

EUROPEANS COMING HERE FOR MOTORS

American Progress in Motor Cars Causes Foreign Build-to Look In

European automobile manufacturers are following the lead of American engineers and body designers according to W. S. Knudsen, president of the Chevrolet Motor company, who recently spent six weeks abroad. Mr. Knudsen's tour of Europe included visits to several automobile shows.

"It is very evident that the English, French and Italian automobile manufacturers are intensely alive to American progress in modification and simplification of chassis lines," he said. "It also is evident that during the last few years they have followed American initiative in the improvement of automobile bodies both as to comfort and appearance. In fact one of the largest automobile makers procured from the United States all of the tools and machinery used in building the bodies for his cars.

"The very small 'bug' type of car apparently is losing favor in Europe. A great majority of the light automobiles made in Europe today are modeled as closely as possible to match the seating capacity of American light cars. Many of the European car builders, however, still use a relatively small motor with a low gear ratio and four speed transmission. This results in gasoline economy which is important in Europe because of high cost of motor fuel. It also results in low taxes in England, because taxes there are based on horsepower. But these advantages are obtained only at the expense of frequent gear changing which is necessary even on very slight grades. Such a gear arrangement invariably has its disadvantages, particularly in mountainous districts. I found our American cars with their greater power reserve very much in favor."

Mr. Knudsen inspected the European assembling plants at London, Copenhagen and Antwerp and the Chevrolet receiving plant at Hamburg where partially assembled cars are completed and tested before being delivered. A similar receiving plant is located at Barcelona, Spain. "Despite the fact that the oldest of Chevrolet's European es-

tablissements have been in operation less than two years, Chevrolet sales there during 1925 will total about 20,000 cars," Mr. Knudsen said. "The growing foreign popularity of the Chevrolet will require an increase of 100 per cent in our European assembling facilities within the next two years."

AJAX PRODUCTION IS INCREASED GREATLY

Ten-Thousandth Six Cylinder Car Is Taken From Line at Racine

The ten-thousandth Ajax has been produced. It came off the "line" at the factory in Racine, Wisconsin, Friday, November 20, just one week less than six months from the day the first production Ajax was built. There was keen interest among the workers throughout the Ajax plant in the 10,000th car. The motor, as it proceeded down the final assembly line, was decorated with a bouquet of American beauty roses and a hearty cheer greeted the finished car as it was fun off the assembly line and out onto the company's test track for final inspection before shipment.

"What pleases us most," said George C. Hubbs, general sales manager of Ajax Motors company "is that the thousands of cars in the hands of owners since last spring have given a splendid account of themselves. It is an interesting fact that at no time since the introduction of the Ajax has there been any effort on the part of the factory to increase production beyond a point of sound manufacture, in spite of pressure from dealers for more cars. As a matter of fact, during the first four or five weeks, production was deliberately held down to ten or twelve cars a day."

"Increases were made, from time to time, on a careful basis until production finally reached a sizable volume. Meanwhile, Ajax performance in the hands of owners throughout the country and abroad, made necessary plans for additional factory equipment so that production might be increased 100 per cent to meet the demand of the buying public."

"This increased production will become operative with the installation of the necessary machinery and equipment which probably will have been completed about February 1."



WALTER P. CHRYSLER'S TRAFFIC TALKS

The community which thinks it is too small to plan for its future with especial reference to motor vehicular traffic is short-sighted. No matter where you go you will find traffic problems. In Holland, for example, in a city like Amsterdam, one in every three rides a bicycle. Imagine the difficulties of driving a motor car.

In most countries mistakes have been made in making highways too narrow. England made the mistake and profited by it and today has some of the finest highways in the world with room for as many as eight lines of cars. France and Holland and Germany have taught the lesson of planting trees along the highways. In France all highways join with the main streets of the villages. It might have been better to have the main highways go around villages rather than through them. To be sure these villages know no congestion but the streets are very narrow and permit the passing of a single car at a time. That very often is true. More and more Americans are going to Europe and more and more Americans are touring Europe in motor cars. And everywhere they go they find different traffic regulations and different traffic problems. Traffic today is an object of world study. Whether in America or France, England or India, Holland or Australia, one will find men wrestling with the problems of traffic. Wide streets, wide highways, elimination of speed laws and substitution of reckless driving laws instead, moral persuasion of pedestrians to observe traffic laws—all these will solve most of the traffic problems of the world. But it is certain that the time is coming soon when the pedestrian will be influenced to observe traffic signals for his own safety. To do that is to conserve human lives and nothing is more important.

AUTO BUSINESS FOR LAST MONTH LARGER

Exceptionally Low Prices Believed Cause of Largest Fall Business

A new November record was established by the automobile industry during the past month when 379,300 cars and trucks were manufactured, this being the total estimated from shipping reports filed at the directors' meeting of the National Automobile Chamber of Commerce in New York today.

The total for the eleven months is 3,997,954 exceeding the record of 11 months in 1923 by 5.6 per cent and insuring that the total for the complete year of 1925 will be the largest in the history of the business. The total to date is 16 1-2 per cent higher than

the similar period in 1924 which was the second largest year in the business. Sales this fall have been exceptional. November was 63 per cent over the eleventh month a year ago. The outstanding rea-

son for this growth in the opinion of the motor trade has been the fact that the prices of vehicles are the lowest that have ever obtained. Marked manufacturing economies have made this season partic-

ularly in closed bodies with the result that better cars have been offered for less money than ever before. Springfield—Two miles of cement sidewalk laid here this year.

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Baccarat Favored Game on Emerald Coast; Boule Next

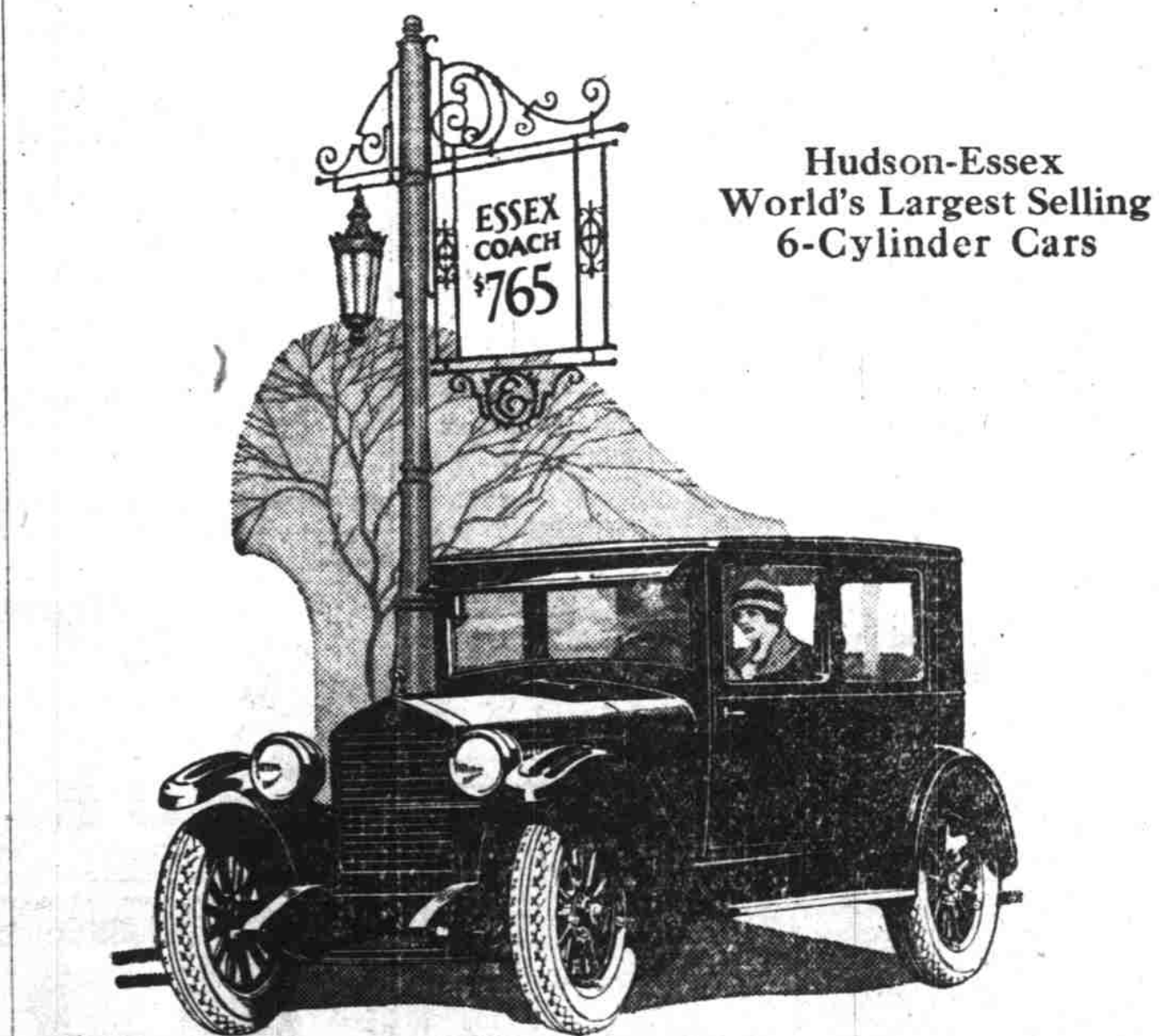
DINARD — Baccarat was the favorite game this season on the Emerald coast of France, with its boule running it a close second. La boule surpassed baccarat at some of the smaller casinos. Gambling at all the resorts—Dinard, Saint-Malo, Paramé and Saint Lualre—netted a profit of 5,251,687 francs. Of this the state receives 1,958,100 francs. The cities in which the casinos are located also receive part of the earnings. Gambling was slightly heavier this year on the Emerald coast than it was last year, when the earnings of the casinos were 4,030,288 francs. Rainier—Olson plant running to capacity making fishing floats.

Radio Stock Company New Field For Players



GERTRUDE WOOD LEADING LADY FOR THE LEO WOOD PLAYERS, WHICH IS THE FIRST RADIO STOCK COMPANY

Gertrude Wood, Member Of First Aerial Theatre Group, Tells Of Audiences New York City.—The radio stock company has arrived. According to Gertrude Wood, of the Leo Wood Players, first radio stock company of the world, there's a chance nowadays for an ambitious actress to play to an audience of six million any evening all when the static is fairly quiet. "And contrary to what you might think," says Miss Wood, "it's the most inspiring kind of playing there is. True, there is no immediate applause, the audience playing to what seems a silent



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