

**AUTOMOTIVE  
BETTER HOMES  
RADIO**

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SEVENTY-SEVENTH YEAR

PRICE FIVE CENTS

## HUPMOBILE 1928 SIX GETS BIG RECEPTION

3,000 Cars Bought During First Four Days; Half Million Visit Show

More than 3000 cars bought, 45,000 demonstrations given and more than 500,000 visitors attracted to the salesrooms of its distributors and dealers, is the estimate of R. S. Cole, general sales manager of the Hupp Motor Car Corporation, of the reception accorded the new Hupmobile 1928 Six by the public during the first four days following its announcement. The figures for buying, demonstrations and public attendance each surpass those for the presentation of any previous Hupmobile, says Mr. Cole. They were compiled from nearly a thousand enthusiastic congratulatory telegrams received from Hupmobile owners of long standing, from the general public and from distributors and dealers. Presentation of the new car to the public is still in progress in various sections of the country.

"The reception surpasses that given the Hupmobile Eight during its premiere in January, 1925, when 400,000 persons attended its first showings, and that accorded the first Hupmobile Six in November of that year," Mr. Cole pointed out. "The car's remarkable beauty and great performance capacity was a source of almost universal comment. Reports from New York, Boston, Philadelphia, Washington, Atlanta, Cleveland, Detroit, Chicago, Kansas City, Dallas, Oklahoma City, Los Angeles, San Francisco, Portland, Seattle and many other points show sales rooms crowded until close to midnight with enthusiastic motor car owners.

Telegrams from veterans of the company's distributing organization who have been selling Hupmobiles for periods ranging from 5 to nearly 20 years have particular significance. T. B. Van Alstyne, New York distributor, wired that "you have registered the greatest success in all Hupmobile history. Can use 1000 cars immediately. Custom cars going great guns. Reception easily greatest Hupmobile ever had here. Public's reaction 100 per cent approval. Believe you will enjoy greatest success in history."

Charles E. Gambill, former president of the National Automobile Dealers association and Chicago distributor, reported "the most enthusiastic reception ever given any car. Everyone expressed the opinion that it marked a new mode in motor cars with every open and concealed detail so completely executed that even the most critical could find no suggestion for improvement. More than 6000 persons came to Chicago showrooms first day alone. Crowds blocked lobby around display in Sherman hotel. Twenty eight sales in Chicago."

## WHIPPET CABRIOLET COUPE INTRODUCED

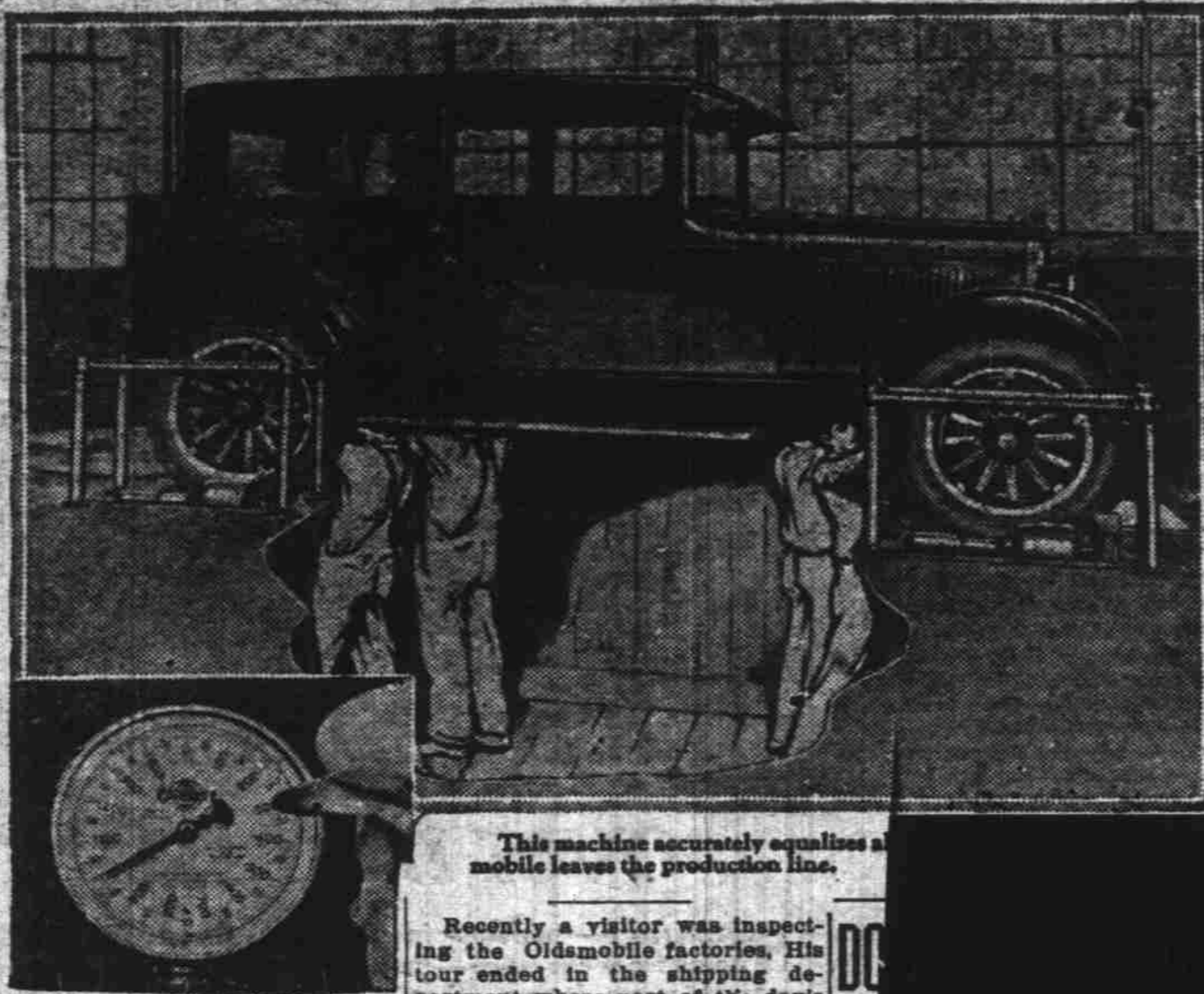
Smart Convertible Car Strikes New Note of Style and Meets Favor

Introduction of the new Whippet Cabriolet coupe, an addition to the Whippet line of cars, is announced this week by the Willys-Overland company. Unique features are embraced in the design of this new model which strikes a new and distinctive note of style. This is the first two-type cabriolet coupe to be offered in the light car field and is included in the Whippet six line as well. Mounted on the low-riding Whippet chassis, the body as a whole presents a trim and sporty appearance. In addition, it provides the protection of a closed car together with the freedom of an open roadster.

Four passengers are easily accommodated, two in the front seat and two in the rumble seat which is built into the rear deck. The employment of enclosed sponge-rubber weather stripping makes the body entirely weatherproof when the top and windows are up. It takes but a moment to convert the car from an entirely closed model to an open roadster. This is done by merely folding the collapsible top which fits into a trim boot, part of the car's equipment.

Another distinct feature provides for the removal of the panel at the rear when the top is up. This permits the occupants in the rumble seat to converse with the passengers in front, thus giving a distinct air of chummy to the car. When the top is lowered, the

## Why Oldsmobile's 4 Brakes Act As One



This machine accurately equalizes a mobile leaves the production line.

Recently a visitor was inspecting the Oldsmobile factories. His tour ended in the shipping department where part of the day's production was lined up in two rows a block long separated by a 10 foot passageway. He and his guide, one of the engineers, were talking about one of the last inspection operations, that of adjusting the four wheel brakes.

"Come with me," said the engineer, who escorted the visitor to the last car in one of the rows. They entered the car and the engineer lined it up at the end of the passageway. He accelerated to 35 miles, speeding down the line formed by the new automobiles. Nearing the end he removed both hands from the steering wheel and applied the brakes full pressure.

The car came to a graceful stop without swerving a fraction of an inch to either side. "That would have been risky only a comparatively short time ago," remarked the engineer. "That was when brake adjustments were made by mechanics using gauges to determine the clearance between brake band and drum. Absolute accurate adjustment of all brakes was practically impossible.

"The brakes of every Oldsmobile are adjusted by means of the Cowdrey Dynamic brake tester, which definitely and precisely indicates the exact braking effort developed by the brake at each wheel, thus enabling the mechanics, in making adjustments, to attain absolutely correct distribution of braking effort among the four wheels and perfect equalization between the right and left front wheel brakes.

"The brake tester is an electric motor driven dynamometer with a complete unit for each wheel. The four units are imbedded in the floor and each consists of an operating motor, speed reduction gears, driving roll and weighing mechanism.

"Each Oldsmobile as it leaves the production line is driven on the testing machine so that each wheel rests on a pair of the cor-

## GOOD TASTE IN USE OF COLORS NEEDED

Colors Either Live or Die in Their Relation To Other Colors Used

Most of us are a little afraid of color. That is to say, any color that is at all bright and alluring. Perhaps it is just as well for the peace of mind of the general run of humanity that such is the case. Otherwise, if we ran riot with the shrieking pigments that sometimes seem to fit our mood, the world would look like a madhouse, and yet, color is one of the greatest delights of our lives, whether we know it or not.

There is no better way to judge the good taste of the average man and woman than by the colors of their automobiles. The colors of the cars when they come from the factory are the result of careful thought and experiment. But they are, of course, only a few of the possibilities. That is why you can almost always tell a car that has been refinished. The owner has not been bound by the colors of the manufacturer. It is not generally appreciated that color either lives or is dead with perfect relation to the other colors that are used with it. For instance, black is sombre and uninspiring. With vermilion next to it, it suddenly lives and breathes. Combine it, however, with the cold glacial feeling of the various blues and it retreats within itself and ceases to delight us.

Suppose the lady who will often drive the car has red hair. There is then no question but that she has certain subconscious likings for some tones of green. We may not realize it but these tones are direct compliments of red and help to accentuate its beauties. As it is logical to clothe the body in colors that enhance its various physical attractions, so it is also logical to carry the idea further and surround your home and your car with colors that bring out your own individuality.

So, in refitting your car, it is better to come to the refinishers with a definite idea in the beginning. Choose some colors that are most friendly to you. These colors are to be had, because the best of them are now formulated from the newest tones of the times and follow the Paris and New York mode in silks. They are the ones that will satisfy you because they are the ones you are used to wearing.

Here are some simple facts to consider when you are working out a color scheme for your car: 1.—To make closed cars appear

## Freedom From Bouncing Meeting With Approval

"Everyone who rides in my Franklin sedan remarks about the freedom from bouncing and the comfortable seats," reports V. W. Dow of Upper Darby, Pa. One woman claims "it is like taking a ride in her living room," Mr. Dow relates.

A number of prominent writers recently had a striking demonstration of the roadability of the Franklin Airman when they were driven at a rapid pace over rough mountain roads that had seen little of automobile traffic. They marvelled that not once during the ride did they leave their seats but were as comfortable as though riding in an airplane.

## KEEPING YOUR CAR IN TRIM IMPORTANT

Development of Crankcase Ventilation One of Most Important Changes

Buick does not leave the task of "Keeping the Car in Trim" entirely to the Buick owner. Not only has the great national organization been built up for the purpose of aiding the owner to keep his car in condition, but Buick engineers are constantly seeking ways and means that will reduce still further the small amount of attention needed by Buick.

The development of crankcase ventilation is one of the results of this constant research. Do crankcase ventilator on your Buick.

Suppose you have just poured six quarts of clear, full bodied lubricating oil into the crankcase engine. The oil meets specifications as to viscosity, specific gravity, flash test. It is a carefully prepared oil, well suited to its purpose. What happens to the oil as it is being used?

The answer: When your car is started, the oil circulates through the lubricating system a hundred and fifty times the first hour. In doing so it is mixed with carbon and particles from the engine. All that they cannot be seen by the naked eye. For every gallon of fuel that you burn, ten and a half gallons of air are drawn through the carburetor to the cylinders.

The air contains a certain amount of water which is changed to steam by the heat in the cylinders. This steam is forced through the pistons into the crankcase. Here some of it condenses. Mixed with the lubricating oil, it forms a corrosive acid which attacks the hardened steel inside the engine.

When you shut off the engine in the crankcase is hot, and the steam is condensed. As the crankcase is laden with moisture, as the metal parts cool off, moisture precipitates out of the air and condenses on the bright metal parts of the engine, the cylinder walls, the camshaft, and a thin coating of rust is formed that is wiped off as soon as the engine is started again.

But these things do not happen in a Buick. Why? That is a question that can be answered in two words. "Crankcase ventilation." As the name implies, the crankcase is actually ventilated. The old air is sucked out along with the water vapor and injurious gases, and a steady flow of clean air passes through the crankcase.

When you stop, the crankcase is filled with cool, clean air, and as the water and fuel vapors were carried off while the engine was running there is little condensation, and resultant rusting and oil dilution are kept at a low figure. With the AC oil filter assist-

## PLANS POLAR TRIP BY TRACTOR



Anthony Fiala, Arctic explorer, is planning to make another polar journey—this time with a caterpillar tractor. He is convinced there is land in the vicinity of the North Pole. Above he is shown in New York sitting on the sled which carried him 4,000 miles through the Arctic on his last expedition. He is holding the snow shoes used on a former polar journey.

## REASONS FOR BUYING AUTOS NOW LISTED

Buying In Fall Often Saves Considerable Expense For Upkeep

Eight reasons why prospective new car purchasers may buy motor cars to advantage this season, are enumerated by Mr. Truman of Tramm Motor Company, local Paige dealer. Mr. Truman explained that many persons put off the purchase of a new car until spring, not realizing that by buying in the fall they often save considerable expense. Here in detail are his reasons for present buying. "First, your present car will undoubtedly require some re-conditioning to fit it for winter use. Save this expense and apply the money to wards a new car.

"Second, winter driving on worn tires is unsafe, and changing tires in cold weather is a real hardship. If you do not buy a new car, you will need new tires. The cost of these will help pay for the new car.

"Third, your present car will be rated as a year older by spring. By trading it in now you will profit by a better allowance. "Fourth, these fall days are ideal for breaking in a new automobile—no excessive heat, fewer grueling trips and plenty of time in most parts of the country to have the car well worn in before cold weather comes.

"Fifth, if you happen to be driving a car with two-wheel brakes and high pressure tires, you cannot afford to risk your safety and that of your family during another winter. Paige hydraulic four-wheel brakes with balloon tires, are much safer on icy pavements and in snow and slush.

"Sixth, unless your car is a fairly recent model, you have probably had trouble in past winters with frozen oil lines, or at

## CHRYSLER ANNOUNCE MOST POWERFUL CAR

New Imperial '80' has 112 Horsepower; 191 Inches Long Over All

Walter P. Chrysler and his engineers present today what they declare is the most notable car Chrysler has ever produced—the new 112 horsepower Imperial '80'. It is the most powerful standard motor car in America, as well as Chrysler's conception of "the finest that money can build." Overall length of the luxurious new Imperial is 191 inches. The long springs, anchored in blocks of live rubber, and the special Chrysler rubber mountings at the front and rear of the engine contribute to a restful softness and comfort of riding that are outstanding even among the world's most distinguished fine motor cars.

There are five Chrysler-built Custom models. They are Town Sedan, five and seven passenger Sedans, Sedan-Limousine and Roadster. Custom models by LeBaron, Locke and Dietrich—three of America's foremost authorities in designing and building special bodies—round out the body choices. Prices range from \$2795 to \$6795.

In the new Imperial '80' are found all the features that have contributed so materially to Chrysler's outstanding success during the last four years. J. E. Fields, vice-president in charge of Chrysler sales, who makes the new-car announcement, stresses the many new features of the car which now comes into its own as the leader of the Chrysler line of "Four Great Cars in Four Great Markets" and as America's most powerful car.

"Improvements and refinements extend throughout the body and chassis," he points out. "They contribute not only to the car's finer appearance, but also to its performance. With full realization of the remarkable capabilities of the previous Imperial '80,' this new car is from every point of view the finest we have ever built. We feel that those who appreciate truly fine motor cars will share our enthusiasm when they have had the opportunity to examine and drive this new model."

Numerous Vital Betterments. Inspection of the new car will reveal to the eye scores of improvements. Others in both body and chassis, can be noted only through its use or by a detailed study of its specifications. Inno-

## Proper Preparations Saves Some Troubles

Guy Yang of the Salem Super Service Station believes in preparing the automobile for the winter months and is of the opinion that motorists who take the ordinary precautions will have little trouble.

In speaking of the work to be done for the winter season he says: "In cold weather, as every motorist knows, the oil in the transmission becomes hard and gears are hard to shift. This is not only a great inconvenience, but also prevents quickness and safety in handling a car. It is hard to force the gears through the thickened, hardened oil. Then when forced, forward or backward, when these gears revolve they cut channels in the hard oil. This means absence of proper lubrication.

"In warm weather the oil is naturally fluid; gears shift easily, and are protected with perfect lubrication. In order to relieve this condition caused by the hardened oil there should be a thorough cleaning of the transmission and a fresh supply of oil placed there-in."

## IGNORANCE OF LAWS CAUSE OF MISHAPS

Periodic Review of Code Only Sure Method To Lessen Number of Accidents

WASHINGTON, D. C. Special.—Literally thousands of motorists in all parts of the country are missing an opportunity to improve their driving in the important matters of safety, freedom from annoyance, and freedom from clashes with the courts by their failure to know the traffic regulations of their own cities and states, according to the National Headquarters of the American Automobile Association.

This ignorance of the regulations, in a majority of cases, is traceable to two causes, the A. A. A. statement says. These are:

1. A hit-or-miss method of keeping up with changes made in the traffic code instead of making it a practice to get a copy of the new regulations each time important changes are made.
2. Indifference to the precise rulings based upon an assumption that one can get along well enough without them.

"In virtually every city in the country," declares the national motoring body, "regulations are being adapted constantly to new conditions. These changes are carried prominently in the newspapers because their importance is so great. At certain periods, however, they become so numerous and are issued so rapidly that keeping up with them becomes a task that the individual decides to defer until a later date. The result is that when hundreds of motorists in a given locality adopt this attitude, a certain group of drivers sticks to the old regulations while still another adopts the new. Then there is confusion with all its attendant evils."

The remedy, as seen by the national motoring organization, is for the individual to take it upon himself to keep pace with every reprinting of the traffic code and study it thoroughly. In this way only, it is pointed out, can the motorist acquire a comprehensive picture of it. If he gains a knowledge of any one or two isolated, even if important, additions or modifications in the regulations, the individual is not able to see them in their important relationship to other sections of

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## PRESENT PROSPERITY DUE TO AUTOMOBILE

President of Franklin Company Says Auto Has Taken Rightful Place

SYRACUSE, N. Y.—(Special)—Crediting the automobile with the responsibility for bringing about a new era in industry called mass production, H. H. Franklin, president of Franklin Automobile company, today made known his views regarding the future of the automotive industry.

"While writers and economists everywhere have gone into the economic effect of mass production, few, if any, have mentioned the stupendous part the automotive industry has played in perfecting mass production and the effect of the automobile on our economic and social life.

"In the main, mass production, personified in Henry Ford, has come to mean low cost of automobiles out of which grows universal use. The thing of more importance is what has come about in American life as a result of this accomplishment. Suddenly, or even gradually, remove the automobile from our economic structure and life would revert to the basis of thirty years ago, and that, today, would mean poverty for the masses.

"The automobile has very definitely taken its place in the economic niche in spite of the early predictions that 'the automobile is a temporary fad and will not stay.' We hear much of the saturation point, some saying that it is already reached. Even some financiers have a disposition to believe that the automobile industry has passed its zenith.

"Men who think along this line forget that social and business life today depends on the automobile more than on any other single thing. No one would claim that there is no future for the railroad, yet as a carrier of goods and people, the automobile is even more important today. Just as the railroad opened up the country, and through its revenues and its own purchases became an index of business, so the automobile is now intensifying this contact through its."

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## DOWN THE ROAD



THANKSGIVING IS NO HOLIDAY FOR THE DOCTOR'S LITTLE COUPE.

The Martyr

BY FRANK BOCK