

NEW MODELS ARE RECEIVED FROM MOTOR FACTORY

Oakland 1923 Series Placed on Display at Local Salesrooms; Cars Distinctive.

The new 1923 Oakland series of cars, the first of which arrived this week, are distinctly new. They are deeper in body lines and larger in appearance. The distinctive Oakland streamline has been enhanced by the new sweeping full crown fenders which are wider, heavier and extend over the wheels in a deeper arc. The cars are on display at the salesroom of the Northwest Oakland company.

The lowering of the running board an inch and a half, combined with the new full crown fenders and running board shield, are mainly responsible for the full appearance of grace and power which sets this new series apart as the most distinctive the Oakland Motor Car company have ever turned out. The comfort and convenience of the owner has evidently been uppermost in the minds of the engineers, judging by the mechanical changes and improvements noted in these new models.

For instance there is a lever for dimming lights, mounted on the top of the steering column. This is a distinct innovation in the automobile world. In fact, the Oakland is the first car to have a headlight dimming apparatus mounted on the top of the steering column. This lever may be operated by the thumb and without the hands from the steering wheel. When the amount of light driving now being done is taken into consideration, the value of such a device cannot be over-estimated.

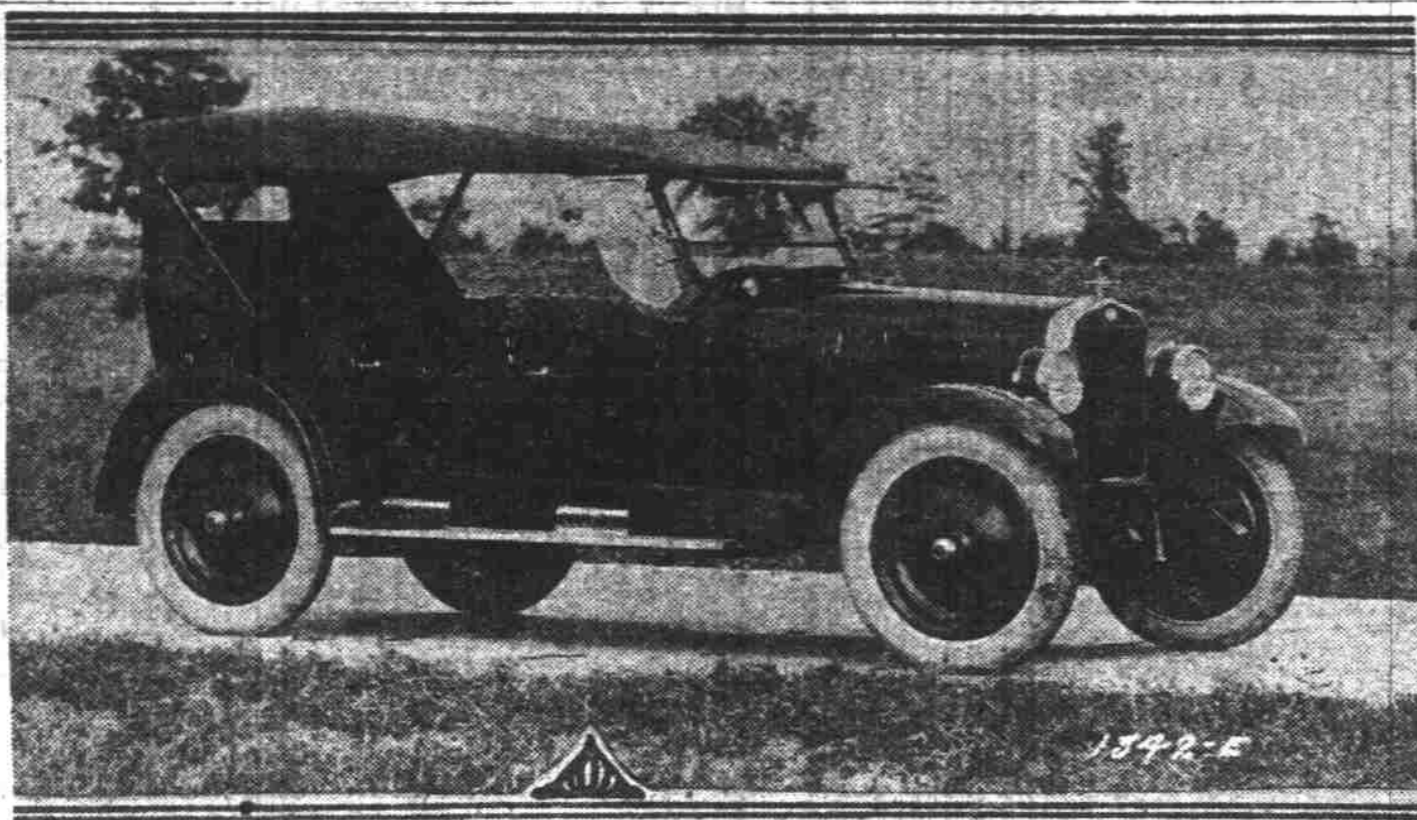
Another innovation, particularly for a car in the low priced field, is the new hand control for spark and throttle mounted on the steering wheel, a type declared to be superior to the quadrant. Gear shifting levers have been lengthened considerably to allow for shifting with a minimum effort.

To provide for quick starting winter and summer an improved carburetor and manifold has been adopted. This new carburetor system has a heat control working automatically with the throttle, insuring a uniform mixture the year round under all weather conditions. A new Remy distributor, with a semi-automatic advance and retard feature, cares for all spark adjustment inside the breaker box in place of the entire distributor head moving.

The new steering wheels are considerably more dished than those on the previous models, permitting easy reach of the greater number of controls now on the steering column. Each of the models is powered with the Oakland over-head valve engine built in the Oakland plants and each carries the famous 15,000 mile written guarantee announced for the first time with the 1923 Oakland models.

Bronze type headlights add a touch of distinction, and nickel plating is used on the radiator and other parts of the car where it will add most to the appearance. Rear windows and windshield are of plate glass, and in

ONE OF A BRAND NEW SERIES



Distinctive is the proper term to be applied to the new model Oakland now on display at the salesroom of the Northwest Oakland company. The cars arrived last week.

In the closed models there is plate glass throughout. Heater, rear-view mirror, windshield wiper and snubbers are furnished in coupe and sedan.

A host of changes have been made and additional equipment has been placed on the sport car. The body is low and racy, painted light maroon, and upholstered in brown Spanish leather. There are new style drum type headlights, nickel plated with cow and tail lamps to match; heavy nicked radiator, with special radiator cross bar cap and motometer; trunk bars in rear; plate glass wind deflectors; rear view mirror; windshield cleaner; running board shield projectors; running board step mats; disc wheels with demountable rims; walnut instrument board with glass covered, silver faced instrument; khaki top, leather bound; khaki covered windshield visor.

Prices on these new models range from \$975 to \$1545 at factory.

Vogler Forsakes Automobiles for Mere Speed Boat

Somewhere along the waterfront at San Pedro Fred W. Vogler, president of the Northwest Auto company, today is watching the performance of his fast motor boat, Vogler Boy and hoping that she will capture the De Mills trophy.

Vogler entered his boat in the Pacific Coast classic and then went south to see how she acted. When he left here last week he was confident that the little boat would bring home the bacon and that the trophy cup would look nice in his office at the automobile establishment, which Fred runs when he isn't marining around.

VERNONIA WELCOMES NEW RAIL ROAD LINE

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the loop trip from Portland to St. Helens and Vernonia, returning by way of Gales creek and Hillsboro.

It was found that the trip was delightful, not only from the industrial viewpoint, but also from that of sheer recreation. Through the great timber the market road from St. Helens winds up the side of the hills, giving the motorist the advantage of some of the most beautiful scenery in the vicinity of Portland. Many attractive picnic spots were found, places where the car could be parked and the family spend the afternoon or noon hour in some be-fanned del with a brooklet purling below.

One of the greatest attractions on the route is the big timber near Vernonia and the summit of the hills. Here the giants of the forest rear their lofty heads and with the wisdom of ages appear to look down with scorn on puny man who lives but three score and ten.

In charming contrast to this majestic array of kings of the forest were the dairy farms and truck farms found in the Nehalem valley. It was the portrayal of a chapter in man's struggle for civilization.

From Portland the scout went west to St. Helens by the Lower Columbia River highway. At St. Helens the first road to the left is taken over the mountains. It was found that the new grade over the mountains was in very good condition, especially so as grading work had been done within the

few weeks past. The road from St. Helens to the new grade, which will be completed this fall, is macadam and though rough in spots is a fair road. The distance over the newly graded road to the summit is 12 miles. SUMMIT ROAD IS DUSTY

From the top of the mountain to Vernonia the old road was found to be rather dusty, but passable. There was one stretch of about 200 feet that was of deeply rutted clay. This, however, was not bad when the machine was driven over it slowly.

After visiting Vernonia. The Journal scout went on to Timber. This road was found to be rough and necessitated traveling slow, but not to quote an extent as to make the entire loop trip hard to make in one day's time. From Timber to Gales creek the road was also rough, but from there on to Forest Grove it was good traveling.

From Forest Grove through Hillsboro the route returns to Portland by way of the Capitol Hill highway and Terwilliger boulevard. Upon rounding the crest of the hills west of Portland an imposing view of the city is afforded the motorist.

In the early evening the Willamette valley is shaded with a hazy darkness merging into a deep purple in the shadows of the hills. This royal purple gradually covers the valley as a mantle through which the lights of the city begin to wink as the sun sinks further beyond the western horizon. This is a fitting end to a tour through the great woods of Oregon and through a district that promises rapid development within the next few years.

On this loop trip the Journal scout used one of the new Earl touring cars, distributed by A. C. Stevens. The performance of the car was creditable in every respect.

MANY IN FAVOR OF ONE-WAY PLAN

(Continued From Page One)

suming that the merchants sell their stock on the merits of the goods handled.

A plan suggested was that one-way traffic be adopted for Washington, Alder, Morrison and Yamhill streets. This is to include street car traffic as well as that of motor vehicles. The street cars are to use open-way traffic by looping on two streets, out bound cars leaving town on a street other than the one they enter on.

To provide for parking and motor traffic it was proposed that the plan call for the use of the left hand side of the street for parking and that the right hand side be left open for traffic wishing to pass through the congested district. It was suggested that a feature of this plan be the adoption of an ordinance that would allow parking at an angle to the curb on the left hand side of streets having one-way traffic.

Last year the city council approved of a traffic law which was recommended by Captain H. C. Lewis, head of the traffic department of the police force. This law included a clause calling for no turns to the left.

Several of the merchants of the city disapproved of the law and hastened to complain to the council. The council immediately retracted its action and is now facing the need of some action that will relieve congestion and meet with the approval of the merchants.

City Engineer Laugaard has for the past two years been trying to get owners of property on Washington street to agree to arround their buildings some 20 feet from the present property line. This would widen the street by 20 feet and allow ample room for the passage of traffic. Laugaard is of the opinion that some such method must be adopted sooner or later unless the one-way traffic law is passed by the council and made to stick.

"The greatest provincialism is when the city council can be convinced that it should revoke its own laws by a small number of merchants," the deputy said. "That is plain small town stuff." The mayor has appointed a committee to investigate traffic conditions and make recommendations as to the needs of the city.

Burnett Corrects General Impression Of Jewett Models

After two weeks of play at Seaview R. O. Burnett has returned to the Cook & Gill company to resume the business of selling the Paige and Jewett line. Burnett spent his vacation with his family.

"One of the things that I found was a general opinion among many that the Jewett was a four-cylinder car," Burnett said. "Anyone who has taken the trouble to inquire knows that it isn't but there seems to be a good many people uninformed."

"The motor in the Jewett is the light six of the Paige line. It is a 50 horse engine and in no way be considered an experiment for the Paige uses the same motor. The car itself, however, is not a light six for it has a weight of approximately 2500 pounds when ready for the road."

A NOVEL TRUCK
The newest thing in trucks for building contractors is one fitted with a body which allows the load to be piled. Bricks can then unload them already piled.

NEW TIRE PLANT TO ENTER FIELD

Columbia Tire Co. to Have Annual Output Equal to \$3,500,000.

The annual consumption of automobile tires and tubes in Portland and the territory commercially tributary to the city, amounts to approximately \$60,000,000, according to statistics compiled by Alfred A. Aya, vice president and general manager of the Columbia Tire corporation. The figures are based on reports issued by the American Automobile association, which show that in the 11 Western states more than \$187,000,000 worth of tires and tubes are consumed annually.

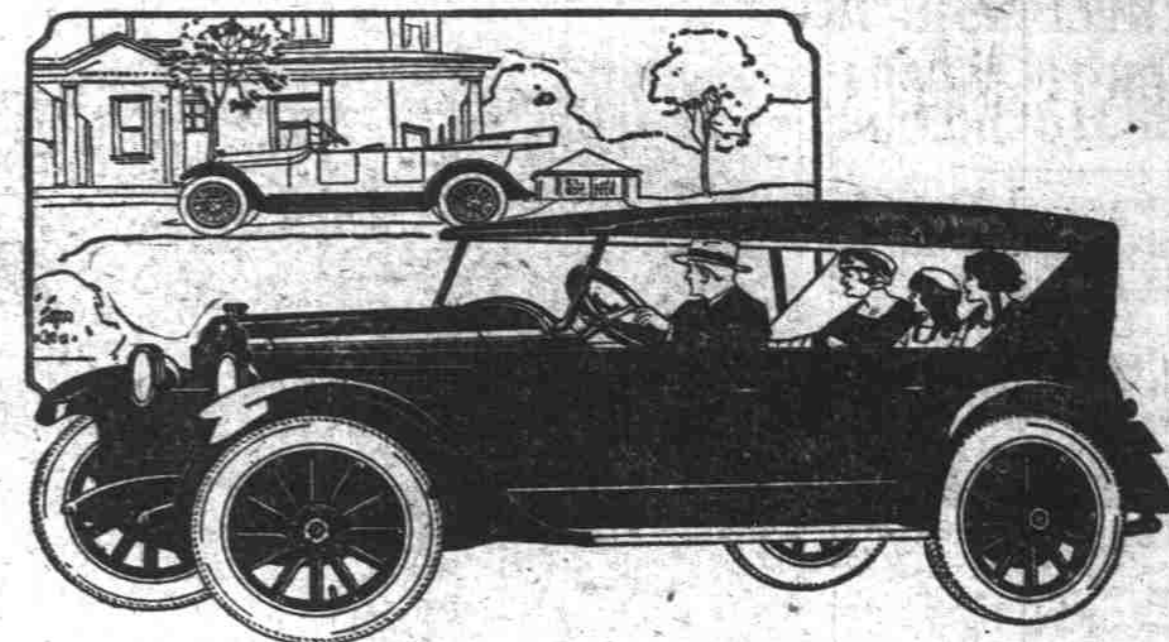
The initial unit of the Columbia Tire corporation plant, now under construction at Mississippi avenue and Columbia boulevard, will have a capacity output of approximately \$3,500,000 per year in tires and tubes, or less than one-sixth of the total consumption in the territory adjacent to Portland, Aya stated. It was also shown that the demand for tires in the 11 Western states in which the local tire corporation may successfully compete for business, is increasing at the rate of 10 per cent annually.

The first unit of the Columbia Tire company's plant would be able to take care of only slightly more than one-half of the annual increase in tire consumption in the city and surrounding territory, according to the statistics quoted. The plant is being erected on an 8-acre site, capable of carrying five additional units, each with a capacity equal to the unit now being built. Expansion would be gradual, Aya stated, and additional buildings would be put up only as increasing business demanded.

The Orient offers a fair field for tire and tube distribution, according to Aya, and he stated that a number of inquiries have come from firms wishing to distribute the local product in that section of the world. The value of a nationally known staff of technical men to an industry was illustrated recently when a prominent tire distributing organization in one of the Southern states wired R. A. Wurzburg, president of the Columbia Tire corporation, proposing to take 300 tires per day, or three-fifths of the total output of the plant.

The U. S. Bureau of Public Roads places the total length of federal-aided highways at 28,000 miles, and their cost at approximately \$500,000,000.

WILLYS-KNIGHT



Six Years Without Overhauling

DOWN in the beautiful Pennsylvania hills is a Willys-Knight purchased six years ago by Mrs. Vinta M. Paul of Hickory, Pa., and since that time driven between thirty and forty thousand miles. In all this time the car has never been overhauled, nor has a wrench been used on it for any purpose other than change of spark plugs.

Willys-Knight owners will not be greatly surprised at this record, for daily experience with this car proves its extraordinary simplicity and freedom from trouble. One ride in this car will number you among the thousands of new friends responsible for the greatest increase in sales that Willys-Knight dealers have ever known.

Willys-Overland Pacific Company

Broadway at Everett Frank C. Riggs, Manager Broadway 3535

\$1375
J.O.B. Toledo

ROADSTER \$1350 : TOURING \$1375 : COUPE \$1875 : SEDAN \$2095 : J. O. B. Toledo

Studebaker SPECIAL-SIX TOURING

A NEW LOW PRICE

WHEREVER you look, you will find protection against hard wear built into the Studebaker Special-Six and this quality of construction is just as exacting down under the surface as it is where you can see every detail.

The skillful workmanship and the fine materials of these hidden values are largely responsible for its long-lived dependable service.

Two important elements that make the Special-Six notable for fine performance and comparative freedom from repair, are the four-bearing crankshaft and the seven-inch frame with its five cross-members and sub-

frame supporting the motor and the separate transmission.

The new price, \$1275, is the lowest for which the Special-Six Touring Car ever sold—and the quality is better than ever.

Price does not always determine value, but in the case of Studebaker it establishes the finest values in the market. The name Studebaker on your car insures satisfaction.

Come in or phone and let us give you a demonstration in the Special-Six. Drive it yourself. A ride will help you make up your mind.

In public confidence and respect, the name Studebaker stands higher than ever.

Rain-proof, one-piece windshield; cowl lights; cowl ventilator; massive head lamps; tonneau light with long extension cord; windshield wiper; eight-day clock; thief-proof transmission lock; tool compartment in left front door; outside and inside door handles.

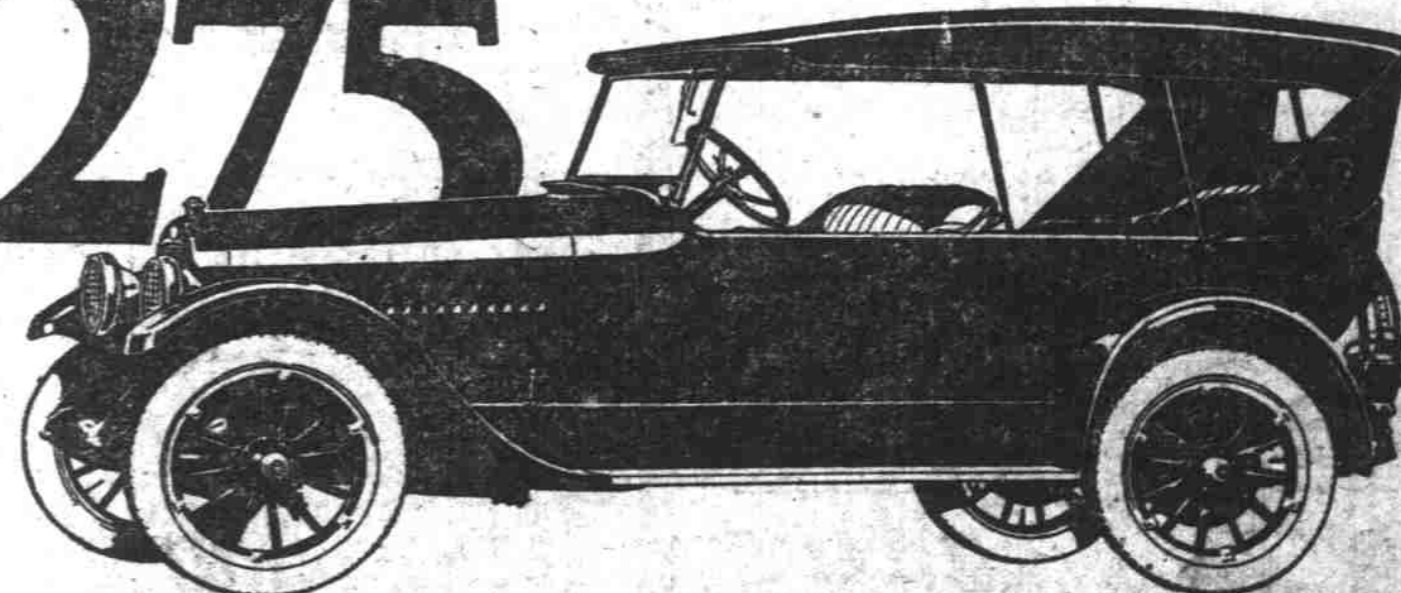
MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Pass., 117" W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 119" W. B., 50 H. P.	BIG-SIX 7-Pass., 125" W. B., 60 H. P.
Touring.....\$ 975	Touring.....\$1275	Touring.....\$1650
Roadster (3-Pass.)... 975	Roadster (2-Pass.)... 1250	Speedster (4-Pass.)... 1785
Coupe-Roadster..... 1275	Roadster (4-Pass.)... 1275	Coupe (4-Pass.)..... 2275
(2-Pass.)..... 1225	Coupe (4-Pass.)... 1875	Sedan..... 2475
Sedan..... 1550	Sedan..... 2050	Sedan (Special)..... 2650

Cord Tires Standard Equipment

STUDEBAKER CORPORATION OF AMERICA

Studebaker Bldg., 10th and Glisan Sts. Broadway 1895

\$1275



THIS IS A STUDEBAKER YEAR

True Economy In the Hupmobile

The Hupmobile actually costs less to operate and to keep than many of the cars whose main appeal is price.

In the opinion of Hupmobile owners who have operated such cars, the Hupmobile is a more profitable investment in the long run.

It stands up better and longer. It is wonderfully easy on tires, and economical of gasoline. It gives brilliant, reliable performance.

Ask the next Hupmobile owner you happen to talk with—and remember, we consider it a privilege to demonstrate the Hupmobile.

Touring Car - \$1150 Roadster - \$1150 Roadster Coupe - \$1335
Coupe - \$1635 Sedan - \$1785
Cord Tires on All Models
Prices F. O. B. Detroit—Revenue Tax Extra

MANLEY AUTO CO.

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