Part Three
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The Oregon Statesman

Automobile Section
Bicycle — Motorcycle

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, JULY 12, 1925

BUSES MEET WITH PUBLIC APPROVAL

Salem Street Railway Announces Satisfaction With Auto Stage Routes

Entire Replacement of Electric Cars Looked For In Future; Lower Upkeep Is Held Responsible

The Moreland busses which have been operated on Summer street and 17th street, since November 23, by the Salem street railway company, have proven entirely successful according to report issued yesterday.

These buses have become very popular with customers, and will probably definitely take the place of future electric trains. The reason for this popularity is given as being that there is no need for side tracking when buses are used, and less stopping and starting is involved in their operation.

One of the big advantages of using buses instead of cars is given as being that a city grows and expands, it invariably grows away from the street car lines, thus making necessary the construction of considerable new track, at an almost prohibitive cost, where as if buses are used it is a very simple thing to reroute them so as to accomodate the city expansion. It is estimated that the cost of the construction of a mile of street car track today, approximates between $35,000 and $40,000.

The buses now in operation have been in use such a comparatively short time, and as they are now new, it is impossible to get an accurate estimate of the expense involved in their operation. It is felt however, that they will prove an economical proposition in Salem as they have in all of the other places in which they have been innaugurated.

The buses are kept in excellent mechanical condition at all times, and therefore the cost of upkeep is not as large as it might be imagined, when estimated on the basis of the cost of upkeep for an ordinary automobile. After every 700 miles of operation, the oil is drained from the crank case and new oil is put in. Every day the whole machine is gone over, oil cups filed ,and nuts tightened. About every six months the buses will be varnished.

In summarizing the whole situation between the bus and the street car, it may be said, that the bus is every where taking the place of the street car, and it is probable that in the near future bus, transportation will do away entirely with the street car. The bus affords a safe, quick, economical, and pleasanter mode of travel, than the street car can possibly afford.

Glendale—New grade and high school building will cost $50,000.

OLDS SALES ARE LARGE

RETAIL PRODUCTION EXCEED ANY MONTH OF YEAR

Retail sales of Oldsmobiles were larger during June than any month this year and greatly exceeded the monthly average for 1924, which was a banner year for the automobile industry. This record is in keeping with the steady increase in Oldsmobile sales every month since the first of the year.

"It is more than gratifying that June has proven our big month in retail sales" says Mr. D. S. Eddins, sales manager of Olds Motor Works. "This is because our exceptional retail business was made during a month which automotive authorities predicted would see a slight falling off in demand for motor cars.

"Our June sales were 31 per cent greater than the best previous month we have had this year and total 52 per cent more than the average month's business in 1924.

"Export shipments for the first six months of this year total almost as much as for the entire year of 1924.

"Export shipments for the first six months of this year total almost as much as for the entire year of 1924. Every month since January 1, has shown an increase over the previous month, and all indications point to 1925 as the best export year Olds Motor Works has had since it began shipping the little one-cylinder curved dash 'Merry Oldsmobile' overseas in 1900."

ALL UNITS ARE BUILT IN

STUDEBAKER MANUFACTURES ALL IMPORTANT PARTS

People generally now understand the advantages of complete automobile manufacture in the low priced field.

Until today no manufacturer of a quality car has been able to lay claim to these advantages. But now Studebaker manufactures practically every important unit—building its cars more completely than any other manufacturer in the fine car field.

It is the result of seven years' of planning, of turning profits back into greater manufacturing facilities, the addition of such new plants as the largest gray iron foundry in the world and a body building plant which cost $10,000,000.

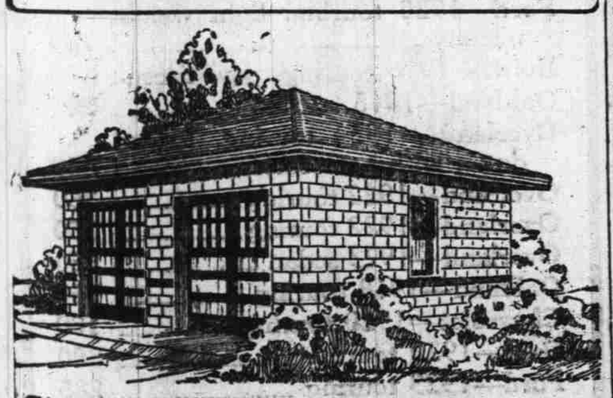
Studebaker not only builds its own engines, axles, springs, transmissions and clutches, but all car bodies as well. Only two manufacturers, who build in quantity, make their own bodies. One is Studebaker; the other is the Ford Motor company.

FORD TRUCK ARRIVES

The first Ford closed cab for the Ford one ton truck has arrived at the Valley Motor company display rooms. It is a very neat job and offers the truck man comfort as well as utility at a very low cost.

Hood River—Vinegar factory, recently burned, to rebuild a better plant.

An Attractive Fire-Safe Garage

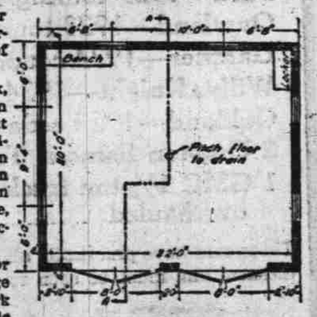


This large and roomy double-car garage, with its hip roof, will harmonize with practically all types of architecture.

The walls are of concrete block, but if the garage is to be built in connection with a brick house, it will be a simple procedure to substitute back-up tile and face brick in erecting the walls. A red or green roof of fire-resistive material is in keeping with the rest of the garage, and will harmonize with either stucco, block, or brick walls.

The plan provides liberal space for two cars, as well as a coal storage and heater room. Cases and a work bench are placed along the rear walls where most convenient of access.

The large doors are each made in hinged sections which slide back against the side walls, entirely out of the way. The floor is of hollow tile laid flatwise upon the cinder or sand fill, to which is added a cement top dressing of one-inch minimum thickness. This provides a dry floor, and when hollow tile is being used the job is an economical method.



Another of the many good points of this design is the large window area, well distributed on all walls, so that all parts of the garage are well-lighted so as to facilitate washing the car and making repairs.

One of the important factors in building a garage is to use good garage hardware—particularly for the large doors.

STREET BUS LINES FAVORED

Salem Street Railway Satisfied With Records Made by City Stage Lines

Colorado Cloudburst Fails to Halt Willys-Knight Six on Transcontinental Tour

Encountering Terrific Sand and Rain Storms Famous Press Car Pushes on Through Deep Washouts in the West

With millions of fine sand particles showering their combined force against the windshield, radiator and body of the car and pelting the occupants with its stinging lash, a summer sandstorm failed to stop the fine progress of the Willys-Knight Transcontinental Press Car on its journey between Grand Junction and Price in Colorado, according to messages received at the Willys-Overland factory.

Midway between the two cities while Denver and Grand Junction newspapermen were at the wheel the party ran full blast into a cloudburst that bid fair to swamp the car and its occupants, according to the latest report. Torrents raged down the mountain side and at times made precarious going, while the force of the rain against the windshield made it next to impossible to see the dim outline of the rough road. Washouts were frequent on the mountain side roads that necessitated some fine driving at the hands of the newspapermen tourists, according to a wire received from 'Slim' McCracken who is in charge of the trip, and the Willy-Knight Six was put to practically every test known in the mountainous regions.

The Willys-Knight Six Transcontinental Press Car left Boston on June 8 for the coast, with newspapermen from each of the cities enroute driving the car. No other drivers were to take their turn at the wheel except press represntatives. With more than two-thirds of the trip now completed, reports from newspapermen all along the route show the highest enthusiasm for this remarkable car, according to factory officials who are watching the trip with interest.

FORD RUNABOUT IS POPULAR THESE DAYS

Youthful Motorists Enjoy the Small, Light Open Car During Vacation

With schools and colleges closed and vacation time here, young folks are getting out onto the road and to all appearances they seem to be going in for motoring more than ever before.

Any observing person can see it in the traffic along the streets and on the country highways—at the picnics, in the parks, at the summer resorts. The number of young men and women driving cars is everywhere showing a surprising increase.

Among these youthful motorists, the small, light open car seems to have the preference by a wide margin and the Ford runabout is by far the most popular of all, judging from the nummer seen on the streets. There are, of course, a number of reasons for this Ford popularity. First of all, the price is low. This gives those in moderate circumstances an opportunity to enjoy a car, while those of more means may easily provide the younger members of the family with a runabout of their own at a small outlay and thus retain the higher priced cars for use of others in the family.

Even before the vacation season arrived there were indications that Ford runabouts had come into increased favor, for more of them have appeared on the streets during the early spring months this year than in previous years. It is just about impossible now to turn onto any street or road without meeting the familiar Ford runabout with top down, more than likely in a khaki colored boot, with windwings on the windshield and other accessories according to the owner's individual taste.

Now with the hosts of young men and young women home for vacation the number of Ford runabout drivers promises to take a decided increase, judging at least from the early season popularity of the car.

REPORT SALES

New automobiles sold by F. W. Pettyjohn Co., in the last 30 days: J. R. Koser, Rickereall, F. S. Eberhart, Lewisville, Joseph Benner, 525 N. Capitol, Alton K. Holman, Silverton, Frank Jaskoski, 1051 Chemeketa, all purchased Rickenbacker Broughams; John Kent, Silverton, Oldsmobile De-Luxe sedan; Edward J. Warren, 1207 State street and Carey F. Martin, 697 S. Liberty Oldsmobile coaches.

PITCHING FORCE AIDED

The Valley Motor baseball team of the Twilight League is going strong since Proctor has been added to the pitching staff and will give the team a run for their money.

GORGE AND MOUNT IN OREGON LAUDED

New Booklet Gives Stories and Pictures of Famous Scenic Attractions

The Union Pacific has just made another valuable contribution to the big library of Oregon literature by the publication of a folder on "The Columbia River Gorge and Mt. Hood." It is in effect a 32-page album of the most elaborate and striking pictorial exhibits of which the photographer's art is capable and carries just enough text to clothe comfortably the heroic and amazing panorama which unrolls itself to the admiring visitor.

Perhaps its outstanding feature is the topographical map wrought in natural colors in the central pages. It might almost be described as a view from up in the sky somewhere north of Vancouver, Wash., looking down on the Gorge and Mt. Hood, and reveals with exact and exquisite detail the entire region which the title comprehends. Nothing of like magnitude and true to nature workmanship has ever been attempted, and it will prove of inestimable value to all interested in that famous section of Oregon.

Copies will be freely mailed to any address by Wm. McMurray, General Passenger Agent, or any Union Pacific representative.

STAND THE TEST

Champion equipped racing cars turned in their 21st victory in major racing contests the world over within two years when Antonio Ascari, Italy's great race driver, piloting a 122-cubic inch racing car, won the annual Grand Prix of Europe, at Spa, Belgium, June 28.

Cables to the Champion Spark Plug Co., of Toledo, report that Ascari covered the 800 kilometers (497.11 miles) of the difficult and gruelling road race course in 6 hours 42 minutes. His average time was 120 kilometers (74.57 miles) and hour.

As usual, no Champions were changed in any car throughout the race, the cables to the company read.

EMPLOYES GATHER

Regular monthly meeting of all employes of the Valley Motor company, local Ford dealer, held Thursday evening at the Spa. Manager W. L. Phillips was chief speaker of the evening with short talks by other employes.

TROUT CATCH IS MADE

Morris Race, salesman, Valley Motor company, who attended Legion convention recently held at Prineville, returned with a record catch of trout averaging better than 18 inches.

FORD RECOMMENDS PROPER INFLATION

60 Per Cent of New Fords Equipped With Balloon Tires in May, June

One of the most interesting illustrations of the popularity of balloon tires is revealed in figures just given out by the Ford Motor company showing how Ford car owners have accepted these tires.

About the middle of February the company announced that it would provide balloon tires as optional equipment on all new Ford cars at small additional cost and would also provide balloon tire wheels for owners who wished to change over to the new equipment.

Simultanebusly dealers were requested to furnish estimates as to the number of new cars they would require with balloon equipment. Under these estimates 20 per cent of the cars produced during the first month were equipped with balloons.

Requirements for this kind of equipment immediately began to increase until in May more than 60% of the new car production was equipped with balloon tires with every indication that the percentage for June would be even higher.

In connection with the use of balloon tires the company has checked thorough into the matter of correct inflation and recommends the following table for the guidance of Ford car owners:

	Front	Rear
Coupe	24 lbs.	24 lbs.
Runabout	24 lbs.	24 lbs.
Touring car	24 lbs.	27 lbs.
Tudor Sedan	24 lbs.	30 lbs.
Fordor Sedan	24 lbs.	30 lbs.

It is explained that in order to secure the maximum service and comfort from balloon tires it is essential that the foregoing table of tire pressures be rigidly followed. Under inflation results in rapid wear of the tread and also tends to break down the walls of the tire. If over inflated, the cushioning effect of the tires is lost and the owner of the car does not enjoy the easy riding qualities which come fro mthe use of properly inflated balloon tires.

LARGE SALES FORECAST

THE STUDEBAKER RECORD IS BROKEN BY PRODUCTION

SOUTH BEND, Ind., July 11—Record sales and profits for the Studebaker corporation of America are forecast by President A. R. Erskine in a statement issued today, following a second quarter sales 49 per cent greater than the same quarter last year.

Mr. Erskine's statement says:

"July's production and sales will exceed those of any previous July in the corporation's history, while results for the quarter will doubtless be 100 per cent above those of last year.

"Sales of the second quarter just closed were 42,046 cars, against 28,152 in the same quarter last year, an increase of 49 per cent. April increased 23 per cent, May increased 41 per cent.

"June, 1925, increased 112 per cent over June of last year. After all charges and tax reserves, net profits for the quarter should exceed $6,000,000.

"Record sales and profits are forecast this year by capacity operations which continue unchecked at all plants."

The second quarter sales of 42,046 cars were 2,000 above the schedule that had been set for the quarter.

USED CARS UPSTAIRS

The Used Car Department of the Valley Motor company has been moved to the second floor of the main building which permits all used cars to be reconditioned and sold on the same floor. This also enables Mr. K. Smith, in charge of used cars, to have complete supervision of the department at all times.

CHRYSLER TELLS OF LATEST MODEL

Maxwell Being Replaced by Four-Cylinder of Outstanding Achievements

Chrysler announces a new 4-cylinder line, in response to a public demand for another car bearing this name which has become recognozed as one of the most distinguished in the motor car industry.

The new Chrysler Four, offered in touring car, club coupe, coach and 4-door body sedan styles is built for the benefit of the thousands who desire in a 4-cylinder car the same comparative superiorities embodied in the Chrysler Six.

This new car is the product of the same engineers and manufacturing executives who, in the Chrysler Six revolutionized motor car design and construction. Motor car authorities who have seen the new model consider it to be equally as notable as achievement in its field as its famed companion. It is built to the same close manufacturing limits and of the same high quality of materials.

"The new Chrysler Four is the outgrowth of research, design and test which first resulted in the conception of the Chrysler Six," is the comment of Walter P. Chrysler, head of this organization who has become one of the dominant personalities in the automative field, on his newest achievement. "Adaptation of the results achieved in the Six to our 4-cylinder model has zeen going on since the appearance of the Six."

Sets Record for Power Development

According to the S. A. E. formula, the horsepower of the new Four is 21.03. It actually delivers 38.5. Uniform fuel distribution to all cylinders, complete combustion, perfect valve action, highly efficient operating temperature, ample capacity of cooling system and generous water jacketing of cylinder walls and valve ports are factors that make this noticeable general efficiency possible.

"You can drive this car all day under heavy load or at top speed and the engine will not overheat or lose power," Mr. Chrysler continues.

Engine lubrication is by positive full-force feed, sending a continuous flaw of oil under pressure to all main bearings and, through drilled passages in the crankshaft, to all connecting rod bearings. A cushion of oil at these points is called well worth the extra cost by engineers, rather than having the metal-to-metal contact and rapid wear common to splash oiling.

Remarkably Free From Vibration

The entire car is called remarkably free from vibration. Elimination of it is due to balancing all rotating and reciprocating parts; short, heavy and rigid crankshaft in conjunction with light pistons and connecting rods; dynamic balance of all parts that revolve such as crankshafe, clutch hub and flywheel; and matching of connecting rod and piston assembliies to the fraction of an ounce.

"But the engineers have not stopped there in disposing of vibration," Mr. Chrysler continues. "One of the most unusual features is the method by which the engine is isolated from the frame to prevent the disturbances of road irregularities from being transmitted to it through the chassis. The engine front end is mounted on a floating platform spring. Its usual rigid bolting to the chassis frame at the front end is entirely lacking. Fastenings of the rear engine arms to the chassis have rubber bushings and pads interposed, eliminating the destructive contact metal with metal. Thus the engine is literally cushioned on rubber at that point. The combination of these two unusual practices means complete insulation against vibration in the chassis frame."

This ingenius arrangement, Mr. Chrysler says, gives no opportunity for rumble or tremor to reach the body of the car or its occupants. It promotes an unmistakable smoothness to engine and chassis operation particularly, he says.

Chassis is of unusually sturdy construction. Added to the customary design of strong, stiff cross members is a stout torque tube at the front, and a wide, strong integral brace of heavy gauge metal at the rear. Frame weaving and distortion—the two actions which loosen body bolts and set up squeaks—are thus largely overcome. The radiator is also bolted rigidly to the chassis frame side members.

Unusually Easy to Drive

Steering mechanism is especially designed for balloon tires. The king-pins are provided with ball thrust bearings rather than the customary plain type. Steering mechanism is designed to straighten itself out after making a turn.

Another indication of Chrysler progressiveness is the fact that the new Four is the lowest priced car ever offered with the option of Chrysler Lockheed Four Wheel Brakes, which have gained so much popularity on the six-cylinder models.

The body design combining compactness for easy handling on the road, easy parking and economy, with generous roominess, so distinctive of the Six, is also to be found in the new Four. In this new model the motorist is given greater roominess than in many cars that have a stronger wheelbase.

All closed bodies are by Fisher, with one-piece vision-ventilating windshield, rapid acting window lifters and high quality upholstery and hardware.

"The Chrysler organization is equally as proud of this new Four as of the Chrysler Six," concludes Mr. Chrysler. "It is in every way modernly engineered and designed—and the soundest and thoroughly modern expression of the four cylinder principle.

"Its abilities include a gasoline economy of 25 miles per gallon, acceleration from practically a standstill to 25 miles an hour in eight seconds, and a speed range remarkably adapted for unusual power in hilly country."

1925 BIG TOURING YEAR

This year, from all indications, will be the banner year of transcontinental touring, is the opinion of Sid Black, vice president of the Cleveland Automobile company, makers of the Cleveland Six.

This prediction is made plausible both by the increased output of new cars and the betterment of road conditions which show from 20 to 60% improvement over 1924. This not only applies to cross country highways but the continual improvement which is being made in almost every state in the Union.

Reports from Cleveland dealers in all sections state that roads are choked with travel and it is safe to say that any person standing on any national road at almost any point will find scarcely a five minute interval between passing cars.

KNIGHT SIX DRIVEN BY NEWSPAPERMEN

Car Passes Through Salem Friday; 117 Auto Editors Have Been at Wheel

The new Willys-Knight six touring car enroute from Boston to Los Angeles, passed through Salem Friday. This car is being driven by newspapermen in relays the entire distance. Ernest W. Peterson, automobile editor of the Oregon Journal, of Portland, drove the car from Portland to Salem Friday morning. Ralph H. Kletzing, automotive editor of The Statesman drove it from Salem to Eugene and Frank Jenkins, editor of the Morning Register took the wheel at Eugene. Kletzing who was the 117th driver reports the car to be a wonderful performer and stated that his only regret was that he could not drive it further.

The feature was not a speed test or a desire to establish any record but merely a demonstration and publicity stunt. J. C. "Slim" Maccracken of the sales promotion department of the promotion department of the Willys-Overland accompanied the car. He stated that all the drivers report that they were well pleased with the way the car handled and performed.

WILL BE BIGGEST YEAR

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