CHRYSLER TELLS HOW FINER CARS ARE PRODUCED

Why the automobile industry constantly keeps young, and why its achievements are a continuous source of amazement, not only to the American public but even to world-known industrial leaders, both here and abroad, was pointed out by J. W. Frazer, Chrysler sales manager, in answer to a query put to him yesterday.

The question asked Mr. Frazer was this: "How is Chrysler able to build more luxurious, more comfortable and finer performing cars in every way each year for less money, and by so doing constantly give the purchasers of its cars considerably greater value per dollar?"

The Chrysler sales manager's eyes lit up in a twinkling, as much as to say, "Here's an easy one," as he started to answer.

"To begin with," he replied, "the basic, fundamental design of Chrysler cars has always been right. Fred M. Zeder, our vice president in charge of engineering, and his associates went directly to the fundamentals of proper engineering for their designing, testing, research and metallurgy, long before the first Chrysler car was built. They worked always with the ideal of an entire motor car in their minds—body, chassis and engine—from the standpoints of appearance, performance, durability and freedom from service. This basic design, when completed, was therefore correct and has always been correct in every Chrysler car built.

"That achievement of the correctness in fundamentals from the ground up was probably the biggest engineering achievement in motor car history. It represented improvements fraught with such tremendous significance that the public generally does not even yet understand their import. It revolutionized the entire automobile industry.

"Chrysler, with its definite knowledge of the fundamental correctness of its basic designs, has, in its new cars, combined with that knowledge new developments and features which have resulted in cars that are finer in every way. The principle of standardized quality enables these improvements and refinements to be made in each of its cars upon the completion of satisfactory tests, thus economizing in the expense of experimenting, research, manufacture and other processes. This is one of the greatest phases of the workings of standardized quality.

"A continuance of correct basic design, plus new developments discovered and perfected from time to time, can, therefore, bring only one result—the manufacture of constantly finer cars which can be produced and sold at less money.

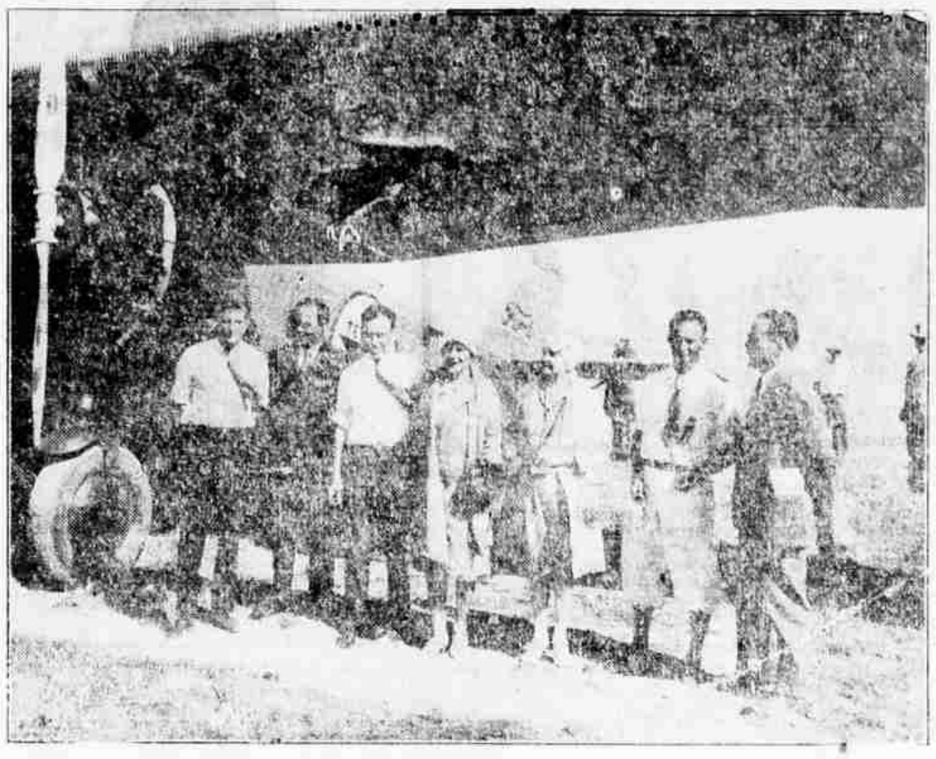
"That result you see on the streets and in Chrysler salesrooms throughout the country today in the new Chrysler creations."

Potter Palmer Mansion Sold

CHICAGO, July 21.—(AP)—After Bertha Palmer makes her debut the Potter Palmer mansion, society capital since 1885, will know the family no more.

It has been sold to Vincent Bendix for $3,000,000 or so with the proviso that the family live there a year and a half.

Flying Headquarters of Texas Company on Coast



Flying headquarters of the Texas company in the national air tour. Left to right: P. J. Clausen, mechanic; W. L. Cooper and S. A. Carlson, engine experts; Mrs. Burt Hull, wife of president of Texas Pipe Line company; Mrs. Frank Hawks, wife of Captain Hawks; Captain Hawks, pilot, and D. B. O'Neill, northern California manager, the Texas company.

Holding second place in the national air tour, the tri-motored flying headquarters of the Texas company, known as "Texaco No. 1," is on its way to Detroit with the other 23 entries today, after having spent the better part of three days at Mills field.

The tour started from Detroit, reached the Pacific coast at San Diego and came from there to San Francisco. From this point the planes went north to Seattle and from there east to Detroit, the starting point.

When the plane arrived in California, it was dedicated the "Texaco No. 1," the smashing of a bottle of "dedicating fluid" over its central propeller signalizing the christening.

"The Texas company operates over the entire 48 states of the Union," said Captain Frank M. Hawks, in charge of the ship, "and it is necessary that officials of the company have the quickest means for communication between various headquarters. For this reason it was determined to acquire a fleet of planes, and this is the first of several to be placed in service."

The plane is used also for testing various motor fuels for economy and efficiency of operation, and for inspecting various properties and oil lands.

The big 12-passenger plane, largest entrant in the contest for dependability, carries four passengers on the present tour, besides Captain Hawks and his mechanic, P. J. Clausen. Mrs. Hawks, wife of the pilot, has accompanied her husband on the last 30,000 miles of his air travel. Mrs. Burt Hull is the wife of the president of the Texas Pipe Line company, closely affiliated with the Texas company. The other two passengers are W. L. Cooper and S. A. Carlson, two motor experts of the Wright Aeronautical corporation, whose engines are used to propel the plane.

On arrival here, the party was met by D. B. O'Neill, manager of the Texas company in northern California.

Motor Clubs After Ambulance Chasers

Victimizing the motorist involved in an accident resulting in personal injury and "taking his cut" of the unfair settlements that he forces on behalf of the injured person in such a mishap, the "ambulance chaser" has become the object of a nation-wide campaign on the part of motor clubs, says a statement issued today by national headquarters of the American Automobile association.

Cooperating with other agencies and enlisting the full weight of public opinion in behalf of the effort to stamp out the "vulturous" practices of this large and growing class, the motor club is in the fight until the last trace of the blight is removed, the executive officials of the A. A. A. declare.

As a primary step in calling a halt to the illegitimate activities of the "ambulance chaser," who derives his name from the dispatch with which he appears on the accident scene, the national motoring agency points out the alarming proportions of the evil in the current issue of its magazine, the American Motorist. In the ranks of the ambulance chaser are the despicable members of the honorable professions of medicine and law, allied with unscrupulous hospital attendants, policemen and other hangers-on whose depravity of conscience permits them to prey upon the public in a dangerous way, says the statement.

Placing its facilities for legal service at the disposal of the motorist who is at a loss for the proper procedure in event he feels himself being victimized, the A. A. A. chain of 1054 clubs intends to run down every instance of "ambulance baiting" called to its attention. Such a policy is essential to the complete extermination of the evil and its army of practitioners, motor officials believe.

Falls City — First Roquefort cheese factory in the west opens here.

Buck Is Some Jumper

MARSHFIELD, Ore., July 21.—Lieutenant Curtis Lefever, connected with the coast and geodetic survey boat Pioneer, engaged in coast line survey work, here today from Westlake, near Florence, reported that a buck deer, startled by a truck used by the survey party, leaped from a road into tops of trees beneath. The buck fell many feet and scampered away, apparently without injury.

Portland—Steamer "Andrea F. Luckenbach" loads 500,000 pounds wool.

STATE AIR HEAD ISSUES REPORT

A total of 25,624 applications for cash bonuses or loans have been approved by the World War veterans' state aid commission, according to a recent report compiled by Frank Moore, executive secretary. The report was filed with Governor Patterson.

The commission paid 22,747 cash bonuses aggregating $[illegible]. A total of 10,432 applications for loans have been granted, with an outlay of $[illegible]. Repayments on principal aggregate $[illegible], with a balance of $[illegible] outstanding.

Approximately [illegible] properties have been taken over by the state, with [illegible] foreclosures and property deeded to the state. The net gain from the sale of foreclosures or deeds properties [illegible].

The report indicated that the loss on sales of foreclosed property is only taken into account from those properties which have been taken over by the state and actually sold either for cash or on contract.

A total of $[illegible] in bonds has been issued to carry the law into effect. The total amount of bonds that can be issued for this purpose is 3 per cent of the assessed value of all properties in the state. The report indicated that the commission is making new loans at the rate of about [illegible].

[illegible]

ROUND THE World Cruise Dec. 1

From New York, 136 days, 27 ports, 21 countries. Return via Panama Canal. Aboard S. S. Empress of Australia, Dream Ship of Cruises. One management, ship and shore, by the world's greatest travel system. Bookings now!

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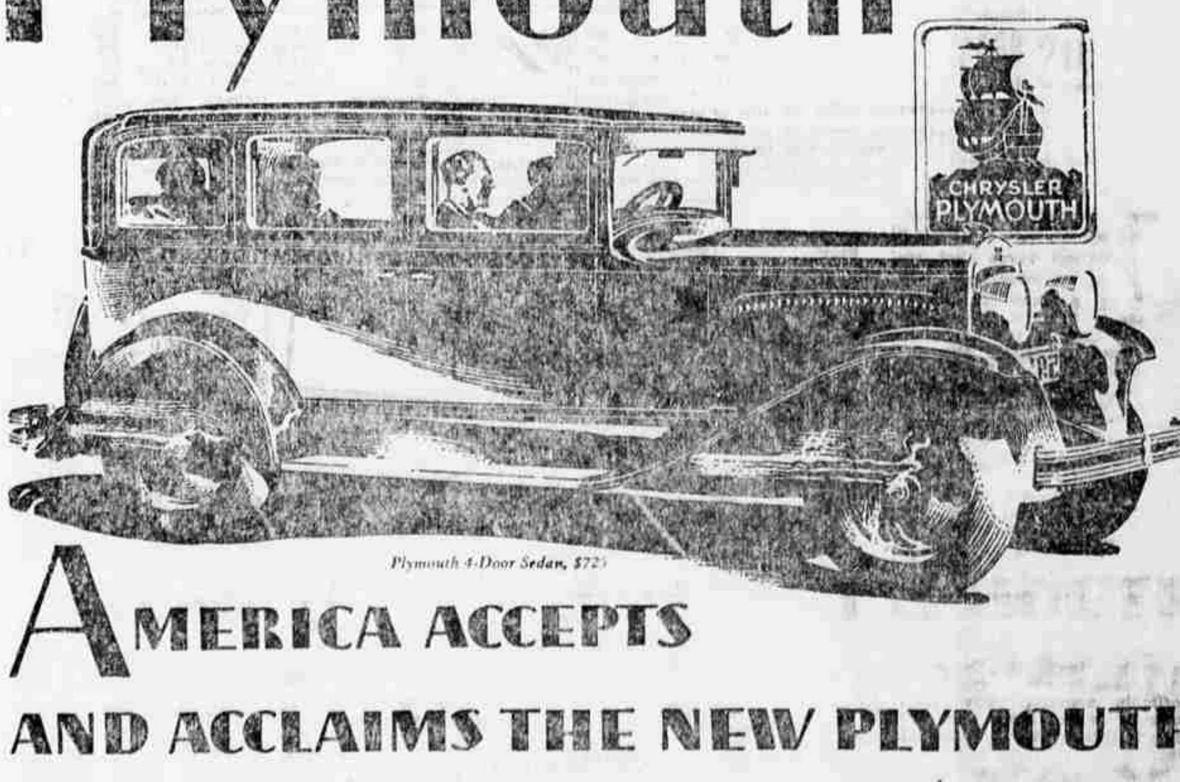

Plymouth 4-Door Sedan, $725

AMERICA ACCEPTS AND ACCLAIMS THE NEW PLYMOUTH

It Discovers at Last Real Size, Style, Performance and Safety in the Lowest-priced Field

The sales record of the new Plymouth, established in two weeks' time, is without parallel or precedent for a car in this field—not in a few retail centers but all over the whole country.

Hundreds upon hundreds of thousands—yes, millions—eager to see the new Plymouth, built by Chrysler to compete in the lowest-priced field, throng Chrysler salesrooms everywhere.

They compare it with the three or four other cars catering to the same great market.

They see contrast in size, style, performance and safety so sharply in favor of Plymouth that curiosity bursts into enthusiasm, enthusiasm is transformed into sales.

In fine, the millions seeking a low first cost now discover in the new Plymouth the one car in the lowest-priced field which is and does everything that they have long hoped a low-priced car would be and do.

You, too, owe it to yourself to see it, ride in it, drive it. All doubt as to the highest dollar-for-dollar value in the lowest-priced field ends right there.

$670 AND UPWARDS

Coupe	$670
Roadster (with rumble seat)	670
2-Door Sedan	690
Touring	695
De Luxe Coupe (with rumble seat)	720
4-Door Sedan	725

All prices f. o. b. Detroit

Chrysler dealers are in a position to extend the convenience of time payments.

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Women Delight *in its marvelous handling ease*

Offering smartness and distinction never before attained in any low-priced six and reflecting exceptional good taste in appointments and upholstery, the Pontiac Six is a car which invariably wins feminine admiration. And that admiration turns to sheer delight when they leave the back seat and drive the car themselves.

They know the Pontiac Six is a dependable car. And they quickly discover an ease of handling that makes every mile a pleasure. The powerful four-wheel brakes answer the lightest touch. The big motor is smooth, quiet and responsive, and the clutch and transmission are exceptionally easy acting.

Every day you see more and more women at the wheels of Pontiac Sixes—because Pontiac provides, at a price within reach of almost every purse, everything that women demand in a motor car of their own.

$745 SPORT ROADSTER

2-Door Sedan, $745; Coupe, $745; Phaeton, $775; Cabriolet, $795; 4-Door Sedan, $825; Sport Landau Sedan, $875. Oakland All-American Six, $1045 to $1265. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

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If you want the truth about Lee Tires, ask those who use them.

Then come to us for your service.

You'll find tires by Lee of Conshohocken mean much to your satisfaction; and when coupled with our service and care of your tires, whether all are Lees or not—it makes a perfect combination.

SEE BALLOON TIRES

29x4.40	$ 8.50
30x4.50	$ 9.45
29x4.75	$10.70
30x5.00	$11.45
31x5.25	$13.75
32x6.00	$16.25
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