

LOW-PRICED AUTO BUYER NO SMALLER

No Reason Why Cars Should Be Smaller, Argues Chrysler Official

Why is it that low-priced cars have always been small, and that the lower priced they are the smaller they seem to be? asks J. W. Frazer, Chrysler and Plymouth sales manager.

"To say that buyers of low-priced cars are smaller physically than those of higher priced ones is plain foolishness," says Mr. Frazer. "Furthermore, owing to the prevalence of larger families among those in more moderate financial circumstances, low-priced cars generally carry more persons per car than those of higher price. The former is truly the family car—the only one that family has. It serves both parents and children alike at all times.

"Commensurate to his pocket-book, the buyer of a low-priced car wants and has the right to expect just as much as the manufacturer can possibly give him in size, comfort, distinctiveness, performance, style and luxuriousness, as the man who can afford to pay more. Somehow, everyone seems to have overlooked that until now, when it is brought out forcibly in the new Plymouth.

"Just how much these conveniences are demanded by buyers in the low-priced field is evidenced by the tremendous popularity of the new Chrysler Plymouth already has created. Dealers all over the country are reporting that never before have they received such enthusiastic comments over a low-priced car as they are receiving about the Plymouth. Buying orders are coming to the factory by the thousands. Such spontaneous enthusiasm can mean only one thing—that the Chrysler Plymouth has filled a definite want of long standing, and that scores of thousands of buyers of low-priced cars are turning to it for their next automobile.

"The Chrysler Plymouth is giving the buyers of low-priced cars the utmost they can get for their money, in comfort, size, distinctiveness, luxury and performance. That is why this new Chrysler-built car already is revolutionizing the entire low-price field."

MAINTENANCE COST CUTTING PROPOSED

Progressive Dealers Seek to Assure Car Owner Pleasure and Economy

Preventative maintenance is the medium that assures both pleasure and economy to the motor car owner, according to T. H. Stambaugh, general service manager of Oldsmobile. He says that the progressive dealer, realizing the importance of preventative maintenance, is making it an integral part of his business.

"We have developed three methods to foster preventative maintenance in the Oldsmobile organization," Mr. Stambaugh says. They are the design of the car; training our service men in economical and proper methods, and educating our owners in the value of regular car inspections.

"What our engineers have accomplished in design is strikingly illustrated in our new Oldsmobile. Simplicity and ease of servicing have dominated their work. The new engine is one of the 'cleanest' ever designed, having fewer wires, gas and oil lines, parts and accessories exposed than is usual. This one factor means greater ease and accessibility in maintaining the car. Another feature of the design is the large ports that open into the valve mechanism chambers of the engine, giving quick and easy access to these parts.

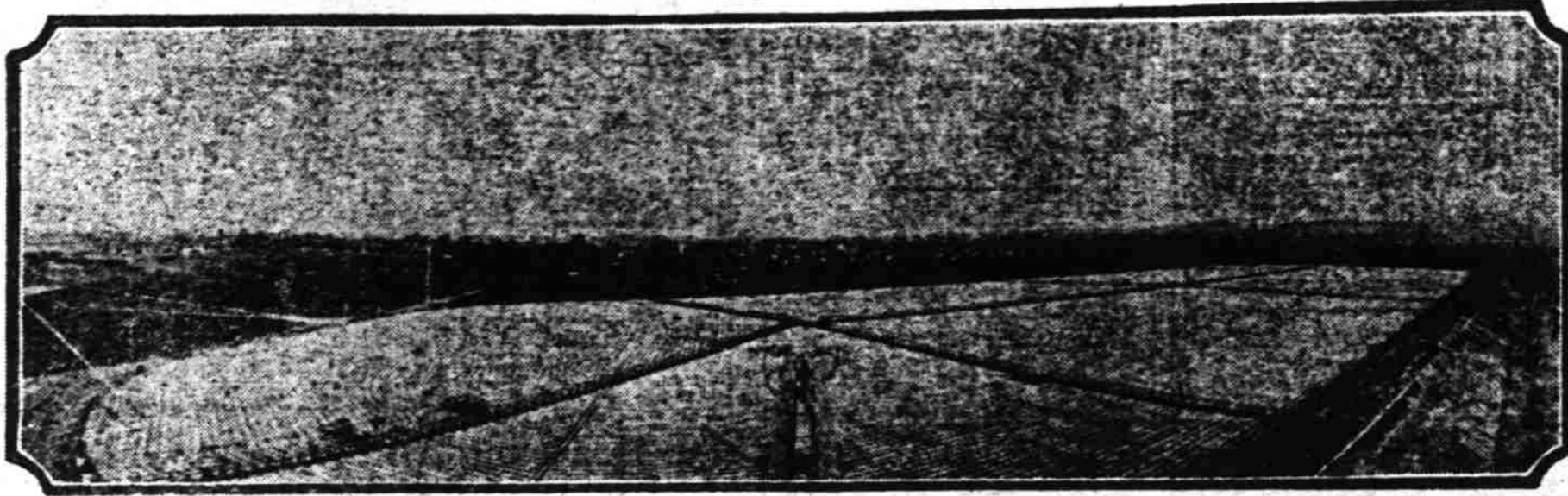
"Our service engineers constantly are seeking quicker and simpler methods of performing necessary maintenance operations. Special time-saving equipment is designed which will facilitate any work required and lowers maintenance costs. Our branch, distributor and dealer service organizations are trained in their use as well as preventative maintenance practices which is a real service to Oldsmobile owners.

"At the same time we impress upon Oldsmobile owners the advantages of bringing their cars to the service station at regular intervals for general lubrication inspections and adjustments. "Preventative maintenance is the same insurance of good automobile performance as the annual visit to the doctor and dentist is assurance of good health and sound teeth. In other words, it is the 'itch in time' that saves many 'itches' later on."

CHIHILI RENAMED SHANGHAI—The Nanking Nationalists, having captured Peking plan to change the name of its province from Chihli to Hopel, meaning "north of the Yellow river," to erase another trace of the Chang Tso-Lin regime.

The man who makes the most noise during an argument usually has a weak case. The less righteous the cause the greater the need of oratory.—McMinnville Telephone-Register.

LARGEST OIL RESERVOIR IN THE WORLD



The largest oil reservoir in the world, holding 4,000,000 barrels, has been purchased by the Union Oil company from the Pan American Western Petroleum company. This huge underground oil container, 1425 feet long by 500 feet wide, covers approximately 50 acres. It is so constructed by excavation and embankment that

about one third is above ground. It is located at the Los Angeles Harbor.

The deal, under which the transfer of the reservoir was consummated, also includes an additional 2,100,000 barrels of steel storage, together with 4,000,000 barrels of refining crude, 95 acres in fee, pipe lines, pumping storage

and other accessories. Acquisition of the reservoir and steel tankage gives the Union Oil company a total oil storage capacity of more than 25,000,000 barrels.

At present the Union's combined production and purchases aggregates about 110,000 barrels

daily which is approximately 3,000 barrels less than that of December 31 last. This is caused by shutting in production and curtailing new drilling in proven territory whenever possible and is in line with the policy set forth by Governor Young relative to conserving the oil resources of the state.

GOLF ENCOURAGED BY USE OF AUTOS

Most Courses of Necessity Well Out in Country, Travel Eessential

The passing of one of the oldest hand presses in the country, from active service, caused quite a stir in California recently. A famous collector of ancient goods symbolical of American historical life, slipped in, purchased this old press and silently shipped it east.

The little city of Independence, in Inyo county, where the old Washington hand press gave 61 of its 79 years of continuous duty put up a gallant battle to keep the old "war horse" but recent financial troubles placed limitations on the efforts of the citizenry. The city mustered up a bid of \$400, but the collector with his million thought nothing of saying \$500 and the auction was over.

A Victory Six by Dodge Brothers, with a scouting party of Dodge Brothers dealers was one of the last to see the press in its dingy quarters in the rear of the shop where the Inyo Independent was printed.

The history of the now retired press reads like a page from Gulliver's Travels. It was originally purchased in 1849 and went to Baton Rouge, La., where it printed a paper that helped elect Zachary Taylor president of the United States. Then came the gold rush and the highly polished "flat bed" was started for California.

A barge on the Charges river upset and the press had to be fished out. Mules carried it across the Isthmus of Panama. Boats were crowded at this time, so the press halted and printed the Panama Herald for a time.

In 1850, with its usual staccato flop and wham sound, like every noble Washington flat bed, she arrived in San Francisco through the Golden Gate and ran off copies

of the Placer Times and Transcript.

Then in 1851 San Diego was booming along and the press took a turn at running off the San Diego Herald. Following this, the Mormons, starting a settlement in San Bernardino, wanted a paper, so the press was sold to them.

Aurora, Nevada, a flourishing mining town, was next on the list and mules packed the press 500 miles. Here the Emerald Star was published. This was during the civil war times and firearms were brought into play to protect the old timer. The paper was supporting the Union cause.

Late in the 60's she was moved to Independence, where she has faithfully run off the paper there, over 3,000 issues having been published.

Now the active life is a thing of the past—California has lost a faithful servant that many people feel should have been kept. It served long and well and many an old time printer will regret to hear that the "30" dash, meaning he end of the finish in typographical lore, has come for the ancient warrior.

Pin May Wear Before Bushings, Is Warning

Development of looseness in the steering may be found due to wear in the king pin and its correlative units.

To tell whether the pin or its bushings is most likely to wear first is a matter of determining the metal of which each is made. If the bushings are of bronze, as they are in some cars, the pin will wear first. Otherwise, the bushings first should be inspected.

Replacement of either is not difficult, but frequently the wrong unit is supplanted by a new one and the original trouble remains uncorrected.

MJ, MJ, MJ

She: I see in the paper that three persons were killed in a feud. He: Those little cheap cars are dangerous.—Oregon Motorist.

PERU PROGRESSIVE IN ROAD PROGRAM

700 Miles Built, Resurfaced or Reclaimed in Seven Years, Record

The reclaiming, resurfacing, and rebuilding of seven hundred miles of motor roads in seven years is not a bad showing for one of the world's most mountainous countries.

Today, Peru looks back on this accomplishment as one of the highly important features of her progress. But President Leguia is not satisfied; he calls for more roads, and his sentiments are echoed all over the country by progressive citizens.

Let's spend 3 1/2 million dollars more in the next three years, say the Peruvian officials in substance. This sum will add connecting links to the roads already in operation and thereby open new regions to exploitation—to the sheepman, the plowman, the mine operator, the immigrant from Europe. In addition to the several millions of dollars above noted, \$800,000 has been provided in the Government's budget; and this sum is to come from the general revenues, while the larger amount is provided by a national loan. On some of the new roads the system of tolls has been established and from this source a constantly increasing revenue is derived.

Today there are in operation more than 10,500 motor vehicles in the country, and some of the traffic, particularly on the eastern slopes of the Andes, is through the primeval wilderness which until recent years was traveled only by the mule and the llama caravan. For instance, the motor car service from the Oroya Railroad to the "tall timbers of Tarma" is working marvels in the progress of that interior region.

Of course, in Lima, Callao, and other coastal cities, the splendid boulevards and suburban high-

teleg points throughout the Pacific Coast section and established for the benefit of Fisk dealers and consumers.

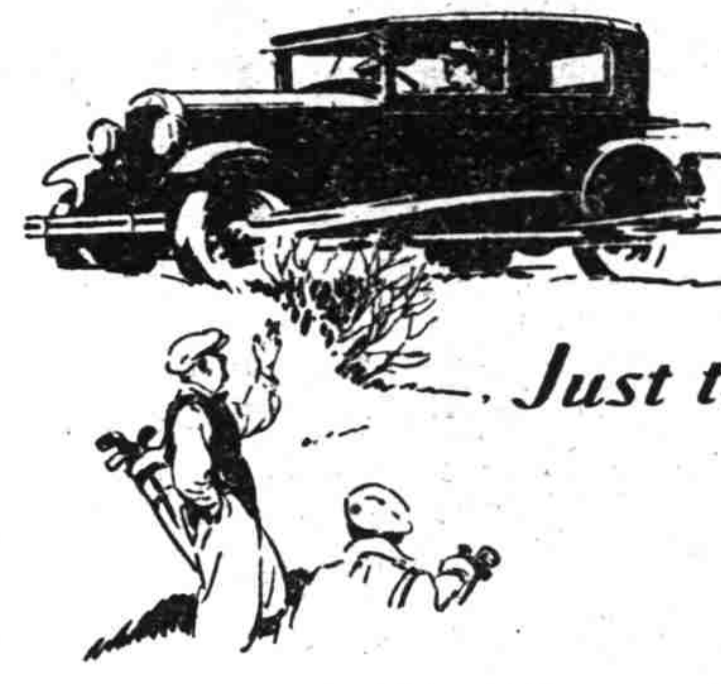
Read the Classified Ads

Clock-Wise Direction Gives Leaner Mixture

To lean out the carburetor, turn the needle valve clockwise. To enrich it, the auxiliary air valve should be turned similarly.

It occasionally happens that the motorist forgets this process. This is the time of the year to cut down the flow of gasoline to the carburetor. Warm weather calls for a leaner mixture.

IT'S A BORN HILL CLIMBER



Just try it!

Come drive this new Oldsmobile yourself. Try it out on the longest, steepest hill you know. You'll be thrilled at the way its smooth, even flow of power carries you on, up and over—

Its great new 55-h. p. high-compression engine with a new-type cylinder head of General Motors Research design provides speed, pick-up, power and stamina to fulfill every motoring desire.

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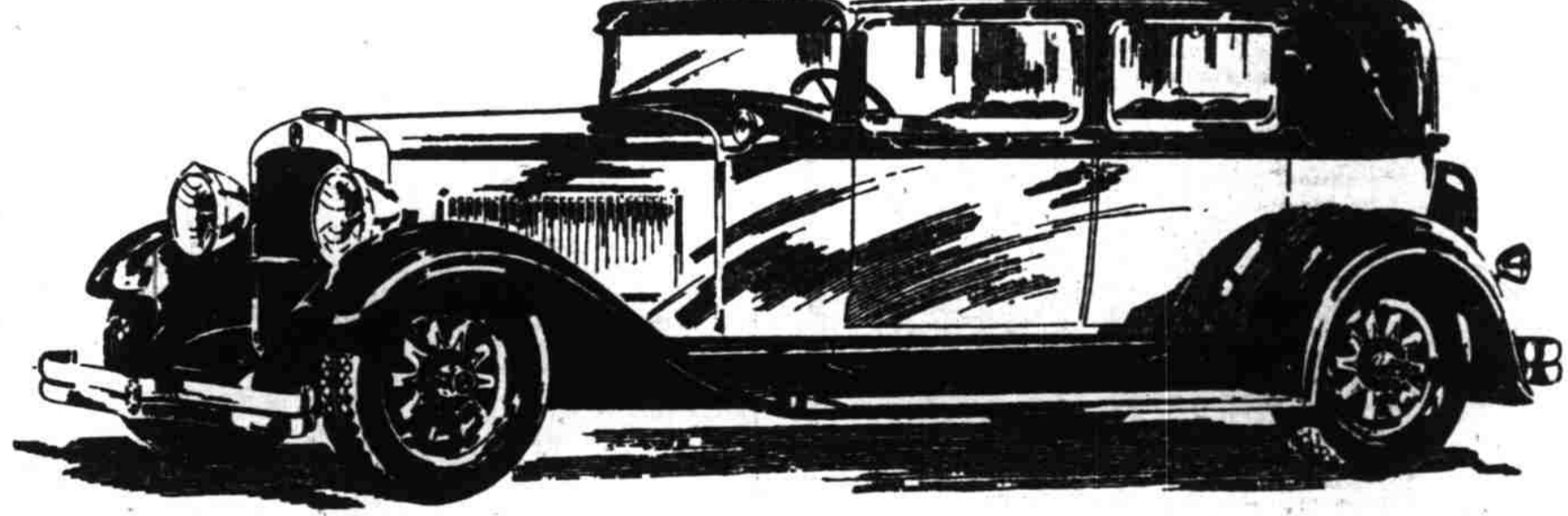


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