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SEVERE TEST PROVES AUTO

After 53,444 Miles Over Rough Roads Oldsmobile Is In Good Shape

An amazing record of performance has been made by an Oldsmobile that is but little more than two years old. This car, despite its months of service, is still in excellent condition, and, in the words of the present owner, is "going strong." Here is a brief sketch of its history and record:

Purchased May 8, 1925 and driven 53,444 miles, mostly over unimproved roads. Traded in on a new Oldsmobile April 7, after this phenomenal mileage had been runs.

Total cost of operation, including depreciation and interest during these 23 months averaged 3.65 cents per mile.

The car was then put through a 10,000 mile non-stop run which lasted 15 days, 14 hours and 29 minutes.

Then the car was driven from Newark, Ohio, to the Oldsmobile factories at Lansing, Mich., a distance of 266 miles in 7 hours and 26 minutes—an average speed of 35.5 miles an hour including stops. No professional drivers were used at any time.

Bought In 1925

The Oldsmobile coach was purchased by W. H. Kline & Son, buyers of black walnut timber, 257 N. Fifth street, Newark, Ohio, from G. G. Barber, president of the Licking Motor Sales Co., at Newark, in May, 1925. The Klines used the car in their business of buying hardwood and traveled over extremely rough roads.

Due to this business condition, most of the 53,444 miles were traveled over the roughest roads and lumber trails of Ohio, western Pennsylvania, West Virginia and Kentucky. As a sample of driving condition, Mr. Kline reports driving six consecutive hours in low gear through mud so deep that the axle housing was dragging, leaving a furrow between ruts.

Last April Mr. Kline decided to buy a new Oldsmobile and turned in his car, with complete maintenance records, to Barber. The following is an exact record of the total expense paid by Mr. Kline for his 53,444 miles of travel:

Depreciation, the difference between the original cost price and the amount he received in trade, $650; interest on the money invested in the car during the 23 months $132.26; oil, $129.60; gasoline, $622.44; tires $196; servicing, $222.30. This total of $1952.60 is an average of $.0365 per mile. This figure is exceptionally significant when it is considered that the National Automobile Chamber of Commerce gives an average upkeep cost of about 11.75 cents per mile for a light six cylinder closed car.

Test Run Made

Finding the car in good mechanical condition, Mr. Barber decided to stage a 10,000 mile non-stop run; having the car driven continuously over a prescribed course in Licking county, Ohio, where his business is located.

Fellow townspeople were selected to drive the car in preference to a professional driver so that the test would be most complete. Among the drivers selected to relieve each other at four hour intervals, were four women. Throughout the drive all traffic laws were closely observed. The only time the engine was stopped was to change the oil in the crankcase.

The non-stop run was made over a variety of roads, including brick, macadam and dirt. All kinds of weather was encountered. After this test of stamina, it was decided to see if a car that had undergone so terrific a test still had speed. The Oldsmobile was registered out of Newark at the Western Union office shortly after midnight and was registered in at the Lansing Automobile Association before 8 a. m.

52 Issues of The Eccentric $1.50

HUDSON-ESSEX REPORT GAIN

Hudson-Essex closed on June 30 the biggest and most successful half year in its entire history, with between 165,000 and 170,000 six cylinder cars built and shipped to all parts of the world.

Despite this extremely large six cylinder volume, the company has been continuously behind the public demand for its cars, particularly the Essex, according to Hudson officials. The estimates are that the public would have bought 40,000 or 50,000 additional cars if they had been available.

It was in view of this demand for the cars that the Essex plant was re-arranged and enlarged. At the same time the Essex cars themselves were made more powerful and attractive, and a plan of manufacturing laid out which is designed to effect prompt delivery to all buyers. From all important centers of the United States, the orders are pouring in for these new Essex Super-Sixes at a rate approximately twice that of a year ago.

"The feature of the year," said Charles Boughtner, Hudson-Essex distributor, "is the great stride ahead made by Hudson-Essex. As soon as these cars were displayed at the New York Show last January, it was immediately apparent that a season of success was ahead. The Hudson-Essex show booth was the center of attraction. From the minute the show opened the public continuously demanded more Essex cars than Hudson could manufacture.

LEGAL NOTICES

STATE OF MICHIGAN, County of Oakland—ss.

Suit pending before George B. Hartrick, a Circuit Court Commissioner, for Oakland County between Michigan Land and Home Company, Plaintiff vs. Elmer F. Conklin and Edith L. Conklin, Defendants.

Summons having been issued in this cause and having been returned unserved, and it appearing by affidavit on file that it cannot be ascertained in what State or County the Defendants reside.

IT IS ORDERED, That said defendant appear at the court room of the undersigned, at my office in the City of Royal Oak, Oakland County, Michigan, at nine o'clock a. m., Eastern Standard Time, on the 12th day of August, 1927, to defend the complaint filed in this cause, or judgment will be entered by default, and that this order be served or published as required by statute.

This suit is brought to terminate the interest of the defendant in a certain land contract for the sale of premises described as:

Lot No. 178 of Woodward Heights Royal Oak Addition, Oakland County, Michigan.

GEORGE B. HARTRICK,
Circuit Court Commissioner,
Oakland County

Dated: July 12th, 1927. 13-15

STATE OF MICHIGAN, County of Oakland, ss.

Suit pending before George B. Hartrick, a Circuit Court Commissioner, for Oakland County between Joseph C. Austerberry, Plaintiff and Augusta C. Predmore, Defendant.

Summons having been issued in this cause and having been returned unserved, and it appearing by affidavit on file that it cannot be ascertained in what State or County the Defendant resides.

IT IS ORDERED, That said defendant appear at the court room of the undersigned, at my office in the City of Royal Oak, Oakland County, Michigan, at nine o'clock a. m., Eastern Standard Time, on the 9th day of August, 1927, to defend the complaint filed in this cause, or judgment will be entered by default, and that this order be served or published as required by statute.

This suit is brought to terminate the interest of the defendant in a certain land contract for the sale of premises described as:

Lot numbered No. 629 of Northwood Subdivision No. 5, of part of the southeast quarter of Section 8, Town 1 North, Range 11 East, City of Royal Oak, Oakland County, Michigan, according to the recorded plat thereof in Liber 34 of Plats, page 36, Oakland County Register of Deeds Office, better known as 2228 Fernclift Avenue.

GEORGE B. HARTRICK,
Circuit Court Commissioner,
Oakland County.

Dated: July 8th, 1927. 13-15

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Tire values

More long trips for the hauling company!
If you want to get the facts about tires, take the word of people who buy tires for business purposes. The additional trips that a set of Silvertowns will give mean plus profit for trucking companies that get paid by the trip. And Silvertowns, on your car, give more miles at no more cost.

When you look this matter of buying tires "right in the eye"—you know that a standard brand costs least in the long run.

And a lot of times, it costs no more at the start!

We have a large range of standard values in tires—all produced by the tremendous resources of Goodrich.

Come in—name your price—and see us produce a real tire to meet it.

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Evans Tire Shop
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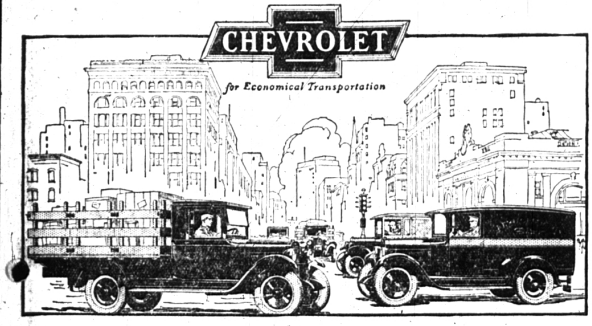
BEST IN THE LONG RUN — Goodrich Silvertowns



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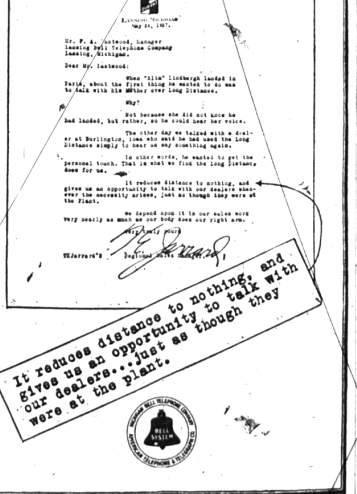
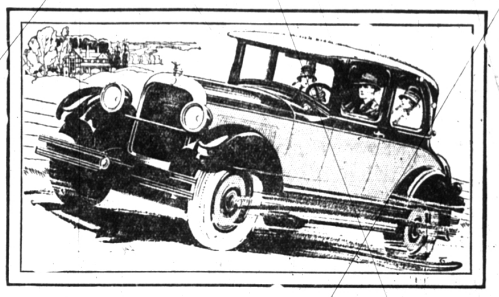


It reduces distance to nothing, and gives us an opportunity to talk with our dealers...just as though they were at the plant.

STUDEBAKER



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Dictator Victoria $1325 F.O.B. Factory

POWER According to the ratings of the Society of Automotive Engineers, the Studebaker Dictator is the most powerful car of its size and weight in the world. Twenty-one 4-passenger Coupes or Victorias of other makes, selling for $20 to $1445 *more* than The Dictator Victoria, have *less* power.

VALUE Its economical operation rivals its low first cost—low because Studebaker builds practically every vital part for this car in its own plants and thereby saves the profits of outside parts-makers. These savings are returned to you in extra equipment, a bigger and more powerful motor, and fine-quality workmanship and materials.

More than $100 worth of extra equipment

Front and rear bumpers; no-draft ventilating windshield (exclusively Studebaker); engine thermometer and hydrostatic gasoline gauge on the dash; concidental lock; oil filter; automatic windshield cleaner; rear-vision mirror; rear traffic signal light; 4-wheel brakes; full-size balloon tires; disc wheels; two-beam acorn headlights and cowl lights, controlled from steering wheel; front spring brakes; dome light; Butler finish hardware; upholstery of rich mohair with exquisite broadlace trim.

STUDEBAKER MODELS and PRICES (f. o. b. factories)				
MODEL	DICTATOR	COMMANDER	PRESIDENT	ERSKINE
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LIMOUSINE			$2495	
VICTORIA	$1325	$1575		
COUPE (2-Pass.)	$1295	$1545		$895
COUPE (4-Pass.)	$1345	$1645		$965
SPORT ROADSTER	$1295	$1675		$965
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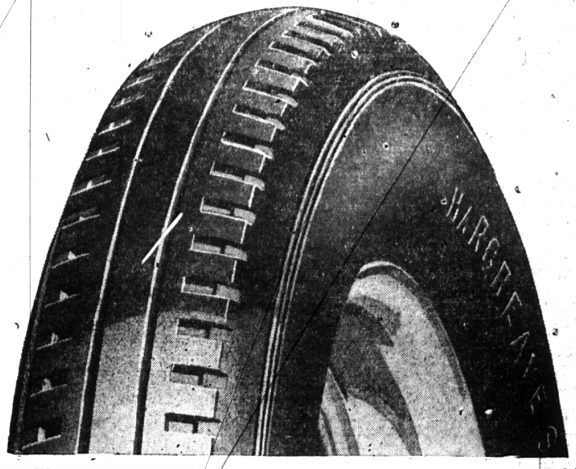

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A Hargreaves Balloon at 12,000 miles still retains 25% of its original value. You can exchange it at that mileage for an allowance of 25% of the price you paid for it.

YOU can have your new car equipped with Hargreaves Balanced Balloons by simply specifying them. Ask your dealer to get in touch with us. We have an arrangement which makes this easy for him and for you, too. Then you KNOW you'll have complete tire satisfaction—trouble freedom—road gripping safety longer and at less cost than you can get them in any other way.

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