

MOTORISTS—THIS IS YOUR PAGE

NASH MOTOR PAYS DIVIDEND ON THURSDAY

C. W. Nash, President, Looks For Record Year.

KENOSHA, Wis., July 31.—At a meeting of the board of directors of the Nash Motor company held July 9, 1929, a quarterly dividend of \$1.50 per share was declared payable August 1, 1929, to stockholders of record at the close of business July 20, 1929.

The company reported that the second quarter's earnings, covering the months of March, April and May, after deducting all manufacturing costs, including depreciation, selling and administration, and providing for taxes, both state and federal, amounted to \$6,623,329.03, as compared with \$2,768,473 for the same quarter in the year 1928, disclosing an increase of 139%. Adding to the second quarter's earnings the earnings of the first quarter, brings that total for the first half of the year to \$10,742,199.51.

In commenting on the report, President C. W. Nash said, "The management feels that the earnings for the first half of the year are very satisfactory. The management is also very optimistic with reference to the position its product occupies today in the minds of the public. Sales continue to be very satisfactory, and with the present generally satisfactory business conditions existing throughout the country, the company has every reason to believe that they will have a very satisfactory year."

GLARING LIGHTS CAUSE TROUBLE

The national safety council points out that, of all the automobile accidents in the United States, 40 per cent occur at night. Of this large proportion, despite the decreased amount of traffic, glaring headlights seem to furnish the most outstanding cause. Headlight glare is as old an issue as the automobile itself. We have improved the car from bumper to bumper, but have yet to find some way by which motorists may go out at night perfectly assured at all times that their lights are in good condition—that they will give him complete illumination at a safe distance and still will not glare into approaching drivers' eyes.

Wisconsin has gone so far as to enact a law against dimming of headlights on the highway, on the theory that the act of dimming itself can cause a more serious accident than the glaring headlights. The state has gone further in providing certain standards for measuring the light from automobile headlights and applying this to its automobiles.

This seems to be the closest we have come to assuring safe driving at night. It is far from perfect, but while engineers are still trying to find a more scientific and effective control of the headlight situation, other states might emulate Wisconsin in a preliminary attempt to relieve it. The tilting headlight is the latest scientific effort for relief but as long as it depends on the human being for operation and adjustment it is still far from perfect. What is wanted is a foolproof, efficient, non-glaring light under all conditions.

"ALL SWIM" WEEK WILL CLOSE HERE

With close to 400 entered in the "all swim" week sponsored in Klamath Falls by the local American Red Cross chapter, the feature closes tonight.

"The event has been most successful and we are highly pleased with the results," George Walton, chairman of the Red Cross stated today.

During the swim six qualified for junior life saving certificates. Three qualified for senior life certificates.

"We want to thank Misses Cuckett and Miss Edna Kerna for the splendid assistance given during the swim," Mr. Walton said.

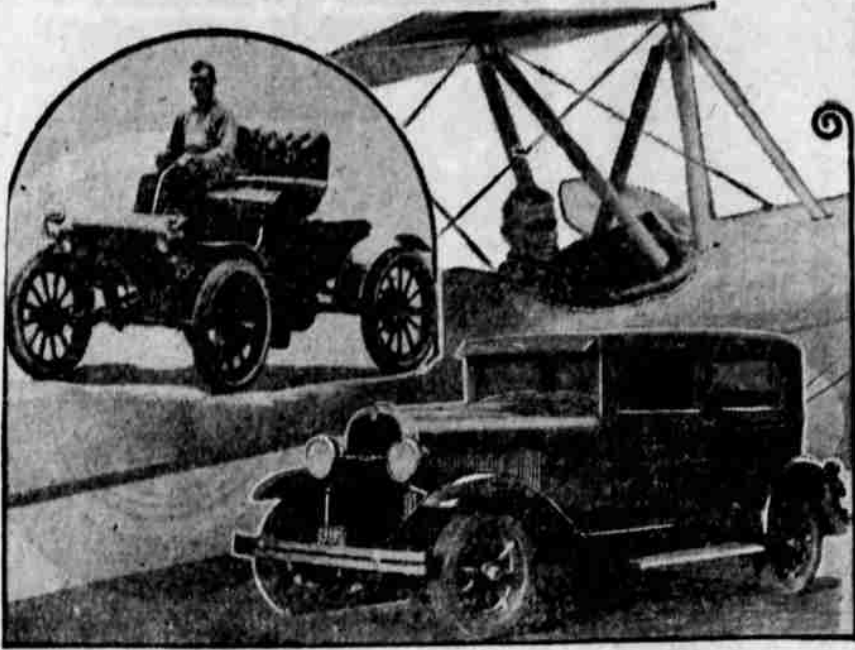
Jean Eberhart, San Francisco, instructor of the swim has returned south.

CAN'T MOVE TRAINS

According to a railroad engineer, 25 per cent of the grade crossing accidents in 1928 were caused by automobiles running into trains.

The quality of water underground beneath the crust of the earth's surface is nearly one-third the total volume of the oceanic waters.

Motor Veteran Takes to the Air



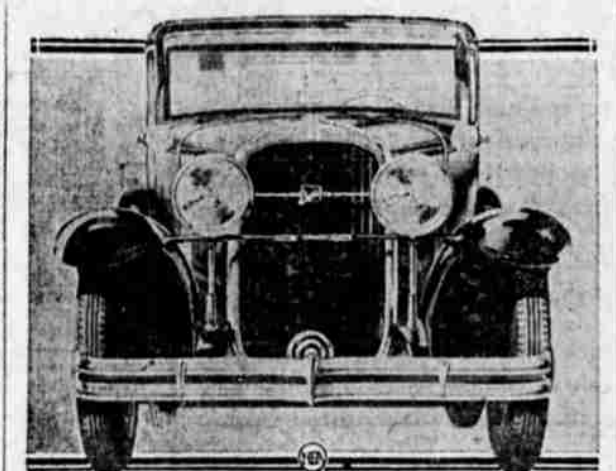
Charles Blades, regarded as the oldest automobile worker in the United States, takes his first airplane ride—like it. Upper left shows Blades in the original one cylinder Oldsmobile he helped build more than thirty years ago. Upper right is Blades on his return to terra firma after his first flight. Lower right is the 1929 Oldsmobile two-door sedan Blades now is helping to manufacture.

MODIFIED BODY ON NEW BUICK

Mechanical Changes Add Power, Comfort and Economy.

The new 1930 Buick presents itself not only modified in appearance but improved mechanically over its predecessor. It is a bigger, more powerful, more comfortable automobile than the Buick of 1929. Yet the prices are to remain about the same.

Although the change in the body is perhaps the feature of most interest to present and prospective Buick owners, the mechanical features have so been improved as to rival the body in interest.



The car has been made longer, broader and lower. The engine's size has been enlarged and its power therefore increased. Semi-elliptic rear springs replace the former rear springs; replace the former cantilever type and, working with double acting shock absorbers, improve the riding qualities of the automobile.

Braking has undergone a decided improvement with the use of internal expansion Servo brakes that are made proof against squeaking or grabbing. The frame, thanks to the rear radiator itself has been widened and deepened to give the car a more substantial and yet graceful appearance.

SIDE GLANCES

By George Clark



Voice From Talkie: "I'll never leave you again Muriella, even in my dreams I'll see your face."

semi-elliptic springs and new type of shock absorbers, has been lowered and broadened, thus enabling the builders to lower the entire body two inches. Rubber engine mountings have been improved to provide greater cushioning effect, and the transmission and clutch have been redesigned for the better.

Buick Is Taken Out
Most marked in the appearance of the new Buick is the replacement of a built molding for the sudden bulge in the former car. Yet this change has been so designed as to retain a hint of the rounding shape of the 1929 models in a near more graceful effect.

From the front, the radiator shell still has that doubly-rounded effect at the corners, but this is flattened and sobered down to some extent, while the entire

per cent in power, the Buick engineers say.

Despite the increased size and power of the engine, however, fuel economy has been improved in the 40 series and has at least been retained in the other models. This, the designers say, is due to a better balance between engine power and car weight and to improved carburetion.

Another help has been the incorporation of double breaker arm distributors in the 50 and 60 types to insure proper firing of the engine at all speeds and under all conditions.

Fifth Shock Absorber
Among the innovations in the Buick and in fact an innovation in automobile construction, is what may be termed a fifth shock absorber. The device is a double-sprung shackle replacing the regular shackle in front of the frame on the steering gear side.

Without this device, a road shock is carried up through the steering gear to the back of the car and so causes discomfort for driver and passengers. With the fifth shock absorber this is taken up and there is no ill effect on the steering or roadability.

Another innovation in Buick is the seven degree slanting windshield, to eliminate glare from headlights on cars behind. This was first introduced on the Marquette, Buick's new companion car.

The stronger frame construction of the Buick 4s expected to eliminate further any possibility of shaking in front fenders, lamps and radiator, and rattles or squeaks in the body.

TAKES FIRST PLANE RIDE

"They thought I was crazy to fool with automobiles more than 30 years ago. I wonder what those same folks would say if they should see me now."

So said Charles Blades, the veteran of the automotive industry, as he landed after his first airplane ride recently and thus completed his trilogy of transportation experiences.

Blades is one of the oldest men in point of continuous service in the automotive business, having been connected with the manufacture of Oldsmobiles from the late nineties to the present day. In fact his entire working life—he is now in his late sixties—has been spent in the vehicle business. His personal experiences, now capped by his initial ride in the air, runs the gamut from the slow, cumbersome horse and wagon down to the present day marvels of speedy transportation.

For years Blades had been engaged in forging the metal parts of wagons and carriages when a few venturesome men started experimenting with the automobile. Blades became interested in this new idea and, against the advice of friends and the "darned fool" epithets of strong speaking acquaintances, he quit his job to help build these early, one cylinder Oldsmobiles which were destined to be the forerunners of America's greatest industry.

For approximately 31 years Blades has continued at the work his friends said would never amount to anything. During that time he has taken an active part in the development of the Oldsmobile, forging experimental parts for new types of engines, each one larger, more powerful and better than its predecessor. He has contributed his part to the present successful Oldsmobile Six and its new companion, the 20-degree, V-type engined Viking.

For results use Herald Class Ads

NEW VIKING POWERFUL CAR

If it were possible to build a road from the lowest depth in the ocean to the peak of the highest mountain in the world, would it be possible for an automobile to drive up this grade, an elevation of nearly 12 miles, without overheating?

While such a road is an impossibility, yet the engineers who designed and perfected the Viking, the new V-type, eight cylinder companion car to the Oldsmobile Six, are able to give an authoritative answer to the question. They know the performance qualities of a car under such circumstances without having this impossible road at their command.

The engineers were enabled to obtain this accurate knowledge through the use of the new towing dynamometer at the General Motors Proving Ground, one of the many testing devices utilized in perfecting the Viking.

By means of the towing dynamometer, engineers can approximate on a level road the pulling effort and effect of an automobile climbing varying grades or running through heavy sand. And they can keep up this test hour after hour without cessation until the ultimate of car performance in this respect has been definitely established.

The towing dynamometer has a large dynamo located under the driver's seat which is connected with the running gear. The dynamo, in turn is connected through the rheostat with a set of four banks of resistance coils located on the body of the truck. The rheostat is controlled by the operator of the towing dynamometer or by remote control from the driving compartment of the car being tested.

When the towing dynamometer is operating the dynamo excites its own field, creating a resistance which is transmitted to the running gear, thus increasing the pull. By manipulation of the rheostat this resistance can be maintained at any desired point and for any length of time. The total pull of the towing dynamometer, including the resistance created, is registered on a large dial located in the truck driving compartment.

As an added measure of efficiency and for checking purposes, the operator of the towing dynamometer and the driver of the car being maintained telephonic connection with each other by means of special telephones placed in the two vehicles.

This strenuous test of pulling the towing dynamometer four after hour is chiefly used to try out the efficiency of the cooling system of an automobile. This, and the many other specially devised machines at the proving

ground, were used to thoroughly test every performance feature of the new Viking—before it was introduced to the motoring public this spring.

TRAFFIC ADVICE

When you are surprised by a driver cutting directly out from the curb in front of you and making a left turn, don't try to swerve past on his left. The best way to avoid a serious accident, according to the Automobile Club of Southern California, is to swing into the opening between the curb and the rear of his car.

HEAVY BURDEN
Motor vehicle taxes in 1928 drew a revenue of nearly \$808,000,000. Of this amount the Federal excise tax (repealed on May 29, 1928) accounted for more than \$30, 300,000. State registration fees and gasoline tax supplied more than \$627,500,000; municipal tax, \$20,000,000; and personal property tax \$140,000,000.

BUSINESS INCREASING
The value of United States automotive shipments to Uruguay last year was nearly \$5,000,000. This is about seven times the figure of 1922.

SLIM PICKIN'S
Automobile thieves are not prospering, ninety-three per cent of the automobiles stolen annually are recovered, according to the California State Automobile Association.

PROGRESSIVE ISLANDS
The Philippine Islands, one of the smallest possessions of the United States, has a motor vehicle registration of more than 28,415.

France is the only European country whose present birth-rate shows an improvement on the pre-war figure.

NASH '400'

LEADS THE WORLD IN MOTOR CAR VALUE

"400" Advanced Six Ambassador

\$2184

Delivered, Fully Equipped, Nothing More to Buy!



THE AMBASSADOR BY NASH —TWIN-IGNITION-MOTORED

THOUSANDS of people who drive the Twin-Ignition-motored Nash "400" Ambassador have discovered that the most luxurious type of motoring is not necessarily prohibitive in price.

Obvious to every eye is the style and thoroughbred character of this charming motor car. There is beauty in the purity and grace of every line and curve. There is luxury in every item of interior dress and decoration, from inlaid walnut panelings to the deep, overstuffed cushions, upholstered in fabrics restricted to fine car manufacture.

And equally obvious, to those who know good motor cars, is the high quality of "400" engineering and Ambassador performance. Here, in this moderately priced car, is the Twin-Ignition motor, the year's most notable achievement in power. Another very attractive "400" feature is the "world's easiest steering."

And the Ambassador is one of the easiest riding cars ever built. The wheelbase is 130 inches. These springs are built of special process alloy steel, individually designed for Ambassador size and weight, and outboard mounted Houdaille double action, hydraulic shock absorbers are regular equipment.

Other features of convenience and quality which Nash volume makes it possible for you to have at Ambassador prices, are Bijur Centralized Chassis Lubrication and Chromium-nickel bumpers front and rear—at no extra charge.

Volume and its manufacturing economies plus Nash engineering skill make possible this value. More than 168,000 Nash "400s" were built and sold in the 12 months (just ended) since the "400" introduction.

Delivered, Fully Equipped Price Range of 23 Nash "400" models \$1066 to \$2849 includes Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

TEMPLAR MOTOR CO.

Eleventh and Klamath Ave.

Phone 1010



EDDIE CANTOR SAYS:

"I have just equipped my car with Miller Tires. It's the greatest feeling in the world. I'm riding along on smiles, sunshine and music. I sure was pleased to meet you, Miller Tires."

Ernie Cantor



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because even the man who has never used Kellys knows they are good tires; Kelly has never built any other kind.

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