

CARE OF TIRE PROLONGS LIFE

"Setting Up" Exercises For Rubber Equipment Are Offered by Zosel

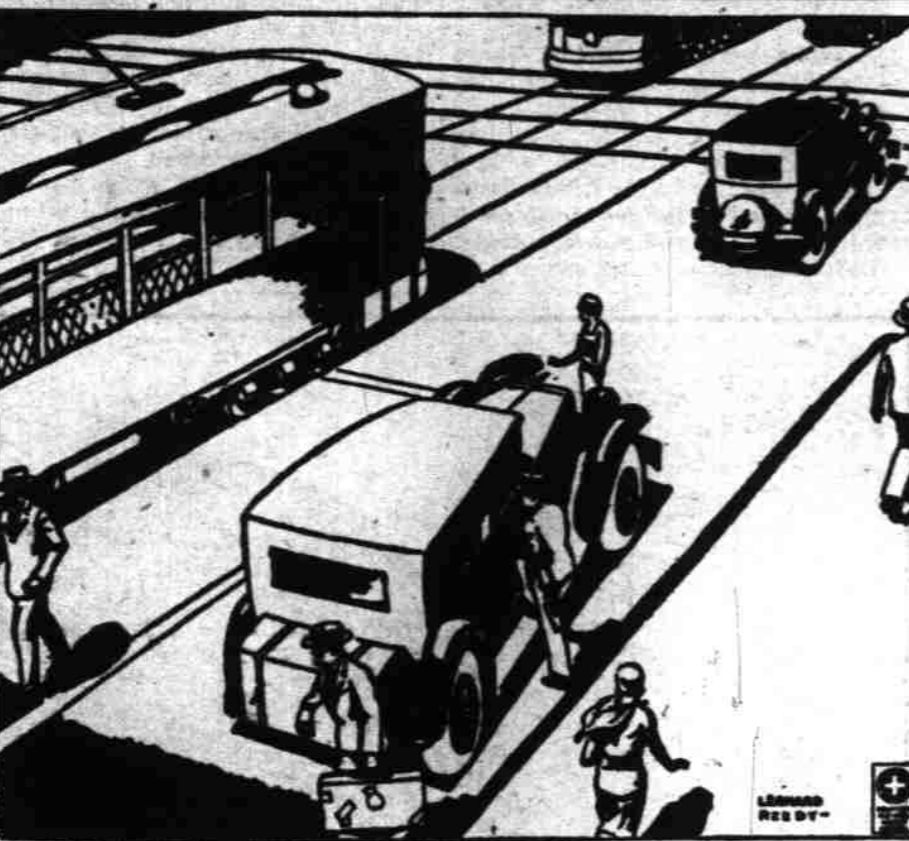
Regular "setting up" exercises to keep your rubber tires in condition—that's the latest service offered by Walter Zosel of the Zosel Tire shop, local distributors of Seiberling tires.

"Our free monthly inspection service," Mr. Zosel explained in making the announcement, "means just this: that our customers can add 25 per cent to the life of their tires by giving us an opportunity once a month to go over their 'shoe' equipment. A 15 minute inspection and they can forget all about their tires for the next 30 days.

"The free monthly inspection service, now inaugurated by the Zosel company, calls for regular examination of your Seiberling rubber equipment by experienced tire men. The object is to make sure that your tires are kept 'physically fit'—that anything tending to cause trouble is corrected before it becomes serious.

"By checking up on your air pressure, we will see that your tires escape the greatest source of rapid wear—under-inflation. It is a well known fact that under-inflation is the cause of uneven and therefore rapid tread wear. This is particularly true of balloon casings, because of their additional area of contact and the constant 'wiping' action of the under-inflated tire against the road.

What's Wrong With This Picture?



Otto Nobetter, mayor of Acclerville, as usual is out of order. Our artist has shown him enjoying a chat with a friend, either unconscious or indifferent to the fact that he is apt to block approaching traffic. But His Honor is too big a man, in his own opinion, to think of trides. He should worry about

"We will examine your tires for tread cuts—injuries which, if not attended to, will permit the accumulation of sand and pebbles, resulting in serious damage to the tire. Regular inspection will enable us to discover wheel misalignment or similar faulty adjustments which cause uneven and rapid tire wear."

Motor trucks are being used for modern merchandising in Roumania, according to a report received by the National Automobile chamber of commerce, from Haritan Kassardjian. A shop store in the city of Bucharest is using a commercial vehicle equipped with a glass body which serves as a house-to-house traveling store.

User of Many Cars Writes Of Trip Through Blizzard With 4 Cylinder Machine

John W. DeNoria, general manager of Cover's Drive Yourself Service at Los Angeles, has written a letter describing a recent automobile trip from Carson City, Nev., to Los Angeles, which sets forth better than any general description of modern engineering proficiency the stability and performance that have been built into the low cost automobile.

His feat was that of covering the 551 miles between the two cities in 12 hours and 50 minutes, which means sustaining an average speed of approximately 43 miles an hour. The trip was made over rough, mountainous country and the time required for food and gas stops was not subtracted from the total lapse of time of the trip. He drove a model A Ford.

The trip is being cited as further evidence of the reliability of the four cylinder motor on long and difficult runs. Mr. DeNoria estimated that he had driven 2,000 different automobiles during the 20 years in which he has been associated with the automobile industry and said he selected a model A Ford from among the 40 automobiles that comprise the fleet of his company. The following is taken from his letter:

"I have just had the pleasure of completing what I consider the most remarkable trip I have ever made in an automobile and I feel I should tell you about it in fairness to the car," he wrote.

"I left Carson City, Nevada, at exactly 4 o'clock a. m.; I was in Mina, Nevada, at 8:10 a. m.; I was in Bishop, California, 10:40 a. m.; in Lone Pine, California, at 12:15 p. m.; in Mojave, California, at 2:30 and in Los Angeles at 4:50 p. m. This time included all gas stops, time for lunch, etc., as I did not deduct any time—this is the total lapse of time, 12 hours and 50 minutes, and the distance is 551 miles.

PLYMOUTH BRAKES EXCLUSIVE IN CLASS

The Plymouth is the only car in the low price field that is equipped with internal expanding hydraulic brakes in all four wheels. Because of their freedom from dirt, dust and water, their simplicity and inherent equality of applied pressure, they assure the driver of positive brake control over all wheels under all weather conditions. Even if the car were left standing in a stream and water should find an entrance, it would be thrown out rapidly when wheel motion was resumed, the Chrysler engineers who designed them report. These same engineers also say that they stop a motor car more smoothly, surely and noiselessly at all times than any other type.

Plymouth's internal expanding hydraulic four wheel brakes are of the same basic design as those Chrysler uses for its new Imperial, '75' and '65.' They are the outcome of more than a year's tests to develop a brake which will give practically foolproof service, their engineers point out. They are equipped with specially moulded squeakless linings, operate upon light pressure of the foot and, of course, always have equalized pressure applied to them. To obviate chatter, the lining on the rear shoe of each brake drum is shorter than on the front one.

An extension of the brake support over each drum, in the form of a housing, excludes the dirt, dust and water. Longer brake shoe life and even fewer adjustments than before are also among the results.

"I have driven various makes of automobiles across the continent several times, some of them on record runs where every preparation had been made to cut down the time and facilitate transportation. I made absolutely no preparation for this trip.

1927 when \$9.64 a share was earned, the company's cash position gained \$6,758,679 showing \$20,014,640 in cash and U. S. treasury notes December 31, 1928. On 1928 prospects Mr. Jackson said: "Since showing the Hudson and Essex 1929 models we have experienced an unprecedented demand for both cars. In the first quarter we will ship over 110,000 cars and for the first 6 months our schedule is 240,000 cars. Gross for the first quarter of 1929 will be over \$70,000,000. In spite of this large volume there is every indication we will be short of demand."

When You Have a Flat CALL 471

Roadside Service

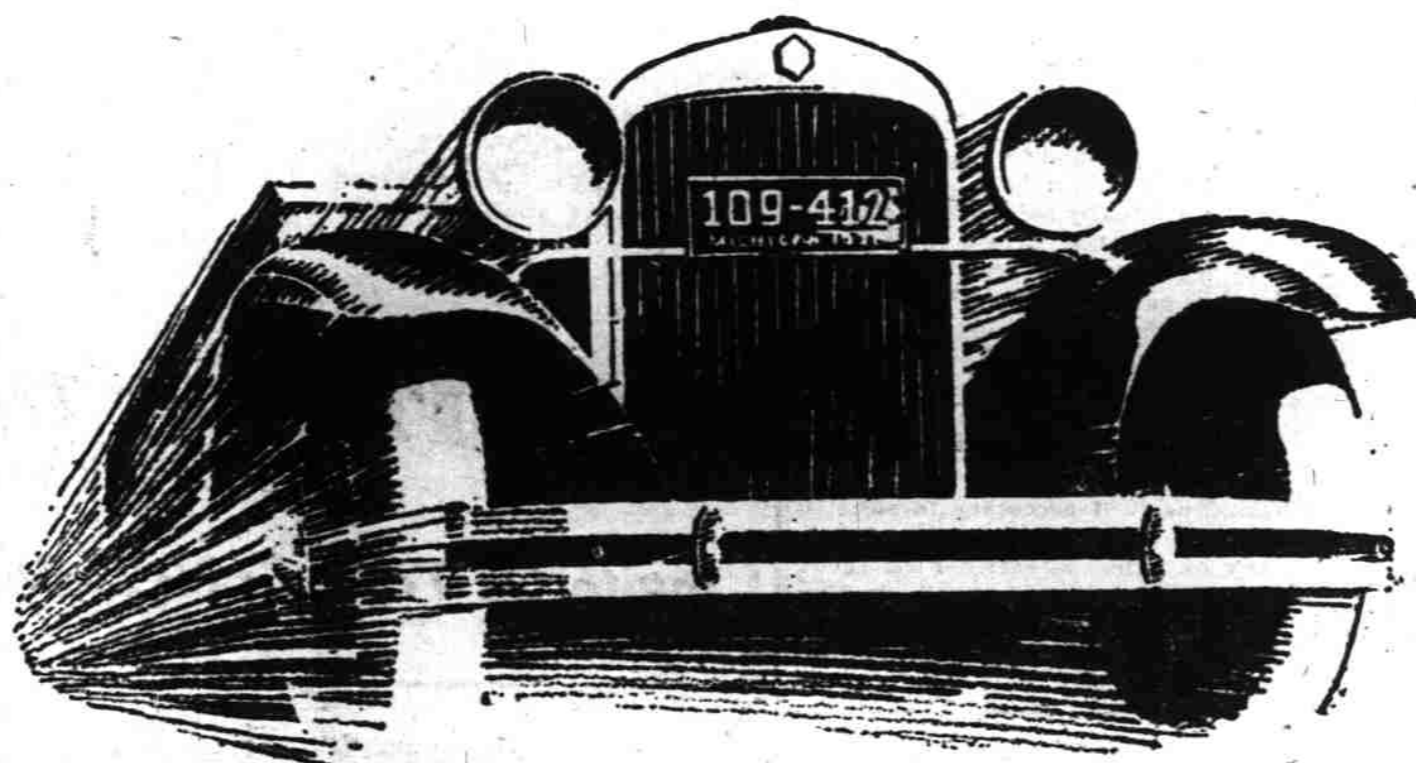
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Watch ESSEX the CHALLENGER

State Motors Inc.

Division PORTLAND MOTOR CAR COMPANY
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HUDSON REPORTS PROSPERITY, 1929

Hudson's outlook on business the first half of 1929 is by far the best it has ever known. R. B. Jackson, president of the company, said today in his annual report to stockholders. In addition reports on earnings and cash position the message gave a complete picture of company operations.

Net earnings for 1928 after all charges and taxes were \$13,457,364—or \$8.43 a share on the 1,696,660 shares outstanding. While this was a moderate decline from

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