



AUTOMOBILE NEWS



NEW STAR CARS ARE ANNOUNCED

Mechanical and Color Improvements Among the Latest Features

The Pacific Coast Star factory today announces an entirely new line of models for the coming season, according to Jim Morelock, local dealer.

"This announcement heralds many noteworthy mechanical improvements and introduces to the motor car buyer a Star car of greater attractiveness and comfort. Beauty characterizes all models of the new Star line; and it is already assured that these 1927 offerings will strengthen the claim of the Star product to leadership in the low cost transportation field," Morelock says.

"Most important among the mechanical developments is the announcement of a rubber motor suspension on the new Star four-cylinder models. This type of suspension has been accepted by the

world's greatest automotive engineers and adopted by many manufacturers of motor cars in the higher price class. But the Star car is the first popular priced automobile to offer the superior advantages of this modern development.

Engineers Pioneering

"In presenting this new Silent Star Four, Star car engineers are again pioneering in the low cost transportation field.

"The motor in the new Star four is suspended entirely on rubber. The power is transmitted through the latest improved Spicer rubber universal joints. As a result of this modern engineering, the new Star four presents a smoothness of operation never before attained in any four cylinder automobile.

Mechanically, this construction consists of a rear cross member directly bolted to the motor crankcase and supported at its outer ends in brackets riveted to the frame. These brackets contain a special rubber filler block which entirely surrounds the ends of the rear motor cross member and prevent any metal-to-metal contact. The front end of the motor extends on either side of the chain case, which fit into brackets bolted on a cross member and is similarly hung in rubber. This mounting does

away with any metal-to-metal contact between the motor and the chassis. Therefore all vibrations which may be set up in the motor are absorbed by the rubber block insulators. This elimination of vibration makes the new Star four as smooth as a six cylinder car.

Mechanical Improvements

"Among the mechanical improvements on the Star six, adoption of fore and aft steering gear is perhaps the most important.

"There are numerous advantages secured through the use of this type of steering gear. Some of these are: a shorter and stiffer drag link; the removal of any tendency towards shimmying; a lower wear on spring bolts, shackle bolts and all front axle connections due to eliminating cross thrust on the steering device. The spark and throttle control, as well as the horn wire, now pass through a hollow steering mast which makes for a cleaner and better mechanical assembly.

"The construction of the gear itself has been greatly improved by increasing the size of bearings and wearing parts and supplying adjustments to compensate for any wear.

"The adoption of this type of steering gear has made possible the simplifying of the front wheel

brake rigging, and has secured greater ease in the adjustment of front wheel brakes.

"Following modern practice the exhaust manifold has been changed and the exhaust pipe outlet is now moved to the forward end of the motor and carried out under the drip pan. This change has taken the exhaust pipe away from the floor boards and those parts of the chassis which might become oily and has entirely eliminated the discomfort which might be caused by an overheating exhaust pipe.

"Other mechanical changes which tend towards improvement might also be noted. A new type of spark coil has been adopted. This coil is entirely metal cased with terminals close to the distributor. It is not susceptible to short circuiting or other coil troubles which might be caused through splashing of motor oil.

Interiors Improved

"The interiors of the new Star cars have been materially enhanced both from a standpoint of beauty and comfort. In all six cylinder models a new and more symmetrical grouped instrument board is to be found. Gauges and speedometers are mounted flush and covered with a beveled glass, the whole assembly being indirect-

General Motors January Sales Show Increase

Alfred P. Sloan Jr., president of General Motors, in a statement regarding the corporation's January sales, says:

"Our retail sales for January total \$1,019 cars as against 53,558 cars for the corresponding month of 1926 and further with 23,593 in 1925. The fact that the increase this year over last is 50.9 per cent requires further elaboration in order to avoid misunderstanding. I say this for the reason that it is our hope that the prompt publication every month of General Motors retail sales will make a real contribution to business in the way of an index covering the trend of the automotive industry reflecting motor car sales in every section of the country by our 15,000 dealers. Therefore, it should be stated that the general trend of sales has not materially altered—our increase being accounted for by the improved position of the corporation's Chevrolet car and on account of the Pontiac which, from the standpoint of retail sales, was not a factor a year ago, having just come into production."

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

	Dealers Sales to Users		
	1927	1926	1925
Jan.	81,910	53,558	23,593
Feb.	84,571	53,558	23,593
Mar.	106,051	70,594	23,593

	Divisions Sales to Dealers		
	1927	1926	1925
Jan.	99,367	76,322	30,642
Feb.	91,313	49,146	23,593
Mar.	112,341	75,527	23,593

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick and Cadillac manufacturing divisions of General Motors.

by lighted.

"The colors used on both the Star six and new Star four lines have been materially changed. With the exception of one or two models of a solid shade, rich two-tone effects now predominate.

"Another innovation is a change from old drum light to the new bullet type headlights. This change gives the Star car Brown Universal reflectors. A new corrugated bulb is used. This gives the light a more concentrated focus and furnishes more driving light.

"These many improvements on the new Star cars which have followed closely on the announcement of new low prices reflect the policy of Star car manufacturers to give the buying public greater value per dollar."

Gets Average of 27 Miles in Run Through South

Averaging better than 27 miles to the gallon of gasoline, Lee Cathey of El Centro, Cal., recently completed a 100-hour drive during which he drove through Jacumba, Calexico, Mexicali, Holtville, Brainerd, Calipatria, Westmoreland and El Centro, Imperial Valley towns.

Cathey used a stock Chevrolet car fuelled with Union Ethyl gasoline, the new super fuel, in hanging up this remarkable high mileage.

During the run, Cathey drove 1217 miles. He used 44 gallons of gasoline, one-half pint of Aristomotor oil and one quart of water. For a considerable portion of the test, the car was run in low and intermediate gears and sometimes in reverse. This slow and reverse driving was occasioned by being at times caught in traffic jams in the cities through which he drove.

The run is said to have attracted considerable favorable attention from motorists in the Imperial valley towns. J. Womack, Chevrolet distributor at El Centro is quoted as stating that considering the conditions under which the run was made, the mileage secured from

Raps Lindsey



Judge Ben B. Lindsey's "complicated marriage" cure for present matrimonial troubles is a "remedy worse than the evil," President John G. Hibben of Princeton University said in Denver, Lindsey's home. The new picture of Hibben was taken here.

Union Ethyl was exceptionally high. Prior to the start of the run he gave it as his opinion that 23 miles to the gallon would be the maximum that could be expected.

Lee Cathey, who drove the car during the long drive, was outspoken in his praises of Union Ethyl gasoline. He had had, he said, ample opportunity to test the lightning-pickup quality of the fuel, and was particularly impressed with this characteristic. There was, in addition, he said, a very noticeable decrease in vibration when making quick pickups. Union Ethyl, he concluded, had opened up a revelation in automobile driving.

Hyde Park, Vermont, claims the United States savings record. Deposits in its single bank show an average of \$7717 for each of the 336 inhabitants of the village.

1926 Proves Big Year for Ford Co. By-Products

Closing statements of company by-products sales show a gratifying increase in 1926 over total sales during 1925. The total for the year past was \$12,667,648, an increase of \$2,249,804 over 1925. All the individual items on the list show an increase with the exception of wood and pig iron, the sale of the former having been practically discontinued early in 1926, and the sale of the latter greatly curtailed because most of the production was used by the company.

The greatest increase in sales was recorded by coke, which bet-

tered 1926 figures by 107 per cent. Coal was second with an increase of 50 per cent, while cement, scrap and chemicals showed respective increases of 35, 22 and 39 per cent.

The prospect for a marked increase in 1927 is assured. Work is now under way at the Fordson plant for the construction of a new battery of 120 coke ovens, exactly doubling the present capacity. This increase in ovens will result in the production of an additional 2,000 tons of coke each day and will produce a corresponding increase in the production of motor benzol, ammonium sulphate and crude naphthalene.

Wood sales will increase during 1927, when plans now under way for the sale of certain varieties of building lumber in commissary stores have been fully put into effect.

Get these facts firmly in mind

THIS IS WHAT ENGINEERING LEADERSHIP MEANS TO THE LIGHT CAR BUYER

The Whippet is the only light car nationally equipped with 4-wheel brakes.

The Whippet is the most economical car on the market.

The Whippet has all the speed you will ever want.

The Whippet is the easiest car to park and steer.

The Whippet is the smartest appearing light car.

The Whippet has established a new National Economy Record, averaging 43.28 miles per gallon in a 3,559 mile coast-to-coast trip.

Now at these remarkable reduced prices, the Whippet is more than ever the leader in light car value.

WHIPPET \$625 Touring \$625; Roadster \$695; Coupe \$625; Sedan \$725; London \$755, f. o. b. factory. Prices and specifications subject to change without notice. Willys-Knight, Inc., Toledo, Ohio.

OVERLAND Whippet

GETTINGS & HANKS
Corner Fir and Jefferson

Superior Service VULCANIZING— TIRE REPAIRING

Special new equipment in charge of a competent tire man places Playle Tire Service above the average. Every job is guaranteed.

Playle Oil Company

"Playle's Superior Service—Always As Near As Your Telephone"

Fisk Tires and Tubes

Texaco Gas and Oil

Millions of "Four" drivers have waited for this greatest of all automotive engineering achievements!

Now—the world-famous Star Four (still retaining every ounce of its exclusive power and speed, embodying many newer refinements to its already distinct beauty and style!) is vibrationless BEYOND COMPREHENSION by completely rubber insulating the motor mounting.



Heretofore, THOUSANDS of people have refused to buy any four-cylinder car—knowing the "bugbear" of Vibration. NOW—these thousands can enjoy to the full such restful riding as has never been known before in any four-cylinder car.

And With New Low Prices Starting With \$550 New Silent STAR FOUR Touring

The Star Car

FOURS SIXES

IN NEW POLISHED LACQUER COLORS

YOU CAN BUY THEM ON EASY TERMS

MORELOCK AUTO CO.

111 FIR ST.

Go Now! The Crowds Are Talking Already!