

## SMITH AND WATKINS DIVIDE STORE ROOM

### Jim to Sell M'Claren Tires, Gas and Oil—Bill Retains Accessories

Jim—known somewhat less familiarly as James M. Smith—and Bill—sometimes called W. E. Watkins—both known collectively as Smith & Watkins, now have a little partition between them. Every once in a while now Jim pokes his head around the partition and says, "Well, Bill, how's business in the accessory line?" Bill responds heartily that things are moving splendidly and inquires, "How are M'Claren tires selling these days?"

In other words, the famous firm of Smith & Watkins has separated—although the members have not gone separate ways. They are still at their old stand but are now connected in spirit only. The change was made last week.

Jim Smith is now selling M'Claren tires, gas and oil. He occupies the front corner on High and Court streets. Bill Watkins has the High street space and sells auto parts and accessories.

Jim Smith and Bill Watkins came to Salem in 1921. They first started business in the Western garage and built up a large trade and made many friends. The large and thriving business there was built on the groundwork of honesty, integrity and fair dealing.

After a short time they moved to the present location at the corner of Court and High streets, where they continued to thrive and where they now have one of the best accessory stores in the valley.

Bill Watkins was born and raised in Ohio and came to Oregon in 1908. He has done everything from raising cattle to selling cotton. Before coming to Salem he was a first string catcher on a semi-pro baseball team in Portland.

Jim Smith was born in Indiana. He worked for two years in one of Henry Ford's large assembly plants, increasing, he modestly says, the output of that plant to a remarkable degree. He came to Oregon in 1918 and has been engaged in the automotive industry in this state ever since.

## RACING CAR MAKER LAUDS ESSEX SIX

### Harry A. Miller Declares Machine Meets Most Ex- acting Motor Tests

"With prices of well engineered six-cylinder cars such as the Essex so low and with values from every standpoint so high, there is no reason why any motor car buyer in 1926 should be satisfied with anything less than a 'six'."

This foregoing statement—in line with numerous forecasts that "1926 will be a six-cylinder year" was made recently by Harry A. Miller of Los Angeles, the world famous builder of racing cars, in connection with the purchase of Mr. Miller's 20-year-old son, Ted Miller, of an Essex Six for his personal use.

The celebrated motor engineer said when asked for a forecast which might be made public: "Those who have forecast this year as one in which the 'six' will dominate and in which new announcements will feature six-cylinder motors and closed bodies at moderate prices, are absolutely right, I believe."

"Although I build eight-cylinder racing cars and have an 'eight' for my personal use, I am proud of a 'six' which I frequently drive. I surely believe that my son made a wise selection in buying an Essex coach. It is a well designed motor car and well worth more than the price asked for it."

Asked if he might be quoted as to Essex design and value, Miller replied, "It's just the truth, isn't it?" That the statement of an noted engineering authority as Harry A. Miller, whose fame is not only national-wide but known and respected through Europe as well, is one of the finest tributes ever paid the Essex, was the opinion expressed by the Pettyjohn company.

"When such an expert as Mr. Miller declares that sixes dominate the 1926 field and that buyers need no longer be satisfied with less than a six, and when he approves heartily his son's selection of an Essex coach," he commented, "then those in the market for new motor cars may well hesitate before buying anything else."

"His words confirm the published statements of other authorities that the buying trend of 1926 will be toward sixes. You will see 1926 as a six-cylinder year—and the largest builder of 'sixes' in the world is Hudson-Exess."

DuPont "Duco" is furnished in a wide variety of colors including Chevrolet Buckingham gray and various blues, greens, yellows and reds.

"At this point the Pontiac power plant parts from many low priced cars that have been seen before, for in the vital parts of its construction, it has many features of resemblance to the more modern and high cost designs. This resemblance also applies to its manufacture, which is carried out to close limits and involves such detailed refinements as the dynamic balancing of flywheels and crankshafts, the honing of cylinder bores, etc."

"The engine, in other words, is a combination of a tough and durable structure with such features of design as will enable it to 'lug' most astonishingly at low speeds and also to carry its load up into a range of what are relatively high speeds for a motor having the other characteristics which this one has. The output at 2,400 revolutions is 36 horsepower. It is a fine example of adapting the whole design of the power plant to the particular needs of the car."

"The coupe, ready for the road, weighs 2,320 pounds. The weight of the coach complete with equipment is 2,400 pounds. This economy of weight, plus good weight distribution, plus a very snappy engine performance, of course, accounts for the lively performance of the machine on the road which is really far superior to the usual product anywhere approaching its size or price."

Elaborate ceremonies attended the christening of the Pontiac Six at the Oakland factories at Pontiac just before the New York show. The first car off the line was presented in New York to Alfred P. Sloan, Jr., president of General Motors Corporation by A. R. Glancy, president and general manager of the Oakland Motor Company.

Cop: "Say, what do you mean by going forty miles an hour?"  
Fair Driver: "Why, officer, I have been driving only fifteen minutes."

## PONTIAC SIX STIRS AUTOMOTIVE CIRCLE

### New Machine Destined for Tremendous Distribution, Editor Believes

Among the many technical experts who visited the Oakland factories at Pontiac, Mich., and thoroughly examined and rode in the new General Motors car, the Pontiac Six, was Niran Bates Pope, technical editor of Automobile Topics.

In a recent issue of Automobile Topics, Mr. Pope had many interesting comments to make as a result of his thorough examination of this car.

"As the new product is next in price above the Chevrolet, (in the General Motors line) it is destined to be distributed upon a tremendous scale," he writes, "and create a big stir in the market."

"The Pontiac Six proves to be a great competitor in its class—good looking, surprisingly roomy for its wheelbase of 110 inches, nicely upholstered, thoroughly equipped."

"A light car, with easy steering properties that any buyer of a modern automobile has a perfect right to expect, and not too much wheelbase, may be wonderfully agile if the power plant is right, but it was hardly to be expected that a car designed to sell at so low a price (both models \$325) should show a top speed of better than 50 miles an hour without producing extreme discomfort and a sense of considerable hazard. Yet the new Pontiac will safely maintain a 50-mile pace, rides well at high speed and holds the road as any good car should."

In writing of the engine, Mr. Pope has the following to say, after giving the specifications: "At this point the Pontiac power plant parts from many low priced cars that have been seen before, for in the vital parts of its construction, it has many features of resemblance to the more modern and high cost designs. This resemblance also applies to its manufacture, which is carried out to close limits and involves such detailed refinements as the dynamic balancing of flywheels and crankshafts, the honing of cylinder bores, etc."

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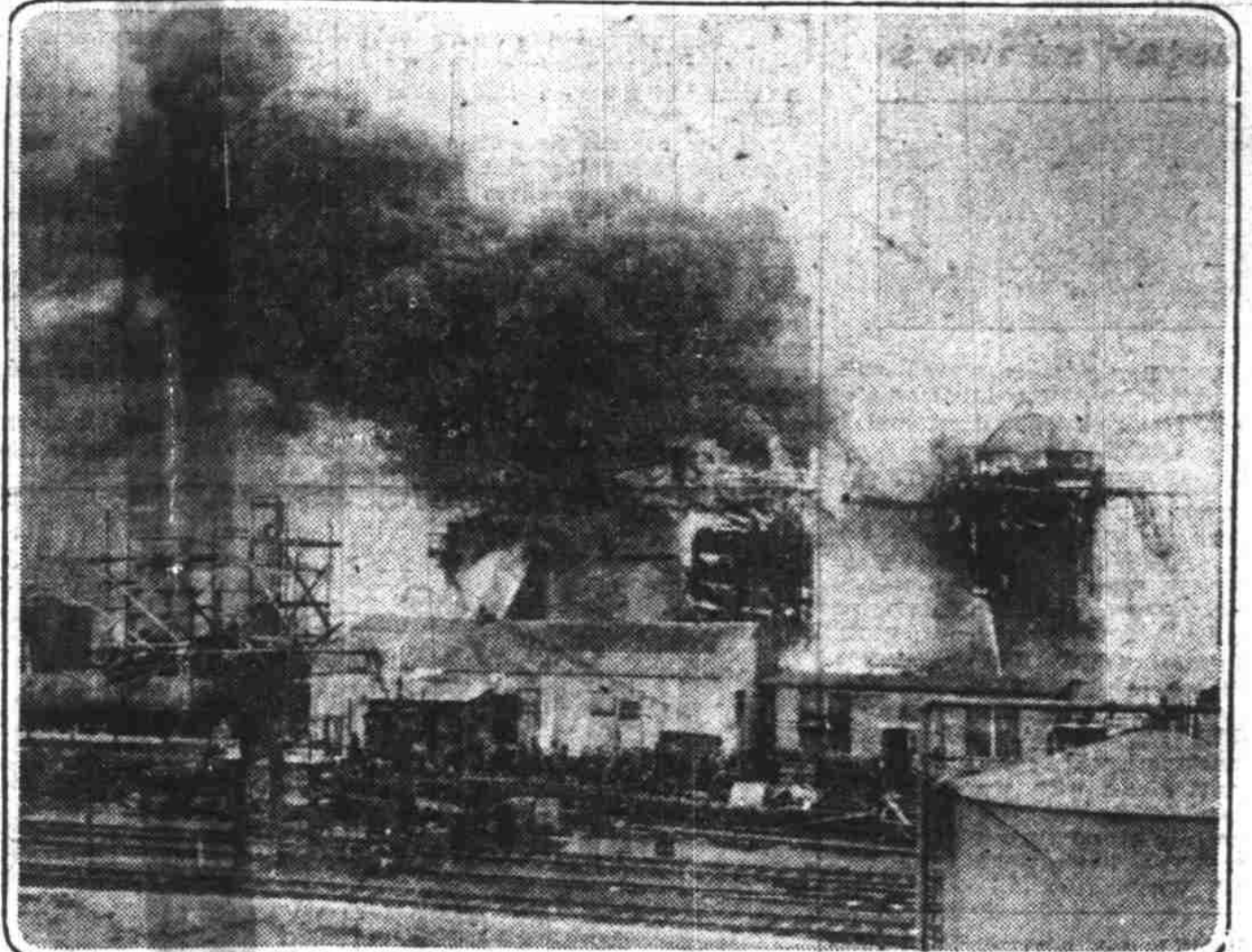
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## 160,000 Gallons of Oil Go Up in Smoke as Fire Rages



A \$300,000 blaze at the Beacon Oil Works in Everett, Mass., destroyed 160,000 gallons of the fuel and for a time threatened to wipe out the entire town. Photo was taken at the height of the conflagration.

## Would Use Illuminating Gas for Automobiles

### By R. M. PETARD (A. D. N. Staff Correspondent)

PARIS.—The dearth of gasoline continues promoting the research of substitute fuels. Illuminating or city gas, already used during the war, especially in England, again comes to the fore, in France this time.

The French makers of a grade of compressed acetylene similar to the old American Prestolite have succeeded in storing compressed city gas in much lighter containers than heretofore deemed possible and this at once was considered to offer sufficient possibilities for the Automobile Club of France to sponsor active research as to possible applications.

The "bottles" are being experimented to operate taxicabs driven by 2 1/2-inch bore, 4-cylinder motors. The results obtained show that an outfit weighing 150 pounds (including weight of bottles and weight of gas) will drive the taxi fifty miles in normal running, on an expense for fuel amounting to not more than one-third of the cost of gasoline operation.

There is a possibility of depots being located at various points in the city of Paris where empty bottles will conveniently be exchanged for full ones, if the system proves satisfactory under more protracted tests and if it is found

## SALEM AUTO MAN WINS PRIZE IN CONTEST WON BY NEWTON-CHEVROLET MAN

The Newton-Chevrolet company of Salem again wins attention in nation wide contests. This time the honor goes to O. W. Watkins of the Chevrolet company for his window display during the holiday week.

In an international contest conducted during Christmas week by the Automotive Equipment association, automobile dealers in every state in the union and in every nation in the world, entered displays. The Chevrolet company here was notified last week that the window decorated by Mr. Watkins had won one of the prizes.

Mr. Watkins is in charge of the parts and accessory department of the Newton-Chevrolet company. The front window of the show room was used in the display, an imposing array of accessories being featured.

Motor Officer: (after hard chase): "Why didn't you stop when I shouted back there?"  
Driver (with only five dollars, but presence of mind): "I thought you just said, 'Good morning senator.'"

Officer: "Well, you see, Senator, I wanted to warn you about driving fast through the next town-ship."—Middleburg Blue Baboon.

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## 'PERFECT' CAR IS THING DREAMED OF

### Ultimate Motor Car Cannot Be Foreseen, President of Company Says

By HARRY M. JEWETT  
Pres. Paige-Detroit Motor Car Co.

One of our most treasured possessions is a print of a 1912 advertisement announcing "the final step in Paige Policy." This piece of copy announced the startling fact that "Paige regular equipment now includes top and windshield."

Of course, we really thought that this momentous improvement marked the final step in automobile development. No one then foresaw the tremendous advances that were to come.

Today, despite these wonderful developments that have taken place, with automobiles many times better in every respect than were the cars in the days when we announced this "final" step in the Paige policy, there is not a manufacturer in the world who would be so hardy as to halt any additional step in advance as the ultimate improvement.

We have learned better. No matter how nearly perfect a car is today, tomorrow's car will be better. There never has been a "final step" in automobile development.

The original solid rubber tire no doubt was considered a final step toward riding comfort, in the days of bicycle and buggy. Then came the pneumatic tire. Later the cord construction wrought further improvement. Today the balloon tire holds sway. But who would say that the balloon is the final development—that there will be no further improvements in tires?

The same sort of step-by-step improvement has marked other units of the automobile. Contrast the present with the past in engines, electrical systems, transmissions, motor and chassis lubrication, brakes, spring suspension, cooling, and in every other unit. They are nearly perfect, according to today's judgment, but in a few years they may seem as crude and inefficient as the early starting crank and the tiller steering gear seem now.

Of course, the change now is more gradual than at first, though some improvements sweep the industry in a very short period, as did the balloon tire and four-wheel brakes. Two years ago these were novelties at the automobile shows; now they are accepted as the general practice. However, gradual or sudden, change goes on constantly; every maker's announcement of new models lists improvements over the previous cars—but no one repeats our early enthusiastic assertion that any one improvement is a "final step."

One thing certain is that we of the Paige company will not repeat that mistake. We changed our point of view long ago. No matter how good we make a car, or an individual unit of the car, we don't cease our efforts to improve and refine that car or unit. Hence our policy is not such as will permit us to announce anything as "final"—rather, "always making them finer" is our attitude now, and for the future.

Stolen Car Pleases  
A motor firm in the east handling the Chevrolet line left their salesroom doors open one night recently and found, next morning, that one sedan was missing.

A few days later the firm received a letter signed "William Sykes" stating "The car is giving every satisfaction. My wife is also pleased and wants one for herself. If consistent, kindly leave your showroom unlocked again for a night or two, and oblige."

Chevrolet Builds  
SOUTH MELBOURNE, Australia, Feb. 5.—Two additional buildings have been secured here by Chevrolet to house the tremendous increase in number of cars and trucks to be turned out.

Big shipments of chassis parts have arrived already and others are due in quick succession.

## NEW PROCESS MAY RECLAIM OLD OILS

### Old Crankcase Oil May Be "Laudered," Scientists Find in Tests

AUBURN, Feb. 5.—Demonstrations here indicate that old crankcase oil of automobiles which has been regarded fit for nothing may be reclaimed and used again.

Dr. C. D. Miller, who is engaged in research work in the department of agricultural engineering of the Agricultural College of the Alabama Polytechnic Institute, has succeeded in working out a method for reclaiming or laundering old oil at a cost estimated by him at less than five cents a gallon.

In studying the problem, Dr. Miller found that oil does not "wear out" by use in a crankcase, and neither does it change its composition. Some losses occur mechanically and by oxidation, but the oil itself remains substantially the same as it was before used. It is rendered unfit for service by contamination with other substances, such as carbon and other solids, and certain constituents of gasoline.

The removal of these substances is all that is required for its successful reclamation. This can be done by pouring the oil into a tank, adding a washing powder, blowing steam through it for about three hours, allowing it to settle, and then drawing off the oil from the top, leaving the foreign substances, both solid and liquid, in the bottom.

When treated this way the steam is partly condensed, dissolving the washing powder, which has the property of loading down the carbon and other solid particles in the oil with a film of the solution, causing them to coagulate somewhat as casein coagulates in milk when it curdles. This causes the solid particles to settle to the bottom of the container, forming a layer of sludge or truck between the oil and the solution. The uncondensed portion of the steam carries the gasoline away with it as vapor.

On the efficiency of this method, Dr. Miller says that four quarts of oil as it is drawn ordinarily from a crankcase should return three quarts of oil as good as new.

While the practical use of this discovery remains to be determined, Dr. Miller predicts that many garages and service stations will take advantage of it.

## TIME PLAN IS NOW IN USE BY WILLEYS

### Finance Plan to Cover Purchase of Car to Be Used by All Dealers

Announcement is made by Willys-Overland, Inc., of the new Willys Finance Plan to cover time purchases of automobiles manufactured by this organization over extended periods.

The rate at which the difference between the initial down payment and the full purchase price of the car is handled is the lowest yet offered through any finance plan now in operation.

The charges for the financial accommodation offered through this plan are not added into the down payment but are spread through the life of the purchase contract. The car buyer figures his down payment on the delivered price of the car and not on his price plus the finance charges.

The down payment is conveniently low and conforms to the generally accepted basis for the initial outlay of money.

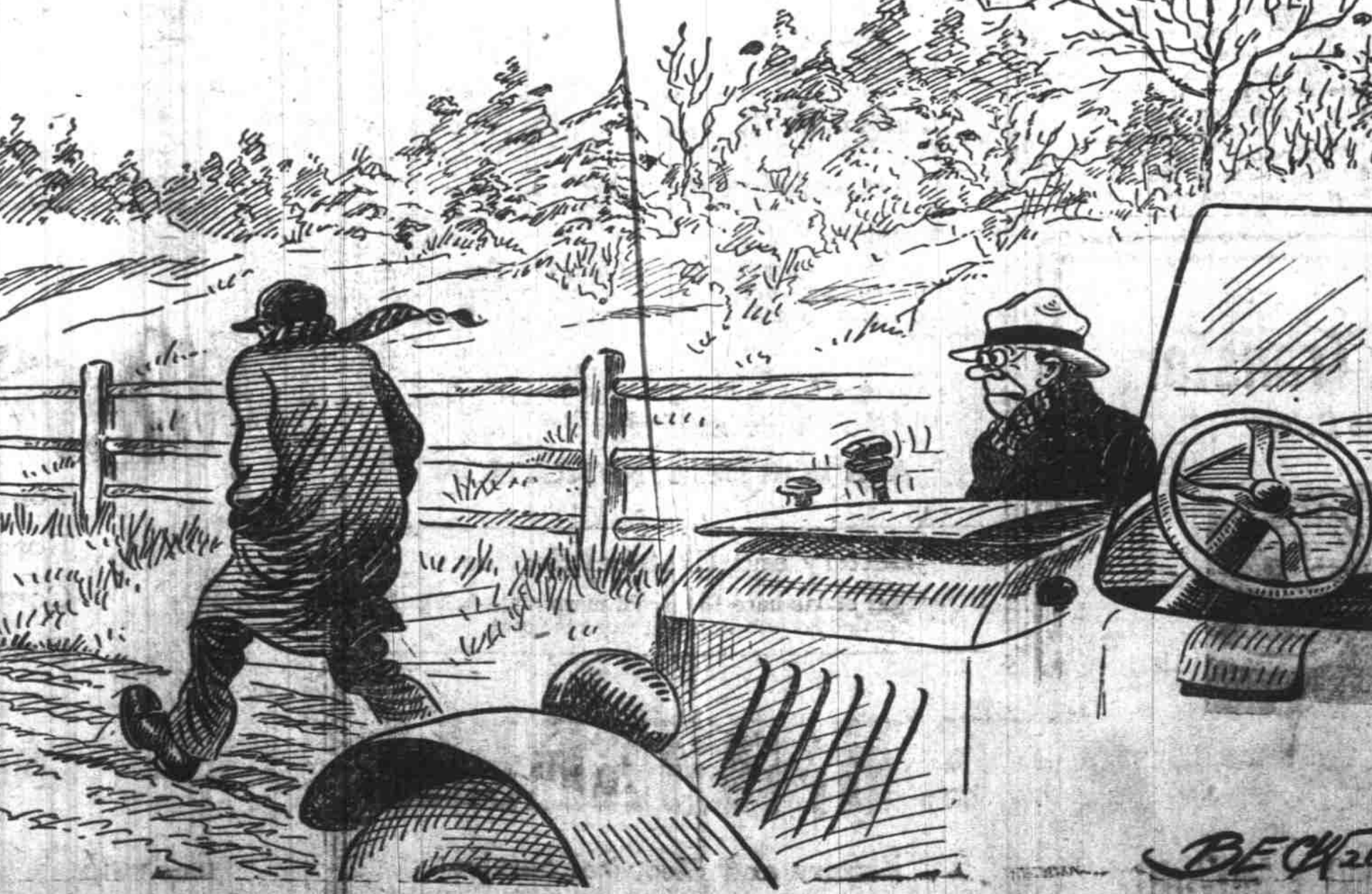
## MOTOR HAND BOOKS ARE NOW AVAILABLE

### Auto Show In Book Form Distributed by National Automobile Bureau

What this country now has to offer for the world's motor transportation is shown in the twenty-third annual Hand-Book of Automobiles, just issued by the National Automobile Chamber of Commerce. Illustrated specifications are given of 178 motor vehicles, and 770 models are listed. The specifications are grouped in four sections including 100 private passenger cars, 5 taxicabs, 15 motor buses and 58 commercial cars and motor trucks representative of this year's product of the manufacturers who are members of the chamber. All of the vehicles shown are gasoline driven except three electric commercial vehicles.

The makes of the various classes of cars are as follows: passenger vehicles—Gasoline—Anderson, Apperson, Auburn, Buick, Cadillac, Case, Chandler, Chevrolet, Chrysler, Cleveland, Cunningham, Davis, Dodge Brothers, du Pont, Durant, Elcar, Fiftal, Franklin, Gardner, Gray, Hudson, Hupp, Jordan, Kissel, Lexington, Lincoln, Locomobile, McFarlan, Metzger, Moon, Nash, Nordyke & Macmon, Oakland, Olds, Packard, Paige-Detroit, Peerless, Pierce-Arrow, Reo, Rick-enbacker, Roamer, Sayers & Scovill, Stearns, Studebaker, Stutz, Velle, Wills Sainte Claire, Willys-Overland.

## DOWN THE ROAD AFTER GIVING A FELLOW A LIFT, HE KEEPS RIGHT ON GOING WHEN YOU HAVE A BREAK-DOWN



Such is Gratitude