

RADIO STATION TO USE HIGH POWER

Fifty Kilowatts Is Not Here-tofore Attempted by Any Radiocaster

Inviting the public to join in a test which may mean in the improvement of radio reception in the homes, particularly in increasing range and the overcoming of static conditions. Secretary Hoover today announced that the department of commerce had made arrangements with Station WGY at Schenectady, New York, to broadcast experimentally with fifty kilowatts, the greatest amount of power ever used in the history of regular broadcasting. The highest power now in use in the United States is five kilowatts.

The purpose of the experiment is to attain more satisfactory and definite information than is at present available concerning the effect of increased power upon the intensity and quality of signals, distance and area covered, interference caused with other stations, overcoming of summer static, modulation, fading and possible blanketing.

In order that comparisons may be made on the fairest possible basis the power used by WGY will be alternated, the station operating with two kilowatts, its present normal power and then with fifty kilowatts.

At definite intervals the experiments will be carried on at the usual hours on three evenings of August 22, 24 and 25. Secretary Hoover is anxious that all radio listeners as well as other broadcasting stations, report their observations which will be checked with the official findings of the department's radio inspectors, stationed throughout the country and with the reports of the technical experts of the bureau of standards.

USERS' MOTORCYCLE AS DELIVERY VAN

Delivering a seven-piece dining-room suite, all loaded on his motorcycle side car, is just one small item in the daily business of H. Farrar, a furniture dealer of London, England. Finding that the slow moving van and delivery wagon were not speedy enough for his trade, he reinforced his side car, strapped the goods on top, and drove away. After using this method of delivery for 18 months, he says it's a real economizer of time and money.

Will Save Chrysler Owners Five Million Dollars

PURCHASERS of Chrysler cars will be saved \$5,000,000, during the next 12 months.

The saving has been effected by obtaining a national finance service at uniform rates throughout the country. Automobile factories in the past have always controlled the delivered cash price of their cars. To that has been added freight, war tax and a nominal handling charge.

However, from eighty to ninety-five per cent of all cars are sold on time—it varies in different parts of the country.

Until the Chrysler Corporation inaugurated this new plan of financing, factories did not control the deferred payment price of their cars.

Acting on the principle that it is axiomatic in business that as the price of your product is lowered your market is expanded, the Chrysler Corporation set about to reduce finance charges.

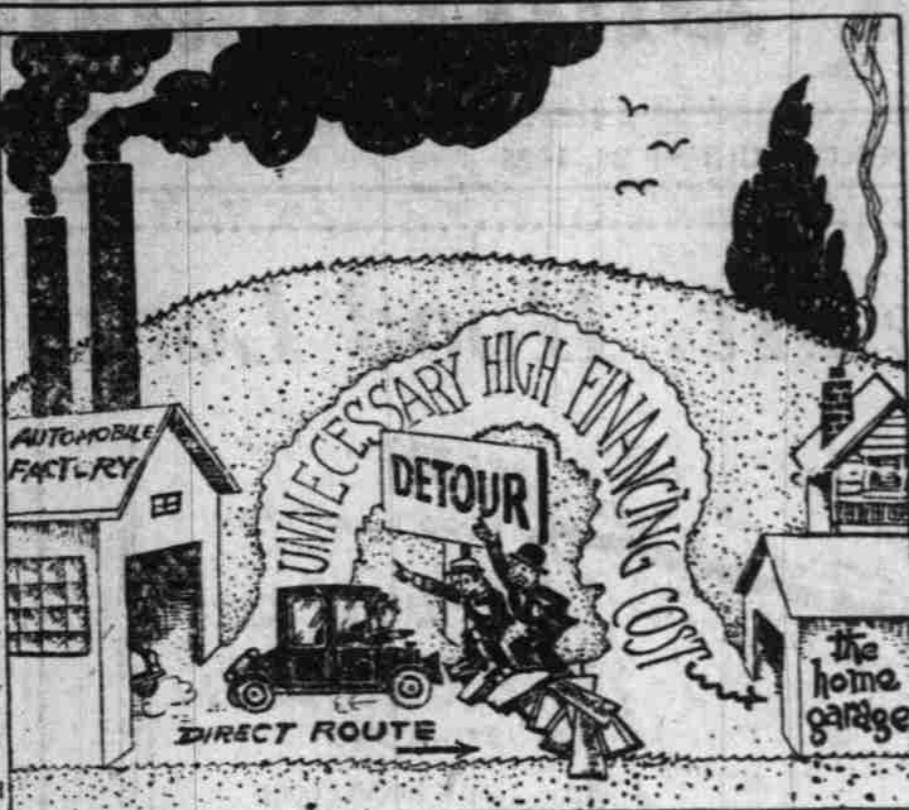
The Chrysler Corporation for some time has observed that most purchasers of motor cars inquire about the down payment price of their car, the amount to be paid monthly and the number of months in which to pay.

Rarely does the purchaser ever stop to figure the finance charges he pays.

To protect the purchaser and to assure him of the lowest possible finance charges the Chrysler Corporation entered into negotiations for a national finance service at uniform rates throughout the United States.

Obviously, no finance company will finance the sale of motor cars on a deferred payment basis unless those cars are protected from loss against fire and theft. The next step was to obtain such protection.

Today all Chrysler cars are sold insured against fire and theft. The



AN UNNECESSARY DETOUR

In no industry is there the competition that there is in the automobile business today. Companies are bending every effort to produce quality products at as low a cost as possible and at the same time to meet their obligations to their stockholders.

Never in the history of business has it been possible to buy so much for so little as is true of the automobile business today. The automobile dollar will buy more than the dollar in any other line of business.

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RADIO CHATS WITH Powel Crosley Jr.

How many tubes are necessary in a radio set is a question frequently asked. To get the answer, to this and other questions, the Milwaukee Journal made a survey of the so-called Greater Milwaukee Radio market. The answers to questionnaires used showed that thirty-five per cent of all the radio sets owned in the city were three tube sets.

The public is gradually beginning to comprehend that the number of tubes in a set has nothing to do with the results obtained. Better results may be obtained with a one-tube set than with a five tube, depending of course upon the circuit.

The comparison has been drawn between radio and motor cars. It has been said that originally automobiles were one and two cylinder cars, then followed the four, six, twin-six, and finally the eight. There are those who contend that

the eight is the last word in motor construction. There are those of course, who disagree. But the point is made that as the motor car advanced the number of cylinders increased. But that has nothing to do with radio. Some manufacturers, to be sure, kept adding tubes and tubes, and hoped that the public would believe that by increasing the number of tubes you could better the results obtained. But it is not necessarily true. There are sets today which have but three tubes and do the work of six. There are single tube sets so constructed that they do the work of three. The small tube sets are still in the great majority, not only because they are more economical, but also because the results are satisfactory.

Span monkey hair holds the settings securely in jewelry invented by a German.

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Portugal Exchanges Many Ideas With Other Nations

LISBON.—The recent congress for the advancement of the sciences is only one of many ways in which Spain and Portugal appear to be showing a desire for closer relations. Many scientists from both countries attended the congress to exchange ideas and give each other the benefits of recent scientific investigations in both countries. The president of the republic was to have presided at the congress but was prevented from doing so by illness. His place was taken by the president of the cabinet. French and Belgian academies of science also were represented in the congress.

WAR FLOTSAM DRIETS ASHORE

PORTHCAWL, Glamorgan, Wales.—Attached to some wreckage, a brass plate has been washed ashore here which belonged to the American coast guard cutter Tampa. The Tampa, with heavy loss of life, was sunk by a German submarine in British waters, September, 1918.

NEW CABRIOLET IS MADE BY GARDNER

Straight Eight Model Now Obtainable of Six Cylinder Chassis

Following close on the heels of the recent announcement of the Gardner eight-in-line foursome cabriolet by the Gardner Motor company, Inc., St. Louis, comes word that production of this popular model on the Gardner six-cylinder chassis is now in full swing. The first of the new cars to reach here came in during the past week and is now being displayed by Burdett Albee, local Gardner representative.

In appearance, this newest Gardner six is almost identical with the Gardner eight-in-line foursome cabriolet. Its windshield is the very latest sport type, designed so as to eliminate the usual blind corner and give perfectly clear vision. The entire windshield is a solid aluminum casting.

Another new and novel feature is the use of attractive corner post lights for interior illumination, which not only provide abundant light but add a finishing touch in keeping with the rest of the car.

The main seat is unusually wide and roomy, and the entire interior upholstered in the same fine quality of mohair as is used in the eight-cylinder model.

"This type of car is destined to become one of the most popular models brought out in recent years," said O. H. Zeller, "People have long wanted an enclosed car of distinctive style, with a body as sturdily constructed as money and brains can make it, and with a chassis and motor built for today's performance requirements.

In the new foursome cabriolet, Gardner has given the public just such a car, and at the right price. Every feature a person could wish for is included—a rumble seat for two additional passengers, a handy compartment just back of the main seat for package and tools, a rear window of real plate glass

which slides open, to permit easy communication with passengers in the rear seat." The price of the new Gardner six foursome cabriolet, complete with bumpers front and rear, snubbers all around, five Distel wheels, five 5.25 balloon tires and cover for spare tire, is \$1845 at the factory.

Americans Refuse to Be Santa Clause to Town

BRUSSELS.—The American delegation to the congress of the International Chamber of Commerce here had the chance to assure for all time the playing of the American national anthem to the people of the town of Nivelles, Belgium, every Christmas morning. The only condition was that they find an American Santa Claus to present the town with a new set of chimneys.

A letter to that effect was posted on the bulletin board of the delegation but at the time the congress adjourned it was still awaiting action. Many members of the delegation thought they had already acted the part of Santa Claus toward a considerable number of Belgian merchants, hotel keepers and shop keepers.

PEAT LAND BURNING

KLAMATH FALLS, Ore., Aug. 20.—Six hundred acres of peat land near the fertile Vocus marsh country were on fire late this afternoon, and volunteer fighters were making a desperate effort to halt the flames before they spread into the green stands of pine timber nearby. The fire thus far has been confined to the farm of Selmens and Blooming camp.

Polish-German War Has Created New Problems

DANZIG.—The trade war between Poland and Germany now in progress may have one beneficial result in the opinion of many Danzig business men, if it will mean the deflection of Upper Silesian coal to the countries bordering upon the Baltic sea which were formerly a part of the Russian empire. Such a deflection would, in their opinion, prove an advantage to four interested groups: the Poles would have a gain for the German; Danzig would gain much new business as the shipping port; the Baltic countries could obtain the coal more cheaply than they can now buy English coal; Germany could dispose of her Ruhr coal without the interference of Upper Silesian coal competition.

To effect such a fundamental transformation, Danzig must improve its loading and unloading facilities. At present it can take care of 30,000 tons of coal a month, but it is said that the machinery for transshipment from railway to ocean going vessels is not as up-to-date and time-saving as it should be. There is, therefore, a campaign under way among the business men for remedying this situation and equipping Danzig properly.

The people of Danzig are the innocent victims of another phase of the rate war between Germany and Poland. Goods of purely Danzig origin may go to Germany unmolested and in return foodstuffs and other articles intended purely for Danzig are permitted to come into the free city exempt. As a matter of fact there are practically no "goods of purely Danzig origin," consequently ex-

empting that class of merchandise affords little comfort to the Danzig business man. While foodstuffs may come from Germany into Danzig unaffected by the tariff war, the people of Danzig get little benefit. There are no customs barriers between Danzig and Poland, the two having been inseparably linked by the treaty of Versailles in a customs union. Thus, Danzig dealers find it more profitable to pass these German foodstuffs on to Poland where they can obtain better prices for them.

Of English invention is an electrically driven hydraulic crane of considerable power that can be operated by one man.

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What you get for your money—that is what really counts—that is the definition of value.

In a Chevrolet you get the greatest amount of quality at low cost that it is possible to obtain in any car built.

Chevrolet offers you the most for your automobile dollar. It possesses 83 distinct quality features. It possesses construction typical of the highest priced cars—a powerful, economical motor—dry plate disc clutch—selective three speed transmission—sturdy rear axle with pressed steel, banjo type housing—semi-elliptic springs of chrome-

vanadium steel—beautiful streamline bodies, with closed models by Fisher, finished in handsome colors of Duco whose luster and color last indefinitely. Compare these features with those of any car that you may wish to buy.

Chevrolet gives you power, durability, dependability, comfort, economy and fine appearance. And because this car provides such an extent of quality at low cost, Chevrolet has become the world's largest builder of quality cars with sliding gear transmission.

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