



AUTOMOBILE NEWS



Build Chevrolet Every 12 Seconds During This Year

OAKLAND, Dec. 18.—A Chevrolet built every 12 seconds of the working day during this year. This is a production record which has shattered all previous marks in the three-speed automobile field. This month the Chevrolet Motor company claims its greatest year with an output of 724,697 cars. The total is 40 per cent over the last year's achievement.

Daily production for this make of motor car has averaged 2,430 cars. The highest monthly average was reached in September when the day's build reached 3,381 units.

Output for the year far exceeds that of the first ten years of Chevrolet production, 1912 to 1921 inclusive. April, May and June with the production of 71,157, 74,617 and

DEVIL DOGS TAKE WING



Three of the Marine transcontinental planes, piloted by non-commissioned officers, shortly after they left Quantico, Va., for San Diego, Cal., on the second leg of the flight. Their journey totaled 7000 miles. It was undertaken to demonstrate the practicability of quickly transporting aerial squadrons from coast to coast.

77,241 units respectively, set new high marks. July production was restricted somewhat but in August it was snapped up to 76,551 units, only 420 fewer cars than were built in June.

June was the record period until outdistanced by September.

With a greatly increased production program for 1927, Chevrolet enters the new year with every promise of setting still higher marks in the three-speed transmission field.

300,000 May Die Statistics Tell

If automobile accidents continue at the same ratio during the next 10 years as they have in the past decade there will be 300,000 persons killed between 1925 and 1935, according to Charles E. Hill of the National Safety Council.

Turkeys Bring \$12,000 to Vale Poultry Owners

VALE, Ore., Dec. 18.—Vale was the scene of much activity a few days ago when the Idaho Turkey Growers' association received thousands of turkeys for the Christmas market. Cars and trucks started to arrive in the city early in the morning and by noon there was a regular traffic jam surrounding the Postwell building. Figures were obtained from F. S. Stewart, representative of the association, and from F. A. Henningsen and A. M. Edwards, of Portland, who received the turkeys. These figures spell prosperity, especially when it is considered that once again as many turkeys have been sold to other buyers.

Checks Over \$12,000.—The association paid out over \$12,000 to turkey growers of Vale and vicinity.

A variety was received, totaling 20,000 pounds.

SEE AMERICA FIRST
Mention Niagara Falls, Yellowstone Park or the Grand Canyon to the flivver driver who drives his eye across the continent, and he will probably recall having heard those names before. Ask him what he saw on his tour and he will describe it to the last detail.

The place where gas was thirty-eight cents a gallon.

The police traffic cop.

The thirty-four detours.

The weather for twenty consecutive days.

The mudhole he avoided.

The mudhole he did not avoid.

The eighteen cars he saw from his own state.

The hill where he passed an "eight."

The hooded vendor who short-changed his fifteen cents.

The rusty nail that caused his one puncture.

The other good driver he saw on the road.

—Pacific Coast Motorist.

Oil Trial Witness



One of the government witnesses at the oil trial in Washington is Dr. C. C. Chase, of El Paso. Albert R. Fall's son-in-law.

Hindu Fails to Trade in Auto; Sells It Himself

India is either a paradise or the opposite for the motor car and truck dealer—according to his point of view and the stamina of the products he handles.

This opinion of present day conditions in the tropical empire is that of A. G. Fray, Dodge Brothers and Graham Brothers dealer at Rawalpindi in the northern province of Punjab, who has just visited the factories at Detroit, according to information received by L. C. Smith, of La Grande.

"The average dealer in America would probably consider India a paradise when he is told that we

have practically no trade-in problem there," Fray states.

"The native Hindu, one of the shrewdest bargainers in the world, doesn't trust the dealer to give him the greatest possible allowance for his used vehicle as the American does. He sells his own, and his salesmanship is high pressure for he disposes of antiquated machines, such as the American would class as junk, at unheard-of prices."

Ready to Pay Cash.—"Another advantage the dealer in India has is the Hindu's readiness to pay cash with consequent absence of credit difficulties. Hoards of rupees saved and hidden away for years by natives have been brought to light by the magic appeal of motor transportation.

"But the darker side of the situation has been the necessity of a majority of manufacturers and

their dealers in India. Road and climate conditions in the northern part of India may be truthfully classed with those of the northern regions. A motor car or truck is called upon to operate in temperatures of 120 degrees Fahrenheit up grades of 11 to 15 per cent for miles on end. (The standard maximum grade on main highways through mountains in the United States is 7 per cent). Only the staunchest survive in this service.

The Hindu seldom makes the same mistake twice and his experience has narrowed down to a very few the number of makes he considers buying. Dodge Brothers cars are among the most popular, while Graham Brothers trucks have a ready sale in the Punjab district.

Price Plan Favored.—"The 'one-price policy' of Dodge

Brothers and Graham Brothers which means a bed-rock standard price to everyone has been a great factor in making good will in India. When the Hindu is convinced that he is securing full value for his rupees and that no other man can secure a better bargain, he does the real in a decisive way with immediately available cash. Dealers who attempt to bargain after quoting inflated prices usually get the short end of the deal besides losing the confidence of the buyer and his friends.

"Among the users of Dodge Brothers cars and Graham Brothers trucks in Punjab are the mountain constabulary who use them to hunt outlaws with which the Himalayas are infested. Graham Brothers trucks also are used in great numbers by native agriculturalists and owners of estates."

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There is basis for real pride in the fact that customers seldom ask us to guarantee our Used Cars. It indicates that our efforts to build up public confidence were well directed. Our reputation is ample assurance of honest deals and honest values.

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