

3,530,000 CARS U. S. 1927 OUTPUT

National Automobile Chamber of Commerce Makes Survey

NEW YORK, Jan. 7 (AP)—American motor car and truck manufacturers built 3,530,000 vehicles, worth \$2,556,750,000 wholesale, during 1927, the National Automobile Chamber of Commerce reported today.

Production fell off slightly from 1926, when 3,864,407 cars and 454,054 trucks were built, the decline being attributed largely to the sex month shut-down of one of the largest plants.

The average retail price of cars was \$725 and of trucks \$1,055. Fifty-eight per cent of the cars and 59 per cent of the trucks were purchased on the installment plan. Total taxes paid on motor vehicles during the year was \$726,555,512.

Some 2,675,000 persons were employed in automotive manufacture and allied lines during the year. The industry bought 54 per cent of the country's rubber imports, 59 per cent of plate glass production, 12 per cent of the copper production and 14 per cent of the iron and steel output.

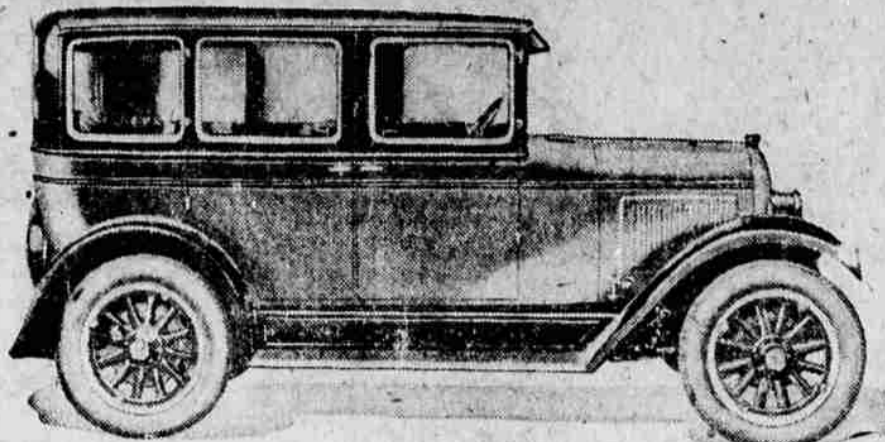
In addition, motor vehicles consumed 2,637,000,000 gallons of gasoline and 320,000,000 gallons of motor oil. The manufacturers alone required 430,000,000 pounds of rubber and 219,000,000 pounds of cotton.

Exports from the United States and Canada totaled 542,000 vehicles, which, with parts and tires, brought the export trade value to \$507,500,000.

Some 11,500 motor buses were built, making the number in use 50,000. Of these 14,400 were used by consolidated schools, 8,500 by street railways and 1,175 by steam railroads.

Thus it is shown that 20,000 more persons have died as a result of automobile accidents during the past ten years than were killed in the American forces during the World War.

THE 1928 WHIPPET FOUR-DOOR SEDAN



Marked refinements are noted in the 1928 Whippet which is being presented by Willys-Overland following a recent announcement of new low prices.

Engineer Tells Of 'Safe Brakes'; Gives Distances

The question is often asked as to what constitutes a "safe" brake performance for a private passenger automobile. Engineer Frank Reusswig of the Oregon State Motor association taking the information furnished by the bureau of standards committee says that the foot brake should stop the vehicle from a speed of 20 miles per hour within a distance of 50 feet.

The hand brake should stop the vehicle from a speed of 20 miles per hour within a distance of 75 feet under the same conditions. When the vehicle is traveling at a rate of speed other than 20 miles per hour, it should stop within a distance which corresponds to the performance just mentioned for either foot or hand brakes.

The results of the tests made by the bureau of standards are listed in the "Safety Code for Brakes and Brake Testing" issued by the Bureau of Standards May 16, 1927.

Traffic of today seems to be a bit or miss affair.

95 Per Cent of Cars Made in U. S.

A recent census taken by the department of commerce showed that more than 95 per cent of the cars in the world had either been manufactured in the United States or assembled in foreign branches of American plants.

Do not use tight elastic for leg-bands on children's rompers or bloomers. If the legs are short and not too full, they can be finished with cloth bands or straight hems that do not restrict circulation.

Jelly which is not firm enough to use on the table may be put into fruit cake. It may also be used to sweeten and flavor holiday punch and fruit drinks.

3281-Mile Trip In Ninety Hours New Car Record

Leaving Dearborn at 10:05 a. m. December 2 in a new Model A Ford car, Ray Dahlinger, manager of Henry Ford Farms at Dearborn, arrived in Los Angeles, California, at 1:02 a. m. Tuesday, December 6, completing the run in 83 hours and 57 minutes.

The man in a hurry accelerates in low gear to the maximum in order to make a quick getaway, racing the engine inordinately to achieve his purpose. He slams on his brakes for quick stops, and shifts into lower gear going up hills as soon as he feels the slightest inclination of the car to lag.

Motor vehicle accident accounted for 160,290 deaths in the United States between January 1, 1917 and December 31, 1926.

ECONOMY RESTS WITH MOTORIST

If Car Isn't Living Up to Manufacturer's Claim, Driving Usually Faulty

By Israel Klein Science Editor, NEA Service That automobile that was supposed to go 30 miles on a gallon of gas—and didn't, despite its perfect behavior otherwise—must have something wrong with it or the manufacturer is selling his goods under false pretenses.

Economy depends on how a car is driven. A person may be in a terrific hurry one day and make a worse showing for the car's performance than the next, when he drives at a uniform rate without overtaxing the motor.

The same car driven on the same day, over the same route by two different drivers may perform as differently as it would on two occasions by the same driver in two opposing moods.

In fact, such a driver depends on the lower gears for power and acceleration—and thus uses up enough extra gas to lower the advertised mileage of the car considerably.

Another man, driving the same car under the same conditions, takes his time at the getaway. He gets into first just enough to give the car a start. He proceeds in second at a moderate rate and he gets into high as soon as possible, going on at a moderate rate of speed.

Such a driver looking for economy in fuel consumption has his eyes far ahead of the traffic, watching for openings, expecting traffic signals beforehand and gauging his speed accordingly.

Going up hill he accelerates enough to make the grade in high, even though the car slows down noticeably. And when at the top, he may even shut off the motor and coast down the other side, re-engaging the motor with the clutch when its power is needed.

The total number of American soldiers, sailors and marines killed in action during the World War and dying from sickness, suicides, etc., was 139,325.

Don't criticize the lowly black sheep. He is only a poor fellow of the flock who doesn't know any way to go but wrong.

Promise of Healthy Year Seen For Automotive Industry During 1928

By Lawrence P. Fisher President and General Manager Cadillac Motor Car Company

The business world enters 1928 in a spirit of healthy confidence, for the factors which affect business conditions are as near a normal level as can be expected.

There will no fairly waned waned over all business assuring universal prosperity. Diligent attention to business, constant attempts to reduce costs, vigorous sales efforts and the giving of a better service—factors which are fundamentals of success at all times—will bring more than average success to some concerns in 1928.

With no outstanding abnormal condition on the business horizon, 1928 should be a year when each concern can largely write its own history.

In the automobile industry, with fewer manufacturers than ever in the race for business, every indication is for the largest production in history. Many conservative forecasts indicate five million cars. The 1927 production was not sufficient to take care of even the normal growth in the use of cars.

There is a pent-up demand which will naturally break forth during the coming twelve months.

In actual percentages, the greatest growth of the business will be in the export field. A billion and a half of dollars will be spent in foreign lands this year for good roads. The use of automobiles there should accelerate more rapidly than it did in the early years of motor car use at home.

The export of products from our Cadillac plant in 1925 showed an increase over 1924 of 28 per cent.

In 1926 it was 33 per cent greater than in 1925, and in 1927 was 79 per cent greater than in 1925.

In their judgment of automobile design and style, motorists in every land are becoming world-minded. We talk a common language. The body designs which have attracted most attention in our American style saloons have drawn high honors in London, Paris, Berlin, Vienna, in Egypt and throughout South America.

The year 1928 will give automobile buyers the greatest value for the dollar invested of any year since the beginning of the industry. The year 1928 will be one in which manufacturing efficiency will be of utmost importance. Many organizations have been making preparation by plant rearrangement, by installing new machinery, tools and fixtures.

At Cadillac, the use of the most modern equipment and manufacturing methods has made it possible for us to give in the new Cadillac such an unusual value at the present low price, and to introduce such a high quality car as the LaSalle at a popular price.

AUTO OWNERS PAY \$24,527 FOR LICENSES DURING 1927

RUPERT, Idaho—Car owners in Minidoka county paid \$24,527 in the year 1927 for licenses, according to the records of the annual report of County Assessor L. C. Haynes.

In this amount, the sale of the new licenses for 1928 is not included. The new license plates, have been moving steadily, ac-

ording to Miss Louise Keefe, deputy assessor, whose records show 209 plates, representing \$2,421.45 purchased, at the close of office hours December 31.

It is always fair weather when good fellows get together, but there is apt to be a storm when they get home.



Auto Glass We Repair It Quickly, Cheaply

DON'T hesitate to come here for that new windshield glass or sedan window. Drive right over and let us fit in a new piece of heavy glass—speedily and at low cost.

La Grande Construction & Supply Co.



Down To Zero And Below!

That's where you appreciate easy-flowing Texaco oil and quick-starting Texaco gas.

Go out to the garage some zero morning. Throw the switch—step on the starter. U - r - r - - - oil's congealed—too heavy in bulk—too lacking in lubrication.

Turn it over with the crank. That's a poor job for anything except a strong back and a weak mind. It's not worth it.

What you need is Texaco. The starter really starts—the Texaco dry gas shoots 'er off almost at once—and a cold winter morning is conquered.

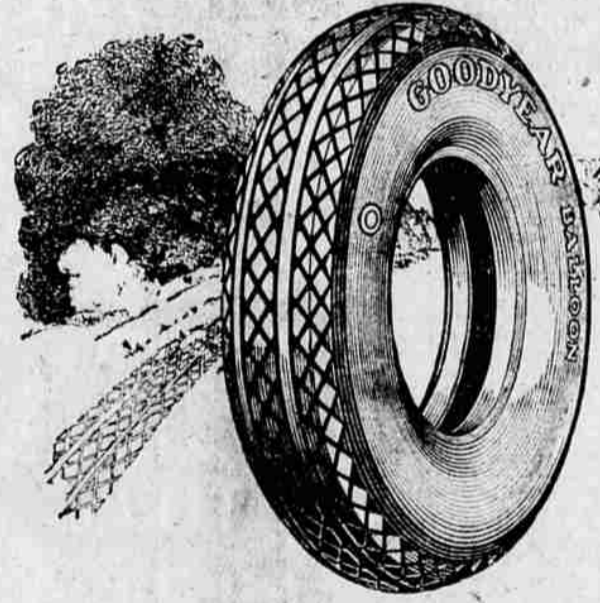
Stop at the next Texaco sign. Have Golden Texaco put in the crankcase. Winter—Summer—Spring—Fall—it's always the best bet.

THE TEXAS Co.

Playle Oil Co., Agents

GOODYEAR

GOODYEAR the greatest name in RUBBER



JUST look at this proof of Goodyear traction! See how the thick, sharp-edged blocks of the new-type All-Weather Tread engage the road in a safe and slipless grip! See how the heavy ribs on either side of the tread's center insure smoother going and longer wear.

THE SPEEDWAY \$5.75 30x3 1/2 Cl. Cord —made by Goodyear

W. H. Bohnenkamp Co. Superior Hardware

JUDAH IN CUBA



Colonel Noble Brandon Judah, our new ambassador to Cuba, is snapped here about to enter his hotel-home upon arriving at Havana.