



# AUTOMOBILE NEWS



## MANUFACTURE OF PARTS BOOMING

Department of Commerce Figures Shows a Big Growth in Industry

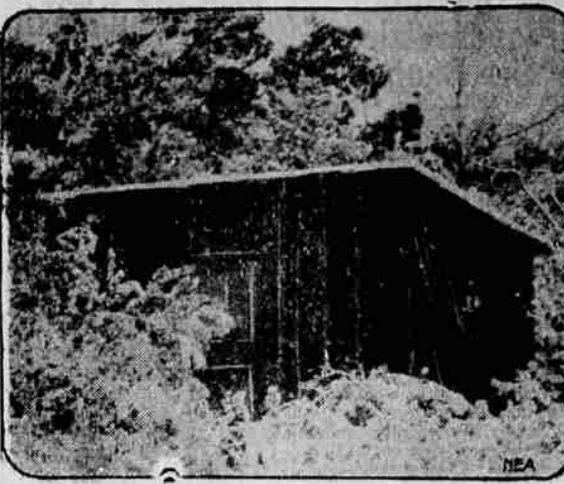
WASHINGTON, Nov. 13—The department of commerce announces that, according to data collected at the biennial census of manufactures, 1925, the establishments engaged primarily in the manufacture of motor-vehicle bodies and parts reported products valued at \$1,511,376,000, an increase of 49.2 per cent as compared with \$1,013,112,000 for 1923 the last preceding census year.

The principal items entering into the total for 1925 are as follows: closed passenger-car bodies, \$354,761,000; open passenger-car bodies, \$42,376,000; truck bodies, \$35,573,000; bus bodies, \$13,712,000; all other bodies, \$6,309,000; gears (transmission, differential, timer, etc.), \$46,971,000; steering gears (complete units), \$11,956,000; frames, assembled and unassembled, \$36,555,000; wheels, \$67,451,000; radiators (shells and cores), \$41,447,000; axles (front, and rear complete), \$68,980,000; bumpers, \$18,634,000; shock absorbers, \$11,743,000; windshields, \$11,454,000; and rims, \$17,742,000. No comparable data for these items are available for earlier census years.

The establishments classified in this industry are those engaged primarily in the manufacture, for sale as such or for transfer to motor-vehicle manufacturing plants in other localities but operated under the same ownership, of motor-vehicle bodies, parts, and assemblies, not including complete chassis, engines, springs, tires, batteries, ignition apparatus, and starting and lighting systems, which for census purposes are classified in separate industries. Where bodies and parts are made and assembled into complete motor vehicles in the same plant, the plant as a whole is classified in the motor-vehicle industry proper. The statistics in this report do not, therefore, cover the manufacture of all motor-vehicle bodies and parts, but only the classes specified which are made for replacement or for assembly into complete motor vehicles in other plants.

**Some Duplication.**  
In making use of the figures in this report it must be kept in mind that they include some duplication

## PAT McDERMOTT'S HIDING PLACE



In this shack in the western Pennsylvania mountains, Pat McDermott, suspect in the murder of Don R. Mellett, Canton (O.) publisher, is said to have hidden during the last ten days of his freedom. He was captured by Detective Ora Slater after his family had revealed his hiding place.

because certain simple parts are sold by some manufacturers to other manufacturers who install them in more complex parts and assemblies. For example, some manufacturers of rear-axle housings sell them to manufacturers of complete rear-axle assemblies, and as a result the value of the housings is duplicated in the total for the industry.

Of the 1,350 establishments reporting for 1925, 170 were located in New York, 145 in Ohio, 135 in Illinois, 131 in California, 128 in Michigan, 103 in Pennsylvania, 78 in Indiana, 66 in Massachusetts, 62 in New Jersey, 59 in Missouri, 58 in Wisconsin, 58 in Connecticut, 52 in Minnesota, 52 in Texas, 50 in Iowa, 26 in Washington, 17 in Tennessee, 12 in Maryland, 11 in Colorado, 11 in Oregon, 10 in North Carolina, and the remaining 99 were scattered throughout 22 other states and the District of Columbia. In 1923 the industry was represented by 2,120 establishments, the decrease in 1925 being the net result of a gain of 227 and a loss of 997. Of the 997 establishments lost to the industry, 529 were reported as having been engaged solely or principally in custom or repair work in 1925 and were therefore excluded, 475 had gone out of business before the beginning of 1925, 31 were idle during the entire year, 155 were engaged in the manufacture of products other than motor-vehicle

bodies and parts and were therefore transferred to the appropriate industries, and 114 report products valued at less than \$5,000. (No data are tabulated at the biennial censuses for establishments with products under \$5,000 in value.)

## Low Prices Add Impetus to Call For Overlands

Following the price cut announced by Willys-Overland several weeks ago on the Overland Six, retail deliveries on all models of this popular car have shown marked increase.

The present figures represent the lowest level ever reached by Willys-Overland in their six-cylinder production.

The deluxe sedan in the Overland six line is the lowest priced car four-door sedan in the light six field with but three other makers offering 5-passenger models at lower figures and these being landau sedans or coaches, it is said.

The Overland six standard sedan, which is built with two doors only, but which has a full size five-passenger sedan type of body is the lowest priced model of this carrying capacity with but two exceptions, one of these being a coach and the other being but \$10 lower in price than the Overland. In seating room, the Overland six offers greater space than is found in any other light six within its price range and this feature coupled with the superb finish and equipment which has been characteristic of the model since its introduction twenty months ago has emphasized the dollar for dollar value of the car.

## Gas Prices Are Higher in Other Countries, Claim

**From Oregon Motorist.**  
American motorists who think the cost of operating their cars is excessive should stop for a moment to consider the costs of motor car maintenance in foreign countries and they will appreciate that the motor car is operated more economically in America than in any foreign country, according to figures prepared by the United States department of commerce.

**Foreign Prices.**  
For instance, the price of gasoline in Teheran, Persia, on July 1st, was \$1.25 per gallon; in Durban, British South Africa it cost 98 cents; and in Bogota, Columbia, motorists were compelled to pay 75 cents a gallon or hitch a horse to their cars. Other prices per gallon as reported on the same date were: Puerto Cortez, Honduras, 70 cents; La Paz, Bolivia, 65 cents; and Jugoslavia, 60 cents. The lowest price reported was from Bucharest, Rumania, where gasoline retailed at 15 cents per gallon.

All of the above figures have been translated into American dollars and gallons.

Many factors determine the variations in price. These factors include distances from sources of supply, quantities consumed, transportation facilities and rates, import duties, excise duties, and distribution and marketing costs.

Many foreign countries use American gasoline. Naturally they pay more for it than we do.

**PRaises FOOTBALL.**  
CHICAGO—While some eastern papers favor abolishing football because of the Harvard-Princeton dispute, here are the views of Commissioner Griffiths of the Western conference about the game:

"It breeds sportsmanship. It teaches a quarter of a million young men every week how to take a licking."

**SIGNS OF THE TIMES.**  
Hogriders are passing banks by and robbing filling stations. There are horse shows and auto shows but the pedestrian has no show.

Motor Tourist—"Aha! We're getting near to a big city now. Notice the two and three-story buildings!"

**\$150 FOR BALD HEAD.**  
PHILADELPHIA — The girls may take note now that Harry Riloff has luxuriant hair in place of a bald head. In a trolley accident he got a shingling pate. The hair grew again after he went to 13 doctors and a masseur. Suing the traction company he said in court that the baldness was annoying because he might want to get married. A jury awarded him \$150.

Taxi Driver (accussing his car):  
My gosh, what a clutch!



## not a speck of Reclaimed Rubber in CTC TIRES

**EXTRA MILEAGE** is a known feature of CTC tires because only true, 100% rubber goes into CTC tires! 100% rubber. Actual users of CTC full-rubber tires have made CTC's fine reputation by their hearty, unrequested praise. NOW—CTC builders will never harm that reputation!

Not a speck of reclaimed rubber will ever be used!

"Gaining New Friends Through Extra Mileage"

## CTC CORDS & BALLOONS



Contest! Ask your dealer about the \$2000 Prize CTC Speedometer Mileage Contest!  
Columbia Tire Corporation (CTC)  
LA GRANDE TIRE SHOP

## NEW LOWER PRICES place the Chrysler "60" further than ever beyond comparison with the ordinary type of light six

ANY attempt to compare the Chrysler "60" with the ordinary type of six is like comparing the modern dirigible with the old-style balloon—impossible, because the two are fundamentally different.

The difference begins with a black-and-white difference in engineering, the Chrysler "60" being designed and built under the plan of Standardized Quality, as if required to give 60 miles an hour for every mile and minute of its life.

Necessarily, the difference stands out even more sharply in performance—the extraordinary power reserve of the "60" giving it a smoothness at average speeds that you recognize at once as unattainable in the ordinary type of six built by ordinary manufacturing methods to ordinary performance standards.

Just as pronounced is the difference in comfort, agility and handling ease—in gasoline economy, dependability and long life—in every single feature that makes for complete motoring satisfaction.

Try out the Chrysler "60"—discover for yourself why, at its new lower prices, it is the inevitable choice of every purchaser who searches for utmost value in the light six field.



**COACH \$1145**

	Old Prices	New Prices	Savings
Club Coupe	\$1165	\$1125	\$40
Coach	1195	1145	50
Sedan	1295	1245	50

Touring Car \$1075, Roadster \$1145  
All prices f.o.b. Detroit, subject to current Federal excise tax.

**L. W. WEEKS**  
Jefferson Ave. Telephone 180-J

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## America's Safest Light Car

168 of America's foremost Police Authorities say that 4-wheel brakes are absolutely necessary on a light car today.

The Whippet is the only light car having 4-wheel brakes as the national standard equipment. Drive it yourself, and see how safe you feel behind the wheel. 4-wheel brakes and a low center of gravity make the Whippet America's safest light car.

**\$695 WHIPPET SEDAN**  
Other Whippet prices are Coupe \$685, Touring \$545, prices f.o.b. factory. Prices and specifications subject to change without notice. The Whippet Finance Plan offers unusually attractive credit terms. Willys-Overland, Inc., Toledo, Ohio.

## OVERLAND Whippet GETTINGS & HANKS

Cor. Fir and Jefferson

## Running Our Business TO GIVE Value and Satisfaction

That's our job—and we put our hearts and souls into doing it well. Personal service to every customer. We want you to know your business is appreciated and hope you will come again.

**NEW TEXACO GAS**  
**TEXACO GOLDEN MOTOR OIL**

**HEASTY'S FILLING STATION**  
Cor. Second and Adams.

## VIBRATIONLESS BEYOND BELIEF

—something new in Motor Car Performance

The smoothness and quietness of the Greatest Buick Ever Built defy description. This remarkable motor car is vibrationless beyond belief. We hope someone else tells you that some other motor car also is vibrationless. For then you may be induced to drive the two cars, and compare them. And you will better appreciate the amazing smoothness, at every speed, which now belongs to Buick.

**It's the GREATEST BUICK EVER BUILT**

**JENNINGS & SHUMATE**  
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WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM.