

Careful Use Of Throttle Helps In Saving Gas

"It isn't the shoes that hurt the 'arse' (toe), hits the 'hammer,' hammer, 'number on the 'ard' (highways), or to paraphrase that old adage, it isn't the speeding car burning up the miles on the open road that costs gasoline unreasonably, it's the constant starting and stopping in heavy traffic which leads the majority of motorists to believe that their engines are falling to deliver proper mileage per gallon," states Carl Broer, Chrysler executive engineer.

"The carburetors on each of the Chrysler cars, the '65,' '72' and 'Imperial,' have been designed to give the maximum efficiency at all throttle positions and subsequent speed ranges, with the least amount of fuel consumption. These carburetors are all tested before becoming part of the car power plant; are tested again before the motor is placed in assembly and are again tested and adjusted after the car leaves the assembly line."

"The Chrysler car owner driving his automobile with perfectly adjusted carburetor on the open highway, finds that he gets normal mileage from a gallon of gasoline, but that in city driving his mileage per gallon decreases. A little study of the causes for this and a little more attention to the manner of driving in heavy traffic, should result in car owners obtaining much better mileage per gallon in city driving."

"Constant speed tests show that the most economical speed at which to drive a Chrysler '65' is 29 miles per hour. At that constant speed 24 miles are obtainable to a gallon of gasoline, at higher speeds less mileage is obtained per gallon.

"owing to the greater weight of the '72' and 'Imperial' cars the economy is naturally slightly less.

"In city traffic gasoline is wasted to considerable extent, as the speed is not constant, due to the fact that so many stops must be made for stop streets, stop lights and traffic tangles.

"Study has also shown that the whole combined procedure of slowing up, stopping for traffic signals, waiting for the light to change, and then starting the car moving again, cuts down the mileage enormously, consuming approximately one-half cup of gasoline or equivalent to about one-eighth of a pint.

"Very little gasoline is actually consumed when the engine is throttled down, as the Chrysler carburetor is designed to permit the engine to idle, with a fuel consumption of less than 2 pints an hour, which is comparatively small."

motorists the need of solidarity and aggressiveness in the interest of the solution of outstanding problems confronting them today.

1914 Dodge Car Exceeds 300,000 Miles On Roads

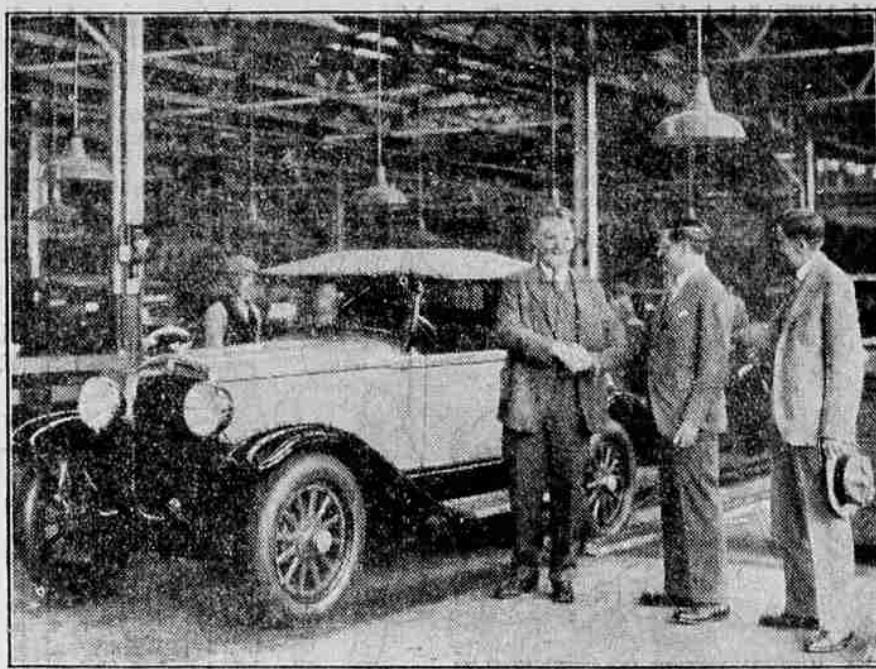
How long is "long life" in a motor car?

The characteristic dependability of Dodge Brothers cars has been given additional prestige by the discovery of a 1914 model whose mileage has been lost somewhere above the 300,000 mile mark. The motor number is 150, and for thirteen years, this veteran car has been the proudest possession of "Chue" for the sum of \$7740.10, who lives in a tar covered shack, insulated in the high mountains of northeastern Nevada.

McCarde's house and garden are surrounded by peaks nearly 10,000 feet high. There is nothing like a boulevard in this country. Over rocky hills, across gulches, and up difficult dugways, McCarde patrols his domain in his faithful car, which, he declares, still "runs like a top." Bill bought it second hand in 1916, and since that time, the car has taken him wherever he wished to go. Yet the repair bills in this period have totaled only \$91. In 1921 he spent \$70, and this spring he invested \$21 more for the welfare of this old car and Bill's business.

Since the last repair, Bill makes some stop over on high gear where much younger cars are forced into low gear to surmount the rugged roads that were once only prospector's trails over the Nevada mountains. The top of his car has long since vanished, but the rain and sun never hurt Bill as long as the engine is in good order.

A THOUSAND-PLYMOUTH SURPRISE



Faced with an ever-increasing surplus of orders, A. van Der Zee, general sales manager of the Plymouth Motor corporation, has been "riding" the Plymouth factory officials for more cars. However, it was not expected that the thousand-dollar clip would be reached for several weeks but P. C. Sauerbrey, operating manager, came through with a welcome surprise by hitting the 1000-mark just before the month of May opened. Mr. Van Der Zee (center) is seen congratulating Mr. Sauerbrey. K. G. Pound, director of distribution, looks on approvingly.

Ford Co. Makes 1,065,630 Cars In Half a Year

DETROIT, July 6. (AP)—The Ford Motor company produced 1,065,630 cars and trucks during the first six months of the current year, a company announcement said today.

Domestic production for June totaled 177,419 units.

NEW RECORD IN SALES

Ford cars and trucks comprised 42.4 per cent of all the cars and commercial vehicles sold during May in Wayne county, Michigan, in which Detroit is located. The next highest in sales of cars and trucks for the month showed 17.1 per cent. Registration figures for the county showed sales of 21,964 for all makes during May, of which 9,292 were Ford cars and trucks. This sets a new high record for Ford in Detroit and the remainder of Wayne county, and exceeds by more than 40 per cent the previous high point in Ford sales, reached in May, 1925, when 6,518 Model T Ford cars and trucks were sold.

Studebaker To Announce New Model July 10

On Wednesday, July 10, Studebaker will announce a new Dictator Six, including a full line of models at new low prices, according to Paul G. Hoffman, vice president of The Studebaker Corporation of America.

The four-door sedan, which is the most important model in any line of automobiles, carries a reduction of \$250 in list price.

As a companion car to the Dictator Six, Studebaker recently announced the Dictator Eight promises to revise all present conceptions of motor car value," Mr. Hoffman said. "It is without doubt the greatest One-Price manufacturing achievement ever attained by Studebaker, renowned for its ability to offer outstanding value at low cost."

INDIAN FIGHTER DIES

SPRINGFIELD, Wash., July 4 (AP)—Henry W. McGinnis, Indian fighter and scout for "Buffalo Bill" and General Miles, died here on his 74th birthday. He had been in the livestock business for 45 years.

Oldsmobile Co. Reports Biggest 6-Month Period

LANSING, Mich., July 6.—By far the greatest business in its history is reported by Oldsmobile for the first six months of this year, factory officials here announced today. Production and shipments of Oldsmobiles during this period were 54.6 per cent larger than during the same six months in 1928 when all previous high records were surpassed.

From January 1 to June 30 inclusive there have been 67,289 Oldsmobiles shipped from the factories here as compared to 59,070 shipped during the first half of last year. This increase is confined to Oldsmobiles, factory officials point out, and does not include the thousands of Vikings which have been shipped since this new V-type, eight cylinder companion to the Oldsmobile Six was announced several months ago.

FIFTEEN HURT IN WRECK

ST. LOUIS, July 6 (AP)—At least fifteen persons were injured, some believed seriously, Friday

MOTOR CLUBS OF "GYP" TYPE ARE ATTACKED

Attention to "gyp" motor clubs was recently drawn by Emmett J. Jackson, manager of the Dayton, Ohio, better business bureau in a radio talk over station WSMK.

Part of his talk follows:

"With the first signs of nice automobile weather comes the irresponsible salesman of the gyp automobile clubs, taking tribute, running into thousands of dollars, from the motoring public. Of the many, many petty larceny 'jackknives' that the easy money promoters devise for relieving the public of its hard earned money, none is as universally successful as the gyp automobile club scheme.

"The many complaints which have been received by the Better Business Bureaus throughout the United States, justifies our strong recommendation that you proceed with caution and investigate very thoroughly before joining any automobile club. If you do not inquire carefully and fully, it is highly probable that you will be deceived."

Thomas P. Henry Is Re-Elected Chief

BUFFALO, N. Y., July 6 (AP)—Thomas P. Henry, of Detroit, was re-elected president of the American Automobile association for the seventh successive year.

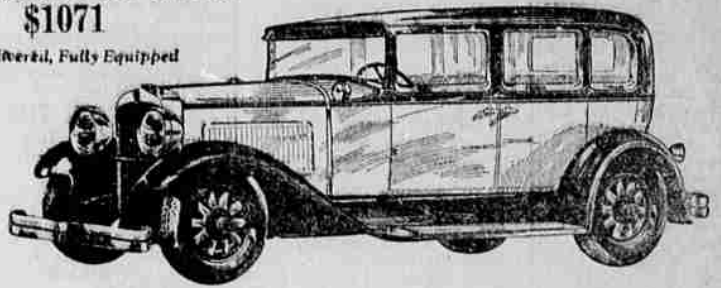
Mr. Henry in an address to the convention urged an organized

NASH '400'

Leads the World in Motor Car Value

STANDARD SIX "400" SEDAN \$1071

Delivered, Fully Equipped



STANDARD SIX "400"

\$1066 to \$1145

Delivered, Fully Equipped

COMPARE it to any car in its field, and you'll find the car you would rather have is the Nash "400" Standard Six.

Comparison confirms its style superiority. Comparison of this car with others at its price also brings out the fact that the "400" high-compression motor is smoother in its action, more dynamic in its power, ahead in engineering excellence. Here are 7 bearings instead of 3 or 4, Bohnalite invar strut pistons instead of the cast iron type, full pressure lubrication for dependability and durability.

And at no extra cost, this car is equipped with Lovejoy hydraulic shock absorbers, chromium nicked bumpers, spare tire, tire lock and tire cover; items customarily sold as "extras."

McKennon Nash Motor Co.

806 Adams Ave.

Ph. M. 650

UP STEEP HILLS -

around sharp curves



HIGH COMPRESSION

MAKES THIS LOW-PRICED CAR A BRILLIANT PERFORMER

WHIPPET 6 DE LUXE SEDAN

Down payment only

\$362

Balance in 12 easy monthly payments. All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

WHIPPET 4 COACH

Down payment only

\$246

Balance in 12 easy monthly payments. Line includes Coach, Sedan, Roadster, Touring, Commercial Chassis.

The Superior Whippet's new and higher compression engine gives more than 20% added horsepower—resulting in even faster speed, quicker pick-up and greater hill-climbing ability.

Besides its improved engine, the new Superior Whippet is the only low-priced car with all these important advantages: Extra long wheelbase, oversize balloon tires, full force-feed lubrication, silent timing chain, invar-strut pistons, "Finger-Tip Control," and, in the Six, a heavy seven-bearing crankshaft.

NEW SUPERIOR WHIPPET

FOURS AND SIXES

WILLYS-OVERLAND, INC., TOLEDO, OHIO

Gettings & Hanks

Jefferson Ave.

Are You Putting It Off?

That's a habit with most of us — and when it comes to insurance too many people put it off until the accident happens. The old saying goes — "No use locking the door after the horse is gone." An ounce of Auto Insurance before the accident is worth a pound after you are in the hospital and your car is smashed up.

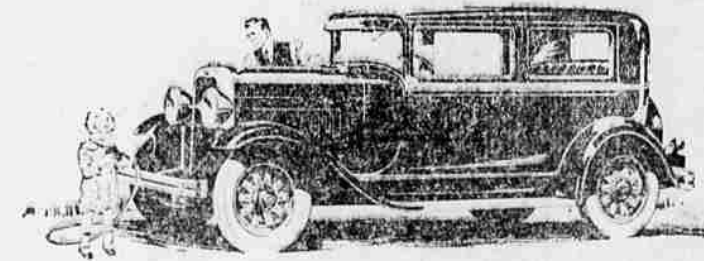
Figure the cost of insurance against the worth of your car, the other fellow's property and any judgment for personal injury. You will readily see that the small cost of Auto Insurance is negligible when compared with the large sums at stake.

There is no need to put it off now. Our installment plan opens the way for all — the payments are extended over a period of months—come in—let us explain and by all means—DO IT NOW!

UNITED STATES INVESTMENT CO.

O. W. Warnock, Mgr.

113 Depot St.



WHAT YOU GET

Is Even More Important Than What You Pay

Motor car value isn't determined by what you pay for your car... it's what you get in return for your money that's important.

That's why thousands of motorists are turning to Oldsmobile from all price groups—both above and below Oldsmobile's price range.

Those who have owned lower-priced cars gain, in Oldsmobile, performance, luxury, and riding qualities which far outweigh the slight additional cost.

Those who have been accustomed to more expensive cars find that Oldsmobile gives them all the fine car advantages they demand—and at decided savings in both original cost and operating expense.

Those who have been driving cars in Oldsmobile's price field discover that the same amount of money invested in Oldsmobile buys a far more satisfactory automobile—from the standpoint of day-in-and-day-out dependability as well as in

beauty, comfort, and performance. Oldsmobile is powered by a big 62-horsepower high-compression engine which delivers speed to fulfill every desire, remarkably swift acceleration, and power to carry out the heaviest assignment. In addition to fine performance, Oldsmobile provides the style and comfort advantages of Babies by Fisher, with spacious interiors, deep-cushioned seats, and luxurious upholstery and appointments. Further, Oldsmobile's standard equipment includes such items as four Lovejoy hydraulic shock absorbers, full-length vertical radiator shutters, and gasoline and temperature gauges on the dash.

Investigate Oldsmobile yourself—remembering that what you get is even more important than what you pay. Drive an Oldsmobile Six and compare it, point by point, with cars of all prices. Judged by dollar-for-dollar value, you won't find a more profitable investment than Oldsmobile—the fine car of low price.

The VIKING
—the new Oldsmobile V-type Eight at medium price—built in the Oldsmobile plant, by Oldsmobile craftsmen, and sold through Oldsmobile dealers. At \$1795 for all models. F. O. B. Factory, Lansing, Michigan. It is as outstanding in value as it is in the popular Oldsmobile Six, the fine car of low price.

TWO DOOR SEDAN \$875
F. O. B. Factory, Lansing, Michigan. Spare tire and bumper extra.

Consider the Delivered Price. Consider the delivered price as well as the list price when comparing Oldsmobile with other automobiles. Delivered prices include only reasonable charges for delivery and financing.

OLDSMOBILE

Oldsmobile Sales Co.

1428 Adams Ave. Hamilton Service Station Enterprise, Ore.