

### LIGHT SIX SALES PROVE SUCCESSSES

Annual Output in This Field on Present Basis Proves Builder's Views

(From Automotive Daily News) DETROIT, May 1.—One of the most interesting competitive fights in recent years is developing in the light six field. The Hudson Motor Car company was first to sense the possibilities of light sixes to sell at a price comparable to the traditional fours, which had always dominated this market, and Hudson's bid

was made with the Essex. This bid for business was entirely successful, and production of the Essex crept up year by year. Obviously other manufacturers could not neglect a definite market which had been proved to exist. Last year General Motors entered this field with Pontiac, Nash made a play with the Ajax and there are rumors of others casting speculative eyes in the direction of this green pasture. There has been a rumor current for some time that Walter Chrysler would shortly introduce a light six to sell not much above the present price of the four, and to displace that model in the line. No confirmation of this report is available at this time. Hudson started the year with a production schedule in the neighborhood of 1500 cars a day. This would have given them a production of approximately 400,000 for

the year if continued. Pontiac is now running through about 300 cars a day and Ajax production has been stepped up to around 200 cars per day. Essex production is probably about 600 cars a day. Here, then is a total of more than 1,000 light, low-priced sixes a day, making the market a highly competitive one, but with no apparent difficulty in absorbing the present output. If these three big operators continue to produce small sixes at their present rate the yearly totals would run something like 180,000 for Essex, 90,000 for Pontiac and 60,000 Ajaxes. This would give us an annual total of 330,000 light sixes, with the possibility of further entries in the field. In spite of the competition there seems to be no doubt of the ability of the market to absorb the present and potential output of these cars.

### CORRECT INFLATION INCREASES MILEAGE

Pressure Gauge and Spare Valve Insides Should Be Carried in Kit

No matter how skillfully a tire is made or how excellent the materials used, the mileage gained depends upon maintaining proper inflation at all times. It is fundamentally essential and is the first and most important item in tire preservation. There are three things that should be guarded against in keeping the tires correctly inflated—too little air, too much air and uneven inflation. When the tire is under-inflated the wearing qualities are seriously affected and more tire trouble results from this form of abuse than from any other source. When more air is carried than is needed, the passengers as well as the car suffer the increased vibration. Uneven inflation, one tire too hard and another too soft, brings out squeaks, upsets the balance of the body and makes steering considerably harder. "Correct inflation," says Walter Rydell, manager of the local branch of the Western Auto Supply Company, "can more easily be obtained through the regular use of a tire gauge. Every car owner should provide himself with one and not trust another to test his tires. The gauge, although no larger than an ordinary pocket knife, quickly and accurately registers the air pressure in the tires. "A spare box of valve insides is a good investment," says Mr. Rydell, "and one should be carried in the car for emergency use. It is important that the valve should be equipped with a protecting cap. When the car is driven without this device, dirt and moisture collect in the valve stem and this is forced into the valve when air pressure is applied. These particles of dirt forced into the valve seat cause it to leak and under-inflation results. "The valve cap acts in the same capacity as a case on a watch—it protects the delicate mechanism by forming an airtight cover over the opening in the valve stem and keeps out the dust and dirt. These, too, may be had in handy packages of five to carry in the tool kit. Extras often come in handy for emergency use. "The entire unit consisting of valve stem, inside and cap should be encased in a dust cap. It not only acts as a secondary seal but adds to the appearance of the car itself."

made by England, Norway, Denmark and other countries. The exposition hall will be built next to the Grand Palais, familiar to many Americans, and will be close enough to the Seine so that demonstrations of power boats can be given on the river. M. Lebaupin predicted a wonderful future for the motor boat in France. "We have 15,000 miles of waterways," he said, "and the increasing vehicular traffic on our roads makes it certain that many people will utilize the rivers for highways as soon as the proper type of boat is brought to their attention."

### FARMERS FIND USE FOR DISCARDED OIL

Ohio Garageman Makes Big Profit Selling Waste Lubricants to Farmers

(From Automotive Daily News) NEW YORK CITY, May 1.—John J. Martin, a rural garageman out in Washington county, Ohio, is making several extra dollars each month by turning waste motor oil into cash. His sales medium is a small advertisement, run once a month in the local newspaper; and his customers are the farmers of his territory. "When a motorist calls for a change of oil, the usual custom is to discard the oil drawn from the engine," the garageman explained recently. "But while serving a customer last summer, a farmer who happened to be present asked my price on five gallons of this discarded oil. I was surprised at the question, but it gave me an idea; and after the farmer had explained how he used the oil I prepared for the village newspaper a little advertisement worded thus: "The successful farmer disinfects his stables; treats his implements, and protects his orchards with Used Motor Oil. We have it in stock, priced at 30 cents per gallon. J. J. MARTIN. "My next move was to provide a cask, into which the oil was poured as soon as drained from a car. All grades were dumped into the same container, where it

would be measured out, without requiring extra bother on my part. Within the next few days farmers began calling for this material. I filled orders ranging in quantity from one quart to ten gallons, and before the month was out I had calls for all the old oil I could spare. I keep the advertisement on the job, and fill orders in turn. The practice not only adds a noticeable profit to my regular business, but it keeps my garage cleaned up on a product that formerly went to waste. "Farmers use this oil in various ways. It is a germ chaser in the barn and poultry houses. It keeps mice and rodents from lumbering

young trees. A coat applied to metal prevents rust. They also use it in spraying solutions, and in killing out undesirable shrubs and weeds. Additional uses are being found every day, as can be seen by the farm magazines. "I have learned to take advantage of my opportunity for turning odds and ends into cash. Waste oil, grease, steel cuttings and even battery residue, have a use on the farm, and a garageman is sleeping on his rights when he fails to make them a sideline. Automobiles cannot put the trains out of business by trying to beat them to the crossing.

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### CONTEST WINNER MAKES FAST DRIVE

Trip Made Through Storm by Actress Made in Record Time

After winning laurels as the prize beauty in a contest conducted by a New York newspaper, and again at Asbury Park, N. J., and proving a success on both stage and screen, Mabel Cehloen, 1209 Beach avenue, The Bronx, New York, recently tested her ability as an expert automobile driver. She succeeded in piloting a new Oldsmobile sedan from Columbus, Ohio, to New York City in three days with weather below zero most of the time and part of the trip made through the worst blizzard of the winter. Mabel closed a theatrical engagement in Columbus, and decided to drive home. She purchased the Oldsmobile and two canaries as companions and started out. At Syracuse she met the blizzard, and successfully combated it, much to the surprise of a policeman who advised against her going further. "Outside the horrible weather, everything was lovely. My Oldsmobile performed 100 per cent. The only fault I found after arriving home was that it needed a good scrubbing. Was handed a ticket twice for speeding but got off easy by giving the traffic officer a smile and buying \$1 tickets for some county affair, which I gladly did instead of saying 'good morning judge'." Columbia river lumber shipments for March, 117,908,424 feet, are 37,011,231 feet more than March, 1925.

### ORIENTAL YOUTHS DRIVE ITALIANS FROM CITY HALL

SAN FRANCISCO.—The wandering bootblack with his small box and brushes remains an institution in Chinatown immune to the waves of modernism transforming the Oriental district. Every morning these embryo business men sally forth to ply their trade and for years the Chinese boys have regarded the City Hall of Justice, which borders Chinatown, as a favored zone. Even the august presence of Chief of Police Dan O'Brien is invaded daily. A pitched battle between bootblacks of Chinatown and the Italian quarter at North Beach resulted recently when the Italian lads decided to enter the lucrative Hall of Justice field. The invasion was repelled but in retaliation the Italian boys declared a ban against the Orientals in a district to the north. Since that time peace has prevailed in both camps. It takes only a few warm, dry days to prove to the Willamette valley farmer the fact that irri-

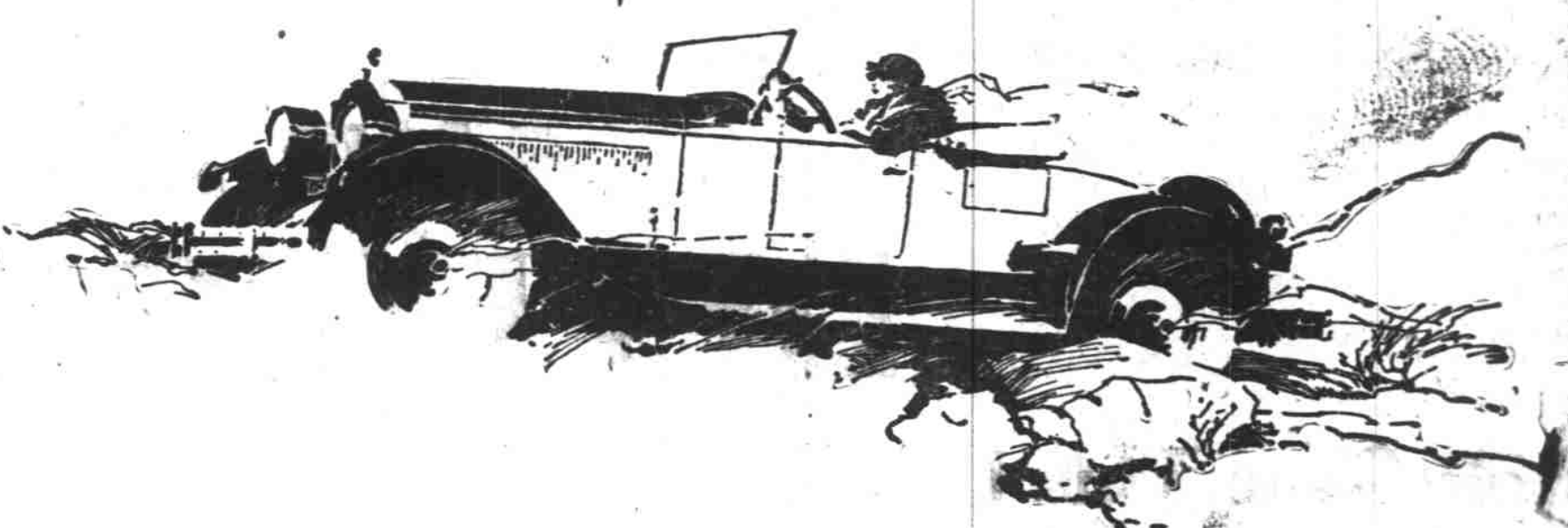
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### FRENCH PEUGEOT IS TO BE BUILT HERE

Light European Cars Are to Be Manufactured in the United States

DETROIT, May 1.—Lucien Rosengart, executive head of the Societe Anonyme des Automobiles et Cycles Peugeot, maker of Peugeot cars and motorcycles, and A. J. A. Lebaupin, export manager of the company, were guests of the Detroit board of commerce at luncheon Tuesday. They met a group of Detroit business men at the luncheon. M. Rosengart announced that his visit to America was prompted by his determination to undertake the manufacture of Peugeot cars in this country. He added that he would either buy or lease a factory in Detroit and begin production at the rate of 100 a day as soon as details could be completed. It is his plan to run the output up to 1,000 daily, if the demand warrants. Speaking through M. Lebaupin, he said that the company would be financed either through a group of New York capitalists or through capital from France, "but not necessarily French capital." He said further that in his judgement America was ready for the small car because of its economy of operation, low first cost and ease of handling and parking. The car will probably sell for around \$400; it weighs about 900 pounds and has an engine of 22 horse-power on the American rating. He estimates that an initial arear of 300,000 square feet will be required for the factory. Landing from the Steamer Chicago on Wednesday at New York, was a Peugeot truck powered with heavy-oil engine that represents six years' work on the part of the Peugeot organization. It is planned to introduce this type of engine into America as soon as practicable. Mr. Rosengart is one of the outstanding figures in French industry and is full of French energy and enthusiasm. Besides many other interests he is president of the International Power Boat Exposition, the first of its kind, to be held in Paris October 7-17. It will be held coincidentally with the International Motor Exposition and entries have already been

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