

## ACCESSORY MAKERS AID AUTO PROGRESS

Each Year Manufacturers  
Include Items Put Forth  
By Supply Group

By WILLIS CLARK  
Local Manager Western Auto  
Supply Co.

Much of the joy that comes from driving an automobile is made possible by the automobile accessories—the extra equipment that adds so much to the convenience, comfort and safety of the car.

The popularity of such equipment is shown in the marked interest displayed by visitors in the accessory division of automobile shows throughout the country. Automotive progress owes a great deal to these extra attachments. Each year manufacturers include in the specifications for their new models as standard equipment, devices that gained popularity among car owners through accessory stores.

When the Western Auto Supply company opened its first store in 1909 in Kansas City, the automobile was in its early stages of development as far as extra equipment was concerned. Features that we today consider absolutely essential were lacking. Motor car designers were more interested in developing the mechanics of the car than perfecting comfort giving devices, and as a result, accessory stores came into existence.

Practically no equipment was included in the original purchase price of the car. If the buyer wanted a top, windshield or head lamps, he purchased them extra. Competition among the manufacturers of automobiles eventually led them to partially equipping their cars. With the adoption of oil lamps, accessory manufacturers introduced carbide and prestolite lamps. When the car makers included these in the purchase price of the car, the accessory stores began calling attention to electric lights.

So it has been throughout the industry. In nearly every instance where the accessory dealers introduced some practical new item of equipment, the manufacturers soon added it to their new models. It was the accessory dealers that sold the first headlamps, windshield cleaners, self starters, auto tops, bumpers and shock absorbers. When accessory store sales proved the popularity of a device, the manufacturers added it to their cars.

Although most cars come generously equipped with essential devices there is always some new item of equipment to be added or worth while improvement on an old accessory to make it popular with the car owners. Many new additions have appeared on the accessory shelves during the past year.

## CONFERENCE MAKES BROADER PROGRAM

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stream crossings wonderfully lucrative places for toll bridges." He urged the conference to "stand solidly against the capitalization by private interests of the billions of dollars that we have invested in our public highways and bridges."

Representative James C. McLaughlin of Michigan, member of the House Ways and Means committee, and one of the leaders in motordom's fight to repeal the war excise tax on automobiles, predicted that this levy against the motorists, which was eliminated in the bill that passed the

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## DOWN THE ROAD



THE MAJESTY OF THE LAW?

By FRANK BECK

ers include the Standard Six, the Victory Six and the Senior, and embracing all the popular body types and an unusually extensive selection of color combinations.

## UNUSUAL DEMANDS MADE FOR WHIPPET

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many other features are still exclusive to the Whippet which have led automotive experts to declare that the Whippet embraces such inbuilt qualities that it is accorded the quality leadership in that price field. These features include an engine that more than doubles its rated horsepower, heavy drilled crankshaft with full force feed lubrication and proved stamina and serviceability over a period of nearly two years.

The Whippet coach amply accommodates five passengers, two in the individual front seats, and three in the spacious rear seat. The front seats fold forward, and in conjunction with the wide doors, provides easy entrance and exit to and from the rear compartment.

## PROGRESS OF AUTO INDUSTRY TRIUMPH

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years, Ralph Chestnut, newly ap

pointed head of the Marmon experimental department after many years in the automobile industry and E. C. Blaine, body engineer designing of shrdshrdshrdliu

Practically all of these mer played a prominent part in the designing of the Marmon "68" and "78", and these new straight eights are examples of the principle of engineering brains versus bulk. In the new "88", for instance, only a fraction more than thirty pounds of car weight are imposed on each single inch of spring length and there are but twelve pounds of car weight to each square inch of braking surface.

That Marmon is using the lessons of the speedway to advantage is apparent through the progress the company has made in the straight-eight field. Aside from the work of Cooper and Kreles, the former a veteran of the race tracks of two continents for twenty years and the latter of the younger school of drivers, Mr. Little has an intimate knowledge of racing through his membership on the contest board of the American Automobile Association and his chairmanship of the technical advisory committee of the Society of Automotive Engineers.

The Indianapolis speedway there even now a driver or two

may be seen tuning up his car in preliminary preparation for the annual 500-mile race on Memorial Day, has been used by Marmon for years in the testing of new cars. And the part the famous two and one-half mile brick oval has played in the development of Marmon cars has taken on a new significance this year with Cooper and Kreles returning to the scene of their races of years gone by to drive an occasional lap in a Marmon straight-eight.

## FLINT RESIDENTS REMINDERS OF HOME

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ity. Buick's long-established reputation for value has given it a foremost position among American motor cars bidding for favor abroad, and each year sees Buick's foothold upon foreign business strengthened.

Prospects for the present year are the brightest in Buick history, in the opinion of Buick officials. Both the home and the foreign markets promise to make heavier demands upon Buick's production facilities than ever before. Production schedules have already exceeded 19,000 a month, a figure which will be increased as summer approaches, until the plant's capacity is reached.

House, will be in the tax reduction program approved by the senate. Hearings on this measure will be started by the senate committee on April 3, and AAA motor clubs are prepared to vigorously oppose the continuation of this burden on the car owners.

The conference recorded its approval of an interlocking uniform emergency road service program in a resolution urging all clubs affiliated with the AAA to broaden immediately this service to the motorist. As a result of such a program that wherever he goes on his travels he may be able to receive mechanical and towing service, gas delivery, tire changes, and other remedies for the troubles encountered on the highway. These services, under terms of the program, would become more standardized and expanded continuously.

The safety program presented by the safety division of the AAA contemplates intensive campaigning for the elimination of the reckless, unfit, and drunken drivers by arousing communities everywhere to the menace created by these wanton violators of the law. Organization of schoolboy patrols, the inclusion of safety instruction in regular school curricula, institution of special courses

to develop safe and capable drivers, and the holding of brake and headlight tests are the outstanding items of the program.

Of particular significance was the endeavor throughout the meeting to bring before the conference the opinions of influential figures in the motor industry to sketch the complete picture of how complete cooperation of every agency in the automotive field may work for the interest of the motorist. Delegates drawn from every part of the country brought to its discussions views based on the different conditions prevailing in their own localities and exchanged those views in the effort to provide better service for the home motorist and obtain a clearer understanding of the needs of the tourist.

In the opinion of Thos. P. Henry, president of the AAA, the conference touched the high point of automobile conventions in the accomplishment of those things which organizations working for the interests of the motorists are endeavoring to do.

"Never before," said Mr. Henry, "has any conference under our auspices brought together so many representatives of so many automobile clubs to consider a broad program of vitally important business. Nor has any confer-

ence been characterized by addresses of so many leaders in the commercial, professional, and industrial world. I consider it the biggest step forward in the achievement of those things which we are striving to do to allay the difficulties of motordom generally."

## DODGE INTRODUCES NEW STANDARD SIX

(Continued from page 1)

smoothness of performance at all speeds. The total projected area of the seven main bearings is 24-15 square inches.

The N. A. C. C. rating, on which taxation is based, is 27.84 horsepower but the engine actually develops 55 horsepower. Extensive tests have demonstrated the brilliant performance of the Standard Six engine in acceleration, hill climbing ability and in smooth, quiet operation for long periods at high speeds.

The four wheel brakes are completely enclosed and are the steel hydraulic (mechanical) internal expanding type, operating in 12 inch drums. They respond to the lightest foot pressure with uniform braking on all four wheels. The parking brake contracts on the propeller shaft. Balloon tires 29 x 5 with wood wheels are standard

equipment on all types except the cabriolet which is equipped with wire wheels.

The equipment includes speedometer, ammeter, and oil pressure gauge grouped under a single glass, adjustable hooded instrument lamp, carburetor mixture control and ignition switch with theft lock. The throttle and spark control levers are on top of the steering wheel while the light control switch is on the steering column within easy reach. The cowl ventilator control lever is within easy reach and the ventilator closes against a felt pad. The full vision one-piece swinging windshield is easily adjustable to any position for ventilation and may be opened wide. An automatic wiper is provided.

With the introduction of the Standard Six, Dodge Brothers, Inc. announces the discontinuance of the four cylinder passenger cars which were priced at approximately the same level at which the Standard Six is now offered.

The three distant lines of Sixes now being made by Dodge Brothers

## NEW CREATIONS by ARTIST-ENGINEERS

This new Oldsmobile is motordom's good news for 1928. It reveals new and sophisticated elements of style. It embodies new engineering features. It typifies the whole new spirit of the times—because it reflects the master touch of artist-engineers.

Though you may have formed the highest opinion of its beauty... and its performance—we urge you to come in for a personal inspection.

We want you to experience the silent, smooth performance of the new 55 h. p. high compression engine—to revel in the comfort of spacious new Fisher bodies. And thus learn why thousands of car buyers are turning to Oldsmobile.



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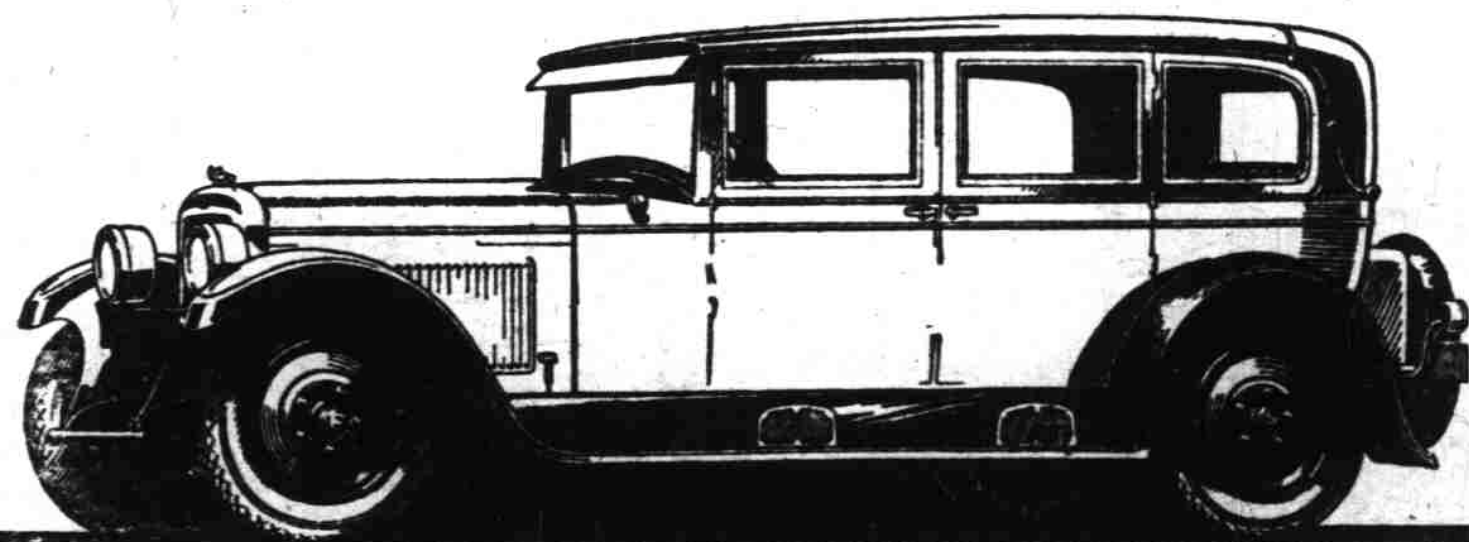
You'll thoroughly enjoy the Nash 4-door Coupe. Its style is exceptionally charming. Its price exceptionally low. Its performance, the kind which has made Nash one of the great leaders in the business of building the World's motor cars.

It is an interesting car to drive, with its big, powerful and exceptionally smooth 7-bearing motor—with the

flexible, effortless steering, typical of Nash—with Nash 2-way 4-wheel brakes for extra safety—and Nash alloy steel springs plus shock absorbers, front and rear, for unusual travel comfort.

The exterior is done in beige and brown in the new Nash deep-lustre finish. The big, built-in, nickel-strapped, custom trunk at the rear is very decorative—and very practical, when you prepare to tour.

Wire wheels, including two side-carried spares and tires, are optional on the 4-door Coupe, at slight extra cost.



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