

# THE HERALD'S AUTOMOBILE DEPT.

## STAR CONTEST CLOSES TODAY

OAKLAND, Calif., July 1.—In reminding the public that today marked the closing of the Star slogan contest, Norman DeVaux, president of the Star Motor Company of California, is not doing the judges of the contest any special favor. For the history here has been flooded—in the most liberal sense of the term—with slogans from all over the Pacific Coast.

More than 100,000 slogans are expected before all letters postmarked July 1, shall have reached their destination.

The name of the winner will be announced just as soon as the judges can go over the completed returns.

No entry post-marked later than July 1 will be considered.

The capital prize is a new Star Sport model, the second prize \$100 and the third prize, \$50.

No slogan can exceed seven words.

The jury of awards consists of Norman DeVaux and R. C. Durant, prominent automobile men; James A. Houghlan, Oakland advertising man, and B. A. Forester, general manager of the Oakland Tribune.

Virtually every hamlet and city on the Pacific Coast is represented in

the slogan contest. Entries have been received from Alaska and the Hawaiian Islands, showing the widespread interest created.

### REFLECTIONS OF VET REPAIRMAN

By F. C. R.

Being exclusive in motoring means driving a car in competition without mixing fenders with the common herd.

**FOR SAFETY'S—TIRE**  
Always sound the horn when there are pedestrians in the way, even if you do not want them to get out of your way. Even if you are creeping along and giving them every chance to cross there are some people who would have heart failure at the sight of you bearing down upon them.

Pedestrians expect to be honked out of the way. If they hear your warning they'll be very surprised when they see your car, and they'll be much more inclined to notice that you're giving them the right of way.

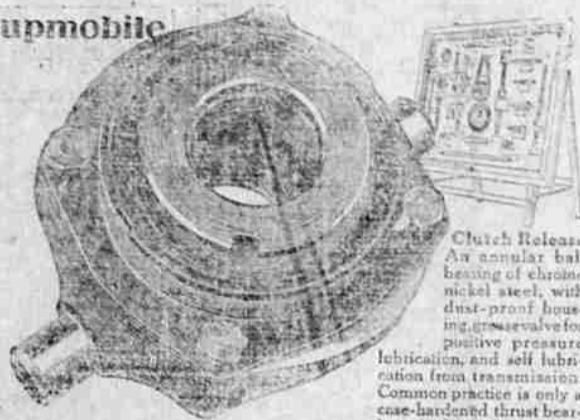
Keep your eyes on the road in good advice, but not the whole story. A careful driver keeps his eyes on the sidewalks as well, sometimes looking there first. Half the pedestrian accidents could be avoided by catching the trouble as it first develops. This applies to side roads vehicle traffic as well. What a driver sees out of the corner of his eye he is not likely to see in print under accident reports.

### CAR BUYING TEST

Observing the performance of various cars on steep hills is not always conclusive. With the throttle wide open an engine will make sufficient

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### Hupmobile



**Clutch Release**  
An annular ball bearing of chrome nickel steel, with dust-proof housing, groove valve for positive pressure lubrication, and self lubrication from transmission. Common practice is only a case-hardened thrust bearing, without dust-proof housing or dual lubrication.

### Parts Prove the Quality

You Can See Hupmobile Superiority With Your Own Eyes

Everyone can see now the real root reason for Hupmobile superiority.

Owners have always known that the secret was in better, closer manufacturing, and finer materials.

Others have always accepted Hupmobile greater efficiency, longer life and economy in the general good reputation of the car.

They need take nothing for granted now—for hundreds of Hupmobile Parts Displays, distributed throughout the country, are telling the story in such a graphic and comprehensive way that it constitutes a clear chart immediately revealing the greater value of the car.

We have one of these Parts Displays at our store. Come in and see it—and learn how to judge a car.

## Beauty

## DODGE BROTHERS

### Four Passenger Coupe

## Comfort

Imperial Garage Phone 130

## Walter P. Chrysler Says Maxwell Now Sets a New Pace.

The good Maxwell is displaying the possibilities of the four-cylinder car, in the very things people want in motor cars, in a way they have never been demonstrated before.

With the active participation of the Chrysler Six engineering staff, the process of betterment begun three years ago was tremendously accelerated.

Knowing that the latest Maxwell developments approach the revolutionary in both practice and results, I have every justification in the world for calling Maxwell a most wonderful four-cylinder car.

The difference in the way the Maxwell rides and drives and steers will impress you instantly.

You will be expecting the vibration you've always felt behind a four-cylinder engine.

But you will be delightfully disappointed—and surprised. For we have taken that vibration away from Maxwell. It's gone.

The device which accomplishes this result in Maxwell—for the first time, we believe, in a four-cylinder car—is nothing more

than a floating platform spring under the front end of the motor—but it is exclusive to Maxwell.

You can safely count on 22 miles to the gallon or better, and 18,000 miles per set of tires. Those figures are not ours, but the average of Maxwell owner reports.

Main bearings rarely if ever replaced; a longer-lived, smoother-running car because vibration is practically eliminated.

That's the way we are building the good Maxwell today—with a far greater proportion of costly alloy steels than is usual at its price.

Those are the results which I want to drive home to every man and woman who is in the market for a car.

You probably have your own ideas about a motor car and what you want it to do.

The most I ask is that you compare Maxwell riding and driving and performance with those ideas of yours, and then decide for yourself whether any other four you know of can match up to Maxwell.

*W. P. Chrysler*  
President and Chairman of the Board  
MAXWELL MOTOR SALES CORPORATION

## The Good MAXWELL

## Howie Garage

12th and Main Street  
—Phone 379

Touring	\$ 895
Sport Touring	1055
Roadster	885
Club Coupe	1025
Club Sedan	1095
Sedan	1325

All Prices F. O. B. Detroit subject to current government tax.

We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan.



## General Motors Trucks

You can judge a motor truck by only one thing, in the final analysis—the service it gives you for your money.

There are cheaper trucks than G. M. C., trucks that at first glance seem equally as good. Before you buy such a truck, however, do us the favor to hunt up a man who has owned one for more than a year. At the same time look up the man who has owned a G. M. C. truck for a similar time.

Have them both tell you what their investment has cost them for repair—find out which considers he got the most for his money. We are willing to abide by your findings, for we know the G. M. C. truck. We know if you take the trouble to find out these facts, you'll come to see us.

## REX RENNER

236 Main Street

## 10 CENT GASOLINE

is what the Packard Six owner gets.

Owners of heavy, complicated cars pay 20 cents.

Here's why—and how.

The Packard Six gives 10 to 18 miles and more per gallon of gas; 500 to 800 miles and up from a gallon of oil; 20,000 miles and up from a set of tires.

The Packard Six pays its own way out of savings in gas, in oil, in tires, in the absence of repairs.

Come in and let us prove it.

Many prefer to take advantage of Packard's extremely liberal time payment plan to enjoy immediately the advantages of a Packard Six or Packard Eight—purchasing out of income instead of capital, just as practically all other necessities are now bought.



ONLY PACKARD CAN BUILD A PACKARD

ASK THE MAN WHO OWNS ONE

## PACKARD SIX

J. POSPISIL,

Imperial Garage

Phone 130