

Highway and Auto Dope

Tourist Traffic and News

AUTOMOBILE NEWS

CAR SALESMEN HEAR ADDRESS

A unique address to more than 25,000 members of the Chevrolet selling organization a call to arms throughout the United States was achieved recently by R. H. Grant, general sales manager of the Chevrolet Motor company.

Mr. Grant announced the opening of the Chevrolet fall selling campaign by means of duplicate phonograph records which reproduced his voice in the show room of every Chevrolet dealer, says Avery Harrison, local distributor.

Under Mr. Grant's direction the phonographic address plan worked out smoothly to complete success.

In each of the thousands of Chevrolet salesrooms was gathered at exactly the same hour an interested group of salesmen. These ranks were augmented by numerous members of the Chevrolet organization not directly interested in selling, who attended because of curiosity over the novelty of the meeting.

At a previously established "zero hour" the thousands of records were started simultaneously and Mr. Grant's voice was heard in every state of the Union.

Forecasts Satisfactory Future in German Cars

BERLIN (AP)—A satisfactory future of the German automobile industry is forecast by Dr. Gustav Avey, prominent industrial authority of Frankfurt, now that the German automobile tariff has been accepted.

Many Pioneers of Auto Industry Are Still Alive

Ford, Olds, Joy, Apperson, Clifton, and Nash Among More Prominent Who Have Gained High Positions in Automobile History and Development.

(Contributed.) Pioneering in any direction is usually a thankless task. Of the thousands who joined in the gold rush to California in 1849, history records only a bare half dozen who were rewarded for their efforts. The remainder merely paved the way for those who came after them.

Quite different, however, has been the experiences of those who pioneered three decades and more ago in the then infant art of building "horseless carriages." They were providing for a world that wanted faster transportation than the horse afforded, and the acceptance of motor cars was so quick and widespread that even today the industry is filled with hale and hearty specimens.

Ford Outstanding. Henry Ford, Ransom E. Olds, Charles C. Clifton, C. W. Nash, and dozens of others are outstanding individuals whose connections with automobiles extend well over a quarter of a century, and who are still active figures.

It is curious and interesting in connection with the automobile, that so many of the men responsible for the industry are still in the ranks of those who control its workings. Probably three-quarters of the men in executive positions today have been engaged in the business since the days that marked the commercial introduction of the motor car.

The world has never seen an industry progress with strides compar-

pared with those made by motor car manufacturing. Such an industry was practically undreamed of as late as 1890, although it was known by a few people here and there that it was possible to utilize the explosive power of gasoline and other crude oil derivatives for the propulsion of wheeled vehicles. The Selden patent application was based on this idea, but in the final legal analysis it was decided that the idea had not been put to practical use.

Europe had cars of crude types running in the eighties but it was not until 1892 that the first American built car ran under its own power.

First Sale in 1905. The first genuine sale of an American built car occurred in 1905; the first automobile show was held in 1906, when about 5000 were in use throughout the United States. Progress made since that time is a matter of common knowledge. It is summed up in the fact that there is in operation today approximately one car for every six persons in the country.

In years to come there may be monuments erected in various parts of the country to the men who invented and developed the motor car. As beneficiaries of the race they stand almost alone in the importance of their work. Their dream has become so much of a reality that the motor car industry is now second among all the manufacturing industries of the world. And most of the dreamers live to reap the rewards of their pioneering.

SAFETY RULES GIVEN DRIVERS

"To take a steep descent in safety, shift to second gear, but do not cut off the ignition."

This warning has been sent in the interest of safety, by the Paige-Detroit Motor Car company to every owner of a Paige or a Jewett, specifically telling drivers to ignore the official signs, posted by some state highway departments at the tops of bad hills, instructing motorists to switch off the ignition.

"Cutting off the spark," warns the company, "is detrimental to the engine and a real source of danger, besides being of no advantage."

"If you take a long descent with the spark off, the fuel mixture passes through the engine unexploded. The engine cools off rapidly, and the fuel mixture condenses in the cylinders. The result is liquid gasoline in each cylinder, which not only removes the oil from the bearing surfaces, but dilutes the oil in the crankcase. Furthermore, when the spark is turned on again, an explosion in the muffler, with resulting damage, is probable."

"The actual danger from cutting off the spark is that the driver cannot instantly avail himself of the engine's power should occasion arise requiring quick acceleration to avoid accident. In an emergency, the driver has no time to reach for the switch, even if he remembers that the spark is off, and his instinctive use of the accelerator fails to give that quick increase in speed needed to avoid a mishap."

"As a fact, there is no advantage in cutting off the ignition in descending hills. The additional braking power it gives the engine is negligible, and it does not save gasoline, though some drivers labor under the delusion that just

because the engine is not working, it is not using fuel. Of course, as long as the engine is turning over, it is drawing gasoline mixture into the cylinders, but with the spark off the gasoline is a source of damage instead of power.

"The braking power of the engine, due to the inertia of the

moving parts and to the compression, is sufficient to control the speed of the car in second gear on steep hills, while in first gear it will hold the car on any highway grade.

"This is not only the safest practice, but it is economical, as it saves the brake lining from the

destructive effects of the extreme heat generated when the brakes alone are used on a long grade."

In Berlin, the women are usurping smoking cars. Doesn't matter. We just wanted to use that "usurping" word.

110 In The Shade 40 Below Zero

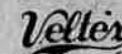
VELTEX GAS

Is made to insure consumers the least possible annoyance. It is packed full of miles the year round. As for ease in starting—we invite comparison.



FLETCHER OIL COMPANY

First Independent in the State



Used Car Bargains

- 1920 BUICK SIX TOURING
- 1921 STUDEBAKER SPECIAL SIX TOURING
- 1919 STUDEBAKER SPECIAL SIX TOURING
- 1919 FRANKLIN TOURING

Jennings & Shumate
Buick Sales and Service

Radio Batteries

Given a charge now will be ready for better service this Fall and Winter. Better bring yours in today.

Exide Batteries

For All Makes of Cars.

8-Hour Re-charging — Repairing on all makes.

Fred T. Burgess

Main 125 1308 Jefferson

Giving You a Fair Trade-in

When you want to trade in your car on a new Studebaker, you are assured a fair proposition here.

And a fair proposition is one that is fair both to you and the man who will buy your used car. We don't allow you exorbitant price for your car because you already realize what Studebaker value means. And neither do we try to "steal" your car in the deal.

This policy of buying used cars fairly and selling them fairly means

Guaranteed Used Car Values

for the man who wants to invest in a used car. It's protection for the old and the new owner.

For Winter Service you will particularly covet these New Studebaker Closed Models and the famous Duplex-Phaeton. See Them Now.

M. J. Goss

Studebaker Sales and Service.

"This Is A Studebaker Year"

MOTOR PLANTS ARE HUMMING NEW AJAX SIX IS DISPLAYED

DETROIT (Special) — Most of automobile plants in Michigan are continuing to run at capacity to keep ahead of the orders for makes and models of motor cars, according to reports just received here.

During the past week more men were employed in Detroit motor car plants than ever before. The total of workmen on the week's payrolls was 246,985. This is a gain of more than 50,000 over the same week last year. The Ford plants in Highland park and River Rouge are running day and night, with more than 125,000 men employed. Orders amounting to 10,000 daily are being received at the Ford offices.

Used Car Prices Cut. A noticeable feature in the industry is the decrease in the prices of used cars. This has been brought about by the introduction of new models in the lower price makes and the sweeping price reductions that have been made in other makes of cars. Prospective buyers of used cars are "shopping" from one dealer to another and are buying with caution. This has resulted in the dealer either barely getting out even or with a very small profit.

Those who were overlooked with used cars when the price reductions and new models came are the ones that are suffering. They were obliged to cut prices on an average of 30 per cent, and according to reliable figures, there has been a drop of 20 per cent in the trade-ins of used cars on the purchase of new ones during the last year.

Last year 90 per cent of the new cars sold involved used-car deals; this year only 70 per cent of the new cars purchased were bought with used cars traded in as part of the deal.

Closed Cars Popular. Closed cars are enjoying the same popularity in this field as they are in the new car sales. During the last year the used-car business has taken on a new stability and is governed by the new car business. Values are becoming more definite and will not fluctuate with the flooding of the automobile market by new models. The used-car market has become a market of replacement rather than a fresh market.

ESSEX PASSES 100,000 MARK

Coincident with the announcement of the fourth downward price revision of Hudson and Essex cars within a year comes the news that Essex has passed the 100,000 mark in 1925, says E. L. Ledbetter, local distributor.

Essex so far this year is 15 per cent above the production for the entire year of 1924, he declares. Hudson Motor Car company officials believe that the 1925 production of Essex automobiles will be double that of last year. The combined sales of Hudson and Essex cars reached 148,259 in the first eighth months.

"The curtain of mystery is now drawn from the new Ajax six," states Bert Hamilton, revealing a car whose outstanding characteristics in a measure never before attained or even approximated in its price field.

The R. C. Hamilton Motor company, 4-wheel brakes, full balloon distributors, will soon have this car on display throughout the entire city and surrounding suburbs. It will be shown for the present exclusively at the showrooms at La Grande.

"Notable among the many features it presents are a 7-bearing crankshaft, forced-oil lubrication to all main bearings, connecting rod bearings, and camshaft bearings. It is a contribution, richly distinctive body lines, and superb workmanship in every detail," states Mr. Hamilton.

"The introduction of the Ajax has been eagerly awaited by the automobile industry as well as many thousands of automobile buyers who have followed the unusual manufacturing record of C. W. Nash. This new car is regarded as the crowning achievement of his career. It is built by the Ajax Motors company, subsidiary to Nash Motors, and those who have had an opportunity to see it and drive it attest that it is a contribution to the motor car industry of vital importance."

GARAGE WORK IS UNDER WAY

Work is rapidly progressing on the annex to the Studebaker garage on the corner of Depot and Adams avenue. A concrete floor, designed to be adequate in every respect, according to M. J. Goss, local automobile distributor, has been laid and the bricklayers are now busily engaged and the walls are beginning to assume shape.

The building of the annex was made necessary by crowded conditions in the garage. Studebaker demands have increased to such an extent that Mr. Goss felt the time had arrived to allow more room for shop work and the like.

SHOE POLISH PREVENTS EYE STRAIN OF DRIVER

Reflection of the sun on nickel parts of the car causes eye strain, especially where the rear surface is bright enough to cause the eyes to squint or to make the wearing of smoked glasses necessary. Cover the top of the radiator back of the motor and bar lock, and back of the spot light with nickel polish or shoe blacking, and this annoyance will be relieved immediately. Keep the windshield clean and free from dust for night driving. A dirty windshield makes approaching headlights brighter and more blinding.

And few things make a girl madder than not kissing her when she knows you know you could.

"At \$595, this Overland Sedan has revolutionized quality standards in low priced cars"

... this is the opinion of one of the leading motorists of the country, after a careful examination of what this wonderful car really offers.

Think what it means!
... all the finer comforts of automobiling now brought within reach of everyone... "cheapness" taken out of low price—quality beyond compare, brought to YOU and wanted of thousands of others who have waited and wanted what may now be had in this real automobile.



Overland Standard Sedan, \$595 f. o. b. Toledo

... a full-size, five-passenger sedan with sliding gear transmission—at less than \$600... a big, powerful motor... honey-comb radiator... positive force feed lubrication... never a bit of lubrication trouble reported in six years of service... a rear axle system equal in size and strength to that used on cars of double the size... springs that give the riding ease of the largest cars... a big car frame with plenty of bracing... here is a real car... that will hold its own on any road with any car built regardless of price.

Molybdenum Steel
... you've heard the word... but always in connection with cars of high price; it's the steel used in the axle shaft of this Overland; the toughest steel known... in three years we've never had a case on record where one of these axles has broken. In the springs we use Chrome Vanadium steel—the material used in the springs of the finest and most expensive automobiles built.

Big all the way through
... five full-grown people can ride all day in this Overland Sedan and never feel crowded... the front seat is 39 inches wide and 19 inches deep—wonderful comfort for the driver... the rear seat is 45 inches wide and 18 inches deep... the doors open on each side—are wide enough so that the occupants of the front seat do not have to move to let people into the rear seat... and the

are 20 square feet of glass in the windows to give a clear, open, touring car view.
Up-to-the-minute details
... you get the latest one-piece windshield—clear vision ahead, easily adjusted, easy to keep clean—just evidence of the fact that, in this car, you are getting construction that is years ahead of the price. You get an Auto-Lite starting and ignition system... enclosed storage battery holder... drum type headlights, legal lenses braced with a tie bar—dimmers in the headlights—thief-proof ignition lock—dash light.

Beauty more than skin deep
... there is real beauty—inside and out—in this Overland—long, low lines that blend together and make the car look twice the price—polished lacquer finish, deep blue with black trimmings, graceful moulding on the body, fluted louvers in the hood... fine broadcloth upholstery, expensive looking, wears like iron; the seats are deeply cushioned; Brussels carpet in the rear; rubber carpet in front; the front seat is one piece.

Safety built into the car
... added to the Molybdenum steel axle shaft and the Chrome Vanadium steel springs are other features of strength that mean safety and long wear. The brakes are the largest ever used in a car of this price class... when you need brakes in this car you've got them... Timken bearings are used in the front

wheels; New Departure ball bearings in the rear wheels; the tapered steering knuckles are made of Molybdenum steel; the steering gear is irreversible.

Service features you want
... Overland gives you smoother power and more power because of the L-head construction, the large valves and the more efficient valve operation... right straight through the entire power range, low gear to high, you'll get your best results from the Overland—and you'll get the rattle free, wear proof, trouble absent service that has made Overland known as the longest lived light car ever built.

Now is the time
... right now, when this Overland Sedan is sweeping the country, when the factory is doubling its record breaking output of the past, when Overland value is changing every past standard, is the time for you to look at this great value. An acute shortage is in sight—heavy factory shipments, made in anticipation of a record breaking demand, cannot begin to serve our requirements. Now is the time when you want the use of your enclosed car... before the present value of the car you are driving is forced down by this tremendous Overland new car standard... before the demand places deliveries months away... come in. We'll trade and let your present car apply as part payment—the initial payment is remarkably low, and the monthly payments are exceptionally small.

Standard OVERLAND Sedan GETTINGS & HANKS 1312 Jefferson Ave.