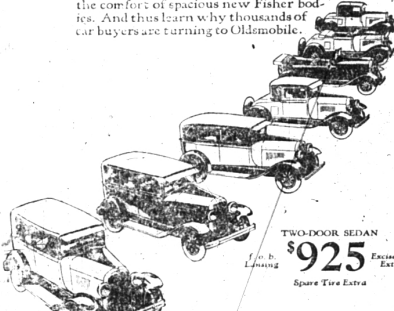


NEW CREATIONS by ARTIST-ENGINEERS

This new Oldsmobile is motordom's good news for 1928. It reveals new and sophisticated elements of style. It embodies new engineering features. It typifies the whole new spirit of the times—because it reflects the master touch of artist-engineers.

Though you may have formed the highest opinion of its beauty . . . and its performance—we urge you to come in for a personal inspection.

We want you to experience the silent, smooth performance of the new 55 h. p. high compression engine—to revel in the comfort of spacious new Fisher bodies. And thus learn why thousands of car buyers are turning to Oldsmobile.



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THE PINE CAR OF LOW PRICE

PACKARD'S CONTRIBUTIONS MANY TO AUTOMOBILE INDUSTRY

The death of J. W. Packard recently at Cleveland recalled to the minds of many veterans of the automobile industry, outstanding contributions to the motor car industry made by the originator of the Packard automobile. Many things now used on all cars were the invention of Mr. Packard more than a quarter of a century ago.

J. W. Packard and his brother, W. D. Packard, were prosperous manufacturers of electric lights and electrical supplies at Warren, Ohio, when they decided to build an automobile. Their car was

completed November 6, 1899. It was such a success that friends forced them to build others and in a short time the Packard Motor Car company was launched.

The first car, designed and built by J. W. Packard, contained the basis for the automatic spark advance now used on all cars. A patent on the device was granted Mr. Packard two years later. In addition to an automatic advance the original patent covered mechanism for producing a spark of constant duration, regardless of the speed of the engine, a feature without which automobiles now could scarcely run.

The familiar "H" slot for shifting gears, found on all motor cars now manufactured, was another of the better known mechanical features invented by J. W. Packard. The first Packard car had a cross spring at the front end similar to that used for a number of years by one of the largest manufacturers, and this, too, was covered by a patent granted Packard.

Motorists today can set the throttle control of their cars on the steering post and operate the foot accelerator without disturbing the setting of the hand control because of another invention of Mr. Packard. He was granted a patent on this device, now universally used, in 1905.

One of Mr. Packard's original inventions played an important part in the Liberty motor. It was the use of a sheet metal water jacket for the cylinders, first employed by the Packard brothers in the building of their cars in 1902. The cylinders of practically all water-cooled engines are made in the same manner now.

Most of the patents issued to Mr. Packard for motor cars have expired, but a large number are as universally used as these mentioned on which the original patents have also expired. Important as they have been in the industry, it is believed that some of the original Packard developments with materials for cars overshadowed them.

In an interview some time before his last illness, P. W. Packard said that difficulties in finding suitable materials was one of the greatest troubles experienced in the early days. Armor plate steel sheets gave the only steel that could be found suitable for making gear wheels. It ruined the tools which were used to turn out the gears, however.

Because of the endless trouble encountered with grades of steel then available and in machining them, the Packard company, through the work which has been continued into intensive research in heat treatment of metals. The Packard company, through the work made by J. W. Packard and the work which has been continued into intensive research in heat treatment of metals. The Packard company, through the work made by J. W. Packard and the work which has been continued into intensive research in heat treatment of metals.

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I had been troubled with bleeding and protruding piles for a long time, I tried many remedies but could not get lasting relief. I saw the RIDDO ad and sent for a jar. I applied it as directed for one week when relief came and the piles have not troubled me since.
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DANGER CURVE NOW VANISHING

Madison, March 31.—"Dead man's curve" is apparently no longer entitled to that name on Wisconsin's highway. Either motorists are accepting the warnings given on roadside signs on curve approaches or they are becoming "curve conscious." The state highway commission finds that the greater portion of the accidents in the state occur on the open road, along the straight-aways where good vision is possible.

Sixty-one per cent of the 2,654 auto accidents in 1927 took place on perfectly good roads, the survey, just completed by C. N. Maurer, traffic engineer for the maintenance department of the commission, reveals.

Crashes More Serious. The tabulations of the report show percentages of injuries increasing while the number of accidents in which people are injured is decreasing, tending to indicate an increase in seriousness of the accidents.

In the 2,654 accidents, 231 persons were killed according to the report, while 744 were seriously injured.

Curves and corners are next to the straight roads in the race for popularity as accident scenes. While 1,257 of the accidents were on the straight roads, 422 were on corners or curves, 63 at railroad crossings, 103 on hills, 204 at crossroads and the remaining five at other points on the highways.

Reckless Driving Leads "Reckless driving" caused the greatest number of accidents—213—while 299 accidents were the result of cars passing others that were entering or leaving the drive-ways. Other causes of large numbers of accidents were "weather condition," 213, parking on highways, driving on wrong side, 165; loose gravel or sand, 91 and improper lighting, 84.

The total number of accidents is larger than the number in 1925. Then there were 1,693. In 1922 there were 1,069.

"Hope for a decrease in the number of accidents occurring on curves and turns is based on program of relocations to obviate the more dangerous or pronounced curves and turns and to removal of obstructions to the view at such places," a statement with the figures said.

"It is gratifying to note," states the report, "that the number of accidents occurring at railroad crossings is decreasing. The principal reason for this decrease is no other than the fact that dangerous crossings are being eliminated as fast as funds will permit."

Kept At Minimum "Accidents are bound to occur," the report says, "but they can be kept to a minimum if all drivers would pay particular attention to all conditions and operate their vehicles according to safe practices which, in most cases, are self-evident. The time has arrived when the driver of a motor vehicle must at all times be thinking of his driving in order to further the safety of himself and the other users of the highways."

Information for the report was obtained from highway patrolmen working on the state highway trunk system who are furnished with accident report blanks and ordered to report all accidents on their section and from a clipping service which covers a majority of the Wisconsin daily and weekly newspapers. The summary admits its completeness with the assertion that while between 90 and 95 per cent of the serious accidents are reported, a large number of the minor accidents never are.

NEW GAS TAX A gasoline tax of 2 cents and a reduction of registration fees are under consideration by the legislature of Massachusetts.

A schoolboy of Perryville, Mo., has a name that sounds somewhat like a tune on a banjo. His family name is Pinkypank, his Christian name is Hincey, his nickname is Dinkey, so he is called Hincey Dinkey Pinkypank.

STUDEBAKER

The Great Independent

Offers World's Champion Performance at no premium in first cost or upkeep!

COMMANDER

\$1495 f. o. b. factory
25,000 MILES in less than 23,000 MINUTES

YOU may have wanted to own The Commander, but felt you could not afford it. You may not know that, due to Studebaker's One-Profit facilities of manufacture, you can now buy this World's Champion car at the exceptional price of \$1495, f. o. b. factory.

At this low, One-Profit price The Commander not only represents a value unequalled in automobile history, but its upkeep is equally economical.

In 61 tests conducted in 61 cities the country over, The Commander averaged 17 1/4 miles to the gallon of gas—economical to operate! And factory repair parts sales for Studebaker cars during 1927 were less than \$8 per car

in operation—low maintenance! The world champion stamina of The Commander was spectacularly proved when two stock Commanders each traveled 25,000 miles in less than 23,000 consecutive minutes. Nothing else on earth ever ran so far so fast!

Remember—you pay no premium for this Championship performance in this Studebaker quality car. The Commander at \$1495, f. o. b. factory, is not only the greatest achievement of post war automotive engineering, but motordom's biggest value!

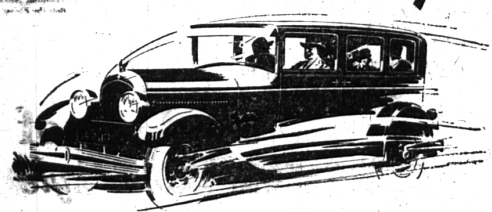
THE STUDEBAKER LINE				
Model	Body	Price	Price	Price
		(f. o. b. factory)	(f. o. b. factory)	(f. o. b. factory)
PRESIDENT EIGHT	100	80	\$1985 to \$2450	
THE COMMANDER	85	72	\$1495 to \$1695	
THE DICTATOR	70	65	\$1195 to \$1395	
ERSKINE SIX	43	62	\$795 to \$965	

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Illustrations New Chrysler "72"—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas giving 12% greater torque with greater speed, power and hill-climbing ability; standard equipment on all body models of the 112 h. p. Imperial '26, also standard on the roadster, and available at slight extra cost for other body types, of the "62" and "72."

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