

SEVENTY-SIXTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 2, 1926

PRICE FIVE CENTS

LOWER BODIES ARE NEXT STEP IN LINE

New Light Cars to Have Low Center of Gravity, Manufacturers Say

From the days of the old limousine which required a step ladder as a means of entrance...

True, the invasion is merely an expeditionary one, but it is not without its influence in the light, small car field...

When these motors, which will be far more lively and powerful than any we have yet developed...

An American-built, small car, copying European tendencies, will be a fast small car that will go up to 60 miles an hour...

The top of certain European-built light cars, which have as much headroom inside as any car we have been accustomed to...

A casual inspection of the amount of room left to work in, after allowing a standard road clearance, and admitting of the use of the proper type spring suspension...

These dimensions would be easily possible—length inside body from dash to back of rear seat, 38 inches; width of front seat, 41 inches...

It would have the advantages of weight close to the ground, easy entrance, and possibilities of exceptionally good style in its appearance.

How The Roads Are

OREGON STATE HIGHWAY COMMISSION Report on Condition of Major Oregon State Highways April 28, 1926

Economy Will Be Served By New Type Light Cars

With two European manufacturers already in this country an apparently casual survey of general conditions, the recently started agitation toward a new type of small, light car is taking on a particularly important note...

Better than 70 per cent of all the enormous number of motor cars used on the farms come under the general classification of the small car.

FEDERAL ROAD AID IS SAID NECESSARY

Over Billion Dollars Spent Yearly on Highway Systems, Stated

WASHINGTON, May 1.—Federal aid to highway departments of the United States in the building of improved roads is necessary to insure the best interests of the farmer as well as the urban resident...

In the past few years road building in the United States has increased phenomenally, partly because of the necessity for them, and partly because of incentive resulting from Federal financial assistance.

The investment of this vast sum in American highways has paid dividends as great, if not greater, than any other expenditure of a national fund.

The farmer needs good roads in order to supply food to the city quickly, safely and economically. The city in turn needs the improved highways in order to avail itself of this economy, service and fresh food.

WOOD'S PAINT SHOP SECURES LOCAL MAN

W. J. Anibal, Old Time Painter, Accepts Position With Salem Firm

NEW PAIGE MODEL BEING PRESENTED

Cabriolet of Distinctive Lines Easily Converted to Roadster Type

A cabriolet so distinctive that it at once takes its place among the outstanding cars of the year is the latest product of the Paige, announced today.

This is the first open car produced on the new Paige chassis, all previous models of the line, first presented in February, being sedans.

With the top up, it is as completely enclosed as a coupe. The doors have the regulation glass of closed models, and are snugly fitted to the one-piece windshield and to the folding top.

Luxury is as much a part of the design as it is in exclusive closed cars. The upholstery is an instance of the painstaking attention that has been given to details.

RED RICKENBACKER IS TOURING NATION

Official AAA Car Aiding in Controlling Traffic and Helping Tourist

DETROIT, Mich., May 1.—If you see a brilliant red Rickenbacker streaking over the highway, you will observe, if it does not pass you at too high a speed, that it is the official car of the American Automobile association...

Far from being a law violator, Mr. Gale is one of those most concerned in controlling traffic and making it easier for the tourist.

In his travels as official of the AAA, gathering data for the Blue Book, appointing official hotels, cafes, and garages, Mr. Gale will, in the next year, visit every city of 10,000 or over in the United States and Canada.

"I chose this Vertical-8, not primarily because of its terrific speed possibilities, but for that other phase of its power and performance—its plugging ability."

National Bicycle Week Proclaimed By Dealers

The week of May 2 to 8, both inclusive, will usher in two big events all over the country. National Boys' Week, supervised by the Rotary Clubs of America, will come in for its annual celebration.

The "Week" officially opens the bicycle riding season for 1926, and will arouse great enthusiasm in bicycle sports among riders and dealers in general.

Active part is taken in the big "Week" by more than 15,000 dealers in bicycles and accessories, the Cycle Trades of America supporting and promoting their participation and boosting the celebration with advertising in approximately 600 newspapers.

Dealers, clubs and other bodies who wish to put on local races and events any time during the year can get full particulars on how to conduct them to the best advantage by writing to H. J. McCarthy, executive secretary, Cycle Trades of America, Inc., 35 Warren Street, New York City.

These demonstrators each spend a week in the various cities visited throughout the season, calling at schools and giving the collective classes instructions in bicycling and traffic department. These lectures cover the proper way to ride bicycles without fatigue, the necessity of displaying lights after dark, the danger of riding an extra passenger on the handlebars, the regular inspection and keeping in order of safety brakes, and all other matters which contribute to making bicycling safe.

WILLYS-KNIGHT HAS ENORMOUS INCREASE

Sales Gains of 130 Per Cent Witnessed During First Quarter of Year

Sales of the Willys-Knight Great Six, brought out but Willys-Overland, Inc., in 1925, show a 130 per cent increase for the first quarter over the sales figures for the same period last year.

Based against the total sales in this model for all of last year, the increase in retail deliveries for the first three months of last year is at the rate of 33 per cent over the total volume for 1925, a surprising figure in the face of the fact that, in its first year, the Willys-Knight Great Six was one of the three leaders in the price class which it occupies.

With the Overland Six showing an increase at the rate of 50 per cent over last year's sales, with the four-cylinder Overland still maintaining its record breaking sales of 1925 and with the new Willys-Knight Six Seventy as an addition to the line and already exceeding the greatest estimates set by the factory officials, the general business of Willys-Overland for the first quarter of the year is showing most amazing strides.

According to factory officials, over-production, so far as Willys-Overland is concerned, will be impossible if anything like the present sales demand continues. At the close of the first quarter, all lines were oversold and the problem of the factory is to get sufficient production to meet current demand even at a time of the year considerably ahead of the peak sales points.

Dealer stocks are lowest in the history of the company for this time of the year and warnings have been sent out by the manufacturing departments of real shortages in several of the various body types presented on the four chassis built by the company.

MAKERS STRIVE TO CHECK GUESSWORK

Tests Prove Materials Before They Are Put to Use in Actual Cars

DETROIT, May 1.—Elimination of guesswork in the automotive industry goes steady forward, thanks to the ingenuity of engineers in devising accurate tests for the determination of data.

The behavior of materials in a given installation is now known long in advance of its actual use. An example of this is the matter of upholstery cloth.

Pieces of the cloth are eaten by chemicals, pulled apart, and even worn out by a specially constructed rubbing machine. Color and structure are checked by experts; then the cloth is submitted to laboratory inquiry. Samples of wool and of warp are tested to destruction, and it is interesting to note that in spite of the rigidity of the Ford specifications, cloth now being used shows practically twice the required strength.

Dissolution of the wool content of cloth by chemical action must leave a correct percentage of cotton behind; moreover, the remaining cotton must show a perfect pattern and distribution of the cotton through the cloth.

A cushion, upholstered with the cloth to be tested, is placed in a machine with a similar cushion, upholstered in cloth of known wearing qualities. The machine rubs the surfaces of the two cushions together, until one or the other wears out; since the machine delivers 120 rubs per minute the wearing out process is fairly prompt.

If the new sample wears out first, it is discarded, but if it stands up as long as the other, that particular type of fabric is added to the possible sources of material.

News of Local Beach Resorts

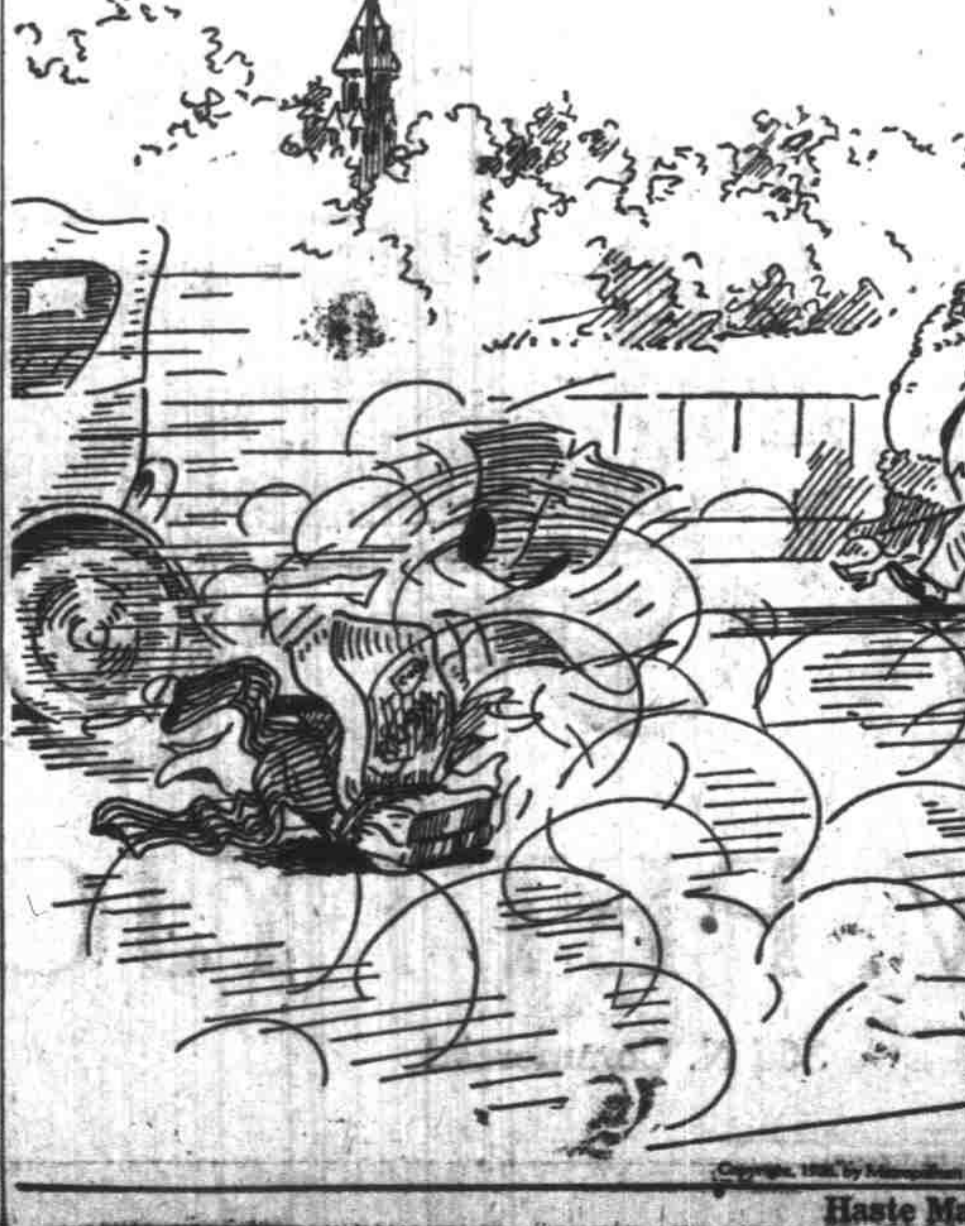
C. P. and R. D. Godfrey have purchased the Pleasant Valley store and service station from Conover and Reynolds. The Godfreys are from Tennessee having conducted a store there before coming to Oregon.

Mr. and Mrs. George Watt, former Salem residents, are now operating the Lake Lytle Hotel, located at Rockaway, Oregon. Mrs. Watt is a sister of G. W. Strand, of Salem.

The Watts are making numerous improvements such as putting up new fire escapes, building of fences and remodeling the dining room.

DOWN THE ROAD

A new store, service station and garage will welcome this summer's visitors to Netarts, the popular beach resort which is located 7 miles west of Tillamook.



The people of the Lincoln county beaches are jubilant over the prospects for the building of the Salmon creek road. The matter of establishing a new district comes up at the spring election May 21 and if the people within the district vote favorable, which is anticipated, work will start soon on the road.

The proposed road will start at New Grande Road and follow down the Salmon river joining the Roosevelt highway at Otis. It will

By FRANK BECK



FRED KIRKWOOD

Fred Kirkwood was born in Yamhill county, Oregon, in 1873, and, during the time he lived there, he was in the farming industry. In 1902, he was united in marriage to Miss Pearl Miller, also a native of this state, and to this union were born two children, Olga, who is twenty-three years old and Bernice, who is twenty-one. Mr. Kirkwood has one grand-child, Lawrence Junior.

In 1918, he moved to Salem and went into the automobile business in State street. From the year he came to Salem until 1921, Mr. Kirkwood was the authorized agent of the Overland automobile, and from the first of 1919 until the latter part of 1924 he was the dealer for the Hudson-Essex motor cars. In 1925 he took the agency of the Hupmobile and Nash cars, which he has had ever since. In 1925, on April first, he moved in to his present location on Commercial and Chemeketa streets in the historic Y. M. C. A. building that he and his associates had purchased, the lower floor of which they remodeled for their business. This was last year, after the Y. M. C. A. had arranged to construct their new building. As soon as that institution occupies its new building, in a very short time now, the two upper floors of the historic building will be remodeled.

Mr. Kirkwood is a successful man in his undertakings, and he is a factor in the prosperity and growth of Salem and surrounding country.

GLARE SHIELD MADE FOR NIGHT DRIVING

Thin Transparent Sheet Will Remove Much Danger, Manufacturer Says

A new glare shield for automobiles which will eliminate the blinding glare from approaching headlights when driving at night has recently been perfected. It is made of blue-green transparent pyralin sheeting, the color having been developed in the laboratory of an eminent surgeon-oculist. It fits any type of closed or open car. When properly adjusted, glaring lights are diffused in the glare shield, giving the driver clear vision ahead. Many automobile accidents that occur at night and due to the driver becoming blinded from the glare of headlights on approaching cars and this new shield will tend to avert danger of collisions from this cause.

With the coming of the hot dry months, increasing the fire hazard in our national forests, motorists are urged to use the utmost caution while camping in these beautiful spots. They are constantly reminded that it will take many years to replace these timbered mountains and much pleasure to the tourist every year.