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Mercury Makes Good Record

Averages 21.124 Miles Gallon on Rough Roads

An average of 21.124 miles per gallon over 34,777 miles of tough going is the record established to date by the nation-wide Mercury economy runs, 10 of which have just been completed.

This is an unusual showing for a car with the Mercury's size and power, especially since most of the distance has been negotiated in the last two months under road and weather conditions much worse than the average motorist would encounter in ordinary driving.

The routes have covered 19 States included in the territory of 10 different branches. The cars have bucked deep snowdrifts, climbed steep mountain ranges, pulled through mud and sand, traveled main highways, up back roads and through city traffic. Weather conditions ranging from balmy spring days to howling blizzards have prevailed, yet these varying weather and road conditions have made very little difference in gasoline consumption.

In every case, mileage has been well in excess of 20 miles to the gallon, the best so far being 22.2 miles and the lowest 20.15 miles. This uniform performance under widely different conditions is made all the more remarkable by the fact that 10 different drivers at the wheel, each operating his car in his own way. This indicates that the excellent gasoline mileage was due to the design of the car itself rather than expert handling by any individual.

When completed, these Mercury economy runs will have embraced every State in the Union. In the 19 States covered to date, 506 different towns and cities have been visited.

Local Glidden Store Gets Top Ranking

Wallace McDonald, manager of the Glidden Paint Company store here, received word several days ago that his store ranked first of all units in the organization from the standpoint of sales increase. In February McDonald's ranking was third while last year his store was in 26th place. Sales increase for the past year was 34.8 per cent.

Hudson Service Easy to Get In All Points of United States

A map of the United States has just been received by the Orsinger Motor Company, Hudson distributors, which indicates 3,000 points at which capable well-organized Hudson dealers, each with a well-equipped and properly-trained service organization, are in a position instantly to give service to Hudson owners. In addition to the 3,000 dealers, the Hudson organization maintains 100 centrally-located parts depots, which in addition to the parts stock maintained by the dealer, insure prompt availability for any part of any Hudson-built model anywhere.



BREAKFAST KICKOFF MEETING—Shown above, left to right, are Russell Good, assistant general manager of the Kinsel-Robinson Company; Frank T. Copeland, assistant branch manager of Houston of the Lincoln Motor Company and E. A. Kinsel, president and general manager of the Kinsel-Robinson Company, who attended a breakfast held at Tankersley's for members of the organization in connection with a used car sale. Twenty-two members were present. The company is the exclusive distributors in this area for Lincoln Zephyr and Mercury—Photo by Studer.



STABLEFORD AT DEALER MEETING—Listening to advertising presentation at the Pontiac dealer merchandising conference at the factory recently, were, left to right: Ed Riebe, Tacoma Auto Sales Company, Tacoma, Wash.; George Stableford, Mission City Pontiac Company, San Antonio, and K. L. Kelsner, Paper City Motor Sales, Kalamazoo, Mich.

Chevrolet's eight-cylinder Frontenac to victory. The 1905 race at Sheephead Bay was Louis Chevrolet's introduction to motorcar racing in the United States. A machinist who learned his trade at the bench, he had come from France five years earlier to join the technical staff of the American branch of the De Dion Bouton Motor-ette Company in Brooklyn.

Scores of victories and scores of records, from one up to 200 and more miles, were his in those earlier days. . . . Uniontown . . . Ormond . . . Daytona Beach . . . Indianapolis . . . Los Angeles . . . Morris Park, N. Y. . . . the Vanderbilt Cup and dozens of other events. . . . All knew Chevrolet and saw him pile up records.

Chevrolet smiles as he talks about his jousts with Barney Oldfield. "He beat me only once after that first race in 1905," he relates, "and then because my car broke down."

There were many breakdowns in the early days; 36-inch wooden front wheels that couldn't stand the stress of high speed turns often flew off. . . . There were cracked cylinder heads. . . . Fires . . . collisions . . . skids . . . broken steering gears. . . . Louis Chevrolet figured in many of them, but the worst that happened to him was a dislocated left shoulder suffered in the 1910 Vanderbilt Cup race when his car turned over and his mechanic was fatally injured.

It was all distinctly worthwhile, however, says the veteran racer. "We are driving a safer automobile now because of what those boys went through a couple of decades ago. The car makers learned much from what happened in those road races and on the mile tracks," he asserts.

Chevrolet obtained numerous patents on refinements he incorporated in some of his earlier models of motorcars. One was a flexible steering wheel, common to most of today's models; he developed the "Fronty-Ford" engine head, an overhead valve arrangement for Model T Fords entered in small car races, and a number of other engineering improvements.

Another ingenious arrangement was a "porpoise" shaped car with a "safety shelter" under an enlarged cowl. "It had space so that I could slide out of the seat and into safety if the car turned over," he explains. "It did turn over and as I felt the car 'go,' I dropped the wheel and slid. When it stopped rolling, I crawled out unhurt."

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In line with their policy of keeping all their departments modern at all times, this firm has recently installed new equipment in the service department, including special equipment for motor analysis, reported to be the first of its kind in the city.

The holly tree is one of the slowest growing trees in the world. Fish are color-blind. They distinguish colors as various shades of gray.

Motor Tune-Up Month at Poe Co.

Service Manager Sees Need for Feature Taking into consideration the recent peculiar run of weather and the effect it will have on efficient operation, the service department of the A. B. Poe Motor Company, Chrysler and Plymouth distributors, are featuring a motor tune-up during the current month, according to J. H. Jackson, service manager.

This service feature has been arranged only after a careful study of what is most needed in the car at this time of the year in order to insure continued good service, Jackson stated, in making the announcement. It has been

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New Piston Rings Well Accepted

Ford Development Comes in Sets of Three

What is being acclaimed as one of the greatest mechanical achievements in recent years is found in the new Ford piston rings, rings that have been especially designed for service on cars and trucks where the cylinder walls have been worn, or on walls that do not provide a complete compression on the upward stroke. V. W. Marburger, service manager for Herpel-Gillette, Ford dealers, stated this week.

The new Ford piston rings, developed after much research and experiment, come in sets of three, the top ring being a straight cast iron ring. The center compression ring is also of cast iron, but has an expander spring which fits between the ring and the cylinder and a single steel section ring that slips in below the cast iron ring. The bottom, or oil control ring, is also of cast iron, slotted, with steel sections above and below, and expander ring in the back.

"During the time these rings have been on the market they have received the enthusiastic acclaim of Ford car owners and truck operators since they provide complete compression, more power, and enable the motor to do the job at lower cost," Marburger declared. "They also enable the engine to continue to give good service without expensive overhauling, since they act equally well on cylinders that are out-of-round, tapered or wavy."

"Adjustment of uneven surfaces is accomplished through the ingenious design. The expander ring contacts only the cast iron, not touching the steel sections. These steel sections are narrower than the cast iron rings, so that their own tension holds them against the cylinder wall. This enables the section to adjust itself with a resultant benefit to the compression."

Safer Autos Driven Today

Chevrolet Tells of Early Day Racing Spills and Crashes

By DAVID J. WILKIE
By Associated Press.

DETROIT, May 25—You see his name in huge letters on hundreds of flashing electric signs, on thousands of highway billboards and on the name emblems of millions of today's motorcars, but you rarely see or hear of him now.

On May 20, 1905, he drove a Fiat racing automobile over a measured mile at Sheephead Bay, New York, in 52.8 seconds for a new world's record. It was Louis Chevrolet, starting a career that was to make him one of the greatest of all racing automobile drivers.

Second best in that race at Sheephead Bay was Barney Oldfield, famed in his own right as a racing car pilot but destined rarely to finish better than second in competition with Chevrolet.

Today Louis Chevrolet, who designed and built the first of the millions of automobiles that carry his name, is living in retirement, the roaring road he once ruled far behind.

He probably won't see next Thursday's Indianapolis Speedway race, but he'll be intensely interested, for despite all his record breaking races, he regards as one of his outstanding achievements the designing and building of two successive winners of the Indianapolis classic—in 1920 and 1921.

The 1920 winner, a small motorized Monroe-Frontenac, was driven by his brother, Gaston, at \$8.50 miles an hour. Six months later Gaston was killed at the Los Angeles Speedway in a collision that forced his car through a guard rail and into a gully. In 1921 Tommy Milton drove Louis

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power straight eight Morocco red sedan.

The Orsinger Motor Company, Hudson distributors in San Antonio, is well known for its Hudson parts and mechanical service. One of the largest and most complete stocks of parts in Southwest Texas is maintained by the company.

U. S. BOATS WAKE BABIES.
RIO DE JANEIRO.—"Between 1 and 2 p. m. on Monday the American destroyers Trippe and Stack started making most unpleasant noises, in preparation for their departure," reported a newspaper in Rio de Janeiro, Brazil. "Whether they were signals to members of the crews who were still on shore or merely joyous noises in view of their getting away, we know not, but they woke all the babies in a radius of a mile from the Praca Marux. We think the sailors thoroughly enjoyed their stay here."

Texas produces from one-fourth to one-half of the pecan crop of the United States.

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SAVE!

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White porcelain toilets in newest, modern, 5 1/2" (toilet type)

Complete Bathroom \$74.95

Build-in tub and lavatory and toilet. \$85 value!

WIRE 69c

100 Feet No. 12

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Handsome white and gold fixture as illustrated at left.

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