

DE SOTO PERFORMS DIFFICULT CLIMB

D. G. Gay, of Rock Hill, South Carolina, couldn't resist the temptation to drive his De Soto to the heights of Stone Mountain, near Atlanta, Georgia, recently.

There is no road leading to the top of this mountain, which is the largest block of exposed stone in the world and on its side is carved the famous Confederate equestrian group. The mammoth sculpturing commenced several years ago is slowly but surely nearing completion.

The steep, tortuous climb up the mountain reaches an altitude of 875 feet at the summit. Gay reports that the car went over the top with ample power and some to spare. No ropes, tackle or any artificial aid was necessary. Every inch of the grind over the slippery top of pure granite was made under the motor power of the De Soto. The car, in addition to Gay, carried a passenger load of 480 pounds.

Following his successful climb of Stone Mountain, Gay returned home and announced his feat to his friends. Some were sceptical about his claims and in order to satisfy them, Gay returned to Stone Mountain and made the climb a second time, this time armed with a camera.

The drive itself is dangerous. One false twist of the wheel and the car would be plunged hundreds of feet onto the jagged rocks below with certain death to the occupants.

CYCOL SELECTED FOR UNITED STATES NAVY

An outstanding tribute to Cycol oils is seen in their selection by the United States navy, on the basis of "work value" tests, for use in all operations out of Pacific coast and Hawaiian island ports for the fiscal year 1930-1931.

The contract, which will call for approximately one million gallons of Cycol oils, was awarded not simply on the basis of cost, but on a computation of work cost per gallon, in which Cycol was a decided leader in competition with leading brands of both eastern and western refiners, according to L. M. Edelman, supervisor of marine lubricant sales for the Associated Oil Company, who continues:

"The navy test, run in especially designed equipment, is most exhaustive, and for an oil to be selected thus in competition with numerous other makes of oil, is a decided compliment to that oil's quality and performance.

"Careful physical and chemical tests are first made to determine the following properties: viscosity, neutralization number, precipitation number and carbon residue. The oil is then subjected to a 100-hour endurance test in special navy equipment. At the conclusion of this endurance test, the same four physical and chemical properties are re-determined. The 'work factor' is a numerical figure expressing the change in chemical and physical properties brought about by the endurance test. It is then awarded on the basis of service cost per gallon, arrived at by dividing the bid cost per gallon by the average work value."

The contract awarded the Associated Oil company covers lubrication requirements on board all battle ships, destroyers, submarines and aircraft carriers, and in all aircraft for Washington, Oregon, Idaho, Nevada, California, Arizona, Honolulu and Alaska.

Record Selling Non-Stop Air Trip Over 1600 Miles

LOS ANGELES, July 13.—It took exactly 237 gallons of Richfield gasoline to fly the record-setting old monoplane, Columbus, from New York to Bermuda and return, according to wires received by officials of the Richfield Oil company from the pilot.

For the 1600-mile round trip, made non-stop in 17 hours and 2 minutes, Richfield motor oil and Richfield rocker arm grease—both Richfield oil products—were also used.

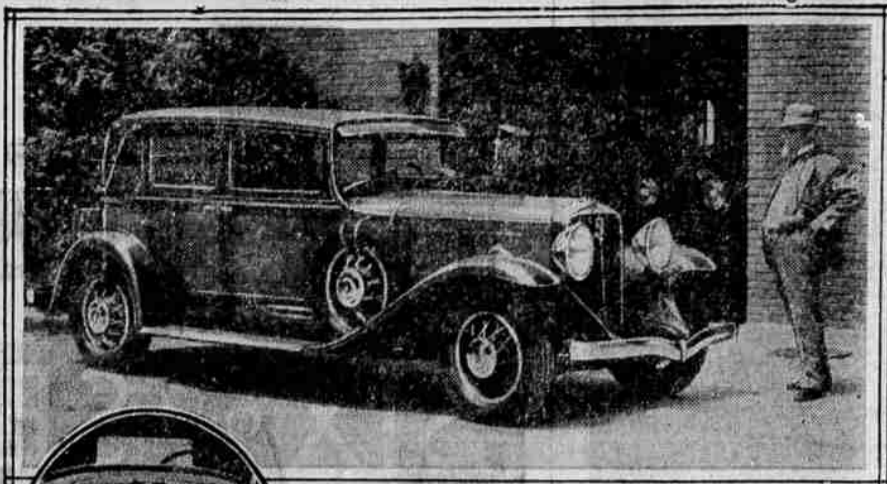
Immediately upon reaching the end of the first leg of his journey, and while circling above the city of Hamilton, in Bermuda, Williams dropped a telegram to Fred L. Foster, Richfield's aviation representative in New York, transmitted by the Bermuda authorities, was as follows:

"Arrived Bermuda 2:20 p. m. and return to New York immediately stop Richfield gasoline and Richfield motor oil and rocker arm grease functioned perfectly in our Whirlwind and have abundance of fuel and oil for return trip stop kindest regards and thanks for cooperation."

The excellence of the performance of the engine is considered here an especially high tribute to gasoline, oil and grease in view of the fact that the plane which made this spectacular flight is Clarence Chamberlain's battered old air vehicle. It is the ship which Chamberlain in 1927 flew from New York to Germany.

HUDDERSFIELD, July 12.—(AP)—The Count of Pooder, who claims to be the last lineal descendant of King John Sobieski of Poland, was recently discovered living here in poverty. An attorney is trying to get him a pension from the Polish government.

Studebaker Introduces "Free Wheeling"



At Left—New series President eight brougham for five; 136-inch wheelbase; 122 horsepower world champion straight eight engine, plus Studebaker's new innovation of free wheeling. Mohair or Bedford cord upholstery.

Below—New series Commander eight sedan for five; 124-inch wheelbase; 101 horsepower straight eight engine, plus Studebaker's new innovation of free wheeling. Mohair upholstery.

Above—The distinctive radiator of the new series Studebaker President and Commander eight interprets the very spirit of free wheeling. It also increases the apparent size of the car when viewed from the front, as well as making it appear larger and more massive. New Ovaloid headlamps complement the new radiator design. Le-Modern bumper adds further distinction and does not obscure the radiator. Trim fender lamps replace the conventional cowl lights.



Free wheeling, claimed to be the greatest advance in automotive engineering in 19 years, is announced by the Studebaker corporation in its new series President and Commander eight. In addition, these new cars are provided with longer wheelbases, quieter operation, greater smoothness and new improved body design.

"This announcement is of especial interest to motorists of Medford and southern Oregon in view of the championship performance of the past President eight and Commander eight models which have built up an enviable record of achievement, attested by five world records, 18 international records and more American stock car records than all other makes of cars combined," says O. V. Myers, local dealer.

"Free wheeling involves a basic engineering principle which its engineers have developed and perfected over a long period of research and test work. Studebaker is the first American car to offer free wheeling.

"Free wheeling, as embodied in the new President and Commander eight, offers in addition to an entirely new and pleasurable driving sensation a host of engineering advantages not to be found in the conventional car.

"Power in both of the new series has been increased. In the new President eight, horsepower is increased from 115 to 122. In the new Commander eight, an increase from 80 to 101 h.p. has been effected. Engines are all straight eights of L-head type, pistons of Bohndalle, with four rings, and connecting rods, drop forged from selected steel with shimless bearings babbitted direct to steel; a 2-bearing, statically

and dynamically balanced crankshaft adds materially to engine smoothness.

"Principal among engineering improvements is the new carburetor silencer. This feature is a small muffler attached to the air intake of the carburetor and practically eliminates carburetor noise.

"A significant contribution to greater driving safety and steering ease is found in the improved steering mechanism. By use of the new self-righting steering gear and reduction of the steering ratio to 20-1, a new degree of responsiveness, ease and steering

sense is obtained.

"Both new series are equipped with improved brakes of the new two-shoe Duo Servo type, with long-life moulded lining. These brakes have very much greater life, are uniform in action, free from tendency to squeal and chatter, and very responsive to pedal pressure without being over-sensitive.

"The new series President and Commander eight are offered in 29 body models. The many new innovations in body design augment to an even greater degree the low and graceful lines which have evoked such favorable comment for Studebaker heretofore.

"Regal and state models are equipped with six wire wheels, two carried in front fender wells, as well as a folding luggage grid, and a commodious trunk is on all broughams. All closed models in both series are wired for quick and economical radio installation.

"Smart low body lines are achieved by the use of double-drop frame construction which gives these cars a lower center of gravity for increased safety and roadability. Riding comfort is further assured by long spring suspension, controlled by powerful hydraulic shock absorbers all around, and ball bearing spring shackles.

"Another detail of outstanding value is the coincidental lock to steering and ignition, standard throughout the new series.

"The key which operates the coincidental lock also operates door locks on closed models, tire locks and rear deck compartment in roadsters, coupes and victorias.

"Precision in workmanship and painstaking inspection during manufacture, permit all new Studebaker cars to be driven 40 miles an hour the day they are delivered."

These new cars are now on display in the show room of the O. V. Myers Co. at 122 South Riverside.

HUDSON the World's Largest Selling "EIGHT"

Registrations officially recorded by every State in the Union show that for this year more Hudson Eights have been delivered to consumers than any other eight in the world.

See For Yourself the Increasing Number of Hudson Eights on the Street

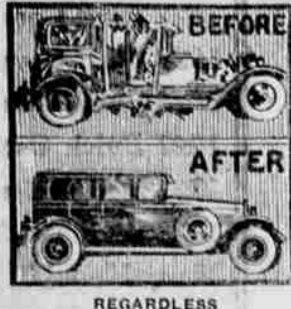
Hudson Beauty, Hudson Quality, Hudson Performance and Hudson Value frankly question the wisdom of ever paying more for any car. They have made Hudson the world's largest selling Eight. And the growing power of this conviction is shown in the increasing numbers you see everywhere.

\$1050 for the COACH

Nine other models just as attractively priced. Wide range of colors. All prices f. o. b. Detroit, Factory.

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BIG INCREASE IN CONSUMPTION OF PENNSYLVANIA OILS

OIL CITY, Pa., July 13.—Rise in the demand for Pennsylvania oil and stating it is due to increasing knowledge of lubrication among motorists, C. L. Suhr, president of the Pennzoil company, gave the following interview, showing the standing of Pennsylvania crude in the motor oil industry.

"Pennsylvania motor oils are more popular than ever with motorists, consumption of Pennsylvania crude increased more than 37 per cent from 1924 to 1929. And 1930's production exceeds last year's by fully 25 per cent!"

In reference to the new production methods which have made possible lower market prices for Pennsylvania crude, Suhr comments that oil-men have increased production in the older Pennsylvania fields by more scientific drilling. "This particular method is known as 'five-spotting,'" he explains. "Imagine the five spots on a domino or a playing card. The four outside spots are matter wells into which water is pumped to force the crude from the center well. Sometimes this is done this way."

Measuring the widespread popularity of Pennsylvania oils in the west as well as the east, Suhr remarks: "Recent surveys show that more than 46 per cent of western motorists use Pennsylvania motor oils. And the monthly increase in Pennsylvania crude gallonage shows that the demand is daily growing larger."

Mother in Grade School ST. LOUIS (AP)—A mother of five children has been awarded an eighth grade diploma here. Because she wanted to be able to advise her children in their school problems, Mrs. Lulu Ruh, 42, last September took up her grammar school studies where she left off 20 years ago.

A lower price now buys A BETTER De Soto Six

\$810

AND UP—F. O. B. FACTORY

Roadster, \$810; Phaeton, \$830; Business Coupe, \$830; De Luxe Coupe, \$860; Four-Door Sedan, \$875; Convertible Coupe, \$945. All prices f. o. b. factory.

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Chrysler-designed, high-compression engine, using any grade gasoline. Iso-therm ventilated bridge-type pistons, with piston rings of tongue and groove construction. Internal four-wheel hydraulic brakes, with squeakless, moulded brake lining. Full-pressure lubrication—rubber insulation of engine—counter-weighted crankshaft—camshaft driven by silent chain—thermostatic heat control—chromium-plated lamps—fuel pump—fuel filter—air cleaner. Steelweld Body—no joints—utmost solidity—a distinct advance in body silence, strength and safety.

CHRYSLER MOTORS PRODUCT

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