

OVERLAND SIX MATCHES NEW COLOR STYLES

Matching colors for her spring wear is the favorite occupation of the fair sex at this time of the year. And the latest fad is to select colors in hoisery and suitings or dresses which will match the color of the car millady is about to drive.

It is an easy matter for her to be in the beat of good style with the Overland six, and to be faithful to the latest dictates of fashion as regards color.

Greens and greys are the predominant colors of good fashion this year. No green could be more characteristic of the northwest than the fir green, which is one of the two-tone colors used on Overland, and no grey could be more characteristic of this land of sunshine than a sage grey, which is the color used to supplement the effect of the fir hue.

A new combination has just been discovered by Mildred Murgatroyd, of the City of Paris, in which the latest grass sandals are topped off with sage grey hose and the skirt and blouse are in fir green.

She says that the color engineers of Willys-Overland have as good an eye for feminine fashions as the most erudite of the Parisian designers, and that it is an easy matter to keep in good style in every way with the six as a background.

Mildred also allows that the snappy lines of this car are in accord with the lines of the 1926 clothes, being snappy and with just the right indication of speed in them. "Beware boulevards this spring, for young man's fancy is likely to turn to fir green and sage grey as it flashes by."

Department stores will do well to let their buyers study the modes in motor car coloring.

A POWER AMONG AUTO CLUBS

The Automobile club of Southern California, which just celebrated its 25th anniversary, grew from a membership of 46 to more than 110,000 at the present time. There are 33 branch offices maintained throughout the southern counties, together with the home office in Los Angeles.

Where Death Was Cheated



Heavy sedan skidded on an icy road near Saginaw, Mich., and turned completely over, without injury to the passengers or the car. Not a glass was broken. Photo shows the car where it landed.

Speeders Balked By Turkish Chief

Dr. Emin Bey, prefect of police in Constantinople, has evolved a novel "solution" to stop speeding in the Turkish capital, according to information received by the Chrysler sales corporation from the near east.

It appears that, with the influx of fast American and European cars, the young men of Constantinople have developed what the pilots of the speedways term a "heavy foot," and Dr. Bey is out to correct the evil. He and his police department have devised a plan that puts the question of speeding squarely up to the public.

The police have been supplied with wide planks thickly studded with heavy, sharp nails, and given plenty of opportunity to practice throwing them. On the approach of a car that they believe is exceeding the speed limit they casually, but carefully, toss the plank in front of the car, taking pains to have the business side pointing skyward.

If the motor car owner is unable to stop within the remaining space, he has the alternative of driving away with all tires flat, or procuring a new set all around.

Hydraulic four-wheel brakes are proving of exceptional value under such conditions, according to the information, and imports of tires show signs of growing by leaps and bounds.

Splitdorf Designing New 50c Spark Plug

Manufacture of a half-dollar porcelain spark plug is announced by the Splitdorf Electric company of Newark, N. J.

The Splitdorf interests have for many years had their name associated with a mica-insulated spark plug which was more costly to manufacture and had a higher consumer list price than the millions of plugs manufactured for the motor vehicle equipment field.

Made in different types for all makes of engines, the Splitdorf "775" porcelain insulation of the plug is granite-like in consistency, yet tested for mechanical as well as electrical strength.

Its central electrode is threaded and cemented solid in insulator. The upper gasket, which seats the steel bushing, is of the stuffing box principle of construction, asbestos yarn being used instead of hard metal gaskets to eliminate vibration and prevent porcelain breakage.

Special alloy steel electrodes and a special copper-asbestos gasket seat for the porcelain against the steel shell are Splitdorf features. The shape of the insulator is of the new semi-pellicoid design, withstanding high compression as well as engines throwing oil.

Is taking a chance worth taking at it?

Variable-to-Load Tire Novel Idea

LONDON, April 17.—Considerable interest has been aroused in the new variable-to-load tire, whereby a giant high air pressure tire is fitted side by side with a variable-to-load tire providing automatic adjustment. By this means all varying loads from maximum to minimum can be carried with a graduation of cushioning.

In the Killen system, which has just been brought out, there is a twin tire filament, a squat tire outside of comparatively low pressure. The inner tire is of smaller section and inflated to higher pressure, coming into use as the outer tire is depressed.

It is estimated that this gives double the cushioning possible with giant high pressure tires alone, and that the graduation obtained helps to eliminate bouncing and causes the tire to cling to and hold the road.

RIDEN IN ARMORED AUTO

Because she is afraid to run the risk of a hold-up while traveling through streets in New York city with her jewelry, Mme. Frances Aida, the famous opera singer, has purchased an armored car.

Magistrates and prosecutors in Silesia, Germany, who have been punishing violators of traffic laws are learning to drive automobiles to discover how easily traffic rules can be broken.

FUEL COST FOR AVERAGE CAR

The average motorcar, it is estimated, consumes 300 gallons of gasoline a year. At 21 cents a gallon this would be only \$63, while lubricating oils, it is estimated, cost only \$11 more.

Cadillac Company Gives Banquet for Old-Time Workers

The Cadillac Motor Car company just recently held its annual "old timers" dinner at Detroit, to which were invited men and women who had completed five or more years of service with the company. Addresses were made by Lawrence P. Fisher, president, and others of the company's executives. The men were presented with watch fobs and the women with rings bearing the Cadillac emblem—silver representing five years of service and gold ten years.

In the Cadillac organization are 1774 men and women who have been with the company for more than five years. Of these, 581 have been with the company for more than ten years; 196 for more than 15 years and 43 for more than 20 years. The figures include employees at the Cadillac plant in Detroit and at branches in Detroit, Chicago and Philadelphia.

A CHAMPION CAR OWNER

Helmer Ek of McPherson, Kan., is said to have owned 63 cars of 36 makes in the past nine years. Only once has he owned more than one car at a time, and the longest period of keeping one car was a little less than five months.

HIS HOME ON THREE WHEELS

N. N. Spear is seeing America by motorcycle. His home is anywhere, and during the past 30 months he has made over 100,000 miles, crossed the Rockies several times and done most of the national parks. At night Spear makes up a cot on top of the sidecar and sleeps with the sky as his tent.



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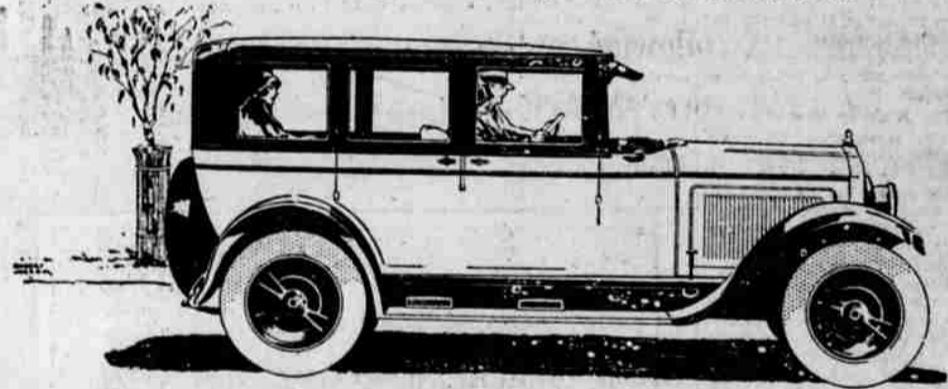
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The chassis structure has been declared by engineers as being practically unbreakable. Four wheel brakes endorsed by leading engineers as the safest

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CHRYSLER IMPERIAL "80"—Phaeton, \$2541; Roadster (with wheels standard equipment, \$2541; wheels optional, \$2581). Coupe, four-passenger, \$1191; Sedan, five-passenger, \$1191; Sedan, seven-passenger, \$1191. All prices f. o. b. Detroit, subject to Federal excise tax. All models equipped with full ballbearings.

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