?"
"They don't usually, but the salesman is a neighbor of mine," Judge.

The Modern Way
Thompson: Getting a new car this year, neighbor?
Tomplins: Yes, I guess so. The radio will be paid for in April, the

Automobile show, it ranked fourth place among all members of the national automobile chamber of commerce.

Annual production five years ago hovered around the 44,000 car mark, while last year it was in excess of 269,000 Oakland and Pontiac sixes, with this year's schedule calling for a substantial increase.

De Soto Model Stops Quickly In Police Test

The decelerometer, a device for registering brake tests, is being used by the police for the first time in connection with the annual safety campaign conducted by the Detroit police department in the motor metropolis.

The first car shown by them for the test during the opening day of the drive was a De Soto six sedan with its established reputation for

exceptionally dependable and efficient braking equipment. The decelerometer, which resembles a speedometer, was clamped to the running board of the sedan and the De Soto demonstrated its ability to stop quickly at various speeds without the slightest indication of side-swaying, so often disastrous when brakes are applied at a high rate of speed.

The instrument functions perfectly, according to the police, who have carried out many thousand tests since the campaign opened. The figures on a dial that shows the number of feet required to come to a full stop after the brakes are applied by the driver are set at

zero. Another dial for showing the speed to be tested is set before the run is begun. The police expressed surprise when the reading taken from the decelerometer attached to the De Soto showed this car exceeded their requirements by more than 50 per cent, coming to a dead stop in less than half the distance demanded of all cars by the officials.

Not So New
"What kind of a car has Jim-son now?"

"Well, he'd feel tremendously flattered if you called it second hand."

DUNLOP

Start Out on That Summer Trip on These High Grade Tires

The long, hot driving days are here. Old, worn tires may spoil your trip. Avoid annoyance and delay, put on Dunlops and be safe.



WE HAVE YOUR SIZE

Size	Per Week
29x4.40	\$.70
30x5.00	.95
30x5.25	1.10
31x5.25	1.15
30x6.00	1.25
31x6.00	1.30
33x6.00	1.40

Pneumatic
Truck Tires
Guaranteed
25,000
Miles

PLAYLE OIL CO.

SUPER SERVICE STATION

Stalcup & Zimmerman

Phone Main 165 Cor. Adams St. and Greenwood

"Always as Near as Your Phone."



Care, skill, equipment—all combine here to give results that are signalized by thoroughness in workmanship, durability, looks and best of all—low cost.

It pays to have us figure with you.

Auto Body and Fender Shop

209 Greenwood

P. O. Daniels



Don't let your "economy" come too high

The man who feels that he cannot afford to buy the Chrysler-built De Soto Six is perhaps the very man who cannot afford not to buy it.

Obviously, if he buys a cheaper six he will do so entirely on the strength of its purchase price.

But purchase price is only one of the three major items entering into the expense of owning a car. There are also the costs of upkeep and of maintenance to be considered. The sum of these three actually represents what it costs you to drive any motor car.

De Soto Six is economical of fuel and oil. It will keep on running almost indefinitely with

a negligible maintenance expense—records of De Sotos that have gone over 40,000 miles prove this. Consequently, in the course of a few months, your De Soto Six will easily save the difference between its price and that of a car inferior in engineering, design and materials.

This purely dollars-and-cents reason for preferring De Soto Six can be supplemented by the self-evident fact that all the time you are getting more comfort, pleasure, safety and pride of ownership from this Chrysler-built six than a cheaper car could possibly give you.

It will cost you nothing to take a demonstration—and no obligations implied.

SEVEN BODY STYLES

\$845

AND UP AT FACTORY
RIDE WHILE YOU PAY

De Soto Six

CHRYSLER MOTORS PRODUCT

BUCHANAN-MUNHALL MOTOR CO.

Jefferson and Elm Sts.

STOOD ALONE FIVE YEARS AGO—STANDS ALONE TODAY

"Chrysler came into a seemingly crowded motor car market and almost immediately swept its way into unprecedented acceptance as a quality product. That which ordinarily takes years to achieve was won almost overnight. + + Why? Because Chrysler brushed aside outworn traditions in engineering, in design, and in performance. It brought to bear both scientific exactness and artistry. + + That is why Chrysler has taken the country by storm—why it still stands and will long stand alone—why, if you want what Chrysler gives, Chrysler alone can satisfy you."

—Advertisement
Literary Digest
December 6, 1924



CHRYSLER'S PLACE IN THE SUN

Prior to five years ago there were no Chrysler motor cars. In five years, Chrysler, from a standing start, has overtaken leading cars of three, four and five times its age.

The spectacle of a newcomer so swiftly becoming a leader can bring the logical mind to but one conclusion: There must be something remarkable, something altogether different and superior, in the cars that Chrysler builds.

There is a definite superiority in Chrysler cars. Hundreds of thousands of motorists the world over have learned it.

There is in Chrysler performance, a thrilling sense of endless power, a swift eagerness of life and spirit, a restful feeling of perfect balance

and positive safety that cannot be experienced except in a Chrysler. There is in Chrysler design artistic freshness and modern charm. There is in Chrysler riding qualities a smoothness, a cradled restfulness quite without counterpart.

Drive a Chrysler car today and realize, better than words could ever tell you, why Chrysler has won so glittering a place in the sun—and why Chrysler goes on and on to an ever-increasing popularity and prestige.

CHRYSLER "75"—\$1535 to \$1795—Eight Body Styles
CHRYSLER "65"—\$1040 to \$1145—Six Body Styles
All prices f. o. b. factory. Chrysler dealers extend convenient time payments

299

C H R Y S L E R

CHRYSLER MOTORS PRODUCT

L. W. WEEKS

Greenwood & Jefferson