

MOTORISTS THIS IS YOUR PAGE

ONE OF FIRST CHRYSLER CARS WINNING RACES

Car Turned Out in 1924 Can Still Capture Prizes on Dirt Track

A Chrysler '24' phaeton, one of the first of the cars bearing that name to come off the production line in Detroit in 1924, is still winning dirt track, stock car races throughout Pennsylvania at a mile a minute pace.

For the greater part of the Chrysler's existence it has been owned by Paul Lasiecho, of Mauch Chunk, Pa., a youngster as skilled in getting the best out of a good motor car as is a born jockey in bringing out the speed in a thoroughbred horse. Lasiecho, an auto race enthusiast, long cherished ambitions to be a speed demon of the dirt tracks, of which there are several circuits throughout the western part of the Keystone state. Many of these events are of a "free-for-all" character, and it was in these competitions that Lasiecho gained his first lesson in race driving.

Confident that his Chrysler could show its rear tires to the other stock cars entered in these contests, the youth stripped the automobile of its top, windshield and fenders and began to win races in a manner that has since gained for him an enviable reputation as a daring, skillful driver.

During 1927 Lasiecho and his Chrysler, then three years old, started to become the star attractions on the tracks operated by the United Auto Racing corporation at Allentown, Reading, Pottsville, and York, in Pennsylvania and at Trenton, N. Y.

Until Decoration day, 1927, the miles in regular driving and in races, just about enough, Lasiecho figured, for the motor to be nicely broken in. He figured a few minor adjustments should make the car a winner in the big holiday race for stock cars at Lehigh. True to his prediction Lasiecho won the event for six cylinder cars.

Viking Displays Power and Class New Model Here

"If you will go to the Oldsmobile-Viking factories in Lansing, Mich., take delivery on a new Viking and drive it back to Los Angeles for me, I will buy the car."

That was the unusual stipulation made by Nils Asther, M.G.M. moving picture star to Harry A. Bizzanti, salesman for L. A. Jackson, Inc., Oldsmobile-Viking dealer in Los Angeles. And as a result Bizzanti is driving the Viking back to the coast for Asther.

The unusual request was not the result of a temperamental idea of the movie star but predicated on his dislike for the task of breaking in a new car—a dislike, incidentally, that is shared by many automobilists.

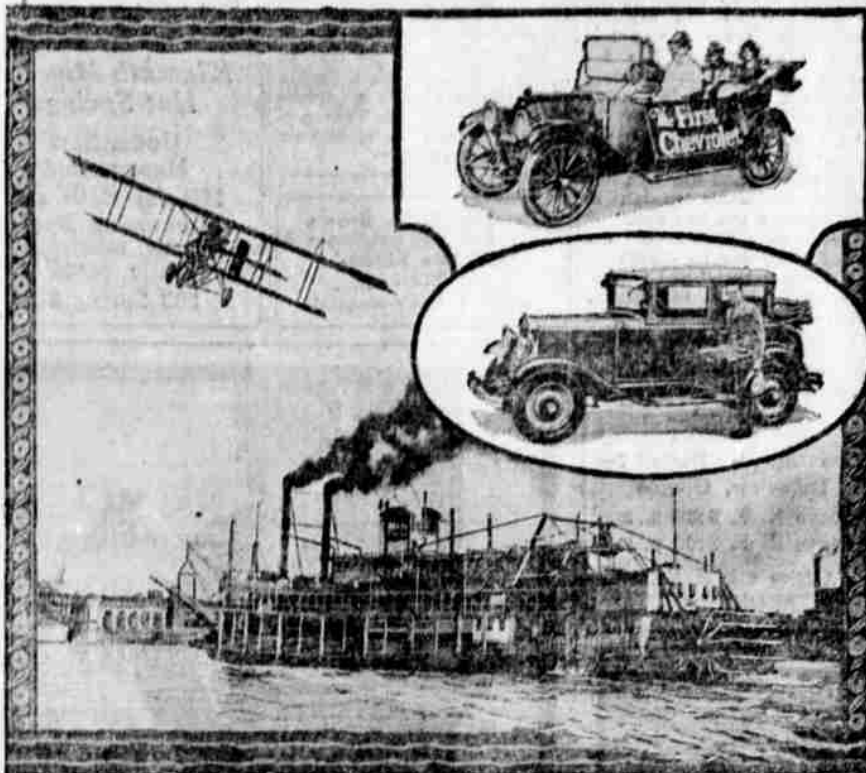
"Asther is of Viking ancestry and deeply interested in the lives of those adventurous early Norsemen," said Bizzanti while here. "Because of this background he was especially interested in the automobile which bears the name of his forefathers, and he assisted in the introduction of the Viking when it made its debut in Los Angeles."

"At that time Asther was driving a much higher priced automobile and was skeptical of the performance of an automobile selling at so reasonable a price as the new Viking. A few demonstration rides convinced him, however, that the new Viking had the same power, stamina and spirit as had his ancestors of the same name. The only obstacle to an immediate sale was breaking in a new car, something Asther did not have time or inclination to do, working, as he is, long hours at the moving picture studios."

Bizzanti had planned a vacation trip to the east. Learning of this, Asther made his unusual request. Bizzanti agreed and now is keeping his part of the contract. He will have driven the Viking slightly more than 2,000 miles over the route he is taking by the time he arrives on the west coast. The Viking ton will be in prime condition for Asther to take the wheel and drive top-speed over the Hollywood boulevards and the steep roads which lead over the foothills and up the mountains that form the eastern background for the capital of the moving picture world.

The total population of the United States in 1920 included 2,257,255 infants under one year of age.

Rapid Strides In Transportation



At the time that the first Chevrolet was produced, T. S. Duby was flying the odd plane shown here. He appears above making a banked turn over a historically famous Mississippi River boat during one of his exhibition flights many years ago. Duby is now a factory representative for the Chevrolet Motor Co. in the West. Insets show the first Chevrolet and its 1929 successor, the Six-Cylinder Convertible Landau.

Ship Struck By Iceberg; No One Hurt

WASHINGTON, July 24, (AP)—The first collision between a steamship and an iceberg in the Atlantic shipping lanes in the last 15 years was reported early today in a message to the coast guard headquarters from its cutter Modoc, of the International ice patrol.

The British steamer Vimiera, bound from Glasgow, struck an iceberg Saturday off the grand banks east of Newfoundland, the cutter reported, but no one was injured. The steering gear was disabled and other damage was caused, but the ship was proceeding toward port.

The message did not make it clear whether the steamer was proceeding without assistance nor did it give the destination. As far as records here show, it is the first accident of the kind since the International ice patrol was organized shortly after the Titanic disaster.

HERALD CLASSIFIED ADS BRING RESULTS

New Dodge Six Type of Motor Car for Speed

Increasing traffic on streets and highways of America offers a unique challenge to automobile manufacturers who are seeking to adapt their cars to the multiple complexities of modern transportation, according to Ed Ostendorf, local Dodge Brothers dealer.

"To meet the demands of present-day motoring, new standards of performance and safety have been developed by engineers," said Mr. Ostendorf. "Typical of this, is the fact that the New Dodge Brothers Six was built to specifications designed to cope with all conditions encountered in heavy traffic. In this model, engineering skill has produced a car with:

"Maximum flexibility and acceleration, in traffic or away from signal lights.

"A turning circle of small diameter for easy parking.

"Four-wheel, hydraulic, internal-expanding brakes that afford positive control.

"Convenient controls requiring the minimum of effort in driving.

"Mono-piece body free from annoying squeaks and rattles.

"Fuel economy that provides the greatest mileage when the engine is idling in traffic.

"It is only a matter of a few seconds to accelerate from a standing start through gears to 25 miles an hour, or from five to 45 miles an hour in high, with the New Dodge Brothers Six. Such power and flexibility when protected with positive braking facilities insure the greatest degree of safety. State and municipal officials have recognized these features by taking the mechanical condition of cars into consideration when handling traffic cases.

"The Dodge car can be turned completely around in a street

only 39.9 feet wide, the short turning radius providing easy parking. The ease of operation, convenient controls and full vision afforded by the Mono-piece body construction simplify its operation under every condition."

COLUMBIA, S. C., July 24, (AP)—Suit for \$2,500,000 said

to be the largest damage suit ever filed in Richland county, has been brought by William Lavaree, publisher of the Columbia Record, the Augusta, Ga., Chronicle and the Spartanburg, S. C., Herald and Journal against the International Paper and Power company. The suit filed today alleges that the companies agreed to lend Mr. Lavaree \$2,500,000 for the purchase and development of newspapers in the southeast, but that they had conspired to violate their agreement and to get control of the four papers already purchased by Mr. Lavaree for their own use. For results see Herald Class Ad

NASH '400'

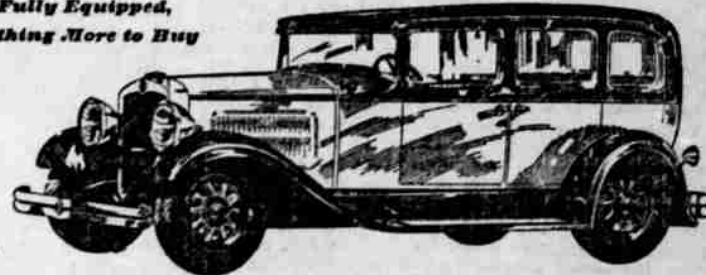
LEADS THE WORLD IN MOTOR CAR VALUE

Delivered, Fully Equipped Prices of \$23 "400" Models, \$1066 to \$2349

Including Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

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VALUE FAR AHEAD OF ITS PRICE FIELD

FIX firmly in your mind the delivered, fully equipped price of this Nash "400" Special Six Sedan.

Then see the car and, by all means, drive it. Nash never has offered a greater value. No one ever has produced finer performance in its price field.

This very moderately priced motor car has the Twin Ignition motor—the year's outstanding development in power—more power, more speed, less gasoline.

It has Bijur Centralized Chassis Lubrication—a feature of value and convenience highly esteemed by those who drive very costly motor cars.

It is factory equipped, without extra

cost, with Lovejoy hydraulic shock absorbers, chromium nicked bumpers, front and rear, spare tire lock and tire cover. The price quoted above also includes a spare tire and all freight and handling charges. There is nothing additional to pay for the customary "extras."

And the Special Six Sedan has the style and manner so important to the fullest enjoyment of your motoring. Good taste and artistry of design are apparent in the purity and grace of every line and contour.

Remember the price. Remember that it is a fully equipped, delivered price. And don't fail to see this sedan, and drive this sedan, before you buy. On display today at all Nash dealers.

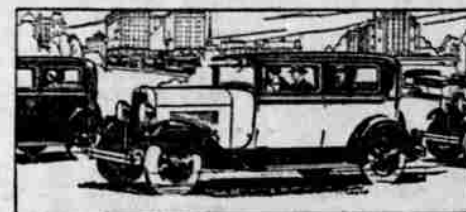
TEMPLAR MOTOR CO.

Eleventh and Klamath Ave.

Phone 1010

THE CHOICE OF 100,000 MOTORISTS

During the past Twelve Months



Oldsmobile is on the rising tide of public favor. During the past twelve months alone, more than one hundred thousand motorists have demonstrated their approval by buying Oldsmobiles.

And this tremendous public acceptance continues to grow. Month after month, new records of success are being reported from every section of the country. Official figures so far available for 1929 show an increase of 55 per cent over the corresponding period in 1928.

These buyers selected Oldsmobile from the entire field after driving it, giving it their own exacting tests, and making critical comparisons—because their own good judgment told them

that no other automobile in Oldsmobile's price group combines such performance, reliability, comfort, beauty, and luxury.

And they have found, in actual ownership, all the enjoyment and satisfaction that they anticipated. Thousands of owners have written in to express their enthusiasm for the Oldsmobiles they purchased.

Come and examine this fine Oldsmobile Six—drive it—compare its specifications with those of other cars. Then you will know why thousands upon thousands are turning to Oldsmobile. Then you will understand why Oldsmobile owners everywhere are so ready to praise their cars.

The VIKING

—the new 60-degree V-type eight at medium price—built in the Oldsmobile plant, by Oldsmobile craftsmen, and sold through Oldsmobile dealers. At \$1195 for all models, f. o. b. factory, Lansing, Michigan, it is an outstanding value in its field as the popular Oldsmobile Six, the fine car of low price.

TWO DOOR SEDAN

\$875

f. o. b. factory, Lansing, Michigan. Spare tire and bumper extra.

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Canadian Factories McLaughlin-Buick, Oshawa, Ont.	Division of General Motors Corporation	Builders of Buick and Marquette Motor Cars
Marquette Model 36 Two-passenger business coupe.....	Marquette Model 34 Four-passenger sport roadster.....	Marquette Model 36-5 Four-passenger special coupe.....
\$965	\$995	\$995
Marquette Model 30 Five-passenger two-door sedan.....	Marquette Model 35 Five-passenger phaeton.....	Marquette Model 37 Five-passenger four-door sedan.....
\$975	\$995	\$1035

These prices f. o. b. Buick factory, special equipment extra. Marquette 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. Consider the delivered price as well as the list price when comparing automobile values.

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