

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

SEDAN GAINS POPULARITY

Standard Enclosed Manufactured by Overland Is Well Liked by Professional Men.

Included in the large increase in orders reaching the Willys-Overland factory for the popular Overland Standard sedan at its new low price of \$855 are many from physicians, attorneys and other professional men which indicates the popularity of this new car among buyers of this class, say factory officials.

The distinct and roomy features of this new two-door sedan are proving a happy combination of comfort, economy and long life for these drivers. Willys-Overland officials believe. Engineers spent months in developing this new model to incorporate features that would appeal to doctors, attorneys and other professional men who needed a large, roomy enclosed car for their business.

Among the distinct advantages of the new Overland Standard sedan to professional men are the exceptionally wide and heavy doors that permit of very easy access to the front and rear seats, eliminating the difficulties encountered in the average two-door sedan. Panels, grips of the traveling man and large cases can easily be handled from the front to the rear seat and the increased size of the rear compartment makes this car capable of carrying an additional load of the professional man's accoutrements.

Heavy Fisk balloon tires, the patented Triplex springs and powerful Overland four-cylinder engine developing 27 brake horsepower, make the roughest roads and the steepest grades easy for the car, driver and passengers. These features add to the comfort of the business man who uses his car for pleasure as well as business. The special springs used in the Standard sedan give a riding base of 120 inches and yet the short wheelbase of this car makes for exceptionally easy parking and ease of handling.

Another feature distinctly admired by traveling men, according to dealers' orders, is the unusually long and narrow windows that permit of greater vision and ventilation. With the low seat height in the rear compartment all kinds of luggage, sample cases and sample trunks can be carried without crowding the driving room of the new Overland Standard sedan. Its new low price of \$855 has brought out a class of buyers among drummers and professional men that formerly clung to the open cars because they could not secure the room and comfort of a closed car at anywhere near the price of touring or roadster models.

NEW SAN DIEGO DEALERS
The first of May saw Kavanagh & Johnson installed as Star Car dealers in San Diego. According to a note from Colonel Panof, both Larry Kavanagh and Howard Johnson are "go-getters, and third place will never do with them." His note, dated May 8th, stated that they are doing better than one a day even now. They have adopted a "personal service" policy and never leave the job. Their organization is housed at First and B streets and, having found that the volume of business will necessitate larger quarters, are arranging for a spacious place of business.

That's the way Woodworth Bros., Pomona, Calif., Star dealers, headed an advertisement in which they challenged competitive car boosters who doubted the ability of the Star car to make Camp Hardy in high gear. They were willing, they said, to post a \$100 guarantee to back up the offer to prove the stunt. There were no takers.

HILL CLIMB PERFORMED

Star Continues High Gear Pulling Record with Successful Ascent of Difficult Grade.

Indisputably demonstrating the power of the "MILLION DOLLAR MOTOR," a strictly stock Star touring car, locked in high gear and traveling under official observation, has conquered the famous Wawona road into the Yosemite Valley. The difficult climb was made carrying an official observer in addition to the driver, a feat never before accomplished by any motor car.

In a relentless campaign, covering the entire Pacific coast territory, the Star car has been shattering hill climb records and accomplishing high gear victories in a series of power demonstrations which eclipse anything of a like nature ever before witnessed in the entire history of the automobile. The world-famous Wawona road is the latest victim to be added to the long list by the Star car.

F. C. Commins, Los Angeles Examiner newspaper man, served as official observer on the grueling run from Los Angeles to Camp Curry, while Julius Dusevoir, factory testing engineer, drove the sturdy Star the entire distance. The trip was a non-stop run as well as the greatest high gear feat yet accomplished by the Star. It also proved an economy run for the Star.

No stops were made for oil, gas, water or mechanical adjustments throughout the 265 miles of the run. The route followed was the same as that taken by the pilots in the annual Los Angeles-Camp Curry economy run and is the shortest distance from the southern metropolis to Yosemite Valley. The route is over the Ridge Route with its countless turns, through Fresno and thence over the dirt roads and steep grades that lead through Coarse Gold, Fish Camp and Wawona.

Commins, the observer on the run, a disinterested newspaper man, was amazed at the performance of the car. He said he knew the Star was a "performing fool" and that it was famous from one end of the country to the other for its many high gear and hill climbing records; but he was greatly surprised when the Star triumphantly leveled off the three greatest hills encountered on the route. The long climb out of Wawona, the steep grade to the summit of Chinquapin Mountain and the long grade from Brown's Creek practically all the way to Inspiration Point caused him to marvel and comment enthusiastically on the great power of the famous "MILLION DOLLAR MOTOR."

On the long, non-stop, high gear economy run the Star car used but 9.24 gallons of gasoline and scored an average of 28.91 miles to the gallon. This gas mileage record is far ahead of the winner in the recent Yosemite economy run in which Dusevoir drove a Star coach with an average of 27.96 miles to the gallon.

The feat is all the more remarkable when it is considered that it was but the third time Dusevoir had been over the course. Often a driver will make as many as ten practice runs before attempting an economy run into the Valley and no man is ever picked to drive on any kind of demonstration over the Yosemite roads unless he is a veteran of many past runs over the difficult route.

Another remarkable feature of Dusevoir's most recent achievement is the time in which he covered the 265 miles of highway in the Star. The car was officially checked out of Los Angeles at 5:12 a. m. last Wednesday morning and reached Camp Curry, where it was officially checked in at 7:35 o'clock that same evening. This makes Dusevoir's time 14 hours, 22 minutes and bears evidence of the fact that he pushed the Star over the roads and did not spare the car or conserve fuel.

TAX ELIMINATION WOULD REDUCE COST OF AUTOS

Thirty-one dollars will automatically be sliced off the cost of the average automobile to the consumer, if the motorists of the country succeed in their efforts to get a repeal of the present wartime sales taxes on motor vehicles and parts. This fact was pointed out to Andrew W. Mellon, Secretary of the Treasury, at a recent conference in Washington. The motor clubs and farm organizations have been opposing these war taxes from the users' standpoint; and the automobile manufacturers sought this conference to call attention to the burden which this tax imposes on low-cost transportation. List prices of automobiles are under present prices, however, are added the war tax which the consumer pays. The automobile makers, who have developed production economies and passed the savings on to the public, ask to have this Federal tax burden removed in the belief that wide spread low-cost motor transportation is sound national economy. Administration leaders at Washington have indicated that their will be a \$200,000,000 reduction in taxes at the next session of Congress. Among the reasons advanced against this Federal excise tax levy on automotive products are: 1. It is a tax on transportation; 2. It is a special tax, in addition to all the other general levies which motor vehicle makers and

users pay; 3. It is discriminatory—only a few products were burdened with special Federal wartime taxes; 4. Others have had relief. Most of the other items especially liquor as a wartime measure have since been freed from these burdens; 5. Special automobile taxation is a state function. The motor vehicle now pays \$205,000,000 in special state taxes, most of these special fees being devoted to highway purposes. Impose upon your owners the importance of voicing their opinion on this legislation, NOW! Enlist their cooperation in asking your Congressman and your United States Senator to put approval of the elimination of the war tax on motor ve-

hicles in his program for the next session of Congress. Concerted action now will voice the opinion of the tax payers of your community and will give your legislators true knowledge of the attitude of the voters they represent. Remember—\$31.00 average reduction per car will mean a lower price and consequent greater sales.

ALSO IN PASADENA.

The Hill Motor company, headed by Edward J. Pele is announced as the new Star organization in Pasadena. Former dealers discontinued business and are taking the line in Huntington Park, nearby. The new firm is located at 200 West Colorado street. Pele gives credit to

the company's move to Star's great performance record, including the high gear climb to Mt. Wilson by Julius Dusevoir.

When a man says his wife doesn't understand him, the chances are that she understands him only too well.

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FENDER WORK
BODY WORK
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1304 Jefferson Ave.**



Balloons or Standards?

We sell RACINE Balloons—the full Balloon Giants—remarkable tires.

We also sell RACINE Multi-Mile Cords, built on the same highly-flexible, low-pressure principle, and affording almost identical travel comfort—at less cost.

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Wins by Fair Dealing. J. F. Heasty, Prop.

DODGE BROTHERS COACH

Its popularity is thoroughly understood when you consider these facts:
Five adult passengers are accommodated in genuine comfort. Dodge Brothers standard power plant, chassis and underlung spring equipment are Coach features. Observation of the finish, fittings and design will reveal no departure from Dodge Brothers most exacting practice in these departments.

1095 f. o. b. Detroit—\$1315 delivered
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A Car Women Like!

This Newest Overland Closed Car Value is Without Precedent . . . A Full Size, 5-Passenger Sedan with 27 Horsepower Performance, at a Price Every Family Can Afford

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World's Lowest Priced Cars
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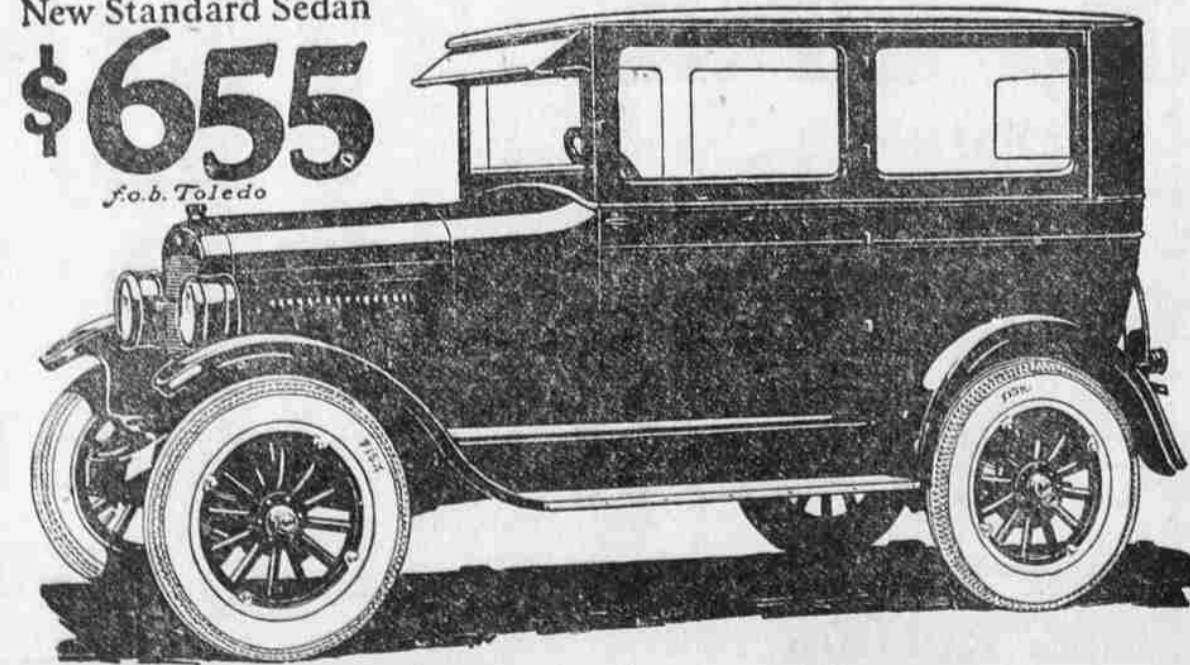
A year ago—even six months ago—this latest Overland achievement would have seemed impossible, incredible.
A solidly-built, very roomy Sedan with exceptionally wide doors—beautiful cloth upholstery—nickel-finish interior fittings—one-piece ventilating windshield—
With a modern unit power-plant—27 horsepower—disc-type clutch—foot accelerator—sliding gear transmission—big 10-inch brakes—balanced crankshaft—cellular radiator.

52 Weeks to Pay

All Steel Touring, \$495; All Steel Coupe, \$635; All Steel Sedan, \$715; f. o. b. Toledo.

New Standard Sedan

\$655
f. o. b. Toledo



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