

LOCAL MOVIE SHOWS GIVE PUBLICITY TO OLDSMOBILE MOTORS

The theaters of the city were the means of giving to the Oldsmobile considerable publicity when the good roads pictures were shown last Friday.

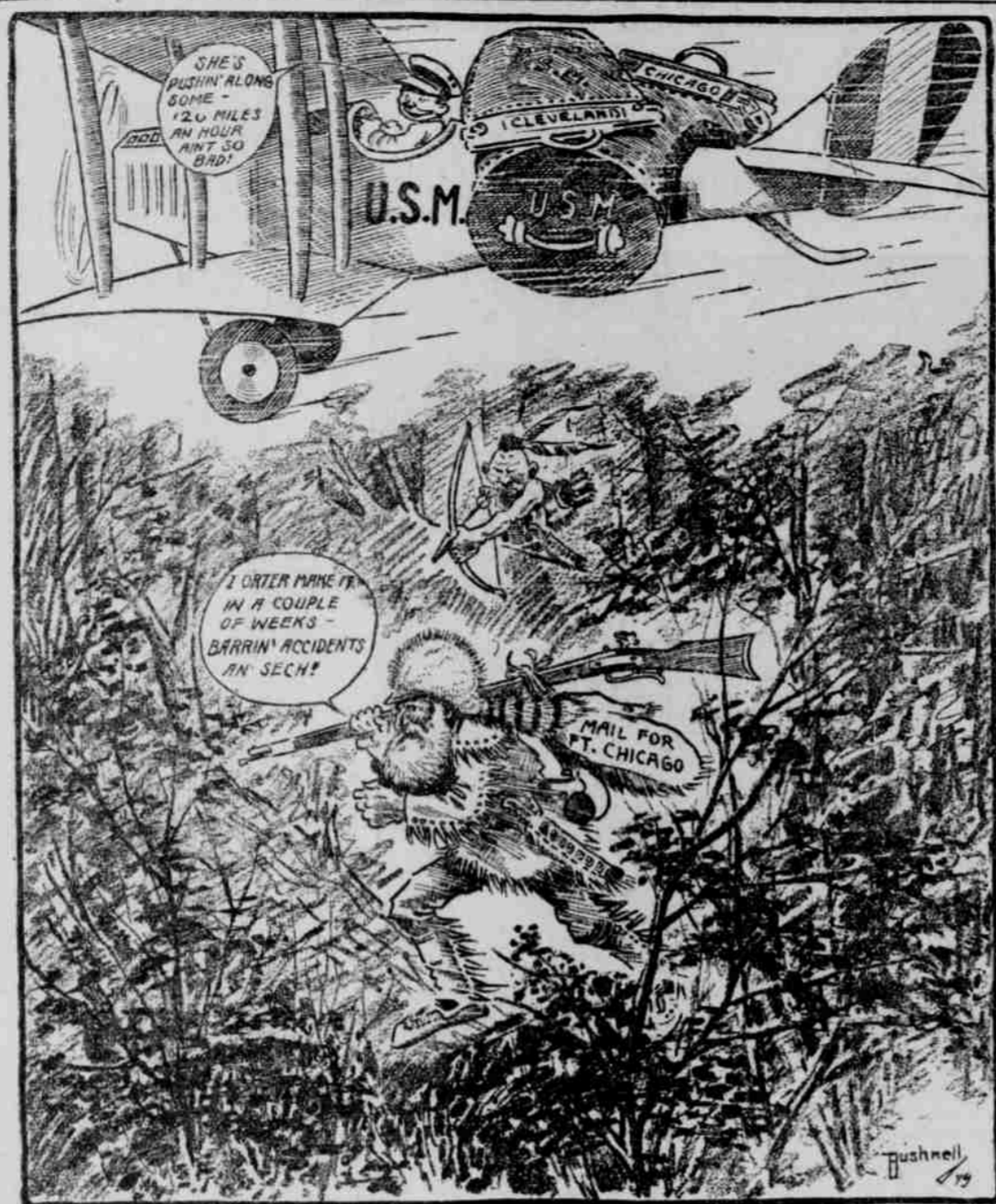
This reel of film was made almost two years ago by Kunselman, a local motion picture photographer, for the purpose of showing to the people of Phoenix, the actual condition of the average country road as computed to the paved highways, of the county. It was intended to show this film two years ago, when the road bond issue was temporarily held up by orders from the government, due to war conditions.

However, the country roads have not changed since that time, unless they have changed for the worse. In the making of the film, an Oldsmobile touring car was used to show the condition of the roads, and was driven by Mrs. Claude E. Wilson who spent considerable time in driving the car for the camera man and the roads she picked closely resembled a plowed field rather than a country highway. Bits are shown in places that sink the car as deep as the axle and the dust at times cover the car.

As a striking contrast, the paved boulevards, such as Center street, were pictured. This sort of a paved road for the country highways will doubtless soon be a reality. Perhaps the most convincing evidence of the need of paved roads in Maricopa county, is portrayed in that part of the film where a six-mile team is shown, striving in vain to pull a wagon load of baled hay. As an abrupt contrast, two large wagons loaded with hay are seen being pulled by only two horses on a paved portion of Center street.

On the same bill at one of the theaters, appears the regular issue of Pathe weekly, wherein the Union Oil company's fire is screened, showing the two explosions shooting the flames high into the air. Here, again, the Ferguson-Kesler company derived

LAW ME, HOW THE MAIL-CARRYING BUSINESS HAS CHANGED IN THE LAST HUNDRED YEARS!



That Worn Tire

Don't "junk it." Get it repaired. If there's any question about whether or not it's worth repairing our expert will tell you frankly whether or not to have it done. If he says "Let's go," you'll get good value for every dime you spend.

Bring it in. It won't cost a cent to find out.

Paine & Morey
Successors to Van's Tire House
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valuable publicity when an Oldsmobile is seen, prominently parked in the fore ground. Although the car bore no pennant to signify its make, it was easily distinguished by its familiar lines and was evidenced so when whippers could be heard on every hand to the effect that "it's an Oldsmobile."

WHAT IS COST OF A CLOUD?

(Philadelphia Public Ledger)

What is the cost of a cloud? In a city like Philadelphia, tens of thousands of electric lights are turned on when the sun is blanketed and there are murk or somber skies because of the dark clouds. Electric lights mean more use of coal and coal means money, and the money comes from the public's purse when the electric light bill comes in.

Someone figured that a rainy day cost New York an unconscionable amount of money. Women, he explained, disbursed 85 per cent of the money earned by men. On rainy or dark days they remained indoors mostly. Store sales were curtailed, traffic reduced and nearly every class and character of business was affected adversely. Theaters, movie shows, ball games and general amusements suffered seriously.

There is a good deal of truth in this. However, there are some lines that are benefitted. Persons buy more umbrellas, overshoes, raincoats and such articles. Strange to say, some department store people declared their rainy day business was quite satisfactory, many women choosing such days for their buying because the crowds were not so great, and they did more purchasing because they had better opportunity to make selections and receive attention.

In New York, in one of the tallest structures the electric light people have watchers stationed night and day to search the skies. At the first sign of approaching storm or dark clouds the word is passed to the great power houses, and the firemen get busy shoveling coal, so the Edison people will be able to give all the light New York needs.

NEW ARMORY FOR WASHINGTON

(Washington Star)

The appropriation of a million dollars for a memorial armory in Washington, which will serve as a clubhouse for returning soldiers who visit the national capital and which will be a monument to the valor of the former District National Guard in the war just ending, will be carried in the public building bill now being prepared for the extra session of congress.

Representative John W. Lingley of Kentucky, who will be chairman of the committee on public buildings and grounds, has been a good friend of the district ever since the days when he was a government clerk. For years he has worked in committee to have the project of building a new armory here

INSTEAD OF HURTING AUTO RACING WAR HAS HELPED IT

The world war didn't hurt auto racing. When the Indianapolis Speedway management this spring announced the resumption of the 500-mile race for May 31 there were those who asked if the sport would come back strong. There is no reason why it shouldn't.

During the war the various experiments carried on in the auto plants, the constant striving for more perfect motors for airplanes and the use of better materials helped auto racing. Racing monsters nearer perfection than anything ever seen will compete in the 500-mile race at Indianapolis.

Ralph De Palma is entering the race in a Packard 12. The car was designed for this year's race and has an airplane motor. This airplane motor is a baby edition of the famous Liberty motor heard of so much during the days when the United States was coming to the front in airplane production. The foreign built cars have improvement discovered in war times. The Sunbeam cars of England, the baby Peugeot and the Ballott machines are all improved.

pushed. He has promised the proposed armory will have his strongest support in this session of congress and says he wants to see the building made in every way a fitting memorial to the district men who gave life and limb in the military service of the country. He believes that the armory, with an entrance in the form of an arch of triumph would serve a utilitarian as well as artistic and memorial purpose.

TIRE EMPLOYEES RESORT

Along the picturesque southern shore of Lake Erie, about 30 miles east of Cleveland, Ohio, there has been instituted an ideal summer recreational camp, known as Camp Goodyear, for girls of the Goodyear Tire and Rubber company. Inaugurated last season, after an exhaustive search for a site adapted to a vacational combination of recreation and rest, this camp offers the healthful and economic advantages that are ordinarily so difficult to secure.

For a modest sum, within the reach of all girl employees of the company, this camp provides the amusements and sports that make for a pleasurable vacation. A daily program is followed under the direction of the hostess and recreational director.

The drivers who mostly served in the aviation branch of France or America are glad to get back, too. The thrills of the air did not wear them away from the track.

De Palma says auto racing beats airplanes for thrills.

"Flying seems monotonous compared with auto racing," he said. "On a trip of several hundred miles you may be making speeds which would be terrific in an auto—140 miles an hour. But at the height of a mile or more you have no realization of speed, and sitting up there in the wind and noise is lonesome work. The stunts are more exciting, of course, but there is no competition, no audience, no applause. Hurdling over the ground at Daytona Beach in a racing car at two and one-half miles per minute with fifty-foot leaps from the ground, or whirling around the Indianapolis Motor Speedway track in the 500-mile race, with competitors contesting every lap—that's very different stuff! Every minute has its problem and its thrill. I prefer to be down on the ground, smelling the gas, eating the dirt, in contact with my rivals and the crowd."

cannot be seen on it at all. He is one of the best known stockmen in Arizona and after looking over all the "critters" in the Phoenix corrals, finally threw his rope on the most likely looking one in the bunch and when Mr. Cadillac awakened up, Mr. Fuller's rope was on his horns and he was headed for the edge of the herd, to be branded and generally decorated with Hi's range marks. Being a good roper he has managed to catch nothing but Cadillac since 1914, so the new type 57 will not feel at all out of place in Mr. Fuller's herd.

CADILLAC DISTRIBUTOR GET TELEGRAPH ORDER

As a prediction of what the whole commercial world is coming to, note is made of an order received by the Babbitt Brothers Trading company, yesterday. A telegram was delivered from Clarkdale, saying that the United Verde Copper company wished to spend \$547,500 for a single item of stock handled by the Babbitt company. This item proved to be an automobile, by the name of Cadillac, so thoroughly standardized and with such a prominent place in staple goods of this country, as to make it possible to order by wire. Knowing the car to be the standard of the army, the standard of the navy and the standard of the world, individuals and corporations at distant points can order with safety this reliable product. It is the old "survival of the fittest," an enviable position that is unassailable, a distinction that only the worthy may enjoy.

Another FEDERAL

1 to 5 Tons

FEDERAL

A General Manager Tells How He Decided on a Truck

An Executive of a large company in Arizona tells us why he bought FEDERAL trucks.

"I observed that the firm names on FEDERALS represented substantial companies.

"Invariably they spoke well of FEDERAL low upkeep and of the Geo. H. Reuben Auto Company's service:

"Their experience with the quick depreciation of cheap make-shift trucks and the fancy prices of the high cost trucks made me realize FEDERAL fair list price gave the best value for the investment.

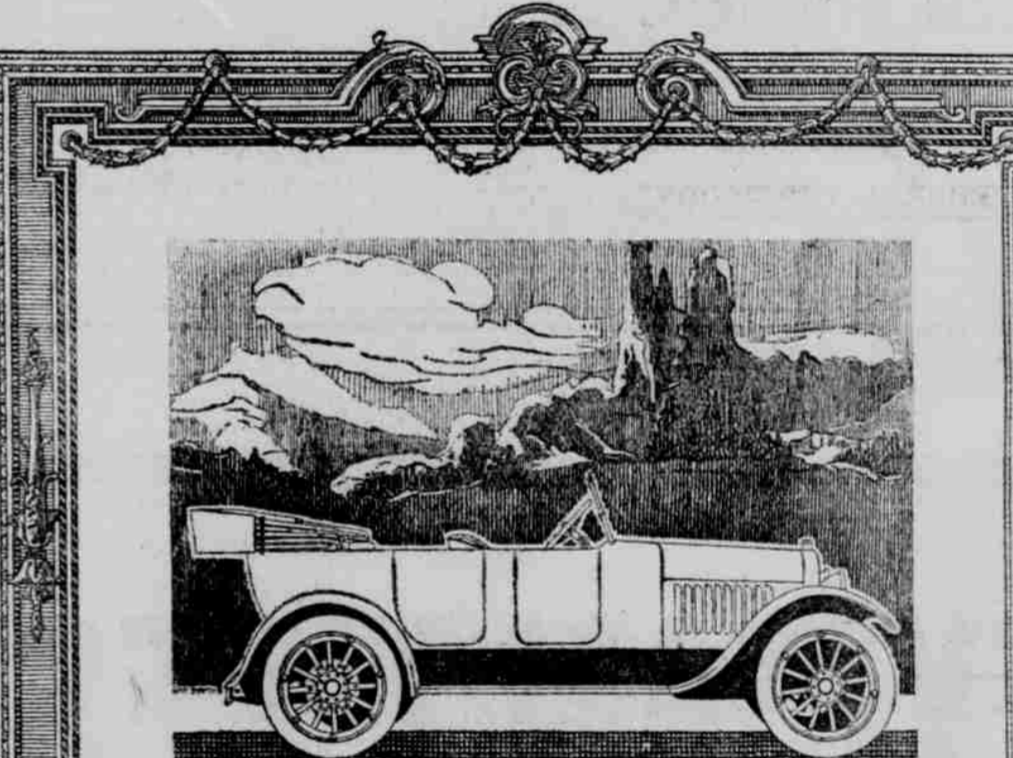
"Those are my reasons for buying FEDERALS"

GEO. H. REUBEN AUTO COMPANY

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Distributors for FEDERAL Motor Trucks in State of Arizona

ROPES A CADILLAC
H. J. Fuller, better known as "Hi", is vulpinning 'round the city today in a new Cadillac four passenger phaeton. The color is something new, French grey, and is beauty, and entirely different from other greys. Dues



A Hot Spot Chalmers Holds Every Drop of Gas to Account

It takes gas to move weight. And in a car like the Hot Spot Chalmers, which is 300 pounds above the "light-weight" class and 300 pounds under the "heavy-weight" class, gas has more than passing attention.

The trick is to move this weight at the minimum effort. Therefore, the Hot Spot and Ram's-horn play a great part in the Chalmers.

Hot Spot holds every drop of gas to account.

It "cracks up" into a "dry vapor powder" the raw gas just as the gas enters the Ram's-horn and the latter dispatches the "pulverized" fuel to the cylinders with lightning like rapidity.

The result is that when the spark plugs "touch it off" every drop (finer by far than the naked eye can detect) turns itself into power de luxe.

There's little waste—well nigh none. And remember that this Hot Spot engine of the Chalmers is the most modern automobile engine of the day.

It has made Chalmers one of the few great cars of the world.



R. D. Roper Motor Co.

211-17 North Central Phoenix, Arizona

"Al" Says: Ford owners will sure be interested in learning that we rebore Ford motor blocks, and furnish new pistons all for \$15.00. This is a new departure for us, but whatever we do in this shop we endeavor to give our customers only the best, and our prices are always RIGHT, and by RIGHT, I mean that you pay for only what you get. Willys-Knight and Overland owners KNOW that this is the one shop where they get real expert service on their cars. We also recharge batteries, oxy-acetylene welding and general over-hauling.

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