

FRISCO AUTO SHOW IS NEXT

Displays from New York Show Which Closed Last Week, Will Be Duplicated on Coast.

SAN FRANCISCO (Special)—With the New York Automobile show through to a sensational conclusion last week after the most successful attendance record in the history of big automobile events, automobile men turned their thoughts and directed their attentions toward the next two big motor events, the Chicago Motor car show and the Pacific Automobile show, both of which are national in importance.

Telegraphic advices indicate that the motor industry is entering on its greatest year. In the opinion of a trade leaders and outstanding manufacturers the next few months will find the great motor car manufacturing industry at its peak. Factories are planning their greatest production expansion programs are being freely discussed. Trade papers and trade magazines are confident that more and more manufacturers will further strengthen the powerful companies and serve to fill niches of the smaller production companies.

San Francisco automobile men who were in New York wired their managers here and the automobile show executives that all arrangements had been made to duplicate the New York exhibits for the Exposition Auditorium display. A Great Display

"We are confident that we will have the most pleasing display from an automotive standpoint that has ever been seen at a San Francisco motor car display," said George Waldgreen, manager of the Pacific Automobile show yesterday. "With plans now perfected for the big show we have sold all available space for the passenger car display and the accessories and truck departments will undoubtedly be over sold before the end of this week."

Theatrical men assure the show committees that the securing of Paul Whiteman and his orchestra is a great asset to the show from the standpoint of interest and that this superb music in connection with the finest display of motor cars ever shown on the coast is certain to attract the biggest crowd in the history of coast

AIN'T IT THE TRUTH?



automobile displays.

For the automobile fan there will be many new models, several new cars, and a complete showing of all the 1926 offerings of the industry in an elaborate decorative setting that will again win for this being the most beautiful automobile show in America.

Big Price Reductions The sensational price reductions which have been announced by many manufacturers during the past few weeks have served to place the industry in the spotlight and have renewed interest in

all automobile offerings. The public realized that comparable conditions were never so keen as now in the automobile industry.

These motor fans know that the manufacturers are adding every possible accessory, are making the cars to order for the public, are adding equipment, appointments, refinements and at the same time reducing prices.

The San Francisco automobile show will be their first opportunity to see these cars and compare their values at the new low prices. They will flock to the

display in greater numbers than ever before and it is freely predicted that from the attendance standpoint this will be the greatest automobile show ever held in the west.

Jazz Artist Featured

Paul Whiteman, noted jazz artist and one of the outstanding figures in the world of music, returns for the show week to his old home city. He will be welcomed by his old friends and feted by scores of new friends, who hail the successful and pay homage to the great. The Whiteman orchestra, a twenty-five thousand dollar attraction, will be one of the outstanding features of the big show. It will play afternoon and evening concerts and the public will undoubtedly flock to the auditorium in numbers to enjoy these concerts.

San Francisco, a music loving city will welcome the Jazz King. In true San Francisco style, he will be welcomed and entertained. During the week when the Automobile is king, Whiteman will be the lion of all social affairs.

FORD OUTLOOK IS OPTIMISTIC

Company Officials Point Out 1925 Expansion as Forerunner of Improvements to Come.

The expansion program carried out by the Ford Motor company during the year 1925 not only indicates the healthy condition of the company, but also reflects in a general way an optimistic outlook for the year 1926, declares officials of the company in information furnished W. C. Perkins, local dealer.

In industrial buildings the company has added 2,200,000 square feet of floor space during the year. This is an increase of more than 10 per cent and gives it a total of 22,700,000 square feet, or slightly more than 520 acres under roof in plants throughout the world, exclusive of the Ford Motor company of Canada, Ltd., in which to carry on its program of mass production.

The largest expansion, as might be expected, came in the Detroit area in which are located the company's great manufacturing units.

At the River Rouge plant, probably the greatest industrial center in the world, the large motor building was opened early in the year and operations began which removed a number of departments from Highland Park. Several large buildings were completed at the Rouge during the year, equipment installed and operations started. One of these, known as the pressed steel building and used for the manufacture of pressed steel parts, fenders, etc., has a floor area of 375,000 square feet. Another building approximately the same size, completed during the year, is devoted to the manufacture of springs, crank cases and steel forgings.

Huge Mill Under Way

The most notable of the River Rouge buildings, however, is the new steel mill and open hearth furnace building with a total floor area of 634,000 square feet, all of one story construction. While the mill will not be in full operation until early in the spring, rolling steel in the 14-inch merchant mill has been under way for several weeks.

At Dearborn the new engineering laboratory was completed early in the year and already work has begun on an extensive addition to this building, increasing the floor space 60,000 square feet. Additions and alterations also have been made to the power house and heating plant.

While only minor building ex-

tension and changes were made at the Highland Park plant of the company, removal of a number of departments to River Rouge permitted extension of several departments and the introduction of new manufacturing activities.

At the Lincoln division plant of the company a new three-story addition will be completed early in the new year.

Smaller manufacturing plants which went into operation during the last year include a hydro-electric plant at Waterford, Mich., and additions were made and completed during the year at Pequaning, Mich., and at Iron Mountain, Mich., where the new wood dis-

tribution plant went into full operation.

Twin City Plant Completed

The new plant at the Twin Cities was completed in the year and assembly and manufacturing operations started.

In the matter of domestic assembly plants the company during 1925 completed branches at Norfolk, Dallas and Louisville, and began the assembly of cars, trucks, plants increasing production capacity more than 700 cars and trucks a day.

The new assembly plants are contemplated for the coming year. Construction work has begun on a plant at Somerville, Mass., which

will have a floor space of 246,000 square feet. Bids for another plant has been purchased at Chester, Pa., which will comprise four separate buildings. The total floor area of these units will be 295,000 square feet and they will be completed early in the coming year.

Extensive developments have taken place during the year in foreign countries. In South America extensions were made to the Ford plants at Buenos Aires and Sao Paulo increasing assembly to 290 cars daily. A new branch was established at Pernambuco, Brazil.

(Continued on page 8)

Now \$845

F. O. B. Detroit

Chrysler "58's" astounding new low prices deal a body blow to anything even remotely seeking comparison.

miles to the gallon of gasoline, and its pickup of 5 to 25 miles in 8 seconds.

For months past Chrysler "58" has outlasted everywhere, as fast as demonstration proved its unmatched abilities of 58 miles per hour, 25

Such supreme performance, joined to characteristically Chrysler comfort and beauty, fix Chrysler "58", now at these new low prices, more unmistakable than ever, the utmost value in its price class.

Touring Car \$845 Roadster - \$890 Sedan - \$995

Club Coupe \$895 Coach - \$935

All prices F.O.B. Detroit, subject to Federal excise tax.

CHRYSLER "58"

Leo J. French

Corner Jefferson and Elm.

added Power 60 and 75 Horsepower



The Better Buick now has 60 and 75 horsepower in its famous Valve-in-Head engine. Here is the extra power you need for security and ease in the mountains, for flashing get-away on the level. This big power, plus Buick Automatic Heat Control, puts Buick ahead on the hills. Automatic Heat Control regulates

the temperature of the gasoline mixture. It prevents overheating and consequent loss of power on heavy pulls in any weather.

The Better Buick is built for hills. Going up, the Better Buick's 60 and 75 horsepower, coming down the positive security of Buick mechanical four-wheel brakes.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Better Buick Six Cylinder Valve-in-Head motor cars range in price from \$1125 to \$1995, f.o.b. Buick factories. Among the Buick open and closed models there is one that will meet your desires exactly.

the Better BUICK Jennings & Shumate

PETITIONS IN FOR HIGHWAY

SALEM, Ore. (Special).—W. W. Burns, Wallowa county farmer, has filed with Governor Pierce a petition liberally signed by Union and Wallowa county farmers asking the governor to join in a request for the designation of a road from Elgin, Ore., to Lewiston, Idaho, as a state highway, to be improved with state highway funds.

The proposed road would follow the course of the Grande Ronde and Snake rivers and taps a vast territory in northeastern Oregon, which now has no outlet to the north.

Gasoline Rail Motor Car Sent to Alaska

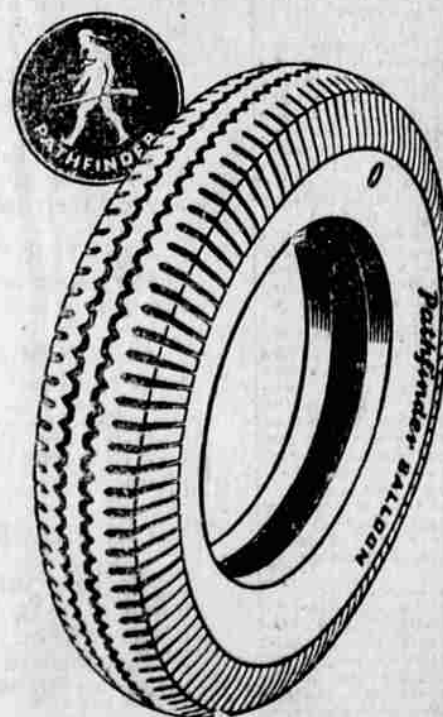
PHILADELPHIA, (AP)—Traffic problems on the railway in the land of the frozen pole have resulted in shipment from this city of the pioneer gasoline rail motor car for the Alaska Railroad.

There it will be placed on the rails and will proceed to Anchorage where it is to be used for short distance runs. The car is a combination baggage and passenger vehicle, and is specially equipped with insulated walls, roof, and floor as well as storm windows.

If you are new in the ranks of motor car owners, do not attempt to climb every hill you encounter on high gear, until you have become thoroughly familiar with the operation of your car and have mastered the various points which mark a good driver. The fact that your neighbor climbed his car could make a certain hill in high gear a good reason for your attempting it. There is no practice more detrimental to the engine and driving parts of a car than forcing it in high gear. Remember that low and second gears were placed in the car for a purpose.

The automobile increases by leaps and bounds; the pedestrians decrease in spite of leaps and bounds.

Rock Bottom Tire Prices



Goodyear Tires have a quality reputation, and they earned it. But they're not high priced. We'll sell you a Goodyear for as little, and maybe less, than you are asked to pay for ordinary tires. For instance, compare the prices listed below for the new husky Oversize Goodyear Pathfinders. Remember that we have them in stock—no delay and no other charges. They are fully guaranteed. Come in and look them over.

- 29 x 4.40 Balloon ..... \$14.05
30 x 3 1/2 Fabric ..... \$ 9.05
30 x 3 1/2 Cord ..... \$10.25
30 x 3 1/2 Oversize Cord ..... \$11.30
32 x 4 Cord ..... \$19.20
33 x 4 1/2 Cord ..... \$24.70
35 x 5 Cord ..... \$33.60

Other sizes in proportion.

W. H. BOHNENKAMP CO.