

SOME PLANTS CUT OUTPUT

Current Shipment by Equipment Makers Is Lower; Retrenchment Under Way.

NEW YORK — Although a few of the motor car factories have increased production slightly in the last two weeks, the majority are either maintaining schedules at levels previously established or are gradually curtailing. Current shipments by equipment makers are lower than they were a month or six weeks ago, clearly indicating retrenchment by the car manufacturers.

At the same time, it cannot be ignored that rather heavy stocks of parts and semi-finished vehicles were accumulated during the early months of the year, and part of the shipments of the last month have involved a considerable reduction in inventories.

From now on output will be closely dependent upon the state of the retail market and stocks in dealers' hands. So far the spring selling season has been up to expectations in total volume, but not all manufacturers are sharing equally in the good market. The leaders in public popularity are selling at record level.

Manufacturing conditions are on the whole extremely favorable. Raw material costs continue to decline, while prices thus far have been fairly stable. Rumors of price-cut are persistent, but this is more or less a permanent condition in the automobile industry.

In line with the seasonal trend, parts and accessories are being sold in larger quantities, even tires showing some evidence of spring stimulation. Trucks and busses are still experiencing a record demand, while the export market is better than ever.

South America is particularly looked to as a field for heavy expansion of American export business, the Argentine having recently come into first place as a foreign market for American automobile products. Road-building, the chief need of the Latin American countries, is proceeding at a rapid pace.

If the engine of the new car suddenly starts a squeaking noise that grows louder and louder until it shows signs of developing into a genuine screech by all means stop. Do not force the engine along in the belief that the noise will "wear away." Stop, let the engine cool, put two quarts of oil in the gas tank and proceed slowly. Chances are that a tight piston is starting to score its cylinder.

Saving Tendencies. "Is your chauffeur economical?" "Very; he never runs the car on more than two wheels and three cylinders."—Chicago Phoenix.

STAR CAR STANDS UP UNDER ROUGH AND CONSTANT USE

PORTLAND, Ore., June 19.—How many automobile owners know through long years of experience that the best method of keeping their cars "just right" is by permitting no more than one driver to sit behind the wheel? Practically every automobile owner today will answer "aye" to that. And that one thing, according to C. L. Ross, local automobile dealer, makes even more unique the record of a Star four coupe, owned by the Bee Hive Auto Service company, which came to light here recently.

This car, placed in a "For Rent—You Drive" service by its owners, started its career in public service March 9, 1925. To date, according to T. McDonald, owner of the rental service, this Star coupe has been driven by 254 different people, for a total of 19,757 miles in service practically every day of its life.

The car has never been "laid up" for repairs or replacements of any kind, other than two valve grind jobs, a remarkable record for any automobile in practically 20,000 miles of service.

Canada Deplors Use Of Flag as Unethical

It is not ethical to carry the flag of one's nation on a car without carrying the flag of the realm visited. This was impressed on the Oregon State Motor association by a letter received from Post No. 2 of the Native Sons of British Columbia, with offices at Vancouver, B. C.

According to the letter, received from the recording secretary, a great number of cars visited Canada on Memorial day, displaying the United States flag, without flying the flag of the Maple Leaf Dominion. This breach of international ethics by motorists is called to the attention of the association in the hope that that organization through its contact with motorists may assist in rectifying the situation. Such information is considered timely in advance of the traffic that will be crossing the international boundary on the Fourth of July, displaying flags.

Coasting is one of the first rules of gasoline economy. The following is a way to save gas and to coast with safety: Press out the clutch or shift to neutral when it is evident that at the next crossing the car will be obliged to stop. When pulling up to the curb at points where no maneuvering is required to park, disengage and switch off the engine. When driving into the private garage shift into neutral, switch off the engine and coast to a stop.

If the car is equipped with a vacuum windshield wiper and the vacuum tank does not fill readily, especially when climbing hills, examine the rubber hose to the wiper. If it is cracked, the air will leak through. Disconnect the hose at the intake manifold, plugging the hole with a piece of wood until a new hose can be installed.

It's A Wonderland



Wallawa Lake has more things about it than scenery to entice motorists. For instance, look at the above picture. Doesn't that get a response?

Gas Gargles

When breaking in a new car some manufacturers recommend putting a little lubricating oil in the gasoline during the first few weeks of driving. One quart of medium oil to five gallons of gasoline is sometimes the proportion used. The oil goes into the cylinder with the gasoline and is deposited on the cylinder walls in the combustion chambers, getting a little better working arrangement than might otherwise be the case.

A simple way to mount a balloon tire and rim on a wheel is to insert the valve stem through the wheel hole while the wheel is around to one side instead of at top. Once the stem is in the hole, the tire can be lifted up and on the wheel by simply turning the latter a quarter of turn. This saves actually lifting the tire. The wheel should not be too high off the ground.

The top of the car, whether open or closed, should not be brushed off, but should be rubbed. Brushing dries out particles of dirt that are of value in filling in porous parts of the top material. Rubbing cleans without injuring the top.

The pessimist has been informed that getting an automobile is lots easier than getting rid of one. He can't prove this by the rum runner who has had been overtaken by the sheriff's car.

Well, why shouldn't the farmer's products come to town in a tin can? The farmer does.

REVERSED OWNERSHIP

It isn't your car when 'tis shiny and new; While the dread of a mar is so vivid with you; When the threat of a spot on a cushion or curtain Is awesome as death—and as fatefully certain; It isn't your car while you're driving it slowly; And treating its innards as though they were holy; Until it gets scuffed and you're driving it faster; You're merely its servant, and never its master.

But oh, when the luster has fled from its coat; When everyone calls it "the dirty old boat;" When over its carpet are traces of feet; Such parts of their "news" as the kids couldn't eat; And a perfectly terrible spot where the ice Was hauled in once—or perhaps it was twice! When these have all happened to humble and mar, You may safely and truthfully call it "your car."

Blashed in the presence of sponsor we stand; We're awed by a newness unpeppery grand; We cringe in obedience of gliding and pomp; That crush every vestige of freedom and romp; We're servants to the car while 'tis speckless and clean— No body can "own" such a thing as machine! No, while 'tis uncathed in its various bits That thing isn't yours by a joyful—you're IT!

—Strickland Gillilan. Nuf sed! Irate Employer: "Late again; have you ever done anything on time?" Clerk: "I bought a car!"—De Laval Southly.

Franklin's Sedan Business Increases

During the first five months of 1926, Franklin sedan business represented 58 per cent of the company's total, which is a gain for this type of car over 1925.

Last year the sedan made up 54 per cent of the total according to the local Franklin dealer, who states that the three-passenger, clear-vision coupe ranks next to the sedan, and that this personal closed car too is showing a higher percentage than that of last year.

Cleanliness Costly, But Cheaper Than Dirt

What price cleanliness? The Paigo-Detroit Motor Car company spends \$100,000 a year just to keep its plant clean, yet considers it cheap at the price. Before it installed the special equipment and arranged the present elaborate clean-up system, the cost was higher—but it was figured in production totals, injuries to workers, faulty workmanship, and damaged parts. With the increased expenditures for cleanliness, final costs were reduced, so that the purchaser of a Paigo or a Jewett not only gets a better car, but saves on the purchase price.

Buick Sales Manager With Company 10 Years

E. T. Strong, general sales manager of the Buick Motor company, completed his first ten years in that capacity June first, according to Jennings and Shumate, local dealers for Buicks.

The Buick dealer organization and authorized service were both developed to their present state of excellence during the Strong regime.

Signal recognition of Strong's work has come to the Buick Motor company through the National automobile chamber of commerce. Each year this organization awards first choice of space at the national auto shows to the member company doing the greatest volume of business during the year. This honor has been won by Buick for eight years in succession.

Under Strong's direction the Buick sales organization has marketed 1,390,259 Buicks, which is 84 per cent of all the Buicks sold since the company was founded.

Longview Providing New Highway Entrance

LONGVIEW, Wash., June 19.—By the expenditure of \$400,000 the city of Longview, Wash., 50 miles north of Portland, Ore., is providing another entrance to the business section from the Pacific Highway, shortening the distance for visitors and making travel more convenient. The new entrance is considerable on an engineering project, as it involves a 2400-foot hydraulic sand fill, and one-half miles of concrete paving, a 300-foot tunnel and a steel bridge of two spans.



It costs less to bring a quart of Veedol to the Coast . . . than it does to send a post card to New York

VEEDOL is brought by boat to the Pacific Coast from the great Tide Water refinery at Bayonne, N. J. The cost of shipping represents less than a cent a quart. Isn't that a tiny freight tax to pay for the "film of protection?" That is why increasing thousands demand Veedol by name.

Veedol is refined only from selected Eastern crudes. Over 3,000 tests are made each month to maintain the fighting qualities of Veedol's "film of protection"—a film thin as tissue, smooth as silk, tough as steel. An oil-film that masters deadly heat and friction and keeps your motor sweet-running and free from repairs.

Let the Veedol "film of protection" be your motor's most steadfast defender. Stop at the next orange and black Veedol sign—it is the sign of a good dealer. The best Independent Dealers everywhere display it.

Ask for Veedol by name.

35¢ A QUART

TIDE WATER OIL SALES CORPORATION. Branches or warehouses in all principal cities. SAN FRANCISCO, 414 Brannan St.; LOS ANGELES, 4842 Long Beach Ave.; PORTLAND, 12th and Glisan Sts.; OAKLAND, 5701 Green St.; SEATTLE, 9th Avenue and Atlantic.

VEEDOL Eastern Oils and Greases

NASH THE LIGHT SIX 4-DOOR SEDAN \$1165 Delivered. Full force-feed lubrication, 7-bearing crankshaft, 5-bearing camshaft—plus 4-wheel brakes, full balloon tires and 5 disc wheels—included at no extra cost.

Just DRIVE this Nash Light Six—any time, anywhere—and that will end all argument as to which car is THE car of the \$1000 field.

La Grande Nash Co. A. R. Trachsel 1302 Jefferson Ave.



IS IT . . . "as good as BUICK"?

Before you are persuaded, by an extra allowance on your old car, to buy some car you might not choose otherwise, look it over carefully.

You probably will be told that it is "as good as Buick", but investigate. See if it is!

Does it have a "sealed chassis"? Has it a torque-tube drive? Has it mechanical 4-wheel brakes? Has it a ten-plate, multiple-disc clutch? Has it a Fisher body? Has it adequate and efficient nation-wide service facilities? Has it more than a million enthusiastic owners?

When anyone offers you more for your used car than it will sell for on the used car market, compare the new car offered you to Buick.

BUICK MOTOR COMPANY, FLINT, MICHIGAN Division of General Motors Corporation



Jennings & Shumate

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Some Folks Grow Older and Wiser Others Just Grow Older. A good part of our retail tire business is with people who have grown wise to the "special bargain" and "extra discount" decoys. They've stopped fooling around with unreliable tire equipment. They buy Goodyear Tires from us because they have found that Goodyear quality and Goodyear serviceability are about the best safeguards against tire trouble in the world. They know, too, that they're buying mileage at the lowest quotation on the market. You'll save money with Goodyears. We have your size—with a tube to match—when you want it. W. H. Bohnenkamp Co.