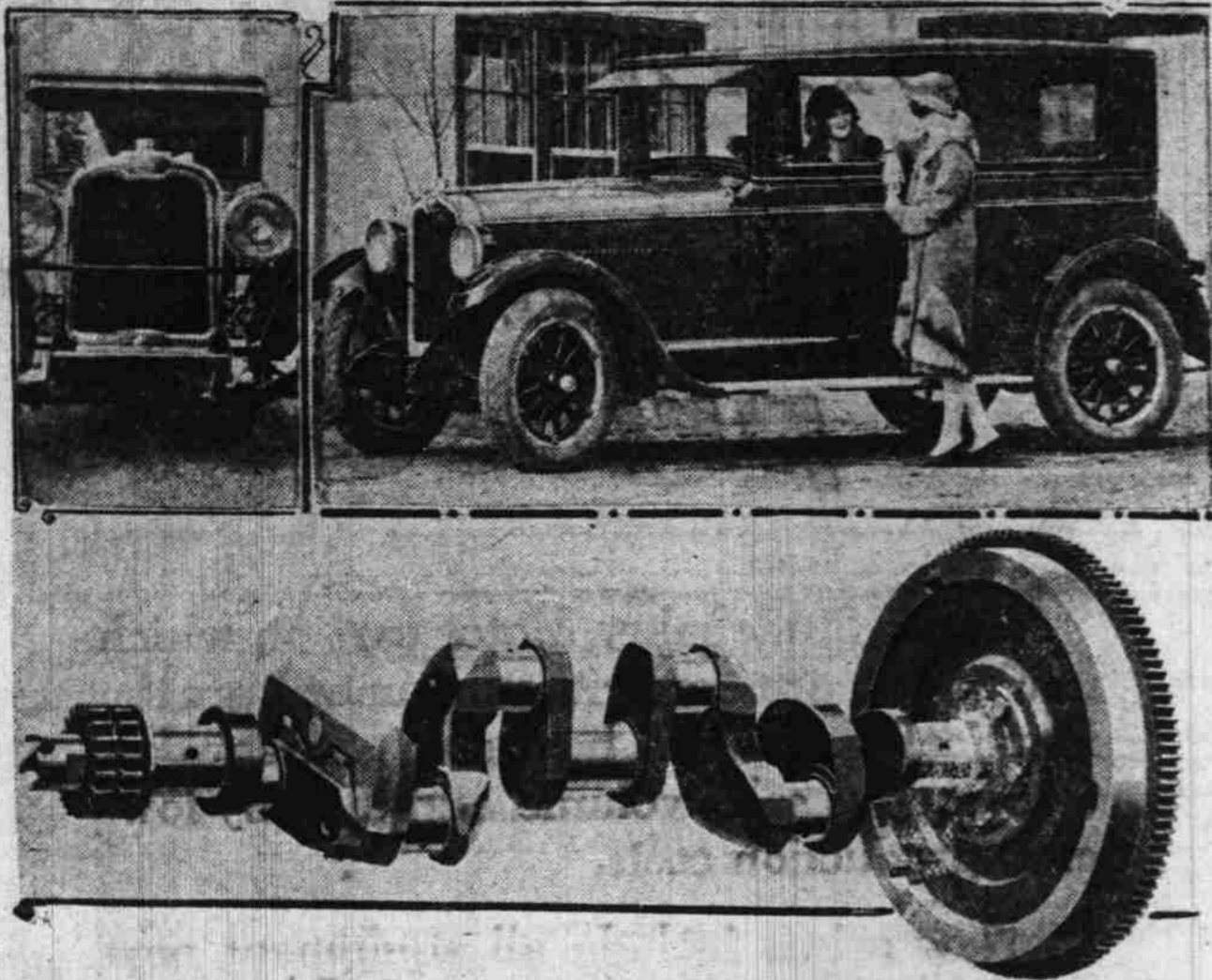


SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, AUGUST 2, 1925

New Oakland Line Makes Bow In City



Radical body and mechanical changes mark the entry of the new line of Oakland cars into the limelight at the salerooms of Vick Brothers this week. Left, top, gives an idea of the radiator shell change. The new five passenger sedan is shown at the right with a close up below of the harmonic balancer attached to the crank shaft. The balancer is seen at the first bearing on the left of the picture—Cut Courtesy Portland Telegram.

NEW OAKLANDS ARE ON DISPLAY HERE

Vick Brothers Are Enthusiastic Over New Oaklands Now Being Shown

Considerable interest has been shown during the last few days in the new model Oakland cars which recently arrived at Vick Brothers show rooms. Vick Brothers are most enthusiastic over the new model and report several sales to early lookers.

In all, Oakland has more than 100 improvements in the new cars. The balancer consists of a light steel bar, pivoted to the shaft at its center and tensioned by stiff springs at both ends. It is so constructed that it has a natural frequency of vibration practically the same as that of the crankshaft. At the slightest movement of the shaft, the harmonic balancer picks it up and vibrates in the opposite direction, thus neutralizing all vibration to provide smooth running at even the highest speeds.

Racey Body Lines
The low, racy body lines are achieved through use of hood and body beading, lower running boards and deeper fenders. There are a new, larger radiator, new hood and special head and cowl lamps. The new bodies are by Fisher. They come in five models, touring, coach, landau sedan, landau coupe and sedan.

An air cleaner of the centrifugal type is provided as standard equipment on all models. There are no moving parts in the cleaner, thereby eliminating any chance for wear or noise; it imposes a minimum of restriction on the air

flow to the carburetor, even after extensive use; and requires no attention save the emptying of the cleaner once a year. There is an oil filter that keeps the lubricant free from grit, carbon particles and foreign matter. The sediment is removed by a filtration process.

New Color Combinations
All bodies are finished in new color combinations in permanent Duco and have heavily enameled fenders. Twenty-inch artillery wood wheels and full balloon tires, 30 by 5.25 are used. Steel wheels are optional at a slight extra cost.

Improved mechanical four wheel brakes are standard on all models. All models except the touring car have double beading around the body, the lower beading extending along cowl and hood. The landau sedan and coach are finished in Buckingham gray, with black upper structure. The touring car is finished in duo-tone—Buckingham gray below the beading and light gray above. The landau coupe is finished in Bowling green, while the sedan is finished in cobalt blue with black upper structure.

The cars have full perfected automatic spark. In the center of the steering wheel are located the throttle and headlight dimmer controls. The lighting, ignition switch and chocker are arranged on the instrument panel within easy reach of the driver. All dials are glass-enclosed in an indirectly lighted instrument panel. This panel and arrangement of other controls on the instrument board are harmonized symmetrically with the design of the new radiator and lamps.

Chief among the more than 100 improvements and refinements are:

Heavier, stiffer, and stronger

(Continued on page 2)

CLEVELAND PRICES WILL BE THE SAME

Announcement of New Models Made With No Change in Prices or Policy

"In keeping with the tendency of the average automobile buyer's demand for greater convenience each year in motor cars, the Cleveland automobile company, in introducing its 1926 line of automobiles, have held this thought paramount. The improvements which have been incorporated tend to not only promote greater convenience for the owner but to increase the car's serviceability," states R. M. Mac Donald, distributor for the Cleveland Six.

"The new Cleveland Six line comprises two distinct types of cars on two different chassis, these being the Special and Standard Six series. Three closed models and three open type bodies constitute the Special Six models, while a sedan and touring car are included in the Standard Six series, making eight body styles in the two lines.

"Throughout the body designs of the various models there is a touch of Europe characterized by long, low lines and smart appearance. As a whole the new presentation of cars is pleasingly conspicuous due to the striking array of blue, green and gray body shades which predominate.

"Both Cleveland Six series incorporate what has proven a big boon to motorists—'One Shot' automatic chassis lubrication for the chassis, the Cleveland automobile company, because of its successful experience with it, is continuing its use on new 1926 models.

"The 'One Shot' system absolutely banishes lubrication worries. There is no more need to get out and get under. All the driver of a Cleveland Six has to do is to step on the plunger of the 'One Shot' reservoir and clean, fresh oil is forced under pressure to 23 points of the chassis, to every part that needs lubrication. There is no need to worry about each part getting the right amount of oil. That is automatically regulated by small meters, a teaspoonful or more to the requirements. Whether moving along at a fast rate of speed or standing still, the chassis can be oiled in just two seconds by pressing the plunger. There is no occasion to use a grease gun or oil can. They are obsolete with this system."

THE CHANGING AGE

Wife: "Why don't you help me out of the auto? You're not so gallant as you used to be when I was a girl!"

Hubby: "That's nothing; you're not so buoyant as you used to be when I was a boy."—Buffalo Bison.

CAN YOU BEAT IT?

Sheriff: "What do you mean by driving through this village at over sixty miles an hour?"

Fair Motorist: "Well, you see, my brakes have gone wrong, and I was hurrying home before I had an accident!"—Motor Life

NEW CADILLAC TO BE OUT SOON

New Car Will Be Lighter—Bodies Will Be Last Word in Art and Beauty

The Cadillac factory on August 1 announced a lighter model utilizing the present V type Cadillac motor, according to Howard M. Covey, head of the Covey Motor Car company, Portland, who has just returned from a visit of several weeks in the east. The exact changes which will be featured in the new Cadillac, Covey did not indicate, leaving that to the formal announcement of the factory. However, he did say that the new car will retain all of the tried features of the present Cadillac and incorporate several new ideas which the factory has found by actual test to have proved meritorious. The new car will be about 400 pounds lighter than the present car. The bodies, Covey declares, will be the last word in the art of the body builder as Lawrence Fisher, now president of the Cadillac Motor company, is a member of the Fisher Body company and special attention has been given to these bodies.

THREE TIMES AS LARGE

Federal taxes on automobiles and parts were more than three times as large in 1924 as they were in 1919.

A BETTER BUICK FOR LESS MONEY

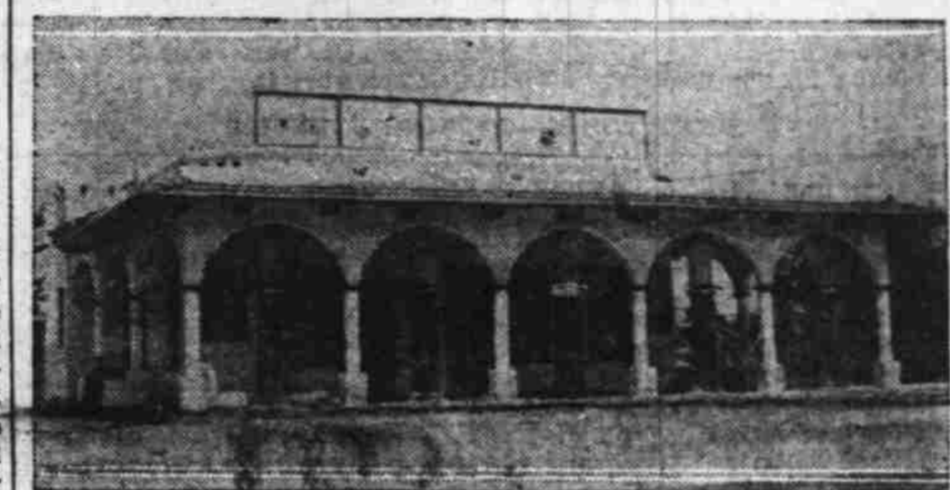
1926 Buick Has Many Improvements at Greatly Reduced Prices

Otto J. Wilson, local Buick dealer is announcing the new 1926 Buick cars on display in his show rooms 388 North Commercial. In spite of the fact that these new cars have many new improvements they have been reduced in price. The Standard Sixes are reduced in price from \$50.00 to \$415.00 and the Master Six models reduced from \$115.00 to \$805.00. The improvements on these new cars include: greater horse power, Duotone Duco colors, oil filter, Fisher closed bodies in the latest and most beautiful designs, four and two door sedans, 4 wheel brakes, gas filter, air cleaner and many other distinctive features.

POWELL IN NEW HOME

The Fred M. Powell Motor Cars organization has moved to their new home on North High street and expect to have a formal opening of the new place in the near future. The new garage was especially built for the company and is complete in every detail to display and service their popular lines of the Packard, Hudson and Essex automobiles.

New Five Pump Station



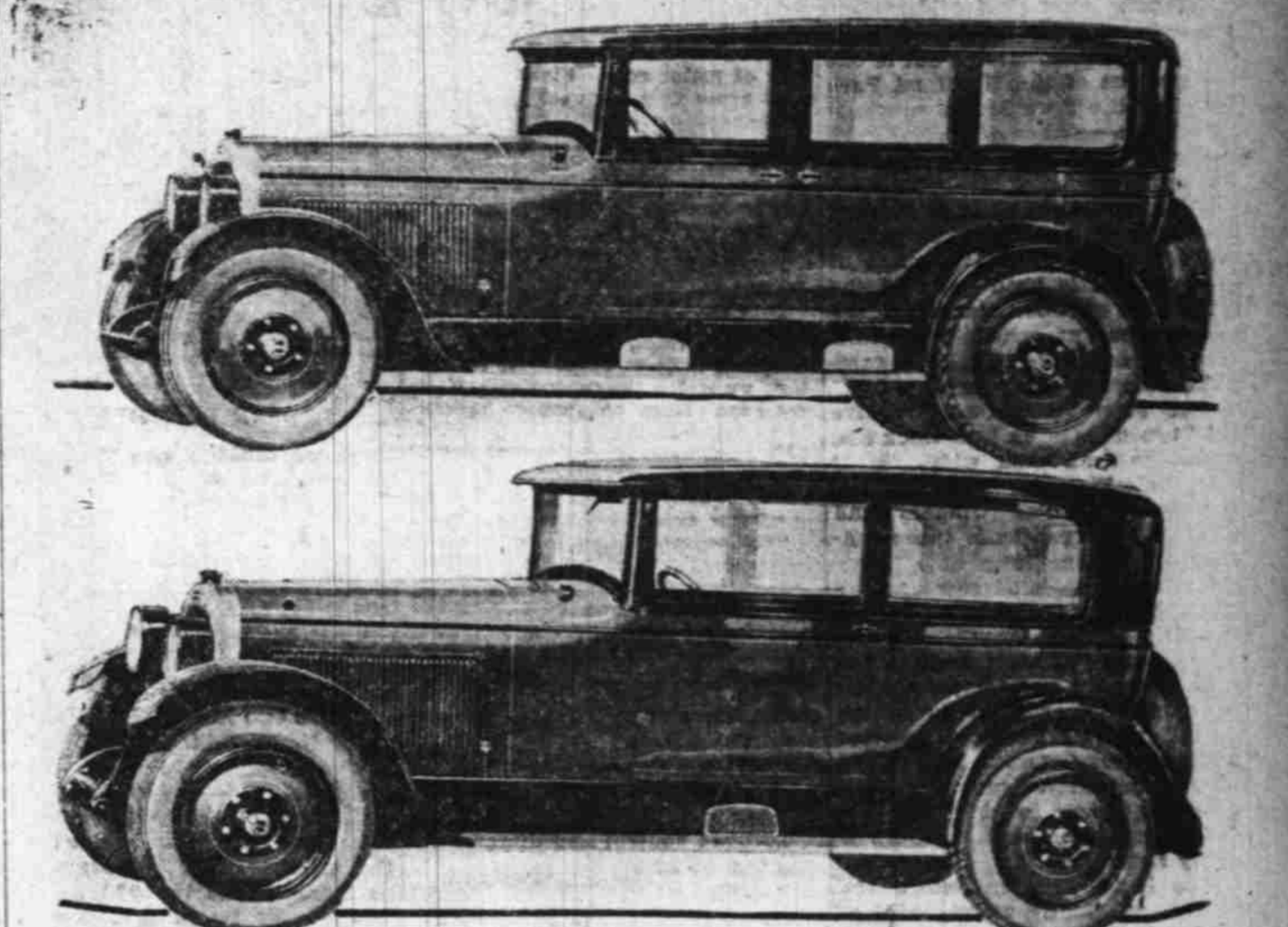
Courtesy Portland Oregon Journal

The new five pump Lone Star Service station located at 2035 Fairground road will have its formal opening next Sunday. This service station is believed to be the largest service station in the northwest. It has five pumps and five separate tanks. The advantage of having the different pumps says John Williamson, proprietor "is that we can give the motorist just what they want. We will handle Shell, Standard, Union and Associated gasoline."

The station is located at the intersection of North Capitol street and Fairgrounds road on the Pacific highway leading north from Salem. It is complete in every detail and should attract many motorists.

As a special feature for the opening day next Sunday, August 9, Mr. Williamson is giving to every lady driver who makes a purchase of \$1.00 or more on that day a box of candy and a coupon for two gallons of gasoline. Mr. Williamson will continue to operate the Lone Star service station and auto camp which is located at 1998 N. Capitol and the new station will be known as the Lone Star Service Station Number Two.

Nash Brings Out New Models For 1926



With a full line of new cars, featuring many body refinements in addition to mechanical changes, Wentworth & Irwin are now displaying the new Nash cars in Portland and the Kirkwood Motor Company are displaying what models they are able to get in Salem. They have sold two of the new models during the week. Two of the new cars are shown above. At top is the Special Six four door sedan and below the Advanced Six two door sedan of five passenger capacity.

AUTO INDUSTRY TO HAVE DAILY PAPER

R. H. Kletzing, Automotive Editor of Statesman to Be Correspondent

The automotive industry, for the first time in its history, is to be represented by its own daily trade paper. Announcement has been made of the organization of the Automotive Daily News Publishing company, Inc., New York City, by a group of prominent publishers for the publication of the Automotive Daily News. This new trade paper will be issued every day except Saturday and Sunday, and the publication will start early in August.

The Automotive Daily News, according to the publishers, will represent every important division of the automotive industry—passenger car, truck, taxicab, bus and tractor manufacturers, distributors, and dealers. It will likewise be an authoritative organ for the publication of all news and general activities of the tire industry, as well as the parts and accessory field. Included in its columns will be daily departments conducted by prominent automotive authorities on engineering, designing, factory

production, all phases of general sales activities, and both national and retail advertising. These departments will represent all branches of the industry as they concern the manufacturer, distributor, and dealer.

Accurate surveys of general industrial, commercial, and economic conditions with complete market reports daily on all automotive stocks will be a feature of every issue. Tabloid reports will be carried of production schedules, new car registrations in all states, and used car quotations.

The paper will be printed on newspaper stock, five columns to the page, fourteen and one-quarter inches deep. The size of the paper will run from eight to thirty-two pages.

The officers of the Automotive Daily News Publishing Co., Inc., are O. J. Elder, president; E. C. Wright and George M. Slocum, vice-presidents; G. L. Harrington, treasurer; Alexander Johnston, secretary. The editorial department, in charge of Alexander Johnston, will be located at the Automotive Daily News publishing plant, 25 City Hall Place. Advertising headquarters in charge of E. C. Wright, director of advertising, will be at 1926 Broadway, New York City.

George M. Slocum will have charge of the editorial and advertising offices at Detroit. C. H. Shattuck has been appointed western advertising manager with offices at 168 No. Michigan Avenue, Chicago. Metz B. Hayes, Little Building, Boston, will be New England manager; and Blanchard Nichols and Coleman will have charge of this new publication on the west coast with offices in the American National Bank Building, San Francisco, California; Lincoln Building, Los Angeles; and at 1037 Henry Building, Seattle, Washington.

Ralph H. Kletzing, automotive editor of the Oregon Statesman, has been appointed local correspondent.

SEATTLE TO MT. RAINIER NATIONAL PARK

This road is paved from Seattle to Tacoma and from Tacoma to La Grande. From La Grande to Elbe, Elbe to the Park Junction, Park Junction to the Park Entrance, and from the Park Entrance to Narada Falls is all good gravel in excellent condition, with the exception of one-half mile of road which is under construction at Ohop Bobs, 22 miles south of Tacoma. However, this road is open to travel.

The road from Narada Falls is now open to Paradise Valley, and is a one-way road into the Inn, returning by a different route back to the Falls so that no return traffic is encountered as has been the case in past years.

Paradise Inn is in full operation and much beautiful scenery may be viewed from here, and many beautiful trips taken to the mountain.

WHEEL ALIGNMENT IMPORTANT

A wheel that is out of alignment sets up a dragging motion which quickly grinds off the tread of the tire. The wheel bearings will also suffer abnormal wear when this condition exists. To insure true-running wheels, one of the conditions is lubrication of the wheel bearings at least three times a year. The bearings should be adjusted when they are lubricated.

RUBBER USED IN STORAGE BATTERY

Joe Williams, Local Willard Dealer Says Rubber Used to Great Extent

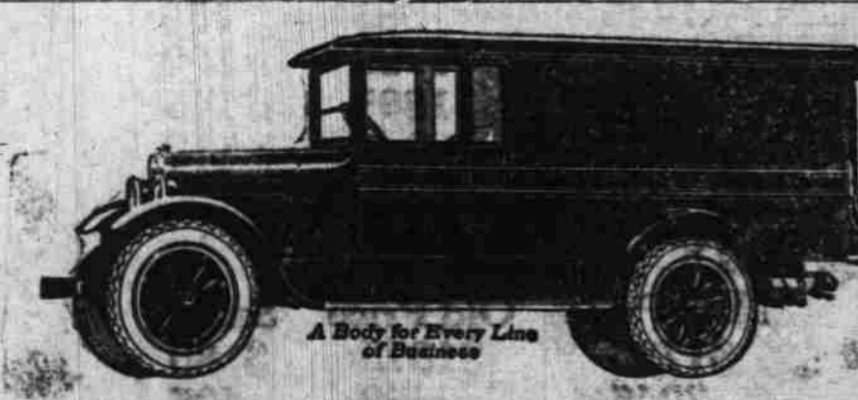
The greatest advances in storage battery construction in recent years have been brought about by the use of rubber instead of wood. In Willard batteries, especially, rubber has been adapted to use almost to the total exclusion of wood.

In a single 6 volt Willard battery, rubber is used in five forms totaling from 35 to 50 pieces, according to the size of the battery. These five forms are jars, cover, vent plugs, gaskets and insulation. Where hard rubber is used for the battery case—a most recent development which is becoming more popular—the jars are not needed as the monobloc case forms its own jars.

The use of rubber for jars, plugs, covers and gaskets has been common to the battery trade for a long time.

The hard rubber case, however, is a comparatively new development. In the use of rubber for cases there were many difficulties to overcome and Willard pioneer-

(Continued on page 2)



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—is the chap
—who has used 'em
—and says—
—"Back in 1880, I had
—a tire
—as good as
—the SEIBERLING
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