

Seattle Grade Conquered By Oakland Eight

SEATTLE, Apr. 12.—Most western motorists are well acquainted with the Queen Anne Counterbalance, that fearful grade in Seattle leading to Queen Anne Hill. This incline is a severe test on automobiles.

hile motors going up and a severe test on brakes coming down. Not every car will climb it, even in second or low gear. It has been scheduled in high gear with an intelligent start at the bottom. The car was driven by an employee of Campbell Ewald, an advertising counsel for a number of the divisions of General Motors corporation and for many other nationally-known organizations. No employee of Oakland Motor Car company, manufacturer of the Oakland V-type eight took part in the test. A. V. Reinertsen, zone sales promotion manager of Oakland Motor Car company acted as observer.

The car used was the stock standard four-door sedan, identical in every respect with all Oakland Eight four-door sedans. Ordinary gasoline and lubricating oil were used in the climb.

At the bottom of this steep grade an arterial highway stop sign has been posted, which precludes a running start at the hill. Therefore the Oakland was brought to a complete stop at the foot of the incline and was driven up the Counterbalance in exactly the same manner any motorist would pilot it up. There were no tricks adopted. The car was simply driven over the top in high gear.

"You'll never make it in high," was the unanimous comment of the onlookers as they observed that the driver observed the law in stopping at the arterial sign at the bottom. "Take a run, or you'll stall," they advised.

However, the Oakland Eight gained speed on the two lower levels and held its own on the next. The last pushing lap is a gradient of more than 18 per cent.

Two New Models Are Announced By Ford Motors

Announcement of two new Ford cars—a de luxe sedan and a de luxe coupe—made by the Ford Motor company.

The de luxe sedan is of the two-door type with the distinctiveness of exterior appearance and interior trimmings that mark the town sedan. At the same time its closed rear quarters give it a striking individuality and afford privacy to the occupants. Among its refinements are arm rests for the rear seat, tool box and a flexible rear rail.

The de luxe is designed for those who desire a personal car with a more select interior appearance than that of the standard coupe. In both cars a choice of mohair or Bedford cord upholstery is offered. Other features include expanded metal parts, a rustless steel, adjustable front seats and simple head room.

Purchasers of the de luxe cars will have a choice of any one of four colors—black, maroon, lacquer green or chicle drab.

Highways Around Cities Newest Idea

WASHINGTON (AP)—Trunk highways around cities, rather than through them, are seen as a solution to traffic congestion.

More disturbing routes, instead of excessive widening of existing roads, are prescribed by D. R. Lamson, engineer of the American Road Builders' association, after a national survey of traffic conditions.

"Population centers are the nuclei of congestion. Traffic in large cities is making transportation by horse-driven trucks cheaper than by motor vehicles. The automobile no longer has a time-saving advantage."

Regional plans, superior to political boundaries and controlled by state legislation, were recommended for cities to clear up congestion.

The first time a Scotchman used four tires in a gas station he blew out four tires.

"I may not have a little fairy in my home or a little miss in my car," allowed Oscar the Operator, as he started home, "but I certainly have a little made in my cellar."

Little Mary Brian, attractive Paramount film star, did not realize when she drove up to a Texaco filling station in Los Angeles that she was to be showered with honors. While the camera was being set, however, she was informed that her car was the first in the country to be filled with Texaco Ethyl gasoline.

Chevrolet Co. Explains New Service Policy

DETROIT, Apr. 12.—The Chevrolet Motor company today announced a new and broader service policy. Any Chevrolet owner, experiencing defective workmanship or material on a Chevrolet car under the terms of Chevrolet's standard warranty, is invited to call upon any authorized Chevrolet dealer in the United States or Canada where the work will be done at no cost to him.

The plan, known as the Owner's Service Policy, is now in effect in the 10,000 authorized Chevrolet service stations in the United States, operating under the general supervision of the 52 Chevrolet branch offices.

The new policy takes the form of a written agreement given the purchaser by the Chevrolet dealer when the new car is delivered. It puts down in plain, understandable language the greater service protection to which every Chevrolet owner is now entitled. Briefly, it offers the following provisions:

1. Every Chevrolet owner receives his car from the dealer in perfect condition—thoroughly lubricated, properly adjusted and ready to operate efficiently from the first mile of ownership.

2. Every Chevrolet owner is entitled to free inspection and adjustment of his car at the end of the first 500 miles of usage. This includes checking and adjusting the brakes, tappets, timing, generator, carburetor, clutch pedal, and steering gear, tightening all body bolts, tightening all motor bolts, testing and filling battery and checking the oil level in the transmission and rear axle. The dealer assumes no responsibility for previous adjustments when they have been made in service stations other than his own.

3. Every Chevrolet owner is entitled to free inspection of his car every thousand miles thereafter so long as the car is in operation.

4. Every Chevrolet owner is entitled to free replacement of any part, which may prove defective, either in workmanship or in material, within the terms of Chevrolet's standard warranty, provided such parts and labor are not required because of accident, or mechanical abuse. This includes both parts and labor. This provision will be carried out by any Chevrolet dealer in the United States. Accordingly, the Chevrolet owner may change his residence, or travel to any part of the country with the full assurance that the guarantee on materials and workmanship will give him complete protection.

In all Chevrolet dealer's service stations there are employed skilled mechanics, thoroughly trained at Chevrolet service schools. These stations are equipped with specially designed tools and machinery developed exclusively for Chevrolet service work. The factory issues the assurance too that each carries at all times a complete stock of genuine Chevrolet replacement parts. And the rates charged are standard flat rates including both parts and labor and are the lowest in the industry on many service and repair operations.

In a Nutshell
The material good reverses its benefits the more nearly we grasp it. All life is a lesson that we live but to enjoy in the spirit.

College Lad (arrested for speeding): But your honor, I am a college boy.
Judge: Ignorance doesn't excuse anybody!

Skookie Green wants Ford's birthday made a legal holiday like Lincoln's. He says, "Why not, there's about a thousand Fords to one Lincoln?"

The automobile should be well lubricated, but keep the driver dry.

Old Silas Grump, the sage of Goose Hollow, sez there would be fewer accidents if a gasoline motor only had th' horse-sense Old Dobbin used to display.

10,000-Pound Load Right for Scales

WASHINGTON (AP)—A load of at least 10,000 pounds should be used to test auto scales, the bureau of standards says.

"There is a popular conception," the bureau explains, "that a scale which will weigh a small load correctly will weigh any load within its capacity range with equal accuracy. This belief is entirely erroneous."

Old-Fashioned Women
After reading some of today's advertisements, it seems strange that a good many old-fashioned women can make good apple pie without ever having had a course in engineering.—Indianapolis News.

Railroad Term
The letter "Y" in railroading is used to describe a portion of track consisting of two diverging tracks caused by a cross-track.

Antiques Always in Demand
Antique shops have been known from time immemorial. One has been unearthed among the ruins of ancient Pompeii.

VELVETY SMOOTH no matter what the speed

*845 AND UP, F. O. B. FACTORY

WITH THESE FEATURES
Chrysler-designed, high-compression engine, using any grade gasoline.

Isothermally ventilated bridge-type pistons, with piston rings of tongue and groove construction.

Internal-expanding four-wheel hydraulic brakes with squeakless, moulded brake lining.

Full-pressure lubrication—rubber insulation of engine—counterweighted crankshaft—camshaft driven by silent chain—semi-automatic spark control—four hydraulic shock absorbers—fuel filter—air cleaner.

CHRYSLER MOTORS PRODUCT

• • The smoothness of the De Soto Six is a new and delightful experience for every driver. The very first thing you notice is the absence of vibration and engine noise. Whether crawling in traffic or speeding along the open road—smoothness is always your driving companion. That's only one of the many important things about De Soto Six which enabled it to break all sales records for a first-year car. You get, also, a reservoir of power that means action—thrilling action—whenever you step on the accelerator. In addition, De Soto Six is so smart it attracts admiration wherever you drive; so rich and comfortable you are proud to invite your friends to ride with you.



Companion Car to the World's Lowest-Priced Eight

BUCHANAN MUNHALL MOTOR CO.
Across From U. P. Depot

Seven Body Styles \$590 to \$675 Prices f. o. b. factory
NOW ONE OF THE LOWEST PRICED CARS IN THE WORLD
PLYMOUTH \$590
And up, f. o. b. factory

You owe yourself the SAFETY of the new US ROYAL



Every motorist owes it to himself to be certain his tires offer the maximum in safety, and he owes even more consideration to his passengers.

Scientific Safety Tread
United States Rubber Company engineers have designed for the new U. S. Royal a unique tread that gives you maximum road grip, maximum braking and maximum driving ease.

And Extra-Tough Rubber
Constructed of extra-tough virgin rubber grown on the manufacturer's own Far East plantations, it is less affected by weather, road wear and braking than any rubber known. Investigate this great tire—today!

Today's Specials
30x3 1/2 \$4.00 30x4.50 \$7.00
Guaranteed for Life!

BLUE MOUNTAIN GARAGE
M. A. Harrison, Mgr. Opposite Post Office

Mary First To Fill Car With Ethyl



Little Mary Brian, attractive Paramount film star, did not realize when she drove up to a Texaco filling station in Los Angeles that she was to be showered with honors. While the camera was being set, however, she was informed that her car was the first in the country to be filled with Texaco Ethyl gasoline.

It is natural to want the best. Public preference invariably follows the arrival of a superior product.

And there is a best. Always, there is some manufacturer unwilling to be satisfied with an average result.

In motor cars, one manufacturer who insists upon a superior product is Nash.

No manufacturer has finer facilities to produce fine cars than Nash. None lays down any more rigid standards for materials and craftsmanship.

The Twin-Ignition Eight, the Twin-

SINGLE SIX \$935 to \$1155
TWIN-IGNITION SIX \$1325 to \$1745
TWIN-IGNITION EIGHT \$1675 to \$2385
All prices f. o. b. factory—Convenient Monthly Payment Plan if Desired

NASH "400"
AUSTIN NASH CO.
806 ADAMS AVE.

THERE'S A TREND TO VALUE
AMERICA IS CHOOSING

BUICK

Buyers today demand known goodness . . . dollars must bring a real return . . . and so motorists are buying more than

TWICE AS MANY

Buicks as any other car priced above \$1200.

TOTAL IN U. S.	BUICK	2nd Car in U. S.	3rd Car in U. S.
Label figures by R. L. Park and Co., showing best registrations of Buick cars.	1,465,988	730,652	639,511

Men and women in all walks of life are now seeking positive value. They are demanding the most and best for their dollars. And so today more than ever the trend is to Buick.

Not only are motorists driving 700,000 more Buicks than any other of the 15 makes of cars in its price class—not only are they awarding Buick from 35 to 50 per cent of

the combined sales of these fifteen makes—but they are giving Buick a greater proportion of the total sales in its field than at any previous period in Buick history.

See Buick with Body by Fisher—compare it—consider the tremendous buyer preference revealed in the above figures—and you'll agree that Buick does provide greater value in all elements of motor car appeal.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Canadian Factories Division of General Motors Builders of
McLaughlin-Buick, Oshawa, Ont. Corporation Buick and Marquette Motor Cars

JENNINGS MOTOR CO.
ADAMS AVE.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM