

CLEVELAND HAS NEW SEDAN



"Making its debut at a time when the buyers are demanding that which is strictly apart from the commonplace, the latest model to be announced, a new series of De Luxe sedan, should win a responsive market," states R. N. MacDonald, local Cleveland six distributor.

"This sedan is notable for the fact that it is a car complete. It incorporates in equipment everything one may want in a distinctive motor car. It has the long, low, graceful, sweeping body lines of an aristocrat. Finished in two-tone gray, it commands admiration wherever it is shown.

"The same good impression which one receives of its exterior refinement is intensified upon entrance to the interior. It is finished in a rich gray shade of serviceable broadcloth. The seats are well arched, high-backed and tilted for genuine comfort. Windows are automatically regulated by lifters. All hardware is finished in dull silver. Pleasingly grouped on a walnut panel, the instruments are instantly discernible. Controls are within instant grasp.

"Niceties in equipment featured with this new Series 31 De Luxe Sedan are: One-piece, clear vision windshield, walnut door panel with

circassian inlay, walnut garnish mouldings, vanity case, dome light, robe rail, foot rest, cow light, automatic windshield cleaner, rear view mirror, sun visor, double bar front bumper and rear bumperettes, nickel-plated radiator shell, motorometer and bar cap, extra tire and cover, stop light in combination with tail light, natural wood wheels and balloon tires.

"The demand for some time has been for a car of this type—a sedan with complete equipment. Although shipments have only started to dealers, orders coming into the factory give every indication that this model has struck a responsive chord with those who demand something different in a closed model."

FORD BALLOON TIRE PRESSURE LISTED

Tremendous Loss in Mileage Results From Under-Inflation, Said

Under-inflation of balloon tire costs the owner just 700 miles of service per pound under the correct pressure, according to the results of a series of experiments by the Ford Motor company. These experiments were conducted in connection with a campaign to help Ford car owners get the most out of their tires.

To determine at just which point the Ford size balloon tires—29x4.40—yielded the maximum comfort to passengers, consistent with maximum mileage, all makes of tires were tested. At the end of the test period, the exact loss per pound of under-inflation was calculated in terms of mileage and a bulletin was sent to Ford dealers and service stations advising the correct pressures.

A number of common tire ailments were traced directly back to under-inflation. Among the most common are rim cuts, tread separation, over-heating and stone bruising in addition to a more rapid rate of natural wear and deterioration.

On the other hand, every pound of over-inflation takes its toll of comfort and the fundamental value of balloon equipment is lost. Other advantages of low pressure tires, namely greater traction, ability to travel over soft ground without sinking and quick stopping without skidding, are also nullified in a direct ratio to the extent of the excessive air pressure.

The following inflation table has been proven to best combine riding comfort with long life in 29x4.40 balloon tires, front and rear:

Type	Front	Rear
Roadster	27	27
Coupe	27	27
Touring car	27	27
Tudor	27	30
Fordor	27	30
Runabout, with pick-up body	27	30

YELLOW TAIL LIGHT MEETS OPPOSITION

Red Lens Much Better Board Decides in Hearing Proposal to Change

Supporting the stand of the motor clubs in favor of the red tail-light on automobiles and believing that the current practice in this regard is sound, the directors of the National Automobile Chamber of Commerce yesterday went on record opposing the move in some quarters for yellow tail-lights.

The issue was introduced at the recent convention of the American Automobile Association representing the automobile clubs, and red as the proper color for automobile tail-lights was overwhelmingly endorsed.

While various theories have been propounded in favor of yellow, the automobile manufacturers feel that common usage and practicality are in favor of maintaining the present system. The reasons in detail for their stand are stated as follows:

1. It is now in use on 20,000,000 vehicles.
2. The extent of such use creates a public tradition and familiarity to a much greater degree than any one lighting tradition that may obtain.
3. To change forty-eight state laws, and the habit of the motor traveling public in this particular is an unwarranted interference unless its value as a safety measure can be thoroughly demonstrated.
4. There is no extensive or conclusive data to indicate that the red tail-light is the cause of accidents.
5. Railroad officials have stated that motorists have run around red lights at crossing gates thinking that the light has indicated an automobile.
6. This could be remedied by putting more lights on the crossing gates, and in any case the motorist who would cut around any light without seeing where he was going would probably not be affected by the matter of color.
7. Yellow light is regarded by many as confusing. With eyes trained to a red light as tail-light, the presence of the yellow light in that capacity gives the impression of a parking light or of some other signal which is confusing to the driver.

NEW FORD PLANT TO BE READY SOON

In turn, dumps into the furnace. Scrap and other charging materials will enter the furnace through any one of the five doors. A machine operated by one man handles all the material required for charging. Burners with suitable valves are at either end of the furnace. The temperature will run up to 3,200 degrees F. during operation.

Twice in the twenty-four hours the 175-ton crane will handle a 120-ton ladle that receives the steel from the furnace. Eight ingot molds, carried on specially designed cars in trains that have a capacity of 100 tons, receive the steel in turn from the ladle. When the ingots have solidified in the molds, but while they are still hot, they are taken to a stripper building and removed from the molds. They are then ready for reheating in the rolling mill and for subsequent operations that transform them into structural members of the Ford products.

Daily fuel requirements will result in the consumption of 80,000 gallons of tar or its equivalent in oil or in coke oven gas. Heat losses will be minimized by passing the furnace gases through a regenerator and through a waste steam boiler before they are permitted to escape into the atmosphere.

MOTORIST IS URGED TO OBSERVE RULES

church and the public schools, to all of which we give information regularly by monthly bulletins and by letters, we manage to keep the interest alive and to get a reaction through public sentiment. The result of this is that it has become shameful to be convicted of a motor vehicle offense and we are strenuously endeavoring to make it more so.

The enterprise of the state of Connecticut in handling its motor traffic is pretty well known in this country and has been made a subject for study by many states.

Commissioners are pretty well agreed that the examination of candidates for drivers' licenses is of the greatest importance. They point out too that further efforts must be made to eliminate the intoxicated driver, the reckless driver and the wilful violator of traffic regulations. All commissioners of states that have any great amount of traffic congestion acknowledge the value of synchronized traffic control, the use of one-way streets, elimination of left-hand turns on certain streets, use of pavement lines, use of stop signs, etc.

W. L. Dill, the commissioner of motor vehicles in the state of New Jersey, writes that the greatest work done in his state "has been expended in the vigorous enforcement of the law with respect to reckless drivers and those oper-

ating motor vehicles while under the influence of intoxicating liquor.

"Our uniform licensing law gives us control over all those who drive in this state and the right to revoke a driver's license for violation of the law. We have tightened up materially in our examination work with the result that of 137,000 applicants who applied for licenses last year, 26,000 were rejected."

GREAT INCREASE IS NOTED IN RECEIPTS

(Continued from page 1)

achieved in our history and stocks of used cars declined 20 per cent, providing additional proof that consumer buying is increasing rapidly.

"In so far as the future is concerned I can see nothing, except conditions of good business which justify an attitude of sound and healthy optimism on the part of men in nearly all lines of commerce and industry.

"With regard to Nash and Ajax sales, we expect even bigger business during the coming months than we have had in any similar period."

New Instrument Measures Healing Short Rays of Sun

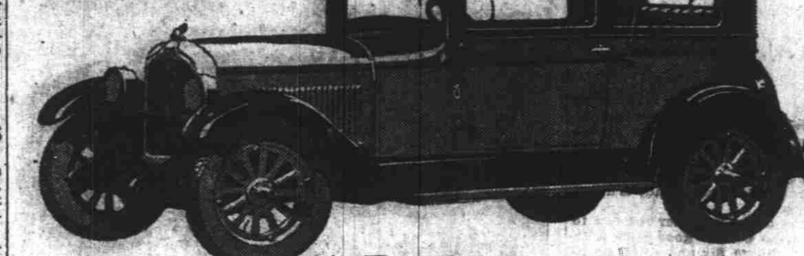
TUCSON, Ariz.—A simple instrument—compared with others for the same purpose—has been perfected for measuring the intensity of the healing short rays of the sun by Dr. E. Pettit of the Mt. Wilson Observatory staff of the Carnegie institution.

The apparatus will be installed in the Desert sanatorium here by Dr. T. MacDougal of the Carnegie Desert Laboratory.

"The instrument apparatus is capable of great precision and will prove invaluable in studying the benefits of various light waves to patients," said Dr. MacDougal. "It consists essentially of a small chamber containing a thermocouple sensitive to the short rays. The chamber is mounted on an astronomical clock which focuses a tubular lens opening directly on the sun throughout the day.

COACH or COUPE

\$825
BODIES BY FISHER



A Decisively New Order of Beauty

EXECUTED by Fisher, the bodies of the new Pontiac Six mark a unique development in the field of low-priced sixes. Contrasted with the creations hitherto available, they establish a decisively new order of beauty.

Until now, no six-cylinder closed car costing less than \$925 offered the superlative

craftsmanship that the Fisher emblem denotes. And in these new Pontiac-Fisher bodies have been achieved such richness of Duco finish, such beauty of line and color as to literally explode the theory that a low-priced six-cylinder car has to present a commonplace appearance.

Oakland Six, comparison to the Pontiac Six—\$1025 to \$1295. All prices at factory

Vick Brothers

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PONTIAC SIX
CHIEF OF THE SIXES

for Economical Transportation



Powerful

—that after a single ride you will pronounce the improved Chevrolet a revelation in low-priced car performance.

Durable

—that its ability to conquer hills and plow through mud or sand will literally amaze you.

Smooth

—that the passing months will prove to you as it has to millions, the lasting economy of buying this low-priced car of modern design and quality construction. Let us give you one ride in the improved Chevrolet.

The Touring Car **\$510**

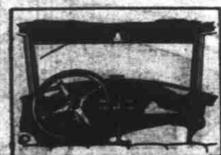
- Roadster - \$510
- Coupe - 645
- Coach - 645
- Sedan - 735
- Landau - 765
- 1/2 Ton Truck (Climate Only) - 395
- 1 Ton Truck (Climate Only) - 550

All Prices f. o. b. Flint, Michigan

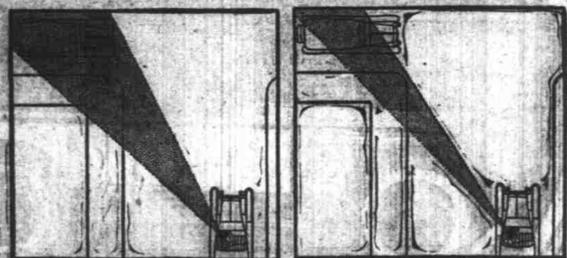
Newton Chevrolet Co.

525 Chemeketa Phone 1000

QUALITY AT LOW COST



Safety demands clear vision



In the Hupmobile Six, with its narrow pillars—the result of its new composite, steel-and-wood body construction—vision ahead is improved 40 per cent over less modern construction.

A thick, broad front pillar can completely hide an object even as bulky as another motor car, as the left hand diagram shows.

And, as the right hand diagram shows, the slender Hupmobile pillar permits the driver to see the same car, at the same distance, in plenty of time.

That is safety vision—and it is but one of the superior features which you always associate with Hupmobile history and reputation.

Outstanding by reason of these definite superiorities—summed up in its wonderful performance, its beauty, its demonstrated economy—the Hupmobile Six is winning thousands away from the higher priced, as well as the lower priced, sixes.

HUPMOBILE SIX

We do not try to profit from the sale of used cars—but we do try to make every used car buyer a permanent friend.

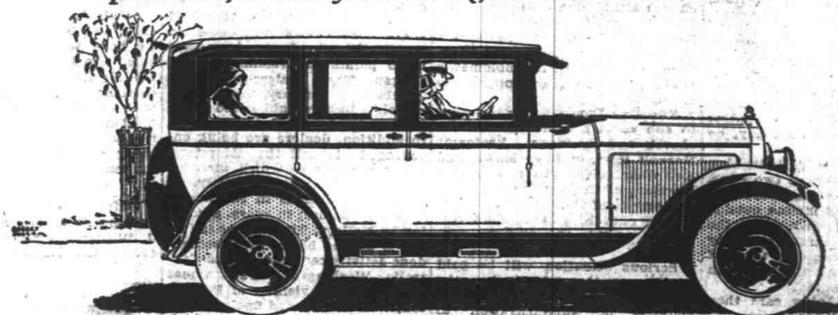
Kirkwood Motor Co.

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MOTOR super-Efficiency that has no equal

THE power plant in this new Willys-Knight utilizes the principles of high speed engine construction with startling results. From a bore of 2 15/16 inches & a stroke of 4 1/2 inches it develops greater horse-power, per cubic inch piston displacement, than any other stock, American built motor.



HERE is an entirely new achievement in motor car construction. Powered with the internationally endorsed Knight sleeve valve motor, this car will outperform any other car in anywhere near its price class.

It has a speed ability well in excess of 60 miles an hour, obtained without strain on the power plant. Its hill climbing ability is a sensation—its acceleration is amazing.

Quiet in operation beyond any comparison, "the motor improves with use" — steadily "wearing in" to greater power & smoother running while the usual type of motor is "wearing out."

The chassis structure has been declared by engineers as being practically unbreakable. Four wheel brakes endorsed by leading engineers as the safest

and best that can be used, are standard equipment.

Design and finish, in the body structure are the finest that the best designers and builders can offer—affording the satisfaction of comfort, roominess and luxurious surroundings.

At its price, this Willys-Knight is the greatest value ever offered to the automobile buyer.

Try it out yourself—it will give you a new & totally different idea of what motor car performance can really mean.

\$1495
SEDAN
PRICE F. O. B. FACTORY

The new "70"
WILLYS-KNIGHT 6

[Through the New Willys Finance Plan, buy this car on smaller down payments and smaller monthly payments; the lowest credit cost in the industry.]

MacDONALD AUTO CO.

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