

Recalls Earlier Days When Ford Delivered Car

Controlled service for the benefit of Ford automobile users as it operates today is a far cry from the service provided by Henry Ford in 1908 but it is founded upon the same principle.

In his early days of automobile manufacture, Mr. Ford frequently would deliver a car personally to the new owner and see to it that arrangements were made to keep it in good running order. Usually he would find the best mechanic available and explain the construction of the car to him. When such a mechanic was not to be found the town blacksmith was pressed into service.

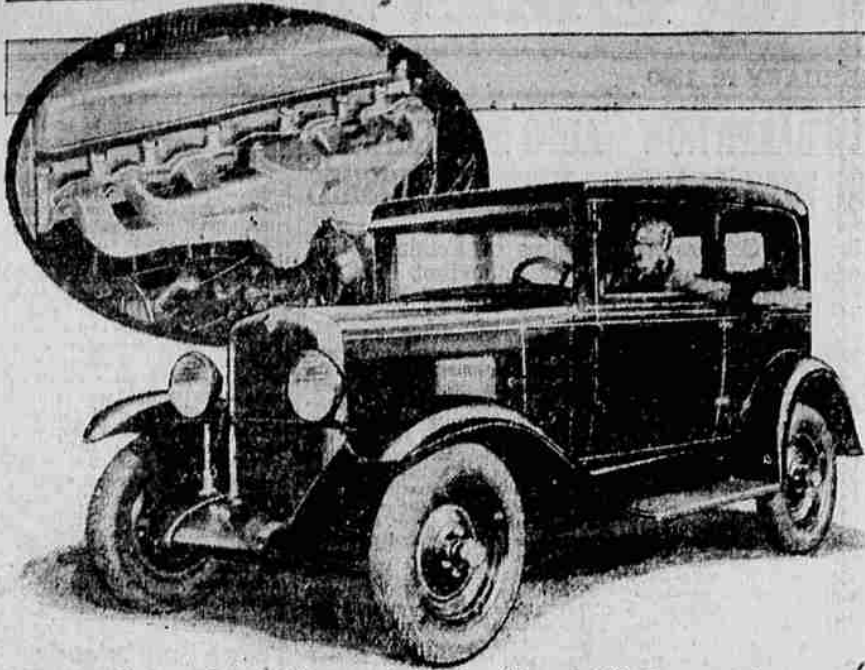
Obviously, as the business grew this personal service became impossible. But Mr. Ford made it his business to have appointed, in the ever-widening circle of towns, capable men who would devote their entire time to the care of Ford automobiles. This force of men worked under close factory supervision and according to certain set standards.

The controlled service, as it has now become known, was founded upon the initial business principles which actuated Mr. Ford, namely that his obligation to car purchasers did not end with the sale.

Just as the Ford Motor company was the pioneer in the making of a strong, simple, satisfactory automobile at a low price, so it also was the pioneer in establishing complete and satisfactory service facilities. Provision for the speedy purchase of parts and repairs at a reasonable cost were the innovations of that service.

There are today more than 5,000 Ford dealers in the United States whose mechanics have been trained in special schools conducted by the Ford Motor company and who are equipped with the latest service machinery. No matter in what section of the country the car

Roadability a Feature Of New Chevrolet



The astounding comfort and luxury of the New Chevrolet Six has created a wave of interest all over the United States. Such luxury was unknown before in a low-priced car. This is the 1930 coach model, with new six-cylinder engine in the inset.

owner may find himself, there is a Ford dealer prepared to render prompt and business-like service at fair charges, eager to relieve the owner of care of his car and help him get thousands upon thousands of miles of satisfactory, enjoyable motoring at low cost per mile.

Did it ever occur to you that many modern and ancient works of art are merely busts?

Carbon Bogey Is Banished By Auto Engineers

Chrysler engineers have practically eliminated the carbon bogey by a unique decarbonizer on the Imperial, "77" and "78" models.

By merely pulling a plunger underneath the dash, owners are assured, after many miles of driving, the same efficient performance that an engine develops when the new car is delivered.

After extensive research in conjunction with leading chemists, Chrysler engineers have adopted "Carbo-solve," a fluid which dissolves the carbon effectively and

allowing it to be blown out the exhaust. To provide for the convenient and periodic use of "Carbo-solve," the decarbonizer equipment has been installed under the hood on the right hand side of the body dash. This fixture, holding six ounces of the "Carbo-solve" fluid, is connected to the inlet manifold and controlled by a plunger from the driver's compartment.

When the plunger is pulled out with the engine running at a fair speed at normal driving temperature, the "Carbo-solve" is drawn into the engine, thoroughly saturating the combustion chambers. After this injection of "Carbo-solve," the engine is stopped and allowed to stand several hours, permitting the carbon to be thoroughly dissolved. When the engine is again started, the loosened carbon particles and other foreign matter are blown out the exhaust.

In years of experiment with the carbon problem, the aim of engineers has been to keep an engine clean and efficient throughout the long life of the car," said L. W. Weeks, local Chrysler distributor. "The principle and advantages of "Carbo-solve" are easily grasped. Its operation is simple and inexpensive. Properly used, it is positive and in no way injurious to the engine. Facilities are available at any Chrysler service station for the installation of decarbonizer equipment on any Chrysler car."

Oakland-Pontiac Cars Announced

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The plug in piston pin to take up expansion and contraction at varying temperatures and valve spring dampener are interesting features of the two lines.

Greater flexibility of front springs, combined with Lovejoy coil and shock absorbers riding and driving ease, while the brakes of both cars are easier to operate and more effective.

Cars equipped with semi-automatic Delco-Beny starter. When forcing down on starter pedal the starter gear engages with the fly wheel before switch contact is made.

Roller bearings combined with a worm and full sector type steering gear is used on both cars, making steering much easier than formerly, a feature especially desirable for women drivers.

Spring covers, Lovejoy shocks and bumpers are factory equipment, as is a new microphone type horn with front mounting under left headlamp.

An improvement, new to Pontiac, but adopted in the 1929 Oakland is the ribbed construction of crankcase, reducing vibration and eliminating rattle.

Body Types

Body types for Pontiac are as follows: Phaeton, roadster, coupé, sport coupé, two-door sedan, four-door sedan and sport custom sedan.

Oakland body types are: Phaeton, roadster, coupé, sport coupé with rumble seat, two-door sedan, four-door sedan and sport custom sedan.

Shipments from the big factories at Pontiac, Mich., were started shortly after Dec. 15 and dealers throughout the country are expected to have all models on hand within the next few days, while at least one or more body types of each line already have been received by the dealers.

Wider choice in color schemes is offered in both Oakland and Pontiac than ever before, and frequent changes are to be made in the custom and sport models to provide for the most exacting choice of purchasers.

Smooth Brakes Are Feature of Essex

The outstanding smooth operation of the new Essex Challenger is nowhere better exemplified than in the improved four wheel braking system.

Retaining the full floating, self-aligning, two-shoe, self-overriding construction, positive unchanging pressure is assured through the use of a special roller bearing type brake stabilizer. This floating shoe design prevents dragging brakes, thus increasing the service life of the brake, and furnishes a trouble free braking system.

The shoes are cadmium plated to prevent rust and are lined with a pressure molded lining. This lining is impervious to water and oil, providing full brake pressure power under all weather conditions.

Smooth when running along under full power these brakes are equally smooth in bringing the car down to other normal driving speed or to a full stop. In fact, the system is designed and built to make the braking as smooth and positive in its operation as in performance of the famous super-six motor with which the new Essex Challenger is powered.

Talking Movie Of Car Thrills

(Continued from page Seven)

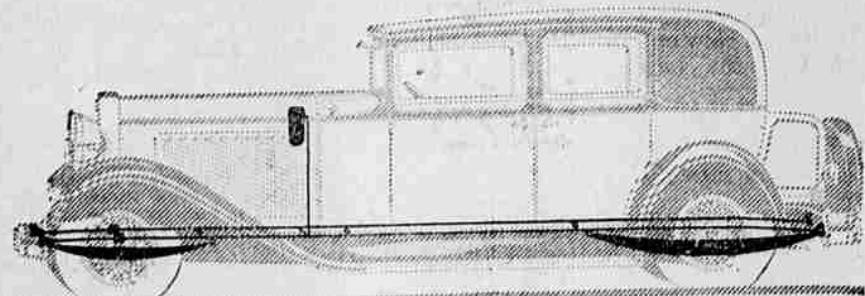
second like a reed in the wind. Its balance finally overcoming the force of gravity, the car settles back uphill. In order to complete the test it is necessary for a crew of workmen to turn the car over manually and give it a healthy boost on its bumpy downward course.

At the conclusion of this trip the car is inspected and all working parts found to be in good condition. It was then driven back to the crest of the hill under its own power for a third plunge, this time starting at a greater rate of speed than ever before.

An Almost Indestructible Car

On the third and last trip in this scientific demonstration, the car makes three complete turns before its perfect balance arrests its des-

THE 1930 NASH "400"



NASH is the car with the OIL CUSHIONED CHASSIS SUPERIOR PERFORMANCE!

- TWIN-IGNITION EIGHT
- TWIN-IGNITION SIX
- ... SINGLE SIX

EVERY Nash "400" model, including those of lowest price, is now equipped with a modern system of centralized chassis lubrication. Nash "400" chassis bearings ride on a cushion of oil. Not just once in a while, or for a day or so after you happen to put your car in a service station for greasing. But every day, and without the bother of service station atten-

tion, the "400" chassis gives you the riding smoothness and the longer chassis life that only perfect chassis lubrication can give. And every Twin-Ignition Eight and Six model is now built with lifetime lubricated springs—lubrication sealed inside flexible steel spring covers—permanent protection against rust, squeaks, wear and ineffectual spring action. The combination of centralized lubrication and lifetime lubricated springs creates an oil-cushioned chassis—another reason for the superior performance that distinguishes the 1930 Nash "400!"

AUSTIN NASH CO.
806 ADAMS AVE.

2-21-1578

WINNING REAL FRIENDS BY GIVING REAL SATISFACTION



There can be little doubt of the warm friendship that Oldsmobile and Viking owners accord their cars. For Oldsmobile and Viking owners are quick to express their satisfaction . . . always ready and eager to recommend Oldsmobile and Viking to their friends and neighbors. Assuredly it takes more than mere close acquaintance with a motor car to build such loyalty. And both Oldsmobile and Viking have that "something more" in a measure above the ordinary. Brilliant performance—at high speeds or hard pulling—in every phase of motoring. Restful riding comfort and ease

of control over every type of road. Continued economy that becomes more apparent as time goes on. Thoroughgoing dependability over the months and the miles. These are the things that create friendship for Oldsmobile and Viking. These, plus the vitally important factor of honest value. If you wish to learn more about the qualities of either of these two fine cars, inquire among your friends who drive them. Then come and see Oldsmobile and Viking yourself. Drive them and know what they can do. Prove to your personal satisfaction that each is a great car—a real value—at its price.

OLDSMOBILE SIX VIKING EIGHT

OLDSMOBILE SALES CO.
1428 Adams Ave.

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MULTI-RANGE CHRYSLER

CHRYSLER "77" Crown Coupe, \$1795, F. O. B. Detroit, (Special Equipment Extra)

Chrysler's PROVED performance gauges all performance

Get into a new Multi-Range Chrysler—try for yourself this time-proved performance that is today's yardstick for gauging all other performance.

Feel how much more smoothness there is in Chrysler speed—how much more quickly and easily Chrysler glides up the steepest hills.

Feel the snap in pick-up which the Acceleration Range of Chrysler's new four-speed transmission gives you, combining the best features of ordinary "second" and "high"—and as you shift into the Speed Range

CHRYSLER INSPIRES A PRIDE ALL ITS OWN

L. W. WEEKS
Greenwood & Jefferson