

TRAVELER MEETS ODD DETOUR SIGN

Wandering Robber Bands Cause Change in Route for Dodge Automobile

"Road closed—because of wandering robber bands."

Imagine the American tourist meeting up with a road obstruction of that type. In the first communication to reach Dodge Brothers factory from their Persian traveler, H. Sutherland Pilch, Mr. Pilch refers repeatedly to the many detours required because of roving robber bands in the central part of Persia.

Mr. Pilch is not only the first Dodge Brothers traveler to this part of the world but also is said to be the first automobile representative ever to attempt to call upon possible markets in Central Persia.

To the average American, Persia is famous for its rugs—and his knowledge ends there. Persia is a country of about one-fifth the area of the United States. The capital city of Teheran is located at the end of the only railroad to be found in all Persia. This road extends for 150 miles. While no official census has ever been taken it is estimated that the country has between 10 and 12 million inhabitants.

The bulk of transporting is done with donkeys and camels, in many sections the motor transport is quite common. An odd feature of Persia is the fact that paper money is to be found only in the cities and then is negotiable only in the city by which it was issued.

Mr. Pilch's report required a month to reach the home office of Dodge Brothers. Shipments of Dodge Brothers and Graham Brothers units to Persia do not reach their destination, which is generally Bushire on the Persian gulf, until three months after leaving Detroit.

Many uses are made of Dodge Brothers cars and Graham Brothers trucks and coaches throughout Persia. The condition of the roads in many sections says a great deal for the sturdy design, and the accurate workmanship and enduring materials which are incorporated in Dodge Brothers and Graham Brothers products. Government officials in Jebel Shammar have standardized on Dodge Brothers motor cars. The Asiatic Petrol company at Mohomerah uses a fleet of 45 Graham Brothers and Dodge Brothers vehicles to visit and protect its interests in the Persian oil fields.

"While all efforts are being made to wipe out the bands of roving robbers in central Persia," Mr. Pilch writes, "until they are to be found in huge numbers and on repeated occasions we have met with warnings to detour through certain sections of Persia to avoid coming in contact with these pirates of the desert wastes. They are indeed a menace to the commercial world."

"SAVING SAM" WELL KNOWN OUT IN WEST

Famous Little Trade Character Smiling Over 11th Anniversary

Perhaps no trade character is better known to automobile owners of the west than "Saving Sam," the little trade character used by the Western Auto Supply company to symbolize their policy.

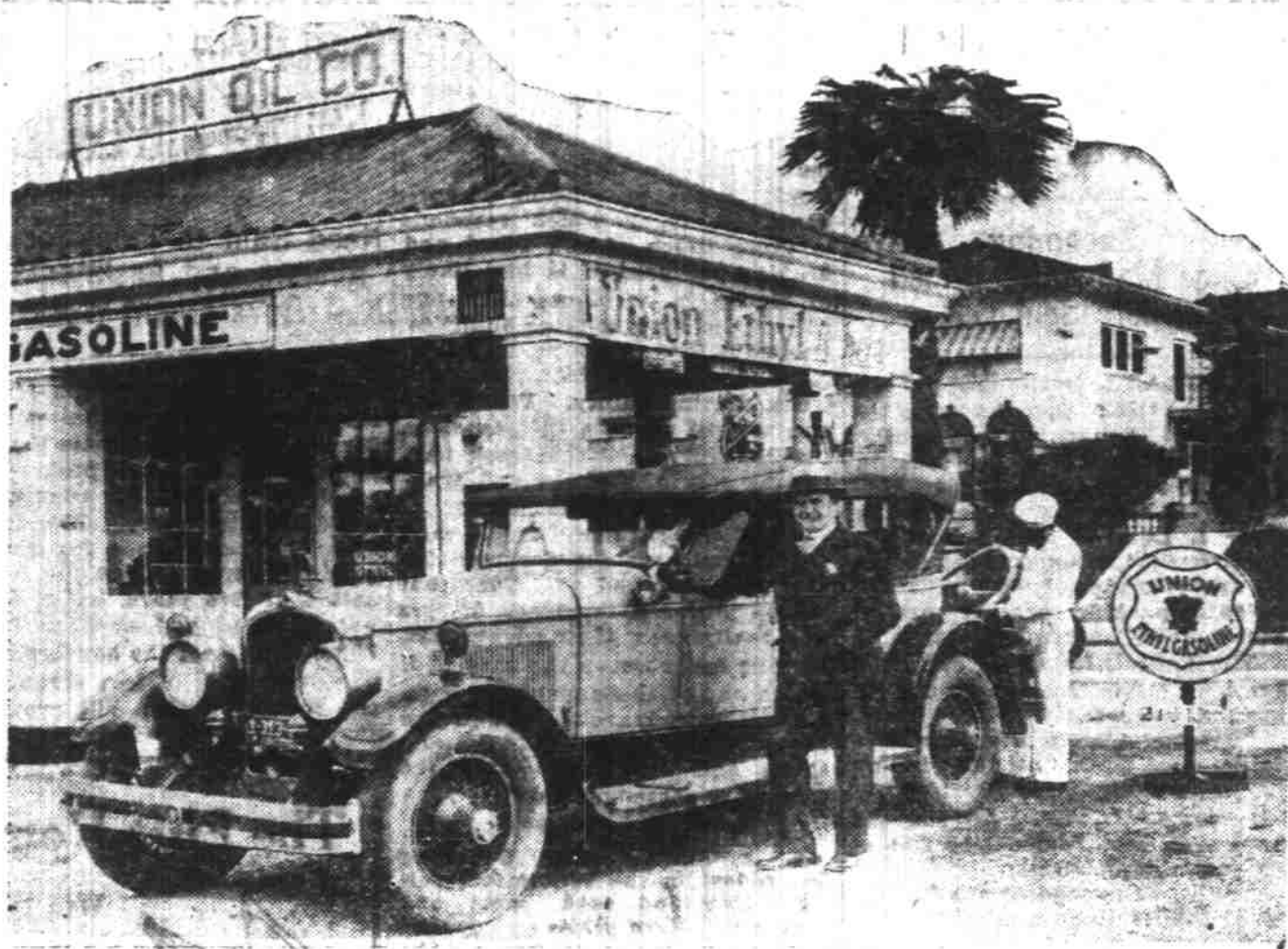


Sam's smiling countenance beams forth from newspaper sheets, magazine pages, bill boards, electric signs, in fact every medium used by the company to advertise. The smiling figure made its debut in 1918. The idea was originated by George Pepperdine, president of the Western Auto Supply company and was sketched by R. S. Van Rensselaer.

This trade mark is considered a very valuable adjunct to the company's extensive advertising, because of the cheerful expression of his face, which reflects the experience of the thousands of customers of the big company. With one hand outstretched to render service, the other in his pocket to suggest saving, together with his broad smile, he stands portraying the policy of his company, that of "Saving and Service with a Smile."

Saving Sam is said to be particularly happy this week, as the Western Auto Supply company is celebrating their eleventh anniversary on the Pacific coast. As evidence of their appreciation to the hundreds of thousands of car owners who have made Western Auto's success possible through their purchases, the company is celebrating their eleventh anniversary on the Pacific coast.

OLDFIELD ON TRANSCONTINENTAL TRIP



LOS ANGELES, Cal.—(Special)—Barney Oldfield, dean of America's racing drivers left here Tuesday for New York on his third transcontinental trip since May 1926. Barney expects to remain in the east for some months and will probably attend the Indianapolis races before returning to the Pacific coast.

On his present trip, Oldfield will drive the same Marmon car in which he made his two previous cross-country jaunts, and will use Ethyl gasoline for the entire

journey. "About three years ago," says Barney "when the present Ethyl fluid was developed in the research laboratories of the General Motors, I was one of the first drivers to try it out. The difference it made in my car was remarkable. I've used it ever since and will continue to use it."

In his previous transcontinental trips, Oldfield said he had often found it impossible to secure Ethyl gasoline, and rather than be without it he had carried a

supply of the fluid with him which he added to the ordinary gasoline he purchased. On the eve of his departure, Oldfield expressed gratification that Ethyl gasoline was now nationally distributed, and anticipated no trouble in finding a sufficient quantity of Ethyl pumps along the transcontinental highway. Oldfield started the Journey with Union Ethyl, and he will continue to use it, he said, until he passed beyond the limits of this company's marketing system.

disappointment to us. We had expected fine reception from him but found we obtained better results from the ordinary stations." Lieutenant Moller, whose station is operated by the Danish government, has a daily broadcast hour for the purpose of distributing news to the section of the world which his station serves. In part of the frozen reaches covered by the station there are no white men. The broadcasting is done in the Greenlandish tongue.

The Lieutenant adds that Eskimos use radio every day in their every day work and communications. The station uses the CW valve transmitter with output of two k. w., on which Lieutenant Moller uses the new system of modulation so he can broadcast voice.

"Of the American stations I find KDKA the best, but it is hard pressed by WJZ. We had some fine concerts from WLW in Cincinnati, which I rate as number 3 in the United States of America. The new General Electric station at Schenectady, which tested last winter on 1,640 meters, was a

NORTHERN LIGHTS DO NOT INTERFERE

Holten Maintains Regular Broadcasting Hour Daily in Far North

The popular theory that the Aurora Borealis, or Northern Lights, interferes with radio reception is apparently disproved in a letter received by Powell Crosley, Jr., from Lieutenant H. Holten Moller, manager of Godhavn Radio, Nordgronland. This station is said to be the most northern in the world.

Lieutenant Moller states that radio reception is remarkable under the very shadow of the North Pole.

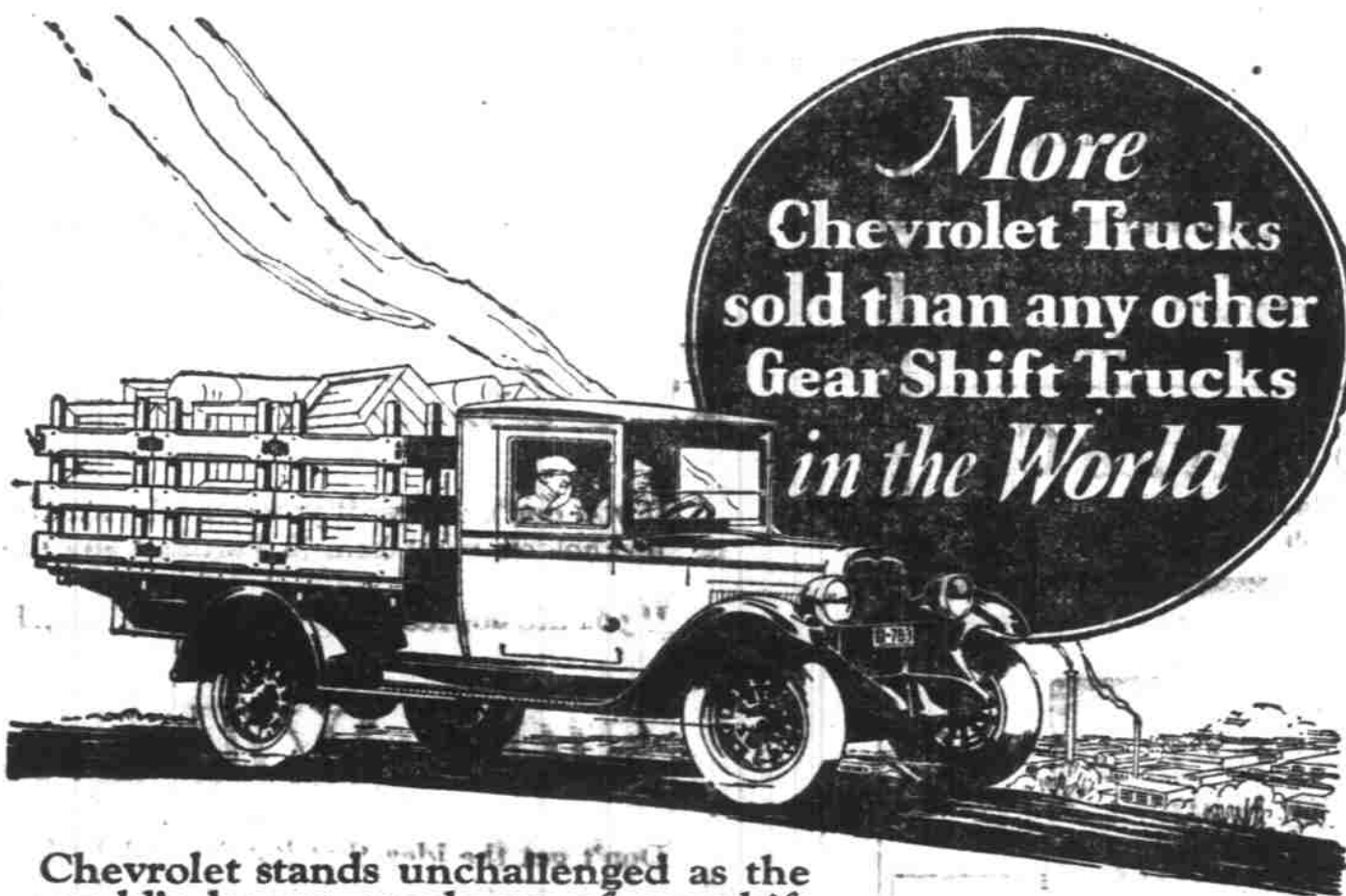
"As we have practical night all winter, we are not affected by the sun," Moller wrote. "The northern lights, of which we have plen-

ty here, do not affect radio. I have, of course, carried out a number of tests in this respect and have been instructed by my home government, Denmark, to render a report on northern lights, but I can only say that they have nothing to do with fading, weakness of signals, or poor reception. I have carried out wireless work for the last eleven years in every part of the world but I have not found such ideal reception conditions as we have here.

"We receive the Daventry station in England better than any other. It is constant and gives good music results on five valves. It is a pity that the difference in time moves his closing time so that it ends at 9 p. m. here or even earlier.

"Hungry? Don't wait, order some Better Yet Bread from your grocer. It is fresh, wholesome and clean. Made by the Better Yet Baking Co. (*)

Salem—New hotel, at High and Court will cost \$200,000.



Chevrolet stands unchallenged as the world's largest producer of gearshift trucks.

With its powerful valve-in-head motor—now equipped with AC oil filter and AC air cleaner; with a 6-inch channel steel frame, super-rugged rear axle and modern 3-speed transmission, recently improved—it is praised by users everywhere as the greatest commercial car value of all time.

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- 1-Ton Truck Cab and Chassis \$610
- 1-Ton Truck Chassis \$495
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All prices f. o. b. Flint, Mich. In addition to these low prices Chevrolet's delivered prices include the lowest handling and financing charges available.

Newton Chevrolet Co.

Opposite the City Hall

Telephone 1000

"EVERYONE IS TALKING CHEVROLET"

MICHIGAN CAR HORN HEARD IN LONDON

Talks for Three Minutes and Sound of Horn Reproduced Excellently

Only a short time ago a human voice for the first time spanned the Atlantic without the aid of wires. Now, for the first time, the radio-telephone has been used to introduce a new American-made product in England.

Sitting at his desk in Jackson, Mich., Harry G. Sparks, Sales Manager of the Sparks-Withington Company, pressed a button, and the rich, harmonious tones of a Spartan chime-horn passed into a telephone transmitter. Almost simultaneously the same resonant sound, perfectly reproduced, floated out into an office in London, 4000 miles away.

This was not a radio experiment made for scientific purposes. Nor was it a "friendly call"—not at existing trans-Atlantic phone rates. It was a business emergency that put long distance radio to this new use.

The Sparks-Withington Company, manufacturers of automobile horns and radios, recently perfected a new "two-tone" chime, so distinctly different in sound and cadence from previous products that it was important that the company's London representative know exactly what it was like. Neither a letter nor specifications could describe it, and shipment of a sample required too much time.

So Mr. Sparks evolved the idea of sounding the horn in Jackson and having it heard in London. It took two days for him to get the "number," the order for the call being placed Saturday and the connection completed Monday morning. Mr. Sparks and the Spartan talked for three minutes, at the rate of about \$26 per minute, launching this important business experiment with a commonplace "Hello, Bill."

"Bill," on the receiving end, was William Lynas, Manager of the Graham Amplion, Ltd. The call was handled through the Jackson telephone office as a regular long distance call, was put through to Rocky Point, L. L., by wire, and thence by radio to Wroughton, England.

Drive "round on Good Tires. More pleasure and less trouble." The famous Viking Tires and Tubes have no superior. Malcolm's Tire Shop, 205 N. Com'l. (*)

THE BETTER YOU KNOW IT... THE BETTER YOU LIKE IT

Drive Oldsmobile and you too will say, "I never knew what a truly great car this is!"

For you cannot realize what awaits you 'til you get behind the wheel and learn the truth.

Here is swift acceleration, abundant power, effortless control. Here is solid comfort, true convenience, driving ease.

And, as months and miles roll by, new sources of satisfaction open up in its unflinching performance, its thrifty operation and its staunch dependability.

Know this Oldsmobile... for the better you know it, the better you like it.



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F. O. B. LANSING

Capitol Motors, Inc.

350 North High Street

Telephone 2125

OLDSMOBILE SIX

America's closest-priced six rivals the highest-priced in quality and performance



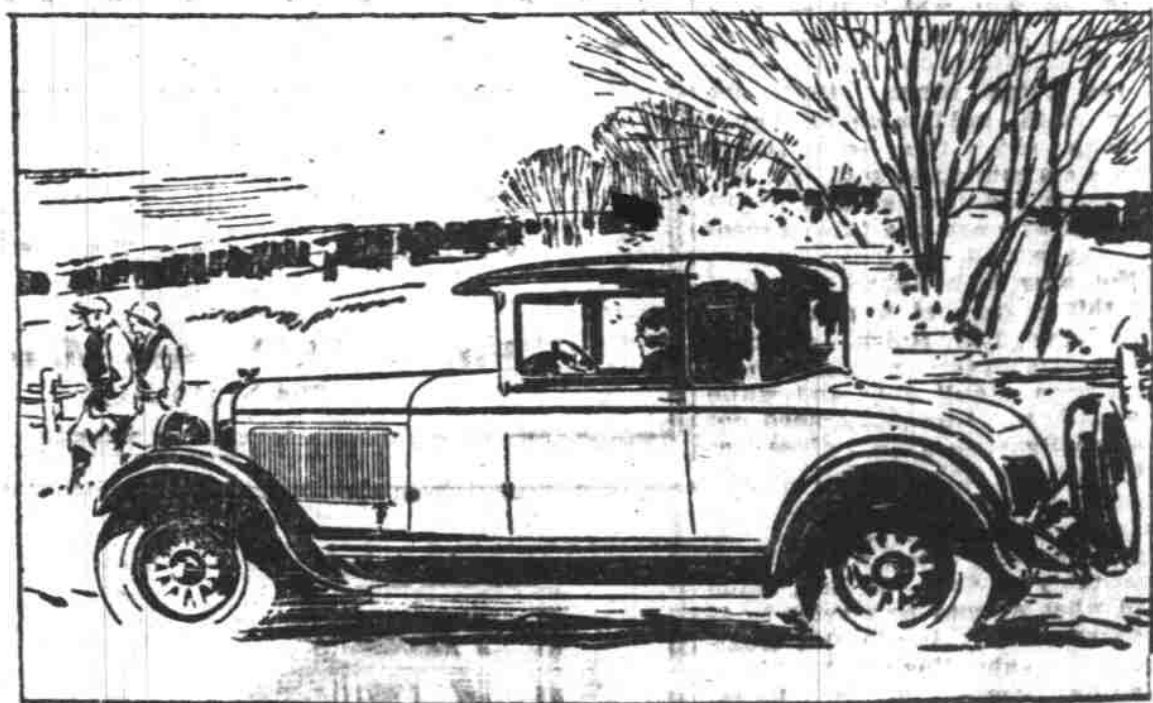
THERE'S a get-up-and-go about Hupmobile Six performance that appeals to you at once as entirely out of the ordinary.

And the more you try to find its parallel among ordinary sixes under \$1750, the more surely you realize this Six is unique in its price-class—in fact, has no rival anywhere save among the highest-priced sixes on the market.

Perfectly logical, when you consider that Hupmobile has made this the closest-priced Six in the industry by actually adding a full 10 per cent extra quality without adding a cent to its purchase price.

Come see the new Hupmobile Six. Drive it! Experience the performance thrills of the most expensive type of six-cylinder motoring which it assures you at a very substantial saving.

Brougham, five-passenger, two-door, \$1385. Sedan, five-passenger, four-door, \$1385. Coupe, (illustrated), two-passenger, with rumble seat, \$1385. Roadster, with rumble seat, \$1385. Touring, five-passenger, \$1325. All prices f. o. b. Detroit, plus revenue tax.



Every Worth-While Feature the Modern Car Should Have

Clear Vision Bodies—Color Options—Mohair Upholstery—Walnut Finished Instrument Board and Window Ledges—Contrasting Window "Reveals" on Closed Bodies—Instrument Panel Under Glass, Indirectly Lighted—Vision-Ventilating Windshield—

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