

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## STAR MAKES HILL RECORD

### Fast Speed Averaged on Difficult Hill Climb in California.

Merely averaging 25.67 miles per hour from the heart of the business section of Los Angeles to Camp Curry is a feat worthy of much favorable comment; but making that average speed on a non-stop, economy and high gear run, is nothing short of wonderful. On high gear runs over the Yosemite roads in the past, drivers have taken many hours to cover short stretches; but the Star car rolled along at a comfortable speed and scored a four-way victory over all contenders for the same honors.

Officials of the Star organization were not satisfied with the

showing of the Star Coach in the Yosemite economy run although Dusevoir made the highest gasoline mileage, 27.9 miles per gallon, recorded by any entrant. This was done on Dusevoir's first run over the road, however, and H. W. Curtis, Director of Sales and Branches for the Durant Motor Co. of California, believed that he could greatly increase this mileage if he were given another opportunity at the wheel of a Star car.

The Star testing engineer was given another trial, and with the knowledge of the roads gained on his previous trip into and out of the Valley, he was able to establish the greatest economy record ever made on such a run, registering a non-stop high gear record as well.

Car driver and observer were heartily congratulated at the end of their run in Yosemite by officials of the famous National playground and by Government rangers who have watched thousands of cars come into and go out of the Valley and had seen many unsuccessful attempts to reach the mountain wonderland in high gear.

Chief Ranger F. S. Townsley, Bob Williams, Associate Manager of Camp Curry and garage mechanic checked gears, equipment and gas mileage. The car remained untouched in the Camp Curry garage while the driver and observer rested a few hours before starting back to Los Angeles where the car was again checked for stock gears and equipment by Harry A. Miller, famous builder of racing automobiles and recognized as one of the greatest automotive engineers in the world today.

On two previous occasions, cars have claimed the glory of making Yosemite Valley in high gear, but never before the victory of the Star car was the achievement officially observed and recorded. The two cars, both much higher priced than the Star car, carried drivers only. They also consumed many hours on the road.

According to Observer Commins the trip was made in much the same manner as any ordinary motorist would drive his car, so far as speed was concerned. In the heart of the mountains, Dusevoir drove at a comfortable pace and at no time on the highway did his speed exceed the legal limit. "In fact," said Commins, after the run, "I had to wonder if, after all, it was really a high gear run that he made. It seemed to me more like a pleasure trip. The car rode the rough spots with ease and seemingly had no difficulty on the grades. That such a thing was possible, I frankly did not believe. Now, however, I am convinced of the remarkable power of the Star motor."



HENRY FORD

less curtailed due to delays in arrival of parts.

During the same time plants in Europe and South America likewise set new records and these with the daily output of Ford of Canada, which supplies Canada and the British Colonial possessions, have added a daily average of 925 cars and trucks, to the production figure bringing the total up above 8125.

On May 19th when the domestic plants went to the new high mark of 7858 cars and trucks, foreign plants and the Canadian company produced 392 setting as the record for the remarkable total of 3750 Ford cars and trucks.

Another factor is that all these operate under the company's definite service policy requiring efficient mechanics, approved tools and machinery and the exclusive use of genuine Ford parts, with constant inspection to see that parts stocks are ample so that customers may have the quickest possible service to their cars when replacements are necessary.

Still another thing which contributes largely to the efficiency of this extensive and far-reaching organization is the close proximity of company branches to all dealer and service establishments. This insures direct supervision and prompt distribution of service parts to meet every requirement in the shortest possible time.

Even in the face of the increased service demands of the last few years the company has met every requirement and the old saying, "you can get Ford service anywhere," familiar to most every motorist, is probably more true today than ever before. The tourist who starts out in his Ford this season will realize it to his satisfaction at most every turn of the road.

of the new Overland Standard sedans are going direct to women drivers according to factory records.

Probably no other model produced by Willys-Overland has so picked the interest of women drivers as has the new Overland five-passenger sedan, according to officials of the company, who report that the many advantages of this model is making it a popular means of transportation for the fair sex. Dealers' reports to the factory continually indicate that ease of handling, riding comforts and roomy interior of the new Overland two-door model makes it a favorite lady's car.

Factory specifications for the new Overland standard sedan provide for longer and narrower windows and the popular one-piece windshield, giving greater vision and better ventilation, a distinct advantage to the woman driver, as well as a longer rear shift lever that eliminates all reaching in changing gears. Comfortable front seats that "have just the right angle for easy driving comfort" as one lady owner reported, and the heavy duty power plant make this model an ideal car for the woman who drives her own car.

Factory officials indicate that drivers of the fair sex have taken quickly to the additional advantages of the extra wide doors which permit of carrying home heavy parcels from the shopping tour and eliminates the usual hindrance in entering either the front or rear seat. This model, which sells at the unusually low price of \$655 f.o.b. Toledo, is also proving popular among women drivers because of roominess that accommodates five passengers as well as because of its exceptional beauty and simplicity of design. Willys-Overland officials say.

for maximum power before he can attain the best results.

"Too many motorists, anxious to get over the top in high gear, crowd the motor with a wide open throttle. In most cases, this is absolutely wrong. In fact, it is far better to attack a hill with a wide open throttle and, as the pulling gets harder, ease off on the throttle and give the motor a chance to absorb some air into the gas vapor. You will find any number of times that this action will increase the power of your motor.

This advice applies to all cars.

"Another fault about maximum power is that it is not always necessary to retard the advanced spark for more power. In stunt demonstrations where a real pull or "lug" is necessary with speeds of but three, four or five miles an hour, a retarded spark will serve ably and well, but where the car has gained some headway, a retarded spark will more probably cause overheating to some degree, consequently reducing motor pulling efficiency. A wide open throttle on a hard pull will also cause overheating. Try less pressure on the accelerator on the next tough climb you come to. Experience will teach you.

What's become of the girl who could keep a fellow in love with her just by talking to him?

It is easy to see why skirts are shorter again.

The cook book tells you how. The bank book tells you what.

## RACINE MULTI-TIRES

Why We Chose RACINE

When you stop to think of it, our selection of a tire is more important to us than your selection of a tire is to you.

You only have to run a car on your tires; we have to run our business on ours. We selected RACINE Tires because they have lived up to their good name for fifteen years.



## FORD OUTPUT IS ENORMOUS

DETROIT, Mich.—World production of Ford cars and trucks is now averaging slightly above 8125 a day, a daily output greater than at any previous time in the history of the Ford organization.

This is an astonishing record of Ford accomplishment as revealed in figures just given out at the general offices in Detroit covering the combined production of domestic assembly plants, foreign plants and associated companies and the Ford Motor company of Canada, Ltd. It is not only significant as indicating the growth of the automobile industry both here and abroad, but it presents the world-wide acceptance of motor car transportation, for white domestic plants of the company have for the last few weeks been setting new production records, foreign plants also have attained to new marks.

Since the first of May the Ford assembly plants in the United States have been averaging a daily output of more than 7200 cars and trucks and this in face of several days when operations at one or more of the plants were more or

## LESS FOOT POWER, MORE CAR POWER ON THE HILLS

"Over the top with power to spare."

No motorist in the west—with its myriads of hills—wants more. And yet, with so many attempts that manufacturers make to give motorists the maximum in power, few of them take advantage of every bit of power in their motors, says a local Durant dealer.

"With the new Durant motor, we have taken great pride in demonstrating a maximum of power, and power to spare," he commented yesterday. "And yet, when the car is in an owner's hands, he must practice the simple rules of driving

## When The Best Is The Cheapest

When you are buying gas, oil, tires, etc., for an expensive investment like an automobile, your own experience and business judgment argues for strict economy in the form of the BEST that can be had.

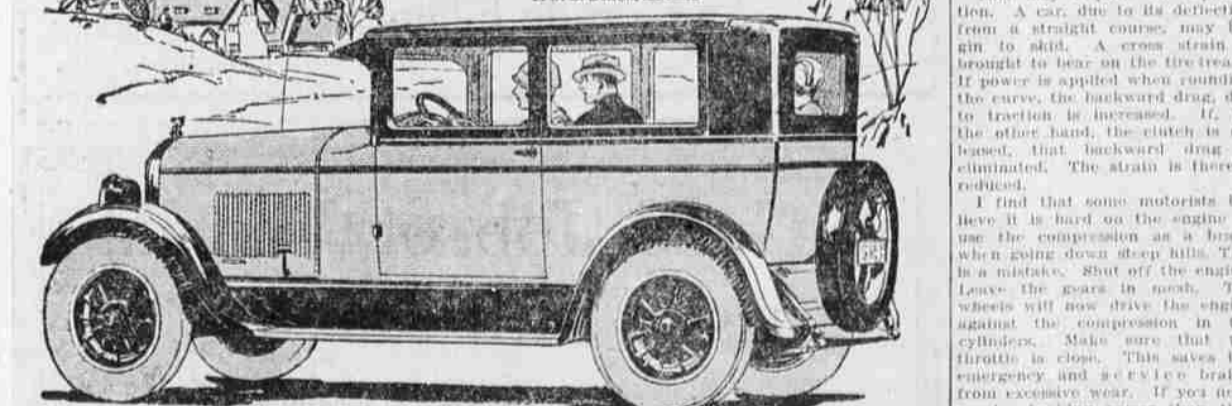
Nothing else is good enough, so Playle's Service is a natural choice. Yet Texaco Products, Ajax and C. T. C. Protected Tires, etc., cost no more than ordinary substitutes.

## Playle Oil Co.

Texaco Gas and Oils—Ajax and C. T. C. Protected Tires Car Washing, Etc.

La Grande Filling Station  
Wins by Fair Dealing. J. F. Heasty, Prop.

# Jewett Coach \$1260



## Its New Coach Ideas Have Won Thousands

Already, thousands have bought Jewett Coach—the greatest Jewett ever built.

They have bought because it's the finest Coach ever designed—and because its superior qualities can be seen and demonstrated.

### New Coach Art

Jewett Coach is a study in smartness. Gracefully rounded corners and back—double belt moulding—newer lines and truer harmony than you've ever seen in a Coach. Colorful, permanent lacquer finish adds distinctiveness.

Jewett has introduced a new type of upholstery in the Coach—an ideal combination of beauty and wearing quality. Jewett Coach is first with quality upholstery.

And Jewett built this Coach for five. There's plenty of room to relax. Thousands have bought Jewett Coach because it has abundant roominess.

### A New Power Thrill!

The statement that "Jewett Coach will outperform any car within \$500 of its price" is not a slogan—it's a proved fact. There's a Jewett Coach ready to prove it for you—anywhere—any time you specify.

### New Handling Ease

Jewett Coach is a modern car for modern people—able to flash its way through heavy city traffic—convenient to park—easy to handle as any car can be, and ready to do its 300 miles a day on the road. A phone call will bring a Jewett Coach to your door.

Hydraulic four-wheel brakes (Lockheed type) at slight extra cost

## HARRIS FRENCH

## Your Tires

This article is written for the motorist who will admit that he doesn't know everything and that he may be mistaken about some of the things that he does know. The wise motorist throws out the clutch when rounding a sharp corner. He does this as a precaution. It is 10 to 1 that he does not know that this action also has a beneficial effect upon the tires.

This may require an explanation. A car, due to its deflection from a straight course, may begin to skid. A cross strain is brought to bear on the tire tread. If power is applied when rounding the curve, the backward drag, due to traction is increased. If, on the other hand, the clutch is released, that backward drag is eliminated. The strain is thereby reduced.

I find that some motorists believe it is hard on the engine to use the compression as a brake when going down steep hills. This is a mistake. Shut off the engine. Leave the gears in mesh. The wheels will now drive the engine against the compression in the cylinders. Make sure that the throttle is closed. This saves the emergency and a reverse brake from excessive wear. If you need greater braking power than that afforded by the high speed position of the gears, shift into second or low. The braking effect will increase as you step down because the rear wheels drive the engine faster.

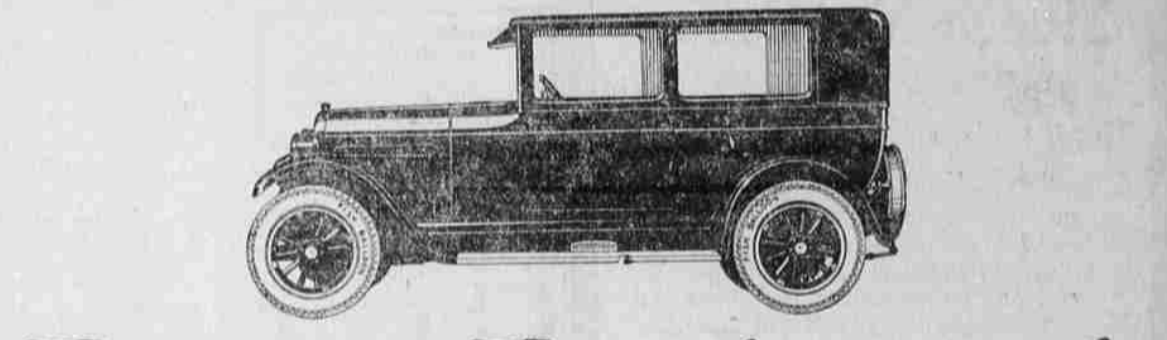
Here is a hint that is well worth remembering:

On cars which have the rear wheels secured to tapered steering arms should be expressed to keep the hubs seated tightly on the taper end of the axle by clamping nuts. Take off the rear hub caps and screw up the lock nuts as much as possible without injuring the threads. This will keep the hub from working loose on the shaft and from knocking against the key. Repeating of the key-way is prevented. Inspect your wheels frequently.

Enclosed Car Is Popular with the Feminine Motorists

A continued increase in the number of women drivers throughout the country is noted in the latest report of the Willys-Overland dealer organization, and dealers' sales nationally indicate that many

## Sales Increase Again!



# Price Reduced

The price reduction on the new Overland Six Standard Sedan has sent sales soaring!

38 h. p. engine . . . 112 1/4 inch wheelbase . . . Larger main bearing surface . . . Pressure feed lubricating system . . . Oil-tight universal joints . . . Heavier crown fenders . . . Windshield wiper . . . Very latest finger-type spark and throttle levers, also horn button, mounted on steering wheel . . . Unusual room and comfort . . . A full size Five Passenger Sedan . . . Now a value beyond comparison. Order early!

from \$985 to

# \$895

52 Weeks to Pay

# OVERLAND

Standard **SIX** Sedan

## Gettings & Hanks

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