

"GYP" SERVICE CLUBS ABOUND

Car Owners Being Motored By Fly-by-night Motorist Organizations

WASHINGTON, D. C., Aug. 4.—Taking advantage of the tremendous increase in motor touring and the demand on the part of the motorist for service, a swarm of "gyp" operators has descended on practically every state in the union, and the car owners are paying thousands of dollars a month as a graft levy to fly-by-night concerns that are masquerading as motor clubs, or motor service organizations.

This statement was issued today from National Headquarters of the American Automobile association based on exhaustive reports from its own agents, and scores of cases reported in various states, while this evidence of "gyp" activity is confirmed by the records of federal agencies and better business bureaus.

"In addition to hundreds of car owners," says the A.A.A. statement, "who have purchased worthless service contracts from questionable organizations, the depredations of the 'gyps' have imposed a heavy toll on garages, service stations, filling stations, and hostleries catering to the motorist." The statement continues, "Some of the most notorious 'gyp' operators in the country are at the moment reaping a golden harvest in practically every state. They are finding easy pickings among motorists, who, without investigation, are buying so-called service contracts from virtually unknown concerns, which are organized and run purely for the profit of the promoter and his high pressure salesmen. They are here today and gone tomorrow, leaving a trail of fleeced car owners, who in many instances hate to admit they have been stung.

"In order to protect the car owners from this species of graft, we have secured the cooperation of the postoffice department, the department of justice, and better business bureaus throughout the country. The trouble, of course, is that as soon as the trail gets too hot for a 'gyp' in one state or locality, he moves on with his booty, starts operations elsewhere and leaves hundreds of motorists and garage owners with nothing but a scrap of paper to show for their departed cash.

"One of the difficult features of the situation is that many of these privately operated organizations give themselves high sounding names or trade marks of well known organizations, in which the public has confidence, such as the American Automobile association, all of whose clubs are managed and operated by citizens of the community in which they function as non-profit service and civic organizations.

"There is one simple way in which a motorist or garage owner can determine for himself the nature and character of the organization that proposes to sell him automobile service. He should ask every salesman who the local officials of the corporation he represents are, that is, who is its president, its treasurer, its board of directors, and its secretary. If he is not satisfied with the answers he receives, he should call up the secretary of the nearest better business bureau, or the nearest A.A.A. motor club."

Victory Six Again Victorious



CARS built for racing had no appeal for Sam Jewell, of Duncan, Okla. He took a Dodge Brothers standard equipped Victory Six coupe and won the Oklahoma-Texas sweepstakes. Jewell captured the 20-mile feature race and an eight-mile preliminary contest, and finished second in a six-mile race at the Duncan Speedway, a half-mile dirt course.

WILLYS-OVERLAND DELIVERY RECORD

In a recent record breaking car delivery day for Willys-Overland, when 2,951 Whippet and Willys-Knight cars were shipped in the one day period, there were 815 of these cars turned over to dealers who came to the factory to drive them away.

Two records were broken, the first being total deliveries for one day, the second being total driveways for one day.

The driveways were made by dealers within a radius of 250 miles of the factory at Toledo who came to the factory rather than wait for the slower method of taking delivery by freight.

While the freight shipments were handled in the usual manner, the driveway problem introduced new elements which taxed the efficiency of the organizations by giving them a limit of 51 seconds per dealer in which to make delivery within the ten hour working period.

Advance designation of orders for specific cars were in the hands of the driveway delivery division upon which devolved the necessity for properly entering the sales orders and assigning the car units by serial and motor number.

Papers arranging for the taking of the car by the dealer were prepared in anticipation of his arrival. Installation of equipment, both regular and special in accordance with the dealer's orders, was taken care of in advance of the coming of the men who were to drive the cars away.

This introduced an element in the factory shipping division which is ordinarily taken care of by the service department of the dealer's own organization.

Installation of dealer's local license plates and arrangements for payment of the cars as they were turned over, as well as the lining up of the cars to avoid confusion in delivery, were problems in organization which had to be attended to in advance.

Ten hours after the first car in the driveway had rolled away under its own power, car number 815 of the record breaking number, was on its way to its final delivery to the retail buyer.

MODERN RESEARCH CUTS MILE COSTS

Modern research, more than anything else, is responsible for "The finest tire than money could buy before the war would not have merited the confidence which 5,000 Seiberling dealers all over the country show today when they bet their time and labor that no Seiberling All-Tread will give a moment's trouble during its first year of use. Every one of those 5,000 dealers stands ready to repair any accident to a Seiberling tire free of charge. Under the Seiberling nationwide tire protection plan, it makes no difference whether the tire was bought a hundred or a thousand or five thousand miles away. If the tire is injured beyond repair—from whatever cause—a new one is supplied, and the motorist pays only for the use he has had out of his first tire. Thus, if the accident occurs during the first month of use, any dealer will supply him with a brand new tire at one-twelfth the purchase price. If the accident occurs during the second month, at two-twelfths, etc.

"The local Seiberling user who heads for distant horizons during August hasn't a tire worry to his name—and science and research are responsible for his happy peace of mind."

LONG TRIP SHOWS WHIPPET STAMINA

The speed, power, stamina and economy of the Whippet Four cylinder car was again demonstrated a few days ago when E. J. Sullivan of Grinnell, Iowa, drove his stock Whippet sedan from Chicago to Denver, Colo., a distance of 1167 miles in 26 hours, 18 minutes. The time of the fastest train between those two cities is 27 hours, 30 minutes, over a 124 miles shorter than that traveled by the Whippet.

This remarkable run was officially timed by representatives of Western Union, both at the starting point and at the finish line.

Every type of highway was encountered by the Whippet during the grueling test, Sullivan said, only one quarter of the route being over paved highways while the balance was either dirt or gravel roads. Despite this heavy going, the Whippet speeded westward through misty weather and

ADD SPORT TOURING TO VICTORY 6 LINE

Addition of a sport touring car to the Victory Six line has been announced by Dodge Brothers, Inc., the body being leaf mould brown trimmed in beetle green. Upholstery is tan shark grain leather. Standard equipment includes six wire wheels, the two spares being mounted in welded front fenders with trunk rack in rear.

Nickel plating of the windshield frame, head and cowl lamps, standards, molding, steering column, gear shift and hand brake levers, bumpers, spare tire carriers, door handles, hood hinge and latches and hub caps add unusual beauty to the car. The windshield is designed so it can be pushed over forward when the top is down.

Instrument board equipment contains the starting button within easy reach of the driver. Grouped under a single glass panel illuminated by a hooded dash light are the speedometer, ammeter, fuel gauge, oil gauge and engine temperature indicator.

Roominess in both front and rear seats is featured in the body construction. Seat cushions are built unusually wide and deep and adjusted at angles for maximum riding comfort. Riding qualities are completed by four hydraulic shock absorbers, while internal expanding hydraulic brakes match the acceleration, and speed developed by the Victory Six engine. The car is priced at \$1,245 f. o. b. the factory.

Peacock Train

A new little peacock train appears on a navy blue cire chiffon gown for evening. The black hat flat draperies of rounded, slanting line, with the train coming from under, being the bottom section.

ARTISTIC TRIUMPH CLAIM FOR AIRMAN

Introduction of the new Franklin of the Airman Limited, declare an initial appearance a few days ago, is said by persons closely identified with the automobile industry to represent an artistic triumph for the Syracuse manufacturer of air-cooled motor cars.

Thousands who visited show-rooms of Franklin dealers immediately following the first showing of the Franklin Limited, declare that this new series of quality motor cars definitely establishes an era of luxuriousness in automobile never before reached by American or European car manufacturers. Unusual significance is attached to the comments heard in Franklin dealer showrooms from women motor enthusiasts. The outstanding style development of the interiors of the Airman Limited brot about an unusual response from women, according to scores of wires that came to the executives of the Franklin company immediately after the initial showing.

The rich interior color schemes, upholstery design and appointments which give an air of unusual luxury and comfort, won instantaneous approval from women buyers, dealers reported. They showed marked interest in the Franklin innovations such as the loss pillow on the seat which catches the upholstery, the two foot cushions which replace the old type foot rest, and the comfortable arm rest at either side and the center of the rear seats and the lounge robes in keeping with each type of car.

Miller Tires GEARED-TO-THE-ROAD Cost you Less!

AND here's why. There are more miles built into them, so you get more miles out of them. Miller uses only the finest rubber money can buy—and controls its own cotton mills to insure uniformity of fabric construction, combining all the manufacturing advantages known to science. The result—in greater service will amaze you.

Note This!

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ROCKIES' HIGHWAYS IN GOOD CONDITION

Motorists planning trips into the Rocky Mountains will find the route to Spokane and thence north into Canada in good condition. Beyond Spokane, conditions are reported as follows by A. E. Shearer, manager of the Touring bureau of the Oregon State Motor association.

Hard-surfaced road to Sand Point and fair dirt and gravel road to the border. Some rough road beyond Kingsgate with good gravel road, somewhat narrow, to Cranbrook; thence good gravel surfaced road to Banff and Lake Louise.

The Triangle trip, known as the Kicking Horse Trail, from Lake Louise to Golden, thence to Radium Hot Springs and return, is open and in first-class condition.

Motorists wishing to use the All-Canadian route from Lake Louise to Vancouver may ship their cars between Golden and Revelstoke, and continue thence on fair dirt and gravel road west across British Columbia to Kamloops, Pavilion and down the famous Fraser River Highway to Harrison Hot Springs and Vancouver.

Fur Kerchiefs

A novelty for fall promises to appear in the form of fur kerchiefs to neckpieces. Flat furs are used for these.

A caramel colored satin frock has little soft puffs of its fabric making an attractive little corsage at the left side of its girle.

JULY RECORD WILL INCREASE BIG LEAD

July records will show the Willys-Overland company in less than seven months, to have exceeded its greatest previous year's production according to a statement made this week by executives of the company. With its total six month production up to the end of June slightly in excess of 200,000 Willys-Knight fours and sixes, it is only necessary during July to produce less than 15,000 units to exceed the greatest previous year in the company's history—1925 when the company built a total of 214,460 cars in the year. The actual July shipments will be well in excess of the 15,000 required.

This announcement closely follows the production of the 2,000,000th car which came off the assembly line at the Willys-Knight plant in Toledo on July 9.

Throughout the present year Willys-Overland has been setting new monthly production sales records, said to be the natural outgrowth of a demand for Willys-

AGED WOMAN DIES VISITING COOLIDGE

SUPERIOR, Wis., Aug. 3.—(AP)—Mrs. W. H. Rivers, an 80 year old civil war widow, paid with her life today for the privilege of being photographed with President Coolidge. Although suffering from a weak heart, which caused her to faint before leaving her home, Mrs. Rivers insisted on participating in a visit which members of Fortress 13 of the national daughters of the Grand Army of the Republic, paid to the White House executive offices this morning.

At the office the callers were lined on the front steps awaiting Mr. Coolidge to come and stand among them and be photographed. Although Mr. Coolidge was only delayed a very short time, the strong sun was apparently too much for Mrs. Rivers who fainted and fell on the granite steps.

She was taken to St. Mary's hospital where she died a few hours later. Hospital physicians attributed her death to a weak heart.

Read the Classified Ads

Knight and Whippets never before experienced by the Toledo manufacturer in the 20 years existence of the company. It is certain that at the close of 1928 Willys-Overland will have entrenched itself more strongly than ever among the three leading car manufacturers of the country.

Early in January John N. Willys, president, announced the price cut on the Whippet four cylinder cars which resulted in the greatest buying demand in the company's 20 years existence and which has necessitated the greatest production era in the company's history in an effort to catch up with the thousands of unfilled orders from month to month.

A few months later the new Willys-Knight Standard Six was introduced at the lowest price range in Willys-Knight history. This was followed by a price reduction with attendant increased sales.

In April Mr. Willys made his third master stroke of the year with the introduction of the new Whippet Six, the lowest priced six cylinder car in the world, equipped with a seven bearing crankshaft and other features usually associated only with cars selling in the higher price classes.



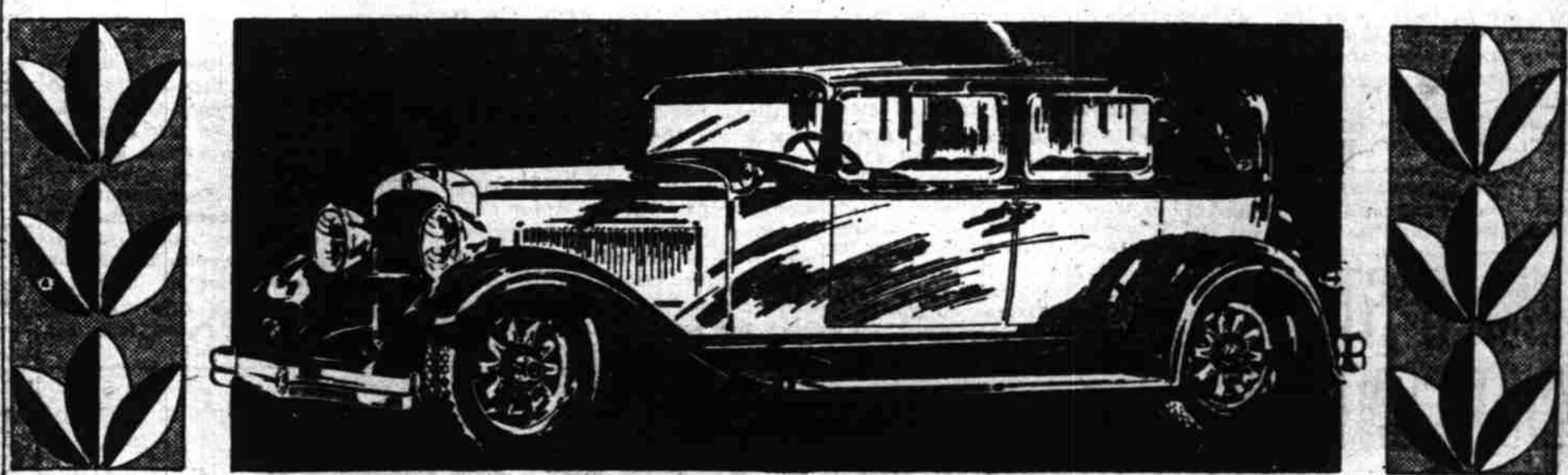
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Motor cars of high price, such as the Rolls Royce, prize Bijur centralized chassis lubrication as an invaluable feature.

Nash, at moderate price, has it as standard equipment on all "400" Advanced Six models.

Bijur operation is simplicity itself—and it is invariably efficient regardless of changes in temperature.

There's a lever conveniently placed for your left toe at the floor board.

Simply depress it once and 21 points are automatically oiled, including all spring shackles.

Bother and expense of service station lubrication are eliminated.

Wear at vital chassis points is avoided.

Annoying squeaks and groans are stopped before they start.

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Twin-Ignition motor	7-bearing crankshaft (baller crank pins)	World's easiest steering	One-piece Salon fenders
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