

# FIVE NEW CARS ARE ANNOUNCED

### De Luxe Models Produced by Oldsmobile and Fisher Artist-Engineers

Five new de luxe models, the latest achievements of Oldsmobile and Fisher artist-engineers, are announced by Oldsmobile and Fisher. These are in addition to the present line of seven body types announced early this year and which continue unchanged.

The de luxe line consists of the de luxe landau, de luxe roadster, de luxe sport coupe, de luxe four-door sedan and the de luxe phaeton. Additional equipment, new color treatment, advanced interior finish and refinement in design distinguish these models.

**Same Mechanically**

Mechanically the standard and de luxe Oldsmobiles are the same. There has been no change made in the engine and chassis, which are the result of more than 1,000,000 miles of test driving at the General Motors proving grounds, made under the supervision of Oldsmobile engineers before the new car was announced in January. These performance tests have been further confirmed by the enthusiastic endorsement of more than 60,000 owners of new Oldsmobiles since January 1.

The new line of de luxe Oldsmobiles has been particularly designed for a growing class of Oldsmobile owners who, in the past, have driven more expensive cars. They have been highly pleased with Oldsmobile performance and desire only the most modish of styles which the de luxe line affords.

**Have Wire Wheels**

All of the de luxe models are equipped with six wire wheels, six tires and tubes. The two spare tires are carried in wells built into the two front fenders. They are maintained in a rigid position by a chromium plated bar holder which also supports the spare tire locking devices.

In those models lending themselves to that treatment—and these include the landau, sport coupe and four-door sedan—the fenders, step housing, hood slits, front dust shield, rear cross member skirt and lamp tie rod have been finished in color to harmonize with the car finish. Black enamel has been used to finish these parts on the de luxe roadster and phaeton as this black treatment, in the case of the open cars, gives an added touch of smartness.

**Trunk Rack Added**

The removal of the spare tire from the rear of the fender well has permitted adding a trunk rack as standard equipment on the de luxe models. This rack is folding. It can be used down in position to hold a trunk or folded up against the rear quarter. In either case, it enhances the beauty of the rear of the car.

The latest twinbeam head lamps are full chromium plated as are the radiator shell, bumpers and other exterior trim. Chromium plating was introduced into the automobile industry more than two years ago by Oldsmobile. It gives a hard, brilliant finish which is not affected by rust or corrosion.

**Springs Encased**

All four springs are encased in leather boots in the de luxe line. These serve a double purpose by adding to the clean, trim appearance of the car and also in enhancing the quietness of operation.

A fine quality of heavy mohair in attractive design is used for the upholstery of the closed body types. In the landau the instrument panel is of burl walnut finish. Exceptional care has been taken in designing the interior finish of the de luxe models.

**Blue Predominates**

Traville blue is the dominating color of the de luxe landau. London smoke is used as a contrast on the moulding and Lorenda green for striping.

The de luxe roadster is finished in two tones of green—Orinoco and Amazon. The belt panel at the sides is in Locust cream.

Shades of brown distinguish the de luxe sport coupe. Crockett brown is used on the upper panels and Toledo brown on the lower. The belt panel is in Locust cream with London smoke used on the garnish moulding and golden yellow for striping.

The de luxe four-door sedan is a combination of Birmingham and Bloomfield greens.

To these tones are contrasted London smoke mouldings and cream striping.

Smart shades of gray—dust proof and armorial—are used to finish the phaeton body. The belt panel is Abbott gray and ivory is used for striping. Gray leather upholstery is used.

**Gains Quick Attention**

In addition to the extra equipment the de luxe line also has all of the equipment of the standard line. These include front and rear bumpers, four Lovejoy hydraulic shock absorbers, rear vision mirror, stop light, automatic windshield wiper and engine heat indicator and gasoline gauge on the instrument panel.

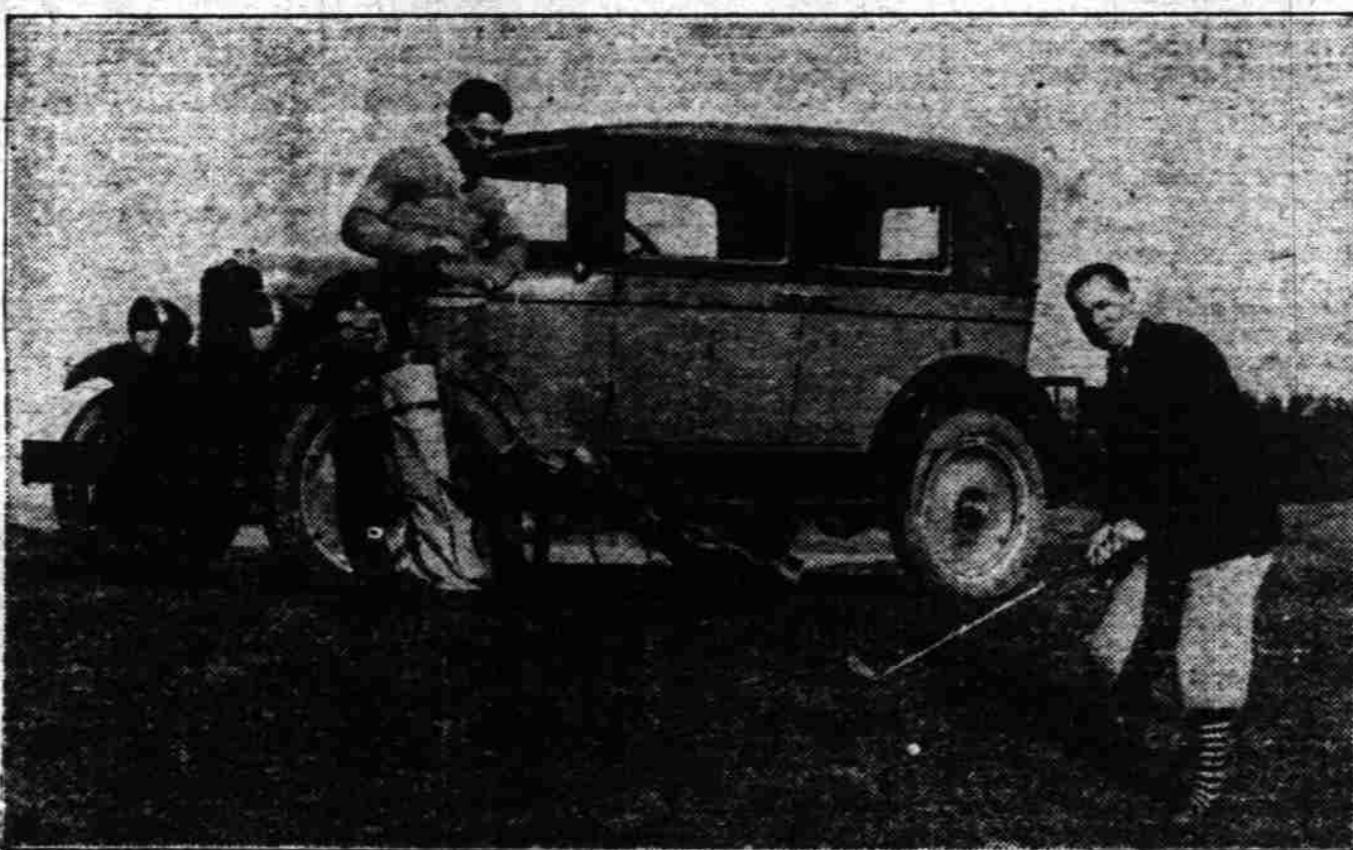
The new Oldsmobile has broken all previous records in attaining public approval since its introduction in January. At that time it was announced as an entirely new effort and since the combined efforts and attention of the engineering staffs of Oldsmobile, General Motors and Fisher Body corporation.

**Long Time Planning**

Two years were spent in designing and perfecting the new Oldsmobile before it was introduced to the public. The second of the two years was devoted to test work. A fleet of the new cars were operated day and night at the General Motors proving field and on public highways so that every part was thoroughly tried out under all driving conditions before it was given final approval by the engineers.

At its introduction critics proclaimed it the fine car of the low price field. Its public acceptance was gauged by the fact that

## Chevrolet Landau Sedan Choice of Golf Instructor



Golf, which has become the national pastime of America, has brought into use many thousands of motor cars all over the United States. You will find Chevrolet in constantly increasing numbers parked about the municipal links as well as at many more exclusive clubs of the city. Fred Frye, professional instructor at a Pacific Coast Municipal Golf Links is shown on the "green" with his personal car, a new Chevrolet landau sedan, in the background.

## ATTACKS ARE MADE ON ROAD PROGRAM

(Continued from page 9)

Then, the project is objectionable because of the means by which it is to be financed. The American Automobile association at its recent Cincinnati convention voiced its opposition to this proposal in a resolution that stated: "We believe the revival of the discarded practice of financing road improvements under the toll principle would be a step backward and jeopardize the orderly development of our magnificent system of highways now financed most successfully by the states and local units of government, with federal cooperation, largely through special taxes on motor vehicles."

**West Will Oppose**

No section of the country should be more interested in these sinister attacks on federal aid than the west and nothing will be more productive to the development of a sound national program than the taking of a clear position by this large and wealthy area.

How to combat the forces behind these veiled onslaughts upon the soundest system of road building ever devised? As it appears have been limited only by production facilities. During the first seven months of 1928 more than 60,000 Oldsmobiles were shipped from the factory. At no time during that period did production meet field requirements.

Additional production facilities now permit the introduction of the de luxe line as an addition to the seven standard body types.

## TENDENCY IS FOR FAIR SPEED LAWS

(Continued from page 9)

appears now, the center course involves three elements. The west and far west must stand as a unit in demanding:

**Demands Listed**

1. An undiminished continuance of federal aid if not its perpetuation upon an even larger scale; together with a continuing program ready to be put into effect upon the completion of the present federal aid system.
2. More liberal treatment for the public land States of the west and far west with reference to federal support in road construction. Administration of federal aid, as provided in the Colton-Oddie bill which was vetoed by President Coolidge at the last session of congress, will assure this vitally needed liberality. Revival of this measure as soon as congress convenes is an essential of the area's campaign to counteract the forces at work for the overthrow of Federal aid.
3. More liberal appropriation of government funds for the construction of forest and park roads, the development of which has failed lamentably to keep pace with State roads programs in which these government areas are located.

**Some Unintended**

It is not to be denied that there are eastern states which are not ardent supporters of the plan and probably would accept a substitute as a means of doing away with it, but our highway building

## policy must be national if it is to serve the entire nation. One of the strongest arguments put forth in favor of federal aid at its inception was that the large and densely populated states would tend their assistance to those not so well situated materially because of the benefit to be derived nationally from the building of good roads in every state in the Union.

Under the federal aid plan we have seen a steady growth of a network of roads connecting the east and the west. Within the next few years the original program will be nearing completion. When that time comes, the American Automobile association will undoubtedly stand for an extended program still adhering to the original plan laid down when federal aid was formulated.

Any review of the progress of federal-aid makes it apparent that the plan should be fostered and strengthened.

## STREET BUILDING SURVEYS STARTED

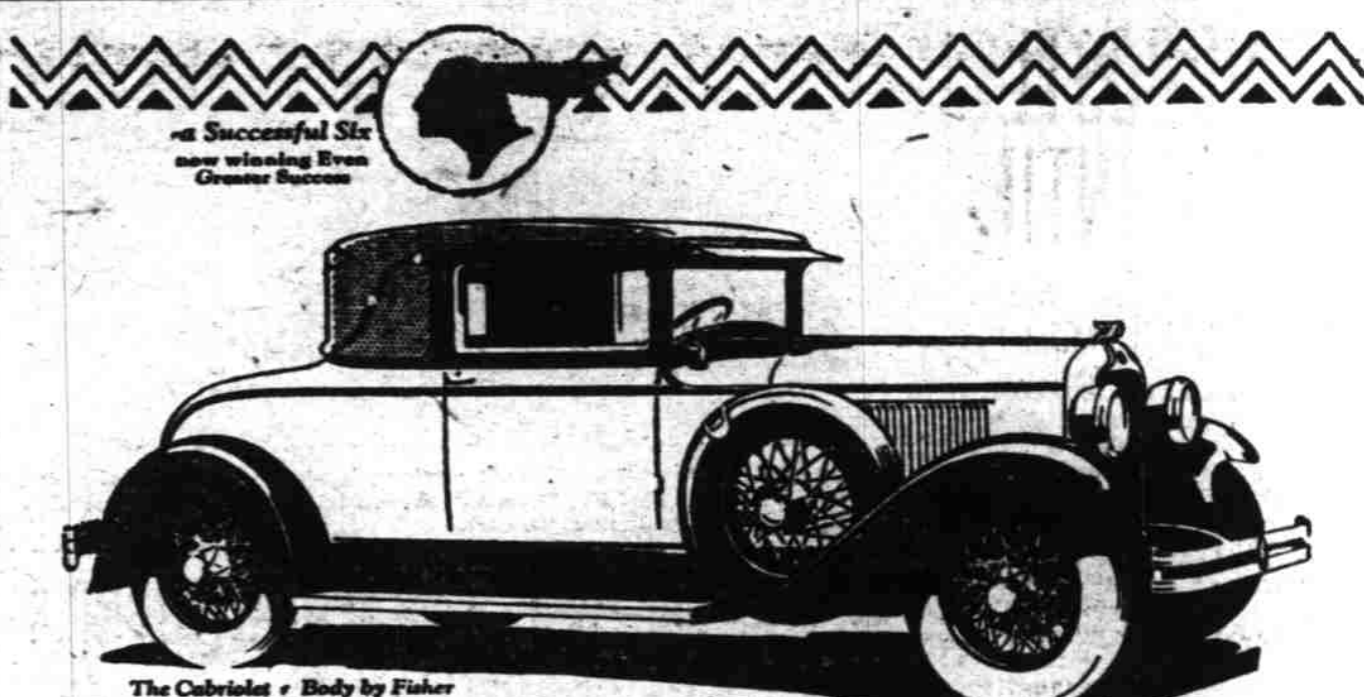
WASHINGTON, D. C., Aug. 11 (Special)—Four major committees of the city officials division of the American Road Builders' association started work this week on a comprehensive investigation of city street construction, maintenance and operation methods throughout the United States. The objective of the committee is the creation of standard methods for handling all work in connection with city traffic.

Captain H. C. Whitehurst of Washington was named chairman of a committee to study city organization and administration; M. O. Eldredge, also of Washington, heads a committee to study traffic; C. E. Myers, Philadelphia, will be chairman of a committee to study maintenance; and G. B. Sowers, Cleveland, will head the committee to study design and construction.

Captain Whitehurst is engineer commissioner of the District of Columbia and is president of the city officials division of the American Road Builders' association. In commenting upon the work to be undertaken by his committees, Captain Whitehurst predicted a saving of over \$500,000,000 per year to the cities of the United States as a result of eventual standardization of methods.

"It is estimated that something like \$1,000,000,000 is expended annually for the operation, construction and maintenance of city streets," he said. "Nearly every city has somewhat different methods for administering these enormous funds. By a thorough study of the methods now in use a series of standards may be created whereby the cost may be reduced by at least thirty per cent, an estimated saving of \$300,000,000 annually."

"The first reports of these committees will be heard at the 1929 convention and road show of the American Road Builders' association," Captain Whitehurst said. "Already some six thousand city officials have been asked to cooperate in this work and the early response indicates that all are exceedingly anxious to assist. The convention at which these reports will be rendered will be held in Cleveland, January 14th-18th."



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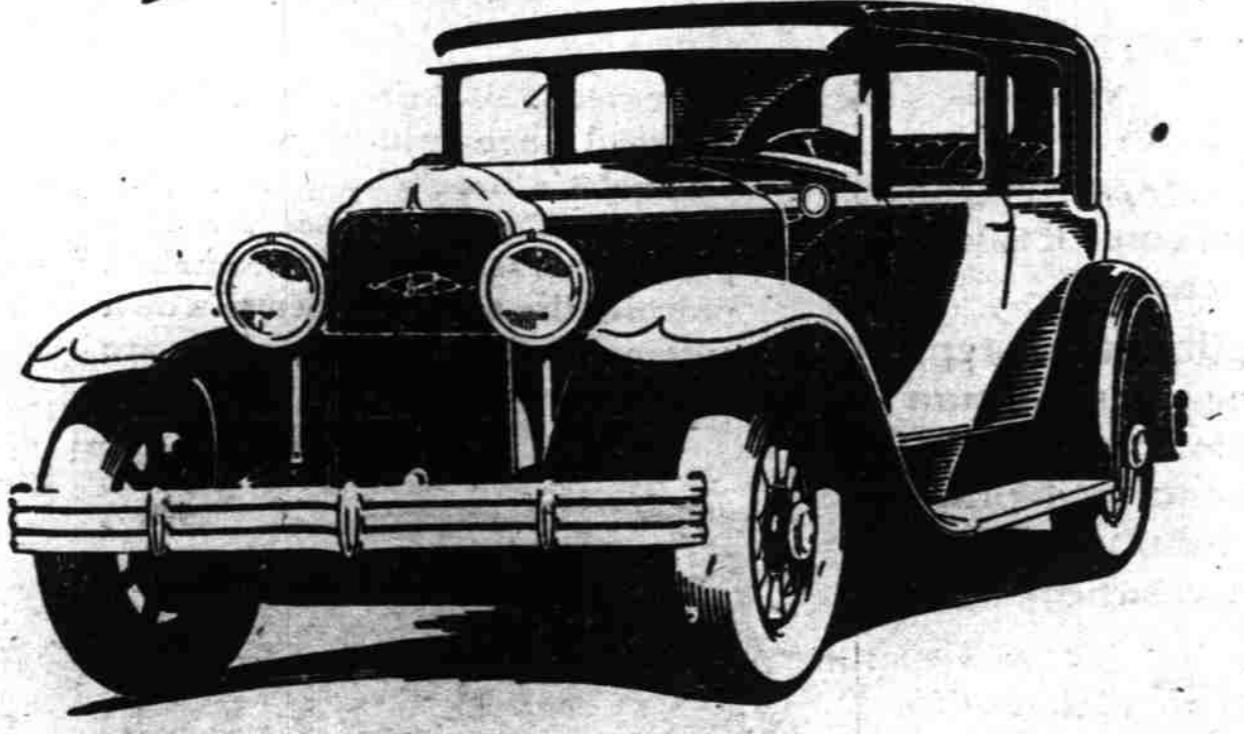
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