

Highway and Auto News

Traffic and Tourist News

AUTOMOBILE NEWS

WORLD LIKES AMERICAN CAR

SAN FRANCISCO (Special)—America is motorizing the world. It is only a question of time until American cars of the leading makes will be familiar in foreign countries as in San Francisco. Already, the cross-sea demand for American-made motor cars is having appreciable effect upon production schedules as planned in the east.

This is true of the Chevrolet, the increasing shipments of which abroad reflect the steadily improving conditions in Europe. As the number of Chevrolets grows in European use, the demand shows an increasingly high ratio. Such is the information brought to the Pacific coast by F. H. Grant, general sales manager of the Chevrolet Motor company, who arrived here last week from Detroit, accompanied by J. J. Grimm Jr., advertising manager of the same immense organization. Grant is here to confer with Chevrolet officials, including B. K. White, sales promotion manager, who has been conducting schools for retail salesmen on the Pacific coast the last two months.

"Not only is the American motor carrying the influence of this country abroad, but the American motor car is making itself equally prominent throughout the world," said Grant. "America has gone so far ahead in motor car production and adoption that we are now enabled to compete with the foreign manufacturer in his own country. The former skepticism regarding the comparative values entirely has

Iowa Bans Bright Headlights on Cars

DUBUQUE, Ia.—Iowa is conducting an intensive campaign to eliminate glaring headlights from the highways. The state law provides that the undiffused rays from the headlights shall not rise to an elevation of more than 42 inches at a distance of 75 feet.

Test stations have been provided where motorists can have their cars' headlights tested to insure compliance with the law. The law regarding headlights will be strictly enforced and special efforts will be made to apprehend all offenders.

Knappa Couple Wed 50 Years

ASTORIA, Ore.—A surprise banquet, attended by friends and relatives of the couple, was tendered about a week ago to Mr. and Mrs. James Pearson of Knappa, on the occasion of their golden wedding anniversary. The couple were married in Sweden on November 29, 1875 and came to this country soon afterwards. They have lived in the vicinity of Astoria for the last 49 years.

disappeared. This is due, of course, to the very good service that our motor cars have given under varying conditions in all climates.

"Chevrolet is enjoying the largest year in its history. Our production cuts for more than a half-million cars for the year of 1925. The amazing growth of Chevrolet this year is indicated by the fact that early in September Chevrolet manufactured its two-millionth car. This is an evidence, not only of the public recognition of Chevrolet, but of the widespread prosperity the country at large is enjoying."

The All-Western Eleven--Hard to Beat



California Coast Road Hewn Out of Solid Rock

LOS ANGELES, (AP)—The rock ribbed coast of Southern California, little known because of so many sandy beaches, has been conquered by roadbuilders.

The cutting of the Ventura coast stretch of the new ocean shore highway, just completed, ranks among the outstanding highway projects of the nation in the opinion of engineers.

In a stretch of 7.4 miles, an excavation of 1,215,724 cubic yards of rock and earth was accomplished. The most expensive section was one mile through solid rock

cliffs, south of Big Sycamore Canyon, where 334,986 cubic yards were moved at a cost of \$238,871.20.

Men and instruments were let down with ropes over rocky cliffs and some of the work has been done while the location men were dangling in midair above the foaming breakers of the Pacific.

Two years were spent in this work to complete grading and next summer the paving will be laid.

GOOD BYE, 40 PER CENT.

Every time a new annual model motor car comes out, the fellow who has bought one of that make recently sees 40 per cent go off his

investment right away. His new car becomes obsolete. Yet it doubtless has many miles of good service in it, which would be profitable to the owner if he didn't face the embarrassment of driving a "last year's model." Some manufacturers guided by sound economic principle, have decided not to have any more annual model changes, so the man who buys the car can use without embarrassment until it has had the full investment return from it. With a car built so carefully and with such staunch materials that it is good for 100,000 miles and more, it is a waste to make it obsolete with a "new annual model."

Winter Storage

FOR YOUR BATTERY WILL ASSURE YOU OF A GOOD BATTERY IN THE SPRING.

EXIDE BATTERIES Distributor

Fred T. Burgess

Main 125 1308 Jefferson

"Unit Built" STUDEBAKERS

Ask--

The half hundred motorists who have purchased Studebakers in 1925 about them.

Freedom from annoyance and delay in waiting for replacement parts.

There's a reason—"Unit-Built" construction eliminates the necessity of replacement parts.

M. J. Goss

Studebaker Sales and Service.

"This is a Studebaker Year"

UNIT-BUILT IS AUTO FEATURE

"Unit-built," now spoken of extensively by a leading automobile manufacturer, is far more than a catch-phrase of a sales slogan, according to M. J. Goss, local automobile distributor.

Most drivers now understand that the engine is only one feature of the car. However good and reliable it is, nevertheless its functioning in a car is contingent upon the support and cooperation it receives from the clutch, transmission, propeller shaft, differential and rear axle.

"A clutch may work well with a certain engine, but will it function with an entirely different one? Transmission may operate smoothly and without bearing wear or excess strain with this engine; but another engine is another story," says Mr. Goss.

"Drivers realize that only when the whole power establishment—engine, clutch, transmission, propeller shaft, differential and rear axle, are built for each other—to work as one unit, can that power plant be expected to deliver the best results.

"It is not difficult to understand that one part bought at this 'store' and another part bought at that 'store' obviously have not been designed for each other. Under such conditions, the man who finally groups them into one unit has to trim a little here, expand a little there, and find the best common ground for all parts to meet on. At best, it is a makeshift not imposed on the concern with enough plant and equipment to build them all together as one unit.

"To design and build a car as a unit requires a lot of equipment. An investment of \$10,000,000 is only a drop in the bucket and cannot possibly be made to build a whole motor car complete, including the body.

"Thus far, only Ford in the low-price group and Studebaker in the five-car class have ample facilities for producing all vital parts under one supervision, with the resultant advantages of unit-built construction. But these advantages are becoming so generally known that the trend of the industry is definitely toward such manufacture. Because it gives the purchaser a smoother-operating equipment with lower repair costs and maintenance charges.

"What has been said of power plants is true of bodies. At the New York show last year there were four coach bodies on cars selling from \$500 to \$1700, identical the same except as to color and cloth upholstery. Four companies had to sacrifice their own engineering designs to accommodate the purchaser. Ford and Studebaker have an advantageous position in already possessing sufficient equipment to allow them to

build all vital parts in their own plants."

PAIGE-DETROIT DEAL DENIED

Harris French, local representative of the Paige-Detroit Motor Car company, makers of Paige and Jewett six-cylinder cars, has received from H. M. Jewett, president a flat denial of rumors that there is a deal pending looking toward a change of ownership or of management of the Detroit company.

"The Paige-Detroit company," Mr. Jewett writes, "not only has not changed hands, but there have been, and there will be, no negotiations of that kind.

"The company has been operating most successfully under the present management for many years, and is planning to press its advantage in the six-cylinder field by aggressive policies of manufacturing and merchandising."

In Home, a singer has a ring worth 20,000 lire, but American fans are worth more.

Driving Your Car

In winter weather is made safer with your ignition and lighting equipment in A-1 shape. Don't take chances—drive in today and have us go over your starter, generator and wiring.

United Motor Service

Boesch and Willard Batteries

BATTERY & ELECTRIC SERVICE CO.

1311 Wash. Ave. Dale Cox, Prop.

Veltex WINTER GASOLINE

FOR COLD MORNINGS

VELTEX WINTER GASOLINE solves the cold weather problem for all motorists. It is specially refined to give you quick starting on cold mornings and make your motor run smoothly in freezing weather.

Hundreds of motorists who are now using Veltex winter gasoline have been more than satisfied with the results they get. They drive up to the filling stations that display the Veltex Winter Gasoline Sign and ask for Winter Veltex.

These drivers have learned that Winter Veltex is a higher grade gasoline and costs no more than ordinary gas.

FLETCHER OIL COMPANY

Look for the VELTEX WINTER GASOLINE Sign.

Power is an outstanding feature of this car with the motor you cannot wear out

FOUR CYLINDERS	
Touring	\$1195.00
Coupe	1395.00
Coupe-Sedan	1495.00
Sedan	1450.00
Brougham	1595.00
SIX CYLINDERS	
Touring	\$1750.00
Roadster	1750.00
Coupe	2195.00
Coupe-Sedan	2095.00
Sedan	2295.00
Sedan, 7-pass.	2495.00

ALL PRICES F. O. B. TOLEDO

COMPRESSION—mechanically sealed in the cylinders by the sleeve construction—gives a "Pop" to the Willys-Knight motor that will surprise you. There are never any burned, pitted, warped valves to let the "life" of the motor run out in unburned gases.

COOLING—so efficient that you can hold the throttle wide open, hour after hour, without the slightest sign of heating, gives you a day in and day out ability that simply does not exist in other cars.

SILENCE—as a result of the entire absence of valve mechanism, lifter rods, rocker arms, valve stems and noisy cams tapping against noisy machinery makes this car so quiet in operation that you scarcely realize that the motor is turning over.

ECONOMY—obtained through proper cooling, the elimination of fuel waste through valve mechanism, the absence of the heavy load of valve springs to detract from the usable power, gives you a fuel and oil mileage that is a distinct revelation.

ABILITY—beyond that of any other motor in the world—proved by a Knight motor in tests conducted by the Government of France—240 hours steady running in which the Knight motor won hands down over all others—demonstrated in the grueling Yosemite cooling tests—the 100 hour Big Bear Lake test—and hailed by every Willys-Knight owner who swears that his individual car is the best one ever made.

THESE FEATURES—alone—are enough to bring you into the honor roll of 250,000 present users of Willys-Knight cars who represent the most satisfied group of motor enthusiasts in the world.

ADD TO THEM—the present low prices, the prettier beautiful lines, and the acknowledged continued high value of your Willys-Knight car and further search for the motor car perfection in the service features you require, is useless.

YOUR PRESENT CAR IN TRADE · UNUSUALLY CONVENIENT TERMS

WILLYS-KNIGHT

Gettings & Hanks