

NEW CHRYSLER PLYMOUTH NOW ON DISPLAY HERE

The Chrysler-built Plymouth, one of the three completely new cars announced by Chrysler today, is the largest, roughest and most powerful car in the entire low-priced field of automobiles. It is built in six body styles—coupe, two and four door sedans, de luxe coupe, roadster and phaeton.

Various of these body styles, as well as those for the new Chrysler '75' and '85,' announced elsewhere in this issue, are on display at Elch Motor company, Chrysler distributors, and at other Chrysler and Plymouth salesrooms throughout the country.

Chrysler executives believe the new Plymouth, with its entirely new developments both in body and chassis design, will revolutionize the entire low-price field of motor cars just as the original Chrysler cars of 1924 have since revolutionized the whole motor-car industry. It is the conviction of these men that no value this car's equal has ever been produced in the low-price field. The Plymouth, they say, may justly be termed "Walter P. Chrysler's most astonishing achievement."

Finer smoothness of operation at all speeds, 60 miles an hour with a smoothness unlike anything approaching its price; rides the roughest roads at 25 to 30 miles an hour without jar or discomforts; handles with amazing ease at every speed under any condition; is the only car in the low-price field with the safety factor of internal expanding hydraulic four wheel brakes—wet weather does not affect their efficiency; dirt is kept out of them—and combines with these features the use of molded brake linings, hitherto found only on cars of far more expensive construction; characteristic Chrysler flashing acceleration; "Sixer Dome" perfected high compression cylinder head, using any grade of gasoline and extracting from each grade more in power, hill climbing ability, speed and acceleration than has hitherto been considered possible; brand new style, grace and distinction in body lines; large, luxurious and comfortable bodies, finely upholstered and fitted, affording unusual leg-room and head-room; ample for two to five adult passengers, according to body model; moulding treatment which permits of greater utilization in the choice of colorings; new Chrysler-created slender, profile radiator shell and new box-shaped headlamps, both chrome plated, insuring permanent brightness and beauty; all the other benefits of the vast resources and brilliant achievements of Chrysler engineering, research and manufacturing combined in the principle of Chrysler standardized quality.

The Plymouth has been named, Walter P. Chrysler says in a statement issued in connection with its announcement, "because it so accurately typifies the endurance and strength, the rugged honesty, the enterprise, the determination and achievement and the freedom from limitations of that Pilgrim band who were the first American colonists."

Just State Money
ROME—American tourists who bought their lire long before their summer visits to Italy find the old five-lire notes good only until Dec. 31 and the old 25-lire notes worthless after June 30. Paper 10-lire bills are good until June 30, 1929.

Luncheon Guests By HAYDE
Members of the Aero Club of France were blithe to come by air to a luncheon aboard the Ile de France, each bringing a woman guest.

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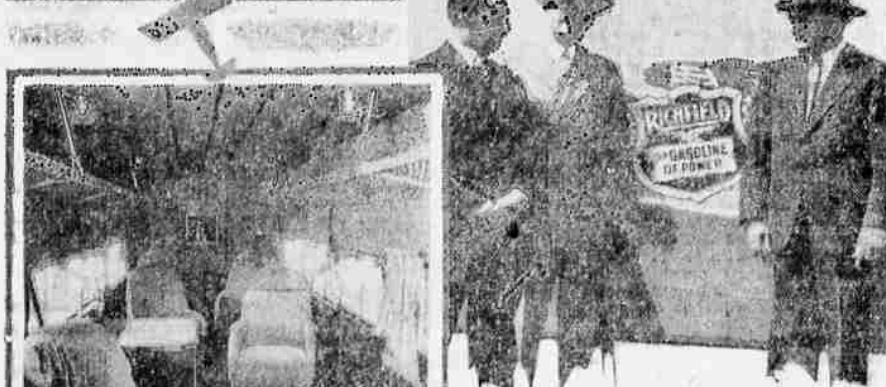
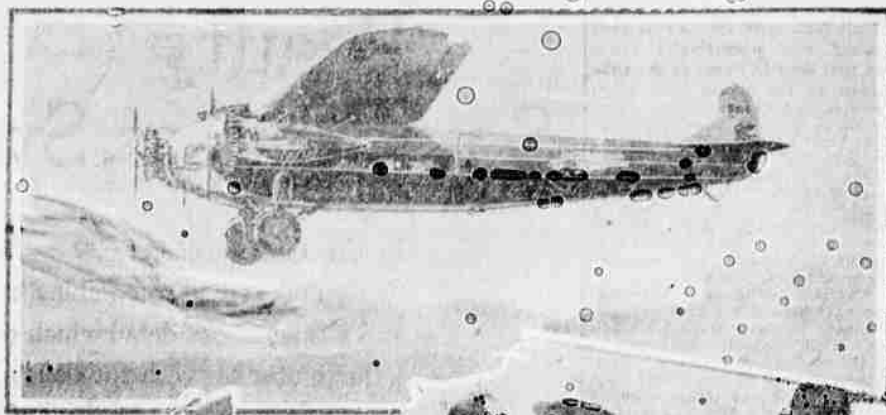
The Woman Driver
I like to drive with Champion Spark Plugs because I know I'll not be annoyed with engine trouble due to faulty spark plugs.

Champion is the better spark plug because it has an exclusive aluminate insulator, specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket-seal that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark gap under all driving conditions.

CHAMPION Spark Plugs
Toledo, Ohio

Dependable for Every Engine

Auto Supply & Parts Co.
Wholesale and Retail Distributors



Top—The air cruiser "Richfield," palatial new liner of the Richfield Oil Company.

Center (left to right)—Anthony H. G. Fokker, designer of the "Richfield"; C. M. Fuller and James A. Talbot, respectively vice-president and president of the Richfield Oil Company.

Left—Interior of the Richfield plane, showing some of the luxurious appointments and conveniences.

LOS ANGELES, July 7.—Distinguished visitors to the Pacific coast—domestic and foreign—have in the past been given official sightseeing tours by the state executives in motor cars, trains and ocean liners. Hereafter, now that a giant de luxe "air yacht" has been placed at the disposal of the Pacific coast state officials, such visitors will be enabled to get a genuine birdseye view of the grandeur and glory of the three geographically scenic states—California, Oregon and Washington.

Perhaps an announcement in recent months has created, under the aegis of the Richfield oil company, following the arrival from New Jersey of the Pacific coast of the Richfield oil and gas.



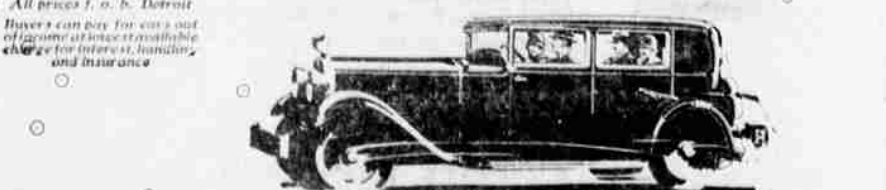
New Owners to Old "You don't know the half of THIS HUDSON"

"I have driven Hudsons before, and also costlier cars, but until you've driven this Hudson you don't know the half of it! Nothing like it for smoothness, performance and riding ease."—L. J.

"It surpasses all my expectations in performance and I have always regarded Hudsons as great performers. It has wonderful get-away, and the riding qualities are much better than cars twice the price that I have driven. Gasoline mileage is a gratifying surprise."—H. C. W.

"I have been driving more expensive cars for years and it is a revelation to get behind the wheel of such a smooth running car as the Hudson. Now I know what I have missed in performance."—S. R. W.

There is a thrill in store for you too when you take your first ride in a new Hudson Super-Six.



Armstrong Motors, Inc.
101 South Riverside Phone 18

JUNE IS RECORD MONTH FOR OLDS

More than 50,000 Oldsmobiles have been shipped during the six months of 1928 just ending. This sets a new high all time record for any half year period, Oldsmobile officials report.

Retail sales are keeping pace with factory shipments and the demand for cars from dealers is increasing each month. Oldsmobile distributors and branch managers have reported that sales during the second ten-day period in June show a 20 percent increase in demand over the first ten-day period. This increase in retail sales is considered unusual at this season.

June is the fourth consecutive month in which Oldsmobile shipments have attained record figures. In March more than 2900 Oldsmobiles were shipped and in April, May and June more than 13,000 Oldsmobiles were manufactured and shipped each of these months.

It is practically six months since the new Oldsmobile was first introduced at the New York Automobile Show. Since that date many departments at the factory have been operating on an overtime basis to fill dealers' requirements. Production and shipments in January were necessarily low owing to the necessity of entirely reorganizing the factory for the production of the new Oldsmobile. Production was advanced as rapidly as is consistent with good manufacturing methods and Oldsmobile's rigid inspection system, and in February more than 5000 Oldsmobiles were shipped, with the

following four months establishing new high records. While the demand has been universal throughout the country the central west section is reported to be showing the greatest increases. Every sales section, however, north, east, south and west, has produced substantial sales gains each month.

Baker Uses United States Tires for Cross-Country Run

Beating all previous records by 10 hours 23 minutes for a round trip automobile run from coast to coast, Cannon Ball Baker, the famous racing driver, recently demonstrated the stamina of modern engineering in automobiles and in tires.

Baker drove a Franklin Alman 6802 miles from Los Angeles to New York and return in the remarkable time of 157 hours 23 minutes. This car was equipped with a set of standard 32x40 U. S. Royal cords. The run was finished with the same set of tires as was put on at the start and gave absolutely no trouble on route.

Shortly after the finish, Cannon Ball Baker made this statement: "Much of the success of the run is due to the very splendid service given me by your Royal cord tires. No matter what the weather was or how over the roads, the tires held on at an extremely constant high speed. Your Royal cords gave me no trouble whatsoever en route. Too much praise cannot be given Royal cords."

Mr. Baker has used Royal cords in his recent fast runs and has on this equipment for his own protection and the best performance of the car he is driving.

Alarm Clocks in Liberia Have Feathers and Wings
MONROVIA, Liberia, (AP)—Liberia is the only country in the world where nature furnishes an alarm clock that never requires winding. The peeper bird is not a cuckoo, merely a wide awake little animal which cawt sleep after the sun comes up.

Alarm clocks are virtually unknown because the climate wrecks them. Consequently, the population of Liberia has learned to depend entirely on a little brown creature, resembling an English sparrow, which perches on the roof at the proper rising hour each morning and announces the new day.

"Wake up, wake up" screeches the peeper bird and all natives obey. During the day the bird keeps out of sight, but hops to his job once more when the sun drops low. "Work done, work done,"

While residents who have held a stay watch on the peeper bird say that the time of the calls does not vary more than 3 minutes from day to day.

HOTEL ST. JAMES

THREE TO FIVE MINUTES TO FORTY-NINTH AVENUE AND ALL SHOPS

TIMES SQUARE NEW YORK CITY
1057 OFF FIFTH AVENUE
AT 49-50 WEST 45th ST.

Much Favored by women traveling without escort.

Rooms \$2.50 up with Bath \$3.00 up

Send Postal For Rates and Booklet
W. JOHNSON QUINN, Manager

Greatest 6 Months in Willys-Overland History!

Willys-Knight and Whippet sales already exceed total for 1927

4-cylinder Whippet SEDAN \$610

THE NEW Whippet Six WORLD'S LOWEST PRICED SIX \$770

with 7 BEARING CRANKSHAFT SEDAN

2,000,000 Cars and Going Strong!

JULY marks the production of the two-millionth automobile by Willys-Overland. This event happily coincides with the culmination of the greatest 6 months in the company's 20-year history.

Production during the half-year just completed greatly exceeded the entire output of 1927. This unit volume now makes Willys-Overland the industry's third largest producer.

The reasons are plain:—

In the 4-cylinder Whippet the public is getting a light car value absolutely without parallel. Stylish, roomy bodies; tremendous power; BIG 4-wheel brakes; silent timing chain; full force-feed lubrication, and many other features.

The new Whippet Six is the world's lowest priced 6-cylinder car... and its surpassing quality is a matter of common knowledge. Demand has always exceeded production. Its powerful engine is equipped with 7-bearing crankshaft, Invar-strut pistons, silent timing chain. Force-feed lubrication.

The Willys-Knight Standard Six offers the exclusive advantages of the patented Willys-Knight double sleeve-valve engine at the lowest price in history. The Special Six and Great Six complete this masterly line of highest quality motor cars.

Whippet Four-cylinder Touring \$455; Roadster (2 seater) \$485; Roadster (with rumble seat) \$525; Coupe \$555; Cabriolet Coupe (with convertible top) \$595; Coach \$535; Whippet Six Touring \$675; Roadster \$735; Coach \$805; Coupe \$805; Standard Six Coupe \$1245; Sedan \$1295; Touring \$905; Roadster \$985; Special Six price from \$1295 to \$1495; Great Six price from \$1850 to \$2095. All prices f.o.b. Toledo, Ohio, and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.

TREICHLER MOTORS, INC.
30 North Holly Phone 615