

# STUDEBAKER HAS WORLD RECORDS

### Only Three Others Standard Makes Share in Official Marks.

Studebaker's famous president today holds one-fourth of all official world records. In addition to holding more international and world records combined than any other make of stock automobiles, according to M. J. Goss, Studebaker-Erskine dealer here.

"Proof of this statement may be found in the tabulation of official records in the April 15th issue of Revue Internationale de l'Automobile, official organ of the International Automobile Association of Recognized Automobile Clubs (Paris), by which authority all official world and international records must be confirmed.

"Since this issue of the publication, two new world records have supplanted the old ones, but these in no way effect the status of the president. The new records are those established by Major H. O. D. Segrave when he drove his 'Golden Arrow' to new kilometer and mile records at Daytona Beach this spring.

**Interesting Data**

"The listing of official records reveals much interesting data. When a fully-equipped, officially certified stock president rooster flashed 36,000 miles in 25,224 consecutive minutes at an average speed of 63.37 miles per hour for the entire distance on the Atlantic City speedway last summer, it established the greatest mark for endurance and speed in all automobile history.

"Four presidents shared in this outstanding feat. Each covered the 36,000 miles in less than half number of minutes. It is highly significant, too, that the previous speed and endurance record had been held by a Studebaker, for the president's accomplishment supplanted the achievement of two commanders of the fall previous when they sped 27,000 miles in 22,916 minutes at an average speed of 65.21 miles an hour. Thus it took a Studebaker to beat a Studebaker. The president's feat, quoting the report of the I. A. R. A. C., was the greatest record for any class of car for all time.

"Only three other standard makes of automobiles have a share in the world records, the report shows. Facts concerning them reflected additional credit on the president.

"One of the three is a Panhard, a French make, with the chassis alone listing for \$2,400—more than \$2,000 above the price of the president rooster which sells for \$1,785 at the factory. Panhard is credited with holding the 50-mile world record. The car which established this mark, it is reported, was specially rebuilt for the purpose, high moving parts being fitted, special carburetor and other important features.

**85,250 and Body Extra**

"The Bentley car, holding the 200 kilometer and 200 mile records, was a standard chassis, the current list price of which in England, where it is manufactured, is \$5,250! The body is extra. The Bentley car, also of English make, with which Mr. and Mrs. Bruce hold the 4,000 mile, 5,000 mile, 10,000 kilometer, and 15,000 kilometer records, was a standard chassis, listing at approximately the same price as the president rooster complete with body. This car was fitted with a special streamline body, however, when it captured its records.

"All remaining world records have been set by specially built racing cars, some built from scratch and built especially to maintain excessive speeds over comparatively short distances. Major Segrave's 'Golden Arrow,' for example, is said to have cost more than \$65,000 to build.

## SALE OF TIRES AT HIGH POINT, DEALER SAYS

With the vacation and touring season on in full swing, tire sales at the Western Auto Supply Company are surpassing all previous records, according to information from that company.

Many automobile owners make it a habit to completely equip their cars all around with new Western Auto tires each year before starting out on vacation trips, states C. L. Kendall, local manager of the company.

"Tires constitute the major portion of the car owners' automotive purchases," says Mr. Kendall, "and the average owner is a cautious tire buyer. He is in an excellent position to know and judge comparative values and determine the quality of a tire by its performance, but by the reputation and reliability of the company behind the tire which he intends to buy. He considers, too, the dealer from whom he makes the actual purchase.

"When values are determined in this manner it is easy to understand why, despite the lower prices of hundreds of thousands of car owners, equip their cars with Western Giant and Wearwell tires."

**INSURE TO ENJOY**

Owner of small car ratio has credited with "quick" but couldn't you see the coming?

"Quick Driver! I thought it was a fly on the wind-screen."

**NUMBER PLEASE**

"Where is the car I left parked here?"

"I can only tell where part of it is."

"Quick, tell me!"

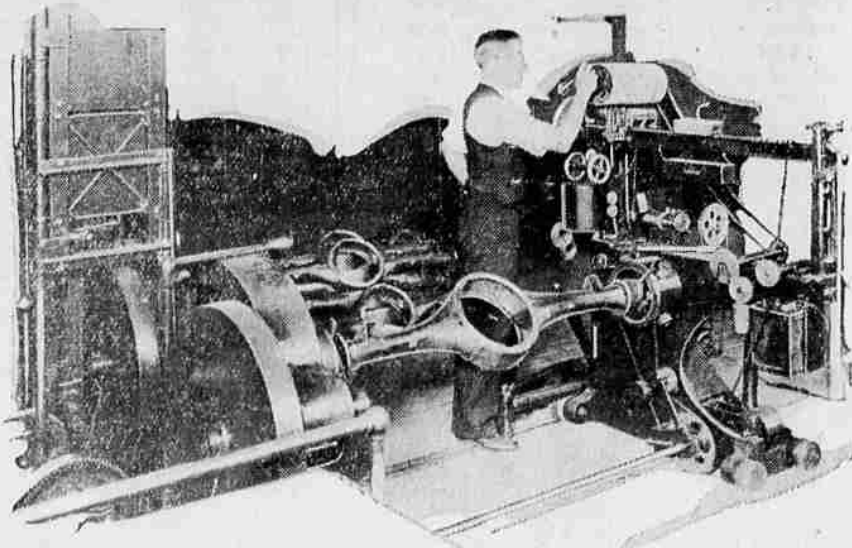
"A copper came by and took the number."

**ECONOMICAL**

"Bobby, I think like it—take every cent out of two wheels!"

"Oax, yes, because, but didn't you say— it runs and really tire bill about half." —W.T.S.

## Dodge Axles Withstand Tons of Strain



Here is a rear axle housing used in the Dodge Brothers New Six models undergoing a torsion test which twists it to the breaking point. The housings often withstand 40,000 inch pounds twist in force without a fracture in the weld joining the upper and lower half. A record of the force applied to the axle housing is kept by the operator of the machine.

## Pacific Coast Is Being Put On An Equal Basis With East, Mid-West

The enthusiastic reception which the 1929 Oakland-all American six and the Pontiac big six are receiving from motor devotees has resulted in an announcement from the Oakland Motor Car company, through L. M. Dreyfus, Pacific regional manager, that a large, new parts depot has just been established in the west, in which will be kept a parts stock of the approximate value of \$1,250,000. From this depot at Oakland, California, dealers of the entire Pacific region will receive their parts service, and in an emergency a wire will bring a part needed for the repair of an Oakland all-American or Pontiac six owner's car on the following day.

Observers see this announcement a recognition of the commercial and economic importance of the Pacific coast. For the first time in history the Pacific coast is being put on an equal basis with the eastern and mid-western sections of the United States. The act of the Oakland Motor Car company in recognizing the Pacific region as a great distribution area is indeed significant and indicates that the eastern manufacturers realize that the observers who claim the future of this country lies in the west are not merely speculating.

The new parts depot will have railway spurs running into the grounds occupied by the building to facilitate shipments of material. A model school and training school for mechanics will be conducted in the structure, and dealers who desire to give any of their service department men special training will be at liberty to send them to the school for a course at any time.

Factory officials at the Oakland Motor Car company agree that in this age of specialization and service, it is essential that Oakland

an automobile than was true a year ago.

**Much Propaganda.**

These observations suggest to many critics that much of the propaganda being issued by fatalists, relative to warnings to America to go slow, have an actual foundation. Mr. Tracy's position enables him to view the country as a whole and in no sense has he drawn his conclusions from a study of a limited canvass.

**Conditions Stabilized.**

W. R. Tracy, vice president of the Oakland Motor Car company in charge of sales, recently declared that conditions in the United States are more generally stabilized than in 1928, when a new high output record was set in the automotive industry, and that people everywhere seem content with the present order of things and are confident that America's unprecedented prosperity will be maintained for an indefinite period.

This contention is in direct contradiction to the statement of students of economics who declare that mass production will not result in mass prosperity much longer. However, Mr. Tracy's arguments indicate that his study of the question has been from a more diversified point of view than the students of economics.

Continuing, Mr. Tracy stated that:

1. Savings deposits are at a high point.
2. Highway construction programs are opening up new outlets for cars and adding to their utility, definitely proving that there can never be a so-called "saturation point" in automobile construction.
3. Cattle, hogs and corn are bringing excellent prices. Cotton factors a satisfactory year. Encouraging reports are being received from the lumber industry and the farmer, especially, in view of the favorable congressional action, will be much more likely to purchase

## World Production of Fords During July Largest, Company Announces

World production of Ford automobiles and trucks for July was the largest for that month in the history of the Ford Motor Company, according to announcement by the company. All records for retail deliveries to customers also were broken.

The company also announced that requirements for cars during August is placed at considerably more than 200,000 and that every effort will be made to meet this demand.

Production of Ford cars and trucks in the United States during July totaled 130,894 and for the rest of the world, 15,761, making a grand total of 146,655. Retail deliveries to customers in the United States alone totaled 179,676 for the month. This was more than a third of the total car and truck business of the United States.

While the production curve of the Ford plant at River Rouge has been maintained at fairly steady volume the year round, July always has been the low point in the curve. In the striking increase in volume over the same months in previous years and 150,000 unfilled orders on the books of Ford Dealer organizations, Ford officials foresee one of the busiest autumns in the history of the company.

The plant is now turning out cars as fast as the summer schedule permits. The company now employs 194,000 workers at the Rouge plant where most of the manufacturing has been concentrated since the removal of equipment from the Highland Park plant.

The popularity of the new Model A has extended to the remotest parts of the world and the capacity of all foreign assembly plants is being taxed to the limit, company officials said.

Nash models later this year, according to company officials. The new cars, they declare, will carry prices higher than those prevailing before the present reduction. Thus the buying public is offered triple benefits in securing new Nash cars before the arrival of the 1930 models.

Buyers may avail themselves of the finest type of automobiles ever developed by the great Nash factories and cars which have incorporated in them the advanced engineering principles which will also feature the year's new models. They are given the opportunity to write off the considerable sums in depreciation which usually affect current models when new ones are announced; and they may secure automobiles far in advance of their field at costs which strike a new low note in automobile merchandising.

In the estimates of automotive engineers, these Nash reductions represent the highest automobile values known in American motor car history.

**AIRPLANE FAILS AGAIN**

CHICAGO, Aug. 16. (AP)—The airplane "Chicago—WV VIII" which twice has set out to overcome the 17 and one half day record of the "St. Louis Robin" experienced its second failure in two days when it landed last night at Municipal airport after four hours and 25 minutes in the air. Wednesday the first attempt ended in

three hours and 25 minutes. Russell Moorman, C. Earl Steele, and Wilson Herron, crew of the plane, announced another takeoff would be made today.

Some people don't care what they say in the presence of company; others are married.

**ROSENWALK WINS AWARD**

CHICAGO, Aug. 16. (AP)—Julius Rosenwald, Chicago philanthropist, has been awarded the Australian government's grand insignia or honor because of his work in promoting industrial museums in Europe.

## The Other Fellow

The law provides that your liability in driving a car on the highway never ceases.

That is a broad statement but it's true and it means just what it says whether you are at a standstill or moving.

If you knew what the other fellow was going to do you would not need insurance.

Insurance is the only thing that protects your pocket-book and the best insurance is sold at the

## NASH ANNOUNCES PRICE REDUCTION

Cut in '400' Models Ranges as High as \$300—Affects Two Groups.

KENOSHIA, Wis., August 17. (Special)—One of the most important announcements of the current automobile year came this week when C. W. Nash, president of The Nash Motors company, notified his national sales organization of sweeping reductions in the retail prices of the famous Nash "400" series cars.

Effective now, he declared, the motorist public will benefit by reductions on "400" models, ranging as high as \$300 a car. This drastic lowering of prices on the cars whose international popularity has broken all Nash sales records will affect models in the two popular price groups—the Advanced Six and the Special Six series. The exact reductions on each model will be announced shortly.

This big Nash price reduction, which comes as a welcome surprise to motorists the country over following the brilliant success of these new type, twin-ignition and advanced design cars, is made primarily to clear the manufacturing decks for the introduction of new

The building and equipment already installed cost more than \$1,000,000. Funds already appropriated for additional equipment over the next three years will increase this figure to approximately \$1,250,000.

One of the most extensive of its kind in the world, the new structure is Cadillac's tribute to its engineering genius, which has pioneered and developed many of the automobile industry's greatest motor car accomplishments since the first Cadillac car in 1902. It is a part of the main Cadillac plant at Michigan and Clark avenues, on Detroit's west side.

**CAUSE AND EFFECT**

Hayseed: I understand some of your hens have stopped laying.

Giles: Two of them have.

Hayseed: What's the cause?

Giles: Motor cars.

**ONE NUT AT THE WHEEL**

It takes more than 1,500 nuts to hold an automobile together, but it takes only one to scatter it all over the landscape.

The information in the accompanying chart was compiled by comparing the Oakland All-American with twenty other medium-priced cars, thirteen of them higher than Oakland in price. It proves to everyone what thousands of Oakland owners already know—that today's Oakland All-American is America's finest medium-priced automobile.

Only a few comparisons are given here. There are scores more which we will be glad to show you. Come in to see them. And while you are here, drive today's Oakland All-American Six.

**What these features mean to you**

**Large piston displacement** is needed to develop high power at moderate engine speed. Moderate engine speed is an important factor in the life of a car.

**Piston Displacement**

How Oakland compares with the field

Oakland's 228 cubic inch piston displacement is greater than 12 of the 20 cars in its price field. Of the 8 remaining cars, 7 are higher priced than Oakland.

**No noise in automobile coach building** means so much as Fisher. Fisher bodies are famous for style, luxury and roominess. In addition, they hold such advantages as sturdy composite hardwood and steel construction, UV windshield, side cowd ventilation and adjustable drivers' seats.

**Fisher Body**

Only Oakland and two other cars in the field offer bodies by Fisher. And one of the two is nearly \$100 higher in price than Oakland. Of the 18 cars which have less-known bodies, 11 are priced above the All-American Six.

**Reasonably long wheel base** gives greater riding ease and road balance. Also permits use of longer, snazzier, roomier bodies. At the same time, a small turning circle is essential to handling ease.

**Wheelbase**

Only one car, as low priced as Oakland has a wheelbase as long as Oakland's, which is 117 inches. That car requires a turning circle to the left of 42 feet as compared with Oakland's 36 feet. Six higher-priced cars have shorter wheelbases.

**Prices, \$1145 to \$1775, f. o. b. Pontiac, Mich., plus delivery charges. Spring covers and Lateral Shock absorbers included in list prices. Bumpers and at minimum extra. General Motors Time Payment Plan available.**

Consider the delivered price as well as the list price when comparing automobile values. Oakland delivered prices include only reasonable charges for handling and for financing when the G. M. A. C. Time Payment Plan is used.

**\$1145 AND UP**

# REVOLUTIONARY NEW CHRYSLERS

### LEAVE NO BASIS FOR COMPARISON

**MULTI-RANGE GEAR SHIFT**

ELIMINATES ALL POSSIBILITY OF COMPARING CHRYSLER PERFORMANCE WITH OTHER PERFORMANCE. A DEMONSTRATION SPEEDILY PROVES THIS TO YOU.



THE NEW '77' CROWN SEDAN, \$1775 (Special Equipment Extra)

In the new Chrysler, '77', '70' and '66', Chrysler has actually transformed the fundamentals of motor car design.

Throughout the country, thousands have been quick to appreciate and acclaim the new Multi-Range Gear Shift. It makes driving a joy and gear-shifting easy.

Equally enthusiastic has been the reception of the performance provided by Down-Draft Carburetion. This is a principle of fuelization used with amazing success in airplane engines.

The smartness, style and elegance of appointment of the new ARCHITONIC BODIES combined with their strength and roominess, have won general admiration.

Make a note, too, of the new Chrysler '66'—the lowest priced six ever to bear this honored name. This new six is a Chrysler in the best Chrysler tradition.

Only by riding in these remarkable cars, only by taking the wheel in your own hands and driving, is it possible to comprehend how thoroughly Chrysler, in these sensational new creations, has revolutionized and regenerated the motor car.

WITH MULTI-RANGE GEAR SHIFT

**\$1595 NEW CHRYSLER '77'**—9 Body Styles, priced from \$1595 to \$1795, F. O. B. Factory (Special Equipment Extra).

WITH MULTI-RANGE GEAR SHIFT

**\$1245 NEW CHRYSLER '70'**—6 Body Styles, priced from \$1245 to \$1395, F. O. B. Factory (Special Equipment Extra).

**\$985 NEW CHRYSLER '66'**—6 Body Styles, priced from \$985 to \$1065, F. O. B. Factory (Special Equipment Extra).

A CHRYSLER SIX UNDER \$1000

**L. W. WEEKS**

Greenwood & Jefferson

**COMMERCIAL CARS AND TRUCKS**

**LA GRANDE MOTOR CO.**

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Hall Motor Co. Enterprise

**OAKLAND**

ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

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