

CHEVROLET FACTORY OUTPUT IS GAINING

Over 55,000 Machines Are Produced During the Month of October

DETROIT, Mich., Nov. 14.—Exceeding its production schedule by more than 1000, the Chevrolet Motor company built 55,504 motor cars and trucks during October, the third highest production month in the history of the company.

This achievement followed a similar performance in September when the company built 55,865 units, exceeding its production schedule by 2,700 after the schedule by 2,700 after the schedule had been increased nearly 7000. September was the second highest month in Chevrolet production, being only 878 under the high mark established two years ago.

The production maintained during the last 60 days aided the company in its efforts to meet the heavy demand which has continued consistently throughout the entire year.

During the last seven months Chevrolet average production has been 52,457 per month. During only one of these months did production fall below 50,000, that being July when 45,767 cars and trucks were manufactured. The slight July decrease was due to changes being made at the factories in preparation for the improvements which followed the price reduction announcement of August 1.

A further stabilization of Chevrolet year-round production is expected to follow the recent development of inexpensive passenger bus bodies which three body manufacturers now are making for the one-ton Utility Express chassis.

ARGENTINE TAKES CARS SOUTHERN COUNTRY LARGE CONSUMER OF AUTOS

The Argentine Republic wrested from Australia during the month of August the title of the largest consumer of exported motor cars in the world.

While American cars make up the most of those imported into Argentina, yet practically every make of car manufactured in Europe also finds market there.

Being far removed from any local influence, the Argentine is one of the most critical and highly competitive motor car markets in the world; each car has to stand on its own merits, having no local influence to help.

It is significant that, against all foreign as well as domestic competition, an actual count of

all automobiles in Argentine shows that Studebakers make up more than 40 per cent of all cars selling at \$1000 or more.

Rio de Janeiro, Brazil, is another similarly critical market. Actual count of all cars registered there during the first six months of the year disclosed that of all American made cars in the fine car field just a fraction less than 50 per cent were Studebakers.

STANDARD SERVICE AIM OF FORD PLANT

Text Book Is Now Ready for Distribution to All Authorized Stations

DETROIT, Mich., Nov. 14.—The first move by an automobile manufacturer to establish complete standardization of methods in repair service has been made by the Ford Motor company in a text entitled "Ford Service" which is for distribution to Authorized Ford Dealers and Service Stations. This book, which includes about 300 pages is the culmination of several years study of research by Ford engineers. It covers in minute detail, with numerous illustrations, every operation in assembling and repairing Ford cars.

Automobile engineers all over the country have long urged that a system of repair methods, standardized by the manufacturer be worked out in the interest of car owners. Practically no two mechanics follow the same method even on the same operation, they assert. Efficiency may also vary, it is pointed out, and it is an assurance of the highest type of service if in every shop the methods conducive to highest efficiency are employed.

For years the company has maintained a direct and close service supervision over its dealers and service stations and with the new text this is strengthened by giving mechanics in simple form the approved methods for servicing Ford cars. Publication of the book, a statement says, "in line with the company policy of improving service to Ford car owners in every way proven practical."

The Harrisburg bridge is nearing completion and a pioneer ferryman who has witnessed more casualties than any man in Oregon, will soon be out of a job at Harrisburg. This bridge should have been built long ago.

That detour from New Era to Oregon City has been a long drawn out process as well as a long steep pull process and to add to the inconvenience of the thing during the International stock show, you were required to detour on the detour.

Then—and Then Only

Not until we have done away with certain classes of automobile drivers, either by education or by means of force can the average motorist take the road in safety. When we have blotted out the drunken driver.

Abolished the under age motorist. Outrun the "beat the train" driver. Shot down the highway robber driver.

Forced the road hog into a bottomless ditch. Taught the no-signal driver sign language.

Caught the hit-and-run driver for good and all time. Whipped the smartness from the smart aleck driver.

Thrown the bootlegger driver

behind the bars for twenty years. Convinced the speed maniac that he is not in such a hurry after all.

Stepped on the loafer driver's rear bumper to give him reasonable speed.

Equipped the one-light driver's car with three lights instead of two.

And just naturally pounded some common sense into the boneheaded driver's cranium with a sledge hammer, if necessary.

Then can the average man drive out to a nearby lake for a picnic or a fishing trip with reasonable assurance that he will return home fit and whole, and not to a hospital maimed and mangled. — Marshall (Miam.) News Messenger.

ENDURANCE RECORD MADE IN HUPMOBILE

Standard Eight Model Is Piloted 1686 Miles; Average 45 Miles an Hour

James J. Williams, of Rochester, N. Y., set what is believed to be a new motor car speed and endurance record when he piloted a Hupmobile Eight standard stock touring car from that city to Miami, Fla., 1686 miles, in 37½ hours elapsed driving time. This is an average of 44.96 miles an hour.

The record eclipses that of the fastest limited trains from any point along the North Atlantic coast to Miami by several hours. Eight states and the District of Columbia traversed. The run necessitated passing through the traffic as such cities as Williamsport and Harrisburg, Pa., Baltimore, Washington, Richmond, Va., Charlotte, N. C., Columbia, S. C., Augusta, Ga., and Jacksonville Fla.

Approximately 50 miles of detours, 183 miles of deep sand in Georgia and narrow rutted and heavily traveled road between the Florida state line to Miami, were encountered, in addition to the

usual city and highway traffic. From Baltimore to Richmond the car was piloted through a driving rainstorm.

The run was the second record-breaking cross-country test of a Hupmobile Eight within recent weeks. On September 20 and 21, T. W. Campbell, Hupmobile distributor at Hartford, Conn., and C. E. Emery, of his organization drove a standard stock sedan bearing factory serial number E-961, from Hartford to Windsor, Ont., 866 miles, in 19 hours and 20 minutes elapsed time, averaging 44.79 miles an hour.

The log of Mr. Williams' trip illustrates the remarkable train-like speed schedule that was made. An average of 43 miles an hour was made during the first eight hours; a 42.5 mile average was made the following 5½; 45.1 during the next seven hours; 49.1 for the next seven; 45.7 for the next seven and 42.7 during the last three. The highest speed average was between Columbia, S. C. and Jacksonville.

Despite the terrific speed at which the car was continuously driven, an average of 13.27 miles per gallon of gasoline was made. Mr. Williams reported. Crankcase oil was drained at the end of the 1000 miles and a fresh supply given the engine. Aside from that no oil was added. Less than a pint of water overflowed the radiator at Miami, though none was added during the entire trip.

REMARKABLE GAIN IN GRAHAM PLANT

Manufacturers of Motor Trucks Show Phenomenal Increase

Graham Brothers production of motor trucks for the single month of September, 1925, according to official figures, was 171 per cent of their production for the entire year of 1924.

With the combined output of their four large factories located at Detroit, Evansville, Stockton, California, and Toronto, Graham Brothers, a division of Dodge Brothers, Inc. and now the largest exclusive manufacturers of motor trucks, month by month and week by week are shattering all their previous production records.

Graham Brothers production for the first nine months of this year exceeded that for 1924 by 128 per cent and exceeded the 1923 figures by 248 per cent.

"This program is not surprising to owners of Graham Brothers trucks," says Mr. Bonesteel local Dodge Brothers dealer, "because they know the satisfactory service these trucks give, and appreciate their unusually low cost of operation."

TINKER MAKES CHANGE VINCENT INTEREST IS BOUGHT BY SALEM MECHANIC

Willard Tinker has resigned as shop foreman of Vick Brothers garage and has purchased the interest of Roy Vincent in the Skipper & Vincent repair shop. The firm name will be known as Skipper & Tinker and will be located at 544 Ferry street with Ramsyer Brothers. Both Mr. Skipper and Mr. Tinker are well known in Salem and have the reputation of being first rate mechanics.

Eugene—McKenzie fish hatchery has distributed 4,225,000 trout fry this year.



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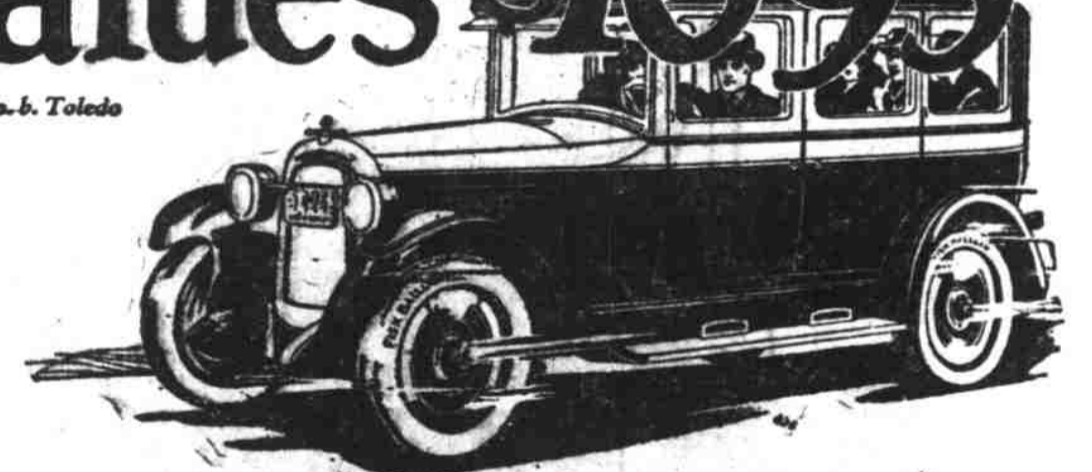
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Distinctive Beauty

About either of the two Overland Six Sedans there is an unmistakable air of distinction and beauty—these are no ordinary cars built in quantity to sell at a price. They are the summing up of the best that motor car building can give... they look it in every line... in the charming and distinctive colors... in the rich trimmings... in the low graceful lines... in the upholstery. Critical buyers have only words of praise.

Delightful roominess

There are 16½ cubic feet more room in these sedan models than you find in the ordinary six. That's room enough for 1½ people. But in the Overland Six it is the extra room which means comfort and enjoyment on long trips. No one is crowded... there is room to move around... no one is cramped... the driver has all the leg room he will ever need.

Surprising convenience

Women know what Baker velour is. That is what is used in the de luxe model... dust proof... moth proof. And there are handy pockets, generous

in dimensions, to carry bundles. The upholstery in the standard sedan is a practical, hard wearing fabric that will stand the roughest usage... just the kind of cloth where there are kiddies or when you want to store your camping outfits inside and hike for the long trail.

Superior engineering

An internationally famous engineer calls it "an engineering masterpiece"... lightning getaway... tremendous power... stamina you cannot break down... and an economy you can find in no other six-cylinder motor. Drilled crankshaft... engine, clutch and transmission in one unit... straight line drive... low center of gravity.

Come—see this master car

Learn by inspection... by demonstration... just what remarkable values are offered in the two Overland Six sedans. Come prepared to compare with other cars. But see it... whatever else you do.

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