

## LOW GEAR RUN FOR STAR AUTOMOBILE

Star Proves Itself Superior to Other Makes of Cars

OAKLAND, Jan. 3.—Chalk up another victory for Star!

Not content with record breaking achievements in climbing up the slopes of Mt. Tamapais and Mt. Diablo, two of the most noted hills in the state of California, Julius Dusevoir, factory engineer of the Star Motor company of California, took a standard touring model of the new Star through one of the most gruelling tests ever given a small car on a low gear run to the top of Mt. Hamilton.

The test was conducted with the car sealed in low gear, under observation of San Jose police officials, and the motor was kept running wide open for a distance of 49 miles, the distance to the observatory on the summit of Mt. Hamilton, and return.

It was one of the most severe

tests ever given cooling and lubricating systems. The trip consumed three hours time, and was made during the hottest part of the day. Dusevoir, who drove the car, commented on the condition of roads which were under construction for some distance up the mountain, and on the performance of the car, upon returning.

Checking up, it was found that one pint of water refilled the radiator, no oil had been used, and but three and a half gallons of gasoline had been consumed. Not once, according to Dusevoir, who praised the car's performance very highly, did the fonometer mounted on the radiator, show any signs of overheating.

According to available records, it is the first time that a like trip has ever been accomplished.

### BELGIUM REMOVES LIMIT

BRUSSELS, Jan. 3.—New Belgian road traffic regulations which go into effect in February provide that a speed limit will no longer apply to motor-cars. Motorists merely must avoid driving in any fashion which may endanger the public, and pedestrians must get out of the way and allow cars to pass.

## NEW CHEVROLET JUST ANNOUNCED

Better in Every Way and More Beautiful Is Claim

A new Chevrolet—more beautiful in body lines, more roomy and comfortable, with a host of new mechanical and body features—has been announced this week by the Chevrolet Motor company. The new cars come in five body types—the touring, roadster, coach, coupe and sedan—and are being shown for the first time at the New York show.

There is hardly a feature of the Chevrolet that is not new, improved or re-designed, while most of these features are of the type and quality characteristic of higher priced cars.

The following outstanding features are to be found on these new cars:

All models have full streamlining bodies, with refinements in design which make them the most beautiful cars Chevrolet has ever produced.

New clutch of the dry plate disc type, completely enclosed with flywheel.

New axles—real axle is entirely new of banjo type construction and with one-piece pressed steel housing.

New springs of the semi-elliptical type, longer and easier riding.

New and heavier channel steel frame 38 inches longer, with five sturdy cross-members.

New improvements in the already famous Chevrolet motor, such as heavier crankshaft with larger connecting rod bearings, longer and larger center main bearings, shorter intake manifold, bringing the carburetor closer to the cylinders, insuring better carburetion and easier starting; rocker arms and valves completely enclosed.

New Harrison radiator shell of highly polished, non-rusting, air-plane metal.

All bodies finished in Duco, in beautiful colors.

All open models have re-designed windshield, with very large upper panel to permit unobstructed vision.

All closed bodies equipped with V one-piece windshield and automatic windshield wiper.

All closed bodies built by Fisher.

New instrument board with more convenient and beautifying grouping of instruments.

While the new Harrison radiator remains the same in size and capacity, the material and appearance of the shell has been radically changed. In place of the former enameled steel shell, the new radiator shell is made of air-plane metal, which is non-rusting because of the composition of the material used, and has all the beauty of nickel.

The clutch has been changed from a cone type to a perfected single plate, dry disc clutch, which

requires no lubrication. This new type makes for easier operation, smoother engagement, more positive drive and longer life.

The rear axle is entirely new. In this construction the differential complete with the ring gear and pinion are mounted as an integral part of the third member in what is known as the differential carrier. The new stamped, one-piece axle housing—known as the banjo type—is similar in design and construction to that used on the most costly cars. New De-pature ball bearings are used throughout.

The front axle has been greatly strengthened and re-designed.

The springs are of the semi-elliptical type, which are longer and provide easy riding. They are of chrome vanadium steel, one of the toughest types of steel so far developed. The rear springs are underlaid to improve roadability. Alemite fittings insure positive lubrication, and by the use of bronze bushings the life of the shackle bolts is greatly lengthened.

The new channel steel frame is 38 inches longer, is stronger, and has five sturdy cross-members instead of four.

Many features which make for comfort and convenience have been incorporated in the new bodies. The open bodies are roomier, the front seat has been tilted back at the top for more comfortable seating; the spring constructed in the seats has been substantially improved; the rear cushion seat has been lowered at the back; the tonneau floor boards have been placed at an angle to serve as a foot rest.

All closed bodies are built by Fisher and have the rounded curves and graceful lines that have come to be associated with all products of this company. They have the "VV" one-piece windshield with regulator located above the windshield, and automatic windshield wiper, controlled from the dash. This new windshield affords unobstructed vision and perfect ventilation. All closed cars have new type metal door checks, operating at the tops of the doors.

There is a dome light in coach and sedan, and robe rail in sedan. All body types are equipped with cowl lights and new instrument board, refined and designed for maximum leg room.

The windshield in the open body types has been so changed, that the rubber weather-stripping between the upper and lower windshield can in no way interfere with vision.

All bodies are finished in Duco, the new and lustrous finish which retains its gloss indefinitely and is practically impervious to damage. Chevrolet is the lowest priced car to introduce Duco finish on all its standard body types.

Another innovation, particularly in the low-priced field, is the finishing of all Chevrolet cars in beautiful colors. The touring, roadster and coach are finished in a rich, dark blue; the sedan is aquamarine blue, with upper panels in black; and the coupe is sage green on the lower panels and hood and black on the upper panels. Fenders on all models are in black.

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## VELIE ENDORSES ZONING SYSTEM

"Immediate relief from the city and highway traffic problems can be secured by a progressive street and highway widening program," is the opinion of H. C. Snow, Chief Engineer of the Velie Motors Corporation.

Highways built to accommodate 2500 motor vehicles per 24 hours are now being used by 15,000 motor cars in the same period of time in many instances.

City street constructed in the day of horse drawn carriages must serve a motoring public several hundred times as large.

Naturally there are many important city thoroughfares which cannot be widened at the present time due to the fact that the present building line will not permit.

A zoning plan which will restrict all new buildings to a certain distance from the center of the street will afford relief in the future and is an urgent need which should be recognized by all municipal governments. This would make possible enlarging streets to meet the future increase in traffic and would also tend to beautify a city.

It is an assured fact that the traffic situation will not be better unless present governments build and plan with the future in mind.

## HAWAII HAS ITS TRAFFIC PROBLEMS

Honolulu Dealer Stages Race to Show Car Has "Get Away"

Even in far off Honolulu they have their traffic problems. Automobiles must be able to accelerate quickly in order to eliminate congestion. Within the past month a novel race was staged to show the Honolulu police department how rapidly some cars could get away from a standing start.

The race was arranged by the Royal Hawaiian Sales Company, Ltd., Oldsmobile distributors in Hawaii, who pitted an Oldsmobile six against the best sprinter on the islands, the home of some of the world's most famous athletes. The runner chosen was Dick Penhallow of the University of Hawaii, who holds the inland record for the 220 yard distance with a time of 32.3 seconds.

The race was for 100 yards and from a standing start. At the sound of the gun, Penhallow, starting as only a sprinter can, went far in the lead. So great an advantage did he acquire at the start that it seemed impossible for the Oldsmobile to overtake him in the short course. At the half way mark the automobile was gaining perceptibly. Within less than 30 yards of the tape the car came abreast of the runner and from that point easily outstripped him to the tape.

Previous to the race, the same car, which was taken from stock, was checked by police timers in accelerating from 5 to 45 miles an hour. The high speed was attained in 15 and 3-5 seconds.

## PRICES REDUCED ON FORD AUTOS

Fords Now Selling Lowest Price in History of Company

DETROIT, Mich., Dec. 31.—The reduction in prices announced by the Ford Motor company, become effective December 2 will save over three-quarters of a million dollars to Ford car buyers during the month of December alone. That this amount will be left to the car buyers to spend on holiday gifts and other things is based on a conservative estimate of December sales.

The largest cut in the Ford list was that of \$25 in the price of the Fordor Sedan, one of the most attractive Ford closed cars and one which is a favorite for family use.

Prices on other Ford types were also reduced bringing them to the lowest price level in the history of the company.

## BARAINS

Ford Touring with Starters \$135 to \$190  
1924 Cleveland Roadster \$825.  
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## USED CARS



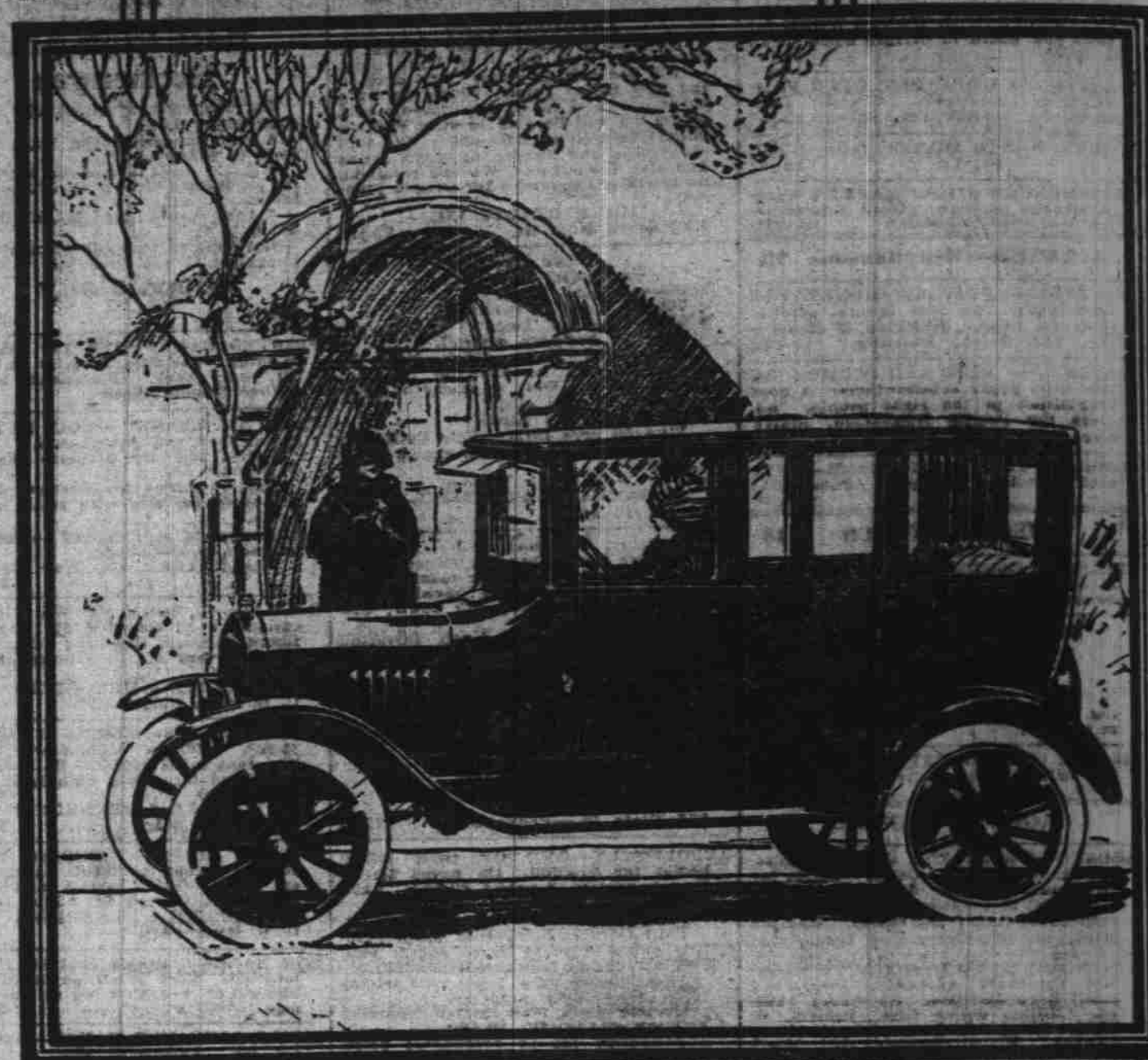
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## Ford THE UNIVERSAL CAR



## The Biggest Value in a Winter Car for the Family

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In low purchase price and low upkeep cost, in ease of driving and parking, in universal service and in minimum service charges, the Ford car is the unquestioned standard of dependable transportation at lowest cost.

Ford Motor Company  
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## Fordor Sedan \$660

Tudor Sedan \$580  
Coupe - - - 520  
Touring Car 290  
Runabout - 260

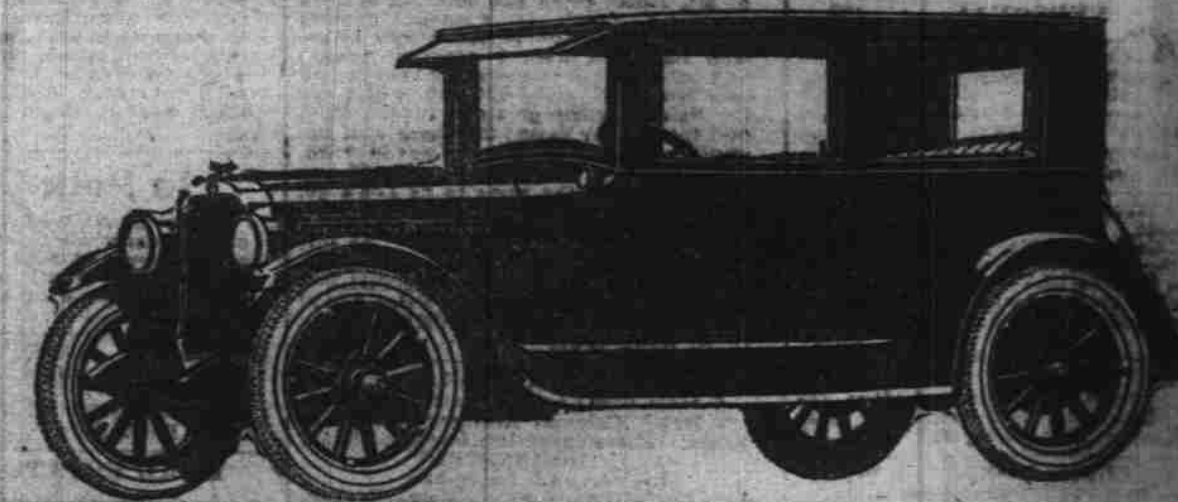
On open cars demonstrable and starter for \$90 cash. All prices f. o. b. Detroit. You can buy any Ford car by making a small down payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Payment Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

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