

Of INTEREST TO MOTORISTS



Richfield Ethyl New Product of Well Known Co.

New Kind of Richfield Gas
Combined with Ethyl Pre-
vents "Knocking"

LOS ANGELES, Jan. 3.—Coming as a real sensation in the Pacific Coast automotive world, the Richfield Oil Company today announced that, effective at once, Richfield Ethyl gasoline will be available at all Richfield dealers in Southern

California.
That this announcement comes as the result of three years of constant research for the development of the best possible fuel for high compression motors, was the assertion of Richfield executives. They expressed the belief that Richfield "Gasoline of Power" famous for many years as an exceptional fuel of speed, power and economy, will prove doubly effective when blended with Ethyl anti-knock compound.
The new fuel will be especially super-powered, it is declared, in that the Ethyl compound will be mixed with a brand new Richfield, a special gasoline developed particularly for this purpose.
In presenting Richfield-Ethyl gasoline to the motoring public the

company is anticipating a growing demand, created by the present-day trend toward higher compression motors in the new motor cars, it is explained. Since practically every new motor car on the market today has an engine of high compression in contrast to the low compression of former years, high compression gasoline has become a necessity for many motorists, it is declared.
The advantages of Richfield-Ethyl, it is asserted, will be the elimination of "knocking" in cars, old or new, and the creation of an even more smoothly flowing power than that for which straight Richfield, has long been famous.

Read Our Wantads

Graham Bros. Change Name to Dodge Bros.

Trucks, Commercial Cars,
Buses and Motor Coaches
included in Change

Trucks, buses and motor coaches built by Dodge Brothers under the name of Graham Brothers are to be known in future as Dodge Brothers trucks, buses and motor coaches, according to an announcement just made by officials of the company.

The entire line now will take the name of the makers and the change will go into effect immediately. All units always have been powered by Dodge Brothers engines and built for years with Dodge Brothers parts in Dodge Brothers factories, according to Dodge Brothers standards. They will be known hereafter as Dodge Brothers products.

Forty-two models of truck chassis, with wheelbases of 110 to 185 inches, are included in the line. When combined with the various body styles and equipment, gear ratios, tires, wheels, etc., they extend to many hundreds of truck types designed to meet more than 96 per cent of all hauling requirements. They range from the Merchants Express light delivery car to the heavy duty 3-ton truck. In addition many types of unusual and highly specialized bodies are supplied by the special equipment division of the company.

Dodge Brothers have been building motor coaches and buses for the past five years. Thousands are in use today, in city and interurban transportation lines from coast to coast. In Detroit alone, coaches built in the Dodge plants, have been operated virtually 25,000,000 miles over the city's streets. The line includes two motor coach types and several school buses, varying in capacity from 18 to 22 children.

A recent survey shows it is possible for us to assemble approximately 2,000 different types of truck alone," said Charles W. Matheson, general sales manager for Dodge Brothers. "These are combinations of equipment on varied chassis. This shows why we are able to meet the transportation and hauling demands of virtually every kind of business. Production today must take an every angle of the complicated requirements for dependable, speedy and economical transportation. The high public regard in which they are held explains why keen business men have been impelled to purchase Dodge Trucks at a rate of more than a million dollars worth a week."

Among the many outstanding developments of Dodge Brothers engineers in the commercial lines, which include trucks and coaches, are six-cylinder engines, four-wheel brakes, four-speed transmission-street car type and motor coaches, school buses, Merchants Express, one, two and three ton trucks.

All coach and truck models are powered with six-cylinder engines, and have four-wheel brakes. Four speed transmissions are used on all models from the one-and-a-quarter ton upward.

Question Mark Uses Richfield in Fueling Test

LOS ANGELES, Jan. 3.—Once more has the Pacific Coast, where air conditions are considered most perfect, been chosen for an official attempt to lower the airplane endurance record. And once again has a Pacific Coast produced gasoline—Richfield "Gasoline of Power"—been selected as the fuel to power a plane in a stunt which will draw the eyes of the world.

This was the comment here in aeronautical circles when, on the start of the Army plane, "Question Mark" in its attempt to smash the endurance record by air refueling, it was stated that Richfield gasoline had been selected as the fuel. It was pointed out at Metropolitan Airport, Los Angeles, where the start was made on the endurance attempt, that Richfield is the same gasoline which won the transcontinental record in Art Goebel's nonstop flight, and also holds numerous other records on land and sea, as well as in the air.

The "Question Mark" is an Army tri-motored Fokker, powered by three Wright Whirlwinds.

Road to Yosemite in Good Condition

Motorists planning trips to Yosemite National Park will find the All-Year Highway in good condition throughout, according to the touring bureau of the Automobile Club of Southern California. No difficulties in driving this route are anticipated during the winter, although both the Big Oak Flat and the Wawona routes are closed for the winter.

Our Want Ads.
Bring Results

THAT CAR -OF YOURS

Skidding is considered 90 per cent preventable and almost invariably the result of reckless, careless or "sloppy" driving.

Shift to second gear when your car is climbing a long grade. You can often travel faster in lower gear and the strain on the motor when pulling hard in any gear is severe.

Check and oil windshield wipers for coming rainy weather to be sure they are working properly. Failure of the wiper to function may result in a serious accident.

Oil leaks should be stopped immediately regardless of how slight they may be, for it is not realized how much oil will pass out in this way. While a certain amount of oil is burnt off if the oil leaks out at a rate of only a drop per mile in a thousand miles the oil loss would be something to be reckoned with.

Insufficient illumination of road from bad headlights causes many accidents. If your lights are poor, have them checked by a mechanic for direction of beam to prevent glare, and eliminate rusted or dirty reflectors, cracked lenses, poor connections and defective wiring. If the light is still bad, perhaps the battery is in rundown condition.

When a connecting rod bearing knock is noticed in your motor, regardless of how slight it might be, have it adjusted immediately, for this knock in-

dicates a loose bearing which, on motors that depend upon forced feeding oiling system, cuts down your pressure and will do several things. The knock will get worse, pound itself out or possibly affect the other connecting rod bearings, including the main bearings, and may burn some of them out.

If your windshield wiper isn't working very easily, put in a few drops of oil.

Check your tires for soundness. It is much less trouble to have some to repair them now than to make emergency changes in ugly weather.

Beware of having the clutch engaged when starting your motor. If the clutch is in, the strain on the battery is increased 25 percent.

Don't forget lighter lubrication for the cold weather. A lighter oil in the transmission is advisable, for heavy oil can become a hindrance rather than a help to the smooth operation of the gears.

If your motor lags, perhaps it needs new spark plugs. A year's operation weakens the plugs regardless of the car or make of spark plugs used, resulting in loss of power, greater gas consumption and crank case dilution. Get the correct plugs for your car.

Home mechanics often start electrical repairs in the wrong way. Before attempting to do any real work on the generator, or to change a connection on switch or ammeter, the skilled mechanic invariably disconnects one of the battery cables. The amateur should also do this.

Lost motion in the bearings

causes a regular and continuous pound in the engine, and if the noise is irregular it is probably due to pre-ignition caused in incandescent carbon or imperfect connections. Occasional pounding and misfires usually result from imperfect electric connections if the misfire is more frequent when the car is running than when the engine is idling.

If the fan belt on your car slips and you are unable to tighten it, perhaps removal of grease from inside the belt with sandpaper will provide greater traction. This is a temporary relief and the belt should be tightened as soon as convenient.

Read Our Wantads



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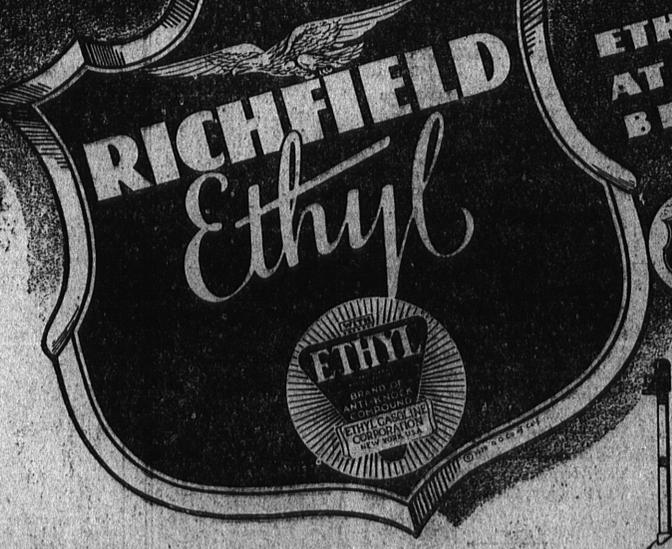
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AFTER three years of constant experiment, Richfield has produced a new high compression fuel that we believe surpasses any on the market today. To this fuel we have added ETHYL Compound, based on our own experience and the experience of countless automotive engineers and manufacturers that Ethyl is the only genuine anti-knock compound for high compression motors.

Richfield Ethyl is the answer to an almost universal demand for a super-powered, instant starting, instant accelerating fuel that will not knock. While this super fuel will give increased speed and power to every car, it is an absolute necessity in the newer type high compression motors which are constantly growing in number. With increased compression or even an advanced spark in low compression motors Richfield Ethyl delivers an unparalleled performance—one undreamed of with ordinary gasoline.

Try Richfield today for a new thrill in speed and power—performance so outstanding that you will immediately realize it is the world's finest high compression gasoline! At any station where you see the blue and gold Richfield Ethyl pump!



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