

KEEPING YOUR CAR MODERN

By H. LEDYARD TOWLE, Director, Duco Color Advisory Service

Changing the Trim

No. 11

THERE used to be a perennial argument around the stove in the country store as to the durability of the oldest suit of jeans in the party. Some of the neighbors, said, and it must be confessed, somewhat backward folk, used to speak at length on the advantage of buying suit that would last four years. If it did cost a little more in the beginning, the younger folks, however, were inclined to doubt the pleasure of wearing the same suit four years in succession even though it would hang together that long. It was a good deal like the fact that a camel can get along with one drink a month, and yet there never was a great deal of envy expressed because men are not camels.

It appears that this same divergence of viewpoint has lasted over into more modern times with more sophisticated manners. The fact is that the present day motorist has learned that he becomes tired of the color of his car, no matter what they are, after a while and longs for something new. Just because his car was lacquered a most delightful color in the beginning is no reason why he wants to keep it the same color as long as he drives it. Each spring brings new ideas. The color trends on other cars along the road tell a new story. There is no end to the lovely and delightful hues that can be combined to make an automobile a thing of beauty as well as being a joy forever.

The motorist, perhaps in smaller cities, who has seen his car parked in front of his house for a year, or at any rate it is possible his wife has, finds that both of them are becoming tired of looking at it. What can he do about it? He can turn his car in and get another. Perhaps he doesn't want to do that. He can have the whole finish done over again in other and newer tones. Perhaps he thinks that is too much to do, particularly if he has had care and is just as good as it ever was. What then?

The answer to that situation is found in what is coming to be a more or less growing custom. He can have the look of his car changed, new life injected into it, and, perhaps, new fancier expressed and satisfied. He can give his car the festive air of spring to go with his new clothes and his wife's new hats. He does it by the simple

process of changing the trim. The result is an expression of his reasonable desire for something new and at the same time, if discreetly accomplished, he has added to the original beauty and delight of his car without going to any very considerable trouble. The family sedan, for instance, possibly it is blue, with black fenders and perhaps wheels touched with red to give a contrast. This is a good sound combination of color. The only trouble is that the owner is tired of it. He leaves the body color just as it was—a good substantial agreeable blue. But he has the black fenders changed to some lighter color and his wheels lacquered blue to agree with the body. Then perhaps he has the moldings along the side of his car changed with cream. You would hardly know it to be the same car. And yet what an uplift he gets from his new finery!

Perhaps he has a black sedan. One tires soon of black, although it has a certain feeling of permanence and dignity. But spring is here! He wants a change. He gives heed to the latest color trends and then has his black fenders lacquered a St. James gray and the same color used on the top. Then he has a belt of color either on or above and below the belt molding along the sides of his car. A lively cheerful contrasting color running from the tip of his hood, back across the roof and all along the body. The note is echoed a little on the wheels. He hardly knows his own car. He has achieved something new. It is beautiful. It is lively, he no longer owns a black car. Yet the main part of his automobile is just as black as it ever was.

Or he has a sport touring car of El Paso tan. Then, tired of the dusty tan of which he was so proud a year before, he has the fenders lacquered black, the moldings touched with Mountain Ash Scarlet and the wheels accented with the same color. His sport car has become sporty. He again enters it from the curb with a certain air. He comes to envy anybody. All's well along the road. And yet the amount of change he has accomplished is very small. It is merely that it is a change and a sound change. Not eccentric. But different. There are many motorists who are doing something like this every year.

John Coolidge's Girl Talks

Miss Florence Trumbull, teacher of the governor of Connecticut, inclines to reticence about reports concerning her engagement to John Coolidge, son of the president. While the rumor fly Miss Trumbull is working along in her domestic duties and preparing for a career, no matter how soon marriage may come to change her plans. Miss Trumbull, a graduate of Mt. Holyoke college, has her own ideas about affairs of the day and is emphatic in her declaration that woman's place is primarily in the home.

From politics to romance is a far call. But the public has been watching with respect and admiration the coupling of the names of Miss Florence Trumbull, daughter of Governor Trumbull of Connecticut, and John Coolidge, in the social news of the day. The twin idea of the governor's daughter and the president's son has caught the popular imagination. "I always say the engagement has not been announced yet," she declares. Busy in Society

As the governor's daughter, Miss Trumbull is as busy socially as a Park avenue debutante. But she likes social life and would ask no question of it. "My social duties keep me busy," she says. "They keep me up on lots of things. You have to adapt your self to many different situations, and so many different kinds of people. Exhausting? No, I would not say so, though they are sometimes very trying. The more I have to do the better I like it."

Miss Trumbull is now 23 years old. A year ago she was graduated from Mt. Holyoke college where she was a member of the glee club, and she still recalls the happy college life. "In a way, I am awfully sorry to be through with college, in a way I'm tickled. I just loved it, and everyone said that I would miss it awfully, still I haven't so very much. You see I'm glad I don't have to study and only do things like that just when I want."

"At every college," she says, "there is a crowd that is pretty gay, at Mt. Holyoke as well as at other places. In some cases I suppose the girls have been so restricted at home that when they are placed in the artificial life at college and all on their own for the first time, they go too far. And then there are some who are used to it at home all the time, and just keep it up. But I really think it all depends on the girl. If she wants to do it, she will."

In the smoking controversy, Miss Trumbull admits that she was on the side of the majority of the students who wanted the ban against smoking lifted, says a writer in the Hartford Courant. "If there is a rule," she explained, "it will be broken, and I don't believe in abusing the law, so it seems to me it would be better not to have it at all."

Likes Library Work "Ever since I went to college, I have been thinking that I would like to be a librarian. I majored in English literature and I love books. I've wanted to get a chance to read a lot of modern novels. I didn't take any course on them and I was kept busy reading other things. "I don't know, but maybe next year I'll start being a librarian. I

Chevrolet Sedan Answers the Call of the Open Road



With the coming of the fine summer weather motorists are heading for the mountains by the thousands. The roads are open unusually early this year and many beautiful spots are to be located even on a short day's run. The party in the Chevrolet sedan is shown on a road through the woods in back of Mount Tamalpais, Marin County.

newly married friends has ever learned to cook, yet when I go to their houses they serve beautiful dinners. They tell me they learned when they began to cook.

"Long Engagement Best"

"I don't approve of divorce, but in some cases I suppose it is really necessary. The whole point is that people shouldn't get married unless they know each other well and feel sure that the marriage will be permanent. This means a fairly long engagement. Of course there is no fun in being engaged too long, but still a fairly long engagement is much safer. I really do think that very often divorces can be traced to hasty marriages.

"Then, too, I believe that primarily woman's place is in the home. I would not want to have a career if I were married because home life means more than anything else. It was woman's place originally, and I don't see why we should change.

"Yes, I vote, and I believe all women should, but I don't go to political meetings, and I never have made a speech in my life, so I couldn't help my father that way. I never have tried. I really don't believe in women going out campaigning, and yet because they have the vote they ought to be represented, so some women, single women or married women who have the time, ought to be representatives."

China's Chronic Battlefield

WASHINGTON, D. C., June 16.—"Chihli province, China, scene of recent clashes between the Chinese warring factions is the 'Banders Field' of China," says a Bulletin from the Washington, D. C., headquarters of the National Geographic Society.

"During the hostilities of 1924 southern Chihli bore the brunt of Chinese civil war in the north and recently Hokenfu, 100 miles south of Peking, was retaken by the northern armies after a brisk battle. The culture of Hokenfu re-establishes one of Peking's main lines of defense which stretches across Chihli from Paoingto to Tsangchow.

New England of China "Without Manchuria, which surrounds China's northeastern corner Chihli would not only occupy the position of New England in the United States but its similarity to Yankee America also, extends by its shape, climate and topography. Chihli even has a Cape Cod Bay formed by the Gulf of Chihli with the blunted peninsula of Shantung province forming the cape.

"The Chinese province, however, covers nearly twice the area of the New England states and has a fourth of the population of the entire United States, most of which is concentrated in the plain country extending for about 100 miles from the coast. Nearly every square foot of this area is occupied by cities, villages, orchards, grazing land and small farms.

"Travelers in Chihli are astonished by the large production of agricultural products in the province with the crude methods and devices used by the farmers. In many sections grain is winnowed in the manner employed in Egypt in ancient times. Threshing ma-

chine consist of many bladed paddles with which the grain is beaten, or large rough roller stones drawn over the grain by plowing bullocks. It is a common sight in the remote districts to see women squatting beside large stone troughs pounding wheat for daily consumption, and now and then one sees a blind-folled horse trotting around in a circle hitched to a huge grinding stone. In some sections of the province the work of the woman and the horse is done by windmills with enormous masting blades, or crude water-power machinery.

Pigs, Bristles, Hairnets and Goats' Beards

"As in Massachusetts, many of Chihli's industrial cities are situated on the various rivers, away from the sea. Tientien, which ranks next to Peking among the cities of the province, sends a large bulk of goods to Europe and the United States, including such articles as feathers, goats' beards, fox tails, hairnets, human hair, pig bristles and lanterns. When hairnets were more fashionable, Chihli hairnets were sold in our markets.

"Visitors to Tientien are apt to judge the whole province by the modern aspect of that city, but the inhabitants of the interior regard the modern western touch as barbaric. Automobiles traverse its streets and at every corner where there is any traffic at all, there is

MAJESTIC RADIOS ARRIVE IN CITY

The first shipment of the 1928-29 line of Majestic radios received at the Palmer Music House, have proved to be a good one for this particular locality. This line of the year is supposed to be the worst for reception, however, under the personal supervision of Clayton Isaac, manager of the Palmer Music House, these sets have been moved to many parts of the city and valley and produced results that will astonish the old-timers in the radio family.

The sets are completely shielded, cutting down the noise, the selectivity is better than in former years. The new dynamic power cone produces all the tones any instrument will broadcast—the complete range, low and high—the new push-pull connection in the last audio stage improves the tone of any speaker 50 per cent. The present attitude of radio manufacturers is to give the radio user selectivity and tone and this the Majestic has succeeded in doing. The

broadcasting station with super power sending, and with these new dynamic power speakers reproducing from a very selective radio receiver—are all that the average listener may ask for. Majestic radios are made in genuine walnut cases according to Mr. Isaac, and make desirable additions to the furniture of any home as well as produce a real medium of entertainment.

JACK AND EHYL HEADED NORTH

Jack and Ethyl are on their way! The popular motorists of the Associated Oil Co., honeymooning on the Roads to Romance on the Pacific coast, will spend the next two months in the northwest. Every Wednesday at 8 p. m. over the Pacific Coast Network of the National Broadcasting Co., they will broadcast to the entire coast the charms and attractions of the favored region. Doubtless they will shortly visit this city, giving the community a wonderful boost and increasing tourist travel, bringing more and more motorists and more dollars to this section.

Indorsed by chamber of commerce officials, business executives and community leaders, this Jack and Ethyl program of the Associated Oil company is winning widespread support in an entertainingly good way. Jack and Ethyl are doing a real service to the various communities by acquainting the remainder of the coast with their charms, historic points and attractions, thus leading to a better understanding between the various sections and assisting in upbuilding the fame and prosperity of the individual towns and cities mentioned in the programs.

Literally thousands of letters are on file in the Associated Oil company main office from radio fans and motorists expressing their approval of the program and announcing their intention to visit some of the beauty spots mentioned, thus proving these programs really are increasing tourist travel and benefiting the towns visited. For the next two months this program will feature the northwest. Local radio fans will listen in Wednesday evenings at 8 p. m. on their favorite radio station of the Pacific Coast Network!

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The Doctor

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Table with 2 columns: Car Model and Price. Includes Business Coupe (\$1065), Roadster (1075), Touring (1095), 2-door Sedan (1095), Coupe (1145), 4-door Sedan (1175), and Landau Sedan (1235).



the 7-bearing crankshaft in perfect balance, hydraulic 4-wheel brakes always perfectly equalized for safety, ventilated crankcase, pivotal steering.

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