

AUTOMOBILES—TRUCKS—TRACTORS

Motorcycles — Bicycles — Accessories

PAIGE TO MAKE "JEWETT" AUTO

New Company Incorporated
to Manufacture Light
Six in Detroit

With the incorporation of Jewett Motors, a new Michigan corporation, comes word that a new Detroit-made automobile will very shortly be on the market. The new car will be named the Jewett, bearing the name of Harry M. Jewett, president of the Paige-Detroit Motor Car company.

All of the stock of Jewett Motors is owned by the Paige-Detroit Motor Car company, so that the new company is, in effect, a subsidiary. Thus the new car will have behind it the full financial strength of the Paige-Detroit Motor Car company.

The new Jewett car was designed by the engineering staff of the Paige-Detroit Motor Car company, which has been quietly working for many months to per-

fect the type of light, low-priced automobile which most exactly suits present day needs. The Jewett will be manufactured by the Paige organization.

The existing Paige distributing organization will form the nucleus of the sales organization which will market the new car. Preliminary announcements recently made to the trade have already brought inquiries and expressions of interest from upwards of a thousand new dealers so that the present Paige dealer organization is being rapidly extended to insure maximum distribution and maximum volume for this new Detroit product.

Paige dealers will handle the new car on a commission basis. The present Paige models, both 6-66 and 6-44, which have proved so successful, will be continued. The Jewett—a light car at a low price—instead of interfering with the Paige will round out a really complete line that offers maximum sales possibilities under present conditions.

With known financial strength and an established manufacturing and selling organization, the Jewett springs into being fully grown, with immediate possibilities for volume business. It is anticipated that upwards of 20,000 Jewetts can be produced and marketed during 1922, so that the new enterprise promises to be a distinct factor in the improvement of business conditions in Detroit.

The Jewett will be a six-cylinder automobile of light weight. While its price has not yet been announced, it will place the new car in the popular priced field. "In designing the new car, we had the experience of all the other

makers in the popular-priced field before us and were able to profit thereby," said Mr. H. M. Jewett, in commenting on the new car. "Careful study and thorough tests of existing sixes and fours in the low priced field convinced us that the six was the most efficient and satisfactory, and in the long run the most economical automobile. We were also able to design a really modern car with many marked improvements.

"Coming onto the market at this time with no handicaps, we are able to secure our materials at a price to enable us to offer values never before possible.

"The absence of vibrations in a six means longer life and lower upkeep costs for the entire car. It also means greater driving comfort. The great advantage of the six under normal driving conditions is obvious. It runs smoother, picks up faster and is in every way more desirable from the owner's standpoint.

"The Jewett Six will be low in first cost and in operating cost. With a vibrationless six-cylinder motor and sound construction, it will show very low costs of upkeep and long life. In beauty, in comfort and in performance we feel that the new car will also be a real and pleasant surprise."

The Jewett will be unveiled to Paige dealers at the annual Paige dealers dinner during the New York automobile show. The car will not be placed before the public until production is well under way, which will be early in 1922.

"Mrs. Gaydog is seeking a divorce on strictly modern lines." "Is that so?" "What grounds?" "Incompatibility of political beliefs."—Kansas City Star.

SAFER ROADS TO STOP ACCIDENTS

Subject of Discussion at
Big Chicago Meet
Next Week

The growing demand for wider and safer roads and stronger bridges has awakened the officers and directors of the American Road Builders' association to the need for action and the program committee has provided for an exhaustive discussion of the subject at the Twelfth American Good Roads congress and Thirtieth National Good Roads show to be held in Chicago, January 16 to 20 next.

The elimination of grade crossings will be one of the phases considered. Out of 12,000 persons killed on the highways of the country last year, 7000 were struck down at grade crossings. Investigation has shown also that one motorist in every three is careless at grade crossings, approaching the railroad tracks at reckless speed and without taking due notice of approaching trains.

The Pennsylvania and Southern Pacific railroads, especially, have been heavy sufferers from grade crossing accidents. On the Southern Pacific lines alone during the past three years 1909 motor cars and trucks were wrecked at the grade crossings. In 490 cases, or more than 20 per cent, the motorists deliberately ran into the trains. In 122 instances autos plunged through the crossing gates. Nine crossing flagmen struck down.

In 970 cases in which motorists ran in front of the trains, 136 persons were killed and 405 were injured. In 490 cases motor cars stalled on the crossings and were demolished. Forty-three cars actually collided with the danger signals.

An investigation conducted recently by the Maryland State Roads commission demonstrated that most highway accidents occur on long stretches of road instead of at the curves and are due to speeding or reckless driving, rather than skidding.

A total of \$4,500,000 was paid out in death claims by American insurance companies for the 12,000 persons killed on the highways last year. In addition to the fatalities there were 1,500,000 non-fatal injuries.

Automobile fatalities in 1915 were 9542. In 1919 the number increased to 9826. Considering the 12,000 accidents last year and basing their calculations on the experiences of St. Louis, Cleveland, New York, Chicago and other cities for the first six months of 1921, experts estimate that this year's fatalities on the highways will reach 15,000. A total of 850 persons were killed on New York state roads and city streets during the first six months of this past year. Of this number 403 met their death in New York city.

At a recent drawing of space for the good roads show in Chicago 95 per cent of the 40,000 square feet of space was taken, breaking all records and necessitating the use of additional buildings to house the exhibits. Approximately \$1,500,000 worth of labor saving road machinery and appliances will be exhibited.

At the good roads congress to be held during the exposition, many subjects of importance to highway users will be discussed, including the strengthening of bridges to carry the ever increasing truck loads and a more equitable distribution of taxation for the construction and maintenance of highways. Last year federal, state and municipal taxes on motor vehicles reached the staggering sum of \$316,720,000—equivalent to \$34 per car. Governors of states, county commissioners and mayors of cities throughout the country are being asked to appoint delegates to the congress.

PROGRESS MADE IN BATTERIES

Development Greater Than
in Any Previous Year,
Says Local Firm

The great year of progress in storage battery developments has just closed. Motorists and car manufacturers now have batteries available that embody some fundamental improvements in construction and these changes were made possible by the renewed experimental work and lowered

cost of materials which have followed the return to normalcy. Degge & Burrell, local representatives of the Willard Storage Battery company, say this firm has recently announced their new All-Rubber battery. This is a battery using the Willard company's patented threaded rubber insulation, and their new Mono-bloc (one-piece hard rubber center). The combination makes a battery that is rubber inside and rubber outside, and is practically indestructible.

Degge & Burrell also say that this company has standardized on the use of rubber gaskets for sealing the post and the cover of the cells, so that the batteries are now absolutely leak-proof at this point. This type of construction greatly simplifies manufacturing and affords a very satisfactory method of making a leak-proof joint between post and cover. At the same time it facilitates dismantling and reassembling of the battery in the least time and with the least difficulty.

The third advance has been made in the use of their bore-dry batteries which are made and shipped without electrolyte and preliminary charging. There has been more than 100 per cent increase in the use of these batteries by service stations and 60 per cent increase on the part of car manufacturers. This again works to the benefit of the new car buyer as well as the purchaser of a replacement battery who

now finds it possible to buy a brand new battery—one which has not been wearing itself out before they came into possession of it.

Automobile Business Good Say Vick Bros.; 9 Sales

Contrary to the general belief that the automobile business is on the bum Vick Brothers report that car sales are good. Enclosed cars are in more demand than ever since people are beginning to realize the comforts of the closed car. Better than a car a day is being sold even during the winter months.

Sales were made during the last week to the following:

- Dr. E. E. Fisher, Oakland Coupe
- E. E. Roberts, Overland Touring
- Z. J. Riggs, Overland Coupe
- George Martin, Oakland Sport
- Sam Schank, Oakland Touring
- Martin Jensen, Overland Touring
- Ralph R. Burroughs, Overland Touring
- H. P. Jensen, Overland Touring
- Frank Christensen, Samson Truck

E. E. Roberts Returns To Vick Sales Force

E. E. Roberts who has spent

the last two months in Roseburg for the Samson Tractor company has again joined the sales force of Vick Brothers and will be engaged in selling Overlands, Oaklands and Paige cars.

Have you noticed that the increase in the value of Liberty bonds began last March when President Harding and the Republican administration took office? The vast increment in value is shared by nearly 20,000,000 men and women who responded to the government's appeal for funds.

with which to carry on the war. It was Pierpont Morgan, the elder, who said that the man who bears on the United States will go broke. That's as true this day as it was a score of years ago. It will be true forever in this country.—Exchange.

Stage Hand—Did you say you wanted a window or a widow? Show manager—I said window. But they're both much alike. When I get near either of them I always look out.—Japan Advertiser.

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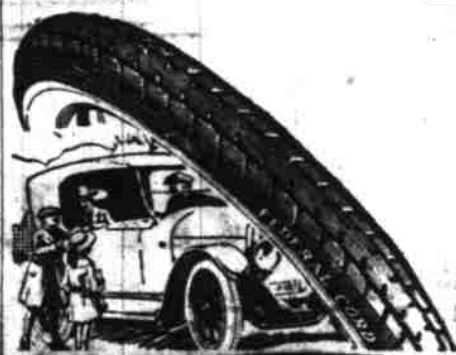
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Seven Passenger Touring.....	\$1820
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