

## SHORTAGE IN CARS SAID THREATENING

Everitt of Rickenbacker Company Declares Situation May Be Acute

"It is here—the usual spring shortage of automobiles," says E. F. Everitt, president and general manager, Rickenbacker Motor company, "but this year the shortage threatens to be unusually long."

"All indications are that the shortage will be more acute during the next three months than at any previous period in the history of the industry. This condition is due to the fact that, because of the lateness of the season—most sections reporting it three or four weeks late—we automobile manufacturers opened the safety valve and left it open too long."

"That, by the way, has been one of the most important developments in this industry; the safety valve and our ability to use it," says Mr. Everitt. "Production methods have been brought to such a state of perfection and of flexibility that those manufacturers who are best equipped, can slacken production 25 or even 50 per cent when for a brief spell, retail sales let up, and yet not incur a prohibitive overhead."

"That was what happened during January, February and March this year. Some of the largest makers dropped several hundred, and in one case at least, several thousand cars per day. That was what we term opening the safety valve. It has been usual to do this during January and February. In fact we seldom get under way on new models until the first of March. From then on the practice has been to run full blast."

"Weather in March of this year was severe; reports from all sections were unfavorable. Just then too, the professional operators in the stock market decided to make a cleaning, the Bears got control, and pounded all stocks, especially motors, hard. That made automobile manufacturers over cautious, with the result that March production was hundreds of thousands of cars below normal. The action was mis-interpreted in some quarters."

"It seemed, to superficial observers, that the industry was in a precarious position; and wild talk of the old mythical 'saturation point' began to be heard again."

"In fact, the industry was never in such a safe condition—for there is no danger of a casualty when safety valve is working!"

"Only danger now is that the industry as a whole, will lose the sale of several hundred thousand cars, because of its inability to produce them in the time left. For, while all plants are now rapidly getting into full production, none can exceed capacity. So we will all be lagging a month or two

behind retail demand, which is now lively and persistent. Several of the leading makers are already hopelessly behind orders. Just stop and consider for a moment what would happen if some power could stop all the automobile plants for a full thirty days!

"Why it would take a year, with all factories running over-time to catch up again."

Those were valuable lessons learned by manufacturers this season.

"First, that we can cut our garments to our cloth; the second, that too much caution may have just as serious consequences as too much daring."

"The penalty, if any must be paid, will of course be passed on to the tardy buyer who, in the event of a serious shortage will have to pay a premium for prompt delivery," says the Rickenbacker head.

O. J. Hull Auto Top and Paint Co. Radiator, fender and body repairing. Artistic painting adds 100% to the appearance of your auto. 267 South Commercial. (\*)

## GREAT POWER MADE IN TESTING MOTORS

(Continued from page 1.)

ever attained in any American built motor of stock design, per cubic inch of displacement.

The results, in performance, are shown in very rapid acceleration, a pronounced ability on hills and a speed range well in excess of 60 miles an hour for the sedan model.

In general, the principles employed in the construction of the Willys-Knight Six-Seventy are in line with the European type of construction, concerning which there is universal interest at the present time.

The European builders have concentrated their energies in building motors of high power development. It is interesting to note that the only stock motor in the world, which equals the Willys-Knight Six-Seventy is a Knight sleeve-valve motor built by the Daimler Motor Co., of Coventry, England.

An advantage of Knight motor construction in developing high speed motor operation is found in the fact that it is not necessary to utilize a valve design which may readily be rendered inefficient through the action of the exhaust gases on the valve mechanism.

The construction of the sleeves which control the intake and exhaust operations in the Knight type motor is such that motor speed may be increased without results that are detrimental to the long life and continued performance of the power plant.

Nelson & Hunt, druggists. Liberty and Court. Convenient for your every day drug needs. Toilet articles; druggists' notions. Money saved on fountain pens. (\*)

Myrtle Point—City council lets contract for paving, grading and graveling streets.

Baker—Plans develop for \$200,000 highway to Homestead, copper mining center.

## SERVICE AND SALES BRANCHES UNITE

Olds Motor Works Branches Correlated by Appointment of Manager

In recognition of the close connection between automobile service and sales, these two departments of Olds Motor Works have been correlated by the appointment of a service promotion manager who will work under the direction of D. S. Eddins, general sales manager. T. H. Stambaugh, who has had extensive automotive experience both in sales and service, has been appointed to the position.

Mr. Stambaugh is a native of Lansing, Michigan, where Olds Motor Works is located, and his first position was with that company. After a year with Oldsmobile, Mr. Stambaugh spent three years in banking and then joined the Maxwell Motor company, working both in the factory and as field service man.

Following a year's service in the Marine Corps, Mr. Stambaugh took charge of service in the Denver zone for the Chevrolet Motor company. He was transferred to the Sheridan Motor Car company when General Motors organized that division, and later joined the Durant Motor Company of Indiana as service manager. He was later made assistant to the general manager, continuing in that position until transferred to Flint as assistant to the general manager of the Flint Motor company, which position he held until coming with Oldsmobile.

Capital City Laundry. Leading first class laundry of Salem. Gives you best service in city. Clothes laundered here lasts longer. Always on time. 1264 Broadway. (\*)

## HOW THE ROADS ARE

(Continued from page 1.)

Hamlet Junction, Mohler: Macadam.

Mohler, Miami: Highway route via Brighton now open but on account of danger on planked road between Wheeler and Brighton, traffic for Garibaldi and points south is urgently advised to take road via Foley Creek which is graveled throughout.

Miami, Tillamook, Hebo, Devils Lake, Siletz River: Part paved; balance macadam.

Newport to Otter Rock in Lincoln county: Open for travel.

Willamette Valley—Florence Highway Junction City, Cheshire, Blachly, Rainrock, Mapleton: Macadam.

Mapleton, Florence: Dirt road. Impassable after heavy rains.

Corvallis - Newport Highway Corvallis, Philomath, Wren, Eddyville, Toledo, Newport: Macadam. Roosevelt coast highway open north to Otter Rock.

McMinnville - Tillamook Highway McMinnville, Sheridan: Paved.

Sheridan, Willamina, Grand Ronde, Hebo, Tillamook: Part paved; balance good macadam.

Oregon-Washington Highway Pendleton, Washington state line: Paved.

Pendleton, Pilot Rock, Vinson, Heppner, Heppner Junction: Macadamized except between Vinson and Lena which is under construction.

Crater Lake Highway Medford, Trail, Prospect: Macadam.

Prospect, Fort Klamath: Closed on account of snow.

Redwood Highway Connecting With Road to Caves Grants Pass, Kerby, Wasco: Graveled road in good condition.

Waldo, Crescent City: New Road open for travel.

Kerby, Oregon Caves: Road in good condition. Oregon Caves now open to public.

McKenzie Highway Eugene, Belknap Springs, Sisters, Redmond, Bend: Macadam.

Alsea Highway Corvallis, Philomath, Alsea, Lincoln county line: Macadam.

Lincoln county line, Tidewater: Dirt road. Rough but passable when dry. Impassable after heavy rains.

Tidewater, Walport: Macadam.

Hunt & Schaller, leading meat market on North Commercial, at No. 263. Finest meats, fruits and vegetables. The crowds trading at this store tell the story. (\*)

Burns—Herrick pine mill being built here, will cut 250,000 feet a day.

Picturesque Victoria Golf Course Draws Players

VICTORIA, B. C.—(By Associated Press).—Built on the rocky

east of an arm of the Pacific ocean, where the Gulf of Georgia meets the Strait of Juan de Fuca at the southeastern end of Vancouver Island, lies a picturesque

golf links, which has brought to Victoria, capital of British Columbia, a colony of residents of the United States and eastern Canada. This course is the home of the

Victoria Golf club, as the Oak Bay links. On the heights overlooking the links and the sea, the education homes of parents

# SAVE 25 From

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No wonder Essex is so popular, no wonder is the trend to "Sixes"—no wonder is the sales leadership with thousands of new buyers every day.



## Smooth—and Stays Smooth

Long after you would have traded in an ordinary car, you will be driving this Hupmobile Six with all the pleasure and satisfaction of the first few months. Like the highest priced sixes, it retains through the years its velvety quiet and magnificent power, its wonderful smoothness and dashing performance.

### Hupmobile's High-Priced Features

- Remarkably Easy Steering
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- Special One-piece Vision-Ventilating Windshield
- Dash Gasoline Gauge
- Strong, Rigid Frame
- Heavy, Rigid Crankshaft
- Special Vibration Damper
- Machined Combustion Chambers

### Hupmobile Six

Sedan, five-passenger, four-door, \$1285. Touring, five-passenger, \$1325. Equipment includes 36 x 2.25 balloons three, four-wheel brakes, choice of two colors. All prices f. o. b. Detroit, plus revenue tax.

### Hupmobile Eight

Sedan, five-passenger, \$1545. Sedan, touring, \$1585. Coupe, two-passenger, with rumble seat, \$2145. Touring, five-passenger, \$1945. Touring, seven-passenger, \$2045. All prices f. o. b. Detroit, plus revenue tax.

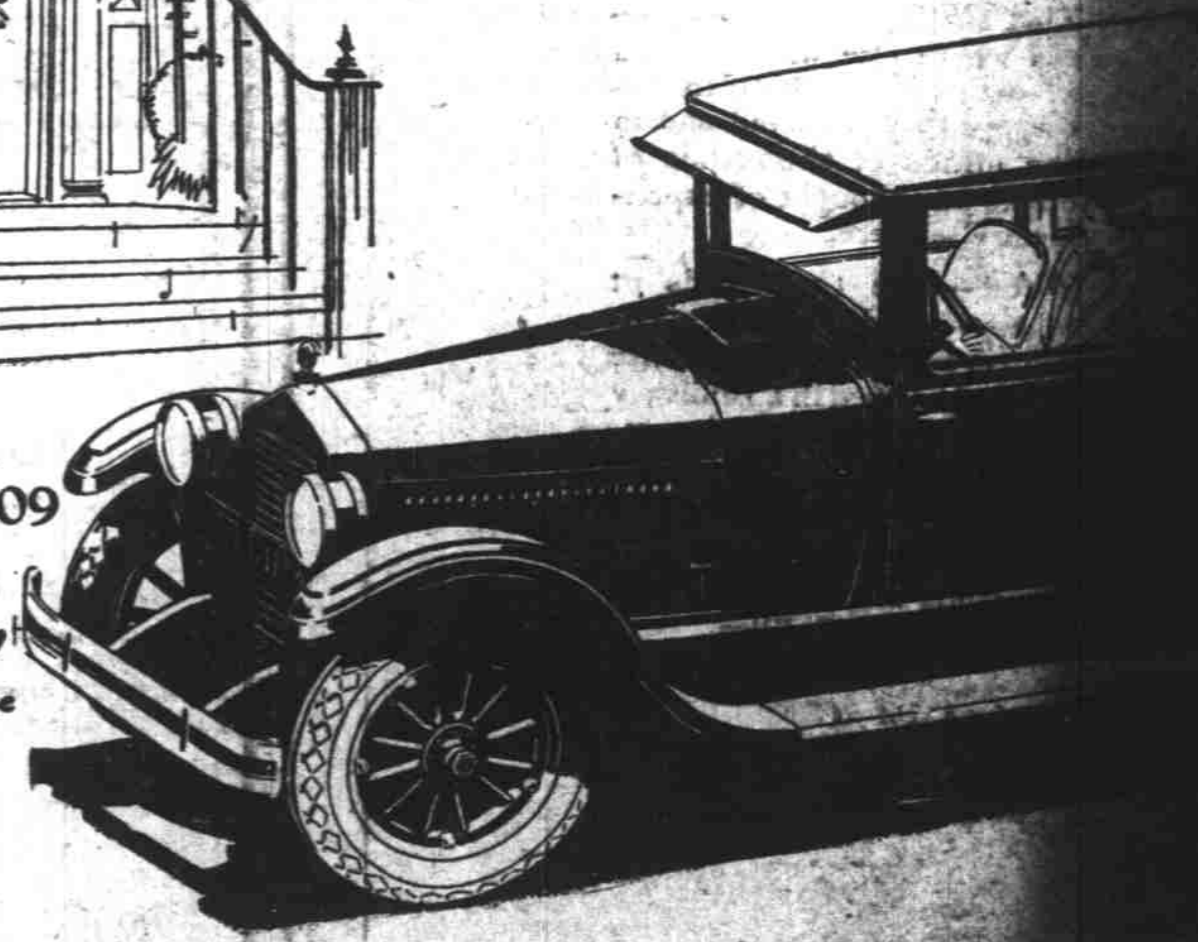
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# HUPMOBILE SIX

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