

AUTO PRODUCTION IS MUCH GREATER

Output 38 Per Cent Greater Than January of Last Year, Report Shows

Continued strong activity in the automobile business is indicated by the production figure of 333,727 cars and trucks reported to the directors meeting of the National Automobile Chamber of Commerce at Chicago. The total is estimated from shipping reports

filed by the individual companies. A conservative policy is being pursued, according to automobile leaders. The output is four per cent over December and 38 per cent larger than January of last year, but considerably under the heavy spring and summer schedules.

The interest in the 1926 models as exhibited at the Chicago and New York National Automobile shows has led to a large number of immediate orders by dealers, which has made this January the most active that the business has ever enjoyed.

The record exports for December totaling 58,000 motor vehicles, including foreign assemblies, give promise of an increasing trade in that field.


The production figures for 1924, 1925 and 1926 are as follows: January—1924, 324,665; 1925, 241,062; 1926, 333,727.

GET NEW SALESMAN

Eugene Barber, formerly assistant manager of the Certified Public Motor Car Market here, has accepted a position with the Vick Brothers company as salesman. Vicks retail the Willys Knight, Overland, Oakland and Pontiac cars and have a large used car department.

The increase in number of automobiles in use in the United States last year over 1924 shows an average of one car for every five persons instead of one in every six as in 1924.

ONE DEATH PER 1000 AUTOS IN A YEAR IS RECORD OF U. S.



1 Person is Killed and 28 Injured annually for every 1000 Automobiles in this Country

One out of a thousand is the relationship between the annual automobile fatalities and the number of motor vehicles in this country, according to the Steward-Warner safety council for the prevention of automobile accidents, which has undertaken a strenuous campaign of automobile safety and accident prevention.

And for every fatality there are at least 28 accidents serious enough to get on record. This does not take into consideration minor sprains and bruises or people suffering from nervous shock as the result of being in an automobile accident.

To appreciate what a vast army of killed and injured is annually conscripted by the reckless motorist and careless pedestrian, a comparison may be made with American casualties in the great war. Over a third as many people are killed annually by automobiles as there were American soldiers killed on the field of battle during the entire war, while the number injured each year is nearly three times as great as the number of our boys who were wounded throughout the war.

THE ARIZONA SHERIFF

Tales of his adventures, his courage, his humor, his keen intelligence—as collected by Major Grover F. Sexton, "The Deputy from Yavapai County." How with nimble gun and motor car he brings swift and sure justice to evildoers.

Woman

Out in Arizona, a woman is a sacred institution, and he who works toward her defilement knows, even now, that he will have more than a sheriff to deal with; there'll be a posse of certain temper on his trail.

He also knows that the cost of administration of justice to him will be greatly reduced, if he is caught. Court delays and criminal lawyers will give him no respite, out under the Arizona skies, "where winter summers."

Right out there near the base of Superstition mountain, famous peak where the Apaches were wont to ambush their enemies and leave to whatever tribe they represented a fear of the evil gods who swallowed up their warriors, one of the most atrocious of Arizona crimes was committed.

Not two hours' journey on horseback, and a matter of a few minutes with the sheriff of today from either Mesa or Florence, Fred Gibson, whose name is even yet spoken in scorn, came upon a man and his comely young wife, prospecting. The woman's name will be omitted. They protect women in Arizona.

Gibson called the man to the roadside, and shot him down in cold blood, with no other word. The terrified little wife was all alone. Her cries could reach no friendly ear.

She fought in vain, but Gibson was a powerful man. The brutal assault continued from sunset until dawn.

Gibson then loaded the exhausted and semi-conscious woman into the back of her own little Ford car, and started for Mesa. They ran out of gasoline just outside the little city, and while he was seeking more, she managed to get word of her plight to a boy living near, and he told the sheriff.

Gibson was caught on his return to the car. Word of the crime spread rapidly and a posse began forming. They carried ropes and rifles. The deputy sheriff at Mesa packed Gibson into his Studebaker and succeeded in outrunning the Mesa posse, rushing Gibson to the state penitentiary at Florence, 46 miles away. No other car could keep up the pace he set.

But near Florence they were other cars of the same make, equally capable of running off the road through the palo verde bushes with their leafless stems; the stumpy visnaga, or barrel cactus, and the deadly cholla (pronounced choy-ya), worst of desert cactus.

The deputy was overtaken within sight of Florence. Twenty rifles thrust into his face forced him to release Gibson.

The now cowering desperado realized what his doom would be,

and began to plead wildly for his life. A slap side of the head with the barrel of a rifle was the only answer.

Not one word was spoken by the posse of fifty men, till the very scene of his crime was reached. To a telephone pole, a hundred feet from the dying embers of the little family's campfire, they hanged him. The pole still can be identified by the black crosses marked on it.

Deputy Sheriff Chester McGee, Pat Gorham and S. E. Kent went out next day, cut him down and buried him, like any other desert carion.

Though the hanging was in broad day light and every man there was a neighbor, there isn't a man in Pinal county today who could identify a single man in that posse!

"So," concludes Undersheriff W. E. Laveen, "there doesn't seem to be much use trying to bring any of the lynchers to court."

Thus the matter concludes, for the here nameless little woman was avenged, and that's all the law could do, anyway, isn't it?

Hungarian Football Gains Postage Stamp Distinction

BUDAPEST—Football has received the honor of illustrating postage stamps.

The recent issue of stamps by the Hungarian government might be called the "athletic series." In addition to football, swimming, diving, hurdling, skating, fencing and skiing are portrayed.

The denominations vary from one hundred crowns to twenty-five hundred. Physical exercise for adults or bedroom physical culture is rated at 100 crowns, while the "high jump" rather appropriately represents the most expensive stamp of the series, 2,500 crowns.

'Pump-keen' Pie Best Thing Swedish Star Found Here

HOLLYWOOD—The best thing Greta Garbo, Swedish screen star, has found about America "ees what you call pump-keen pie."

The actress has been in this country several weeks, having been engaged by the Metro-Goldwyn company to appear in pictures. But it was only when asked the usual question about her impressions of America that she was revealed as an advocate of the pumpkin.

"In Sweden," she said, "ve teenk pumkeens are goot only for to feed cows. But here I eet pum-keen pie and I teenk maye dat de cows dey know much better than us what ees goot."

WALTER P. CHRYSLER'S TRAFFIC TALKS

NEVER TAKE CHANCES

Never turn a corner at a high rate of speed.

Never turn around abruptly.

Never unexpectedly change your course.

To do any of these things while driving a motor car may result in an accident.

Learn to drive in a straight line always. If you must change your course make clear with hand signals what you intend to do.

In turning a corner watch for both pedestrians and motorists.

In turning a corner you may be running through a stream of pedestrians who have been given the signal by the traffic officer to cross.

Pedestrians should be allowed to cross before motor travel is permitted to turn through the line of march of the pedestrians.

In crossing bridges take extra care.

Don't cross a railroad track until you are absolutely safe.

If you have a horn that emits a faint squeak get it fixed or buy a new one.

If you have a horn that is very loud be reasonable in its use. Horns are for protection, not to frighten people.

Give heed to signs. Read them as you motor along and then observe them. It pays.

Respect "dummy" policemen.

Know the law in your community and state and observe it. And always be careful.

That means: Never take chances.

MAXIMUM VALUE IS OFFERED BY AUTOS

Automobile Dollar Will Bring More Now Than Ever Before in History

"This year will be the greatest closed car year in the history of the industry," is the opinion expressed by R. N. MacDonald of the MacDonald Auto company, local distributors for the Cleveland Six.

"Although the purchasing power of the American dollar has steadily decreased until it now buys only 60 cents worth of the average commodity in comparison

with the 1913 standards, the automobile dollar will bring greater value this year than ever before.

"Mechanically the automobile of today is far better than the motor car of three years ago, and it is now possible to purchase a quality built enclosed car, as for example a Cleveland Six, for less money than what was asked for an open car of comparative quality in 1923. At a lower cost to the buyer, the car is better mechanically in addition to the advantage of owning a closed car offering all-season comfort.

"The public at large realizes the truth of this statement," continues Mr. MacDonald, "so it is in order to predict that this year will be better than ever before. The volume of business done already proves it, if the volume of sales for the past two weeks can be considered a criterion, Cleveland sales have been mounting steadily

on all closed models, especially the series 31 coupe which has been receiving particular attention on the part of the motor buying public.

"This new coupe, at its exceptionally low price, has found a marked demand from those who seek a comfortable closed car for business or professional use. The ladies too find it ideally suited for shopping and pleasure. They are keen for its congenial comfort. And it is priced at several hundred dollars lower than the Cleveland ix Coupe of three years ago, while it incorporates numerous improvements.

"Yes, we can safely tell the automobile buyer of today that now is the time to buy his 1926 motor car," concluded Mr. MacDonald.

Friday, January 15, was "Theatrical Day" at the National Automobile show in New York.

Just WHY is OAKLAND WINNING and HOLDING GOOD WILL?

Why are so many motorists everywhere so genuinely enthusiastic over this car? Why are they favoring it above all others? Is it because the Oakland Six is more beautiful—because it possesses more advanced features, including Air Cleaner, Oil Filter, Full Pressure Oiling System, Four-Wheel Brakes and The Harmonic Balancer? Or because it reveals greater speed, power, acceleration and smoothness of performance? Each of these features plays its part; but there is an even stronger reason for Oakland Six popularity. Oakland combines—not just one or two of these advantages but all them—at prices surprisingly low.

OAKLAND SIX \$975 to \$1295—Pontiac Six \$825, Coach or Coupe All prices at Factory

VICK BROTHERS

High Street at Trade

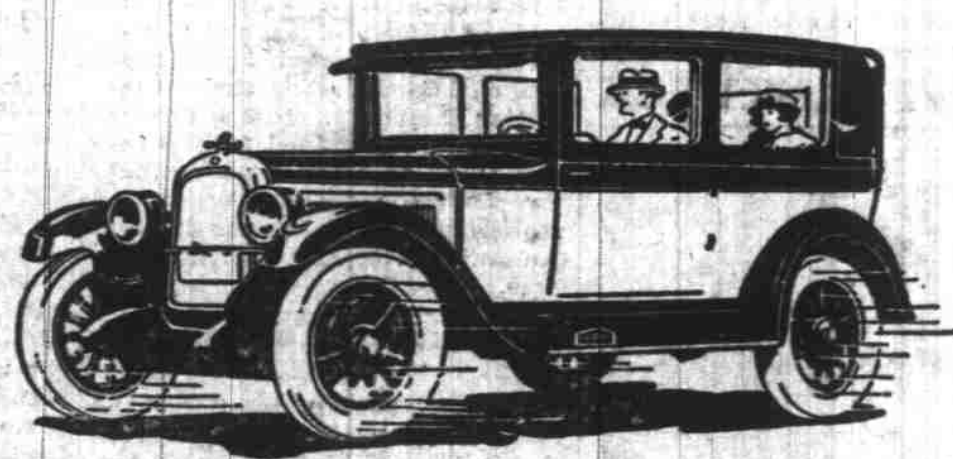
WINNING AND HOLDING GOOD WILL

OAKLAND SIX

COMPANION CAR TO THE PONTIAC SIX

PRODUCT OF GENERAL MOTORS

1500 more this week



SIX SEDAN \$895

F. O. B. FACTORY

The New WILLYS FINANCE PLAN

offers easy time-payment terms at lowest credit cost in the industry

Measure the value of this luxurious, fast, extra-powerful Overland Six by the number of new owners each week. Buyers accustomed to paying well over a thousand dollars for their cars are saving the difference and, in this great automobile, are getting even greater value for their money... For beauty and smartness, for power and pickup, for low cost of keeping it in action—no car in the \$1000 price group equals it. Where dollars count, this big Six wins. Its superior worth is instantly apparent.

Overland Six

VICK BROTHERS High Street at Trade

Watch This Space One Week From Today

for an Important Announcement

(not Referring to New car Models)

Vick Brothers

QUALITY CARS High Street at Trade



Having once enjoyed the exhilarating action of the new 90-degree eight-cylinder Cadillac, felt the eagerness of its response, been enveloped by its luxury and elegance—you will be too critical to be satisfied with anything except the new 90-degree Cadillac itself.

Prices range from \$2995 for the Brougham to \$4485 for the Custom Imperial. F. O. B. Detroit. Tax to be added.

The total cost of a Cadillac paid for out of income is the cash delivered price, plus only the low GMAC financing charge.

NEW 90 DEGREE

CADILLAC

DIVISION OF GENERAL MOTORS CORPORATION

F. W. PETTYJOHN COMPANY

365 North Commercial Telephone 1260

"AFTER WE SELL WE SERVE"