STAR MAKE RECORD for light-class cars. At San Diego a Star was driven 100 consecutive hours, traversing

- California by Star

the recent Star economy runs con- gailon of oil. cted in two coast cities.

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Oakland and San Diego, cars, OTIDE operating on the producets of the set up remarkable mileage records for light-class cars.

2013.6 miles. During this time 50 1-8 gallons of Union Gasoline were used, the average being Average of Over Forty Miles 40.17 miles to the gallon. This American Made Cars Super-to the Gallon Made in punctures which cut down the ior to European Claim mileage, inasmuch as the motor was kept running while repairs were being made, and by a severe That the combination of Union rainstorm encountered during the Gasoline and Aristo Motor oil on run. One and five-eighths gallons

one side and the Star automobile of Aristo Medium were consumed on the other, is a winning one, during the journey, the oil milewas established conclusively in age being 1239.14 miles to the

At the same time the San Diego
Star was making its remarkable showing, a Star in Oakland was outstanding all other competitors

October at the Grand Palais, Paris and Olympia, London. The number of firms exhibiting at both shows exceeded considerably the number which exhibit at our and in a similar 100-hour economy run in that city. The Oaklond Star, using Union Gasoline, set up a tire, regardless of the make or mark of 38.47 miles to the gallon for the long test. The Aristo used was even more exceptional tainly not superior to ours. in this case, the mileage being 1796 miles per gallon of oil. During the progress of the contest, drivers and observers were comdrivers and observers were compelled to drive a portion of one three manufacturers in both Franbeen for this particular phase of purchase their bodies and parts against a high wind. Had it not would have resulted. The winning Star car, on the night previ-

42 miles to the gallon. The performances of the Oak- quite limited. and and San Diego Star cars are hailed as a real tribute to the quality of Union Non-detonating Gasoline and Aristo Motor oil.

Silver Platters of Duke

LONDON, Nov. 18 (AP)-Hundreds of pieces of solid silver plate, part of the vast treasure of modious, beautiful building, 122 silver and silver-gilt from the cas- different makes of motor cars tle in Gmunden, Austria, of the were on exhibition, including 87 late Duke of Cumberland, have French, 10 Italian, 12 American, been placed on show in a London 8 Belgian, and 5 British makes. salesroom, It is said that the castimated at 10 tons.

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Union Oil company of California, JUULDANEI WA

of Manufacturer

By A. R. Erskine President, The Studebaker Corpo-

ration. Two of the world's greatest automobile shows were held in October at the Grand Palais, Paris

With the exception of two or heavy downpour of rain and ce and England, all producers of motor cars are assemblers who weather higher averages things, and consequently, there are a host of such makers competning Star car, on the night previous to the start of the contest, tested the course they were to follow and averaged better than 42 miles to the gallon. ing for this business. The owner-ship and operation of foundries, forge shops, stamping plants, and body factories by car producers is

Numerous manufacturers sell more chassis than they do complete cars, and retail buyers of chassis purchase their bodies from the body makers direct. Then again, the Paris and London shows contain many cars of foreign make, whereas our New York and Chicago shows house only Tipped Scales at Ten Tons cars produced in the United States.

More Exhibition At the Grand Palais, a com-

Olympia had 134, including 75 tle was at one time equipped with English, 22 American, 22 French, American cars breeze over on formula, because it involves not enough silver to serve 1,000 guests 10 Italian, and 5 Belgian makes. without duplication of pieces, and At Paris, 53 makers of commerthat the collection included 9,600 cial vehicles and trucks, 78 difsolid silver dinner plates. The ferent makers of bodies, 128 which are now producing 300 cars lift, timing, weight of reciprocattotal weight of the silver was es- motorcycle and bicycle manufac- per day are being enlarged to ing parts, and the nature of igniwere present at London.

of these, only parts and accessory proximate 100,000 cars. a greater degree than in any other for 285 pound sterlings.

open, and 700,000 during the ica. eleven days it continued. The same interest prevailed in Eng-

short wheelbase and of treads as United States. narrow as 46 inches, against the The mathematical formula used in motor car satisfaction. They American standard of 56 inches, by practically all countries to de- are impossible of attainment by

WALTER P. CHRYSLER'S

PARIS DRIVER IS FAST EVEN IN TRAFFIC

Parisians think that traffic in Paris is handled pretty well because they can remember how badly it was regulated but a few years ago and they can appreciate, too, the way in which the number of motor cars has increased. But to the American it suggests a chance for improvement. The French driver is a fast driver, even on the crowded streets of Paris. And if the French were not such a quick people there would be many more accidents.

The American notes with amazement the speed of taxi drivers, particularly, on boulevards and avenues and streets. And he is also amazed to learn that the number of accidents in proportion to population and in proportion to the number of registered cars is surprisingly small.

To change traffic conditions materially in Paris a first step would be to synchronize traffic, that is to move traffic in the same direction for blocks rather than for a single block. Not only is this not done now but drivers on the busiest streets like the Champs-Elysees are permitted to run counter to traffic in turning. In American cities cars are required to go to a corner to turn and then turns are permitted In conformity with the movement of traffic. But not so in Paris.

Another simple step would be to have cars stop at two crossings like motor cars do stop in America and in England. But in Paris cars will be stopped on one side of the boulevard and permitted to move on the other-all going east and west, for

Traffic conditions in Paris, as in all other large cities of the world, are having their influence upon the kind of car demanded by the motorist. It is necessary to have a

car which picks up quickly, because when one has an open space one wants to cover that space in as little time as one can safely and comfortably do so. A car must stop quickly, hence the popularity of four-wheel brakes on the continent, A car must have a small wheel base.

Reserved for Slow Moving Vehicles Island B For Fast For Fast MovingVehicles Island A Reserved for Slow Moving Vehicles

The way in which traffic is handled on the Champs-Elysees in Paris, the busiest street in the world. Slow-moving vehicles are required to hug the curb. Police officers will stop the traffic to allow pedestrians to go from curb to Island A but rarely do they stop traffic on both sides of the avenue to permit the movement of pedestrian traffic from one curb to the other.

which is flexible and easily adaptable to existing traffic conditions. A car must give a mileage around 20 miles to the gallon.

Americans can learn much from the French about highways and highway construction. The French line their highways with trees. Even where the trees were felled by shells they have been replaced. It is an example which we in America should follow.

Small tires and low road clearance, termine horsepower rating is adare common, as are open cars mitted by all engineers to be seating two and three people, with grossly inaccurate, and yet the quite flimsy tops.

3,000 to 4,000 r.p.m. prevail. bing hills in second gear which test, and cannot be arrived at by

Andre Citroen, the Ford of turers, and over 3,000 makers of produce 500 per day. He is pro- tion; also manifold design, denparts and accessories exhibited ducing over half the cars sold in sity of gas, and frictional resisttheir products. About the same France. His product consists of ace. number of similar manufacturers a 5 H.P. car, the three-seater of Citroen advertises 20 H.P. as the which sells for 11,800 francs, and effective power of his 5 H.P. car. The number of body, motor- a 10 H. P. priced at 16,500 francs. cycle, bicycle and parts and ac- He will sell perhaps 50,000 cars H.P. as the effective power of cessory manufacturers in the Uni- this year. Renault ranks next, their 11.9 H.P. car. ted States is much smaller than with an output of about 35,000. in either France or England, and The total French output will ap-

manufacturers are permitted to Morris-Cowley is the Ford of

tended the Paris show, and Lon- Germany are producing small cars. advantage. don had numerous foreign visit- America produces nothing com- Large European cars with slow ors. It was estimated that over parable to these European small speed, normal compression motors 100,000 people visited the Grand cars, as the reasons which com- comparable to American made

Taxes Govern Size

public interest in motor cars is ation, which generally is a high ketable in Europe in competition as keen in Europe as it is with tax on horsepower. The French with the local product, while our us. Both shows were an unqua- tax is 36 francs per H. P. on small cars which appeal to buyers lifled success from every stand- cars of 10 H.P. and less, 44 francs of limited means suffer by com-Another marked difference be- those above 20 H.P. The Bel- motor cars, which is 45 per cent tween the automobile industry in gian tax is 30 francs per H. P. in France and Italy, and American Europe and America is in the size and the English 1 pound sterling manufacturers have this disadvanof cars produced.

Perhaps three-fourths of all cent luxury tax on the retail cent to 100 per cent higher in European makers produce small price These taxes compare with Europe than it is in our country. Many of these cars are of something like 25c per H.P. in the Quietness, durability, comfort

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government use it as a tax basis. Small bore motors with high Without attempting to describe compression, under speeds of from the formula, it can be said that the actual horsepower of an en-Owners are accustomed to clim- gine can be determined only by only bore, stroke and speed, but the additional factors of com-France, has five plants in Paris pression ratio, valve size, valve

Morris-Cowley advertise 30

High Speed Motors

They actually get the higher power from these small engines by running them fast under high exhibit at our national shows. England. Their small car, 11.9 compression, but buyers pay tax Our motor car companies are, fur- H.P., four-seater, sells for 195 on the formula rating. American hermore, real manufacturers to pound sterling, and his 14 H. P. cars like the Ford, Chevrolet and This Overland have much bigger, slow concern is probaly producing one speed, normal compression motors The attendance at both Paris half of the cars made in England, whose buyers must pay much and London was enormous. Peo- Numerous other concerns in Fran- higher taxes. Consequently the ple from all over the world at- ce, England, Belgium, Italy and European small cars have a big

Palais on each of the two Sun- pelled European manufacturers to motors, come within the luxury days upon which the show was make them do not exist in Americass, and buyers pay about the same taxes as American cars of the same kind carry.

Europe was forced to build These cars, like Buick, Stude-Such attendance proves them because of the basis of tax- baker, Nash and others, are marper H.P. for those from 10 to 20 parison. All European countries H.P. and 52 francs per H.P. for except England have a tariff on

and performance are vital factors

high speed, high compression mot- shown.

development of the community. 395 and 1,601 bushels of potatoes for this car. ook ahead not only handicaps the but invariably proves most costly in the end. Experience shows the necessity for the immediate widening of roads near large centers of population, and of now laying definite plants and securing rights of way for much greater widths in the future.

CAR COSTS DROP AS FOOD RISES

Prices of the popular makes of automobiles have decreased 50 per cent since 1913, while in the same period food costs have risen 45 per cent, it was declared this veek by the Chevrolet Motor Co. Almost every make of car sold in 1913 is now selling at a lower list price than at that time, it is

ors. Slow speed, moderate com-pression American motor cars af-out by the statistical department changed for the present (the world in desgin, quality and in 1913 to purchase a Chevrolet car. Eleven years ago a tobac

ford them in high degree. Our of the Company which shows that touring, while in 1913, 3,177 cars are likewise unsurpassed in it required 1,576 bushels of corn pounds were required for same touring car compared with 436 grower would have to raise 7,460 bushels today. It took 1,075 pounds of tobacco, but now he In highway planning, failure to bushels of wheat in 1913 against has to exchange only 1,820 pounds



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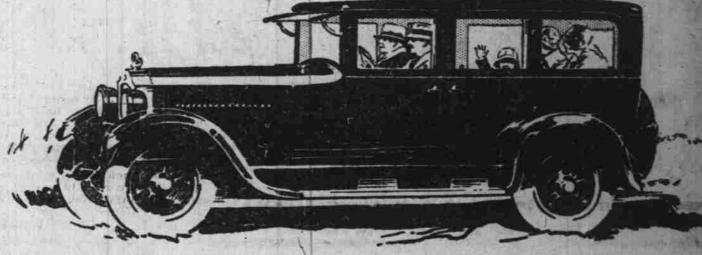
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