

# The Passing Week

Highlights of Automotive Happenings

(From Automobile Daily News)  
**NEW YORK, Oct. 24.**—Steady increase in the sales of practically all automobile products during the past week gives indications that 1925 will see the annihilation of all previous records, far exceeding the banner year to date, 1919. A comprehensive survey by the Automobile Daily News reveals unparalleled output of automobiles, trucks, tires and accessories. The steady rise in accessory sales is attributable to the unprecedented volume of new cars being absorbed by the buying public. Good cotton crops in the South has fattened the purses of farmers there and the first impulse has been to invest in passenger cars and trucks. Excellent crops in the West have acted similarly, except that a good deal of the money has been diverted to the purchase of tractors. Business is good and is going to be better in the opinion of automotive manufacturers. This is of general interest to the public, since prosperity in the automotive industry reflects the general prosperity of the country.

The European field is beckoning to American exporters, principal speakers declared at the annual fall convention of the Motor and Accessory Manufacturers Association in Montreal.

Need for tax reform, particularly where it affects the motoring public, is stressed by Congressman Frank W. Mondell of Washington at the 44th annual convention of the American Electric Railway Association in Atlantic City. Exhibition of luxurious modern buses features convention.

Ford Motor company of Canada, Ford, Ont., announces its daily output at 400 cars, a new production peak.

Tide Water Oil company starts war against "bootleg" gasoline stations in New York.

British rubber and automotive men urge English government to abolish Stevenson act restricting export of rubber.

Studebaker Corporation an-

nounces plan to erect \$300,000 plant in South Bend, Ind.

DuPont Motors, Inc., announces production and sale of Star cars during September increased 80 per cent, over September, 1924.

Reliability of air mail and service discussed at aeronautical meeting of Society of Automotive Engineers in New York.

New models and price reductions announced by Chandler Motor Car company.

John Wanamaker's store opens retail department for sale of Ford airplanes.

Inventory of estate of late J. Dallas Dort, retired motor car manufacturer, reveals assets of \$1,979,345.42.

Between \$75,000,000 and \$100,000,000 worth of contracts signed within half an hour of opening of England's auto show at Olympia, London.

Ford Motor company of Canada, Ltd., reports net profits for fiscal year ended July 3, 1925, as \$6,137,427.

Production of new Hupmobile six announced at approximately 100 cars daily.

Kissel Motor Car company announces reduction in price on 6 and 8-cylinder 5-passenger broughams.

Automotive products to value of \$31,243,310 exported from United States and Canada, according to announcement by automotive division of department of commerce.

Detroit announces large increases in working forces at principal automotive plants.

Approximately 274,390 tons of rubber imported into the United States in nine months ended September 30, according to figures made public by Rubber Association of America, Inc. This is increase over same period in 1924.

# WALTER P. CHRYSLER'S TRAFFIC TALKS



## KNOW TRAFFIC REGULATIONS

Too much can't be written and said about the need for thoughtfulness and carefulness on the part of both motorists and pedestrians. There are certain basic rules of behavior for motorists and pedestrians which could be printed and reprinted many times for the good of all concerned.

Motorists should study regulations for street traffic. Before leaving the garage examine brakes. See that lights are in good condition.

Learn hand and directional signals. Avoid left turns as much as possible. Don't cut in or out of traffic. Keep in line.

Slippery pavements are dangerous; drive slowly; use chains. Remember that pedestrians have rights in the street. Pedestrians should observe traffic laws before stepping from the curb and cross street or roadway at a right angle—not diagonally and if rea-



Look to the left when stepping off curb to street and then do step in front of a car

sonably possible, on a crosswalk. Pedestrians should keep out of traffic whirlpools.

Pedestrians should watch traffic officers' signals and heed traffic signs and limit lines.

Pedestrians should stand on sidewalk or within safety zone while waiting for a street car or a bus. When stepping from the curb, pedestrians should look to the left.

# USE OF GLYCERINE FOR WINTER URGED

Special Compound by Proctor & Gamble Said to Fill All Requisites

The necessity for buying glycerine for winter driving use at drug stores and guessing at the proper grade and quantity of each ingredient, when mixing the home made compound, has been a handicap to many who have had faith in the efficiency of glycerine over other solutions.

In some instances motorists have bought a wrong grade known as crude glycerine which has not the proper specific gravity for use in radiators. Many motorists, however, have been using the correct solution of distilled glycerine and water as an anti-freeze for their radiators during winter. They have been mixing the ingredients themselves, because they could not buy a compound in the general market.

Last year the Bureau of Standards at Washington specified as an ideal radiator solution, "one that will prevent freezing of the radiator liquid without injuring either engine or radiator, that will not lose its non-freezing properties after continued use and that does not materially change the boiling point of water when dissolved in it." With these specifications in mind, and in order to make a suitable solution available everywhere, the Proctor and Gamble company, is putting on the general market a trademarked package of distilled glycerine of the proper specific gravity under the brand name of Ivo.

This will insure to motorists the opportunity to buy for their radiators an approved mixture properly blended and ready for use, which is an important advantage, inasmuch as the grade of glycerine obtainable at drug stores has not been the grade now perfected for this specific use. For the use of all motorists a table of radiator capacities has been prepared which shows the exact

quantities of Ivo to be used in each make of car.

The effectiveness of this solution is mainly derived from the purity of its only ingredient, glycerine, which is absolutely harmless to any of the rubber hose connections, metallic parts of the radiator, the engine, or the gauges. Everyone knows that glycerine is odorless, and it is also known not to be injurious to the finish of a car upon which it may be spilled, and that as it has no inflammability there is no fire hazard. Its boiling point is higher than any solution with alcohol in it or even than water alone, so that the motor operates at a uniformly efficient temperature.

To these advantages are to be added that distilled glycerine is a freely flowing fluid which does not evaporate and insures no constant replacement. One filling at the beginning of cold weather is all that is necessary; that first cost is the only cost, making the glycerine solution an economical one.

## S. O. S. SIGNAL IS PUT OUT BY PLANT

Willys-Overland Company Declares "Sedans Over Sold;" Approval High

"Sedans Over Sold" is the SOS signal flashed from Willys-Overland, Inc., at Toledo, Ohio, on the Overland standard sedan on which the prices announced last month

has heaped such a burst of public approval that even the herculean efforts of the factory to keep up production have failed to anywhere near satisfy the demand.

It is a condition which is being augmented by the sales drives which are now being conducted by the branch and dealer organizations all over the country in response to the request from John N. Willys to go out and prove that seasonal buying no longer plays any part in the business of selling automobiles.

The oversold condition applies to every part of the country and the percentages of increase along the Pacific coast are among the highest in the entire country.

In the Willys-Knight line, the recent price reductions and the equipping of all models with four-wheel brakes have played a big part. In the Overland line the unusually low prices and the improvements in upholstery and finish have played a big part.

The lead established by Willys-Overland in the field of low-priced cars has been one of the sensational accomplishments of the year. In price alone it has set a \$100 advantage over competition and has established a mark which Overland officials say cannot be reached inside of a year. Even with the new manufacturing developments of Willys-Overland in the way of increased factory space, huge investments in new equipments and radical reductions in manufacturing overhead, the present sales volume, if continued for the next few months, will far exceed the manufacturing possibilities.

# Cow With Wooden Leg Herd Queen



Cow owned by J. W. Boucher, of near Cairo, Mo., has had a wooden leg for two years. "Bossy" has a calf and is one of best milk-producers in the herd.

Baker—Building permits for September total \$89,579.

## Spot of Evangeline's Tryst to Have Statue

NEW OLEANS.—The Longfellow-Evangeline memorial when erected will be made up of three figures cut into a monument that will stand on the banks of the Bayou Teche, near St. Martinville. The monument will arise in a 50 acre park, almost on the spot where the forlorn Arcadian girl kept her unfulfilled tryst with the banished Gabriel.

For years tourists have visited the beautiful Evangeline country of Louisiana and have marvelled at the beauty of the moss hung oaks beneath which Evangeline awaited her lover. In the center of the park will be a wading pool surrounded by figures symbolic of the poem, Youth, Gladness, Love and Despair, over which will stand the monument consisting of a figure of Longfellow and his two characters, Evangeline and Gabriel.

Funds for the project are being furnished by subscriptions from school children of the South and Longfellow-Evangeline associations everywhere.

## Pueblo Saved From Flood Disaster by Big Levees

PUEBLO, Col.—Levees and flood control work of the Pueblo conservancy district saved Pueblo from another disastrous flood in July. Cloudbursts in the mountains in the same month of 1921 brought down a deluge that flooded a large part of the city and took more than 100 lives.

Observers believe the amount of water that flowed through the Arkansas channel in July this year would have caused a repetition of the disaster had it not been for the levees, which enabled the channel to carry a greater volume of water without danger to Pueblo.

# 100,000 200,000 300,000 miles and more

## Owners' actual records of White Truck mileage

336 Whites have run 300,000 miles and more each  
 759 have run between 200,000 and 300,000 miles each  
 1204 have run between 150,000 and 200,000 miles each  
 3720 have run between 100,000 and 150,000 miles each

giving us the astounding total of  
**6019 Whites have run 100,000 miles and more each**

**No truck owner will operate a truck long enough to run 100,000 miles unless those miles are money-earning miles.**

More than 6,000 Whites, whose owners actually check and report mileages, have run 100,000 miles and more each. We have no accurate record of the hundreds of additional Whites which have exceeded 100,000 miles. We do not count them.

More than 300 have passed the 300,000-mile mark and are still giving dependable service. Many have exceeded 500,000 miles.

These are not isolated performances of one truck, or even one hundred. Thousands and thousands of Whites have made 100,000 miles and more a performance standard.

White Trucks in all sections of the world—all models, in all lines of business—have carried their pay loads over their hundreds of thousands of miles in all weathers, climates and altitudes. Owners of single White Trucks are on this record. Other owners have whole fleets of 20 or 30 Whites that have run over 100,000 miles each.

White Trucks give you more sustained, continuous, profit-making transportation than any other motor truck you can buy.

No other truck manufacturer has ever published such a volume of evidence of dependability, economy and long life. No other truck manufacturer can.

*The names of all of the owners of the 6,019 White Trucks which have made these great mileage records are listed in a 100,000-mile booklet, published annually. You will find owners in your own section of the country. In your own line of business. Write for it. We will gladly send it to you—free.*

We could offer no stronger proof that

**THE WHITE COMPANY, CLEVELAND**

## If it Rains Tomorrow~

Will you be prepared to drive with safety and comfort? Slippery pavements, blurred windshields and cool, damp air make driving unsafe and uncomfortable. You can eliminate these risks by equipping your car with this season's necessities. A few are shown below.



### Be Comfortable

Auto robes of pure wool and three-quarters wool that give warmth and comfort. Your choice of plain or plaid. Priced at \$6.65 and \$13.00, according to quality.



### Have a Windshield Wiper

—on your car. Whether you prefer a hand, an automatic or an electric cleaner, you will find one to suit your requirements at this store. Hand Cleaners 45c to \$1.50. Automatic, \$2.55 and \$3.35. Electric, \$6.50.



### Weather Strip

—keeps out wind and rain. Good quality "T" shaped rubber strip that fits on the bottom of the windshield and makes front-seat driving more comfortable. Price of strip only 45c.



### A Visor Will Help

—keeps the rain off your windshield, also breaks the glare of the sun. Pyralin visors with nickel-plated brackets and fittings that fit open or closed cars. For only \$4.85. Rubber Cloth Visors \$1.85 and \$2.85.



### Protect Your Spare

A Supreme spare tire lock, with its leather encased case-hardened chain will protect the tire against theft. Price \$4.45 to \$6.00, according to size.



### Safety Pedal Pads

A timely special—prevent the feet from slipping off the foot pedals. Simply bend the metal clamps back of the pedals to attach. Made of black Para rubber, resilient, comfortable—for all makes of cars—per set—This Week Only..... 78c

## "Western Auto" Has NOT YET Advanced Tire Prices

Leading tire manufacturers have recently announced substantial advances in Tire and Tube Prices

"Western Auto," because of a special purchase of fine quality rubber, put into effect on September 14 a temporary reduction in tire and tube prices.

**We ARE STILL selling tires and tubes at the TEMPORARILY REDUCED PRICES.**

All car owners are urged to anticipate their winter's tire requirements and buy NOW!

**We reserve the right to withdraw these prices without further notice**

Have You Seen Western Air Patrol, the New Radio Set?

More Than 125 Stores—All Over the West

Order by Mail Our Guarantee Protects You

# Western Auto Supply Co.

Open Until 9 P. M. Saturdays

Salem store corner of Court and High

# WHITE TRUCKS

MADE RIGHT — SOLD RIGHT — KEPT RIGHT

**MARION AUTO COMPANY**  
 DAY AND NIGHT SERVICE  
 Opposite Marion Hotel — Telephone 362