

ENDURANCE RECORD IS SET BY OAKLAND

Six, Loaded With Five Passengers and 1200 Pounds of Luggage, Climbs

Accomplishing what no other automobile has ever done on the Pacific coast, an Oakland Six touring car loaded to capacity with five passengers and 1200 pounds of luggage broke all records of endurance, reliability and time in crossing the six highest summits in the snow-covered Sierra Nevada mountains in a single spectacular run.

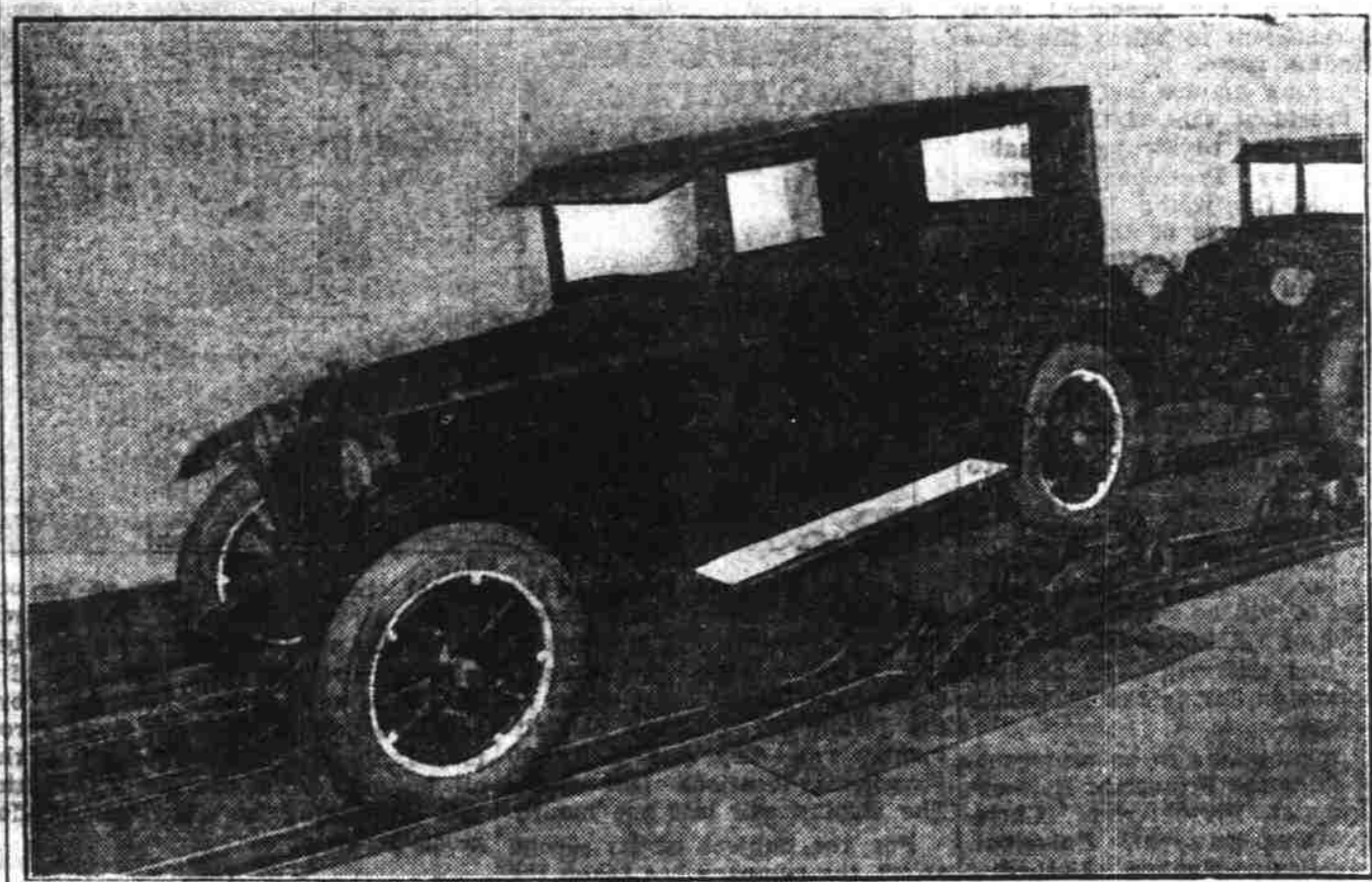
Determined to open the winter season with a demonstration that would out-distance any previous test of durability ever demanded of a motor car, A. H. Patterson, Oakland dealer at Stockton, California, combined six continuous peak performance tests into a single grueling grind over rocky mountain grades in ice and snow, returning with new records and a motor car in perfect condition, thus adding a new brilliant chapter to motor car history through Oakland's stamina and performance.

Starting at Stockton, only 12 feet above sea level, Patterson made the run of 730 miles from his place of business and back with three newspapermen and a photographer in the actual running time of 30 hours and 42 minutes. The elapsed time was 44 hours and 14 minutes.

In negotiating the six nationally known passes, the Oakland Six climbed a total of 30,990 feet crossing the following passes at their respective altitudes:

Tioga Pass, 9,941 feet; Eb-

Hudson - Essex Doubles Its 1924 Record



This is the finished Hudson-Essex car No. 256,000 for the year—closely followed by No. 256,001. This is twice as many cars as Hudson-Essex built in all of 1924.

Hudson-Essex has broken an old record for volume business. Officials announce their production of motor car No. 256,000 for the year 1925—important because that is just twice the number of Hudson-Essex cars made in 1924, which was itself far in advance of any previous Hudson-Essex year.

The records of the industry, it is said, will show that no other large producer of cars has succeeded in doubling 1924 output.

What Hudson-Essex's policy of building and selling has meant in the past few years is shown by the following figures. In 1922, there were built 66,000 Hudson-Essex cars; in 1923, the total was 88,000; last year, 228,000; and this year already has run well over the quarter million mark.

Next year, it is expected by the Hudson-Essex management, will show still further gains.

90 per cent of the total being coaches, and fully 98 per cent being enclosed cars.

This specialization, together with the volume of business done, has brought about a striking degree of economy which has enabled Hudson-Essex to offer unusual value in its cars.

ing of any one of these craggy mountain elevations in the winter season is considered a remarkable feat and to emphasize the reliability of the Oakland, the hood and radiator were sealed, neither oil nor water were put into the car during the trip. Yet the seals on the hood and radiator cap were broken after the trip, an examination revealed that only one quart of oil and one quart of water had been used.

Snow covered the highway in patches on all the passes except two, while on the Sonora-Mono Pass, snow six inches deep was encountered. The possibility that snow had closed one or more of the passes, lent a spirit of adventure to the trip.

Even in summer the ordinary tourist has little desire or occasion to cross more than two of the Sierra passes on a single trip. Because of this fact the idea of negotiating all six of the passes on a single trip, appeared as an outstanding test of performance especially since motor travel across the higher passes had been considered ended for the season.

Fortunately no man gets the name of "thief" until after he is caught.

FOREIGN AUTO SALE GREATLY INCREASING

European Markets Especially Show Trend Towards American Autos

DETROIT, Mich., Dec. 5.—

Europe has finally awakened to the American automobile, with results already observed in increased sales and in the promise of continued buying at a far greater rate than ever before, according to reports brought to Detroit by Sidney H. Diman of Paris, European Manager for the Paige-Detroit Motor Car company.

Until recently Europeans looked upon the American car as inferior to their own product; they regarded American quantity production merely as a means of obtaining larger output at low cost. They were, therefore, easily swayed by patriotic appeals that they should support their home industry.

However, now that American cars have demonstrated that they are as good as Europe's best, dollar for dollar, its people are quite willing to benefit in the reduced costs obtained under the American methods.

Diman's forecast for greater buying applies especially to Germany, which for the first time in years is in position to take a number of American cars. Until recently, the German government had enforced an embargo against the import of cars, but the restrictions have been lifted, with immediate results. Germany now being one of the best of European customers for cars made in America.

E. Freiherr von Spiegel, distributor for the Paige and the Jewett in Germany, who accompanies Diman, reports that the German people are eager to acquire American cars, which they hold in high favor.

Sven du Rietz, who represents the Paige company as distributor in Sweden, asserts that conditions there are equally favorable.

According to Diman, the demand for American cars is general. Business in Spain is improving, and even France, despite its frequent political and financial crisis, is on a "business as usual" basis, and is buying American made cars in greater quantities. A favorable outlook also is reported.

DRIVEAWAY SALES IN CHICAGO SET MARK

Willis-Knight Salesmen Deliver 401 Cars During Derby Celebration

Continuing their high sales record of an average of more than 1000 cars a month since January 1, the Chicago factory branch of Willis-Overland and its dealers established a new mark when they held the largest single day's driveaway in Chicago automobile history recently.

Dealers under the Chicago branch, who had gathered to celebrate their part in the Willis Derby, national sales contest of Willis-Overland, drove away from Chicago 401 automobiles with a total retail valuation of more than a half million dollars. A cash payment of \$348,921.71 was made by the 529 dealers in attendance to cover this huge driveaway of cars which marks a continuation of the exceptional sales in Illinois territory for Willis-Overland.

President John N. Willis was on hand to take part in the festivities which were held in Municipal Pier and bore all the markings of a real derby day, designated as "Willis Day" in honor of Willis-Overland's head. That the meeting was an indication of the usual dealer success in this territory is shown by the registration figures in Illinois which rates Willis-Overland third in number of cars registering in the state and with the same position in Cook county.

More than 11,000 automobiles were delivered to Chicago dealers in the period from January 1 to November 1 with a total retail value of more than \$14,000,000. Willis-Overland's September and October deliveries from the Chicago branch totalled 2202 automobiles this year, representing an increase of practically 300 per cent over the corresponding period of 1924.

RICKENBACKER SAYS SALES ARE SPLENDID

(Continued from page 1.)

reasons for it," says Mr. Hodgkins.

"First, is the excellent conditions of general business. Next is the big crops recently harvested and the resultant heavy buying, especially in the middlewest; and of equal importance is the desire of every family to have an enclosed car.

"This factor, the replacement of millions of open cars with new closed ones, accounts for business being better than ever before in the history of the industry, during the fall months.

"Looks as if January first will find us swamped with orders instead of warehousing cars as we always have tried to do and should, against the flood of spring demand," says the Rickenbacker sales head.

AUTO THIEVES ARE HIT

Another effective blow was dealt the motor car stealing industry when an international agreement of co-operation was reached between the Mexican military and police officers and American officials for the apprehension of automobile thieves.

Definite and concerted action to curb the rush of stolen vehicles across the California-Mexican border has already been taken.

EIKER'S GUARANTEED USED FORDS PRICED RIGHT THE BLUE FRONT Liberty and Ferry

A Challenge—where in all the World is there another motor car value equal to this

Let's Get Down to Real Facts:—here they are, a full size, five - passenger Sedan, with all the room you can find in cars at double the price—molybdenum steel axle shaft, chrome vanadium steel springs, a big car frame, genuine honeycomb radiator, three forward speed transmission,—a beautiful car, with sweeping, graceful body lines, finished in polished lacquer, upholstered in broadcloth, trimmed in nickel—a car with 20 square feet of window space, exceptionally wide doors, the widest seats ever built into a light car, and a motor that has demonstrated unequalled power, reliability, economy and smoothness.

Where can you find its equal?

Your car in trade—easy terms on the balance.

VICK BROTHERS

High Street at Trade

Auto Accessories make Ideal Gifts

A Practical Gift

Interior mirrors eliminate the necessity of looking back while driving—several sizes and models from which you can choose. Priced from 95c to \$2.95.

Very Useful

The powerful ray of light from the "Darsie" spotlight picks out street numbers, street signs, ruts and bad spots in the road. Its beautiful design lends grace to the car—only \$7.50.

Other Spotlights \$3.45 to \$13.00.

This Week's Specials

"Day-Night" Clock

An accurate yet inexpensive timepiece that will be appreciated by all car owners. Fits on the dash board. Radium dial enables night and day readings. Reduced this week to... **\$2.60**

"Leader" Spotlight

A popular, dependable spotlight that can also be used as a trouble light. Complete with bulb. Reduced this week to... **\$1.75**

The Gift for the Family

Radio

It brings happiness and Christmas joy all year round... it brings homes closer together—tightens home ties... it opens the doors to the world and brings to the home all that is clean and wholesome—the best in music and education... it brings the news, the sermon, the lecture, the concert, to your home... it makes tedious home tasks easier... it is the one gift your loved ones have wished for.

Western Air Patrol

is a set they will be proud of. Beautiful in appearance and tone. Simple to operate. Noted for its selectivity. Designed to give you radio as you want it.

Our price of \$110.00 is complete. Nothing else to buy—installed in your home ready to attach to your outside aerial. Reserve your set now to insure Christmas delivery.

More than 125 Stores in the West—

Western Auto Supply Co.

Salem Store Corner Court and High

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