

FRISCO SHOW BEGINS TODAY

Eyes of Western World Focused on Californian City as Display Week Starts.

SAN FRANCISCO (Special) — With the opening of the tenth annual Pacific Automobile show today the eyes of the western motor trade are focused on San Francisco for what will undoubtedly be the biggest motor display ever held west of Chicago.

With the San Francisco show dates set at January 30 to February 6, the same as the Chicago show and over two weeks earlier than ever before, the importance of the local display is much greater than heretofore.

It means that car dealers will have the same chance of seeing the new models and receiving the new trade gossip as the dealers of the middle west and that they can attend trade meetings here, view the new offerings of the industry and place their orders for the coming year without traveling three to five days into the heart of the middle west in the blizzard and zero weather which generally ushers in February in that section of the country.

Show Outlook Rosy. The earlier show dates, the fact that nearly all of the big factories are duplicating their New York exhibits at the San Francisco display and the enthusiasm of the big distributors in calling special trade meetings for the show week have combined to make the show outlook better than ever before, from the trade standpoint.

Greater interest by the public and an increasing attendance is also indicated. Reports from the New York show indicate that record breaking crowds were in attendance at that display. Interest of the fans in the improved models that are being offered by many of the factories and the fact that seven new cars or old makes of new design will be shown here for the first time at the show will undoubtedly make for a high attendance record.

Decorations, always a feature of the San Francisco show, will again be a headline feature of the tenth annual exhibit. George Wahlgreen, veteran show manager and decorative wizard has been working with a corps of artists, decorators and designers to make this year's show even more beautiful and more spectacular in lighting and decorative effects than those that have preceded it. It is freely predicted that this city will again win the distinction of having the most beautiful show in America.

TRAFFIC HEAVY ON OLD OREGON TRAIL HIGHWAY

Judging from a recent traffic count the travel over the highway leading out of La Grande is unusually heavy for this season of the year. At Meacham on the Old Oregon Trail 199 cars passed and at a point one mile west of Union on the same highway a like number of autos passed. At the top of the Minam hill on the La Grande-Wallowa lake highway 70 cars were counted.

This count was taken Wednesday, and two more will be made before the end of winter. The next one will be February 18. The purpose of traffic counts this time of the year is to determine the amount of winter traffic on roads on which snow is removed by the highway department.

Officials who took the count state that "most of the cars were listed as 'through traffic'."

automobile show will be its music. Paul Whiteman, outstanding national figure and one of the foremost musicians of the world has been engaged at a reputed stipend of \$25,000 to play for the show. He comes direct from New York, the scene of his latest triumphs and leaves directly after the close of the auto show for Florida where he will play at one of the famous Florida hotels for a remuneration that makes a king's ransom look small.

Whiteman to Play. Hailed as the King of Jazz, this dominant director and his 28 piece orchestra will play afternoons and evenings at the Exposition Auditorium show and it is expected that the double attraction of motor cars and jazz music will attract thousands from all parts of California and the Pacific coast to the big display.

The show management has announced that in spite of the many new features, the decorative effects, the new models and the wonderful Whiteman music, that there will be no advance in the regular prices that have prevailed in former years. The admission price of 75c will include war tax. However, for the convenience of the thousands who may wish to rest and view the great show spectacle while listening to the Whiteman music, arrangements have been made to clear the balconies and reserve seats for afternoon and evening concerts for fifty cents additional. It is expected that this announcement will be welcomed with enthusiasm by the San Francisco music loving public, who after having viewed the display may wish to come again during the week for either matinee or evening performances.

Silent Shifting. If a driver will depress the clutch, shift from now to neutral, then from neutral to second and release clutch, this double maneuver almost invariably assures silent shifting.

Automobile Dealers Look Forward to Greatest Year

Expert Views Outlook—Sees No Need to Worry Concerning Market for Cars in the United States—World Horizon Bright for Automotive Trade.

OUTLOOK FOR COMING YEAR

Foreign business will exceed all previous years. Export trade will be active. Domestic conditions promise steady employment. Rail lines will increase use of motor vehicles. Suburban residential and trade growth.

(By Charles Clifton)

During the coming year the automobile business looks forward to the biggest and most conservative period in its history.

This seeming paradox is accounted for by the fact that as we enter 1926 the activities of the motor vehicle business are worldwide. We have exported cars and trucks to all quarters of the globe for many years, but the past year has been the first time when foreign markets called for units on a scale that might be considered volume production.

About 550,000 American motor vehicles were sold in foreign countries during the past year. This was a 44 per cent increase over the preceding year. This volume of foreign trade is the best guarantee, the most favorable economic sign which we could enjoy.

Peace of Local Market. I have never felt, and I do not believe, that there is any need for worry concerning the market for automobiles in the United States.

The so-called saturation point is a figure of the imagination, a theoretical assumption that we could have a situation where every family would own a car, no cars would wear out, and there would be no growth in the nation's population.

There is, obviously, no such static possibility. Yet the saturation point has been such a popular concern that in the past it has had a strong psychological effect in some quarters. Hence this volume of foreign business tends to clear the air, to demonstrate that whatever might happen in this country, there remains the markets of the world as purchasers of our motor vehicles.

Ninety-three per cent of the population of the world living outside of the United States, now owns about 19 per cent of the total registration of motor vehicles. Go into the manufacturing plants of the large companies and you will find weekly records of sales all over the United States and abroad.

how many cars of its make are in dealers' hands, how many have been sold during the past seven days and how many cars are on order.

Whenever a general market softening appears the factories are prepared to curtail production, until the slack has been caught up. With this careful check-up on the field even a big production program can be handled on a sound basis.

Return of the Farmer. While foreign trade will be the feature of 1926, the domestic situation will also be favorable because of the improved position of agriculture.

There are more than 6,000,000 farm families in the United States, which represent the largest single block of buyers. It is a tribute to the stability of the automobile business that it has been able to go forward at a time when agriculture was having a hard time.

One reason for this is that automobile prices have been constantly lowered so that the farmer can purchase the average car for 500 bushels of wheat today, while it required 1,482 bushels in 1913.

In general, however, prices of commodities have remained high with the exception of foreign products, so that agriculture has been at a disadvantage. Whereas as one time the farmer represented one-third of the automobile purchases, the percentage for two or three years declined to around 30 per cent.

In 1925, with agriculture in a better economic position it is expected that this group of buyers will be actively in the market again for manufactured business will benefit along with the others.

200,000 Employed by Industry. With these healthy conditions in view the outlook is excellent for employment.

This industry, directly and indirectly, provides a living for 3,200,000 persons. About 550,000 of these are engaged in the manufacture of cars and trucks. The remainder are factory workers in the parts accessories and raw materials plants, or engaged in the sale or the professional operation of automotive products.

The automobile business is the largest industry in the country, according to the United States department of commerce, the rating being based on the wholesale value of its products.

This fact has considerable bearing on the general economic picture, because when the largest business in the country is active it means that there is an enormous payroll which is utilized in buying groceries, shelter, clothing, shoes and the other products which people use. In short, it is an indicator of prosperity all along the line.

Plan to Honor Veteran Studebaker Employees

"Veteran Studebaker employees will be honored by a policy just adopted providing for the naming of plant gates and streets after old employees."

"Streets named for pioneers, great soldiers and statesmen—long dead in the majority of cases—are common enough. But the pioneer Studebaker proposes to honor, with only three exceptions, are hale and hearty. Several, in fact, are still actively engaged in the plants which they have helped to build."

"Studebaker has always been proud of the number of his employees who have records of long, faithful service. Ninety Studebaker employees are on the corporation's pension list, receiving a regular monthly pension. These employees have all served the corporation 20 years or more and are 60 years or more of age which automatically entitles them to the benefit of the pension plan."

"There are a number of veteran employees in the Studebaker body plants who are working side by side with their sons, teaching the fruits of their own building experience to the next generation. It is only fitting that the corporation should pay some form of recognition to these veteran employees as it has decided to do in naming plant gates and streets."

Don't Knock.

A knocking motor makes its stop at once. Our engine must be free of any flaws. But when we turn and knock our fellow man, we never stop to analyze the cause.

If he does not appear just what you like, If you don't quite agree with what he said, Don't knock, but turn within yourself. And start to clean the carbon from your head.

Heat Expands and Cold Contracts

Don't exert much strength in screwing a spark plug so tightly into a hot motor. When the engine cools the cylinder metal will contract, making it extremely difficult to remove the plug when necessary.

RUBBER PRICE MAY GO DOWN

Sir William Letts, K. B. E., Says America Must See Present Condition in True Light.

In an important statement given to the press during the New York Automobile show, Sir William Letts, K. B. E., president of the Society of Motor Manufacturers and Traders of Great Britain, covered the rubber situation as it is seen from the British viewpoint.

Sir William was on his 27th trip to this country in the interests of the motor car industry of Great Britain and Continental Europe.

He expressed himself as amazed at the continuous prosperity of the automobile industry, stating that in Europe there was a steady upward tendency but that it was not comparable to the developments in this country. He also said that the Motor Transport Congress was beneficial to the whole world as the transportation problems of Europe were analogous to those here and that the aims and objects of Great Britain and Europe were the same as those of America.

Treating upon the rubber situation, Sir William said, "I was deeply interested in what your Herbert Hoover had to say regarding rubber and the present price tendencies. I was pleased to hear him for we in Great Britain are appreciative of the high position he holds in your government."

Too Much Has Been Said.

"Before I came out here on this trip, and since I have been here, I have felt that too much has been said and written in America regarding the rubber situation and that it has been treated too much from the American viewpoint."

"Just as rubber itself is elastic, the statements regarding it have been stretched quite far enough. The American has got the same conditions identically as Great Britain and the rest of the world in its purchase of raw rubber and no advantage has been given to Great Britain or any other country as against America. Every one is on the same basis."

"Sir Robert Horns, G. B. E., in his statement to the American newspapers of January 2nd puts the matter so clearly that I do not believe that it is possible to challenge his statements. It is of no use to try to rope in the sentiment of automobile users regarding rubber prices. They are in exactly the same position regarding the price of tires here as they are all over the world. The prices of crude rubber as supplied to your manufacturers are the same as they are all over the world. The prices of crude rubber as supplied to your manufacturers are the same as they are to manufacturers in all other countries. No one can say that the British government is picking the price of rubber."

"The Stevenson act, I believe it is generally admitted, has saved the situation. The present price to which rubber has soared has been caused by nothing more or less

than speculation both by insiders and outsiders. It is just like speculation in your wheat pit and cotton market. Had there been no Stevenson act the planters and the states would have gone broke.

"It is rather surprising to talk about the present prices affecting users in a country where motor cars are in such phenomenal demand especially when you consider

how different this country is in general prosperity from other countries which are users of automobiles. And in these other countries the same condition exists which exists here.

"Rubber Prices Coming Down." "We in the automobile industry in Great Britain, are just as anxious as you are here for tire prices to be put at an economic figure."

"In my humble opinion, rubber prices are coming down. "The complete relief under the Stevenson restriction scheme of 100 per cent will be in operation in February and should give great benefit to the situation. In my humble opinion the government having stood behind the Stevenson (Continued on Page Ten.)

Advertisement for Goodyear Pathfinder tires. Features a large illustration of a tire and the text: 'Save Your Money - buy Goodyears. You may have a barrel of money. We hope you have. But we can't give you one cent's worth more of dollar-for-dollar tire value than the man of modest means can get in a Goodyear Tire today. The fact is, Goodyear quality is now within reach of all. That's what comes of building the best of tires and pricing them low. NOTE THESE PRICES ON GOODYEAR PATHFINDER CORD TIRES. 30 x 3 1/2 Clincher \$10.20 32 x 4 1/2 Straight Side \$23.75 32 x 4 Straight Side \$19.20 35 x 5 Straight Side \$33.60 Other Sizes in Proportion. W. H. Bohnenkamp Co.'

SUPERIORITY too Great to be Overtaken

Today Chrysler is talked about and desired with even greater eagerness than two years ago, when it brought the first new note to motoring efficiency in years.

Chrysler was first to sweep old traditions aside. The new kind of performance, comfort and beauty which Chrysler created, captivated the public and exerted a tremendous influence on all motor car developments since that time.

But even the past two years have not brought any other car abreast of Chrysler.

Chrysler, meanwhile, has developed its own new measures of manufacturing fineness, new features of extraordinary equipment, new superiorities of performance and new standards of

riding and driving ease—in the Chrysler "70", and the Chrysler "58" as well as in the new and superfine Chrysler Imperial "80".

The world has given recognition to outstanding Chrysler superiorities with a volume of popularity that sweeps beyond any previous height.

The purchase by the public of more than 280 million dollars' worth of cars of Chrysler manufacture during the first two years of Chrysler history takes premier rank among the industry's most brilliant achievements.

The Chrysler Corporation promises that the emphatic superiority which is the foundation of this overwhelming success, will be kept as far in advance as it is today.

CHRYSLER

Leo J. French Corner Jefferson and Elm.

Advertisement for Ford Tudor Sedan. Features a large illustration of the car and the text: 'The Ford Tudor Sedan, with all-steel body, is an ideal family car. Anyone can learn to drive it. Seats five passengers in comfort. The nearest authorized Ford Dealer will gladly explain the easy terms on which this good-looking Sedan may be purchased. Ford Motor Company, Detroit, Mich. TUDOR SEDAN \$580. F. O. B. Detroit. Runabout \$260, Touring \$290, Coupe \$520, Fordor Sedan 660. Closed cars in color. Demountable rims and spatter extra on open cars. All prices f.o.b. Detroit.'