

GASOLINE FEEDING IMPORTANT FACTOR

Use Fuel Pump Requires Less Piping; Reduces Possibility of Break

Feeding gasoline to the carburetor in the required amount at the correct pressure at all engine speeds is a major advantage of the fuel pump and strainer, which is one of the many improvements contained in the new Oldsmobile. This is due to the fact that the speed of the pump varies with the speed of the engine and is not dependent upon a vacuum created in the manifold.

The fuel pump in the Oldsmobile operates off the camshaft, running slow or fast according to the speed of the engine. Levers operate a diaphragm of special composition not affected by gasoline. This diaphragm creates a vacuum at each stroke, drawing the gas from the rear tank. The pump is self-priming and will deliver gas to the carburetor in from 10 to 15 revolutions of the engine even when the entire system has been drained.

A simple mechanism automatically halves the flow of gasoline when the carburetor bowl is full. Thus, while the pump operates continually when the engine is running, it supplies only as much fuel as the carburetor actually requires.

Not being dependent upon a vacuum created in the manifold, the fuel pump gives better idling conditions and also delivers a full supply of gasoline when a car is being driven up steep grades or under heavy load.

A fuel strainer is built as an integral part of the pump so that all gasoline is thoroughly filtered before it passes through the pump or the carburetor. This prevents fine particles of dirt getting under the needle valve, clogging the jet and causing carburetor trouble.

The use of a fuel pump also requires less gasoline piping, thus reducing the possibility of a break in the line. Being an entirely enclosed system, no gas fumes are emitted.

DURANT PRODUCTION MAKES NEW RECORD

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business done by the merchants, and where formerly the business man had to depend largely on the residents of the city in which he was established for his patronage, it is now evident that this is no longer the case.

"European motorists are shrewd buyers. They demand luxury and comfort, but at the same time want an automobile that has speed, a power and is not only economical to operate, but economical to buy."

That Durant motor cars meet this exacting demand is reflected in the large numbers of these cars seen in operation there, and in record breaking sales by European dealers. This condition is also apparent in Canada, where, our Canadian factory reports, record production marks are being made and sales the greatest in its history.

"With the first two weeks for June already passed, our export division bids fair to set a new all time record for monthly European shipments. It has already eclipsed the full month's total in May, which was one of the greatest in our history, and there is every indication that the concluding two weeks will register an even greater number of Durant Star fours and Durant Silver Anniversary sixes produced and shipped to the Old World."

MANY ALLUREMENTS OFFERED ON COAST

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any one of a thousand beaches and bays in the balmy waters of the Pacific. If the desire is for the desert, you may walk over a miniature Sahara with its soft carpets of swaying, brilliantly colored flowers. If you hanker after the majestic grandeur of the mountain and the vivid colorings of the mountain lakes, these are within easy reach.

Within the confines of the Pacific Coast vacation land are twelve national parks, regions of giant mountains, dense forests, rushing rivers and lakes. There is

the Grand Canyon, Yosemite, General Grant, Tahoe, Mt. Lassen, Crater Lake, Mt. Rainier and the Canadian Rockies and national parks. Much of the pleasure of a vacation depends upon its careful preparation. Motorists want to know the condition of the roads, the interesting spots that may be seen along the way, and distances between points so that convenient stopping-over points may be decided upon. For the convenience of motorists the Union Oil Company has issued a new twelve-page map folder of convenient pocket size, which is more than a mere publication of routes and listing of points of interest. In addition to providing the motorist with the most up-to-date information on highways and trails in Arizona, California, Nevada, Oregon, Washington and British Columbia, it contains a complete list of auto camps along the main traveled highways, information on the choice scenic gems in the national parks and a map of the park-to-park highway.

These maps are distributed gratis to all motorists through the thousands of Union Oil stations and independent dealers handling Union Oil products, extending from Mexico to British Columbia.

Conservative estimates place the number of those who will spend their vacations on wheels this summer on the Pacific Coast at over 1,000,000 excluding those tourists from eastern states. For the benefit of these or for those who wish to plan a trip where "no scene is twice seen," the Union Oil map is offered for distribution.

RACE DRIVERS USE GUM-DIPPED TIRES

Superiority of Equipment Made by Firestone Company Now Proven

By J. W. Parker Tire Co., Local Firestone Service Dealer

Racing history repeats itself. Firestone Gum-Dipped tires winners of every national championship for years, are again shattering all world's records on the great speedways of the country. The story has been the same at every important race in years. Firestone equipped cars win all national championships.

The average man who owns a car necessarily should be assured of the same tire safety and dependability as the racing drivers who entrust their personal safety to Firestone Gum-Dipped tires.

Veterans of the speedway understand the extra strength and speed built into a tire by reason of the exclusive Firestone Gum-Dipping process. They know that this method impregnates and insulates every cord of the carcass with live rubber, reducing the possibility of internal friction, and unifying the whole structure of the tire.

Moreover, the Firestone scientifically designed balloon tread provides driving dependability, and long mileage at low cost.

CHRYSLER PROVEN DURABLE BY OWNER

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and has cost me in repairs only \$30—very little in return for the service received from it."

From Terre Haute, Ind., E. A. Tolin reports that his "70" roadster, "purchased four years ago has 90,300 miles on it. The motor

has never been down. I have had four other makes of cars and consider the Chrysler by far the best automobile I have ever owned."

To which C. O. Self, of Dubuque, Iowa, contributes that "on Dec. 5, 1924, I purchased a '70' royal coupe. On Dec. 5, 1925, at which time I had driven the car 31,024 miles. I had new piston rings installed. What little carbon had accumulated was removed and the valves ground slightly. Then I continued to drive this car up to 91,900 miles, reaching this Dec. 13, 1927. At that distance I had no parts replaced with the exception of the rings already mentioned. I was so well pleased with its easy operation that when I traded for a '72' four passenger coupe I did so without even starting the engine or seeing it started, which shows the confidence I have in Chrysler automobiles."

Lester R. Wilson, of Chicago, tells a little different story. "I have owned 10 automobiles, all selling for more than \$3500, six Chrysler '70' and '80' models," he wrote recently. "Not only has my expense with the Chryslers been so economical as to be almost beyond comparison with other makes of cars, but their remarkable performance also has made me a most sincere enthusiast."

"My home is in Lake Geneva, Wis., approximately 75 miles from Chicago. I make the trip here practically every day. My average running time is 100 minutes. I love fast driving and know of no other car that would stand the punishment I give the Chrysler. I have often experienced watching the speedometer roll around to 83, and you can believe me that it is a thrill I love. It is interesting, also, to know that the car handles with the same comfort and ease at high speed as it does at 30 miles per hour."

Mrs. Martha J. Ichaep, of Cleveland, Ohio, is an enthusiastic woman owner. "Have 42,720 miles on our car," she writes, "and never a thing done to it since we have had it—not even a new spark plug. We are more than pleased with it and will have another

Chrysler if we chance to buy another car, but want to keep this one a long time yet."

Comfort, ease of handling and ability through mountainous country are angles stressed by Mrs. W. L. Moseley of Richmond, Va. "Our '70' sedan showed 23,000 miles when I started out at 6:45 one Sunday morning," she reports. "I drove to Natural Bridge—183 miles—stayed there two hours and returned by way of Lynchburg, reaching home at 8:15 that evening. Stopped a half hour in Lynchburg to visit a relative and also made necessary stops for gasoline and for dinner. Altogether I drove 348 miles over high mountains and some bad roads. The '70' took all the mountains in high and gas consumption was good considering the speed and mountain climbing."

"I was not even tired to any extent, though I have spoken to several people and they all seem to think it was a most unusual run and one that is seldom made in one day."

Clifford J. Chaffee, of Portland, Ore., has a "70" roadster which he had recently driven 105,169 miles, 99,000 of them in Alberta and the remainder in Oregon. "It has given me perfect satisfaction and has cost me a total of \$1.40 for replacement parts—a screen in the carburetor. The valves have been ground four times. I believe this a record for economical operation."

After driving for 18 years "covering the states of Ohio, Michigan and Indiana, and trying out a dozen of the most reputable 'sixes' on the market, I cannot praise the '72' half as much as it deserves," is the tribute of F. E. Welton, of Jackson, Mich. "My advice to any one who drives as I do—35,000 to 40,000 miles per year—is Ask the man who drives a Chrysler six days out of seven, and 100 to 250 miles every day."

Coast distributors of Buick cars. The campus newspaper's census reveals that Buick leads, not only on the campus, but also in the homes of students attending the University. In these students' homes, Buick is more than a two-to-one favorite, regardless of price class.

Average of 47 Miles On 819 Mile Texas Run

Eight hundred and nineteen miles in 17 hours and 32 minutes, with one man at the wheel for the entire distance, covering ascent and mountain roads and climbing enroute from sea level to 5,010 feet above, was the impressive record turned in by R. B. White, Houston druggist, driving a standard Franklin Airman Sedan. The run started at Houston and ended at El Paso, Texas. Mr. White was accompanied by Leo J. Trost of the Houston Franklin dealership and C. D. Lyon, Factory representative.

Three hundred and thirty-nine miles were over unimproved dirt roads, 300 miles over gravel and the remainder over concrete, asphalt and oiled surfaces. Lack of rain for several months had left the desert roads deep with dust. Fourteen river fordings and approximately 50 cattle guards

SIX CAMPUS FAVORITES

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manager. The sales were made by the Berkeley branch of the Howard Automobile company, Pacific

were encountered. Elapsed time was 19 hours and 27 minutes. Running speed averaged approximately 47 miles the hour.

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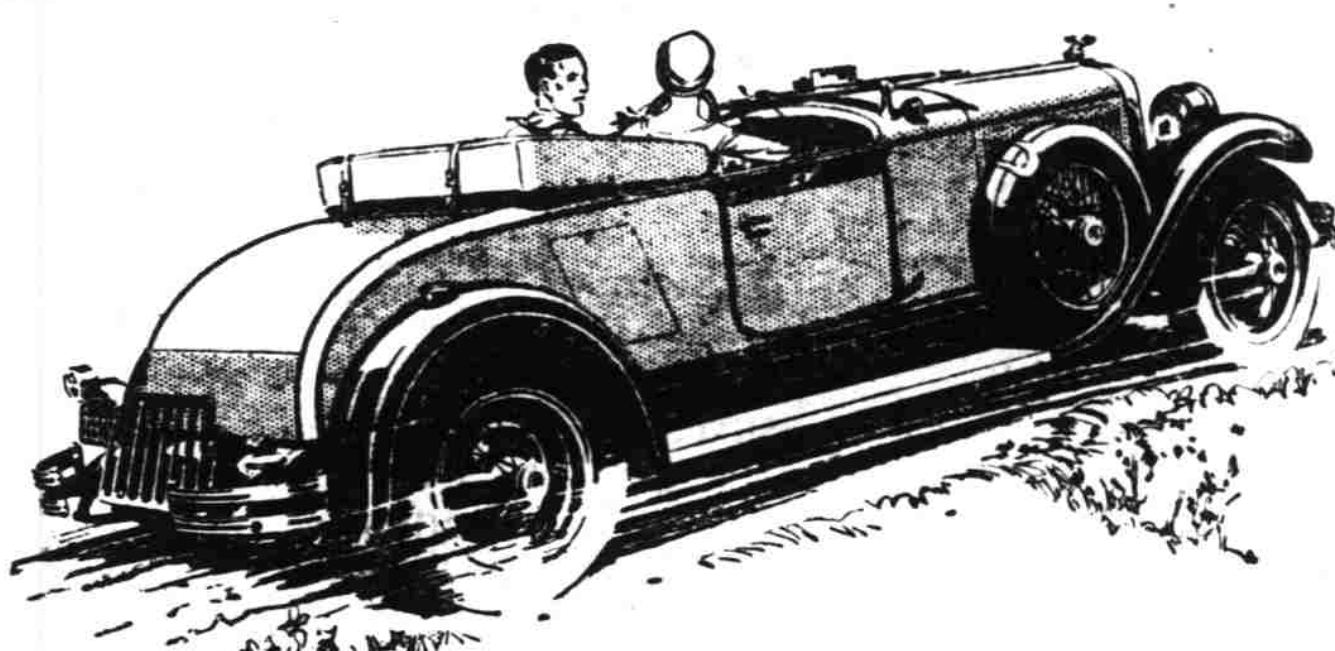
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3-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; (wire wheels and spare tire extra); Phantom, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265. New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

VICK BROS., Salem, Oregon

ASSOCIATE DEALERS

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The reason so many motorists buy Miller Tires and stay with them year after year is because Miller Tires stay with the motorist longer than any tire we know of. Mileage, of course is what you are looking for. Mile for mile, in any kind of service, over any kind of roads we'll match Millers against the field. And our reputation as square dealers stands back of that statement. You'll find the proof in the extra miles and greater service you get from Miller Tires. Buy them now. Our prices can't be beat.

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