

Rental Automobiles are Popular With College Youths

Slowly but surely college faculties throughout the country are sounding the death knell for student-owned autos. The movement started more than a year ago when "jazz" cars first came into vogue among the youngsters striving for higher education.

College faculties, at the outset were passively tolerant of this vagary which they regarded as merely a whim which soon would spend itself and pass into discard as had many other short-lived student fancies.

However, such was not the case and instead of the fad dying a natural death the "jazz" cars grew in numbers. Student after student purchased any kind of a car that had remote possibilities of running. Each seemed to outdo his brother student in appearing with wicker designs or plastered with the latest "pep" phrases and slang expressions.

Now the college "profs" began to sense something that was getting beyond bounds. Faculty meetings were held and the student-owned car question provided the chief topic. A close check was made by the professors, of the class standing of students who fell under the lure of the "jazz" auto. They determined that better work would be done if a ban were placed on all student-owned autos. This action was taken by many faculties and as a result the students have turned to rental cars when a motor is needed speedily to meet their wants.

The popularity of the National Auto Renters Association, Inc. service which is sponsored by the Willys-Overland Inc., has increased among the youths in colleges where student-owned cars are prohibited. These cars are provided at such a small charge that many of the students who formerly owned cars have declared that they would not go back to the old order of things even though the ban were lifted by college authorities.

Students have learned that it is as easy to secure a rental car as it is to hire a taxi or to hail a street car. After once renting a car at one of the rental stations, which may be found in every large college city, the student becomes an enrolled patron and after that he has merely to call at an association rental station in any city and by showing his card is enabled to secure a perfectly conditioned Willys-Knight or Overland car. Students, it is learned, like to do things in a hurry and the speedy service offered by members of the National Auto Renters Association, Inc., has a special appeal for them.

The economy feature of the rental system also attracts them. As in the case of a taxi or other rental systems, the patron is not charged for the time he has the auto in his possession, even though it may be several days. When he returns from his trip he is charged only for the actual mileage covered and the time element has no part in the consideration.

The cars operated by the association rental stations present the same appearance as a personal, privately owned automobile. The association members were quick to sense the demand for a standard, high grade rental car which did not bear the mark of identification of a hired car. This, they say, gives a feeling of privacy to the renter, heretofore lacking in cars of the rented variety.

Patrons of this national service have learned that they may place absolute dependence in the Willys-Knight or Overland cars furnished them, regardless of road or weather.

CAR HEATERS

Star Heater, \$9.50

Buick Standard Six \$13.50

Buick Master Six \$13.50

The Above Prices Installed

BUICK GARAGE

IMPROPER USE OF BRAKES DECLARED VICIOUS ON TIRES

Not only should brakes be in good condition, but the driver should learn to operate them properly. Failure to do so not only shortens the effective life of the brake lining, but of tires as well.

"Dragging or too quickly applied brakes does two things to tires," says "Motor and Bus" Transportation in Canada. "A dragging brake heats brake bands to almost red hot temperatures. This heat is conducted up through the rims to the beads and sidewalls of tires and inside to the tubes, with the result that the affected parts become brittle and lifeless, tubes blow out and tire life is severely endangered. Recent tests disclosed that brake drums of certain buses operating under their usual conditions have heated up to 520 degrees and tire beads to 302 degrees.

"Too quickly or too frequently or carelessly applied brakes will take more mileage out of the tread of a tire in a day than normal, careful use would in a week, in addition to pulling the tread loose from its anchorage to the body of the tire.

"Brakes should be carefully and sensibly used, and should be frequently inspected."

BUSSES HAUL MORE THAN STREET CARS

In Santiago, Chile, motor busses are carrying the same number of passengers daily per vehicle as the local street car system. During the month of May it is estimated that 700 auto busses transported approximately 700,000 passengers daily, whereas the 318 cars and trailers operated by the traction company hauled an average of 317,840 passengers a day.

or conditions. This is another reason cited for the ever-increasing patronage at the National Auto Renters stations.

It is expected that by the first of the year this association service will be extended to every city having a population over 10,000.

The more expensive car, the more intelligent attention it requires if it is to last several times longer than a cheaper car.

Chevrolet Dealers Hold Big Meeting in San Francisco

Over 500 dealers and salesmen of the Chevrolet western retail organization gathered in San Francisco last week for one of the greatest meetings in Pacific coast automobile annals. The huge banquet room at the St. Francis hotel was filled with motor merchants and enthusiasm reigned throughout the session.

The affair resembled an old-fashioned political rally as delegates from northern California, Nevada and southern Oregon, paraded with banners and executed special stunts.

Hiding for automobiles was hot and heavy. Dealers clamored for their full quotas during the remaining two months of 1926.

Fred N. Gouts, Pacific coast regional sales manager for Chevrolet, presided at the meeting and marked up the car requirements of the dealers on a huge board. The total number of new Chevrolets ordered will tax the bag factory in Oakland for the next 60 days.

Some plans for the coming year were formulated during the session. George H. Wallace, sales manager for the northern California zone, spoke on the outlook for 1927 and congratulated dealers and salesmen on their splendid showing during the past ten months. Chevrolet achievements thus far in the year compare favorably with 1925—the greatest year in Chevrolet history.

The Pacific northwest was represented by W. J. Richmond, Chevrolet sales manager for that district.

FEAR HELD HANDICAP OF INEXPERT DRIVER

Fear causes the inexperienced driver to grow tired physically. He gets too emotional. He suffers acutely from keeping his muscles keyed up, his ears cocked for every sound and his eyes alert. Every action is work. When he puts on the brake he has to "think" about it.

He keeps his mind on the steering. He gets worn out in the first hundred miles. After he learns to drive the whole business is automatic and he has no worries and does not use up either physical or mental strength.

ENGINEERS NAMED TO PUT NEW SAFETY RULES INTO EFFECT

President T. J. Little, Jr., and Past Presidents H. M. Crane and H. L. Hornung of the Society of Automotive Engineers, constitute a special committee to which the council of the society has referred the matter of cooperating in the program of putting into practice the recommendations of the national conference on street and highway safety, made in 1924 and 1925.

The specific subjects on which the society has been asked by Secretary of Commerce Hoover to cooperate are the design, construction and maintenance of motor vehicles as related to safety. Other organizations that have been asked to cooperate in this movement to increase highway safety are the eastern conference of motor vehicle administrators, national association of state highway officials, national automobile chamber of commerce, national research council, national safety council and American automobile association.

WOULD STANDARDIZE SNOW PLOW HITCH

Suggestion has been made to the standards division of the Society of Automotive Engineers that the dimensions for mountings of snow plows for use with motor trucks be standardized so that these plows can be attached to different makes of truck more readily. Inquiries have been addressed to the makers of such plows as to the desirability and feasibility of such standardization. If the consensus of opinion is favorable, the subject will be referred to the motor truck division of the society, which is composed of engineering representatives of the truck manufacturers, for the working out of standard dimensions for the attaching means.

GAS TAX FAVORED IN NEW YORK STATE

While New York is one of the few remaining states in which there is no gasoline tax, the New York State Automobile Association is in favor of a gas tax, provided the motor vehicle registration fees now imposed by state law be reduced materially.

Fine Automobiles Equip Against Motor Wear

In line with their policy to do everything possible to lengthen the lives of their cars and prevent owners from having undue troubles, a number of fine car manufacturers are equipping their cars with the Pines Automatic Winterfront. This automatically regulates the heat of the engine in cool weather and increases owner satisfaction.

The cars that have the Winterfront as standard equipment are Packard "K," Pierce Arrow, Peerless "S" and De Luxe "6," Willys-Knight Big "6" and Willys Ste. Claire model T-Six. They advise the use of this equipment when the temperature falls below 60 degrees, for this is when the damage is done to the engine.

Many motorists have difficulty in starting in cool weather and blame it to improper adjustment of the carburetor which worked fine all summer long. They neglect to do this—instead they put up with having to overchoke the engine and in many cases run for a few blocks with the "choke" out.

They never know what this does to the engine until a few months later when it has to be completely overhauled. Then they find, what automobile experts have found before them, that the cylinders are pitted and scored—just as if they had not used enough oil.

For this overchocking causes crankcase dilution and destroys the protecting effect of the oil. It causes high gasoline expense and extreme carbonization. Furthermore, the low temperature causes moisture to gather on the cylinder walls which causes corrosion.

All of this trouble, and it is 50 to 75 per cent the cause of all motor troubles, can be prevented by guarding against low temperature of the engine. The makers of the fine cars just mentioned have found the solution in the Pines Winterfront which they add as standard equipment and urge car owners to use.

NEW TREADS SOUGHT BY TIRE EXPERTS

The dots, circles, squares, ridges and triangles on the tread of an automobile tire have little significance to the average tire owner, but to the expert the tread design

is a matter of extreme importance, and research is constantly being carried on by tire manufacturers to provide treads designed to afford the maximum degree of traction, particularly on slippery road surfaces.

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NEW LOWER PRICES place the Chrysler "60" further than ever beyond comparison with the ordinary type of light six

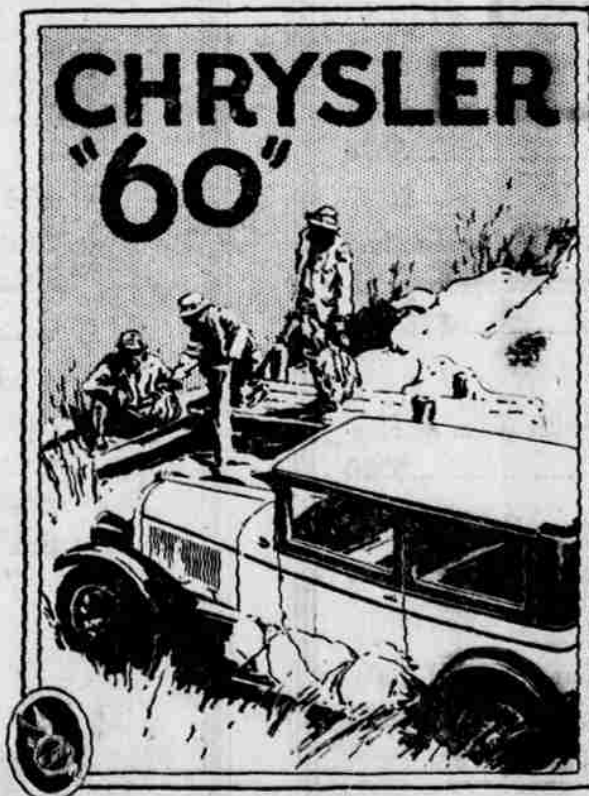
ANY attempt to compare the Chrysler "60" with the ordinary type of six is like comparing the modern dirigible with the old-style balloon—impossible, because the two are fundamentally different.

The difference begins with a black-and-white difference in engineering, the Chrysler "60" being designed and built under the plan of Standardized Quality, as if required to give 60 miles an hour for every mile and minute of its life.

Necessarily, the difference stands out even more sharply in performance—the extraordinary power reserve of the "60" giving it a smoothness at average speeds that you recognize at once as unattainable in the ordinary type of six built by ordinary manufacturing methods to ordinary performance standards.

Just as pronounced is the difference in comfort, agility and handling ease—in gasoline economy, dependability and long life—in every single feature that makes for complete motoring satisfaction.

Try out the Chrysler "60"—discover for yourself why, at its new lower prices, it is the inevitable choice of every purchaser who searches for utmost value in the light six field.



COACH \$1145

	Old Price	New Price	Savings
Club Coupe	\$1165	\$1125	\$40
Coach	1195	1145	50
Sedan	1295	1245	50

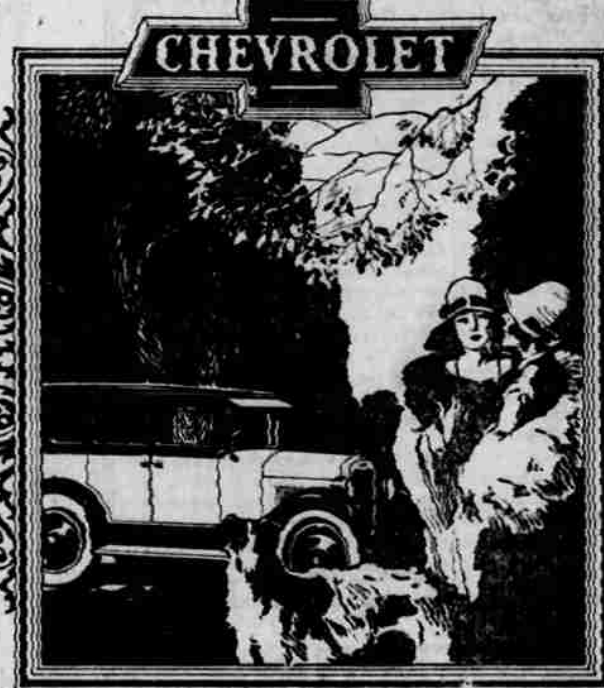
Touring Car \$1075, Roadster \$1145
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