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STUDEBAKER WINS TWO "FIRSTS" IN REMARKABLE RUN

First Prizes in 1932-Mile Contest Staged at El Paso, Texas, Awarded to Studebaker Light-Six and Special-Six for Economy and Endurance.

Grueling Road Race across Texas, New Mexico and Arizona Sanctioned by A. A. A.—Winners Establish Remarkable Records.

El Paso, Texas, July 2 (Special)—Two first prizes, one for economy and the other for endurance, were won by standard stock Studebaker cars in the Economy and Endurance Run staged by the El Paso Herald.

The Studebaker Light-Six, competing against four other well-known makes of cars, covered the 1932-mile route across Texas, New Mexico and Arizona, which included paved roads, desert wastes and rough mountain trails, in the prescribed 12 days, using but 95 gallons of gasoline and six quarts of oil.

This is an average of 19.8 miles per gallon of gas and 311.63 miles per quart of oil.

Won Handsome Trophies.

The Special-Six carried away the honors for endurance against a field of other well-known cars. The only two points scored against it were those assessed because the driver, who was unfamiliar with all the rules, purposely shut off his motor in a traffic jam. Otherwise, it had a clean score.

First prize for economy, won by the Light-Six, was a large, handsome plaque, while the endurance trophy was a beautiful silver loving cup. Both trophies were suitably inscribed.

Violations Penalized.

The entire course was covered by officials, press representatives and "checkers." All drivers were required to check their cars in and out at pre-determined "control points," each morning, noon and night. Strict A. A. A. rules governed the contest and penalties were assessed for all violations.

These car records followed close on the heels of numerous equally impressive road victories for stock Studebaker cars in Florida, California, Pennsylvania, South Africa, the Syrian Desert and Australia.

The wide interest aroused by this economy and endurance run has influenced the sponsors to establish it as an annual event. Next year, it will probably attract even a larger number of entrants.

TEN MILLIONTH FORD TOURING CONTINENT

"Watch for the Ten Millionth Ford" has become a slogan about the Lincoln Highway.

The sturdy little car, crossing the continent from New York to San Francisco to performing in true Ford style, maintaining a schedule which will find it crossing Illinois and Iowa on the third week's lap of its cross-country run.

It has become something of a sensation along the great national road way and is being welcomed with enthusiastic demonstrations everywhere.

Accounts of the tour so far, during which the car traveled from New York down through New Jersey and westward across the mountains in Pennsylvania and out over Ohio and Indiana, show that city, country and state officials are joining with residents of their communities in welcoming the ten millionth addition to the great Ford family. Particularly demonstrative were the receptions in Philadelphia and Pittsburgh. At the latter city the parade drew up at the city hall where Mayor McGehee and other city officials extended a hearty welcome.

Furthermore, the tour has become a continual procession, for

Ford dealers along the way are joining in escorting the car from town to town, and parades are varied and unique in make-up.

A feature is the appearance of old Ford cars. In one Pennsylvania town Ford Model T No. 1094 an old "Tourabout" joined in the parade and another town turned out Model T No. 105, both demonstrating Ford efficiency and endurance by running right along with their ten millionth brother.

Night stops are featured with motion pictures showing the assembly on June 4, of the Ten Millionth Ford car in the great Highland Park plant of the Ford Motor Company at Detroit. Motion pictures are being taken along the route so that a complete movie history of the tour will have been made by the time the car reaches the West Coast.

BIG DEMAND CREATED BY NEW CHRYSLER CAR

The tremendous international demand that the Chrysler Six has created has resulted in an output of this widely heralded automobile which has shattered all records ever made by a motor car in its first six months of production. It is announced in Detroit.

The 10,000th Chrysler Six rolled off the final assembly line of the Chrysler Motor Corporation's Detroit plant late in the middle of June.

The record achieved by the organization headed by Walter P. Chrysler in producing 10,000 motor cars in less than six months following a car's first announcement is a record unapproached by the automobile industry. It is believed in Detroit that no industrial enterprise ever created has shown, within a similar period, a demand for a new product resulting in sales of merchandise to the value of \$15,000,000 worth of merchandise.

This achievement is even greater than it sounds when the unusual precautions taken to insure quality are considered. Fred M. Zedor, vice-president in charge of engineering of the Maxwell and Chrysler motor corporations, said recently: "Mr. Zedor and his organization spent nearly four years designing the car. Only strict attention to every detail of quality has kept Chrysler production from being much larger, for the demand for cars has been overwhelming with production still behind demand. But Mr. Chrysler has issued unmistakable instructions that quality must be the foremost consideration in every operation."

Chrysler production plants have averaged slightly more than 100 cars a day. Plant changes will soon enable this to be moved upward. It is thought that Chrysler now estimate that 15,000 cars will have been produced by the first of August.

Incidentally, this would seem to indicate that business conditions throughout the country are favorably and that confidence and business in the prospect.

Very notably, production men and women are already Chrysler Six winners—high government and state officials, corporate executives and individuals, professional men and women.

These notable Chrysler Six winners include: U. S. Navy Secretary of the Navy, C. G. Barrett and Honorary Commodore, E. W. Williams, Honorary Commodore, William C. Patton, president of the University of Pennsylvania, New York. In addition to Rear Admiral Robinson, these men, each of whom thoroughly understand motor cars, are also numbered among Chrysler owners: Capt. E. C. Hersee, the English aviator and sky-writer; Joe Boyer, the millionaire race driver; Thomas H. White, of Cleveland; and Jimmy Murphy, former champion racing pilot and Indianapolis winner.

WE HEARD IT SAID BY

(Little Editorials picked up by the Staff in and around Birmingham.)

H. B. Clement, president of the School Board: "This purchase of the School Board is about to make a furniture for the new addition to the high school reminds me of a visit I made last week to the little college down in Ohio. That was where I attended school and I noticed that the desks which were recovered my college education were still in use. They were just little pine seats but they did the work. Today the desks must be tried for comfort and workmanship and the greatest care given to each of these details. These cautious forms of progress are very interesting."

Leigh Lynch, of Yorkshire Road: "I heard a good one over this week. Stowe Baldwin over here on Dorchester Road decided he needed protection from burglars so he bought himself an excellent watch dog which he claimed would assure perfect safety. Well, it did, for one night some thief came into the house and without touching any of the family valuables carried off the watch dog and now the family are left unprotected again."

J. B. Howarth of the Whitehead-Standard Company: "Under the supervision of the President of the Library Board, Mrs. Rotta Barr, the library room has undergone a complete renovation, being closed a week for this purpose. With the additional shelf room, more extensive lighting, thorough cleaning and redecorating, the room is much more inviting and the arrangement of the books more satisfactory. Few villages of the size of Birmingham have as complete, well arranged and attractive a library and reading room under a competent librarian."

Mr. Enty of the Erly and Nixon Feed Store: "It's hard to tell about the fruit this season. The late frosts were bad for cherries and plums but apples seem to be unaffected. Of course home gardens are already yielding early peas and radishes besides strawberries and cherries."

Telephone your Classified Ads to The Eccentric before Wednesday noon of each week. The number is 11 or 12. adv304f

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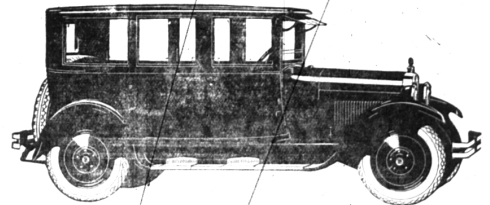
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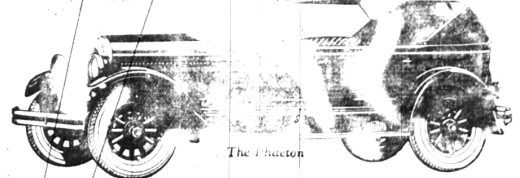
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In literal sense, a revolutionary car! What other term could describe the Chrysler Six—a car that sells, in the touring model, for \$1335 list price—that gives a high gear speed range of 2 to over 70 miles per hour—that weighs only 2705 pounds and yet can be driven in comfort 60 miles an hour on a cobbled street or a rutted road.

Never has there been a car within many hundreds of dollars of the Chrysler price, that could begin to do the things it does.

Never has there been a car that combined such startling performance with such economy of investment, maintenance and operation.

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The Chrysler Six



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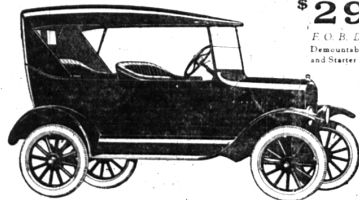
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