

THE MOTORISTS' PAGE

SALE OF DODGE CARS GAIN IN ALL SECTIONS

Record Breaking Spring Buying Season Indicated

The heavy new car buying season, reaching its peak in April, is reflected by the March shipments of passenger cars and trucks of Dodge Brothers, which show an increase over February of 7,755 units or more than 48 per cent. The figures include shipments from all plants in the United States and Canada, and represent substantial gains for the Senior Six, the New Dodge Brothers Six and Dodge Brothers truck and commercial car lines over February.

Gains in shipments registered by the Senior Six line for March over the previous month totaled 141 per cent, the New Six made a gain of 49 per cent while the Dodge trucks and commercial cars reported a gain of 78 per cent.

"Reports reaching us from dealers over the country indicate a record breaking spring buying season," said Charles W. Matheson, general sales manager. "The introduction of the New Dodge Brothers Six models, at prices within the reach of millions of families, has met with unusual public reception, and April shipments are going forward to domestic and foreign markets on a scale that indicates a continual prosperous buying era."

Women Favor Alemite For Family Auto

Who takes care of the family car? It used to be father. Now mother does the work. For mother has learned that 80 per cent of all repair bills on automobiles are traced to lack of proper lubrication, as are most squeaks, squawks and similar annoyances.

For that reason each day the spectacle of woman's encroachment upon man's so-called domain is becoming more amazing in the field of automobile upkeep. Men as a whole are admitting that their exclusive right to look after the family car is fast fading away. Women have placed the car on the household budget and are running it with the strictest economy.

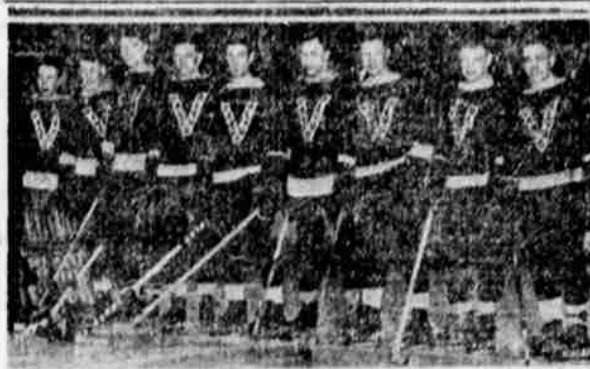
Estimates by experts show that approximately 75 per cent of all family cars are looked after in this way. That means that women are now doing for cars what they have always been doing for wardrobes, menus and homes—getting the best they can for the least money.

In fact, the great shift of car upkeep from the budget of husband to that of wife is found to be coming about, chiefly, in the interest of economy and efficiency. It began several years ago with the discovery of the Alemite systems of high pressure lubrication, which in June 1918 became the standard installation in car manufacture throughout the country. These systems reduce repair bills 80 per cent, and in addition are so amazingly simple that any normal individual can understand them.

Their striking economy naturally attract women's attention from the beginning. Women saw in the savings they offered a new source of income. They began by checking up with the men in the family to find out whether they were taking advantage of these savings. When men were too busy at the office women took the car for Alemite service themselves. Many women still are doing this. But most women are doing more. They take the whole problem of car upkeep into their own hands. They have their car lubricated as systematically as they attend to their laundry. Instead of paying for repairs on improperly lubricated worn-out motor parts, they buy extra hats, gowns, rugs, many other things dear to their hearts—with the savings.

Women's economy sense is also appealed to by the fact that cars consistently serviced by Alemite can be sold for about 10 per cent more than other cars. Those who take Alemite equipped cars regularly to stations where Alemite developed lubrication and service are given have each visit record in a booklet. This is known as Recorded Alemite Service. It provides the car

Champions All



"To keep your Studebaker President a champion, be sure to replace the spark plugs every 10,000 miles with new Champions." Fred Cox of the Western Auto Supply Company, advises Art Somers, captain, and Sammy McAdam left wing, of the Vancouver Lions, champions of the Pacific Coast Hockey League, who are shown in the top photo. May 5 to 11 is being observed as Champion National Change Week in all Western Auto stores.

with a pedigree. Women appreciate what it means to be able to show a prospective buyer just what care they have given the car they offer for resale. The simplicity of this service further attracts women. One simply drives one's car into an Alemite Station at regular intervals for lubricating. Garage owners now say that half of all cars brought to them for Alemite service are driven by women.

REAR RUFFLES

A fine printed chiffon frock, in jeweled tones, has a tight straight front skirt and nine little ruffles making the rear of it.

BUICK ENTERS FIELD OF LOW PRICED AUTOS

Companion Car of Present Model Will Be On Market

Rumors current in national automotive circles during the past few weeks to the effect that Buick, for the past quarter of a century a dominant factor in the automobile producing field, would soon enter the low-priced field with a companion car have been confirmed in an announcement just issued by E. T. Strong, president of the Buick Motor company, and received today by H. E. Hauger, local Buick dealer.

"In response to an increasing world demand for motor cars, the Buick Motor company will shortly augment its line of automobiles by the addition of a new car in the lower priced field," commenced the Buick executive's announcement.

"New from the ground up—new even in name—this car will bring to the public a degree of performance, stamina, smartness and comfort which Buick's quarter century of fine car engineering and fine car production alone makes possible at such a price," President Strong's statement continues. "The new product will have no effect on the future design and quality of the Buick car. In type, it will be an L-head six. It will be sold through the Buick retail sales organization."

"In the preparation of this new automobile, it has been the aim of the Buick Motor company to design a car of unlimited appeal—a car that will be within the reach of millions and yet deliver quality car performance."

ORGANIZER FOR LODGE TO ATTEND SESSION

L. H. Curtis, state organizer of The Loyal Order of Moose has arrived in the city on an official visit to the local lodge. At the regular meeting of the Klamath lodge on Thursday evening, Mr. Curtis will preside. Past dictators will have charge of the program and refreshments. Members are asked to attend the meeting.

Nash Motors Concern Hits Highest Mark

KENOSHA, Wis., May 7.—When final reports were received by Nash sales department officials from marketing centers in the United States, it was found today that Nash "400" Series car sales in the ten highest sales points during the week ending March 29 were greater than those in any previous week on the records of the Nash Motors company.

The total number of "400" cars bought in these ten marketing centers rolled up an increase of 52.95 percent over the sales made at the same points in the corresponding week of 1928.

This significant buying record for Nash was not limited alone to the ten metropolitan markets where sales were largest and which are considered an American merchandising barometer. A further check revealed that the sales of these increasingly popular cars in all distributing centers during the closing week in March equaled the peak figures of the first week in July last year, when the Nash "400" demand had reached its height following announcement and nation-wide introduction of the new type car.

New York led the Nash sales procession through the banner week in total car sales and marked up a 25 percent increase over its records for the week last year. Chicago people bought more than they did in the week a year ago. Boston, Philadelphia, Minneapolis, Cleveland, Pittsburgh, Buffalo, San Francisco and Detroit—the other leading Nash markets for the week—showed substantial gains to bring the total increase in Nash cars sold in the ten cities to 52.95 percent.

"No more conclusive evidence is needed to show that Nash in 1929 may expect the greatest volume of business in the experience of the company," declared C. H. Bias, general manager in commenting on the brilliant sales record. "The entire Nash organization is prepared to do bigger things this year than ever before."

USE OF SPARE TIRE ADVISED

"Stitch in Time Saves Nine" Say Experts

Most motorists carry spare tires nowadays despite the fact that tire trouble—when one uses reputable makes—is hardly ever experienced.

Service experts of The Miller Rubber company of Akron, Ohio figure that a new tire can be run for about 6,000 miles before it is likely to have to be taken from the rim because of puncture or other minor trouble.

Many motorists have had the experience of running a tire its entire life without having ever to remove it from the rim. But it is advisable and economical to carry a spare tire for it trouble is experienced the spare can be applied in a few minutes and very little time lost.

Without a spare one is likely to have to ride on the rim or on the flat tire which generally ruins either one or both.

But a spare tire which is not in good condition for emergency use is little better than no spare at all.

Motorists are advised by tire men to have their spare tire inspected frequently to make sure that air pressure is adequate and that the tire will actually perform in an emergency.

TWELFTH INNING RALLY

CALCUTTA, Ind., May 6.—The yearly game of survival of the fittest, played in this country between men and tigers, wound up in the twelfth inning with the human race leading the animals by 35 units. Tigers last year accounted for the death of 1033 men and tiger hunters bagged 1065 of the pretty "kitties".

Hunt sales record. "The entire Nash organization is prepared to do bigger things this year than ever before."

Fines, reaching a total of \$1184 were collected during the month of April by Keith Ambrose, chief of police.

Besides this total, an additional \$195 was collected from dog

license fees. During the month, 207 arrests were made by city officers, according to the report compiled by Keith Ambrose, chief of police.



Make Performance your Yardstick!

The glowing praise of owners—daily feats of supremacy on street and highway—two-to-one leadership in fine car sales... all prove Buick the greatest performing car of the day!

BUICK MOTOR COMPANY, FLINT, MICH.
Division of General Motors Corporation

Consider the delivered price as well as the list price when comparing automobile values.

	SERIES 116	SERIES 121	SERIES 129
sedans	\$1220 to \$1320	\$1450 to \$1520	\$1875 to \$2145
Coupe	\$1195 to \$1250	\$1395 to \$1450	\$1865 to \$1875
Sport Cars	\$1225	\$1325	\$1525 to \$1550

These prices f. o. b. Buick Factory, special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

BUICK GARAGE

H. E. HAUGER

1330 Main Street

Phone 42

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

ESSEX

THE CHALLENGER



Hear the radio program of the "Hudson-Exess Challengers" every Friday Evening

Gives all these EXTRAS at no extra cost...

a choice of COLORS so wide as to give almost Individual Distinction

At no extra cost—your Choice of Colors on any model, from a variety so wide you have almost individual distinction.

At no extra cost—the comfort and stability of 4 Hydraulic Shock Absorbers.

At no extra cost—the assurance and smooth positive action of new type double-action 4-wheel Brakes.

At no extra cost—the smart, fine car appearance of radiator shutters and their efficient control of motor heat in all weather.

At no extra cost—air-cleaner, GLARE PROOF mirror, windshield wiper, starter on dash, electric gauge for fuel and oil on dash, safety lock, and all bright parts chromium plated for lasting newness and beauty.

All are valuable features—all features you want. They are essential to a complete, fine, modern car. Add them up yourself, and you will see above in extra value in those items alone—at no extra cost.

24% Greater Power—matching fast getaway and hill-climbing with anything motordom offers.

Challenging in Speed, up to 70 miles an hour—in Reliability with 60 m. p. h., hour after hour—in Economy with 18 to 20 miles to the gallon and upward.

\$695 AND UP AT FACTORY
EASY TO BUY

FOR INSTANCE, in this city your First payment with your present car included, may be as low as \$800, and your monthly payments \$43.

Your present car will probably cover the entire first payment. The H. M. C. Purchase Plan offers the lowest terms available on the balance.

The Advantages of FOUR SPEEDS FORWARD



FIVE CHASSIS—SIXES AND EIGHTS

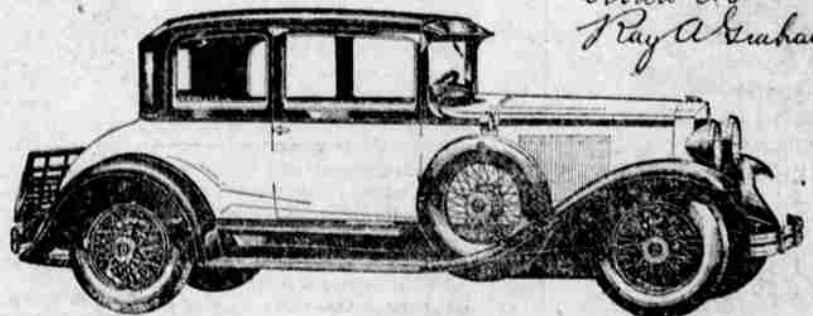
\$895 to \$2495

Car illustrated is Model 621 six cylinder, four speed Coupe with Four Speed Forward, \$1395. All prices at factory—special equipment extra on all models.

[Two High Speeds—Standard Gear Shift]

High road speeds with low engine speeds, a new smoothness, and rapid acceleration in traffic are among the advantages of the time-proved Graham-Paige four speed transmission which have won the enthusiastic approval of many thousands of owners. In addition there is longer life, remarkable ease of handling, and lessened strain on both car and driver. You are invited to enjoy the thrill of Four Speeds Forward.

Joseph B. Graham
Robert C. Graham
Ray A. Graham



Arcade Garage

Harold H. Wires

221 South 11th Street

Phone 1636

GRAHAM-PAIGE

ACME MOTOR CO.

400 South Sixth Street

Phone 680