

### ANNOUNCE CHANGES IN SELLING TIRES

(Continued from page 11.)  
to normal air pressure and should not be confused with solid tires. This product has met the most exacting tests, both of a practical and scientific nature, and we demonstrate our faith in its merits by guaranteeing the Riverside tire and tube combination against punctures for 16,000 miles of service.  
"For some months we have

studied the demand for tires to be sold on a deferred payment basis, and Montgomery Ward & company is the first large concern to inaugurate time payment selling for tires and tubes. This plan, which will become effective with the release of our new catalogue, might be termed a "pay-as-you-ride" plan and carries with it a greater degree of convenience than the motoring public has ever had in the past. This optional privilege applies to all of our lines of tires and tubes.

### BUYERS DEMANDING MINIMUM OF COST

#### President of Falcon-Motors Says Buyer Has Right to Expect Service

More than ever before car buyers today demand outstanding performance in addition to style and quality, according to John A. Nichols, Jr., president of the Falcon Motors Corporation, builders of the Falcon-Knight line of six-cylinder cars.

"Long years of service at a minimum cost is not an unreasonable demand of the present day car buyer," Mr. Nichols said, "and we have so designed and constructed the Falcon-Knight products to meet that demand."

"In employing the Falcon-Knight sleeve-valve engine in our cars we have set a high standard of quality and our engineers have designed every unit to be thoroughly in keeping with the high standard of the motor. We have incorporated various features in the Falcon-Knight Six which are usually found only in cars selling in a higher price classification."

"This fine method of construction, however, has been made necessary in order to produce a motor car that would set a new high standard of performance over a long period of years."

"Since our entrance into a new low price field with a Knight engine car, there has been noted a marked trend toward this type of power plant. This trend is due to the characteristic performance of the sleeve-valve engine. It is not unusual in Europe, where this type of power plant has been po-

pular for many years, to find cars still in operation after more than ten years and still giving satisfactory service.

"In our construction of the Falcon-Knight Six we have built into it those features which should deliver to an owner satisfactory and economical service after as high as ten years of operation. This, we believe sets a new objective for car manufacturers in the Falcon-Knight price range."

### SPORT ROADSTERS ADDED TO SIX LINE

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provided. Spark and throttle control levers are on top of the steering wheel while the light switches are on the steering column within easy reach.

All Victory Six features, including Lockheed internal expanding hydraulic brakes, sturdy body construction and powerful flexible engine with lightning acceleration, are emphasized in production of the sport roadster priced at \$1,245, f. o. b. Detroit.

### HENRY RE-ELECTED PRESIDENT OF BODY

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Motor club, who ran second in the balloting, moved that the election of Mr. Henry be made unanimous. His motion was seconded by Roy F. Britton of St. Louis, president of the Automobile Club of Missouri, who was third on the ticket, and quickly carried by the convention.

Mr. Henry, in accepting the decision of the directors drafting him for the sixth term, pledged his support to a continuation of the policies that have established the A. A. A., as the outstanding organization in the world for promoting the welfare and interests of the car owners.

In addition to the president, the following slate of officers was elected by unanimous vote: vice-presidents, Charles M. Hayes, Chicago; Frank S. Gold, Minneapolis; Percy E. Towne, San Francisco; Daniel R. Reese, Scranton, Pa.; Herbert A. Meldrum, Buffalo, N. Y.; Perley F. Ripley, Paris, Maine and Frank O. Miller, Jacksonville, Fla.; treasurer, George W. White, Washington, D. C.; secretary, Charles C. Janes, Columbus, Ohio.

Members of the executive committee elected were: Charles M. Hayes, Roy F. Britton, St. Louis; Arthur M. Hill, Charleston, W. Va.; Robert P. Hooper, Philadelphia; S. Edward Gable, Lancaster, Pa.; Wm. E. Metzger, Detroit, Mich.; Percy J. Walker, San Francisco; A. E. Mittendorf, Cincinnati, and J. Roger Young, Buffalo, N. Y.

### HUPP SHIPMENTS MAKING RECORDS

(Continued from page 11.)

months of 1927, and is an increase of 16,114 or 72.2 per cent over that period. It is 93.4 per cent of our total production in all 1927, when we shipped 41,160 cars. That is, in six months' time this year we have almost equalled our shipment total during the entire 12 months of last year, and a review of older Hupp figures shows further that prior to 1926 there was never a year when the full total of shipments was as large as during the past six months.

"Shipments to Canada reflect the same progress. June, 1928, is the largest June in our history in this respect as well, being 7 per cent ahead of June, 1927. The six months' comparison holds good in our Canadian as well as domestic trade, for we have shipped 1320 cars to the Dominion since the first of the year against 826 in the first six months of 1927. This is an increase of 60 per cent.

"The showing in exports is even more remarkable. In June, 1928, we sold abroad 559 cars compared with 274 in June, 1927, an increase of 104 per cent, while in the first half of this year we have exported 3,106 cars, an increase of 1,602 or 94 per cent over the first six months of 1927.

"For the entire twelve months of 1927 we exported 2,743 cars. In the past six months our exports totalled 3,106 cars. This is an increase of 363 cars for the six months compared with the previous entire year, which shows that we have already exported 119 per cent of our total exports in 1927—with six months of 1928 still to go."

June shipments, although they established new Hupmobile records were insufficient to keep pace with the demand for Century cars and at the close of business June 30 orders amounting to 1388 cars were still unfilled on the company's books. Week end mails brought the customary flood of new requisitions from dealers in all parts of the country, with the result that after the greatest activity its plants have ever known in the first half of a year, the Hupp Motor Car corporation enters the last half of 1928 with the prospect that it will round out a year far ahead of anything it has known in its long career.

### FEDERAL AID FUNDS READY FOR PROJECTS

(Continued from page 11.)  
gon State Motor association has learned.

A survey recently completed by the Oregon State Motor association shows that the tourist stream from California is actually increasing in spite of the late season and the recent financial crash in the southern state.

The survey shows that the Pacific Highway, the Dalles-California highway, and the Roosevelt highway all show a gain of north-bound California travel.

The Dalles-California highway shows the greatest increase of California traffic, a gain of 71 1-2 per cent for the first two weeks in June 1928 over the same period last year. The Roosevelt high-

way showed a gain of 25 per cent over last year, while the entire state showed an increase of 9.8 per cent of California traffic over a similar period in 1927.

Nebraska with a total of 1,314 miles ranks first in completion of its federal-aid road system. According to information received by the Oregon State Motor association, Oregon Federal-aid system will not be completed for several years.

Oregon was represented at the 8th annual conference of state parks held in San Francisco, June 26, 27, 28 and 29, by Judge R. W. Sawyer of the Highway Commission, Professor A. K. Peck of Oregon State Agriculture college, and Ray Conway of the Oregon State Motor association.

The conference disclosed the fact that Oregon is in a very favorable condition as regards recreational areas and unspoiled wilderness areas.

While New York has just expended \$15,000,000 for the acquisition of a single recreational area, and California is voted on a proposed bond issue of \$6,000,000 to purchase proposed park areas, Oregon is faced with a lesser problem of conserving certain areas along the highway from exploitation by private interests and the acquisition of certain scenic spots so that they can be preserved for posterity.

The great wilderness areas of Oregon, contained for the most part in the National Forests, provide for hunting, fishing, hiking, mountain climbing, and other recreational desires to a greater extent than other states. In national forests alone, there are over 13,000,000 acres allowing 13 acres of wilderness.

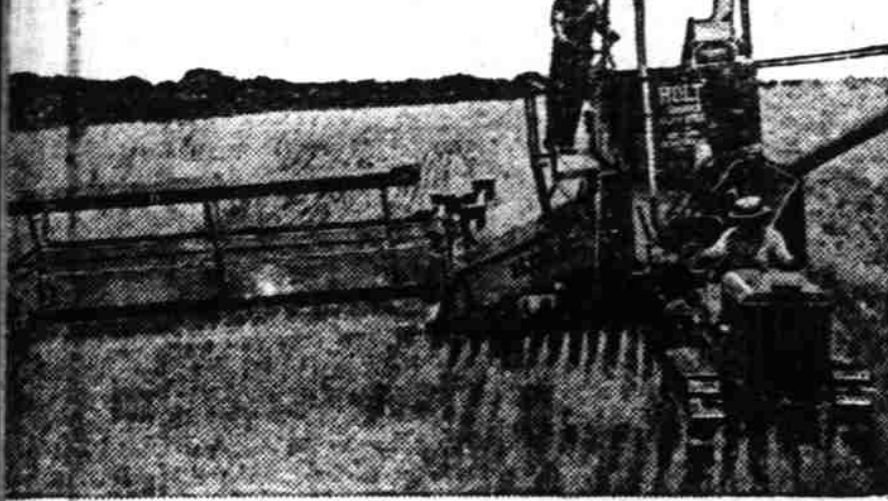
### HEADLIGHTS ADD GREATER SAFETY

(Continued from page 11.)  
rect position on the car. This method of testing and assembly by the use of companion fixtures does not permit the slightest variation.

The headlights have double filament bulbs. In place of the customary "dim," the angle of the light is thrown down in front of the car where it lights the road fully for the Oldsmobile driver without confusing approaching drivers. The "bright" action throws the light farther ahead on the road for cross-country driving. The main headlights also carry offset parking bulbs, thus putting the parking lights at the front end of the car where they belong.

The light control switches are located in the top of the steering column for convenience.

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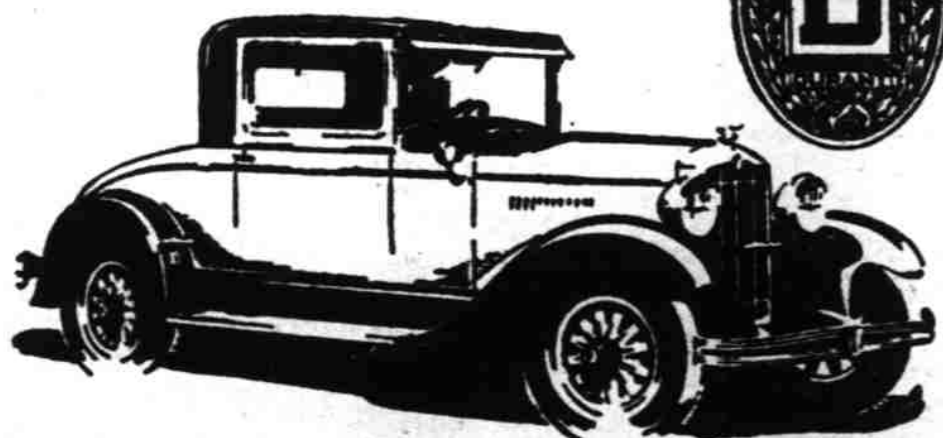
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