

BATTERY VERY ESSENTIAL TO EVERY MOTOR CAR

"When buying an automobile battery the car owner should make sure that he selects one with capacity great enough to furnish properly his car and its accessories with ample and dependable electrical energy," advises Mr. Graham, local manager of the Western Auto Supply company.

"All batteries look alike from the outside. The contents of the case is really the part that counts. We judge ourselves by knowing that Western Giant and Wizard batteries are full capacity batteries. In addition to the current needed for spark plugs, ignition and lights, the manufacturers have taken into consideration that most cars are equipped with extra driving lights, cigar lighters, electric windshield cleaners and other devices and have built Wizard and Western Giants to meet these extra demands.

SPEEDY PERFORMANCE OF WHIPPET SIX

"Although the new Whippet six has the same bore and stroke and the same basic design as its speedy predecessor, these models develop seven horsepower more on a brake test and will travel considerably faster in accelerating and hill climbing, too, the Whippet six cars outdo their predecessors. Numerous improvements have contributed to the better performance," says Geo. Treichler of the Treichler Motor company.

"The superior Whippet six motor has a compression ratio of 5 1/2 to 1 as compared with 4 1/2 to 1 heretofore used. The brake horsepower is 50 at 3000 r.p.m., as compared with 43 horsepower in the previous models at 2800 r.p.m. The improved high-compression engine has a seven-bearing crankshaft and an extremely efficient force feed oiling system which keeps all necessary surfaces properly lubricated at all times.

"Largely because of the higher compression ratio in the new engines, the Whippet six shows a highly satisfactory economy. Further contributing to higher maximum speed and greater flexibility for driving in traffic are changes in the rear-axle ratio from 4.89 to 1 last year to 4.65 to 1 in the present models.

"Comparison for the specifications make it apparent that the Willys-Overland engineering staff has amply provided throughout the car for the stresses and strains and the wear and tear imposed by use of high car speeds. The frame is heavier and is strengthened by five cross-members. The propeller shaft is now two inches in diameter instead of 1 3/4. Front springs are two inches longer and rear springs are 1 1/2 inches longer. The total braking area is 209 1/4 square inches.

American Boat Wins International Regatta on Thames

Built by Harry A. Miller, piloted by Ralph Snoddy, Miss Risco III showed her fleet "heels" to the fastest speed boats of England and France the other day on the Thames river at Southampton. The occasion was the classic international regatta, the cup was the Duke of York trophy.

Cable dispatches announced that Miss Risco III was powered by Richfield gasoline and lubricated with Richlube motor oil.

In winning the race, Pilot Snoddy not only steered the sole American entry to victory, but to a one-two-three victory, coping all three heats of the three-day event. One lap, it is reported was made in the exceptionally fast time average of 48 miles per hour, declared unusually fast for Thames waters.

Miss Risco III is 17 feet, 6 inches in length and is powered with a super-charged engine of eight cylinders of 91 cubic inch displacement which develops 225 horsepower. It has made speed of 59 miles per hour under good water conditions.

CHRYSLER SPRINGS IMPORTANT IN CAR CONSTRUCTION

"All roads must be smooth roads to a Chrysler car," is the slogan of engineers at the Chrysler plant at Detroit.

As a result of continuous and exhaustive research on the part of these engineers, the Chrysler 65 and 75 and the Imperial are noted for their riding ease over any road and under all driving conditions.

Experience in building quality cars has proved to the satisfaction of Chrysler engineers that no part of an automobile is more important to real comfort in riding than the springs, which in Chrysler cars are designed especially for the model into which they are built.

Exhaustive tests and continued research in engineering laboratories have resulted in standards being set for the springs on each Chrysler model. Those on the roadster are different from those used on the sedans, coupes or phaetons, etc.

In arriving at these standards, springs designed to be used on the various models are tested for hours in a device which automatically reproduces upon the spring the same effect to which it would be subjected in actual road operation. To be approved for production, they must operate satisfactorily for 1,000,000 applications of the apparatus. Every spring made according to the standard that arrived at, is first tested for resilience and balance with the other springs which will be installed in the chassis, and then tested for fatigue. Only when found perfect are they accepted for use on any Chrysler model.

The riding comfort of Chrysler 65, 75 and Imperial cars is further enhanced by the manner in which springs are mounted in rubber insulators instead of being shackled to the frame by bolts. These rubber mountings require no attention or lubrication and effectively cushion the frame and body of the car against road shocks. To add further to the smoothness with which these cars overcome the roughest roads, they are equipped with hydraulic shock absorbers.

Chrysler engineers, not satisfied with these preliminary individual tests of springs, shock absorbers and rubber spring mountings, test them in the finished product on the noted road test apparatus at the Chrysler plant. In this manner the finished cars are given final inspection to determine that each unit operates perfectly with its component.

OIL SPRAYS AID TO FRUITGROWERS

As a major development in the fruit industry on the Pacific slope, the activity of coast oil refiners in developing practical and highly efficient oil sprays is resulting in marked improvement in orchard production.

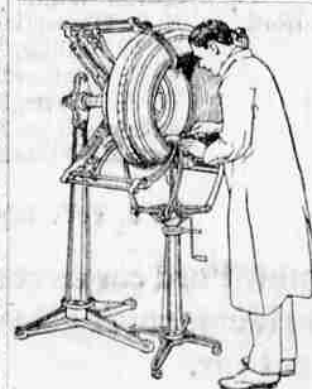
Two new booklets have just come off the press for distribution—one to growers of citrus fruits and the other to the deciduous growers. They are the output of spray engineers of the Associated Oil company, whose coast refiners have pioneered much of the work in oil sprays in recent years.

These "Summer Spray Manuals" are complete with accurate and highly authentic information about spraying, and, particularly with the difficulty being experienced with lime-sulphur and other sprays at that season, they offer a valuable opportunity for the grower to acquaint himself with the latest developments in spraying methods and products.

These new manuals can be secured at any of the red, green and cream stations of the Associated Oil company or by written request to the parent company direct at 78 New Montgomery street, San Francisco.

Huge Family Reunion MASON, Texas. (AP)—If past gatherings are any criterion, the three-day family reunion of Heinrich Kothmann's family July 19 will be a monster one. About 500 attended the two last reunions, during which the women slept in a barn and the men under a large tent.

Classified advertising gets results



WE USE HAWKISON VULCANIZING SYSTEM All Work Guaranteed Phipps Auto Park Highway at Jackson Phone 1037-R



A new automobile record was recently made. A guy drove from coast to coast without eating a single hot dog.

Reporter: "How did you prepare yourself for the hardships of an Arctic expedition?" Explorer: "I rode all over Oregon in a rattle seat."

It is said that every hour some pedestrian is run down by an automobile. If this continues the country will soon have to be restocked with pedestrians.

Beating the train to the crossing is still a perilous pastime.

"Look, Bill, there's a Rhode Island."

"Where?" "Too late. We've just passed it."

The judge sternly: "Well, what's your alibi for speeding 60 miles an hour through the residential section?"

The victim: "I had just heard, your honor, that the ladies of my wife's church were giving a rummage sale, and I was hurrying home to save my other pair of trousers."

The judge: "Case dismissed."

Motorists still attempt to get across in front of a train and only succeed in getting a cross. There were 7000 crosses in 1928 as a result.

Hit and run driving is not yet eliminated.

"I'm afraid one of those rear wheels is about to come off," said the boy friend. The girl replied: "Well, that's quite a relief. Engine trouble is so common, don't you think?"

The day of miracles has not passed. Many persons go for a Sunday afternoon automobile ride and come back alive.

In Mexico even public signs come directly to the point. In a garage in Albuquerque is posted the following notice: "Don't smoke around the tank. If your life isn't worth anything, gasoline is!"

"Hefty Mulligan called me a liar, and big as he is, I knocked him sprawling in the middle of the street."

"What! With your bare fist?" "Now, with my auto."

Traffic cop: "Yer hittin' sixty?" Young wife: "But the man said I could go as fast as I wanted—after the first 500 miles."

Auto speed mania to companion: "Did you see that crowd on the corner? Ninety per cent of

Geography and Beauty

WASHINGTON, D. C., July 6.—The open season for beauty contests is a reminder that the geography of beauty is as diversified as the geography of food or fashion. "Often what one people may consider personal blemishes are marks of beauty in other countries," says a bulletin from the Washington, D. C., headquarters of the National Geographic society. "For example, moles are considered especially appealing in Egypt. Bits of flesh resembling lipped warts are supposed to beautify the faces of the women of some Belgian Congo tribes."

"Many of the ugliest types of beauty, according to American and European tastes, are found among African tribes. Particularly ugly are the female faces deformed by elephantiasis, which is accompanied by rubbing mud into open sores until they swell in permanent round protrusions in an ugly shell pattern on the chin, cheeks and forehead and supposed to enhance the appeal of the women of some Central African tribes."

Shampooed in Butter "The most objectionable of African beauties are the Ethiopian women who smear their hair with animal butter. In that weather they are attacked constantly by a regiment of flies. Since the butter is only removed about three times a year, shampoos are negligible factors.

"The beauties of the Mangbetu tribe of central Africa adopt a hairdress that resembles a Greek urn lying on its side. They bind their hair in a tight coil and the hair that is drawn back is inserted in a large flat disk. With this skin-tight hairdress, into which long metal pins have been inserted, and their prominent features, they form striking pictures."

Cold Cream from Coconuts "The stout-eyed sub-debilitated beauty of Cambodia in Indo-China also affects a distinctive coiffure. She thought we would hit that lamp post."

Companion: "Yes, and 50 per cent of those in the car thought the same thing."

There are few good auto drivers because few persons can do foot work and head work at the same time.

The only safe way to drive an automobile is to assume in the beginning that the other fellow is either careless or crazy.

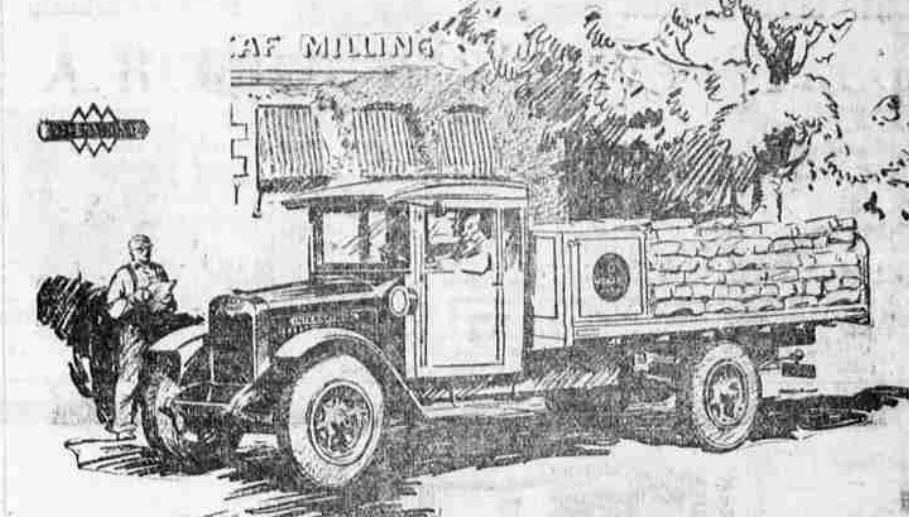
Auto lenders can't see. Only a right turn is safe, says a motor magazine. Same with life: it's always safe to turn to the right.

Heard the other day of a city chauffeur who lived out for a farmer and had had luck the very first day. He crawled under a table to see why he didn't go.

Richardson: "I don't know what to do—buy a car or a house." Robertson: "Simple. Buy a

received a car load Saturday, and now have them in their show room. This line is so well known that comment is unnecessary. The popular priced car put on the market this year by the Marmon company. "Bill" Higgins, well known among the automobile men, and that comment is unnecessary. The demand for high priced American motor cars is increasing in Sweden, says the department of commerce.

A RUGGED 2-TON SPEED TRUCK



THE INTERNATIONAL MODEL SF-46 WITH 4 FORWARD SPEEDS AND 4-WHEEL BRAKES

Here's a go-getting Speed Truck for the user who has big loads to haul. It has a rugged 6-cylinder engine, 4 forward speeds, rugged chassis construction, auxiliary springs—and 4-wheel, internal-expanding brakes for safety.

This fast two-tonner is officially known as the International Model SF-46 Speed Truck. If you will drop in at our showroom one of these days, we will show you an SF-46 chassis, point out its features, and quote you on a complete outfit, with regular or special body and equipment.

Other International Trucks range in capacity from 1-ton to 5 tons. Complete information supplied on request.

FEATURES of the INTERNATIONAL MODEL SF SPEED TRUCK Low, trim chassis that lends itself to attractive body design. Low oil and gas consumption. Smooth riding at all speeds. Powerful, 6-cylinder, L-head engine. Four forward speeds. Pressed-steel frame with 7 cross members. Heavy-duty spring construction and SMOOTH, POSITIVE-ACTING 4-WHEEL BRAKES.

ELWOOD'S AUTO SHOP 118 So. Central Avenue Medford, Ore. Phone 769

UP STEEP HILLS -



HIGH COMPRESSION MAKES THIS LOW-PRICED CAR A BRILLIANT PERFORMER

around sharp curves The Superior Whippet's new and higher compression engine gives more than 20% added horsepower—resulting in even faster speed, quicker pick-up and greater hill-climbing ability. Besides its improved engine, the new Superior Whippet is the only low-priced car with all these important advantages: Extra long wheelbase, oversize balloon tires, full force-feed lubrication, silent timing chain, invar-strut pistons, "Finger-Tip Control," and, in the Six, a heavy seven-bearing crankshaft.

WHIPPET 6 DE LUXE SEDAN Down payment only \$345.00 Balance in 72 easy monthly payments. All Willys-Overland prices, c. b. Toledo, Ohio, and specifications subject to change without notice. WHIPPET 4 COACH Down payment only \$225.00 Balance in 12 easy monthly payments. Low includes Coupe, Sedan, Roadster, Touring, Commercial Chassis. NEW SUPERIOR WHIPPET FOURS AND SIXES WILLYS-OVERLAND, INC., TOLEDO, OHIO

TREICHLER MOTORS, INC. Cor. Sixth and Front Phone 615

THE DE LUXE SEDAN Other models are the Standard Coupe, Standard Sedan, & De Luxe Coupe. 4 Now at the lowest prices in the world.. 4 FORWARD SPEEDS

Four Forward Speeds...the most important contribution of automotive science since four wheel brakes...now offered in a low-priced Six—the voguish New Durant Six Sixty-Six. Only by taking the wheel can you fully appreciate the amazing performance advantages. In addition to giving remarkably better getaway and increasing hill-climbing ability, Four Forward Speeds account for decreased fuel consumption and longer car life. Matching its mechanical supremacy, this NEW Durant Six Sixty-Six is smartly styled & staunchly constructed throughout. Typical of inbuilt quality is the use of maple, most durable of woods, in combination with steel in body construction. See it today. NEW DURANT SIX SIXTY-SIX SABIN & RINDT 32 North Riverside Phone 366 OPEN EVENINGS