

AUTO WEAR HIGH IN COOL WEATHER

Automotive Engineers Discover Cause of 50 to 75 Per Cent of Motor Wear

The belief of many motorists that the major wear on automobile engines is caused in extreme hot or cold weather has been proven wrong through an extensive investigation recently made by several eminent automotive engineers. The drivers are aware of the danger to motors running "hot" and take the necessary precautions of having plenty of water in the radiator during the hot summer months. And in winter months the engine is run for several minutes in the garage before starting out, to get the engine to run smoothly.

This investigation showed that cold weather causes excessive wear and that considerable damage is done even in the milder weather of September and October in the Fall and of April and May in the Spring, when motorists believe that no protection is needed. Wear that comes too soon after the auto is purchased and results in frequent visits to the service station and trading in of the machine long before adequate mileage is obtained. It is the rush of cool air into the engine that necessitates over-use of the "choke" that is the cause of 50 to 75 per cent of motor troubles, according to tests made by engineers of the Pines Automatic Winterfront Company. Excess use of the "choke" floods gasoline into the cylinders and washes away the oil film of protection and causes metal to rub against metal. Excessive crankcase dilution, corrosion and rapid cylinder wear results.

The cure for this trouble is automatic control of the air that comes through the radiator which can be obtained with the Automatic Winterfront. This problem is so important that the Automatic Winterfront has been included as standard equipment on the Pierce Arrow, Packard "8", Willys-Knight "6", Willys St. Clair and Peerless "3" and De Luxe "6". There are only four months in the year when the engine should not be equipped with this device if proper care is taken of the engine. And it can be detached for this period.

Where the air control is not automatic as with one standard car manufacturer, tests show that drivers who use the air control

properly have many times the satisfaction that drivers do who neglect the control in cool weather. With the automatic feature, the driver is assured perfect control and thus longer wear and less

AUTO TRUCK AID TO CITY AND FARM

In writing of conditions in England 250 years ago, Macauley in his "History of England" says: "Of all inventions, the alphabet and the printing press alone excepted, those inventions which abridge distance have done most for the civilization of our species."

When the railroad came it brought the farmer and the city-dweller closer together, yet the smaller units of produce and the shorter distances still fell short of idealism.

Today we have the motor truck, developed to an extremely high degree of efficiency at low original cost and with a low upkeep, to care for our marketing of farm and orchard products either directly or to the railroad or port of shipment.

Chevrolet has helped reduce these costs of transportation materially, according to Fred N. Coats, regional sales manager for the Pacific Coast, through the building of its comparatively new one-ton truck. During the past year this truck has been especially successful in the back country of eastern Oregon and Washington, where mountain grades and rough country roads are the rule.

The Nevada and north central California districts have also demanded more than their allotment of this Chevrolet truck, while the San Joaquin Valley is experiencing at the present time an exceedingly good business in this line because of the fine performance of trucks delivered last season in this region where speed and reliability spell the difference between profit and loss in handling perishable fruits and vegetables.

"We were afraid that some of the truck men in the lumber and mining districts would overload these trucks in spite of our warnings to the contrary," said Coats. "They did overload them—sometimes putting on two and three tons regularly—and they are still doing it, but they seem to like the trucks, so I guess the little Chevrolets are managing to hold their own in spite of the kind of treatment they get from their owners."

(Try it on your favorite hill!)



GENERAL MOTO-CRAT GASOLINE

Fill up your tank with General "Moto-crat" Gasoline and head for your pet hill—the one you have always wanted to get up in high but have never been able to make. That will tell you more about gasoline in ten minutes than you have learned in years of driving.

Here's what you'll find out— You'll go farther in high because you'll have a noticeable increase in power.

No fuel knocks. Less crank-case dilution. You'll get a noticeable increase in gas-miles.

At the end of the run your spark plugs will be clean—your valves unspitted.

General "Moto-crat" Gasoline means lower transportation cost.

Here's why these things are true—

General "Moto-crat" Gasoline is highly volatile. Every drop vaporizes instantly and burns completely. That's where you get your greater power, quicker start in any weather and quicker pick-up.

This gasoline is the result of years of effort to produce the perfectly balanced motor fuel. Gas-miles have not been sacrificed for additional power.

No acids, sulphur—free from knock-producing compounds. That's your clean motor at the end of the run.

Your General Independent Dealer has General "Moto-crat" Gasoline for you. It costs no more than others.

Don't forget—"It's the end of the run that counts" with lubricants. Fill your crank case with General Parabase Motor Oil [Para4rd for Fords]. They're sound motor insurance.



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SEPTEMBER BEST MONTH FOR NASH

September was the largest September in the history of the Nash Motors company in point of sales and production, states E. H. McCarty, Nash general sales manager. "September also would have won the honor of being the biggest single month of business Nash ever achieved if we had been able to produce all the cars that were on order," reports Mr. McCarty. "September business brought the total volume of Nash sales and production for the nine months of 1925 up to 111,965 cars as contrasted to 75,347 cars for the same period in 1925, which was the biggest previous Nash year. September was also the twenty-fifth consecutive month—with three exceptions—that Nash sales have shown an increase over the same month of the previous year. The three months that were exceptions were months when production was arbitrarily curtailed to enable us to bring new models into manufacture.

"September also established a new Nash overseas sales record," said Mr. McCarty, "for our volume of export business for the month exceeded that of any other month Nash has ever known."

"The urgency with which Nash dealers all over the world are requesting rush shipments in order to make immediate deliveries is indicative of the phenomenal success that has greeted the new light six, special six and advanced six models, which were introduced during the latter part of August and in early September. The 7-bearing crankshaft motor that now powers all new Nash models is proving a powerful impulse to sales and Nash plants are working at full speed. The record Nash year of 1925 with a sales and production volume of 96,121 cars was surpassed this year by the end of August, and with September sales added, we are now nearly 16,000 cars ahead of the figure established by the entire years of 1925, and there are still October, November and December sales to be included. Judging from data on hand, October sales and production will surpass last October—the biggest Nash October heretofore—by more than 50 per cent.

NEW CARBURETOR GETS MORE MILES

A new carburetor and manifold which results in better gasoline mileage, announced by the Hudson Motor Car Company in its latest super-six series, is meeting with wide public interest, according to Roy Catching, Hudson-Essex dealer.

This improvement is of particular interest, said Mr. Catching, because all the familiar power and smoothness of the super-six motor is retained; in fact certain phases of performance are actually bettered. A considerable number of tests have been made with the new cars, it is said, all with the result that added reason has been found for enthusiasm among Hudson super-six fans. Still further tests are being made, results of

which will be made public.

Together with the new bodies in attractive colors, the Hudson motor improvement is attracting a record-breaking number of buyers. Every indication is present, it is said, that the present autumn season will be the most active that Hudson ever has known in this vicinity.

"Now that all announcements of new models are out," said Mr. Catching, "an outstanding fact is the number of so-called 'new' things which have been regular Hudson super-six features for many years. I suppose the most important step forward this year has been a widespread attempt to gain greater motor smoothness. Yet Hudson has used a patented and exclusive design of crankshaft for eleven years which is inherently balanced in itself, and which also cares for the other forces in a motor which otherwise would set up vibration.

"In other words the Hudson design prevents vibration before it is ever set up. There is a vast difference between that and 'dampening' vibration once it is under way. Hudson owners have enjoyed this smoothness for many years. Each season has seen this effect improved with better manufacturing meth-

ods in the industry. Our new cars are no exception to this general law of progress.

"Hudson results are obtained by, and founded on simplicity. A gasoline strainer is built in; air is warmed and cleaned before it ever reaches the carburetor; the design of the oiling system keeps down oil-dilution. These effects are all obtained as a matter of course without the use of added accessories. They always have been fundamental features of Hudson super-six design."

HARRY WILLS DEFEATED BY JACK SHARKEY

"Black Panther" Loses on Foul in 13th Round of Bout Last Night.

WILLS BATTERED

Younger Opponent Wins 11 of 13 Rounds With Older Man on Verge of Knockout.

(Associated Press Leased Wire.) NEW YORK, Oct. 13.—Graduates of Uncle Sam's seagoing outfit stand today in supreme command of America's heavyweight fighting forces.

Less than a month after Gene Tunney, ex-marine, battered Jack Dempsey and won the heavyweight championship, Jack Sharkey of Boston, erstwhile Jack Tar, won a decisive victory over Harry Wills, negro and ex-longshoreman before 45,000 spectators at Ebbetts Field last night. The downfall of the "black panther" who for the seven years of Dempsey's reign challenged unceasingly for the outstanding crown of pugilism, came on a foul. Wills, 37, was a bleeding, almost helpless figure, stumbling about the ring in an effort to stem the two listed attack of a 24 year old when the referee, Patsy Haley, stepped between the fighters in the thirteenth round of the 15-round match and disqualified the negro for illegal use of a back hand blow.

Wills had been warned repeatedly by Haley for unfair tactics. Prolonged holding in the clinches, whipping of his glove backward across Sharkey's face, and Wills' old trick of holding with his left hand while he pounded away at the body with his right, all had brought their warnings. The wave to his corner meant the end of all championship hopes of Wills.

Wills, showing none of his former aggressiveness, was battered about the ring from the start. From the fourth round on, the negro fought purely on the defensive. At the close blood spurted from a gash over Wills' right eye, from cuts about his nose and mouth, and his left eye was nearly closed. Sharkey, weighing 155, conceded

26½ pounds in weight to his gigantic rival. Although Wills failed to fall under the fusillade, he was on the verge of a knockout in the tenth, eleventh and twelfth rounds. Ringside critics could award the negro only one, the third, by a close margin. The second was even and the remainder, including the 48 seconds of the thirteenth, were all in Sharkey's favor. Wills had been a favorite in betting. Victorles over Jack Renault, Eddie Huffman, Jim Maloney, King Solomon, and George Godfrey, all by decision

In the past two years, had disclosed none of the punishing power and brilliant offense that marked Sharkey's triumph.

Sharkey is of Lithuanian ancestry, his real name being Josef Paul Cusoskey. He was born in Binghamton, N. Y.

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Eat barbecue sandwiches and live forever. Brand's Road Stand. Try a classified ad. in this paper and watch results. You'll sure get 'em.

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This is Leadership! For this honor goes annually to the member of the National Automobile Chamber of Commerce with the year's largest volume of business. For any other car to equal this would mean retaining continuous leadership until 1936—almost another decade.

The industrial history of America records no more brilliant achievement than these nine successive years of Buick dominance.

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- Chevrolet Roadster, 1925.
- Chevrolet Touring, 1923. "
- Dodge Touring, 1923.
- Star Touring, 1923.
- Ford Coupe, 1924.
- Ford Roadster, 1924.
- Ford Touring, 1924.
- Several Fords with starter, \$50 and up.
- Ford Ton Truck, 1921.
- Chevrolet Ton Truck, 1924.
- Fordson tractor with plow and disc for half price.

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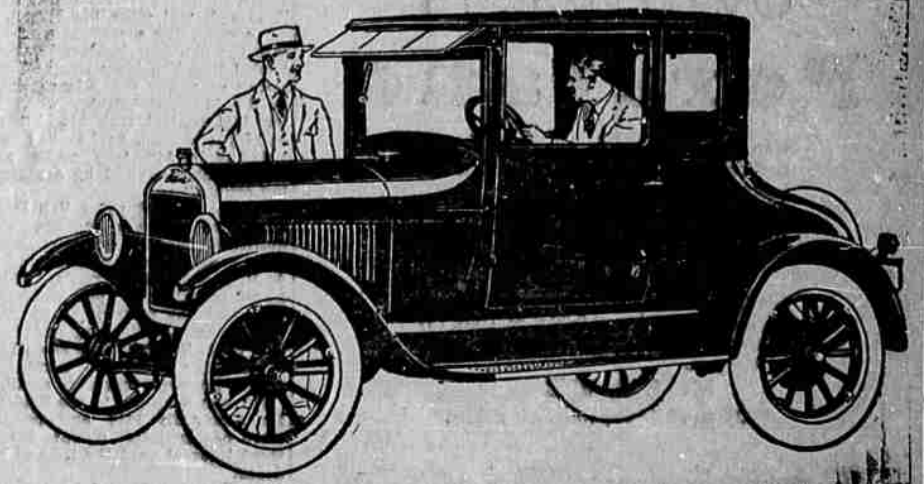
INCREASED values recently built into Ford cars are particularly noticeable in this attractive, compact Ford Coupe, with its roomy, easy seats and pronounced beauty of line.

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