



AUTOMOBILE NEWS



GIVE HINTS FOR SELECTING CAR

Local Dealers Declare Simple Rules Will Help Buyers

"A few simple rules to follow will make it easy for the buyer of a new car today to get a modern, well-engineered product," declares the firm of Gattines and Hanks, local auto distributors.

"With in the past few months there have been many developments in motor car construction. These features show up so plainly in the modern engineer car that the buyer has little chance to go wrong if he uses his head and his eyes.

"Modern engineering cars are low, the roof line is closer to the ground than has been the case at any time before. This low body effect is not for style alone but is also for road balance.

First Glance Important
"First glance at a car will show whether it looks low or not. Buy

the low car if you want road stability.

Try it out for leg room and head room, and if these dimensions suit you, center your choice on the compact body. Compactness means conservation in weight and bulk and this means easier control and greater economy in operation.

"Check up on the developed horsepower as compared with the rated horsepower. The modern engineer power plant develops a brake horsepower far in excess of its rated power. In the four-cylinder field, the buyer today can get a developed power fully 100 per cent in excess of the rated power. Choice of a car in which the developed power is only 20 per cent to 30 per cent in excess of the rated power means that the owner is paying twice as much for operating expense as is the owner who buys the modernized motor with its surprisingly high developed power.

Check Horsepower
"In the six-cylinder field, be sure to check the developed horsepower against the rated power.

"The drive system also comes in for attention. Modern engineering demands a straight line drive, the propeller shaft running almost without drop from the transmission to the rear axle, which means

Pontiac Builds New \$7,600,000 Michigan Plant

Work on the new \$7,600,000 Pontiac Six factory now being built by the Oakland Motor Car company at Pontiac, Michigan, is slightly ahead of schedule, according to a bulletin just received here by Charles McCarty, Oakland-Pontiac dealers in this territory.

He stated the information he had on hand indicated that the huge plant would be available the first of next year to begin producing 1926 Pontiac Six cars a day.

"I am told that more than one-half of the entire foundation for the 36-acre of floor space which will comprise this mammoth plant delivery of full power.

"Mechanical four-wheel brakes offer simplicity and constant adjustment without the necessity for attention on the part of the car user.

"These are the essential features by which to judge a motor car. In Willis-Knight and Overland products they have been standard since the present models have been developed."

has already been laid," said Mr. McCarty. "In addition by the end of the month the entire foundation will be in, for excavation has been practically completed."

Chrysler Output 800 Cars a Day

"Despite the fact that at this time of the year automobile factories usually face certain seasonal decline in sales which in turn affects production, the Chrysler corporation at present is producing 800 cars a day," reports Walter P. Chrysler. "This is partly because of the very satisfactory public acceptance of the new four-cylinder model, the Chrysler '60', which was offered to the public for the first time last month.

"During the first eight months of 1926 the Chrysler corporation produced 100,772 cars as compared with 89,722 during the same period last year, an increase of 12.3 per cent.

"Export business is excellent. And this despite economic difficulties which are troubling many of the countries of the old world.

"We look for business during the remainder of 1926 to show a marked improvement over business during the last months of 1925."

NOW COMES THE FLYING AUTO?

NEA Service Writer Believes Aerial Car Will Solve Difficulty

By ISRAEL KLEIN
Science Editor, NEA Service
Yes, we're going to solve the traffic problem some day—when automobiles take to the air!

That's going to be possible before very long. In fact, automobile and other engineers are already talking about this and they are planning a car that will be the best suited for aerial travel.

Europe has done most toward the achievement of this goal, with its helicopter and auto-gyro invention, miniature automobiles that rise straight up, or that fold their wings when speeding along the ground.

Some imaginative scientists go even farther and foresee an automobile flying through the air 100, 200 and even more miles an hour, by the aid of electric power transmitted to them from a central power station by radio!

That isn't all impossible, for already power is being transmitted by electric line, which is only a step previous to its transmission without the use of wires.

Visitory Auto

Prof. A. M. Low, one of the most noted scientists in the world, sees such an automobile, riding along England's smooth wide roads to the coast, hopping off in the air and going at a fast rate across the continent of Europe as far as India—while the business man in the back keeps in touch with his London office by radio. No service stations, no stopping for gas or oil, for the engine would be electrically operated by wireless power and its oiling would be a matter of little concern.

Even today there are tendencies to this effect. Engines are becoming smaller and more efficient. Super-chargers are being applied to enable high speeds at low cost of fuel.

Yet there is a great deal to be achieved before the auto can take to the air, and much more before it can depend on wireless electric power. It must have a lighter engine with higher power ratio. It will have to be designed as a unit, body, chassis and all, to centralize all stress for best flying advantages. It will have to be made of light yet sturdy material, streamlined for air travel and designed for maximum carrying capacity with a minimum of space and weight.

Low even sees an electrically driven engine, so small, and so efficient that it could be parked underneath the floor boards of the car, even at the rear, almost inaccessible because of the little or no need for its constant care. What space is now taken up by the engine in front would then be given to passenger and freight carrying with perhaps just the propeller in front.

"The far distant time when directional energy can be transmitted, nothing can prevent the picking up of induction power from cables of from stations which will be placed at intervals along our main routes.

The Garden

FREESIAS FOR THE HOUSE

The newest of the bulb tribe in popular esteem, the freesia, comes to us from South Africa and has proved the easiest of winter-flowering bulbs to grow in a sunny window in the house. They should be potted at once, setting the bulbs, four or five to a five-inch pot, about an inch deep. Set the pot outside and keep moist while the bulbs make roots. As soon as the nights grow frosty bring them in and give them a sunny spot where they will not be too hot and they will begin blooming in the house in January.

The one factor necessary for their success is to see to it that the atmosphere in the room is not too dry, a precaution that should be taken for humans as well as plants. If it is too dry the buds will blast.

The freesia, which originally was confined to a white variety, we now have in a gorgeous array of colors, oranges, lavenders, roses, pinks, the finest measuring two inches across. The freesia is celebrated for its delightful fragrance. A pot of these plants in bloom or a bouquet from the florist's will scent up a whole room. A dozen bulbs will furnish three pots and they can be planted at intervals of a week or two for succession.

They resemble miniature gladioli in foliage. Give them good garden soil but be sure to provide good drainage or broken flower pots or pebbles in the bottom of the pot. Each bulb will furnish several stalks of bloom.

If you think women are cowards, just blow your auto horn to make one of them get out of the way.

The poor have one advantage. Jiltneys are easier to dodge than subpoena servers.

Definition—A pedestrian is a man whose wife has gone with the car.

Ransom Taters brought into town yesterday smelling of gasoline—everybody thought Ransom had bought a car, but none to find out he only had his suit cleaned.

Quality Beyond Comparison Results from CHRYSLER Standardized Quality



CHRYSLER "60"

The Finest Low Priced Six in the Industry

Compare the lighter, lower-priced six Chrysler "60" with any car near it in price.

There isn't a low-priced six on the market that will begin to give you as much for your money.

Sixty miles, and more, per hour; unprecedented get-away; 22 miles and more per gallon; striking beauty; astonishing riding ease and road ability; Chrysler four-wheel hydraulic brakes; oil-filter and air-cleaner; seven-bearing crankshaft; impulse neutralizer; road levelers front and rear; roomy, luxurious bodies.

See it for yourself; drive it; put it to any test. We know that you'll be satisfied with nothing else.

CHRYSLER "60"—Touring Car, \$1075; Roadster, \$1145; Club Coupe, \$1165; Coach, \$1195; Sedan, \$1295. All prices, f.o.b. Detroit, subject to current Federal excise tax.

There is scarcely a motor car of importance today that does not reflect in either design or practice the influence of Walter P. Chrysler and his engineers. This is because in the past three years the organization of which Mr. Chrysler is the head has pioneered more improvements in the automobile than had been brought forth in the preceding decade.

The result has been quality beyond comparison and now Mr. Chrysler further emphasizes this quality—makes it more than ever outstanding in all price classes—by his plan of Standardized Quality.

Mr. Chrysler is the first and only large scale manufacturer building four cars under one name and one management in one group of unified plants on a standardized quality basis. This standardization of quality is the result of an extraordinary complete coordination of engineering and manufacturing facilities and resources.

Thus every motorist is enabled to buy in any of the four general price classifications, with complete assurance of receiving all the brilliancy and dependability of service for which Chrysler has established a reputation throughout the world.

Chrysler Model Numbers Mean Miles Per Hour

L. W. WEEKS

Jefferson Avenue

Telephone 180-J

READ THE OBSERVER CLASSIFIED ADS

These Cold Mornings You Can Tell The Difference

And it's a big difference—quicker starting, faster acceleration, more pep and power in every mile. That's what you notice in the

NEW AND BETTER TEXACO GASOLINE

Follow a safe policy for the cold months—fill up now with Texaco—be free of bother about gas, and for your engine insist on Golden Texaco motor oil—it pays.

Like all Playle service, Texaco products satisfy—we guarantee that with every dollar you spend here. Drive up—or phone—today!

PLAYLE OIL CO.

"Playle's Superior Service— as Near as Your Telephone"

The Pride of a Custom Car at the Price of a Conventional Car

A MASTERPIECE of custom design, built close to the road and as close to perfection as mortals can come—the Studebaker Custom Sedan.

The greyhound grace of a long, low-slung custom body—gleam with the beauty of pin-striped duotone lacquers—sumptuously upholstered in fine Chase mohair with broadlace trim—and decorated with that feminine touch which is just as necessary in the interior of a Sedan as it is in achieving luxury and comfort in a home!

Disc wheels, pin-striped to harmonize with the coachwork—four-wheel brakes and two-beam acorn headlights—a ventilating windshield (exclusively Studebaker) which insures fresh air without drafts or moisture—and the security and stamina of the

quiet Studebaker L-head motor whose mileage records read like the figures of a Foreign Debt! The smooth flow of power and absolute freedom from vibration which have long characterized the Studebaker L-head engine, are insured by Studebaker's big crankshaft, fully machined and dynamically balanced.

Poised on the radiator is the silvered emblem of Atalanta, two-fold symbol of graceful speed and competitive fury!

STUDEBAKER STANDARD SIX CUSTOM SEDAN

\$1385

f. o. b. factory, including wheel brakes, disc wheels and other equipment as listed

See this Studebaker Custom Sedan—it has everything you want—at a One-Price price!

Equipment—No-draft ventilating windshield, exclusively Studebaker, front and rear bumpers; engine thermometer and gasoline gauge on the dash; coaxial demoral lock; oil filter and air purifier; automatic windshield cleaner; rear vision mirror; traffic signal light; 5-wire brakes; full-size balloon tires; and two-beam acorn headlights, controlled from steering wheel.

Other Standard Six Models—Duplex Roadster \$1245; Duplex Phaeton \$1445; Coach \$1645; Sport Roadster \$1295; Country Club Coupe \$1395; Sedan (wool-trimmed) \$1495; Custom Victoria \$1595

ALL PRICES F. O. B. FACTORY

M. J. Goss

STUDEBAKER