

All Studebaker Commercial Cars Are Given Tests

While testing of passenger cars has become the accepted thing one hears little of the tests that are given commercial cars before they are finally introduced. M. J. Goss, Studebaker's engineering dealer, is commenting on the rigid and thorough tests which are accorded Studebaker commercial cars.

According to word received by Mr. Goss from C. H. Woodruff, manager of the commercial car department, Studebaker experimental commercial cars were driven 7,000 miles in 1928. This distance is more than three times the circumference of the earth at the equator.

Under such conditions according to Mr. Goss, the car being tested is subjected to tests far more stren-

uous than those it will receive from the merchant for whom it is built. It must prove its ability to carry the required load without strain. It is also tested for economy, acceleration, braking, ease of handling and riding comfort.

"This thorough testing is one reason for the phenomenal growth of the Studebaker commercial car department and one reason why business for the first four months of 1929 was 42 per cent better than for the corresponding period in 1928 which was the best year in the department's history.

"During the past four years Studebaker has become the largest manufacturer of funeral cars and ambulances, one of the three largest manufacturers of buses and an important supplier of delivery cars. Today Studebaker produces delivery cars on the 1/2, 1, 2 1/2, 3 and 3 1/2 ton chassis; funeral cars and ambulances powered by a six or an eight cylinder motor; buses on a 128 inch and 184 inch chassis. (Chassis are supplied also for police and fire department purposes."

Mail Order Malars

Nobody says "false teeth" any more. Even "artificial teeth" is rather bad form. If you want to be loose and lumpy about it you can say "store teeth," but the most elegant and nice way is to talk about "plates."—American Magazine.

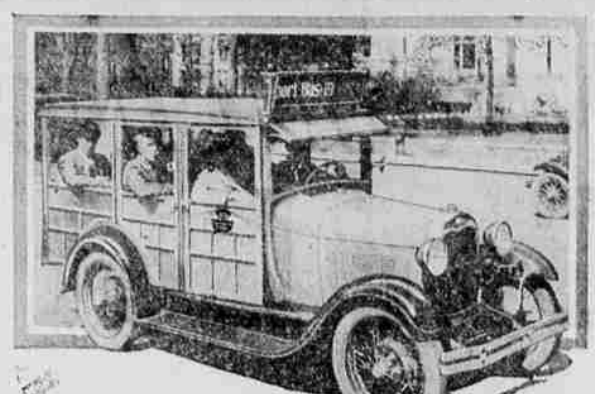
Roosters crowded at high noon in Salt Lake City and led federal officers to two 15-gallon moon-shine stills. Maybe the roosters were only cock-eyed.

The world's laziest man built his farm close to the river so he could live all summer off the fish caught in his barb-wire fences during flood season.

George Stump, a Vermillion, Ohio, tool maker, spent 19 years whittling a piece of telegraph pole into a lamp standard. He values the richly carved result at \$2,000.

America sells only one car in 100 in France.

The Model A Ford Station Wagon Solves Problem of Reaching Airport



The Ford station wagon in front of the Michigan Union at Ann Arbor on one of the regular trips between the University and the airport. Below, the Model A station wagon used for transporting student fliers to the instruction field at Tulsa, Okla.

and quarter is six cylinder cars. This compares with only 25 per cent six cylinder business in the first quarter.

Of great significance, too, in Willys-Overland's trade position is the fact that while the dealer organization has been expanded 68 per cent above its position of a year ago, field stocks as of current date are reduced to approximately 4000 cars below those of the same date last year. In this situation, the company enters the last half of the year in the best selling position of its entire history.

Willys-Overland continues to

break all previous records in shipments to foreign markets. Exports of 22,137 Willys-Knights and Whippets up to June 1 represented an increase of 45 per cent over the corresponding period of last year. Along with expansion of its domestic organization, Willys-Overland has multiplied its sales and service facilities abroad.

"Shoddy"

During the Civil war some of the soldiers' uniforms were made of shoddy. The term then came into general use for describing anything that was inferior or adulterated.

More Man

Henri Dange, French painter, was speaking in cynical mood about the modern woman: "Nowadays, a lady's male acquaintance takes precedence in this order—her friend, her suitor, her dancing partner, her bridge favorite, her barber, her husband."

Pedestrian Suits

White suits for pedestrians are said to be the best warning to the rushing driver on a dark road. And they also suggest attention to the cases in which the driver does not heed the warning.—Boston Transcript.

Since January first

the step-up idea in automobile buying has taken America by storm

The New Pontiac Big Six has been called the "step-up" car because it enables forward-looking people to step up in motor car quality without leaving the low-priced field. And since the first of the year, when the new Pontiac was announced, the step-up idea in automobile buying has taken America by storm.

Pontiac Big Six, \$245 to \$395, f. o. b. Pontiac, Michigan, plus delivery charges. Bumpers, spring covers and Lovejoy shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values. Oakland Pontiac delivered price includes only reasonable charges for handling and for financing when the Time Payment Plan is used.



LA GRANDE MOTOR CO.

Hall Motor Co. Adams Avenue Enterprise

THE NEW PONTIAC BIG 6

PRODUCT OF GENERAL MOTORS

NEW CHEVROLET SALES REGION

WILLYS-OVERLAND MAKES NEW MARK

Rapid Development of Business in East Cause of its Creation.

Sales Figures Indicate Company Will Have Best Year in History.

Creation of a new sales region, seven new sales zones and the promotion of several leading sales districts of the Chevrolet Motor company were announced today by H. J. Klingler, vice president and general sales manager. These alterations in the company's sales map and the expansion of the field selling organization come about as a result of the steady growth of Chevrolet sales and give the company the most widespread sales supervision ever commanded by an automobile manufacturer. Chevrolet now has nine sales regions, which embrace 52 sales zones.

Rapid development of Chevrolet business in the eastern states has resulted in the opening of the new region, which has its headquarters in Buffalo. William R. Holter, nationally known automobile sales executive, has been appointed sales manager of the region, which will supervise the operations of zone offices in Buffalo, Syracuse, Harrisburg, Baltimore, and Richmond. It will be known as the Eastern region and takes Richmond and Baltimore away from the Atlantic coast region and Buffalo from the Flint region. Mr. Holter, who will be in charge of the territory, has been associated with Chevrolet for several years, serving the company in St. Louis, Detroit, Los Angeles and Pittsburgh, where for the last two years he has been zone sales manager.

Headquarters for the seven newly created zones are located in the following cities: Decatur, Ill.; Dayton, La.; Amarillo, Tex.; San Antonio, Tex.; Fort Wayne, Ind.; Harrisburg, Pa.; and Syracuse, N. Y.

Each of the managers in these new zones is a seasoned Chevrolet sales executive.

O. E. Noug, Decatur, was formerly sales manager at St. Louis; G. L. Smith, Dayton, was sales manager at Charleston, W. Va.; K. M. Chase, Amarillo, was assistant sales manager at Oklahoma City; W. E. Calhoun, San Antonio, was assistant sales manager at Houston; R. H. Swanson, Fort Wayne, was regional sales promotion manager for the Flint region; J. L. Murphy, Harrisburg, was city sales manager at Washington and Baltimore; H. K. Brandy, Syracuse, was city sales manager at Pittsburgh.

The size of the territories embodied by the different zones varies. All of the appointments are effective immediately.

NASH '400'

Leads the World in Motor Car Value

This is the Sedan you will buy, if you Compare in the \$900 Field

WE will not need to urge you to buy the Nash "400" Standard Six Sedan if you only compare it to other Sedans in the \$900 field.

First of all, it is a Nash, built in the traditional Nash manner, with precision workmanship in every part. And second, it is a Nash "400", and that means something in today's line-up of motor cars.

It means more powerful, more durable, more enjoyable motor performance. The engine in this sedan is a new high compression type with 7 bearings instead of 3 or 4, with aluminum alloy (Invar strut) pistons instead of cast iron pistons, and with full pressure lubrication to every single bearing point. Even the connecting rods in this Nash engine are rifle drilled, to supply oil under pressure up to the wrist pin bearings.

Other "400" features which this car brings to you are the world's easiest steering—a luxury and refinement of interior decoration far beyond expectation at its price—size and capacity for five full grown passengers—riding ease attained by alloy steel springs individually designed for its size and weight, plus outboard mounted, Lovejoy hydraulic shock absorbers.

And finally, no extra charge for bumpers, front and rear, Lovejoy hydraulic shock absorbers, spare tire lock and tire cover. There's nothing except a spare tire to buy—none of these other items, customarily charged for as "extras" at retail prices, to pay for, when you buy the Nash "400"!

Price Range (f. o. b. factory) of 23 Nash "400" Models, \$885 to \$2190 including Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

McKennon Nash Motor Co.

806 Adams Ave. Ph. M. 650

A NEW KIND OF CAR THEN—A NEW KIND OF CAR NOW

" * * the Chrysler is a new type of motor car, which holds entirely novel sensations for every motorist. * * The fact is, that Chrysler engineers have in this car employed the fundamentals of motor car design in a manner fully as revolutionary as the application of the steam turbine to ocean-going ships. * * Your first ride in a Chrysler will compel a new conception of automobile transportation."

Advertisement Saturday Evening Post Oct. 11, 1924



WHAT YOU EXPECT OF CHRYSLER

The imposing succession of Chrysler accomplishments has led the public instinctively to expect more of Chrysler than of other cars—and it is the completeness with which Chrysler fulfills these higher expectations that explains the ever-rising tide of Chrysler success.

You expect of Chrysler a charming individuality in style, and you get it. You expect a livelier and more thrilling spirit of performance, and you get it. You expect a more luxurious feeling of cradled comfort, and you get it. You expect a greater sum total of actual value in Chrysler, and you find it.

Chrysler today exerts a tremendous influence over the entire industry—and justifiably. In the five years of its meteoric rise, Chrysler has done more than any other force in the automobile world to revolutionize and modernize motor car standards.

That is the reason why the volume of Chrysler sales has increased to such mighty proportions—and why Chrysler enjoys such prestige in 93 countries.

We invite you to take a Chrysler demonstration—expecting more of Chrysler than of any car within several hundred dollars of its price.

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.

Two Champions of Grape Juice



These two men have done grape-juice a lot of good—the man on the left by putting it on U. S. battleships, the other by putting it (or its equivalent) in the British embassy. At the left is Joseph Daniels, who dried up the U. S. navy when he became its secretary during Wilson's first term; at the right is Sir Esme Howard, British ambassador, who has just done a similar thing for the embassy. They were snapped together at the University of North Carolina commencement at Charlotte.

Health Hint

It is extremely unwise to neglect a cough. If ordinary remedies fail it is always best to consult a physician for a chest examination to see whether the inflammation is spreading. Why court the possibilities of lung trouble?

Fault of the Public

We do not blame the political orators much for taking advantage of the situation, and there is a great disposition among the rank and file to mistake terrific howling for fearless thinking.—Ohio State Journal.

Began Great Industry

The first instance of lumbering being done in the Hudson River valley was when Henry Hudson sent his ship's carpenter ashore to make his vessel a new foremast, fashioned from one of the trees of the forest.

It May Be Needed

Some of us would like just to hang on another 50 years, or there abouts, to see whether the learned authorities who name the vitamins will need a second alphabet.—Detroit News.



This vast, new and modern manufacturing plant is devoted exclusively to the production of Plymouth motor cars. It is the largest plant of its kind.

Marking the First Anniversary of a notable Success

PLYMOUTH One year old this week—is already a giant in fact and favor

Only a year—and Plymouth finds itself in the biggest and most modern plant of its kind in the world—a plant humming to capacity to keep abreast of an eager demand.

Only a year—and Plymouth production has exceeded the rate of 1000 cars a day.

Quality—that's the story of Plymouth success—quality that reflects itself in both appearance and performance—quality that says to the automobile buyer, "No longer does a small investment restrict you to a car of small dimensions."

Plymouth is the only low-priced car of full-size roominess and comfort.

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PLYMOUTH AMERICA'S NEW AND IMPROVED FULL-SIZE CAR

L. W. WEEKS
Greenwood and Jefferson

CHRYSLER

CHRYSLER MOTORS PRODUCT

L. W. WEEKS
Greenwood & Jefferson