

LIGHT SMALL CAR FUTURE MACHINE
(Continued from page 1)

motor dimensions that we are using. Already certain American engineers have made very great

steps along this line. Higher torque will give greater pulling power at slow motor speeds and will be a pronounced factor in reducing gear shifting to meet the requirements of American users. "We have been content with



NOT ONLY WHAT IT DOES BUT HOW IT DOES IT—

It is a joy to drive a car so completely at your control. It is a delight to discover acceleration and braking, so positive and yet so smooth. It is a relief to encounter steering ease that does away with the usual trials of traffic and of parking. And in Oldsmobile's luxurious comfort you will find unending pleasure. The growing praise of Oldsmobile is not only for what it does—but how it does it.

Coach \$1145 At Salem

CAPITOL MOTORS
Biddy Bishop, Mgr.

Phone 2126 370 N. High Street

OLDSMOBILE

narrow treads. You will require a car with the standard 56 inch tread to meet your road conditions especially in the country where the width of tread has been determined by the width of the ruts in the road.

"We have been satisfied with smaller bodies than those which the American car buying public must have. So I look for the light car in America to have the same commodious body space which you have enjoyed in the past.

"Braking safety will also receive the utmost consideration in the development of your light car design. Never have I seen such traffic as I have witnessed in your major cities, New York, Boston Philadelphia, Chicago, San Francisco, Los Angeles. The light car with a high speed motor, capable of quick acceleration will speed up your traffic lines materially but it will require a high development of the four wheel brake. This will be an important factor in your newer achievements in light car design.

"The condition of stable equilibrium, or balance in the car will probably result in lower swing bodies than have yet been produced in your great mass production of light cars. Steps along this line have already been taken but they have not even approximated the final results which will be in evidence before very long.

"If I were asked to describe the small light car of the future in America, basing my description entirely on what I have learned from your own engineers with whom I have talked in the past few months, I should say that it will be entirely different from anything we have in Europe in general body dimensions and frankly, considering ahead of our production in certain basic mechanical principles. At the same time I should say that it will be materially different from what you are building at the present time.

"Within a year, perhaps within the next few months, I expect to see an American light car capable of speeds up to 60 miles an hour with an average fuel consumption under ordinary conditions of around 30 miles to the gallon. This car will be powered with a four cylinder engine of small bore and long stroke and, to meet the

conditions under which it will be operated, this motor will be equipped with a drilled crankshaft and other mechanical features of the finest quality and design. Your the finest quality and design. Your engineers have already told me this much.

"It will be lower in appearance than any car yet presented to the American car buying public yet it will have all the road clearance needed for any driving and the body will be as roomy as any you have ever been accustomed to.

"The seats, both front and rear, will conform to the dimensions which have become standard in your country. In comfort this car will be far ahead of our standard light cars.

"In appearance it will be quite unique for it will be individual and I have every reason to believe that it will be strikingly handsome in outline.

"In city driving, it will present parking advantages that are quite foreign to you at the present time. It will offer acceleration which will be considerably different in the flexibility of operation it will afford. I believe I am within the bounds of safety when I say that it will serve materially to relieve the present problem of congestion in your larger cities.

"In country driving it will be found admirably suited for long distance tours because of its economy, its high speed possibilities, its great tire mileage and its noticeable hill climbing ability.

"On your mountain roads it will be especially pleasing because of its ease of control short turning radius and ability to take curves at good speed and with great road stability.

"These features of European design which have come as the result of road racing conditions will be incorporated in your new light car design. Road racing is a far better criterion of design value than track racing. In Europe we like to travel fast when we are driving and so we have incorporated in our cars the features which have been developed through road racing. These advantages will come to you in the development in lighter, car construction and your cars of this type in the near future will be able to set road averages which will be comparable with and

very likely better than many of your large car performance records.

"The absence of a big home market for cars produced in England has resulted in a lack of necessity for planning far ahead on production in our country. We have been able to incorporate developments almost as soon as they have been proved worth adopting. In America, especially in the light car field you have always planned construction on the basis of a minimum of change for a long period. Naturally you did this to eliminate the necessity for frequent change in elaborate and expensive tool, jig or die equipment.

"Your manufacturers will enter into the production of this new type of light car in the same manner that you have held on in the present types. You will go in for great quantities. You will also go in for low prices which have always been characteristic of your productions. I expect that the light car of Europe which readily brings the equivalent of \$1500 will see its brother in America priced at somewhere around half this figure.

"With certain very minor changes, this car will be admirably suited to the European market and will undoubtedly be disposed of in great quantities here and in Continental Europe.

"We have always admired American built cars for their comfort and luxury while deploring their woeful lack of economy as judged by our standard.

"We will have nothing to deplore when the car which is looming just ahead of you in your own country, finally makes its appearance.

"You will have a light car which, in length of life and in excellence of service will conform to our cars which are bought by their owners as a long time investment in comfort and convenience, quite like all other things are bought.

"It will be interesting to see which one of your larger manufac-

turers is the first in the field with this new type of light car.

"I have no doubts as to its acceptance. I have heard many Americans in Europe admire our light cars and express the belief that they must sooner or later be duplicated, at least in performance features, in America. You will like the increased reliability just as you will be surprised at what the power plant will do and pleased with what this car will show you in reduced operating costs."

FEW BODY TYPES MEAN REDUCTIONS

Concentration on Two-Styles in Cars Is Accompanied by Lower Cost

Thomas Edison, the inventor and manufacturer, once gave the following rule on how to give best value in business:

"If I were a manufacturer, I should go over my lines to discover what the public most wanted out of what I was already making."

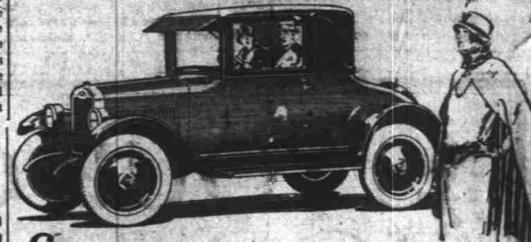
"If I were making five styles and found that 75 per cent of my business was done in one style (and that is usually the case), then I should manufacture two styles, certainly not more than three, and should turn my attention to making my selling price the other fellow's cost."

To which is added by F. W. Pettijohn, Hudson-Essex dealer:

"Hudson-Essex adopted and acted on this policy long before Edison phrased it. Efforts are concentrated on the fewest number of body types in the industry. The public has followed with great interest the wonderful economies which this specialization (combined with big volume) has brought about."

For Economical Transportation

CHEVROLET



Everybody says—

"it certainly is good looking"

The Coupe

\$645

Touring - 510

Roadster - 510

Coach - 645

Sedan - 735

Landau - 765

1/2 Ton Truck 395

1 Ton Truck 550

(Chassis only)

J. O. B. Flint, Mich.

All the distinction and smart appearance that you would expect to find in a car with body by Fisher. Swung low, gracefully proportioned, finished in attractive Arizona-gray Duco, with smart Landau-bows, this coupe—despite its low price—is at home in any company, on any occasion, business or social. In addition, it provides Chevrolet's characteristic economy and the superbly smooth operation of the Improved Chevrolet valve-in-head motor.

Newton Chevrolet Co.

525 Chemeketa Street

Phone 1000

QUALITY AT LOW COST

"Western Auto Supply Company's" Season Opening Camp Goods Sale

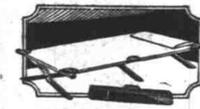
Ending May 1st

Camping Equipment Headquarters offers during this week dependable Camp Goods at reduced prices.

Your opportunity to complete your outfit—to get the many little conveniences needed to give you more solid comfort—to make your camping trips more enjoyable.

Plan now the many happy trips you dreamed about all winter. Enjoy the freedom, the pleasure, the health, Mother Nature offers you.

You save with safety at "Western Auto." Every article is guaranteed—our regular stock. Added savings if you buy during this Season Opening Sale.



Folding Cots

A real bargain in quality cots—4 ft. 6 inches long by 27 inches wide. They are well made of high quality hardwood frame, covered with canvas. Folds into a package only 3 feet 2 inches long. Only **\$3.47**

All-Purpose Food Jar

The wide mouth of this jar permits the insertion of meats or loaves—it keeps the contents either hot or cold. The capacity is 1 gallon. Our price reduced to **\$3.00**

Folding Skillets

—are easy to carry. The handle folds across the back, making a flat, compact package. 7-inch size reduced to **60c**



Cooking Is Easy—

Just like cooking at home, the same well-prepared appetizing meals are made possible in camp with this folding gasoline stove. Safe, durable, and compact—two burners. Without wind-break—regular \$5.85. Specially priced **\$4.68**

Medium size with wind-break. Reduced to **\$6.28**

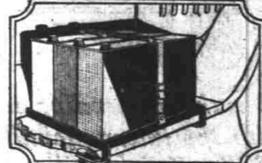


All the Cooking Utensils in One

Aluminum dishes consisting of three cooking pots, size 6, 4 and 2 1/2 quart, one two quart coffee pot, 4 cups, 4 plates and two heavy frying pans. Pots and pans fitted with detachable "cool handles." Reduced to **\$8.85**

Always Plenty of Oil, Gasoline and Water—in an Emergency

Handy 3-in-1 Service Unit **\$2.80**



Handy 3-in-1 Service Unit **\$2.80**

On the running board of your car, always ready. 3 one-gallon cans—red for gasoline, blue for oil, gray for water. Complete unit reduced to **\$2.80**

Flat Bottom Canteens

Two-gallon size, blanket-covered, reduced to **\$1.55**
Same canteen, 3-gallon size, reduced from **\$1.72**

Water Bags

Regular type—Two gallon **\$1.05**
Sanitary type—Two gallon **\$1.17**
Sanitary type—Three gallon **\$1.68**

Camp Stools



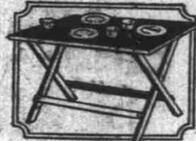
These stools are of durable duck seat and hardwood frames—price without back **60c**
With back **72c**
Same stool with steel braces and without back **72c**
With back **83c**

Folding Water Pail

Made of water proof duck with wire frame, rope handle and wire strainer at nose of bucket—regular **\$1.25**—Special **\$1.00**

Folding Wash Basin

Also made of heavy waterproof duck. It folds small enough to fit the door pocket. Reg. **\$1.80c**—Special **80c**



Folding Table

Just like eating at home! The table is light weight, strong and sturdy—now offered at the low price of **\$3.83**

Vacuum Bottles

A nice cool drink or a piping hot cup of coffee available at any time on the trip. Our special price for the pint size **\$1.50**
Quart size, enamel **\$2.25**
Pint size, brass, nickel-enameled **\$1.90**
Quart size, same finish **\$2.85**



—a place for extra luggage

It clamps securely on the running board of the car and folds up completely when not in use. Regular price **\$1.30**—Special **\$1.15**
Extra Quality Luggage Carrier with end gates. Reduced from **\$2.50** to **\$2.15**



Poncho Mattress

It makes a small roll and is easily carried on the running board of your car—the mattress is cotton with khaki top. Reduced from **\$9.75** to **\$8.15**

All-Steel Bed

Accommodates easily two large persons—folds into a small unit. Reduced price **\$10.13**

Tents that are Light, Strong and Compact

Standard Auto Tents

A real value—7x7 ft., white, 7-ounce duck tent with side door, poles and stakes, at our exceptionally low price **\$8.90**

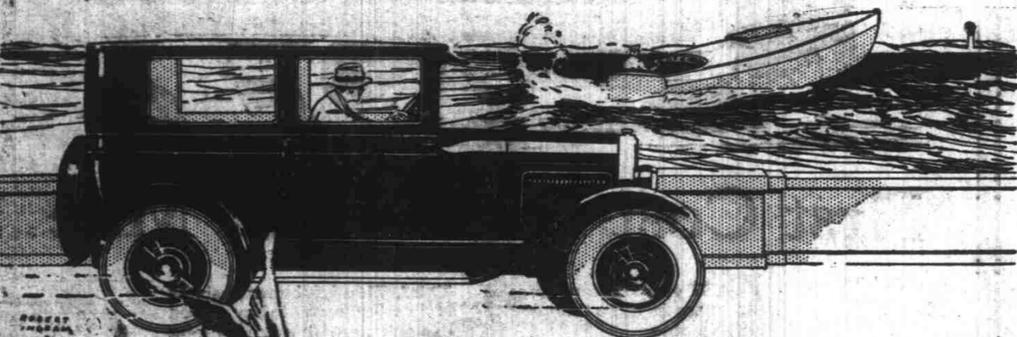
Palmetto Tents

One person can erect it in a few minutes—no guy ropes are necessary—only one pole, which is jointed. This tent is 10-oz. khaki, and size is 7x7 1/2 feet. Reduced to **\$23.85**

Accessories and Tires for All Cars

More than 125 Stores in the West—**Western Auto Supply Co.**

SALEM STORE
Corner Court and High Telephone 706



Amazing ABILITY

\$595

F. O. B. FACTORY

The New **Willys Finance Plan**

Smaller down payments and smaller monthly payments; the lowest credit cost in the industry

FOR sheer ability—acceleration—hill climbing—road speed—this Overland Standard Sedan has no equal in its price or size class.

The power plant is smoother running—quieter—more flexible and more economical than any you have yet found in the light car field.

The largest valve areas in any motor of its size—carefully honed cylinder walls—the wonderful Overland system of lubrication—the highly developed carburetion system—these are all features of advanced design that are exclusive in the Overland.

In body dimensions it offers full room for five occupants without crowding—and in design and finish it is a car you can well be proud of in any company.

Try it out—learn what you can buy for the lowest price ever asked for an enclosed car with standard specifications.

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Standard Sedan

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