

FRONT DRIVE TO ENTER-U. S. FIELD

Six Manufacturers Studying Reversal in Design - Due in Costly Cars.

(From Oregon Motorist) With front-wheel drive cars in the experimental laboratories of at least six manufacturers...

It is apparent, therefore, that front-wheel drive has virtually arrived in America. It is no longer a looked upon in engineering circles as an experiment...

Let no motorist, however, get the idea that its introduction will have the effect of throwing all other designs into the discard.

The motorist who uses the automobile which has the motive power applied to the rear wheels may ask: "Just what does front-wheel drive mean, and what purpose can it serve?"

Briefly stated, front-drive means simply that the entire transmission units are placed between the front wheels. It has the effect of reversing the power plant and transmitting its force forwardward instead of toward the rear...

In the front-drive car, the clutch and transmission will be set before the engine instead of back. There will be linkage between the gears and beechchange lever, but the long drive shaft and additional gearing now necessitated by the long trip the power must make from the engine to the rear wheels will be shortened tremendously.

The Effect. The effect is plain. It is a fundamental fact of mechanics that transmission of power means loss. Reduction of the extent of this transmitting of power, naturally, cuts down the loss.

They claim also an advantage in overcoming the inertia which must be offset before a heavy mass, such as an automobile, can be put into motion.

Treatment Interesting. Treatment of the rear axle is interesting. It will be possible even to eliminate a dead rear axle, carrying the wheels on a frame pivoted to the frame.

The brakes in front will be placed not within the wheels, but at a point between the transmission and the wheels, removed somewhat from the latter.

In the point of performance, front-wheel drive holds much promise. Its supporters claim that it will virtually eliminate the handicap of shifting, since the driving force is applied always in the plane of direction of the front wheels and not at a tangent to them as is the case with rear-wheel design.

Important in Turning. This change is an important consideration when rounding a turn. The rear wheels of the front-drive car will follow the front wheels, which are the wheels that are steered as well as those that move the car.

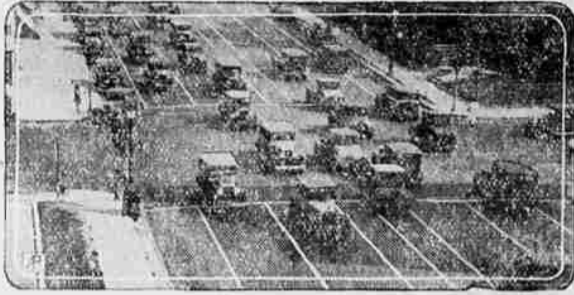
Less road clearance is another item in which front-drive is to make its contribution to greater safety in driving. The whole car can be brought closer to the ground, with the drive shaft, differential and transmission units outside the frame instead of beneath it.

Increased traction also is claimed for the design which applies the power to the forewheels. Those who have driven the experimental front-wheel drive cars have taken them through mud which would be impossible for the conventional type of car.

Elimination of noise by riding the car of body rumbles also is an advantage with front-drive proponents claim.

Front-wheel drive is going to meet with objections. It will be attacked vigorously as dangerous and unattractive. But what revolutionary departure has not, and with the same opposition. Front-wheel brakes and bottom tires were discounted as novelties that were not worth their salt, and yet they succeeded in capturing the field.

Detroit Paints Lanes To Beat Traffic Jams on Her Streets



The left turning motorist in Detroit will pass the traffic officer on his right under a new traffic plan. The picture below shows how the city has established traffic lanes on large thoroughfares.

(Associated Press Correspondent) DETROIT (AP) - Its traffic problem rapidly assuming the aspect of a "sugar pea in a round hole," Detroit is proceeding to relieve it, not by enlarging the hole but by economizing on space.

The city proposes to carry the one-way street idea a step farther and divide its main thoroughfares into one-way lanes.

An experiment already tried on one main artery is to be extended to other avenues. Broad yellow stripes are painted upon the pavement, dividing the street into six lanes or channels.

The two outside lanes are for parking and the four inner ones for traffic. Two are for traffic in one direction and two for that moving in the opposite direction.

Under certain conditions of traffic it is expected motorists will be required to remain within the lane chosen upon entering the street. At other times a change from a "slower" to a "faster" lane and vice versa will be permitted.

Weaving in and out of traffic, however, is not to be permitted and the driver who leaves a lane when traffic is stopped for a traffic light and seeks to reach the head of the line probably will receive a "ticket" from a nearby traffic officer.

The lines, according to Edward A. Mitte, director of traffic of the Detroit Police department, "seem automatically to separate traffic into various classes. The slower traffic automatically tends to get into the channel farthest to the left. This avoids congestion to a great degree."

A new plan of making left turns is being specified by the police traffic division. Left turning traffic under the new order will turn in front of the traffic officer or light signal instead of behind. Heretofore the driver making a left turn would pass the traffic officer on his left.

Thousands of Oldsmobile owners, prompted by their enthusiasm for Oldsmobile's remarkable abilities in every phase of performance—their enjoyment of its luxurious riding qualities—their knowledge of its dependability and general thoroughbred behavior—have voluntarily written their appreciation to the Olds Motor Works.

Read what they say—their reasons for buying—and why they are glad they bought Oldsmobiles.

From Milwaukee, Wisconsin: "I was first attracted by Oldsmobile because its general characteristics appealed to me, and our Chief Engineer—a very discriminating buyer—drives an Oldsmobile. I like its powerful and quiet-running motor, easy steering, smooth flow of power at all speeds, sturdy construction and general good appearance."

From Siskiyouville, California: "With the protection you give your motor, it looks good to me for 40,000 miles without a major repair. When I selected my car I discovered that other cars in Oldsmobile's price range had some of the features I wanted, but Oldsmobile had all. It looks like more value to me. It has wide doors and plenty of leg room in front and rear of seats.

Such things as twin-beam headlights, fuel pump, and radiator shutters helped to sell me. Also the fact that it is made by a reliable firm. And the way Oldsmobile sales are jumping shows that others think well of it."

Oldsmobile Oldsmobile Sales Co. 1428 Adams Ave. Hamilton Service Station Enterprise, Ore.

Chrysler Tests On New Cars Is Very Thorough

DETROIT, Aug. 17 — "If the world's worst automobile driver could take a Chrysler car and drive it for days in the worst of weather and over the world's worst roads, the punishment the car would receive would not be equal to, nor would it even approximate, the punishment inflicted upon cars under test in the engineering laboratories of the Chrysler Corporation at Detroit."

"In building Chrysler cars," he continued, "no part is considered too small nor too insignificant to receive the most thorough tests that the engineers are able to devise for it."

"An example of this was brought out recently when a certain make of chromium-plated door handle was considered for use on Chrysler cars. Before Chrysler engineers would consent to its being placed in production, on the cars, it had to pass several rigid tests, the most important of which was the salt spray test. Those who live near the sea shore know that salt is one of the worst known corrosive agents and to prove the ability of the chromium plate on these door handles to withstand corrosion, samples of the door handles were lashed for hours by a strong saline bath. It was only after they had survived this test without harm that they were considered eligible for use on Chrysler cars."

"Tests given other parts of Chrysler cars are just as rigid. A Chrysler body, for example, is taken from the assembly line and placed in a compartment that is lined with steam pipes. The door is closed, the steam is turned on and the mercury in the thermometer mounts to a blistering temperature. Only the finest of finishes can withstand the ravages of this terrific heat test but unless the Chrysler body can stand it without harm to the finish, it is not fit to be placed upon the Chrysler chassis."

"One of the final tests at the Chrysler laboratories is the Belgian roller test. It is for the purpose of determining whether or not the completed car is correctly made and flawlessly assembled. In this test a car is picked at random from the final assembly line. It is anchored over a series of eccentric rollers and there it runs under its own power. Troad conditions far worse than any it will ever encounter on the open road are here produced. The car bounces from one side to the other, as it would over the roughest roads at high speeds. It is twisted and strained in every

J. E. SHELTON NEW MANAGER OF AUTO CLUB

PORTLAND, Aug. 17, (AP) — Joseph E. Shelton, of Eugene, was elected secretary and general manager of the Oregon state motor association at a meeting of the board of directors here Wednesday. He succeeds George O. Brandenburg who died at Eureka, Cal., July 3.

Shelton has been a director of the association for six years. For eight years he was editor and publisher of the Eugene Guard. He now operates a printing plant in Eugene.

BOSTON'S TRAFFIC JAM Motor Cop top professor of mathematics: So you saw the accident, sir. What was the number of the car that knocked this man down?

Professor: I'm afraid I've forgotten it. But I remember noticing that if it were multiplied by fifty, the cube root of the product would be equal to the sum of the digits reversed.

THE DEAD FINISH "I understand that our son is a finished motorist?" "Yes, he finished the day before yesterday."

"What do you mean?" "His motor car caught fire."

80,000 De Soto Cars Are Sold In First Year

DETROIT, Aug. 17—During the past twelve months, the De Soto Six has broken all existing sales records for any first-year car in the entire history of the automobile industry.

This statement was authorized today by L. G. Peet, general sales manager of the De Soto Motor Corporation, at Detroit.

Riding on the crest of a wave of popularity that began when it was first introduced, De Soto completed its first year with sales of more than 80,000 cars—a new world's record for a first-year car.

"The actual show that 81,055 De Soto Sixes had been shipped from the plant since August 1, last year," Mr. Peet declared, "All previous records for first-year cars regardless of class or price, have been broken by De Soto, evidence of the enthusiastic manner in which the new car has been accepted by the automobile buying public."

"This first year has been a year of achievement. When it is taken into consideration that three months before the first De Soto Six appeared, no dealer organization had been recruited to merchandise the new car, the De Soto record is remarkable. Every effort consistent with Chrysler Motors' high standard of manufacturing practice, was made to increase production and meet the demand for cars. Plant facilities were expanded and production soon reached a point

where the factory was only slightly behind the orders that continued to come in from all parts of the nation.

SMILES Very New Driver: Do shut up, Maggie! Your job is to keep on smiling at the police.



A Master Mechanic Said to Us Yesterday

I save my company many dollars each month by inspecting and immediately repairing our equipment.

Save Your Dollars

Have that magneto, generator, starter or Willard Battery inspected today and repaired if necessary. We Inspect Them Free

Automotive Electric Company

215 Greenwood Willard Warehouse & Service Station Phone M-520

Would You Like To Forget That Your Car Has Tires?

- If you frequently "step on it" up to 60, 70, 80 miles per hour— If you like to cover 300, 400, 500 miles a day on trips with extreme riding comfort— If you drive several times farther each year than people usually do— Or if you take pride in having the finest of everything on your car—

You are invited to see the 1929 Goodyear DOUBLE EAGLE.

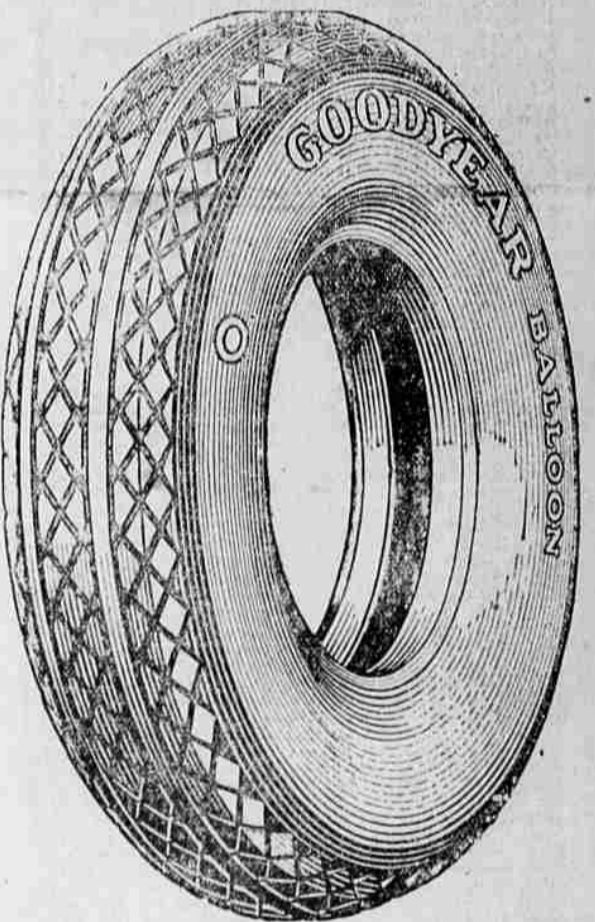
No other tire is like it—it is an entirely new type, original with Goodyear—a 30th Anniversary achievement.

The Goodyear DOUBLE EAGLE is a superlatively fine example of the great endurance built into every Goodyear All-Weather Tread and Goodyear Pathfinder Tire.

We believe that a set of Goodyear DOUBLE EAGLE Tires will last as long as you will use your car. The chances against blowouts . . . or even a puncture . . . are so remote that you may virtually FORGET THAT YOUR CAR HAS TIRES. The cushioning power of these tires means a new experience in comfortable riding on roads of all kinds.

You have undoubtedly noticed these stately Goodyear DOUBLE EAGLES adding further distinction to smart cars.

Come in and talk over the attractive proposition we can make you on a change-over from your present tires to Double Eagles.



Important Features of the "Goodyear Double Eagle" —the Tire of Tires

- 1 The finest, strongest, handsomest tire that money can buy. 2 The deepest, tractive All-Weather Tread is practically double-thick. 3 The toughest and longest-wearing rubber compound in this great Goodyear line yet developed. 4 The bulk of the tire is built extra-heavy of SUPER-TWIST cord fabric, to a new oversize dimension, both in cross-section and overall diameter. 5 More plys of this SUPER-TWIST cord fabric; more rubber between the plys. 6 Heavy friction coating of rubber to protect cords from moisture. 7 Special low temperature cure. 8 The finest materials, the finest construction, regardless of cost.

Millions More People Now Ride on Goodyear Tires

GOOD YEAR BOHNENKAMP'S