

THE MOTORISTS' PAGE

NEW MODEL OF PONTIAC SELLS AT OLD PRICE

Automobile World Surprised at Low Cost of High-Grade Autos

PONTIAC, Mich., Jan. 26.—One of the major surprises registered at the first showing of the new Pontiac Big Six, is the fact that the Oakland Motor Car Company has been able to retain the original base price of \$145 on a car so completely eclipsing previous Pontiacs in size, speed, performance and beauty.

"Immense purchasing power and the vast economies of quantity production are the secrets behind the increased value which the new Pontiac Big Six presents," explained W. R. Tracy, vice-president in charge of sales.

"Incidentally, when an automobile is improved and enlarged so radically as is the new Pontiac Big Six, the major changes in factory tooling and equipment and in all the infinite detail of building a motor car, present a genuine problem which subjects the cleverest manufacturing brains to the ultimate test," Mr. Tracy continued.

"A new model only slightly different from the previous line may be placed in production after relatively simple changes in equipment and production arrangements. Under such conditions, the factory within a week or two may attain maximum production on the new model.

"But in introducing a greatly improved model, the task becomes multiplied many fold because the amount of preparatory work is in direct proportion to the number and the importance of the improvements. In preparing to turn out a practically new Pontiac Big Six our production department faced the most complex problem in the history of the Oakland Motor Car Company. Changes had to be made all along the line, from foundry specifications to the finish of the tail lamp.

PRIZES WON BY PRESIDENT '8'

21 World and International Records Broken by American Car

WASHINGTON, D. C., Jan. 26.—The International Association of Recognized Automobile Clubs in Paris, through the American Automobile Association, has just announced the award of six additional world records and fifteen additional international records for sustained speed and endurance to the Studebaker President Eight.

The world records were established during the President Eight's sensational run of 20,000 miles on the Atlantic City Speedway last summer. New international records awarded include the performance of the President Eight roadster, which averaged 85.2 miles per hour for 2,000 miles on the same track last November.

Distances from 20,000 to 45,000 kilometers are covered by the new world records, of which Studebaker now holds a total of eleven, five having been previously awarded. The average speeds maintained to win these new world marks range from 100.4 kilometers per hour for 20,000 kilometers to 109.3 kilometers per hour for 45,000 kilometers.

Essex Brakes Are Last Word In Efficiency

Full floating, self-aligning, two shoe four wheel brakes provide two-way braking efficiency on new Essex Challenger.

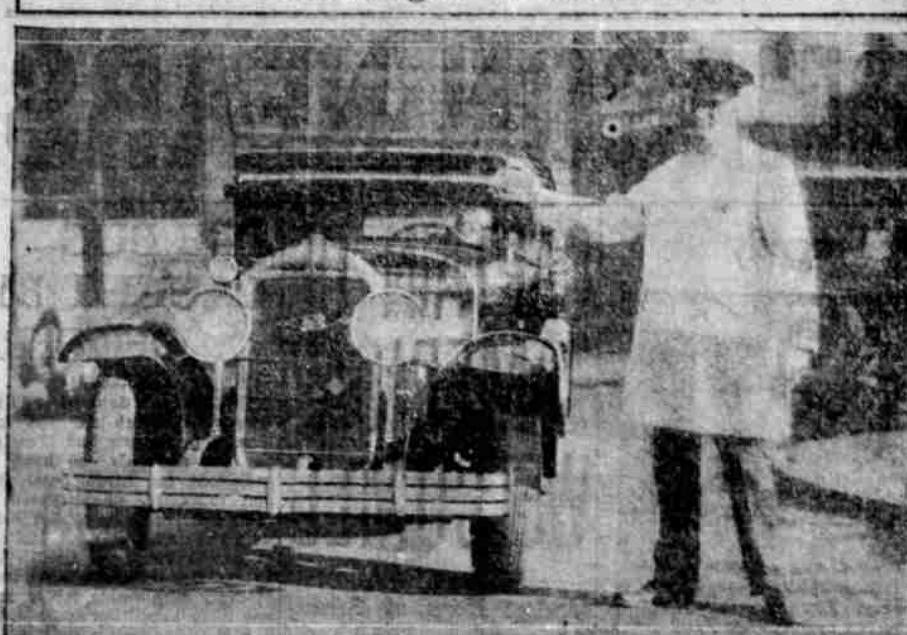
The brake shoes float in position and present the full surface of the lining at the instant of brake application.

With this design of floating shoe it is impossible for the brakes to drag. This improvement will increase the service life of the brake and furnish a trouble free braking system. Ordinary brakes have from 25% to 50% efficiency upon application when the car is reversing. The Essex Challenger full floating brake shoes provide 100% efficiency either forward or back.

These shoes are lined with a pressure molded lining. This lining is impervious to water and oil, providing full brake pressure power under all weather conditions. Tests conducted showed that service wear did not detract from their efficiency because the lining is identical in texture throughout.

The whole braking system is an example of simplified design typical in the new Essex. A single adjustment easily made without tools is provided to compensate for wear. This is the only adjustment necessary to maintain the full effectiveness of the braking system.

White Coats Urged for Traffic Officers



Due to loss of life and limb by traffic officers in cities all over the country during the past several months through inability of motorists to see the policemen on rainy nights, many Pacific Coast communities are now taking steps to equip traffic forces with white rubber raincoats to increase visibility during storms at night. Here, Captain Charles Goff, with aid of a Silver Anniversary Buick, is demonstrating one of the new "safety" coats suggested for traffic officers in San Francisco.

NEW EVOLUTION TRIAL LOOMS BACK IN THE RUGGED HILLS OF TENNESSEE



1. Main street, Jamestown, Tenn.; 2. Professor Elmore Gentry, accused of teaching evolution; 3. The Pentecost county school board members before which the charges were filed; 4 and 5. Fred Dixon and Bart Jones, farmers and fathers of boy students, who brought the charges; 6. Sergeant Alvin York, Jamestown's most famous citizen, who showed deep interest in the case but refrained from expressing an opinion.

By NEA Service

JAMESTOWN, Tenn., Jan. 7.—Back in the rugged hills of Pentecost county, where Sergeant Alvin C. York won "shooting matches" with a turkey as the prize in the days before he shouldered a gun for Uncle Sam and marched to world fame, another Scopes case is looming.

Elmore Gentry is the chief figure in Tennessee's second evolution case.

Jamestown, the historic little county seat where Mark Twain's father and mother resided before they moved to Missouri, is the scene.

Gentry was charged by Bart Jones and Fred Dixon with teaching evolution. Both are parents of boys in his school. A book in the school library led to

the charges. It teaches evolution.

When the school board convened to hear the charges, the prosecutors failed to appear and within ten minutes the case was dismissed. Fifty pupils of the school were present, ready to testify that their teacher had not taught evolution. Other patrons were present, ready to back the principal.

Alvin York was a spectator. "I'm not much interested, tho," commented the famous hero.

And town folk generally were unexcited.

But S. S. Parrall, young attorney, was interested. He announced that he would swear out a state warrant, charging Gentry with violating the state law which forbids the teaching of the theory of evolution in the public schools. He said that he would have Gentry taken before a justice of the peace and endeavor to have him held to the April term of the grand jury.

Such action would assure Jamestown of another come fight over evolution, like at Dayton several years ago when Clarence Darrow and William Jennings Bryan clashed.

Gentry, like Scopes, does not want publicity, however. He is a member of the Christian church and a believer in the literal interpretation of Scripture.

Professor Gentry bought the books put in the school library and which led to the charges, but did not know then what they contained," says A. R. Hogue, one of the attorneys in the case.

"He says that the books do not conflict with the Bible, so far as he knows, and he does not approve of narrowness and bigotry."

JUANITA TO PLEAD GUILTY
LOS ANGELES, Jan. (UP)—Juanita Montanya, who recently dropped \$1,000,000 suit in which she named Wallace Berry, film actor, as the father of her child, today admitted in municipal court that she took two coats from the home of Mrs. Frank Kelly. She said she would plead guilty, and bail was fixed at \$1,000.

FIFTEEN TONS LETTERS SENT BY AIR ROUTE

Willys-Overland Writes to 700,000 Prospective Buyers

The Willys-Overland Company has just carried its "message to Garcia" by means of the greatest gathering of airmail planes in the entire history of American commercial aviation.

Fifteen tons of airmail divided into 700,000 individually addressed letters to as many actual prospects for automobiles, on January 17, were loaded into 20 airplanes and within 48 hours were delivered to each prospect in more than 5,000 towns spread out into every state in the union. The airplanes covered 11,000 miles of the 13,000 miles of charted air routes of the nation and landed in 105 different ports from where the mail was rushed on to final delivery by railroad trains, electric lines, motor trucks, speed boats, steamboats and other methods of transportation.

The Willys-Overland Whippet mail shipment more than doubled anything ever before attempted by the airmail service and demonstrated to the satisfaction of army and navy observers American aeronautical preparedness for any peace-time emergencies and for military defense in time of war. The post office department concentrated

all its resources to assure prompt delivery of the shipment without interfering with regular airmail schedules elsewhere.

Western Auto Lower Prices Announced

A new, reduced price schedule on all Western Giant and Westwell tires is now in effect at all Western Auto Supply Company stores, according to Rex Blatt, local manager of the company.

"This price reduction comes just in time for automobile owners to start the new year on new, fully guaranteed Western Auto tires that will give them a new realization of tire satisfaction and economy," says Mr. Blatt. "Western Auto tires have set a new standard of tire economy based on lower prices and more mileage. Our policy is to offer to automobile owners the finest tires that our long experience in meeting the demands of Western motoring makes possible. Tremendous volume, huge resources and economical distribution through our own stores enables us to keep prices low.

"Western Auto tires also give a new meaning to tire satisfaction. Scientific design and superior quality are backed by our minimum mileage guarantee of satisfaction for the life of the tire by service at more than 150 conveniently located stores. Behind all of this added value, as even stronger assurance of the motorist's complete and lasting satisfaction, is our time-proven policy: "The Customer is Always Right."

MEEHAN SIGNS CONTRACT
NEW YORK, Jan. (UP)—Chick Meehan has signed a new contract to coach the New York

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