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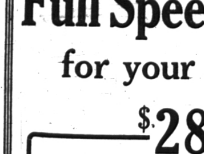

MR. DOLLAR BILL is continually harping upon the value of getting his money's worth. He's a financier as well as an autoist and we do think that the two subjects are closely related. When are you going to take Mr. Bill's advice and enjoy our service and supplies?

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SPEEDING SAFE OFFICIAL SAYS

SOUTH BEND, Ind., Mar. 5.—The time has come to stop sidestepping the problem of speed on the highways, is the opinion of Paul G. Hoffman, vice president of the Studebaker Corporation of America.

"American railroads have proved that it is possible to attain both high speed and safety," he says. "When we look back over the years we view with amusement the excitement that greeted the iron monsters of 1848 as they thundered over the rails at the fearful speed of 25 miles an hour. Grave doubts were even raised that human beings could travel at speeds of more than 40 or 50 miles an hour and live.

NOT DANGEROUS.

"In the field of individual transportation the motor car has played an important part in breaking down the barriers of time and distance. It is as foolish to put legislative bars of a fixed character in the way of development of speed in motor car transportation as it would have been to put speed limits on American railways in the early years of their development.

It is time to look at the problems of highway safety from a new point of view. One of the first steps is to get over the idea that speed in itself is a dangerous thing. Traffic and safety experts—men who have studied the question—know that speed in itself is not the source of danger it is popularly credited with being.

"It is not speed alone, but speed in combination with other factors that makes accidents. Fifty miles an hour on the open road in the country may be safer than 25 miles an hour in crowded city traffic.

THE REAL DANGERS.

"Any well constructed car of the present year is much safer at 50 miles an hour under the proper conditions than cars of a similar class were 15 years ago at 30 miles an hour. One stretch of road may be safely covered at 60 miles an hour—another may be unsafe at 30.

"No one can deny that there is real danger in speed on the highway, but speed in itself does not necessarily create hazards. High speed at intersections, in turning corners, passing pedestrians or passing other traffic in the face of on-coming traffic from the other direction is a real menace.

A sophisticated New Yorker gallantly picked up a handkerchief which an apparently unsophisticated girl had dropped, and on the strength of the incident induced her to take an automobile spin with him. While indulging in the joy ride she stole his watch.

A Canadian magistrate convicted Arthur Larocque of obtaining money under false pretenses by selling a bottle of water for $3.50 after representing that it was whisky. Americans get defrauded worse than that, but have no law to protect them.

LOOP PARKING SUCCESS SEEN

CHICAGO, Mar. 5.—Cities throughout the country have been watching Chicago's experiment with traffic control in prohibiting parking in its Loop district.

At present there are two opinions in Chicago as to the system's success. E. J. McIlraith in the Electric Railway Journal votes the plan a success. Loop merchants claim it is reducing their sales.

"Vehicles are moving with a saving of time averaging more than 20 per cent in the rush period of the evening," says McIlraith. "Street cars are averaging speeds that save 15 per cent of their passengers' time.

"Merchandise vehicles can move with freedom and can easily reach the curb for loading and unloading. Taxicabs no longer need to collect passengers or stop to unload and receive fares at crosswalks."

Merchants, seemingly, are not suffering from the no-parking system, according to McIlraith's figures. Considering that 1928 started off bad, in a business way, he finds that:

"Even though January is normally quieter than November and December, the number of pedestrains counted on the streets, after this ordinance became effective, was tremendously greater than at a period about two years previously when business was considered excellent.

"Interesting figures are those of store-door counts which have been taken at those stores whose representatives were loudest in condemnation of the plan. These checks show conclusively that there is no difference in the number of customers beyond that to be expected as a variation from day to day."

Sidney Wall, 7-year-old crippled boy of Bermuda, traveled 4,000 miles alone to Alton, Eng., for treatment.

Miss Hatsui Yuasn, Japanese soprano, is a current favorite of the London stage and concert platform.

Heinrich Vittoren of Munich was sentenced to 8 years in prison for selling his daughter for $10.

Marie Louise Varnet, a young girl of Paris, won the title of the speediest sewing girl in France.

Mrs. Barger Wallach of New York has a watch so thin that it is encased in a $20 gold piece.

A footprint bureau has been opened in Colombo, Ceylon, for identifying native criminals.

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"THE Fine Car of Low Price" is the *earned* title of this new Oldsmobile Six . . .

Earned by virtue of the most imposing array of quality features ever embodied in any car priced "for the American family!"

Body features . . engine features . . performance features . . equipment features . . features new and different, smart and refreshing . . many so daring, so obviously a pace ahead as to reflect a buoyant, modern spirit unapproached in even the best of cars at anywhere near its price.

The instant you view its new body by Fisher you will recognize these facts. But you can't grasp their full significance till you know the whole story of its new features.

New, Larger Engine of High-Compression Type

If it is speed you want, just drive this new, larger Oldsmobile.

If it is smoothness you seek, you will be amazed to find acceleration *from 5 to 25 miles per hour in 8½ seconds*, so smooth and flowing that it has been compared to the steady, "stageless" pickup of an electric motor.

If power is important to you, here is developed *55 horse power.*

And even with more speed and more power, here also is greater operating economy.

All these are the results of a new and larger L-head engine . . a *high-compression engine.* This engine embodies a new cylinder head developed in the General Motors Research Laboratories—a head of exclusive design which permits full, smooth power-flow, and provides the advantages of high-compression design without special fuels.

Proved by a Million Miles

This engine stands proved by 1,177,000 miles of testing . . proved under actual traffic conditions on the highways . . proved under the searching eyes of engineers on General Motors Proving Ground.

The surpassing efficiency of this engine is augmented by crankcase ventilation, which eliminates excessive dilution . . by oil filter, air cleaner, a specially controlled cooling system and other features which are sources of great satisfaction.

This engine is also notable for remarkable rigidity of crankcase and cylinder block. It rides on a rubber cushion mounting; not the ordinary rubber mounting but a positive "discovery."

Two Years Ahead

But the triumph achieved in this great engine is but one of innumerable features which stamp this new larger Oldsmobile as *at least two years ahead* of current automotive practice.

Easy operation is an outstanding quality . . easy control, easy steering, easy parking.

New sources of long life are presented by point after point in the design and construction of body, chassis and engine.

A new degree of safety, stronger assurance of dependability, added elements of operating thrift . . all are expressed in surprising provisions for that thorough satisfaction which has heretofore identified high-priced cars.

Automotive Critics Praise It

Blanchard of *Motor*, Boynton of *Automotive Daily News*, Cleary of *Motor Age* and Denham of *Automotive Industries*, are among the eminent automotive critics whose commendations of this *Fine Car of Low Price*, come as further evidence that it is indeed *two years ahead.*

Naturally interested in technical merits, their attention has focused largely on the engine and upon the many chassis features.

These chassis features include—four-wheel brakes, and specially selected springs—which, with a complete set of four Lovejoy hydraulic shock absorbers, make riding gliding.

Silenced Chassis Silenced Interior

In no respect is this new Oldsmobile more truly the fine car than in its quietness. Not till you have ridden in it can you realize how the new rubber cushioning of the motor, a new rubber core clutch, a new double-cushioned universal joint system, new non-squeak shackles and even rubber cushioned bumpers, combine with *sound insulation* to silence both chassis and body.

This *insulation* of the body between the interior and the engine, is an outstanding feature.

Hidden, but constituting a tremendous source of satisfaction, this insulation provides a silenced interior—the finishing touch to that all-around riding enjoyability which is a dominant characteristic of this new Oldsmobile.

Super-Sturdy New Frame

The frame is of remarkable rigidity, ruggedly formed of heavier gauge steel with channels five and a half inches deep, flanges 2¾ and 3 inches respectively, and five sturdy cross-members. This frame is tapered at front to provide an unusually short turning radius, and is "low-dropped" to achieve extra low body lines and road security.

The rubber core clutch mentioned above also adds softness to clutch engagement. A new progressive-starter separates gear engagement and release of startling motor into two successive operations accomplished by one pressure on the starter—a method of decided advantages. The easy starting that results is a fitting beginning to easy operation throughout, such as easy shifting and easy steering with the adjustable-height steering wheel.

New Driving Enjoyment

New vertical radiator shutters, new controlled cooling, thermostatic charging, full-automatic spark and engine-temperature thermometer on instrument panel, all add new ease and enjoyment to winter driving.

And, winter or summer, this new Oldsmobile will be found to possess a roadability positively uncanny . . steadiness and dependability that are equally matters of enjoyment and safety.

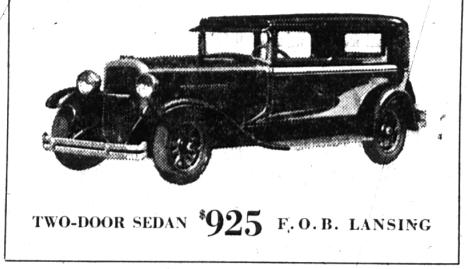
And so the story of this great new Oldsmobile continues through details of engine and chassis to a triumphant climax in its crowning glory—the daringly modish new body by Fisher.

Seven New Creations By Fisher Artist-Engineers

This new Oldsmobile is presented in seven body types: Two-Door and Four-Door Sedans, Landau, Coupe, Sport Coupe, Sport Roadster and Sport Phaeton. All embody the striking style elements heretofore noted, and in addition those rugged structural qualities and invaluable convenience appointments for which these master body-makers are justly famous.

Generous use of fabric beading between metal surfaces prevents body squeaks. Flush door construction, so characteristic of costly cars, is a feature. The windshield is of the Fisher VV type, the parking lock of superior theft-proof design.

Rounding out the whole are equipment items commonly considered "extra," but standard with this *Fine Car of Low Price.* You will instantly recognize them as extraordinary for their completeness. The list includes rubber-cushioned bumpers, front and rear, rear view mirror, Lovejoy hydraulic shock absorbers, engine temperature thermometer on instrument panel, fuel gauge on instrument panel, automatic windshield wiper and rear traffic light.



TWO-DOOR SEDAN $925 F. O. B. LANSING

A Car to be Proud of

The style and luxury elements now found in this smart car read like the descriptions of expensive cars that every one has coveted. To begin with there is a longer wheelbase and longer body design . . an over-all length of 171 inches. Doors are larger, windows wider and lower. The low frame provides that jaunty effect so desirable.

This jauntiness is further emphasized by new full-crown fenders of sweeping lines and by new, smaller wheels with smart oval spokes and 28 x 5.25 balloon tires.

Ultra-Modern Styling

The body design itself is sensational. We realize that any automobile manufacturer may say this and believe it. But public opinion is too definitely expressed, the modern spirit too unmistakable, to permit of any doubt regarding the popularity of this voguish, ultra-modern styling. Never has Fisher artistry achieved more refreshing freedom.

Vivid, vibrant colors in enduring finish further the effect. Smart, distinctive touches complete it.

For example, the headlights are of semi-bullet type; the radiator cap is of that smart flat design and the front-end view is deep-radiatored with wing-like fender lines, the whole effect being enhanced by vertical radiator shutters.

Exterior polished parts are chromium-plated, exposed nuts and screws cadmium-plated.

New Roominess

The interiors are marked by new roominess and the charm of new, modish upholsteries and finishes, as smart as they are rich and tasteful. A high point of beauty is the handsome new instrument panel. All indicators, including fuel and oil gauges and new engine-temperature thermometer, are enclosed under one glass and indirectly illuminated.

The all-black steering wheel is of an attractive design which again reminds one of expensive cars. The sensitive horn button at the center is mounted flush. It operates a new, deep-voiced horn. Also on the wheel are neat hand-accelerator and headlight levers, the latter operating twin-beam headlights with offset parking light.

A General Motors Triumph

Such in effect is this new Oldsmobile—sweepingly new, smart and thrilling. Moreover have the advantages of General Motors resources, of General Motors research, of General Motors Proving Ground facilities shown more emphatically. Their result is a car which eclipses all former conceptions of value in cars "for the American family." And behind this story of achievement stands the story of a cherished ambition—the story of Oldsmobile's *policy pledged to progress.*

The builders of this car set out to produce the car the people wanted. And they have done it.

So swift, so smooth, so quiet, so comfortable, so easy to drive and so good-looking is this new Oldsmobile, that you will agree with the man who inspected it and said—

"You can buy a bigger car, but not a better one."

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