

**AMBULANCE CHASER  
TO MEET HIS DOOM**

**Victimizing Hosts of Motorists; Demands Immediate Extermination**

WASHINGTON, D. C., July 21.—Victimizing the motorist involved in an accident resulting in personal injury and "taking his cut" of the unfair settlements that he forces on behalf of the injured person in such a mishap, the "ambulance chaser" has become the object of a nation-wide campaign on the part of motor clubs, says a statement issued today by National Headquarters of the American Automobile association.

Cooperating with other agencies and enlisting the full weight of public opinion in behalf of the effort to stamp out the "parasitic" practices of this large and growing class, the motor club is in the fight until the last trace of the blight is removed, the executive officials of the AAA declare.

As a primary step in calling a halt to the illegitimate activities of the "ambulance chaser" who derives his name from the despatch with which he appears on the accident scene, the national motoring agency points out the alarming proportions of the evil in the current issue of its magazine, the American Motorist. In the ranks of the ambulance chaser are the despicable members of the honorable professions of medicine and law, allied with unscrupulous hospital attendants, policemen and other hangers-on whose depravity of conscience permits them to prey upon the public in a dangerous way, says the statement.

Placing its facilities for legal service at the disposal of the motorist who is at a loss for the proper procedure in event he feels himself being victimized, the AAA chain of 1,084 motor clubs intends to run down every instance of "ambulance chasing" called to its attention. Such a policy is essential to the complete extermination of the evil and its army of practitioners, motor officials believe.

"The service offered is not one of value to the motor car owner only," says the statement, "but to the possible victim of the automobile accident. The latter is preyed upon by the 'ambulance chaser' just as avidly as the former. Out of the unjust and unfairly obtained settlements received by the bureaus and companies affiliated with the general evil, the injured person shares disproportionately with the agent who makes the collection.

"The credulous motorist involved in a mishap and the equally credulous victims of such an accident obviously are easy prey for

**USED CAR MARKETS  
SHOW IMPROVEMENT**

**Vacation Days and Good Weather Speed Sales Over Entire Country**

The close of the first half of the year finds the used car situation more favorable than it has been for many months.

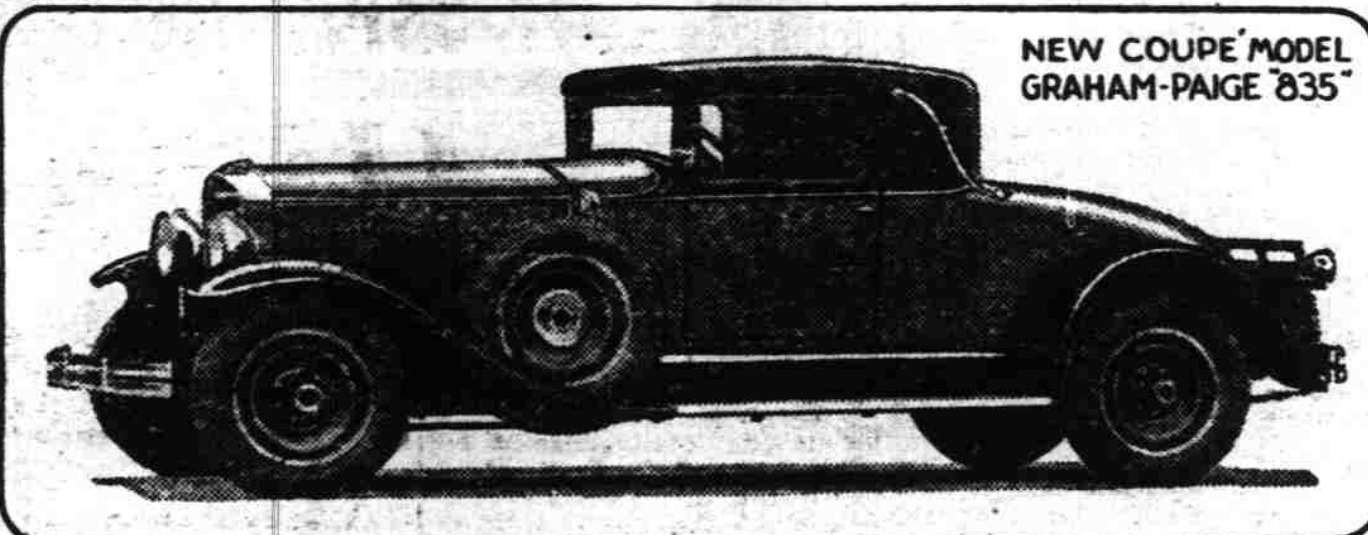
Most sections of the country are reporting an excellent movement of used car stock during the past month, with the last weeks of June showing exceptional gains. Good weather, together with the impetus created by vacation periods, is undoubtedly largely responsible for the steady upward trend that is being registered in used car sales by dealers throughout the country.

"An excellent idea of the present public demand for used cars is found in the report of our dealer organization for the week ending June 30 which showed the lowest inventories on record since the first of January," said W. F. Hufstader, director of used cars for Dodge Brothers, Inc., in discussing the situation.

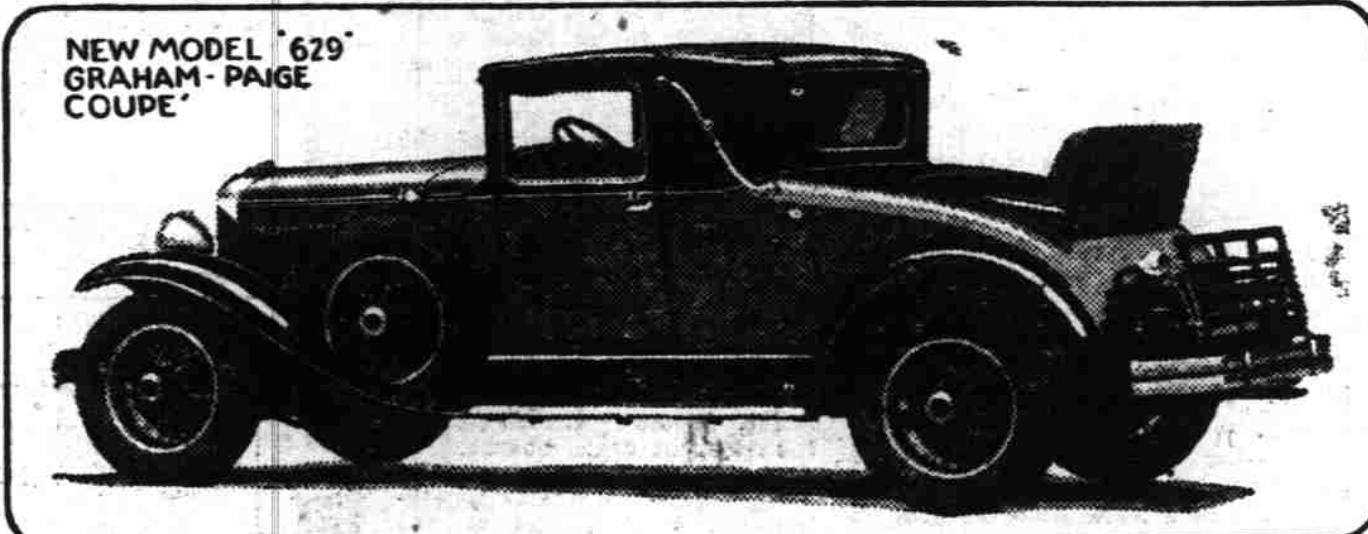
"During the last week of June, our dealer organization sold 5,581 used cars. This is the second high week of the year and the highest corresponding week in the 14-year history of the Dodge company. The gain during the last seven days of the month over the preceding week was outstanding and was a clear indication of the public's readiness to buy the right type of used cars."

Mr. Hufstader, after checking his reports, placed Dallas, Oklahoma City, Omaha, San Francisco and Seattle districts as the strongest used car points. Sales, however, are good in the Columbus, Des Moines, Indianapolis, St. Louis, Washington, Salt Lake

**Graham-Paige Coupes Presented**



NEW COUPE MODEL GRAHAM-PAIGE '28'S



NEW MODEL '29'S GRAHAM-PAIGE COUPE

Graham-Paige has brought out a coupe on each of its five chassis models. The two illustrated are typical of the new bodies. The eight and the 129-inch wheelbase six (model 629) has rumble seats. The 119-inch and the 114-inch wheelbase (six cylinder) coupes have four interior seats. The smallest six (model 610) is a two-passenger model.

Coupe bodies on five different chassis models are now being produced by Graham-Paige. With these additions, the Graham-Paige line comprises sedans and coupes on all chassis, and town and cabriolets on the largest six and the eight.

The coupes, which are all of the Graham-Paige standard in appearance and equipment, offer a wide choice in seating arrangement. The 110-inch six has a single wide seat for two passengers. The 114-inch and the 119-inch six-cylinder models seat four passengers. The 129-inch six and the 135-inch eight have a single wide seat inside and a rumble seat in the rear deck for two additional passengers.

The 610 model two-passenger coupe is finished in blue and black with blue wood wheels. The up-

holstery is genuine blue pigskin with imitation leather to match on the doors and sides of the body. The cover of the rear deck is hinged, concealing a commodious compartment adapted for carrying baggage or packages. Wood wheels are standard equipment, wire or disc wheels being available at extra cost. The 610 may be had also with six wire or steel wheels, carrying the two extra wheels in fender wells at the sides.

The 629 and 835 coupes are finished in turquoise blue, with black moldings and ivory striping. The equipment includes six steel disc wheels, the two spare wheels being mounted at the sides in fender wells. A folding trunk rack is standard equipment. The upholstery is whipcord in the driving compartment, and heavy wa-

terproof leatherette in the rumble seat.

The two four-passenger coupes on the 614 and 619 chassis are finished respectively in sandrunner gray and blue, with moldings of black. Wood wheels are standard equipment. On both models, wire or steel wheels are obtainable at extra cost. An additional option makes these models available with six demountable wheels, two spare wheels at the sides in fender wells. With this arrangement, a trunk rack is provided.

**Value of Automobile Hinges On Services**

The real value of any automobile hinges on the trouble-free performance it gives, right from the start.

Years ago, when the automobile industry was considerably younger, the first few months after the purchase of a new car became a period of adjustment between the buyer and the dealer. Service became a bugbear to both parties, and often it was a real drag on their pocketbooks.

Today, however, car construction has improved to a point where the man who buys a car expects to drive it from the retail establishment and use it indefinitely without requiring service beyond a minor adjustment or two.

As an instance of how the service problem on new cars is disappearing, Harry Adler, a Peerless dealer in uptown Chicago, tells of his experience since the Peerless Motor Car Corp. opened its Chicago branch on March 1.

Adler has delivered 40 new Peerless cars in five and a half months. In looking over his books he has found that the actual service costs on all these cars amounts to 49 cents per automobile.

"And," he adds, "we have no dissatisfied customers."

**PLAYS PIANO 5,000 FEET IN THE AIR**

**Aviator Has Sense of Humor and Plays Hymn His Mother Taught Him**

An aviator with a sense of humor recently played "Nearer My God To Thee" on a small piano that he was carrying from New York City to Atlanta, Georgia. The famous hymn seemed to be an appropriate selection to render inasmuch as the plane was 5,000 feet in the air and traveling at 100 miles an hour, through a driving rain storm. As far as it is known this is the first time a piano has broken all records for speed and altitude. Here's how it happened:—

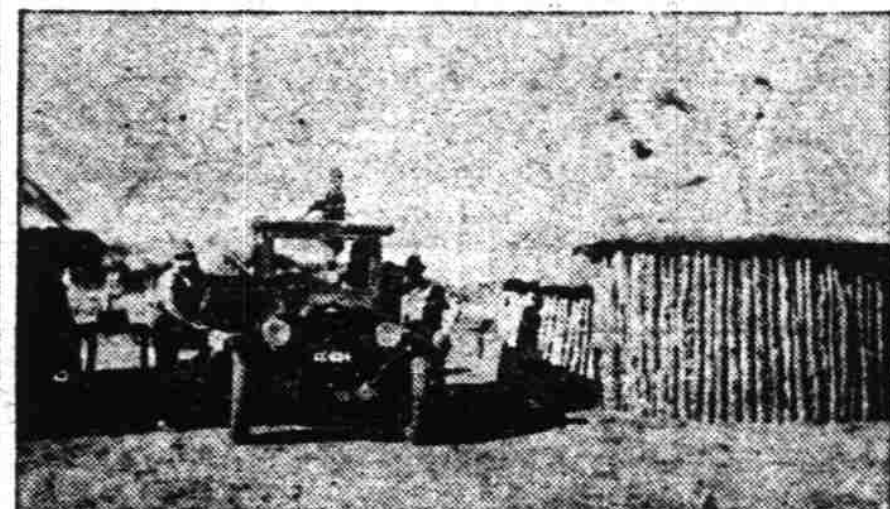
An orchestra playing what is known as "Big Time" found itself on the eve of an opening in Atlanta, Georgia minus one of its principal "props"—a midget upright piano. The piece de resistance of this act was a fat comedian playing on a little upright piano.

Somehow or other the piano was delayed in transit and after the orchestra leader failed to locate one in Atlanta, he wired a piano manufacturer in New York to ship him one by aeroplane. The manufacturer picked-out one of his prettiest little blue models and sent it by fast truck to Mitchell Field, where a big three motor plane was waiting. The little piano was moved into the cockpit and amid a whirl of propellers and a roar of the big motors, it was off for Atlanta.

The aviator crawled back into the compartment containing the

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**YOUR CARD, PLEASE!**



A Chevrolet party stopping at a typical tourist camp in Rhodesia, Central Africa, near Victoria Falls, one of the beauty spots of the world. The camp consists of empty rest huts with walls made of bamboo. The motorist tucks his visiting card by the entrance to signify temporary possession.

More than a half million of the 1928 series Chevrolet cars are on the road today, according to information just received by Pacific Coast Chevrolet Motor Company, Detroit.

This establishes a high record figure for public acceptance of a new model, as never before in the history of the industry has so large a number been delivered in so short a space of time. It is also more than 100,000 units in excess of the output of the factory for the corresponding period of 1927.

"In view of this new record and the fact that the peak-selling season has just got under way, the entire Chevrolet organization of the country is enthusiastic over the probability that this years performance will surpass that of 1927 when more than a million cars were manufactured and sold, by a good margin. It is deemed likely by factory officials that more than a million of the 'bigger and better' Chevrolets will be on the highways of the United States alone before the new year dawns.

"Reports of retail deliveries for the first four months of this year, plus the estimated figures for May, are said to indicate that the domestic dealer organization, with General Motors of Canada and General Motors Export Company, will have delivered approximately 525,000 Chevrolets by the end of this month."

Every month so far this year has shown a consistent gain over the corresponding month last year, according to Klingler, who states that the average monthly gain has been more than 20,000 units. As a result, deliveries to buyers during the first four months of 1928 were almost on a par with deliveries for the first five months of last year.

"This unusual performance, as indicated by Klingler, has been made possible through the far-seeing policy of the factory in planning its production facilities so that cars might be immediately available to the public everywhere."

**CERTIFICATE BEING HONORED BY MANY**

**Free Tire Service Now Available to Local Seiberling Users**

Hundreds of local motorists who are now preparing for their annual take-off to "see America first" will go with free and easy minds this season, as far as tire hazards are concerned, according to Walter Zosel, distributor of Seiberling All-Tread tires. They will carry with them, he declared, Seiberling Tire Protection certificates which are open sesame to more than 5,000 Seiberling dealers from Maine to the Golden Gate. In the event of the slightest difficulty,

"And that's what tire protection should mean," Mr. Zosel added. "A tire guarantee is only good for starting a supper fire, if the man who stands behind it is standing a couple of thousand miles away. But the Seiberling user needn't worry about that. If it should happen that Old Man Blow-Out, somewhere out in the sticks, jams a railroad spike or a half a milk bottle through his shoe, any one of the 5,000 Seiberling dealers who now dot the highways and by-ways of the country from coast to coast will repair the accident free of charge for him. His Seiberling Tire Protection certificate is his passport to motoring joy. It will get him the 'high sign' of a broad smile and a willing hand wherever he goes.

"Seiberling tires are now doubly protected. The special Seiberling design and the extra quantities of cotton and rubber that go into Seiberling tires are protection No. 1. The Seiberling Tire Protection plan is protection No. 2. The motorist who sets out thus doubly protected can toss his worries into the first grand canyon he comes to. He won't have any further need for them."

The Seiberling Tire Protection plan, one of the most remarkable service plans ever devised by a manufacturer and his dealers for the public convenience, provides that any Seiberling user is to be given free service on his tires by any Seiberling dealer for the period of a full year after purchase. In the event that the tire is injured beyond repair, he is to be given a new one at one-twelfth the original cost. If the accident occurs during the first month of use, at two-twelfths if during the second month, etc.

Mr. Zosel advises local motorists who ride on Seiberling All-Treads to "forget to lock the back door when you leave, forget to bring the tire wrench and the jack, but don't forget your Seiberling Tire Protection certificate."

**RETAIL SALES BRING ANOTHER HIGH MARK**

**Marmon Strikes Keynote of Public Approval With Two Lines of Car**

Another new high record for retail sales of Marmon straight-eight cars was established in June, according to a final compilation of sales reports at the Marmon factory which further reveals that the company's shipments in the first six months of this year were slightly more than 15 per cent greater than the total for all of 1927.

Last year, the first in which the Marmon company entered into volume manufacture of straight-eight cars, exceeded any previous year in the history of the company by nearly 300 per cent. The previous high monthly record was established in May of this year.

Early in June sales of the Marmon '68' and '78' reached the same level as last year's total and subsequent record-breaking activity in all parts of the country resulted in the new high monthly mark. In manufacturing approximately 115 per cent of last year's total in but six months of 1928, the Marmon company established one of the most remarkable records in the industry and, at the same time, climbed to first place among all producers of straight-eight automobiles.

Advance orders that have been received by the company for delivery the remainder of the summer insure a continuation of the record activity, with no letup in what generally is regarded as the dull season in retail automobile sales. Popularity of the two lines of straight-eights has grown rapidly and dealers everywhere report that sales are going forward at a rate that is comparable to the peak seasons of the year.

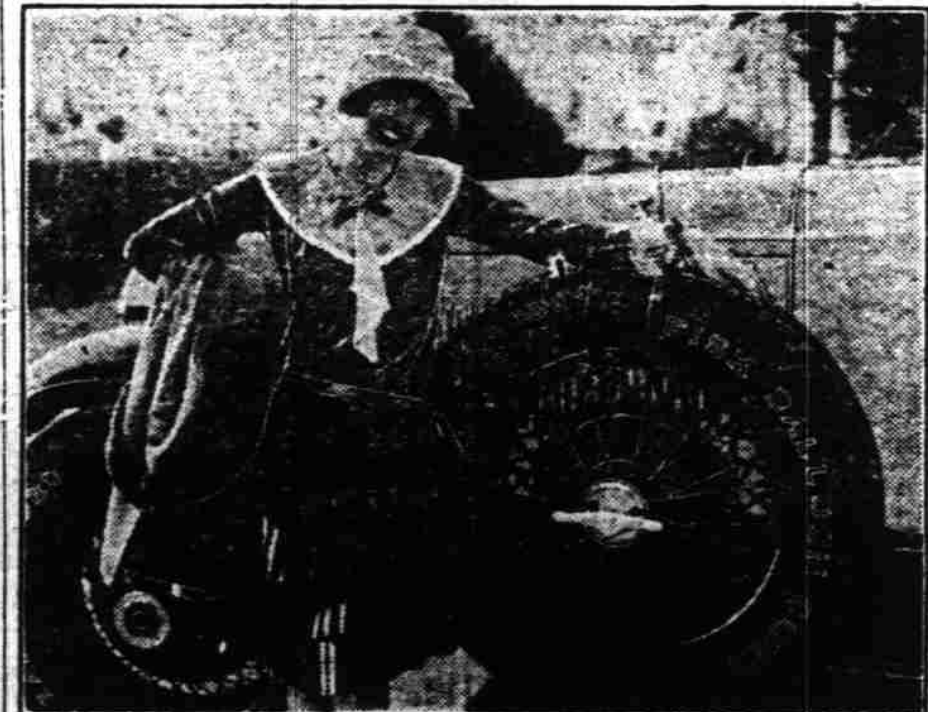
Although volume shipments of cars from the Marmon factory

**A Winner In The 1928 Redwood Highway Indian Marathon**



Symore Smith, member of the Digger tribe of Indians and one of the winners in the recent annual Redwood Highway Indian marathon, with Vera Savidge and Opal Gorton and their Chevrolet sedan which they used to accompany the runner. Smith was the official entry of Plumas County and was cheered and encouraged during the entire 482 mile run, from San Francisco to Grant's Pass, Oregon, by the two young women and their Chevrolet.

**STAR ADMIRES TIRE**



"Carrying a spare tire seems ridiculous when your car carries Fisks all around," says the charming Colleen Moore, piquant First National star. "But Fisks are so good looking that even a spare adds to the beauty of a car," she concluded.

**GREATER WEARING QUALITIES ADDED**

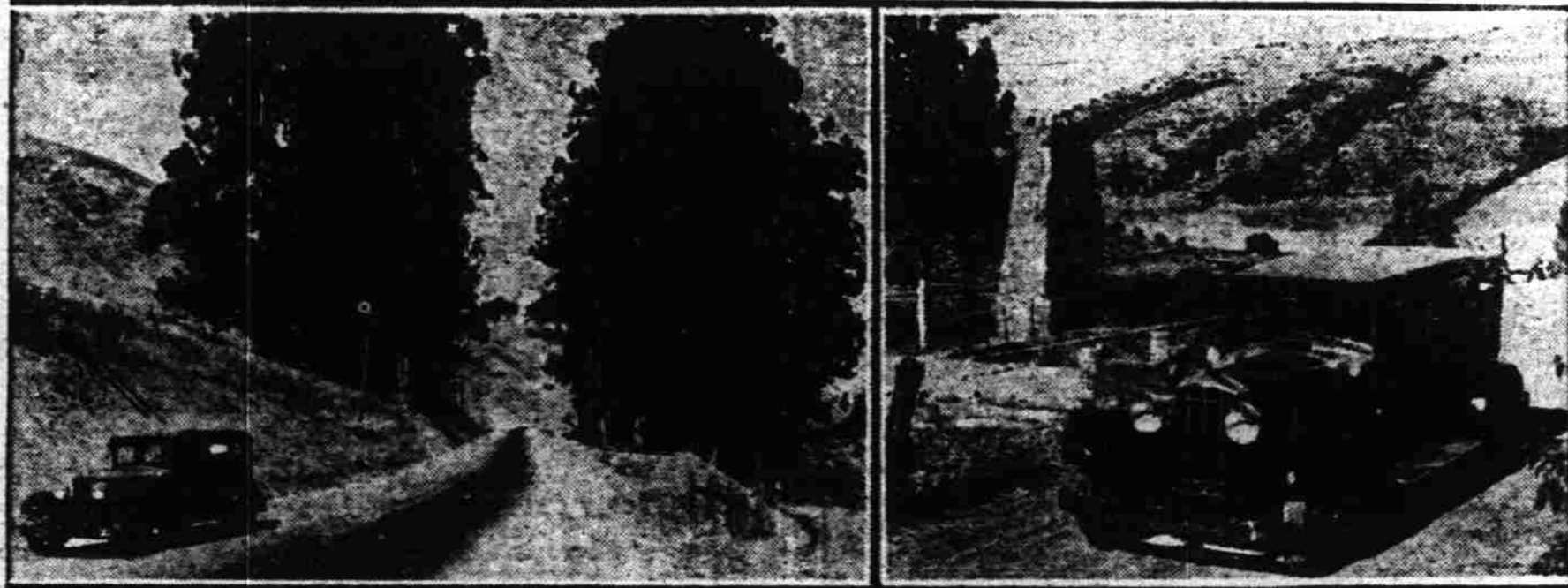
**Chemical Research Carried On Continuously at Large Factories**

AKRON, Ohio, July 21—Since the discovery, in 1839, that crude rubber mixed with sulphur and subjected to a certain degree of heat produced a tough and elastic product for many uses, the science of chemistry has contributed more than any other factor to about 30,000 products now manufactured of rubber. Chemistry was the foundation of rubber manufacturing in the beginning and the science of chemistry is directly responsible for the progress that rubber manufacturing has made since the discovery of vulcanization.

In the huge factory at Akron where Miller tires are made, there is a modern equipped laboratory, manned with a corps of expert chemists who work under the supervision of a chief chemist in constant exploration of the realm of rubber chemistry. Here, rubber is milled and compounded in small batches and hundreds of experiments are conducted with the sole

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**Transcontinental Link Completed**



Following the contours of wagon trails of the '49'ers, Dublin Canyon Boulevard, the connecting line between San Joaquin and Sacramento Valleys and the San Francisco bay region, and the western terminus of the Lincoln Highway is now open. Photos show (1) a Durant '75' Sedan on one of the many historic trails in the canyon, Pergola Hill and the ruins of a famous resort of

that name. (2) A sharp and narrow turn in contrast with the present 30 foot roadway where the turn like many others has been eliminated. (3) The smooth wide highway approaching Bulmer Hill. The canyon road, formerly seven miles in length, has been shortened nearly one mile, and its reconstruction cost \$350,000. It is a remarkable engineering feat say State Highway officials.

**CRANKCASE SHOWS QUALITY OF FUEL**

**Recent Tests Reveal Interesting Facts on Difference of Gasolines**

Where do you find the difference between "wet" gasoline and "dry" gasoline? In the crankcase!

That fact, astonishing perhaps to you as to many other motorists, recently has come out in an investigation of the effect of using different kinds of motor fuel. Ordinary gasoline contains "heavy ends," as the oil industry terms this kind of fuel, and these saturated particles are not consumed. They collect on cylinder walls and drain down into your oil, diluting it, lessening its lubricating value.

In actual tests, it was found that oil in a motor crankcase was diluted nearly 50 per cent when the car was run with ordinary gasoline, whereas there was scarcely any dilution when the fuel chosen was Shell 400, the dry gasoline sponsored by the Shell Company. It's in the crankcase that you find the answer as to which is the better fuel!

Shell 400 has none of the heavy

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