

Tourist and Traffic News

AUTOMOBILE NEWS

Highway and Auto Dope

CAR TREND TO AIR COOLERS

NEW YORK, January 23.—Over each year the officers of the motor car industry become in the public eye as open book. Not only do the most important developments in the industry, but the most important changes in the industry, which are not only in the experimental stage but are being put into actual production. It is this frankness of engineers and makers on the occasion of the New York National Automobile show which has made the industry famous for its open-door policy.

As described by technical and other authorities at the show this year, the outstanding automobile changes which the near future will bring are better cooling systems, special axle fittings, and motor car design to meet the greater loads.

Engine Changes Coming.
The more insistent call for better engines necessitates some modification for present engine models. In this connection one engineer, writing in the New York Times says, "Progress in automobile design has in some respects been truly spectacular, but in some others it has been comparatively slow, and we are now approaching the time when it is reasonable to expect developments of a different sort."

The greatest engine is not nearly as efficient as it could and should be made, and practically nothing has been done to improve its efficiency for many years.

Fuel Unrelated to Water-Cooling.
One thing which is very wasteful of fuel is the fact that practically all automobiles operate with engines that are too much cooled. A gasoline engine works best when the cylinders are around the boiling point. When the gasoline is more perfectly vaporized, it does not condense on the cylinder walls and cause dilution of the lubricant.

In motor trade papers and in the technical press, of automobile engineers, similar talk about abandoning the present method of water-cooling has been taking place for a number of months.

Factors leading up to engineering objections to water-cooling in recent months, is the steady decline in the quality of gasoline, temperatures required to convert present day fuel into a vapor suitable mixture cannot be maintained where water-cooling is used.

The Lincoln Limousine



Artistically designed, beautifully finished, and unusually roomy, the Lincoln limousine, body by Dietrich, is a chauffeur-driven car extremely popular both for formal and informal use. The glass partition behind the driver may be lowered out of sight. The front compartment is upholstered in leather unless otherwise specified.

Corrosion of engine parts by sulphurous acid which forms in the case of water-cooled engines, results in abbreviated life of motor parts. The condition is commonly known as the "problem of crankcase dilution."

A second factor working to making the water-cooled motor cars from all other standpoints excepting the cooling system.

According to technical men, there are two possible substitutes for water-cooling. One is air-cooling of which Franklin is the leading exponent in the realm of motor cars; mechanical engineers also have put the mark of preference on air-cooling.

The other alternative cooling method is evaporative cooling; it is sometimes referred to as "steam cooling." With this method, water in the motor is kept at boiling point all the time, and crankcase dilution is prevented, but the problem of freezing or water cure is not removed.

The development of successful air-cooled motors always has been the result of long periods of research and experimental work, and air-cooling has been employed in connection with an exceptionally high standard of workmanship and materials as well as design.

Accordingly, it is likely that developments in evaporative as well

as air-cooling will take place in the future.

Coming Changes in Body Design.

From the standpoint of body design and finish, the New York show revealed much that is about to come. One writer describes what is influencing a change with the statement: "There and beauty have ever been qualities sought by women."

That the custom-built body has advanced in popularity.

A beautiful upholstered limousine has an important function; but it cannot fill all needs, so the American family finds the need of several automobiles.

With the congested traffic conditions in the large cities, there is a decided advantage in having a compact car. Color inspiration has been sought from several new sources. Of course the paint manufacturers entered into the spirit to please with something new. It is said that some of the paint companies spent months in development work endeavoring to match exactly on paint panels the colors that have been provided by stylists.

"Another decided note" is the tendency toward tailored effect. This applies to exterior lines and features. From the standpoint of trimming, leather has made the stride. Broadcloth of fine texture in shades most delicate is the favored fabric in the mid-to-order field."

WILLYS-KNIGHT 'SEVENTY' OUT

Willys-Overland, Inc., manufacturer of Willys-Knight and Overland automobiles, announced last week at the New York automobile show its newest product, the Willys-Knight No. "Seventy," according to Gettings and Hanks, local distributors. The car attracted widespread attention at the great show and is interest displayed there is any criterion, the new Willys-Knight is destined to enjoy unprecedented demand during the coming year, according to officials of the company.

Low sweeping lines characterize this interesting addition to the Willys-Knight line and its appearance is suggestive of European body work. It has a wheel base of 112 1/2 inches, an overall 126 inches for the larger six cylinder model. The new car is powered by the famous Willys-Knight sleeve valve motor and is a companion car in a slightly smaller scale, of the present Willys-Knight six, model 64.

Always give the ammeter and the oil pressure gauge a glance after the engine has been started to see if they are indicating properly.

PRICE CUT ON CHEVROLETS

After studying all world's production models for automobiles of 1925, according to reports of the Chevrolet Motor company, the Chevrolet Motor company celebrated the New Year with a substantial price reduction announcement which covers practically every offering in the entire line.

This price went into effect Jan. 1, and the new figures represent a saving of from \$15 to \$52, varying according to the model or body type.

In launching forth on the 1926 campaign, the officials of the Chevrolet organization will get away by a flying start with this new price schedule, according to Jerry Harrison, local dealer, and it is more than likely that the wonderful records of 1925 will be equaled during this year which opens with so much promise. Production has been made for increased production throughout the entire organization, but many officials claim that the figures set for the coming twelve months will prove inadequate just as the output schedule of last year did and had to be revised several times.

The tremendous volume of the Chevrolet plants, thirteen in all, located throughout the United States and Canada, backed by the great buying power of the vast General Motors organization, has made this price slash possible.

"Quality at Low Cost," is the slogan that the Chevrolet has always lived up to in a consistent endeavor, and so the ultimate consumer the savings achieved through the lowering of production cost.

Three times during 1925 the price of the Chevrolet product was reduced. Just a year ago the announcement of a price drop was broadcast throughout the world. Again in March a cut was made. The final drop during 1925 came in August and the prices that became effective on Aug. 1, 1925, were the prices that were slashed from \$15 to \$52 on New Year Day."

FORD OUTLOOK IS OPTIMISTIC

(Continued from Page Seven.)

Another expansion came with the establishment of a branch in Mexico City, Mexico.

New Plants in Europe.
In Europe, new plants were established in Antwerp, Belgium, and at Paris, France, where building operations are practically completed.

Another important European development during the year, which was only recently completed, was the establishment of a Ford company at Berlin, Germany. The company also extended its activities in the Orient during the year. Opening an assembly plant at Yokohama, Japan.

The close of the year 1925 finds a total of 171,941 employees in the Ford organization throughout the United States, which includes all Ford activities, as compared with 147,352 a year ago, an increase of 24,589 employees.

No motorist is qualified to state that he gives his car the best of care until he has thoroughly mastered the control of the gears and of the brakes.

Laugh In the Face of Old Man Winter



LET this old man with his frosty breath and icicle beard blow his chilling drafts in your direction. However low he pushes the mercury in the thermometer, you can drive your car without a care or worry if you are using Veltex Winter Gasoline.

This new gasoline is a new Veltex product. It is specially refined to give you better service in winter weather.

Veltex Winter Gasoline will make your car start quicker on cold mornings. It will do away with sputtering and back-firing and give you more miles to the gallon. And, it costs no more than ordinary gas.

Try a Tankful Today
Look for the Veltex Winter Gasoline Signs
Fletcher Oil Company



FRANKLIN

Series "11"

NOW ON DISPLAY AT OUR SALE AND SERVICE DEPOT, 1414 ADAMS AVENUE.

Ask the 125 local Franklin owners about the motoring comfort they enjoy. Then see the new models—they have distinctive new bodies of outstanding beauty and grace.

The Franklin is air cooled—it has no radiator, uses no water, needs no winter accessories. It can be driven without a single cooling care, or even a thought from one end of the year to the other.

Ask for a ride in the New Franklin. Have its many great advantages explained and demonstrated—then you'll want to buy one.

McCLURES

Distributor of The Franklin
Sales—Bird F. Lewis
Geo. E. McClure
Service—Kenneth A. Keeney
Tracy Hollister

BOHNENKAMPS GET INTERNATIONAL TRUCK AGENCY

Arrangements have just been completed whereby W. H. Bohnenkamp company will carry a stock of International trucks at their warehouse here. The International trucks are manufactured by the International Harvester company and are well known in this territory. Many of them have been in use in the county for six or seven years.

It is a well known fact that whatever lines are put out by the International people are very competitive and able to hold their own against all comers. The new distributor declares, "During the past two or three years the company has been devoting a great deal of energy to improving its trucks and pushing the sales on same. How well they have succeeded may be judged by the fact that in 1925 their line ranked third in the state in sales."

It is said that no matter what the hauling problem is that the International company makes a truck adapted to it. The present line comprises sizes from 1 to 5 ton in both heavy duty and speed models. A three-quarter ton speed model has just been added and will be ready for delivery within the next 45 days. One of the most popular models is a new 1 1/2 ton speed model with extra long wheel base and a very few dropped frames. There is a factory branch in Portland where over a hundred trucks in all the models are on hand.

W. H. Bohnenkamp, company will have a man to look after this line together with the tractors and combines which they have carried previously. Several of the International tractors have been placed in service here in the last year and have proved so successful that the local dealers are expecting to spend much time in promoting the sale of tractors this year. The International combines are also very popular, but of them being sold in Union county during 1925.

When it becomes necessary to crank your automobile engine by hand, be sure that the spark is fully retarded. Then engage the crank at the point which places the handle nearest the ground. Pull it up clockwise with a short snappy pull.

Do not drive your car with the spark too far advanced, particularly if this causes a slight pounding noise in the engine. This practice places a severe strain on the engine bearings, crank shaft, connecting rods and wrist pins.

During the winter months it is advisable to use a lighter grade of lubricant in the transmission, to make gear shifting easier.

We Have A Few Good Used Cars

We offer only such cars as have satisfactory service remaining in them and at such prices as to make them an asset rather than a liability to the purchaser.

ONE DODGE SEDAN—Rebuilt in our shop. Will deliver service much in excess of the price we are asking.

ONE DODGE COUPE—Rebuilt and in excellent condition.

ONE DODGE SCREEN BODY—Rebuilt. Will give satisfactory service on any delivery job.

ONE FORD ONE-TON TRUCK with delivery body and closed cab. Late model and fine condition.

ONE DODGE ROADSTER—Worth the money at which we have it priced.

ONE 1925 BUICK TOURING CAR—Less than four months old. Runs and looks like new.

ONE OLDSMOBILE.

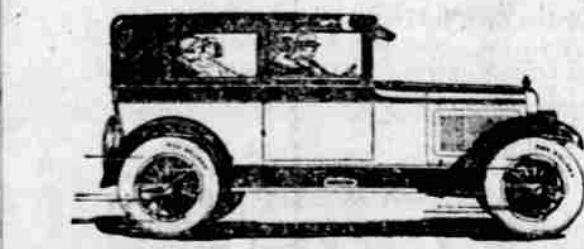
We have listed for sale several 1925 model cars by parties who wish Dodge Brothers' cars. This list includes nearly all the standard makes. We can put you in touch with the owners.

Smith's Garage

This SIX challenges comparison

Side by side, with any Six within several hundred dollars of its price, this big, oversize, extra-powerful Overland Six Sedan will win your enthusiastic approval hands down!

In beauty of color effect, in lustrous finish, in body lines, in room, in equipment... between this and other Sixes in the \$1000 group there is no possible comparison. In performance it will out-pull, out-run, out-accelerate any car in its class you want to test against it. Step in and see it.



Six Sedan \$895

Overland Six

Gettings & Hanks