

ADVANCEMENT SEEN
IN WILLYS-KNIGHT
FINGER-TIP BUTTON

The employment of the new "finger-tip control" on the new Willy-Knight six and sixes, products of the Willy-Knight company, is declared by experts to be the greatest single advancement in driving convenience since the self-starter.

Following many months experimental research work, the development of the "finger-tip control" represents another fundamental engineering achievement for the manufacturer. The development of this feature places at the finger tips the complete control of the motor, operating the lighting system and sounding the horn without moving the hands from the steering wheel.

The "finger-tip control" is actually a knob or button in the center of the steering wheel. By merely turning on this knob, it engages a starting switch so that it is no longer necessary for the driver to place his foot on the accelerator pedal, or shift lever, and sometimes reach down to find the starting button. The old method was not only inconvenient but lacked certain elements of safety which are assured by the "finger-tip control" system. An example of this is illustrated when a motor stalls on a hill. Under the old system, it was necessary for the driver to use his emergency brake while he reached forward to the toe board with his right foot for the master button. With a new system, the driver merely uses his foot brake to hold the car, and then, with his right hand, he turns the "finger-tip control" knob, which starts his engine, and his car into gear and proceeds on its way. Under this system, there is no necessity for that rapid transfer of the right foot from brake to starter, and possibly back to the emergency frequently resulted in discomfort and sometimes in disaster.

In addition to the convenience of the "finger-tip control" starter found in the center of the steering wheel, an additional safety factor is found in the control of the lighting system. The same button, through a slight rotary movement, this rotary movement causes various contacts to be made in the switch so that the lights are either off, in parking position, dim position, or in bright position. The distinct safety factor of this is seen in the driver absolutely controlling his lights at his finger tips without having to reach to the dashboard for changing the rays. As soon as he sees the oncoming car, he merely turns the button back to "bright," turning the button at his finger tips. The horn is likewise operated by the same button by merely pressing it downward when necessary.

These three factors give additional safety to the driver as well as being marked convenience which sets a high standard in the automobile.

Newcomer Is Welcomed to Famous Line



The newest—and nineteenth—member of the elaborate 1929 Silver Anniversary Buick array, presented to the Pacific Coast public for the first time at the opening of the present year. The new model is a four-passenger coupe, built on the 121-inch wheelbase and powered with the 90.5 horsepower Buick

STUDEBAKER STORY

(CONTINUED FROM PAGE 5)

The inventor of one of the most important and widely known steel alloys used in modern motor car construction, Studebaker was the first to use—was, in fact, the inventor of—the internal "hot spot" for increasing the efficiency of carburetion.

Later on, Studebaker was the first quantity builder of quality cars to adopt the armored steel body for strength and safety. More recently Studebaker led the way in building the first popular priced car capable of being driven 40 miles an hour when new without damage to the motor.

The first manufacturer to succeed in reducing theft insurance rates for its owners was Studebaker, due to its pioneering the co-incidental lock to steering and ignition.

As final evidence that the oldest name in transportation is still in the forefront of progress, Studebaker has recently pioneered two important improvements; the ball bearing spring shackle and the semi-automatic choke control. Considered by many motor critics as the greatest improvement in riding comfort since the development of the balloon tire, the new shackles give unprecedented riding ease, eliminate squeaks, rattles and wear, and need inspection only at 20,000 mile intervals, when lubricant may be added if required. By preventing the over-choking of the motor, and insuring the proper amount of gasoline to the motor at all times, Studebaker's new semi-automatic choke is a step ahead of the field. It greatly facilitates the ease of starting in cold weather, and eliminates wear on the motor caused by too great a use of the choke.

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OLDSMOBILE IN CLASSES

Four universities use an Oldsmobile cut-away chassis in their technical courses for educational and demonstration purposes. They are the University of Michigan, Purdue, Massachusetts Institute of Technology and Ohio State University. The first Oldsmobile built 30 years ago is a permanent exhibit at the Smithsonian Institute at Washington, D. C.

STOP! LOOK! LISTEN!

Grade crossing casualties increased more than 30 per cent during the period from 1920 to 1927, according to the California State Automobile association.

New York Life Insurance Co. Represented by FRANK A. PAGE.

MCKINLEY INSURES ANYTHING

FORD CAR PROVES
ABILITY IN ALPINE
MOUNTAIN CLIMB

An official test of the model A Ford motor in Switzerland, with the Alps as the proving ground, has demonstrated that the new Ford could be operated for a long, continuous period over abrupt, steep hills, without lifting the hood. Reports of the test have just been received by the Ford Motor company.

The Ford motor was kept running for a period of six days and during virtually all of that time the car was en route over the Alpine passes, a relief taking over the operation while the driver rested. Day and night the test continued. No attempt was made for distance or speed, the sole object being to determine the reliability and power of the automobile.

The fact that the trip was made when roads and climate conditions in the mountains were bad is cited as further evidence of the stability of the Ford car. A strictly standard model A Ford with Tudor body was used. Zurich was the starting point. The hood of the car was sealed officially by a representative of the township. Two persons occupied the car, the driver and his relief.

Passing through Lucerne and the Grimsel Pass, the car took the Furka Pass at an altitude of 2,481 meters, then the St. Gotthard Pass down the Italian lakes through all the large Swiss towns and back to Zurich. On its return the seals were examined by the official who first placed them on the hood and were found intact.

In each town the car was stopped, but not the motor. The motor ran constantly from the time the car was started in Zurich until the return six days later.

The course is one of the most difficult in Europe. In addition to the hard road the driver had to combat such obstacles as snow, mist, flocks

OLDSMOBILE STORY

(CONTINUED FROM PAGE 5)

on a country-wide survey which included business trips totalling 26,000 miles. This survey showed a general improvement in business conditions, they report.

New activities are spreading throughout the New England states to replace those units of the textile industry which have moved to the south, while there appears to be a general revival of the shoe industry, which has been one of New England's premier industries, the report states. The Middle Atlantic section was

found to be prospering in practically every line. Better conditions in the coal regions also are being brought about by concentrating on mines where coal can be produced cheaply and halting production on those more costly to operate until the demand will make their operation profitable.

The movement of the textile industry has brought about an improvement in the South, and the resort season in Florida is reported to have been the best in years.

The entire central West is reported in excellent condition, from a business viewpoint. The Southwest and Northwest also are prospering with the exception of a few isolated sections. The Pacific Coast region is in good condition, especially California.

Oldsmobile dealers throughout the country have prepared for a materially larger business than last

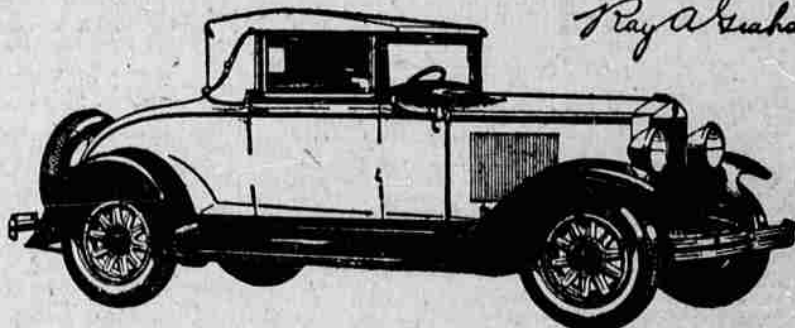
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Opp. Cannery

The Demand Is Steadily Increasing



Public approval of the new sixes and eights made possible a 214% increase in January and February shipments over the same months in 1928—when Graham-Paige enjoyed a first year sales volume which set a new all-time record for the industry. This expression of confidence is sincerely appreciated.

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Robert B. Graham
Ray A. Graham



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typical of all Chrysler performance, with its exclusive big-performance, Chrysler Silver-Dome high-compression engine, cushioned in rubber, to assure utmost vigor, flexibility and responsiveness.

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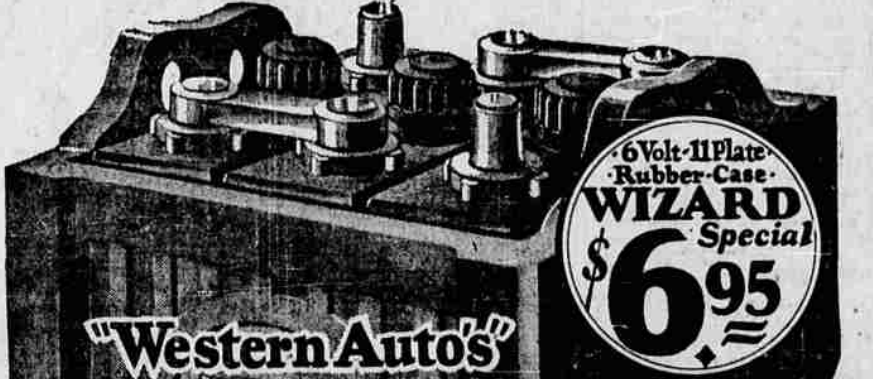
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—goes a long way to make friends



With traffic becoming more of a problem every day, safety is a vital factor. Traffic is heavier, streets are smoother and safety is essential if we are to decrease the daily casualty list. The General tread grips the road with a double grip and broader traction—furnishing double protection against skidding. General's tread design is the result of engineering research and gives the maximum traction properly combined with long-wearing qualities. That is why Generals give you the greatest protection.

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That means quicker starting... hotter, fatter sparks... smoother running... complete combustion... gasoline economy... better all-around motor operation... and brighter lights for safer night driving. This comes from a new development in plate manufacture, which besides all this EXTRA POWER, means longer life to your "Western Auto" battery and faster recharging by your generator.

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Western Giant Super Strength Battery
Guaranteed 2 1/2 Years
Extra Quality case—larger and deeper plates—and separators reinforced with perforated rubber veneer give still longer life and greater capacity. Truly, a super strength battery for most severe motoring conditions.

Deduct Trade-In Allowance from these low prices

H 6-11 Western Giant. Guaranteed 2 1/2 years	\$11.95
H 6-13 Western Giant. Guaranteed 2 1/2 years	\$13.45
H 12-7 (12-volt) Western Giant. Guaranteed 2 1/2 years	\$18.95

At New Low Prices
With more than 150 stores serving constantly increasing thousands of motorists, our tremendous purchasing power enables us to offer you these long-lived, dependable, trouble-free, economical Wizard Batteries at NEW LOW PRICES—positively the lowest in all our history... And, every "Western Auto" battery is backed by our Iron-Clad Guarantee of Satisfactory Service... by our CUSTOMER IS ALWAYS RIGHT Policy... and by prompt, efficient service at every one of our more than 150 conveniently located stores...

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6-13 Special	7.95	6-17 Standard	13.45
6-13 Standard	9.45	6-17 Z or 6-19 Z	15.95
6-15 Special	10.45	12-7 Standard	11.45

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If any "Western Auto" Battery develops trouble due to defects in materials or workmanship, within the guarantee period, we will repair or replace it on a service basis.

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